

2025 OUTREACH STRATEGY PROPOSAL

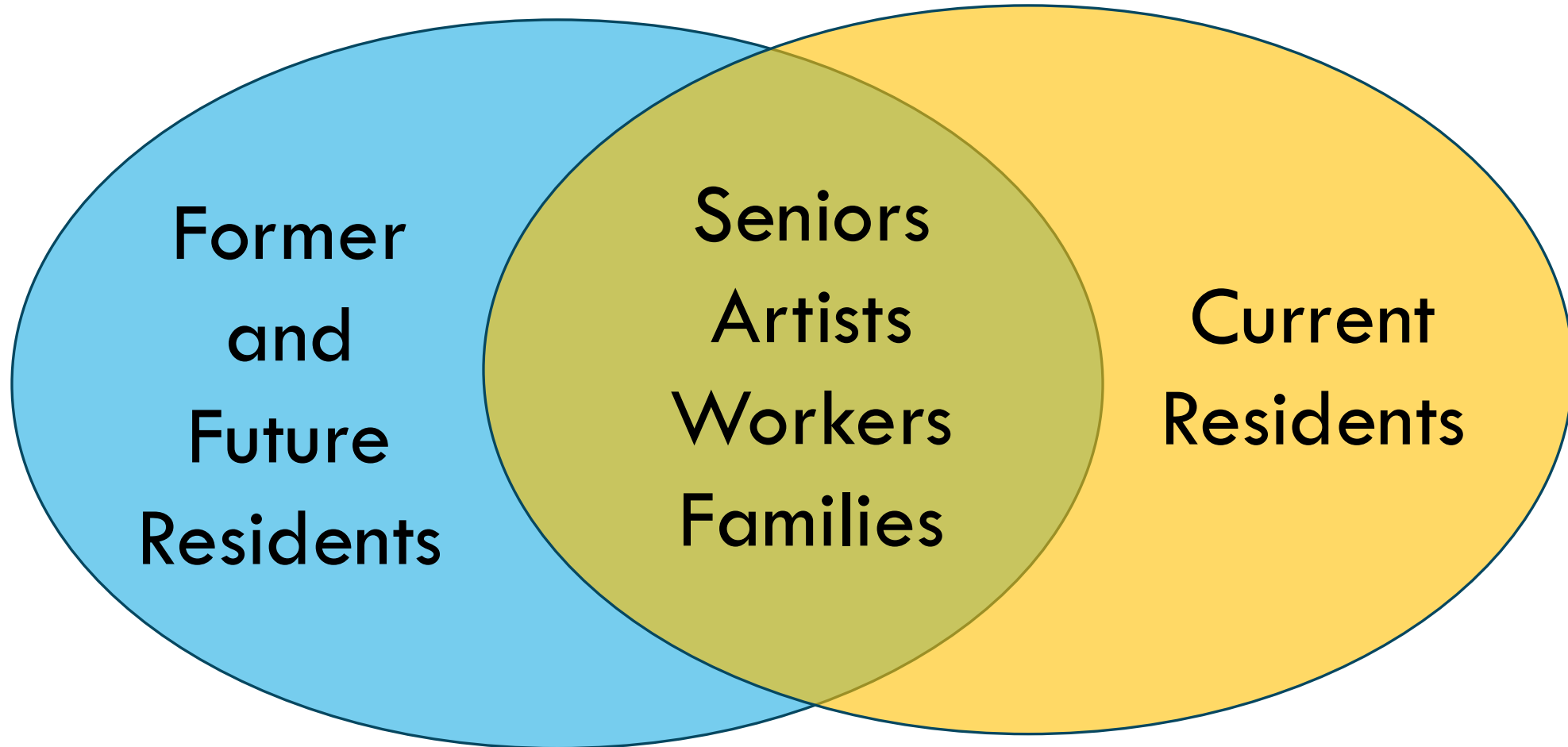
Town-Owned Parcels

INTRODUCTION

Challenge: How can we best communicate what we are working on? How do we reach the people we are trying to serve with new housing, as well as inform town residents?

Goal: Ensure Woodstockers are informed about our plans and initiatives and that they understand what we're doing.

