



Supportive Housing Communications Workshop

April 20, 2026



Supportive Housing is Facing Increased Scrutiny

Our community must be able to effectively communicate the benefits of supportive housing, deflect criticism, and defend ourselves against negative narratives.

BRONX*Times*

3.23.26

Community Board 11 residents debate supportive housing project in Pelham Parkway

Residents of Pelham Parkway and nearby neighborhoods are in a heated debate over plans to develop 626 Pelham Parkway South into a deeply affordable housing development with 106 smaller-than-studio units, 60% of which are for formerly homeless individuals.

PIX 11

4.8.26

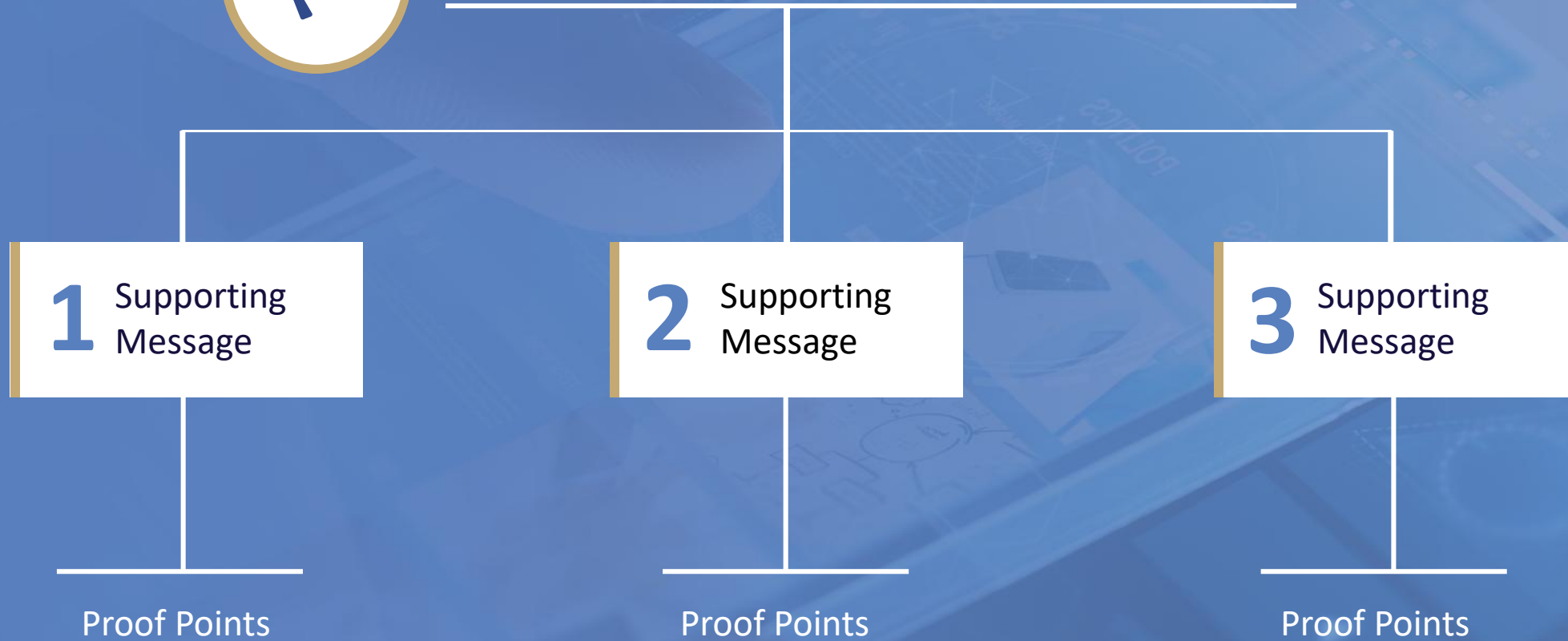
Man accused of shooting security guard at NYC supportive housing building

A man is accused of shooting a security guard multiple times during a fight near an affordable-housing building in the Flatiron District last week, police said Wednesday.

Refining Your Message



OVERARCHING KEY MESSAGE



1 Supporting Message

2 Supporting Message

3 Supporting Message

Proof Points

Proof Points

Proof Points

Message Checklist

- Who is our target audience?
- What do they need to know?
- Can we back up what we say?
- What impact does what we say to one stakeholder have on another?
- Is the message consistent with what we have said already?
- What is the desired outcome and does this help to achieve it?
- Does this communicate the point, concisely and factually?
- Do we have permission to mention third parties (i.e. regulators, customers)?
- What, if any, is the call to action?

Tips for Redirection

But what I really want to stress is...

The key point is...

We may be overlooking the fact that...

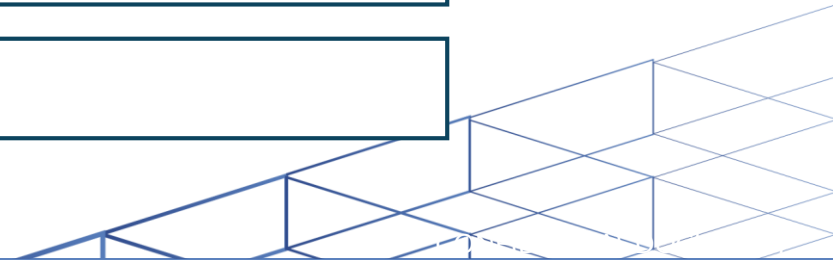
Another important point is...

Let's put this into perspective...

The real issue is...

What people want to know is...

I don't know about that...but what I do know is...



Building Coalitions

- Third party validators can help bolster your case — especially with skeptical audiences who don't trust providers.
- These relationships are built on trust over time, but are worth the investment because they can be very valuable.
- Examples: Tenant leaders, neighbors, subject matter experts, faith leaders, school administrators.

Scenario Workshop

Instructions:

- Put together a set of top messages (up to five) and proof points for each that you collectively determine would best make your case for the intended audience.
- Make a list of top tough questions you think you might face and how you will address them.
- Discuss what third-party validators you would want with you in the room and what you would want them to say to support your case.
- If there's time, discuss the best approach for follow-ups and additional communications outreach that might be helpful.

When we return from the breakout rooms, each group will present and then respond to a few questions that Liz will pose based on the specific scenario you have selected. Assign a notetaker for your group and 2-3 people who will share your groups' work when we're back together.





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