



*Thomas
Jefferson*

Planning District Commission

Sustainable solutions to regional issues

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Resolution in Support of Housing Marketing Campaign

WHEREAS the Thomas Jefferson Planning District adopted a Resolution of Support for the Regional Action Agenda for Housing resulting from the March 2008 Regional Housing Conference: "Finding Common Ground" at its July 17, 2008 meeting; and

WHEREAS, the Action Agenda for Housing included a category on education and advocacy to reach elected and appointed officials, developers, non-profit organizations, and consumers; and

WHEREAS, the Regional Housing Action Plan resulting from the follow-up event "Finding Common Ground: Call to Action" held October 30, 2008 included an Action Item to "Develop and implement a comprehensive marketing strategy to inform the public and officials about the need for and benefit of sufficient affordable housing in the region, as well as currently available resources;" and

WHEREAS, the Housing Directors Council and a broad-based Working Group have been working with Housing Virginia to develop a marketing strategy;

NOW THEREFORE BE IT RESOLVED, that the Thomas Jefferson Planning District supports the development and implementation of a marketing campaign;

AND BE IT FURTHER RESOLVED, that the Thomas Jefferson Planning District supports the submission of a Request for Funding to Housing Virginia for \$10,000 to carry out this work.

Approved at the TJPDC meeting held on September 10, 2009.

Attested:

Steve Williams, TJPDC Executive Director