TARGET AUDIENCE



STRATEGIES

DEVELOP STRONG TALKING POINTS

- ❖ Summarize all feedback and responses from community events, and other avenues thus far
- ❖ A “playbook” and common language to draw from as we engage the community
- ❖ Include answers to questions raised at public events, such as 3/18 Town Board Meeting
- ❖ Committee should contribute neighbor and community feedback

COMMUNITY EVENTS

- ❖ Host interactive information sessions
- ❖ Provide space for public feedback
- ❖ Listen early and often to community concerns

SUCCESS STORY EXAMPLE

- ❖ Youth Center Task Force listened effectively
- ❖ Addressing concerns turned critics to advocates
- ❖ Transparency builds community trust

WRITTEN COMMUNICATIONS

Newsletter

- Inform
- Invite
- Inspire

Flyers

- QR Code
- Keep posting and taking to events

Local & Social Media

- Monitor coverage and conversations
- Respond where constructive

DEDICATED WEBSITE

- ❖ Clear, simple, informative site is needed
- ❖ Centralize resources, information, timelines, and updates
- ❖ Inspired by Wellfleet's effective website

GROUPS TO ENGAGE

ENGAGE LOCAL GROUPS

- ❖ **Youth Center Task Force:** model for community outreach and engagement
- ❖ **Chamber of Commerce:** connect to local businesses
- ❖ **Homeshare:** Cross-promote and partner efforts
- ❖ **Complete Streets:** traffic, parking considerations
- ❖ **Town Board:** maintain ongoing communication

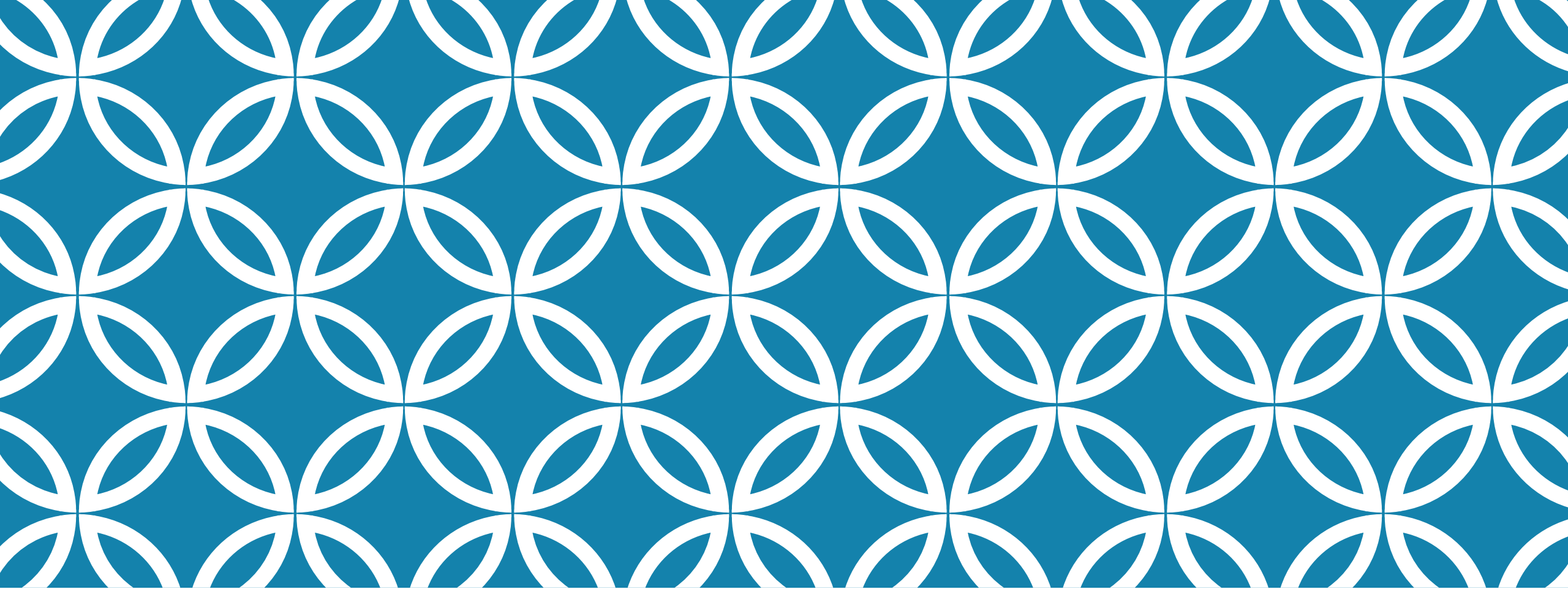
LOOKING FORWARD

BROADER COMMUNITY OUTREACH

- ❖ How to reach those who don't live here now (i.e. former and future Woodstockers)
- ❖ Explore creative outreach to reach wider audience
- ❖ Ensure impacted groups are heard

LOOKING AHEAD

- ❖ Continue broader affordable housing education
- ❖ Consider webinars and community discussions
- ❖ Highlight successful examples elsewhere



THANK YOU

