

# 2025 OUTREACH STRATEGY PROPOSAL

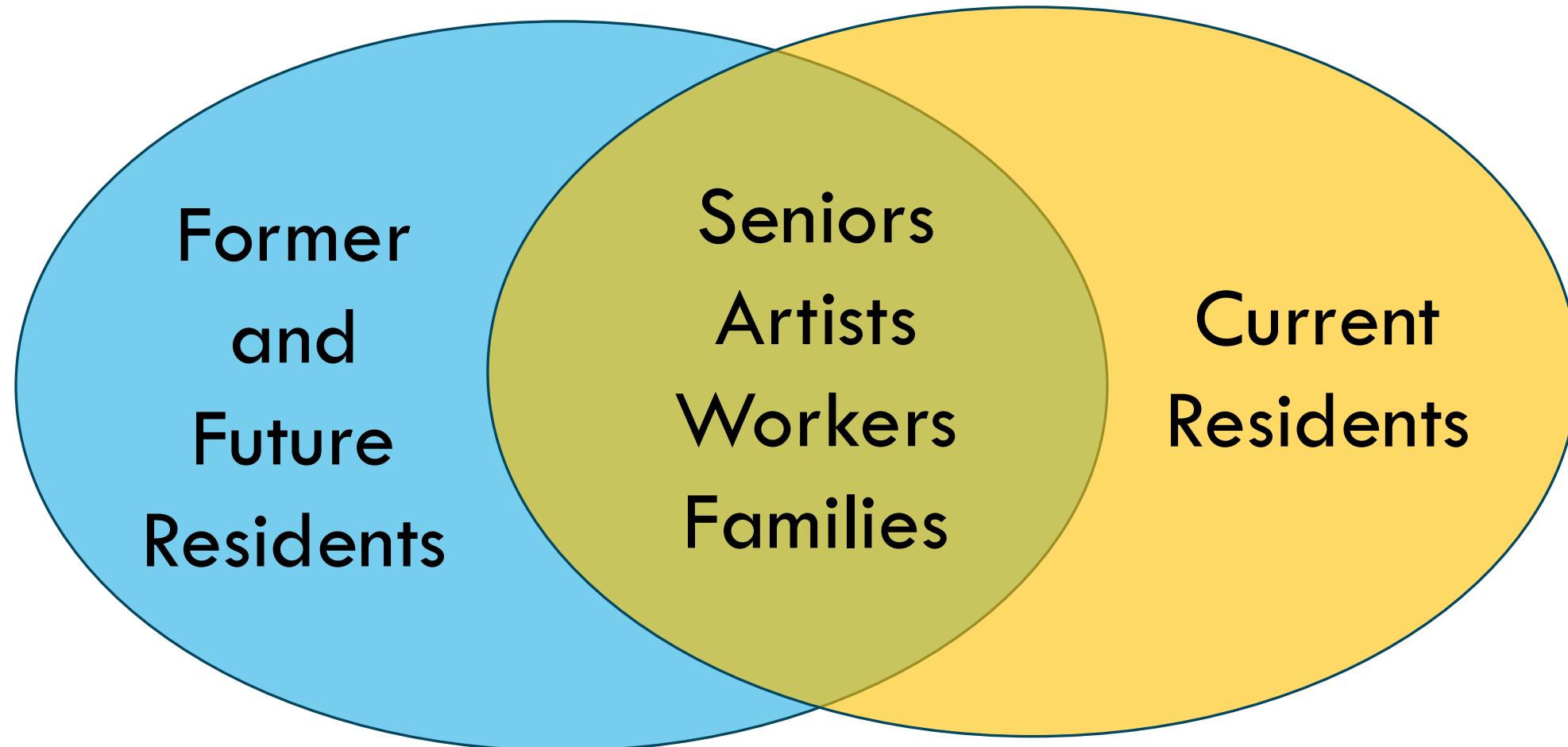
Town-Owned Parcels

# 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

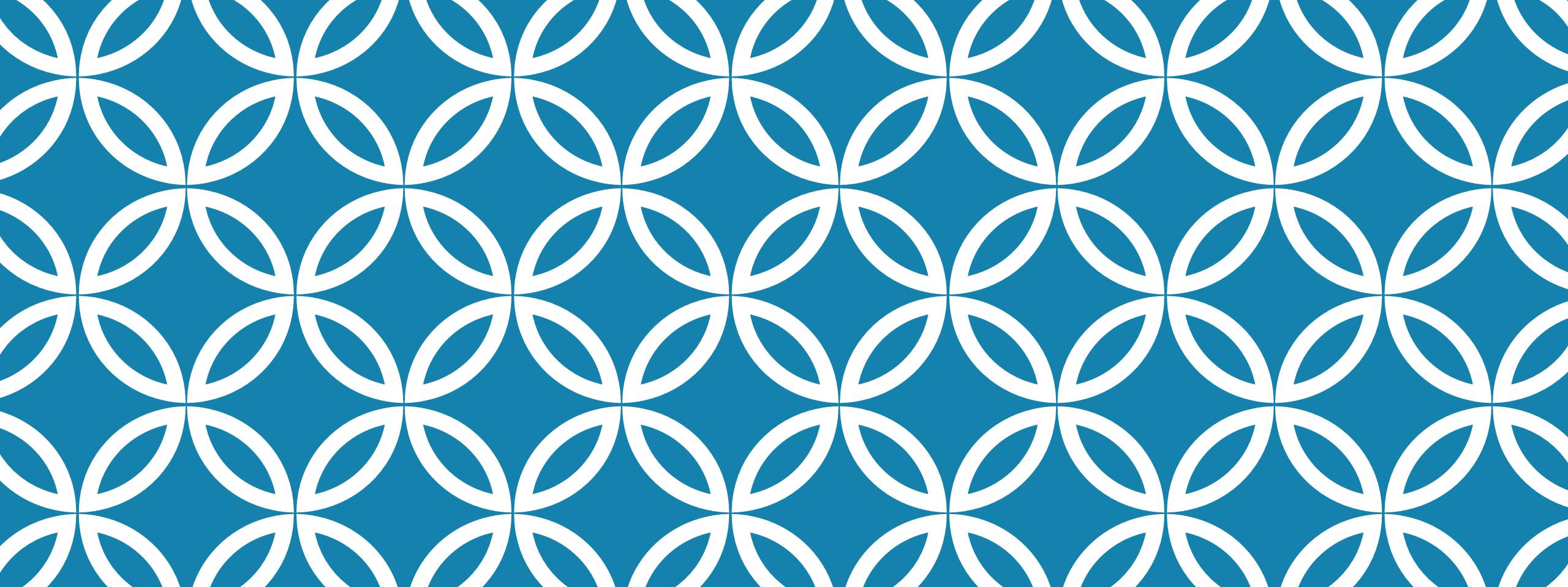
LOOKING FORWARD

# 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