



Affordable Housing Task Force

Status Update on Preparation of
Final Report



Goals & Positioning

- Catalyze a strategic plan
- Establish understandability, thoroughness & wisdom of report
- Broaden support



Approach & Timeline

- Draft Principles & Recommendations
 - Develop positioning/summary document for broader final report
 - Show: Value * Threat * Solution
 - Create broad key messages
 - Begin using other terms for affordable housing
 - Present more accurate image of affordable housing
 - Use statistics effectively



Approach & Timeline

- Build consensus, garner feedback on draft Principles & Recommendations
- Opinion leader & stakeholder communities
- Begin April 10 (ongoing)



Approach & Timeline

- Complete Principles & Recommendations, including limited but important data
- Due: April 26 (or next task force meeting)



Approach & Timeline

- Present Principles & Recommendations to BOCC, including limited but important data
- Target date: May 17



Approach & Timeline

- Complete formal report with supporting data for presentation at countywide summit
- Target: September



Key Messages

- Everybody prospers when neighborhoods are affordable.
- Affordable housing is attainable housing for everyday people and families.
- Hillsborough County must begin developing local solutions to this issue.
- This report is well researched & recommends responsible way to address the affordable housing issue.



Designated Spokespersons

- Primary
 - Comm. Thomas Scott

- Secondary
 - Debra Koehler



Next Steps

- April 17 - Talking Points/ Assignments for outreach
- April 26 - Task Force mtg. re: continued feedback & briefing about outreach
- May 3 - Task Force mtg. re: approval of Principles & Recommendations