



Building Public Will

Inspiring Housing Advocacy Throughout Our Communities



We need to build an

ARMY OF ADVOCATES

HOUSING

HOUSING





Creating pathways and partnerships
for housing in Northwest Michigan.

Triggering Backlash

WE SAY

THEY THINK

There is a lack of affordable housing.



People ought to buy the house they can afford or move. Stop making poor decisions and asking me to pay for them.

Young people can't find housing.



Millennials are entitled

Our housing market isn't fair.



This issue has nothing to do with me; it's not my responsibility to solve other people's problems.

We need places for service industry workers to live.



There is too much tourism anyway; we don't need the 'service' industry

Jobs are going unfilled; this is holding back economic growth.



I don't want more growth; I want to preserve our small town character

Affordable Housing



Cabrini-Green (Chicago's failed "projects")

Everyone I know is doing fine.

This issue is too big. We can never hope to change it.

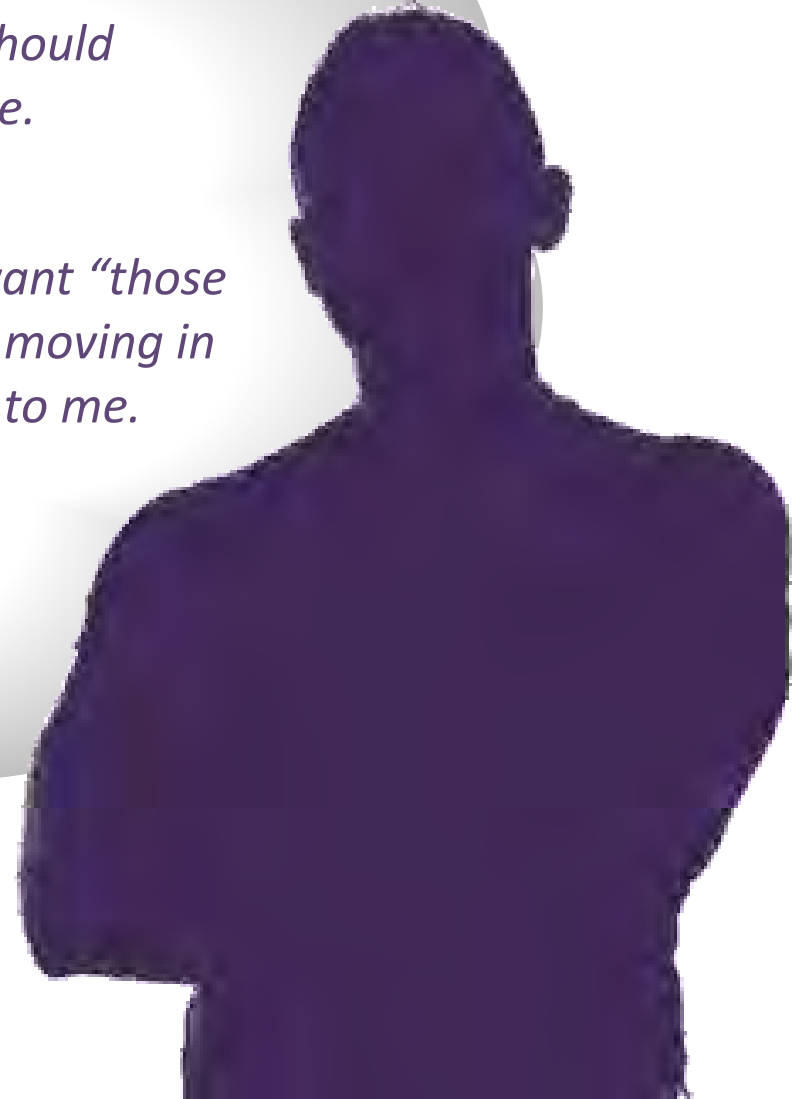
I save for what I want. Other people should do the same.

This never used to be a problem. I don't think things have changed that much.

