

Communications Plan

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SANTA FE COMMUNITY OUTREACH CAMPAIGN

Objectives

- Build community awareness and support for micro-community site
- Humanize the issue of homelessness through storytelling
- Engage key stakeholders at the neighborhood, city, and state levels
- Position the City of Santa Fe as a local government leading with innovation and dignity to address the public health and homelessness crisis

Key Performance Indicators

- Number of media placements
- Number of joint op-eds with local community partners

PHASE 1: STORYTELLING COLLECTION AND ACTIVATION PREP

Storytelling collection	Action Items <ul style="list-style-type: none">• Gather quantitative and qualitative data to support the need for the shelters (e.g., local housing insecurity stats, success of similar models elsewhere).• Craft values-based talking points: emphasize dignity, safety, community, and the moral/public health imperative of micro-communities.• Identify media placement opportunities with local news outlets such as Santa Fe New Mexican and KSFR.
Community partnership activation	<ul style="list-style-type: none">• Reach out to local nonprofits, faith-based leaders, and community leaders to identify beneficiaries of emergency shelter services who are willing to share their experience or support for expanded shelters.<ul style="list-style-type: none">• Capture quotes, videos, written reflections, etc.
Educational resources	<ul style="list-style-type: none">• Update micro-community FAQ and media kit.<ul style="list-style-type: none">• Create infographics on local homelessness trends and shelter benefits.• Develop 1-pagers and toolkits addressing common concerns (safety, cost, oversight).

PHASE 2: LAUNCH AND COMMUNITY AWARENESS BUILDING

City Council/stakeholder engagement	Action Items <ul style="list-style-type: none"> Brief City Council members and officials on shelter placement and secure statements of support. Highlight micro-community scorecard and 1-pager. Showcase tech-enabled civic engagement tool.
Media launch	<ul style="list-style-type: none"> Launch press release highlighting launch of micro-community development and City of Santa Fe's partnership with Aspen. Coordinate announcement of launch with appropriate agencies and community resource organizations to announce on website and relevant social media accounts. Announce community competition.
Community conversations series	<ul style="list-style-type: none"> Organize community coffee chats with community and faith-based organizations (e.g., Christ Lutheran), micro-community recipients, future residents, and neighbors to foster relationship building and identify local champions. Distribute 1-pagers, FAQs, and good neighbor agreement. Gather ideas for future site development (e.g., senior center, community garden, etc). Highlight civic engagement platform tool.
Narrative building	<ul style="list-style-type: none"> Schedule storytelling series launch with local news outlets in line with core messaging highlighting: <ul style="list-style-type: none"> Why: Data-driven need + moral imperative. How: Community-driven solution and design. Who: Highlight voices of people with lived experience.

SAMPLE MESSAGING GUIDANCE

- Housing with dignity reflects our Santa Fe values.
 - In Santa Fe, we take care of our people. That's part of who we are—as neighbors, as families, and as a community rooted in justice and compassion.
 - Our city is known for its art, culture, and soul. But the soul of Santa Fe is about how we treat the most vulnerable among us.
- This is a local solution to a local challenge.
 - The people living unhoused in our city aren't strangers—they are Santa Feans. They are youth, elders, veterans, and parents who've fallen through the cracks.
 - This initiative is about creating a dignified, supported space for the people already here—so they can heal and move forward.

3. This shelter model has worked in places just like Santa Fe.
 - Denver, Portland, and Albuquerque have successfully implemented micro-community villages. They've seen reduced encampments, fewer emergency calls, and smoother transitions to permanent housing.
 - Micro-communities are not encampments—they are organized, staffed, and supported with services like restrooms, healthcare, and job training services.
4. This has been thoughtfully designed—with Santa Fe in mind.
 - Sites were selected based on things like access to water, transit, and local services. They're being built with the input of community members—and designed to blend with the landscape and reflect our city's unique character.
 - We're working hand in hand with community leaders, faith groups, and individuals who've lived through homelessness to make this truly Santa Fe grown.

Concern	Response
Why in my neighborhood?	Because it's where it can make the most difference. These aren't random locations—they've been chosen for equity, accessibility, and long term safety.
This will increase crime or bring in "outsiders."	Unhoused folks are already living here—micro-communities reduce unsanctioned encampments, improve neighborhood safety, and reduce crime for everyone. Learn more about how other communities have benefited.
What about Santa Fe's charm and culture?	Santa Fe's culture is one of generosity, resilience, and inclusion. This project reflects that legacy—and builds a future where everyone has a place to belong.
This will impact property values.	There's no evidence that well managed shelters lower property values—and cities with similar shelters have seen improved community health and safety.



Policy Primer

OPERATIONAL DOCUMENT

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