



Memorandum

TO: Kevin J. Jackson, Village Manager

FROM: Craig Failor, Village Planner
Department of Development Services

DATE: September 21, 2023

SUBJECT: Housing Study – Communications to-date

The Comprehensive Housing Study agreement with the Metropolitan Mayors Caucus (MMC) was approved by the Village Board on February 6, 2023. Due to a change in management at Metropolitan Mayors Caucus, work on the project began in earnest in late July 2023.

Public communications about this project were initially provided in July, including an article in the Manager's Report, and an article in the FYI Newsletter. These communications were followed up by four (4) well attended Focus Group discussions in August, held with various staff members, key housing partners and agencies (Housing Forward, Housing Authority, Residence Corporation and Oak Park Regional Housing Center), multiple-family building owners and managers, senior residence facilities managers, including the Oak Park Township. The consultant has reached out, via the manager's office, to all Village Trustees, of which five (5) have responded and four (4) have been interviewed to-date. Additional outreach continues.

An online housing survey was developed which has garnered an impressive 415 responses, since its launch on August 28th. The online survey remains available for public input. In addition, paper copies of the survey continue to be submitted.

Further staff arranged a Focus Group with our sister governmental agencies (D200, D97, Library and Park District) for the end of this week, September 22nd and a Focus Group has been scheduled for the Oak Park Area Realtors at the end of next week, September 29th. A public meeting was held at Village Hall on the evening of September 20th with 45 public attendees. Neighborhood Services sent notification via an email to approximately 1,180 rental property owners and managers and condominium board members and managers. An email was sent out by the Village Clerk's office to all appointed commission and board members notifying them of the online survey. A synopsis of all communication efforts is attached.

Please contact Craig Failor, with any questions at cfailor@oak-park.us or 708/358-5418.

Cc: Ahmad Zayyad, Deputy Village Manager/Interim Development Services Director
Cameron Davis, Assistant Development Services Director/Economic Vitality Administrator

ATTACHMENT – LIST OF COMMUNICATIONS

- Focus Groups – 6 – multiple attendees
- Village Trustee Outreach – 5 – responses to-date
- Online Survey - 415 responses to-date (Sept. 21st) 1,700 visitors
- Paper Surveys – 10 submitted to-date (Sept. 21st)
- Public Meeting – 45 attendees
- FYI Newsletter – sent to about 26,000 households
- E-News – 6,000 subscribers – Sept. 1 and Sept. 15
- News release sent to media contacts (Wednesday Journal, Oak Leaves, Patch)
- Village Website – active on homepage since Aug. 28
- Village Facebook: 15,000 followers - Aug. 30*, Sept. 10, Sept. 18*, Sept. 20
 - **Communications ran paid advertising boosts with the Aug. 30 and Sept. 18 posts to ensure the message reached a wider audience beyond our regular followers*
- Village X (Twitter): 8,060 followers - Aug. 30, Sept. 10, Sept. 18, Sept. 20
- Village Threads: 1,000 followers -Sept. 6
- Village Instagram: 7,900 followers - Sept. 5, Sept. 16
- Village LinkedIn: 1,700 followers - Aug. 31, Sept. 15
- Pick Oak Park Facebook:4,000 -Sept. 13
- Pick Oak Park Instagram:1,200 - Sept. 13
- Rental and Condominiums; 1,180 – Sept. 18
- Commission and Board members: All Commissions – Sept. 21