



HOMES FOR ALL



HOUSING DEVELOPERS

SOCIAL MEDIA STRATEGY

As housing developers you can use these strategies to amplify the Homes For All message and combat misinformation and discriminatory opinions.

- Offer to hold community meetings to illuminate what a proposed development will bring to the community
- Respond to misinformation with the facts and point neighbors to the source of truth.
- Find supporters committed to tackling housing affordability in Montgomery County and effectively challenge opposing voices
- Work with supporters and local government to share positive stories about the impact that your housing developments are having

GET THE FACTS

To afford a 2-bedroom apartment in Montgomery County without becoming completely 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. In 2023, the median priced home in Montgomery County cost \$425,000 for those looking a buy a home. This is out of reach for many potential homebuyers; developers can and do build homes at a variety of price points to bring additional opportunities to low- and moderate-income households.

COMBAT MISINFORMATION

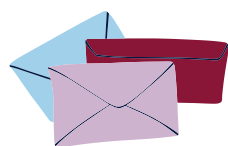
Housing developers face an uphill battle to convince nearby homeowners that new, affordable homes will not lower nearby property values. A home is frequently someone's largest investment! New affordable construction has been shown to have positive impacts on home prices in nearby neighborhoods. It also does not necessarily have an impact on nearby crime, as naysayers might suspect.

While new affordable homes provide new opportunities and new faces in a neighborhood, these homes help lift people out of challenging circumstances, improve health, and provide social and educational opportunities for people of all ages.

COMBATING MISINFORMATION



Combatting misinformation about affordable housing 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 reliable sources and community leaders, public health communicators can disseminate accurate and culturally resonant messages. Consider the impact of these collaborations when designing your next campaign to combat misinformation and promote informed decision-making in affordable housing matters.



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 concerned citizens to join forces. Together, we can amplify our message and educate others about the realities of affordable housing.



PARTNER

Collaborate with local organizations, policymakers, and media outlets to disseminate accurate information. By partnering with trusted entities, we can reach broader audiences and combat misinformation more effectively.



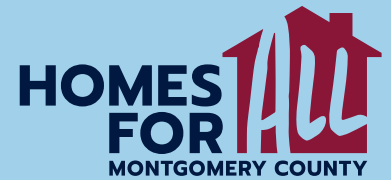
REQUEST

Request transparency and accountability from those sharing information about affordable housing. By holding ourselves and others accountable, we can ensure that accurate information prevails, leading to informed decisions and equitable access to housing.

**FOR ADDITIONAL
RESOURCES VISIT:**

www.homesforallmontco.org

FORGING CONNECTION STATEMENTS: A PRACTICAL COMMUNICATION TOOL FOR ADDRESSING CHALLENGING HOUSING AFFORDABILITY INQUIRIES AND CULTIVATING TRUST



Housing affordability advocates play a crucial role in ensuring access to adequate housing and promoting economic stability for all. Connection statements serve as an essential communication tool to remain focused on key messages and establish trust through evidence-based information.

Connection Statements: Refocusing on Essential Messages

Forging connection statements is a technique that aids in addressing inquiries while reinforcing vital fact-based messaging and dispelling misinformation.

What are the long-term effects of housing insecurity on children and adolescents?

Housing insecurity during childhood has significant repercussions, as studies show increased interaction with child welfare and criminal justice systems at age 9, along with heightened risks of adolescent depression and behavior problems at age 15. These effects persist for at least a decade after experiencing housing insecurity.

What factors contribute to rising homelessness in a community?

Research indicates that homelessness tends to increase when rents exceed 22 percent of residents' income, with a sharper rise observed when rents surpass the 32 percent threshold. Understanding these thresholds is crucial for identifying and addressing factors contributing to homelessness within a community.

How will the increase of affordable housing in my area effect the value of my home?

The market value of many affordable homes is on par with an area's median home sale price. The only thing that is different is the occupant pays less because the cost of the building or the rents/mortgages are underwritten. Research from the Urban Institute found that "homes located within a typical block of the affordable housing developments saw property values increase, on average, by a small, but still significant 0.9%.

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