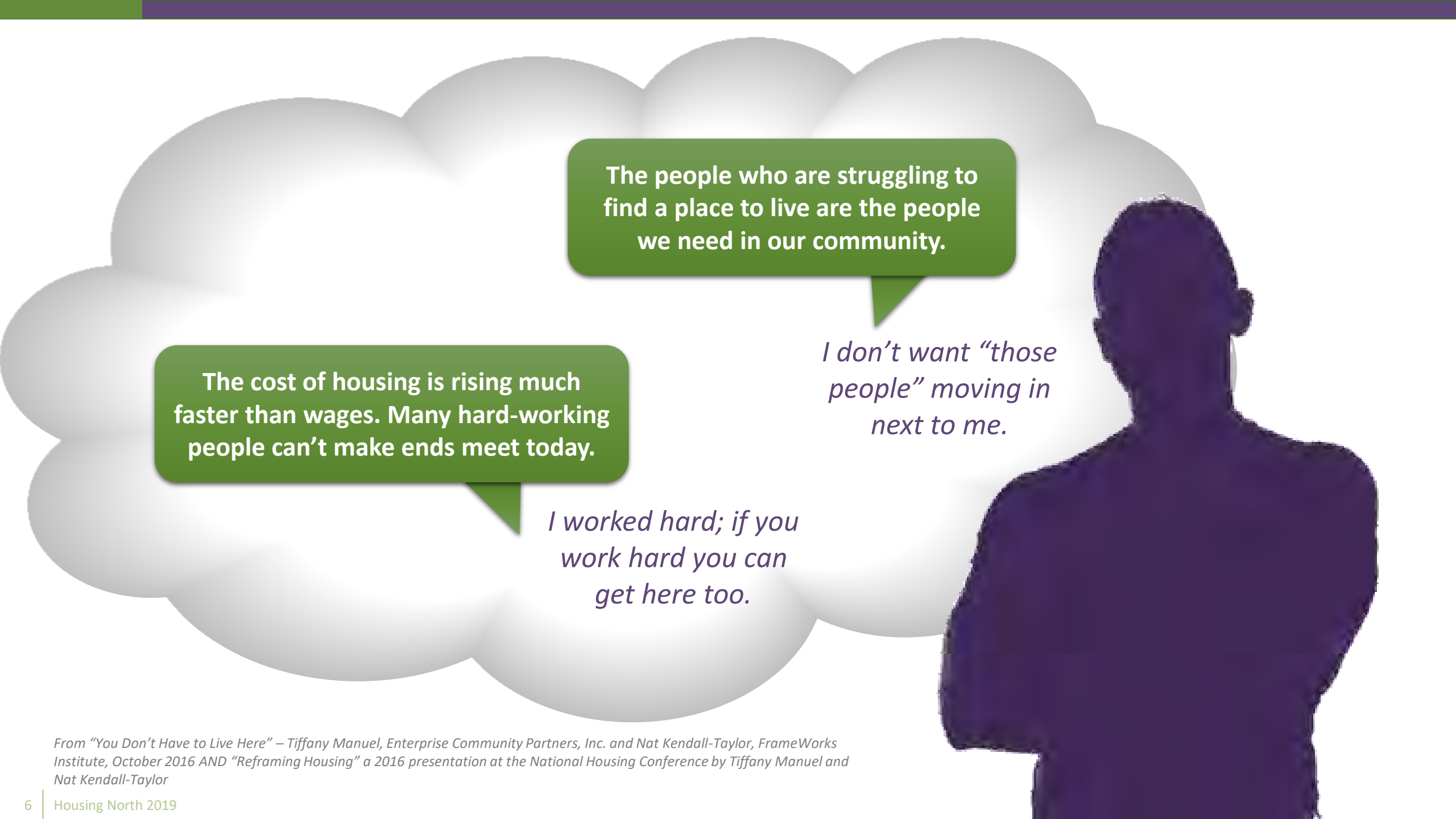
I don't want "those people" moving in next to me.

I am a champion preserving the character and values of my community.

I worked hard; if you work hard you can get here too.



From "You Don't Have to Live Here" – Tiffany Manuel, Enterprise Community Partners, Inc. and Nat Kendall-Taylor, FrameWorks Institute, October 2016 AND "Reframing Housing" a 2016 presentation at the National Housing Conference by Tiffany Manuel and Nat Kendall-Taylor



The people who are struggling to find a place to live are the people we need in our community.

The cost of housing is rising much faster than wages. Many hard-working people can't make ends meet today.

I don't want "those people" moving in next to me.

I worked hard; if you work hard you can get here too.

