

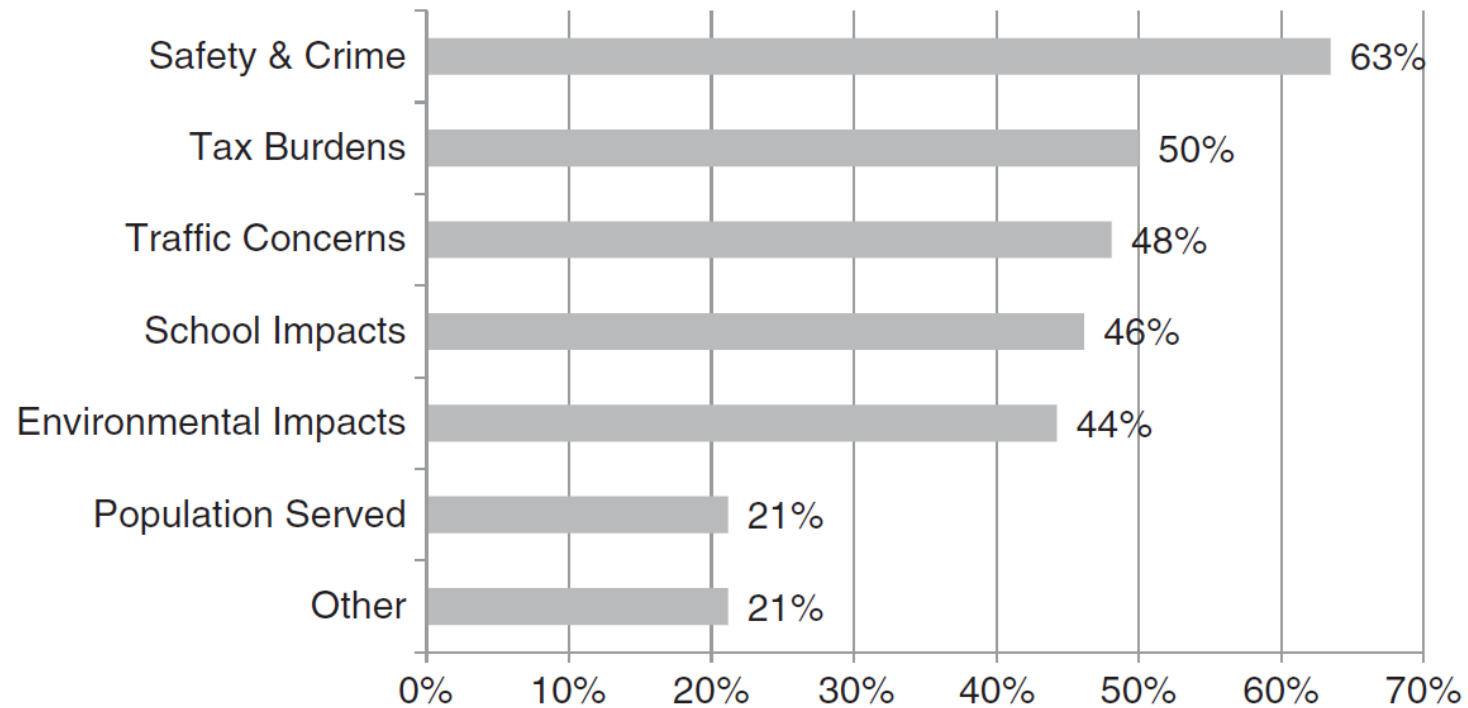


# Countering community opposition to affordable housing

Corianne Payton Scally, PhD,  
