



Pro Housing Messages

Debra Stein of GCA Strategies, a government and community relations consulting firm that specializes in NIMBY issues and controversial land use projects, provided a workshop on community acceptance strategies. Her pro housing messages were:

- **“XXX Agency has a track record of providing safe, clean programs.”**
Get other to attest to this statement as well. Credible supporters are neighbors of the agency’s existing projects, police, peer agencies, and United Way.
- **“The design and maintenance of the facility will be of top notch design and will fit in with the existing neighborhood.”**
Hire a good architect and implement a strong maintenance plan. The Architectural Institute of America can testify to the high quality of the facility’s design.
- **XXX Agency will help the neighborhood get improved city services.”**
Work with city officials to improve police services, street lighting, tree planting, trash removal, etc. Studies show that people are more likely to support a housing project if they get a benefit in return.
- **“Supportive housing will get people off the streets.”**
An outcome-oriented message is powerful. Everyone can agree that getting people off the streets is important.
- **“XXX Agency will provide job training to its supportive housing residents.”**
An opinion poll conducted in Franklin County showed that people are very supportive of job training and believe that it can break the cycle of homelessness.
- **XXX Agency’s funders will revoke its permit/funding if it doesn’t keep its promises to operate a safe, clean program.”**
Assure neighbors that the agency will be held to high operating standards.
- **“This supportive housing project will have no adverse property impacts.”**
Studies have shown that there is no negative effect when supportive housing moves into a neighborhood. Crime rates do not increase and property values don’t change. Looking at the track records of other organizations that have already built supportive housing throughout XXXX, we see that neighbors generally feel no impact whatsoever.
- **“XXX Agency and supportive housing are proven community economic and human resources.”**