
From: Kyra Jessup
Sent: Wednesday, June 01, 2016 4:31 PM
To: Merwan Kalyaniwalla; Cathy Borchuk
Cc: Scott Lamantia
Subject: Affordable Housing Communications

Hi Merwan & Cathy,

Thanks for taking the time to meet with us today. Attached is a draft of the recommended Affordable Housing Web Content and Communications Plan so far. The schedule dates are a work in progress right now but once the website content is published we will finalize timing.

Scott and I chatted for a few minutes after the meeting and we have a few more questions:

- Do you have a public meeting notice that we could use to start sending information out in TWIB, events page, Facebook etc with time and location?
- The people who need/use affordable housing is a key factor in helping people to understand why affordable housing is important. It related to Merwan's point about how friends and family may need it too, not just the homeless. Is there any way you could provide us with a few different profiles of people who use/need affordable housing? You mentioned that an 'affordable' home for someone making less than \$30,000 a year is \$115,000. More information like this but for people from different income levels would be great.
- Does 'affordable housing' take into consideration if people have dependables or long-term illness? \$50,000 annual salary looks a lot different for a single person than a single parent of 2.

Thanks so much – please let me know if you have any questions about the content or plan.

Ky

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