



community development partnership

Promoting a vibrant and diverse community on Lower Cape Cod

PRESS RELEASE
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Eastham

Name of Event: Community Development Partnership Launches Phase II of their Public Education Campaign

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Community Development Partnership Launches Phase II of their Housing Public Education Campaign

Eastham, MA – Last week the CDP launched phase II of the Lower Cape Community Housing Partnership's Public Education Campaign. The campaign is centered on the slogan "We can't afford to lose the people that can't afford to live here" and addresses the misconceptions around the people who need affordable housing in our communities. Over the next several months three videos and their companion print advertisements will be shared across social media, and in local newspapers.

Phase I, launched in 2019, emphasized the need for affordable housing for residents employed in key sectors including teachers, first responders and nurses. Rising costs on the Lower and Outer Cape have made it nearly impossible for people employed in these industries to find housing that they can afford.

Phase II builds on this message and highlights the diverse members of our community who need affordable housing and how the lack of it affects many aspects of peoples' lives. Seniors who are looking to downsize, young families, and small business owners are just some of those affected by the housing crisis. "This campaign is intended to remind all of us who care about the Lower Cape that we must take action to ensure the sustainability of our communities and address our affordable housing crisis," says Jay Coburn, the CDP's Chief Executive Officer.

The education campaign was designed to educate and reshape perceptions regarding housing that is affordable and to illustrate that those who need affordable housing in order to live in our towns are valued, relatable and essential members of our community. The secondary message of the campaign is that citizens have the power to influence decisions through their voice and their vote.

"Our mission is to lead our community in ensuring that we have a healthy, strong and diverse year-round community of people that can afford to live here," says Coburn.

The Lower Cape Community Housing Partnership is a three-pronged community-based approach to addressing the housing needs of the Lower and Outer Cape through the Cape Housing Institute, Advocacy Training and the Public Education media campaign.

The campaign was created by Pierce Cote advertising of Osterville.

ABOUT THE COMMUNITY DEVELOPMENT PARTNERSHIP

The Community Development Partnership leads the Lower Cape in building a diverse year-round community of people who can afford to live, work and thrive here. To accomplish our mission, we promote, develop and manage affordable housing; nurture the launch and growth of small businesses; and facilitate collaboration with business, non-profit and government partners.

To find out more information about this organization, go to www.capecdp.org.

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