

Near Northside Communications Kit

CITY OF HOUSTON

**HOUSING AND COMMUNITY
DEVELOPMENT DEPARTMENT**

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Hello, community leaders and advocates for the Near Northside!

Thank you for your willingness to help us meaningfully engage with residents of the Near Northside about our two new single-family developments. We have prepared communications materials to spread the word about the developments and our engagement process, and we would greatly appreciate your help in getting the news out to the community.

For your ease, we have prepared this Communications Kit, which includes:

1. Social media graphics and accompanying sample posts
2. A full-length email to send to your community
3. Sample blurbs to include in an existing newsletter or email blast
4. A printable tri-fold flyer to be used to quickly explain the Social Pinpoint site and our other methods of engagement

SOCIAL MEDIA

Both graphics on the right are suitable for these platforms. Sample messages below can be altered or substituted as fitting your audience!

Tag us at @HoustonHCDD on any platform!

Suitable for Twitter, Facebook

1. The City of Houston and Houston Land Bank are seeking input on new homes coming to the Near Northside! Share what you would like to see in our community by going to <https://bit.ly/near-northsidehomes> today or scanning this QR code.
2. Share your vision for what makes the Near Northside great! The City of Houston will use your responses to help build new homes that match what residents are looking for. Give your feedback at <https://bit.ly/near-northsidehomes>.
3. The City of Houston is planning to design and build new homes in the Near Northside and is looking for current residents' vision and feedback. In-person and virtual options are open now – head to <https://bit.ly/near-northsidehomes> to learn more.

Suitable for Instagram

1. Give your feedback on new homes coming to the Near Northside right from your phone – head to <https://bit.ly/near-northsidehomes> to participate now! #nearnorthside #houtx #houstonstrong #houstontx #yourvoicematters #communityengagement
2. New homes are coming to the Near Northside – share your vision for our community at <https://bit.ly/near-northsidehomes> to help shape what these homes will be like! #nearnorthside #houtx #houstonstrong #houstontx #yourvoicematters #communityengagement #dreamhomes
3. The City of Houston is planning to design and build new homes in the Near Northside and is looking for current residents' vision and feedback. In-person and virtual options are open now – head to <https://bit.ly/near-northsidehomes> to learn more. #nearnorthside #houtx #houstonstrong #houstontx #yourvoicematters #communityengagement #dreamhomes

NEW HOMES FOR THE NEAR NORTHSIDE!

To learn more visit
bit.ly/near-northsidehomes



NEW HOMES FOR THE NEAR NORTHSIDE!

In-Person Meetings

Thursday, July 8, 2021 • 5:30 pm
Avenue Center
3517 Irvington Blvd, Houston, TX 77009
<https://bit.ly/NearNorthside-July8>

Join us for a discussion of the results we've gathered
Thursday, July 29, 2021 • 5:30 pm
Wesley Community Center
1410 Lee Street Houston, TX 77009
<https://bit.ly/NearNorthside-July29>

Scan the QR code with your phone
to go to the website now!



SAMPLE EMAIL BLAST

Hello, neighbors!

We wanted to share an opportunity to shape the future of homes in our community. The City of Houston and the Houston Land Bank have about 16.8 acres of land that will be developed into new single-family homes. Before designing what these homes will look like, they are looking for feedback from current Near Northside residents to learn more about what makes our community great, and what you'd like to see in the future!

A community engagement process has begun to gather input from residents. Here are some of the ways you can participate!

- Join our upcoming informational meeting either virtually or in-person at Avenue Center (3517 Irvington Blvd, Houston, TX 77009) on July 8, 2021, at 5:30pm.
- Take a survey and add to other online feedback mechanisms
- Join our recap meeting either virtually or in-person at Wesley Community Center (1410 Lee St, Houston, TX 77009) on July 29, 2021, at 5:30pm.

All of these different mechanisms for feedback, including registration for the June 8 meeting, are detailed at <https://bit.ly/near-northsidehomes>, so go to the website to learn more!

The online survey and other feedback mechanisms will be open through July 21, 2021. Your feedback is needed to help make sure that any new homes built in the Near Northside meet the needs and vision created by the community.

Thank you for your participation!

