

# Communications Plan

## Affordable Housing Working Group

### GOALS

---

1. Introduce and launch the waitlist process for affordable homeownership and rental housing.
2. Inform and educate the public and create awareness about the steps that the municipality, and specifically the Affordable Housing Working Group have taken towards developing affordable housing on Bowen. Identify key components of the Affordable Housing Policy; explain the process and answer questions.

### STRATEGY

---

1. Establish a dedicated Affordable Housing website with various pages
2. Develop FAQ
3. Produce series of short articles for the Undercurrent – each focused on one subject. Topics could include:
  - What is Affordable Housing?
  - How will it be achieved on Bowen?
  - What will it look like?/Where will it be located?
  - Introduction of the Waitlist
  - (Other topics to be determined)
4. Circulation of an all-island mail-out, regarding the waitlist and background information
5. Organize two public open houses to discuss affordable housing strategy and waitlist
6. Advertise public meetings in Undercurrent/website/online Forum/BIM Link, etc.
7. Send information/updates via emails to subscription list
8. Prepare a brochure as a general information handout (both as a hard copy and electronic version)

## TIMELINE/RESPONSIBILITIES

---

Action	Roles & Responsibilities	Timeline	Notes/Questions
1. Develop dedicated website		Immediate	Is there a budget for this? If not we can begin by setting up pages via the existing BIM site.
2. Develop FAQ	Jacqueline to draft/with help from Elizabeth/Tim	Immediate	
3. Write and publish series of articles	Jacqueline to write/submit Tim/Elizabeth to approve	Eight articles published Sept. 12, 19, 26 Oct. 3, 10, 17, 24, 31	The FAQ will help define the topics to be covered. The articles will be succinct.
4. Produce and circulate a leaflet island-wide inviting the public to open houses	Jacqueline to prepare copy/design materials	Distributed two weeks prior to first public meeting	Should this include background information, or simply be an invitation/teaser with links to the website for more information?
5. Display Ad for open houses	Jacqueline to prepare; Tim/Elizabeth to approve	Beginning three weeks prior to first meeting, and every week leading up to meetings	Cost is approximately \$60 per ad for Undercurrent/\$25 per week for banner ad on Forum.
6. Organize Open Houses	Tim/Elizabeth	TBD	Who is the contact person?
7. Updates via e-newsletter	Jacqueline to generate/send as necessary	Ongoing	BIM Link will be circulated mid September with article re AH strategy.
8. Prepare brochure/handout both as hard copy and electronic version	Jacqueline to write copy/design	Available at open houses	This could be combined with #4 and become one Action item.