

Northern Kentucky Housing Study Coalition
Awareness and Community Engagement Committee
Purpose and Objectives
2.26.24

Purpose:

Share the study data and educate and gather feedback from stakeholders, including residents, business leaders, policymakers, and others.

Objectives:

- Support the creation and execution of a comprehensive communication plan to increase awareness and education of the housing data and the key issues our community faces and enhance community will toward deeper understanding, engagement, or action. This will at a minimum include:
 - o An appropriate frame for the messaging so that everyone speaks the same language when discussing the Housing Study and the importance of income-aligned housing for all. Key considerations with messaging...help people understand what the problem is and the critical impact on workforce development (talent attraction and retention; the welcoming nature of our community) and economic growth.
 - o Public relations (press releases and media stories), social media posts, podcast productions, and other key media outlets are utilized.
 - o Customizable toolkits or resources that can be used by various stakeholders or partners to gain critical mass with messaging across multiple platforms. Support the dissemination of this information.
- Provide a space for residents (through community meetings, data walks, and/or focus groups) to share feedback and inform possible solutions. Ensure input is shared with the respective Coalition Committee or County (comprehensive community planning processes) as appropriate.
- Assemble stories and testimonials that will advance the messaging and the communication plan and support a counter-narrative against any bias.
- Track community meetings where the Housing Study is shared and assess for any gaps in geography or populations to strategically ensure appropriate coverage of the community to increase awareness of the data.