

Key Messaging

Rockport Affordable Housing Coalition

The Rockport Affordable Housing Coalition (RAHC) was formed in 2023 to address the problem of the lack of affordable housing in Rockport by making fellow citizens more aware of the issue and by lobbying Town leadership to take effective and timely action.

A Key Message states a problem, describes the consequences of not dealing with the problem, offers a solution, and then issues a specific call to action to achieve that solution.

The call to action of our first Key Message was to provide funding for the Rockport Affordable Housing Trust Fund by allocating a portion of the Town's ARPA funds to the Trust. We lobbied the Select Board for \$1 million by attending their meetings, talking with individual members of the Board, and generally applying pressure through social media and other public forums. The Board eventually allocated \$100,000 to the Trust – a smaller sum than we would have liked, but a good start.

Our second Key Message is calling upon the citizens of Rockport to respond to the Town's Housing Production Plan (HPP) survey to show a town-wide interest in assisting with the planning of affordable housing in Rockport. Our goal is to have at least 50% of residents participate!

We continue to work with Town leadership to pursue opportunities for state and federal funding for the Affordable Housing Trust Fund and to actively search for locations within the Town that would be suitable for affordable housing development.

We welcome your participation and help – please contact us through our website shown below.