FAIRFAX COUNTY
VIRGINIA



Housing Solutions Strategic Communication Plan

Recommendation

Tony Castrilli, Director, Office of Public Affairs

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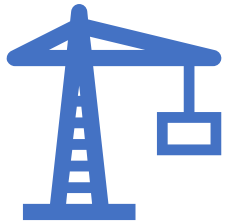
Housing Solutions for Every Neighbor Across Fairfax County

Breaking down barriers and building homes to keep our local economy strong and growing

Soluciones de vivienda para cada vecino en cada rincón del condado de Fairfax

Más oportunidades para construir más viviendas y fortalecer la economía local

Four Messaging Buckets



PRODUCTION

Fairfax County Needs Housing Solutions.

We have produced jobs more quickly than new homes. People who work here find it difficult to live here.



SOLUTIONS

Fairfax County's Top Priority is Housing Solutions

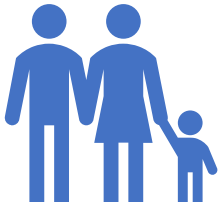
Fairfax County wants to clear the path to more housing production by reducing regulatory barriers and allowing additional density to drive down the cost per unit.



AFFORDABILITY

People at Lower Incomes are Feeling the Pinch

Housing attainable across the continuum of need ensures people who want to work in Fairfax County can live in Fairfax County.

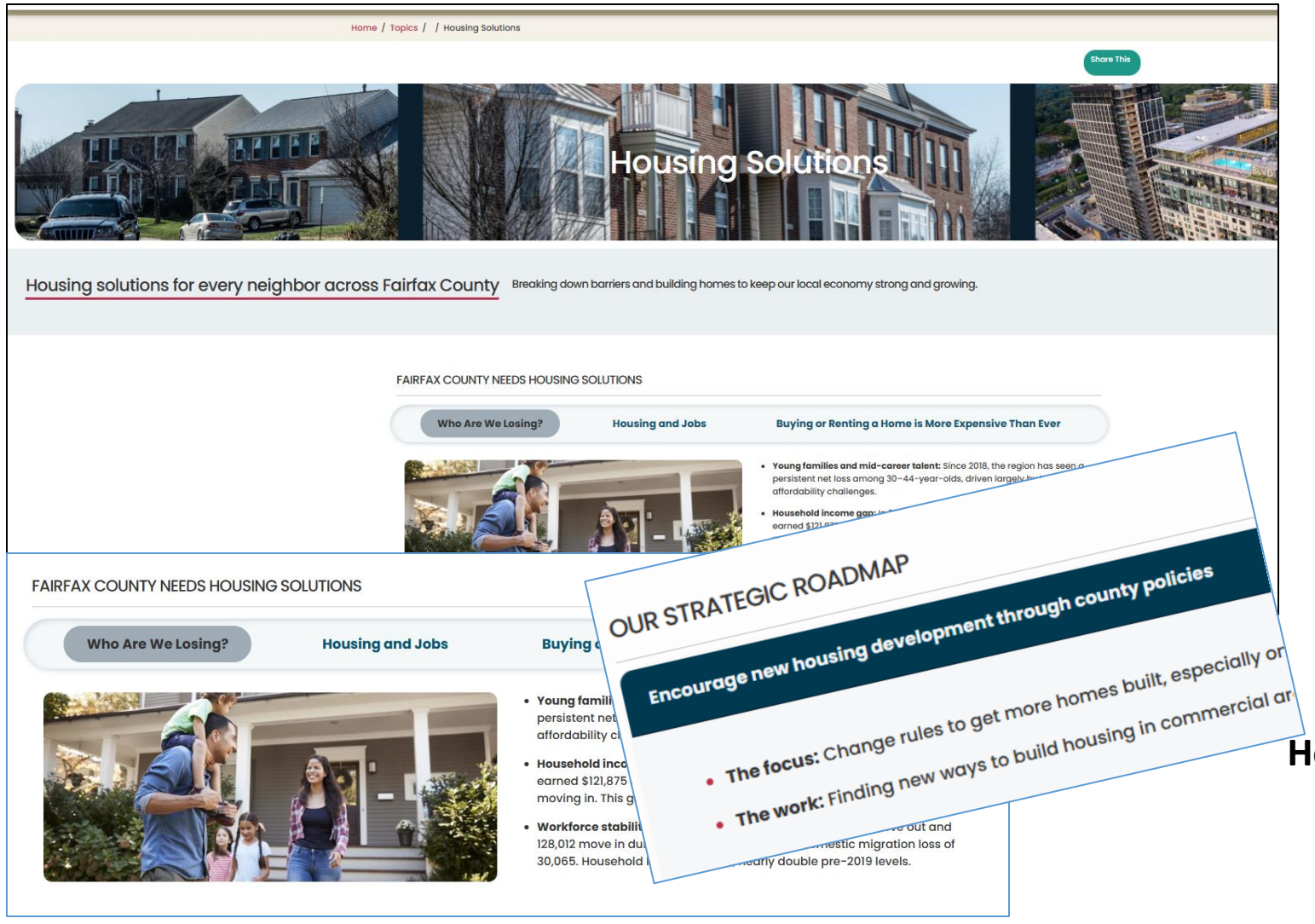


BENEFITS

Overcoming the housing crisis uplifts everyone in Fairfax County

Everyone benefits: homeowners and taxpayers, local businesses and employers; young adults and older adults; and everyone in-between.

Content Hub: Fairfax County Housing Solutions



Homeowners
HOAs

Industry:
Real estate and developers

Local Businesses

Renters and Buyers

Non-Profits
Housing and Homelessness Advocates

OWNED MEDIA





YOUNG PROFESSIONALS

Fairfax County Government NewsCenter











EARNED MEDIA

Cornerstones
stability • empowerment • hope

DC NEWS NOW

FFX Fairfax County Economic Development Authority

wtopnews

nvar
NORTHERN VIRGINIA ASSOCIATION OF REALTORS®

FFX NOW
Fairfax County local news

Benefit-Driven Messaging

Local Business

When people live locally, they spend with local retailers, restaurants and service providers.

#FairfaxHousingSolutions



Property Owners

New development can improve streets and sidewalks and create more parks, and places to connect with neighbors.

#FairfaxHousingSolutions



Taxpayers

Housing developments pay taxes which are used to support infrastructure.

#FairfaxHousingSolutions



Young Adults

Enter the housing ladder at the appropriate rung with opportunities to move from renter to owner.

#FairfaxHousingSolutions



Older Adults

Stable housing supports aging as it gives choices for people to live in homes that match their phase of life.

#FairfaxHousingSolutions



Next Steps and Website Preview

