



COALITION *for*
HOUSING
OPPORTUNITY

February 25, 2010

Thomas Jefferson Planning District Commission
PO Box 1505
Charlottesville, VA 22902-1505

Dear Commissioners,

We invite you to join the ***Coalition for Housing Opportunity*** to carry out a year-long regional housing marketing campaign to promote the message that “**Housing is the foundation of community prosperity.**” This campaign was an action item in the Regional Housing Action Plan that emerged from the Regional Housing Conference, held in March 2008, and the follow-up event “Finding Common Ground – Call to Action” held in October 2008. The plan called for 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.” With the help of a grant from Housing Virginia, we are moving forward with this directive.

The target audiences for the campaign include local government decision-makers, businesses, landlords and funders. The marketing goals include achieving greater awareness of the housing need in this region, increasing knowledge of and support for existing resources, and achieving a more favorable regulatory environment and funding support for the provision of safe, decent and affordable housing.

Your organization has been selected for this invitation based on your record of involvement in local housing issues and the distinctive expertise you can bring to the table. We hope to build a broad base of organizational support for the message and the campaign. We ask you to join the ***Coalition for Housing Opportunity*** to add to the strength and legitimacy of our group and this effort. During the initial research phase, it would be very helpful to collect and consolidate any relevant data you have on housing, in order to make the most persuasive case possible. We would also benefit from any input you can offer on how the message can be most effectively presented. Finally, you can help us by distributing campaign materials and incorporating the message and graphics into your own materials.

We ask that your Board adopt the attached resolution to partner with us in this campaign. We also invite you to participate in a kick-off media event to be held in the Spring of 2010.

Thank you in advance for your consideration of this request.

The Coalition for Housing Opportunity Working Group:

Billie Campbell, TJPDC

Karen Reifenberger, PHA

Melissa Celii, City NDS

Kathy McHugh, City NDS

Jen Jacobs, AHIP

Howard Evergreen, F/LHF

Amy Kilroy, CRHA

Marnie Allen, MACAA

Resolution in Support of Coalition for Housing Opportunity's Housing Marketing Campaign

WHEREAS, the Thomas Jefferson Planning District Commission's (TJPDC's) mission strongly supports the creation and preservation of safe and decent housing; and

WHEREAS, the Regional Housing Action Plan resulting from the March 2008 Regional Housing Conference: "Finding Common Ground," and 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, TJPDC adopted a resolution supporting the Regional Housing Action Agenda in July 2008 and a resolution supporting the submission of a Request for Funding to Housing Virginia for \$10,000 to carry out the campaign in September 2009, and

WHEREAS, the Charlottesville HOME Consortium received a grant from Housing Virginia for the purpose of implementing a "year-long marketing campaign aimed at decision-makers and businesses to create a more favorable environment to develop and maintain affordable housing;"

NOW THEREFORE BE IT RESOLVED, that the TJPDC is a partner in the Coalition for Housing Opportunity, and will support the marketing campaign in the following ways:

- Embracing the basic message of the campaign "**Housing is the foundation of community prosperity**"
- Authorizing the inclusion of the TJPDC's name and logo in promotional materials
- Sharing relevant data
- Distributing materials and incorporating the message and graphics into our own marketing materials
- Participating in the kick-off event to be held in the Spring of 2010

Approved at the TJPDC meeting held on March 4, 2010.

Attested:

Steve Williams, TJPDC Executive Director

Date