Metropolitan Housing & Community Policy Center

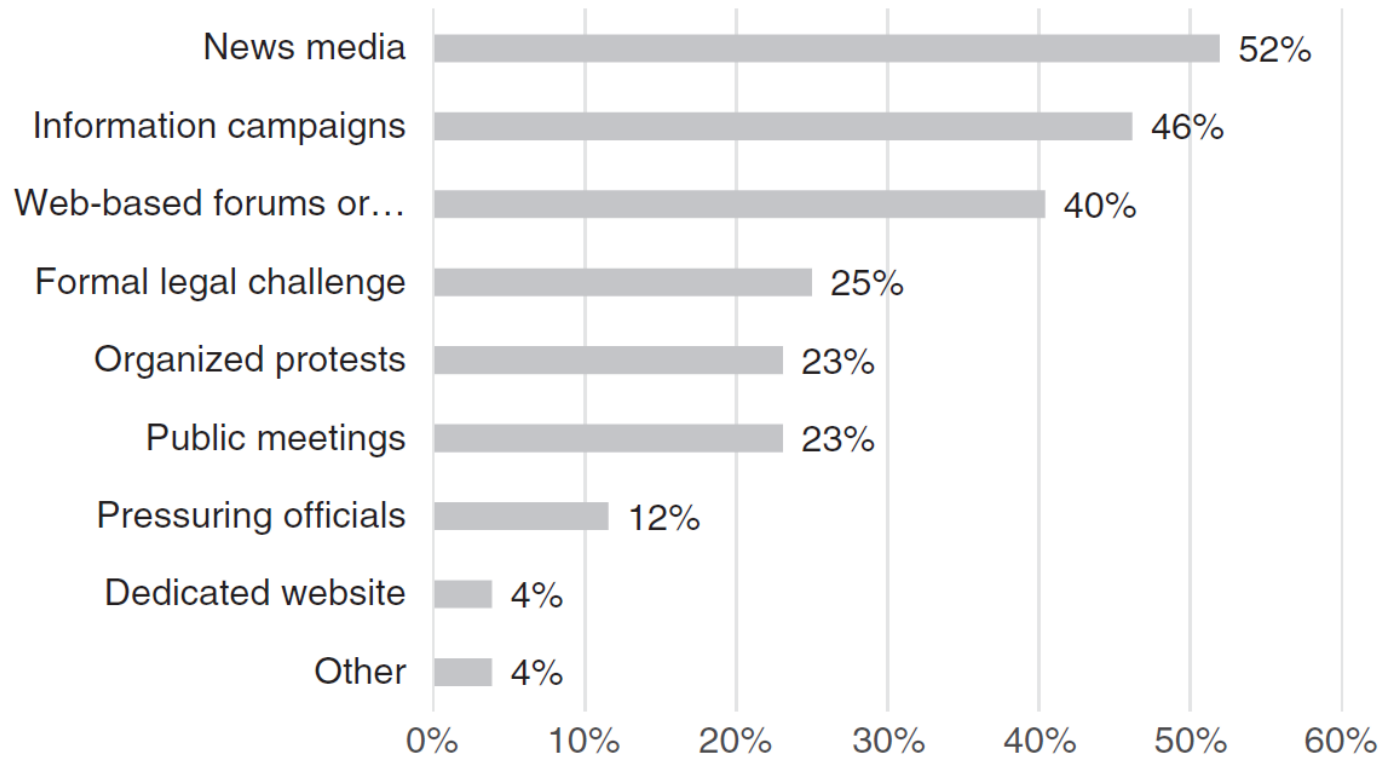
National Housing Conference, Solutions Conference, Tuesday, April 17, 2018