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Four Steps to Persuasion

1

Establish Values and Common Ground

- A. Begin with statements of values that engage the audience
- B. Help them understand the issue in the context of these values

2

Connect the Problem to These Values

- A. Why is today different from yesterday?
- B. Be factual, not “fact-full”
- C. Make it personal with relatable stories
- D. Use language that invites shared common ground – this is “US” not “THEM”

3

Show Solutions That Will Work

- A. Lay out a reasonable path to get there
- B. Show examples of solutions that inspire and dispel fears

4

Show Them What They Can Do

- A. Talk about possible solutions and specific participation roles
- B. Ease and encourage action paths
- C. Assign a task
- D. Ask for a commitment

Choose Your Words Wisely

EMPHASIZE

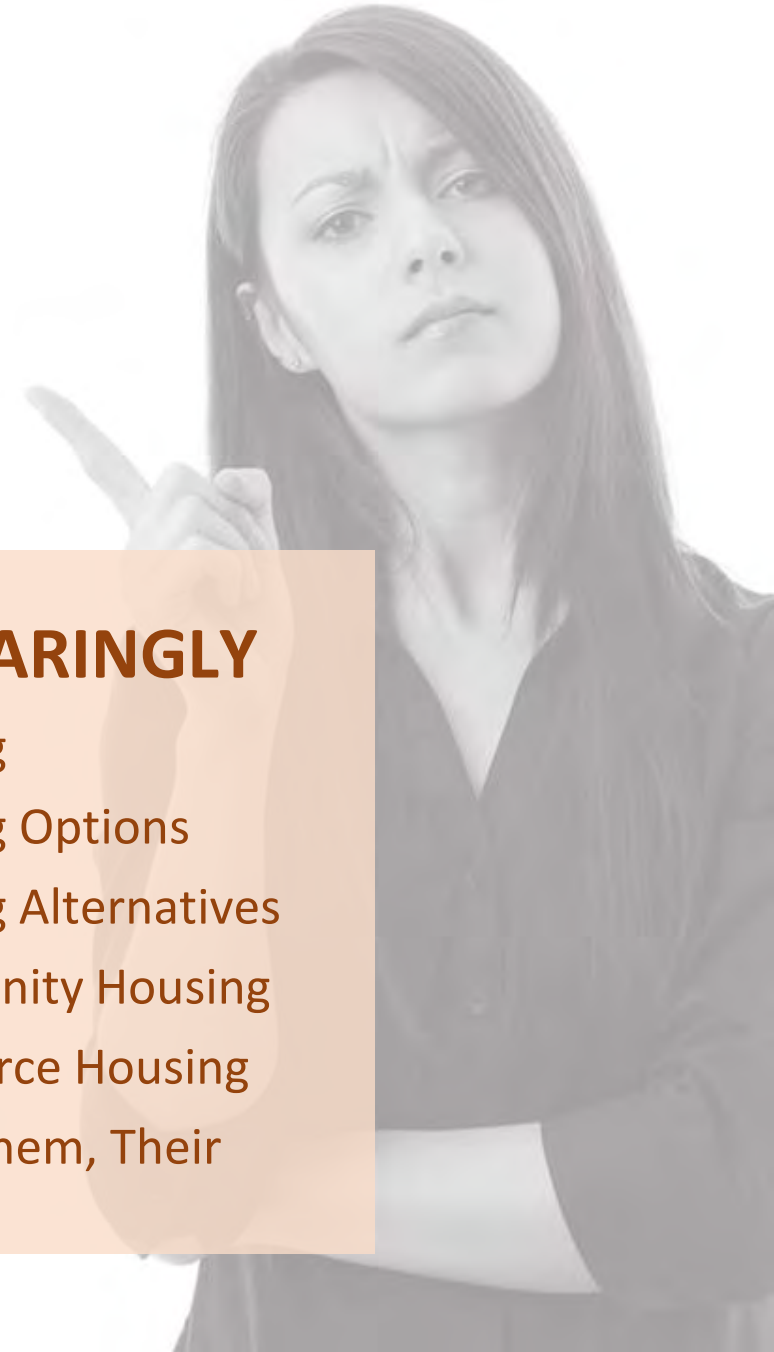
- ▶ Home(s)
- ▶ Work
- ▶ Young Families
- ▶ Working People
- ▶ Middle Class
- ▶ We, Us, Our

DE-EMPHASIZE

- ▶ Affordable Housing
- ▶ Low Income Housing
- ▶ Housing as a Right
- ▶ Deserving
- ▶ Public Policy

USE SPARINGLY

- ▶ Housing
- ▶ Housing Options
- ▶ Housing Alternatives
- ▶ Community Housing
- ▶ Workforce Housing
- ▶ They, Them, Their



Be Factual Not Fact-full

Some audiences need a lot of facts...

...many need one memorable idea.



*The poverty wage is the federal poverty threshold of 2017 divided by 2,080 (assumes a worker is working 40 hours per week, 52 weeks per year.)



