

Comprehensive Policy Plan
"Special Issues"

Policy Letter 402: Public Information Aid

BACKGROUND:

A Public Information Aid is needed to assist citizens in identifying and understanding the various resources that they may access for housing. This aid could be described as a "do you know" of information that would combine information in one place, allowing citizens to see the complete range of housing resources that are available through the City. The goal of this aid is to access information to empower people.

The League of Women Voters provide residents in Fargo with a free calendar each year. The calendar identifies the city services, and briefly describes the role each department plays in providing those services. This public information aid is a great example of the type of information aid that is needed to address housing programs established to assist both homeowners and renters alike.

POLICY STATEMENT:

The City of Fargo should produce an informational device that provides residents of the community with an all-inclusive listing of housing resources available through the City.

CONCLUSION:

Housing programs, services, and assistance information is available to the public, but the communication gap for the average resident appears to be on how to access that information. One possible example of this can be seen in the fact that a number of eligible seniors in Fargo are not participating in the senior citizen tax abatement program.

The marketing and promotion of this proposed public information aid is key. The desired effect of this aid is to empower people. This can be a positive step forward and lead to an increased quality of life for those citizens who are eligible.