# Why communities protest



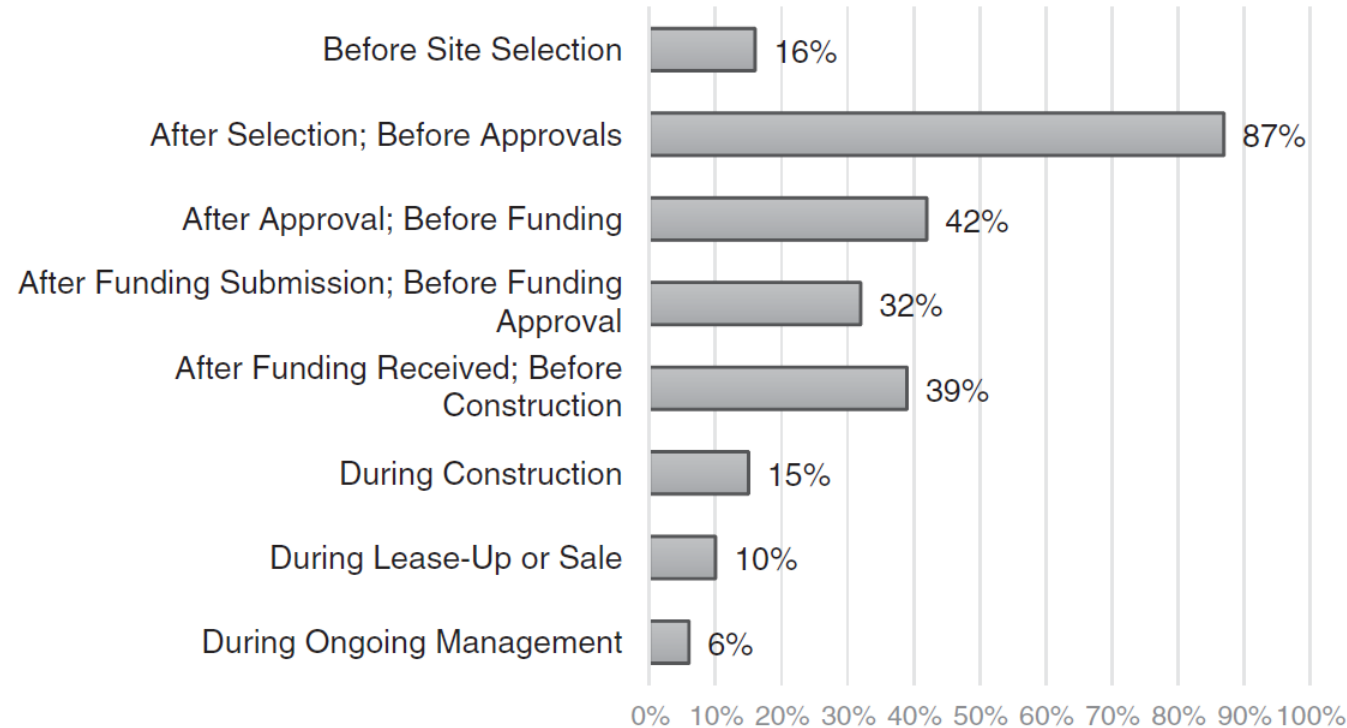
**Figure 1.** Most common reasons for community opposition.  
*Source:* Authors' survey.

# How communities protest



**Figure 2.** Most frequent outlets for opposition.  
*Source:* Authors' survey.

# When communities protest



**Figure 3.** Percentage of developers indicating opposition experienced, by project stage.  
*Source:* Authors' survey.

# What developers can do

**Table 1.** Most used versus most effective developer strategy for overcoming NIMBY

Strategy	Ever used (%)	Use frequently (%)	Most effective (%)
Informal public information sessions	87	37	29
Formal public hearings	66	12	12
Informal meetings with community leaders	33	42	42
Formal legal challenges	27	6	6
Resident surveys, focus groups, interviews	25	0	0
Social media	23	0	0
Other	4	6	12

*Source:* Authors' survey.

# What states can do

## Overcoming Legacies

- Support regional alliances where cities and suburbs voluntarily work together and/or where towns voluntarily work together with developers

## Overcoming Environment

- Provide more flexibility in funding to accommodate regional differences in development environment, Partner with high-capacity developers to build in areas with high need by low capacity.

## Overcoming Perceptions

- Be transparent about project awards, and circulate appropriate information
- Measure outcomes and/or work to address negative ones