SAMPLE NEWSLETTER BLURB

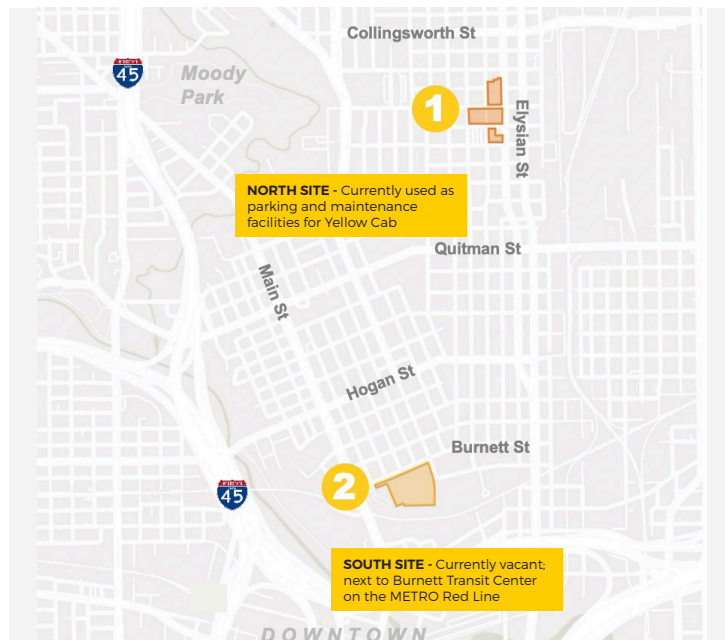
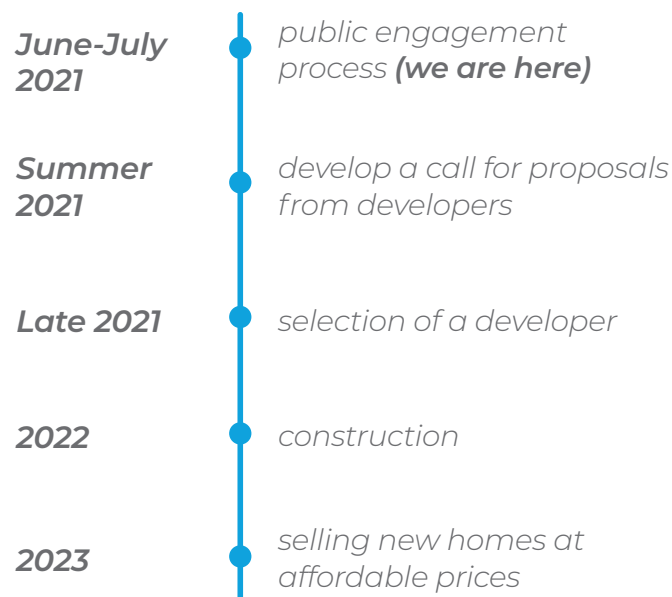
New Homes for Near Northside – Community Meeting, July 8

Help the City of Houston and the Houston Land Bank create new homes that represent the vision of the Near Northside community! Within the next few years, new single-family homes will be available in the Near Northside. The City is looking for the residents' input to get a sense of the community's hopes, needs, and dreams. Join our July 8 engagement meeting at 5:30 pm, held virtually on Microsoft Teams and in-person at Avenue Center (3517 Irvington Blvd, Houston, TX, 77009). Or, participate online at <https://bit.ly/near-northsidehomes>.

NEW HOMES FOR THE NEAR NORTHSIDE

The City of Houston Housing and Community Development Department (HCDD) and the Houston Land Bank (HLB) will be transforming 16.8 acres of land in Near Northside into new single-family homes affordable for people at a variety of income levels. Over the next few years, we will be working with developers to build new homes and community spaces at these sites.

We need your input, so that these homes can meet the vision Near Northside residents have for the neighborhood.



HOW TO PARTICIPATE

- 1 Share your insights at upcoming public meetings, In-person and virtual forums!
- 2 And/or, provide input via our Social Pinpoint, by scanning the QR Code below.

