Workforce Housing Committee Communications/Community Outreach Plan

Overview

The Prescott Workforce Housing Committee was established in 2022 to address concerns about the availability and accessibility of housing for service employees in the community, such as police, firefighters, nurses, teachers, and other professions that are critical to a community's functioning. The committee is comprised of local stakeholders and industry experts and is working on short- and long-term goals to address availability and accessibility of workforce housing in Prescott.

To better engage the community and share important messages related to the Committee's work, a communication and community outreach plan has been established.

Here is a proposed communications and community outreach plan.

Phase 1 - Now

Creation of FAQ/Fact Sheet which includes the mission/vision statements, defined need for the committee, and overview of why workforce housing is needed in Prescott, then short- and long-term goals for the committee. Creation of a communication plan.

Phase 2 – Following Council Review and Approval

Begin regular communications including but not limited to:

1. Press releases
2. Social media posts (Facebook and Instagram)
3. Letters to the editor from the board chair
4. Radio PSAs for specific, timely projects such as a local survey, or special event

Key Messages

-Mission and Vision statement for the Workforce House Committee

-Definition of Workforce and Workforce Housing

-Why Workforce Housing Makes Sense for Prescott

- -Stabilizes Community
- -Creates better quality of life for residents
- -Allows essential service workers to live in the community they work in
- -Does not diminish home values
- -Positively impacts local education system
- -Mitigates traffic concerns – less commuting long distances
- -Promotes economic development by providing a local, stable workforce
- -Fosters a Diverse Community
- -Supports Small Businesses