Our region's moderate-income households spend more than two-thirds of their income on the combined costs of housing and transportation.



Be Relatable

Make it personal with stories, real and figurative.

WE NEED THE PEOPLE
WHO NEED AFFORDABLE HOUSING



AFFORDABLE HOUSING STRENGTHENS COMMUNITIES.
SO, WHEN AFFORDABLE HOUSING IS MENTIONED
WHERE YOU LIVE... SAY YES!

HOUSING ILLINOIS

For more information on
affordable housing, contact
www.HousingIllinois.org
(312)663-3936

Housing Illinois

US not THEM

The health of our entire community depends on the foundational support of our workforce.

Workforce Housing
Who needs it?
We do!

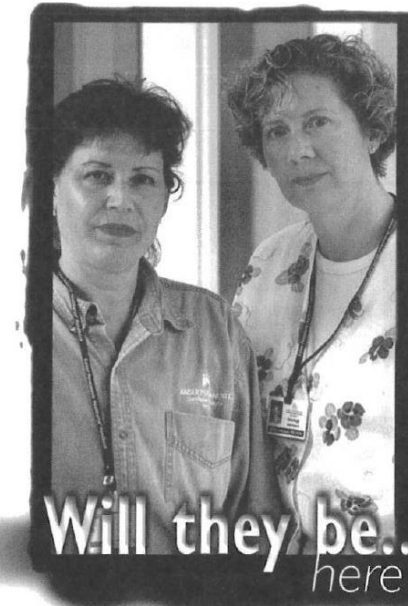
San Rafael High School Teacher, Jessie Campos
San Rafael Police Officer, Katie Berriger
San Rafael Firefighter and Paramedic, Kevin Kalisher

PHOTO: MINSAN COVINO/ESI

MARIN CONSORTIUM FOR WORKFORCE HOUSING CORPORATE MEMBERS:
Autodesk, Inc. • Bank of America • Classified Gazette • Corporate Media Systems, Inc. • Felt, Isaac • Frank Howard Allen Realtors • Guarantee Mailing Service • Luther Burbank Savings • Marin Airport • Marin Independent Journal • Marin Scope Community Newspapers • Novato Advance • Old Republic Title • Pacific Coast Title • Pacific Gas and Electric • Redwood Bank • Ross Hospital • San Rafael Thrift & Loan • Sempie Appraisals, Inc. • The Mechanics Bank • Wooding & Associates

MARIN CONSORTIUM FOR WORKFORCE HOUSING
415.454.4183

The Marin Consortium



- Six out of ten healthcare workers commute into Marin because they love their jobs and their patients.
- What will happen to Marin's healthcare system if these workers decide to find work closer to their homes?

MARY JOHNSON (Staff RN II, Kaiser Permanente/SR, lives in Napa)
AMY COST (LVN Nurse, Kaiser Permanente/SR, lives in Bodega Bay)

WORKFORCE HOUSING

Marin needs homes for the locally employed!

GET INVOLVED ... partner with local businesses and support local projects:

Marin's nurses, doctors, lab technicians and assisted living health care workers all need affordable housing. Otherwise, we face continued shortages, and the inability of our own workforce to live where they work. We must all work together to solve this escalating problem.



The Marin Consortium for Workforce Housing was formed in 1996 to increase understanding and public support of workforce housing in Marin. It is composed of business, non-profit and governmental organizations and is headed by the San Rafael Chamber of Commerce. **Source:** Kaiser Permanente

Success Stories & Visualized Solutions

Show what 'Affordable Housing' could look like in Northern Michigan.



▲ Founders' Court, Preservation of Affordable Housing, Hyannis, Cape Cod, Massachusetts



Depot Neighborhood Rendering, Traverse City, Michigan ►

A Story of Now

In Northern Michigan most of us believe that if you work hard and save you should be able to live in a safe home. We want communities where our children and grandchildren are able to live or return.



A Story of Now, cont.

But Northern Michigan is becoming a more and more difficult place for young families and working people to live. Not enough new homes are being built. Homes for rent are being pulled off the market for short term rentals like Airbnb. For these and other reasons, housing costs have surged past local incomes and there is a real shortage of homes.



A Story of Now, cont.

Teachers, health care workers, first responders and other middle-class workers young and old are not able to live in our communities. They have to drive from farther and farther away to work or they leave our region altogether. We run the risk of creating communities where only the most wealthy can afford to live.



A Story of Now, cont.

