

Prince George's County Comprehensive Housing Strategy



experience **COMMUNITY**
expand **OPPORTUNITY**
explore **CHOICE**

COMMUNICATIONS & CIVIC ENGAGEMENT TOOLKIT



April, 2018



Welcome to the Civic Engagement Toolkit for PRINCE GEORGE'S COUNTY COMPREHENSIVE HOUSING STRATEGY!

This toolkit is designed to help Prince George's County residents and other community partners increase awareness and understanding of the housing issues facing the County and the role of the Comprehensive Housing Strategy (CHS) in addressing them.

The County is proactively defining its housing challenges and identifying solutions, including developing new or modified approaches to how and where it invests in the development of housing.

Components in this toolkit outline why housing matters to County residents, factors that impact the supply and quality of housing, and access to housing options, services, and amenities within Prince George's County.

It also intends to communicate the County's vision for what housing investments will help to achieve in Prince George's County over the next 10 years:

Your input & involvement matters

Broad involvement among existing and future residents is critical to the success of the planning process, as well as to the important work of seeing the ideas outlined in the final Comprehensive Housing Strategy become a reality. The County relies on direct public input and other sources of feedback to ensure its Comprehensive Housing Strategy includes a range of perspectives and experiences.

The overarching goal of this toolkit is to expand the reach of this conversation and help shape the County's effort—both today as the plan is developed—and over time as the County implements it.

goal is to offer affordable, high-quality housing options for a range of income levels, preferences, and phases of life.

■ **Experience Community.** Prince George's County is more than a place to live. Our communities are connected to broader, cross-cutting services, like access to transportation, high-quality education and employment opportunities, a wide range of shopping options, recreational activities and health services.

■ **Expand Opportunity.** Prince George's County provides an opportunity for every resident to have a decent, affordable home as a pathway to achieving economic security, a high quality-of-life, and sense of stability. We are a desirable location for businesses and employers that want their workforces to live near their jobs.

■ **Explore Choice.** Prince George's County has a broader vision to be a community of choice for families, businesses, and workers in the region. Our



TOOLKIT MATERIALS

This toolkit has three key components:

1. **Housing in Prince George's County Fact Sheet.** This fact sheet summarizes key findings from the CHS, including changing demographics and unmet housing needs within Prince George's County.
2. **Frequently Asked Questions (FAQ).** The FAQ answers frequent questions that help explain the overall process and goal of the County's effort to develop the CHS.
3. **Audience-specific messaging guides.** Messaging guides address the concerns of specific target audiences who have an interest in the County's housing future because of their unique housing needs or relationship to the local and regional economy:
 - Millennials
 - Immigrants
 - Seniors
 - Multifamily developers

USING THIS TOOLKIT

These materials can be used by County residents and other interested stakeholders. A few ways to use the materials are:



Discuss: Use the fact sheet or messaging guides to host a discussion about the need for more diverse housing options in Prince George's County or the needs among specific populations.



Share: Share key findings from the FAQ, fact sheet, or messaging guides with your social media networks. Don't forget to use @DHCDPG.



Support: Reach out to County leaders about the importance of supporting expanded housing and community development activities in Prince George's County.

For more detailed ideas on how to use this toolkit, see Section 2: How to Use This Toolkit.