



HOMES FOR ALL



MUNICIPAL LEADERS

SOCIAL MEDIA STRATEGY

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

- 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 your communities.
- Share positive news from your community

GET THE FACTS

In Montgomery County, the cost of housing has surged beyond what many residents can reasonably afford. To put this into perspective, consider a 2-bedroom apartment: for an individual to avoid excessive rent burden, they would need to work either 52 hours a week at a minimum wage of \$18.75 per hour, or 40 hours a week at \$24 per hour, based on a fair market rate rental of \$1,266 per month. However, the reality is starkly different. The average rate for a 2-bedroom apartment in Montgomery County currently stands at \$1,855, far exceeding the fair market rate.

This disparity means that a significant portion of Montgomery County residents are spending more than 30% of their income on housing costs, leaving them financially strained and vulnerable. With housing costs consuming such a large portion of their income, individuals and families are forced to make sacrifices in other areas, such as healthcare, education, or savings for the future.

The need for more affordable housing options in Montgomery County is urgent. Without access to housing that aligns with their income levels, many residents face the constant threat of housing instability, eviction, or homelessness. Addressing this issue requires concerted efforts from both public and private sectors to increase the availability of affordable housing options and ensure that all residents have access to safe, decent, and affordable homes.

COMBAT MISINFORMATION

In order to have thriving and vibrant communities, we need to consider what enables that to happen: high-quality homes with close proximity to jobs, services, amenities, and access to transportation, healthcare and quality schools.

As municipal leaders with control over zoning and land development, you hold a lot of power in shaping your community. Building an inclusive municipality with homes at all price points and places for low and moderate income households to thrive is crucial for stable communities, involved citizens, and overall economic stability.

If a family can only afford a home in a location that is far from essential services with limited economic opportunity, how can we expect that family to thrive? The location of a home and the businesses and services that are nearby have a lot of influence over a family's well-being. When that home is out of reach, it affects school performance, involvement in community activities, and workplace productivity.

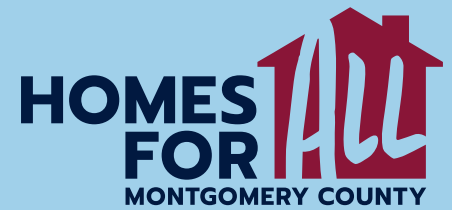
NEXT STEPS

Recognizing community concerns is crucial, but equally important is guiding residents on the actionable steps that can be taken to address them. As municipal leaders, it is essential to provide clarity on the mechanics of specific projects and investments, ensuring residents understand their implications and potential outcomes.

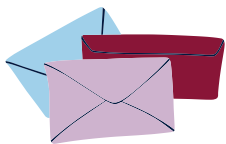
For municipal leaders, it's imperative to approach community changes through a collaborative and equitable process. This ensures that all stakeholders have a voice in shaping projects to benefit everyone involved. We must consider who is currently represented at the table and actively seek out input from those who may not be present. How can we enhance your understanding of the project, and how can you assist us in comprehending your neighborhood's needs better?

Our aim is to uphold transparency, maintain open lines of communication, and foster accountability throughout the planning and execution phases. It's essential that all individuals with a vested interest in the community are informed about project plans and timelines.

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. As municipal leaders, your transparency is the starting point for creating communities that do have homes for all. Consider the impact of creating more attainable places to call home the next time unhappy constituents, likely a minority a voices, presents pushback."



INVITE

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



USE

Utilize credible sources and fact-checking tools to verify information before sharing. Don't hesitate to reach out to your county's planning commission or other bodies of government who can share accurate data with you.



ENLIST

Municipal leaders are collectively a trusted voice. Invite your constituents to join you to amplify this message about the need for housing affordability across Montgomery County.



PARTNER

Collaborate with local organizations, policymakers, and media outlets to disseminate accurate information. By speaking up for the housing your community needs, the result will be a stronger community for everyone.



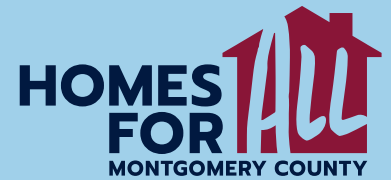
SHARE

Share positive stories about the people in your community who are benefiting from an attainable place to call home. Whether it's a teacher, a growing family, a household with special needs, or a local firefighter - these are all people that belong in your municipality.

**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 impacts of high housing prices on filling municipal job vacancies

When housing prices do not match local wages, it adversely affects the municipal workforce. This discrepancy leads to unfilled positions in crucial departments such as police and public works, and also affects volunteer emergency responders, such as firefighters.

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 does housing affordability impact children's education and behavior?

Children living in cost-burdened households face educational setbacks and are more likely to experience behavioral issues compared to those in households without housing cost burdens. This underscores the importance of addressing housing affordability to support children's well-being and academic success.

**FOR ADDITIONAL
RESOURCES VISIT:**
www.homesforallmontco.org