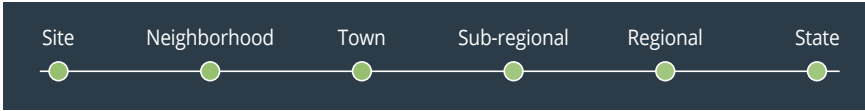




Targeted Communications Materials and Campaigns



LOCAL IMPLEMENTATION  Implemented on Cape Cod

OVERVIEW

As communities look to advance housing initiatives, whether supporting a new development, funding a new program, or changing regulations to allow for different kinds of housing, targeted communications materials and campaigns can play a critical role in garnering support for those initiatives and raising awareness among residents about the housing challenges their community is facing. Materials and campaigns may convey data, statistics, or other quantitative information, as well as providing anecdotes and qualitative information to help people better understand and empathize with those facing housing challenges. To reach a broader audience, consider how the information and materials will be disseminated (e.g., social media, websites, news outlets, etc.).

CHALLENGES ADDRESSED

-  Not Allowed to Build Multi-family Housing
-  Too Expensive to Build New Housing
-  Too Expensive to Secure or Maintain Housing
-  Hard to Find Year-round Housing

POTENTIAL BENEFITS & CONSIDERATIONS

- The desired outcome and intended audience should be clearly defined for effective materials and campaigns
- Communications must be accessible to all members of the community and should take into account varying types of access, and varying abilities to access content
- Developing and disseminating the information can take significant resources and time
- Depending on the materials, they may need to be updated regularly

RESOURCES & EXAMPLES

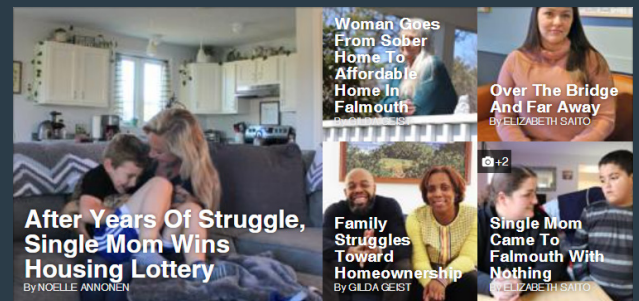
Cape Cod Housing Profiles - The Cape Cod Commission developed housing profiles that provide housing, demographic, and economic data for each town and the region.

Data Cape Cod - This website provides interactive dashboards with economic, demographic, and housing data for Cape Cod.

Community Development Partnership Public Education Campaign - The Lower Cape Community Development Partnership launched a public campaign in 2019 titled “We can’t afford to lose the people who can’t afford to live here.” The campaign highlights the diversity of community members who benefit from affordable housing.

CASE STUDY: FACES OF AFFORDABLE HOUSING, FALMOUTH, MA (2022)

The Town of Falmouth initiated this campaign in September 2022. The campaign ran regular news stories about community members that had struggled to find affordable housing and what local resources helped them finally secure housing. The profiles show the wide range of community members who have had trouble securing affordable housing, including single mothers, families, business owners, and research technicians. The series is available [here](https://www.capecodcommission.org/housing).



Images: https://www.capecodnews.net/faces_of_affordable_housing/