

Community Affordable Housing Alliance
Public Education and Information Committee
PRELIMINARY RECOMMENDATIONS

Mission of the Committee: Evaluate the current state of public information available to various constituencies in the County. Organize the public outreach components of the work of CAHSA; if necessary recommend changes and develop action plan.

RECOMMENDATIONS

1. Miami-Dade County should annually measure and evaluate the effectiveness of all affordable housing public information and education initiatives undertaken by or funded by the county to include: annual benchmarks; standardized instruments; and technical support.
2. Miami-Dade County should implement a comprehensive countywide housing informational and outreach campaign including:
 - a. Message development and branding
 - b. Production and distribution of information and education materials
 - c. Paid and public service advertising
 - d. News media outreach
 - e. Focus groups
 - f. Speakers bureau
 - g. Other services to be determined.
3. Miami-Dade County should establish a Housing Information Service Center that provides on site services including:
 - a. One-stop-shopping for information about county housing services for consumers and providers.
 - b. One-on-one counseling for consumers
 - c. Assistance utilizing county's housing web site
 - d. Referrals and appointments for service/program enrollment