

## **Affordable Housing Subcommittee Recommendations**

Our recommendations address the relationship of housing and poverty. Access to safe, decent affordable housing plays an important role in breaking the cycle of generational poverty. A common and shared vision of what we would like our community to be and embrace has arisen out of our work. Our Recommendations describe this vision, and provide strategies for achieving it.

### ***Recommendation #4***

**ACC, local nonprofit service providers and the other PPA conveners should develop a comprehensive affordable housing marketing and education plan. The goals of this program should include informing residents about affordable housing opportunities and services and informing the community at large about affordable housing issues.**

#### *Strategies:*

- Human Resources departments of the large employers should be educated about the existing housing programs and in turn educate their employees that might be in need of these services.
- Local media outlets should be encouraged and helped to spotlight housing needs and successes. Expand the use Channel 7 and Channel 15 to educate the community on poverty issues and solutions. In the alternative, approach Charter Communications regarding a new dedicated channel.
- The PPA conveners should conduct an educational campaign geared toward the general public about the need for affordable housing and the programs that are struggling to fill this need.
- Utilize University of Georgia staff and resources to conduct a comprehensive housing study.
- Foster an understanding of the monetary gaps in providing affordable housing. If a family cannot afford to pay market prices, answer the question – Who pays?