In-Person Meetings

Thursday, July 8, 2021 • 5:30 pm

Avenue Center

3517 Irvington Blvd. Houston, TX 77009

<https://bit.ly/NearNorthside-July8>

Join us for a discussion of the results we've gathered

Thursday, July 29, 2021 • 5:30 pm

Wesley Community Center

1410 Lee Street Houston, TX 77009

<https://bit.ly/NearNorthside-July29>

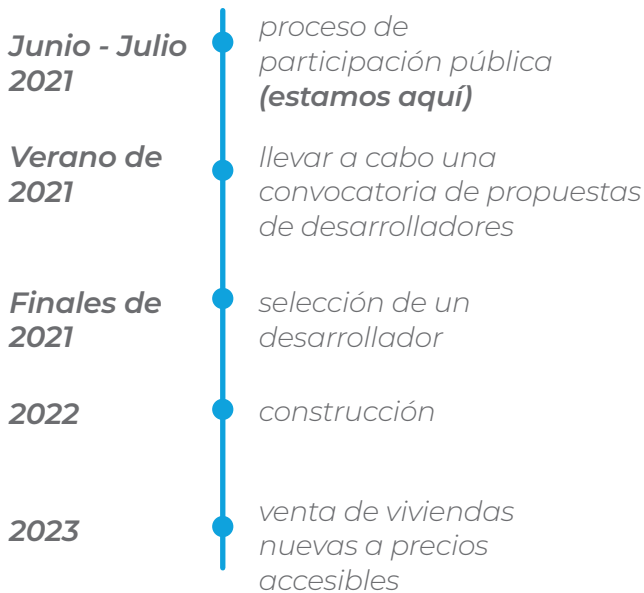
To learn more visit
bit.ly/near-northsidehomes



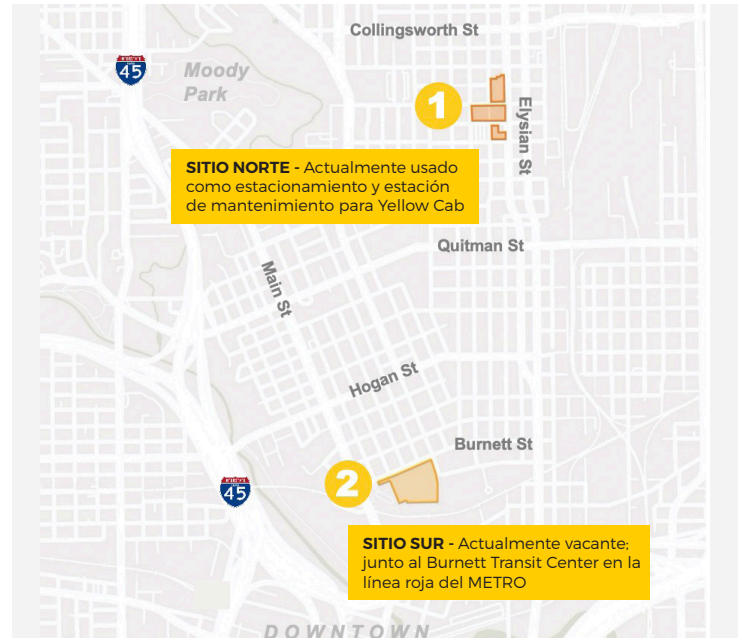
NUEVAS CASAS EN NEAR NORTHSIDE

El departamento de Vivienda y Desarrollo Comunitario de la Ciudad de Houston (HCDD) y el Houston Land Bank (HLB) transformarán 16.8 acres de tierra en Near Northside en nuevas viviendas unifamiliares accesibles para personas con una variedad de niveles de ingresos. Durante los próximos años, trabajaremos con los desarrolladores para construir nuevas viviendas y espacios comunitarios en estos sitios.

Necesitamos su opinión para que estas casas puedan cumplir con la visión que los residentes de Near Northside tienen para el vecindario.



Para mayor información visite
bit.ly/near-northsidehomes



CÓMO PARTICIPAR

- 1 ¡Comparta sus ideas en las próximas reuniones públicas, foros presenciales y virtuales!
- 2 Y / o, proporcione información a través de nuestro Social Pinpoint, escaneando el código QR aquí abajo.

Reuniones en persona

Jueves 8 de Julio del 2021 • 5:30 pm

Avenue Community Center

3517 Irvington Blvd. Houston, TX 77009

<https://bit.ly/NearNorthside-July8>

Acompañenos a debatir sobre los resultados que hemos recopilado

Jueves 29 de Julio del 2021 • 5:30 pm

Wesley Community Center

1410 Lee Street Houston, TX 77009

<https://bit.ly/NearNorthside-July29>

