



SURSUM CORDA INTERNAL COMMUNICATIONS PLAN (POST-MEMBER RELOCATION)

For the past several years, throughout the process to have the Sursum Corda community redeveloped, Cooperative leadership has been deeply committed to ensuring that all residents are well informed. This commitment will endure well beyond the point when residents relocate from the Sursum Corda grounds. In this vein, the Sursum Corda team has proactively reached out to the management companies behind both Eastgate and Sheridan Terrace to better understand best practices for communicating with relocated residents. We will continue this level of research and engagement with partners such as Housing Opportunities Unlimited to refine our plan as needed.

The following plan outlines the Cooperative's approach to maintaining consistent, effective communication with residents after the sale of the property and their relocations.

GOAL

In the interest of thoroughly informing and supporting their overall wellbeing, successfully communicate with Sursum Corda Cooperative members following their relocation.

AUDIENCES

Sursum Corda Cooperative members and their families

STRATEGIES

- Collect and maintain accurate contact information for all Sursum Corda members.
- Utilize both traditional and electronic communications vehicles to engage members of all generations.

TACTICS

PRE-RELOCATION

Contact Collection

The Sursum Corda Cooperative will initiate a thorough effort to collect current contact information for members. This will include the posting of a notice at each occupied residence requesting that members provide the current phone number(s) and email address(s) of themselves and family members living at Sursum Corda. Members will have three options for providing their information.

1. Completing the printed notice left at their residence and dropping off at the Sursum Corda offices
2. Emailing SursumCordaInfo@gmail.com with their contact information



3. Complete a contact form to be added to SursumCordaDevelopment.com

POST-RELOCATION

Direct Mail

Regularly as the buyer of the property lays out plans for redevelopment and new milestones approach, we will send direct mail to each members new address to inform them and clearly alert if any action is required.

The types of developments and milestones that could warrant these mailings include:

- Required action regarding resident vouchers
- Updates regarding new Sursum Corda unit designs, amenities, etc.
- Dates associated with the process of returning to new Sursum Corda development

Each of these mailings will include a section encouraging residents to alert the Sursum Corda team with any questions or concerns they have throughout the development process.

Email

For members who have provided their email addresses, we will electronically provide the very same information included in the direct mail updates.

The emails will include a link to an online form where members can submit specific questions and concerns.

Additionally, each of these emails will include subscription options that allow members who no longer wish to receive email messages to opt out.

Specific members of the Sursum Corda team will be designated to monitor for emails from members and receive phone calls.

SursumCordaDevelopment.com

The Sursum Corda informational website, SursumCordaDevelopment.com, will be updated to feature a password protected section entitled "Resident Updates." This section will include all of the information provided to residents via direct mail and email. It will also include downloadable documents that members will need to complete.

Quarterly Meetings

Each quarter Sursum Corda leadership will convene an informational meeting that members can attend to hear latest updates and ask questions in person. When appropriate, representatives from key partners such as Housing Opportunities Unlimited, the Department of Housing and Urban Development and the District Housing Authority will be invited to provide updates relevant to their respective organizations.

Recaps of these meetings will be included in the direct mail and email updates that immediately follow.

