

Sun Prairie Workforce Housing Communication Plan

ID Stakeholders first

- Who are you trying to reach in your community?

Set Goals

- Education: what is workforce/affordable housing: why we need it
- Develop Strategies
- Successful workforce housing developments
- Engage developers

Strategies

- Development requirements: ID needs; quantify needs
- Survey businesses about housing needs
- ID resources/avenues for Developer assistance for workforce housing
- Build relationships with stakeholders

Tactics –
how are
we going
to do all of
this?

- Chamber member meetings/luncheons
- Mayor: letter to Editor in local paper
- Chamber newsletter
- Chamber website
- Survey to businesses
- And more...,