

HOMES FOR ALL



COMMUNITY & BUSINESS LEADERS TOOLKIT

SOCIAL MEDIA STRATEGY

As community leaders and business owners you can use these strategies to amplify the Homes For All message and combat misinformation and discriminatory opinions.

- Attend events coordinated by the community and municipal offices
- Reshare and post about community/municipal events to encourage greater participation
- Respond to misinformation with the facts and point neighbors to the source of truth.
- Speak out about your support of addressing housing affordability in Montgomery County and creating more high-quality, affordable homes in their communities.
- Share positive news from your community

GET THE FACTS

To afford a 2-bedroom apartment in Montgomery County without becoming rent burdened, an individual would need to work 52 hours per week, earning a minimum hourly wage of \$18.75, assuming a fair market rate rental at \$1,266 per month. Alternatively, a 40-hour workweek would require an hourly wage of \$24 to meet the affordability threshold.

However, in Montgomery County, the current average rate for a 2-bedroom apartment is \$1,855, exceeding the fair market rate. Those only able to find an apartment at the average price will either have to work many more hours per week or spend more than 30 percent of their income on rent.

COMBAT MISINFORMATION

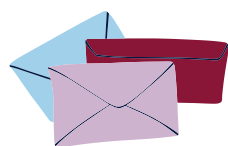
Creating vibrant communities relies on acknowledging key factors that contribute to their success: homes situated close to jobs, essential services, amenities, transportation, healthcare, and top-notch schools. Our vision for ideal communities prioritizes safety, cleanliness, walkability, and comfort. However, achieving this vision necessitates overcoming obstacles such as the influence of location and proximity on accessing essential services and job opportunities, along with external factors that impact overall well-being.

It is paramount to understand that housing affordability significantly influences business decisions and hiring practices. A workforce unable to afford housing within Montgomery County will seek opportunities elsewhere, leading to an exodus of talent and subsequently, businesses. Furthermore, the location of a home directly correlates with school performance, work attendance, and overall health, underscoring the critical role of accessible and affordable housing in fostering a prosperous and sustainable workforce.

COMBATING MISINFORMATION



Combating misinformation about housing affordability is crucial in ensuring accurate understanding and equitable access to housing opportunities. It's essential to leverage effective communication strategies that convey trustworthy information to the public. By fostering partnerships with municipalities and business organizations like Chambers of Commerce, business and community leaders can amplify the needs for affordable homes for their current and future workforce. Consider the impact of these collaborations when designing your next campaign to combat misinformation and promote informed decision-making about the homes you want in your community.



INVITE

Join us in the fight against misinformation surrounding housing affordability! Your voice matters in ensuring accurate information reaches our communities.



USE

Utilize credible sources and fact-checking tools to verify information before sharing. By employing accurate data and reliable sources, we can counter misinformation effectively.



ENLIST

We call upon community leaders, advocates, and business owners to join forces. Employers need attainable homes for all parts of their workforce.



PARTNER

Collaborate with local organizations, policymakers, and media outlets to share why employers need housing affordability. A workforce with stable and affordable places to call home can benefit from shorter commutes and reduced transportation expenses, which can ultimately lead to workplace productivity and reduced absenteeism.



REQUEST

Request transparency and accountability from those sharing information about housing affordability. Let decision makers know that communities and businesses need equitable access to homes

**FOR ADDITIONAL
RESOURCES VISIT:**

www.homesforallmontco.org