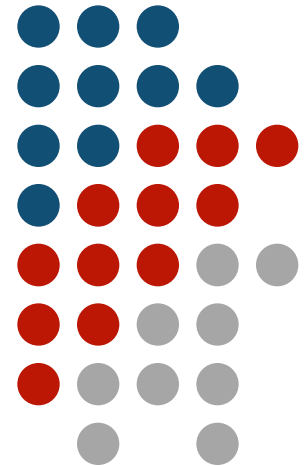


Gaining Community Acceptance for Affordable Housing: Best Practices from Around the US

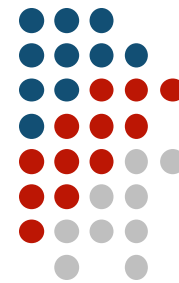
April 23, 2014

Amy Clark and Robert Hickey
National Housing Conference and
Center for Housing Policy

Webinar series sponsored by



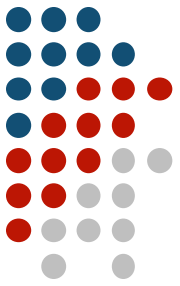
About the National Housing Conference



The National Housing Conference represents a diverse membership of housing stakeholders including tenant advocates, mortgage bankers, nonprofit and for-profit home builders, property managers, policy practitioners, Realtors®, equity investors, and more, all of whom share a commitment to safe, decent and affordable housing for all in America. We are the nation's oldest housing advocacy organization, dedicated to the affordable housing mission since our founding in 1931. As a nonpartisan, 501(c)3 nonprofit, we bring together our broad-based membership to advocate on housing issues.

The Center for Housing Policy is the research division of NHC. The Center specializes in developing solutions through research, working to broaden understanding of the nation's housing challenges and to examine the impact of policies and programs developed to address these needs. Combining research and practical, real-world expertise, the Center helps to develop effective policy solutions at the national, state and local levels that increase the availability of affordable homes.

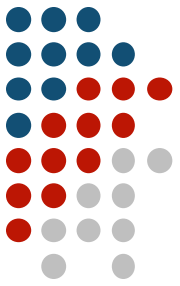




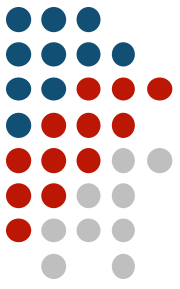
Our Research:

- Examined 10 success stories drawn from across the U.S.
- Sought to identify patterns among successful efforts to build community acceptance for affordable housing in challenging or oppositional environments.
- Focused on developers building homes for formerly homeless individuals or families.

Case Study Locations



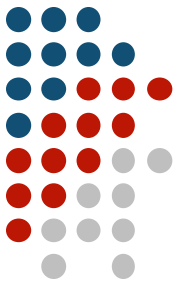
- Arlington County (VA)
- Chicago (IL)
- Montgomery County (MD)
- New York City
- Novato (CA)
- Philadelphia (PA)
- Portland (OR)
- San Francisco (CA)
- Seattle (WA)
- Sunnyvale (CA)



Common Concerns and Fears

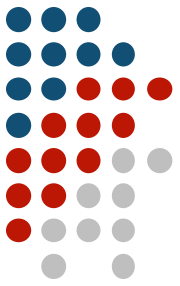
- The property will be managed poorly, leading to crime and depressed property values.
- It will discourage higher-end development in the community.
- It will overload services, including schools.
- The design (especially height and massing) will change community character, overwhelm nearby properties, and depress home prices.

Successful Approaches Shared These Traits



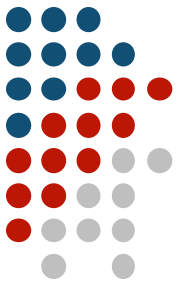
1. The city created a supportive overall structure for productive conversations and decision-making.
2. Project sponsors established a space for respectful conversations through one-on-one meetings, small group discussions, and open-house formats (especially early on).
3. The process was transparent.

Successful Approaches Shared These Traits (cont.)



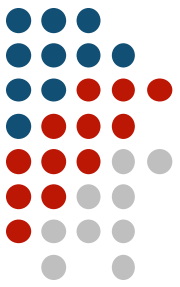
4. Sponsors connected stakeholders to authorities that listened to and could address their concerns.
5. Stakeholders went on tours of other affordable housing communities built by the sponsor.
6. Sponsors engaged stakeholders early enough to be flexible on proposal (ex.: design).

Successful Approaches Shared These Traits (cont.)



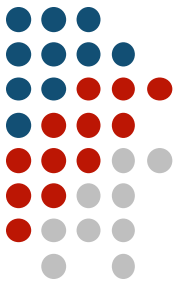
7. Backers clarified the long-term, ongoing management and communications plan.
8. In some cases, supportive housing units were integrated into larger, 100% affordable housing developments.

Communication, Messaging and Language Recommendations



- Work to understand community concerns— and the fears, values that underlie them.
- Connect your work to core values: opportunity, safety, balance, choice.
- Frame housing as a *consumer* issue, not a *social* issue.
- Tell the story of how the whole community benefits from your work— past and future.
- Choose the right messengers for your audience.

Contact Us



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