



HOME-ARP
2023 Communication Plan

I. Goals:

- To effectively communicate the HOME-ARP application opportunity and process to stakeholders throughout Georgia,
- To properly engage internal stakeholders to lay a strong foundation through compliance and closeout,
- To educate and incubate potential partners for future grant opportunities.

II. Stakeholders:

a. DCA Internal

- Office of Community Housing Development
- Office of Special Needs Housing
- Continuum of Care

b. External

• Shelter organizations	• Public Housing Authorities
• Continuums of Care	• Local Governments
• Veterans' groups	• NAACP of Georgia
• Community Service Boards	• Department of Community Supervision
• Department of Community Health	• Department of Public Health
• Department of Behavioral Health and Developmental Disabilities	• People with Lived Experience and their Advocates
• Department of Human Services, Division of Family and Children Services	• Homeless and domestic violence service providers
• Georgia Department of Corrections	

III. Communication Tools:

- Email Newsletters via Constant Contact
- Social Media
- Virtual and Face-to-Face Meetings
- DCA.ga.gov website



IV. Schedule:

Date(s)

December 2022 to May 2023

February 2023 to May 2023

March 2023

March 2023 to October 2023

May/June 2023

July 2023

September/October 2023

Event

In-person and virtual meetings with local communities, shelter providers, and state agencies, including conferences.

Constant Contact Updates to HOME-ARP email list

DCA Social Media post regarding NCS Notice of Intent form availability

Update to HOME-ARP section of the DCA.ga.gov website

Publication of NCS NOFA/Pre-Application thru all Communication Tools

Publication of NCS Application thru all Communication Tools

Publication of NCS HOME-ARP Round Awardees

