

How to use the CIVIC ENGAGEMENT TOOLKIT

Materials in this toolkit are intended to build awareness about housing opportunities and respond to questions about housing development in Prince George's County.

Please review the Housing Fact Sheet, Frequently Asked Questions (FAQ), and messaging guides for different audiences to find the tool that works best for your interests and goals.

While the messaging guides are tailored to specific audiences, anyone can use this toolkit. It can help stimulate discussions with employers who are eager to attract talented employees to live and work in the County. In addition, it can be used with educators, business leaders, or other civic leaders.

This toolkit can help lead solution-oriented discussions in a variety of venues, like boardrooms, classrooms, and houses of worship, among other settings. It can also be used to raise awareness about unmet needs or the importance of different solutions to local elected officials to ensure the ideas in the Comprehensive Housing Strategy are successfully implemented over the next 10 years.

USING THIS GUIDE



Host a discussion

One way to use the tools is to host a discussion about the need for more diverse housing options in Prince George's County or the needs among specific populations. You may include the issues, concerns, and ideas that you and your peers may have about future housing development in Prince George's County. The messaging guides in this toolkit are designed to help you host a discussion. Each messaging guide summarizes key messages and includes three discussion prompts to help jumpstart your conversation.

Discussion hosts should create a comfortable environment for these discussions by selecting easy-to-attend locations, and by encouraging participants to share their reactions freely. Hosts should also assign a person to take notes during the discussion.

To ensure the ideas generated from discussions help shape the Comprehensive Housing Strategy, the host can share the notes or key takeaways with Department of Housing and Community Development staff by emailing: chs@co.pg.md.us.

Input shared with County staff will be integrated into the final Comprehensive Housing Strategy, including its research findings and strategies to guide housing investments over the next 10 years.



Build awareness

Another way to use this toolkit is to share its content with your social media networks. Consider sharing key findings from the FAQ, fact sheet, or messaging guides on Facebook, Twitter, Instagram or other social media platforms. Or consider adding a link to the Community Engagement Portal or toolkit (or both!) through your organization's e-newsletter or other outreach materials. Don't forget to use @DHCDPG.



Show your support

This toolkit can be used to reach out to your County Councilmember and to the County Executive. Communicate the importance of supporting expanded housing and community development activities in Prince George's County and show your support for local action on these matters. Feel free to use information from the fact sheet or messaging guides or write about your personal experiences living in Prince George's County.

Contact information for County Councilmembers can be found here: <https://pgccouncil.us/27/The-Council>

To email the County Executive's Office, please use this email address: countyexecutive@co.pg.md.us