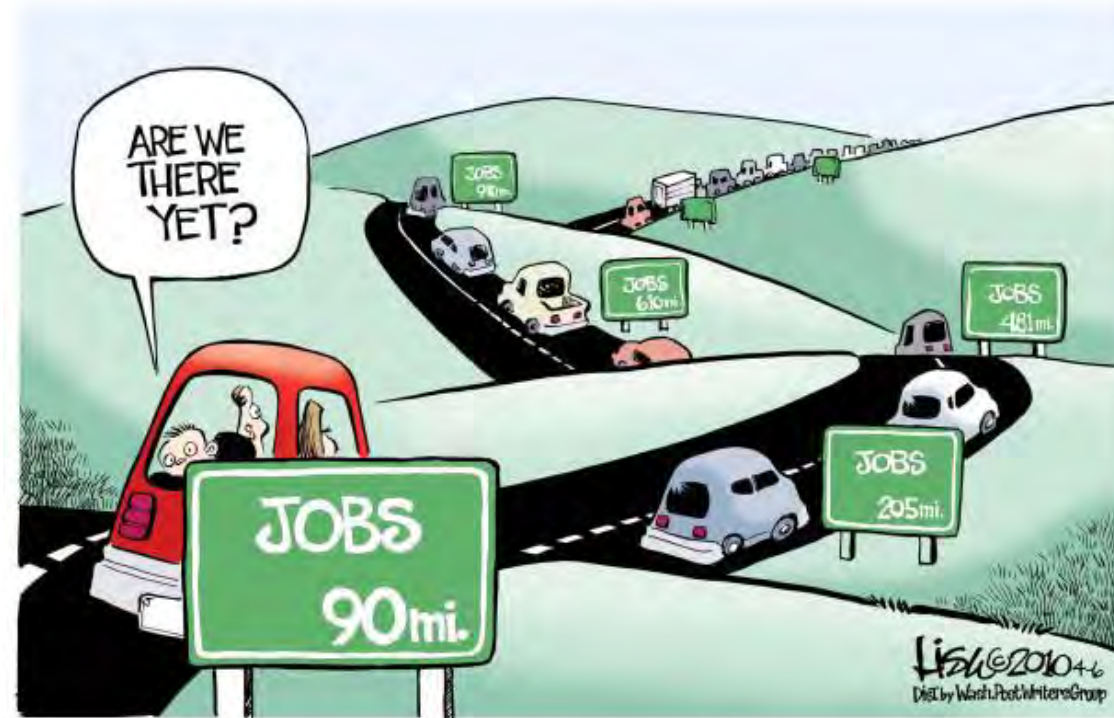
This shortage of homes can be solved! By working with developers, making common sense updates to zoning and helping employers and citizens to create new housing options, we can ensure that our communities remain places where all people can live, work, raise families and thrive.



You can help!

Customize your messaging to appeal to your audience's values

- Housing as an environmental challenge
- Housing impacts critical infrastructure
- Social determinants of health - housing is medicine
- Increased homelessness



What can you do to help?

Provide a set of 3-5 concrete steps that audience members can take to help solve the problem

- Consider opening your home to rental or roommates
- Join our movement
- Speak in favor of housing solutions
- Make a donation to _____
- Sign up to be an advocate

Take Names

Collect names, contact information, and areas of interest of audience members.

Lock in Advocates by
Assigning a Role

Cultivate and Develop
Change Agents

Build Solution Action
Teams

***Follow up quickly and regularly...
momentum is critical to action.***

Homes for Our Future

Housing options for Northwest Michigan





HOMES FOR OUR FUTURE

www.homesforourfuture.org



HOMES FOR OUR FUTURE

Homes Build Local Economies



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HOMES FOR OUR FUTURE

Homes Build Local Economies



TAKE ACTION: PUBLIC

- Endorse the campaign
- Sign up for updates
- Attend community meetings to encourage local governments to take action
- Contact your legislators about the Homes for Our Future

THE PUBLIC CAN...

- Influence decisions at the local and state level
- Share information and stories with their networks
- Run for office

WEBSITE RESOURCES

“Share Your Story”
Advocacy Sign-up
Advocacy Training



HOMES FOR OUR FUTURE

TAKE ACTION: LOCAL GOVERNMENTS

- Endorse the campaign
- Become a Housing North partner and campaign sponsor
- Pass a resolution to be a Homes for Our Future: Housing Ready community. Resolve to:
 - Complete the Housing Ready Checklist
 - Identify properties for new home developments
 - Identify resources and incentives for new home development
- Housing North will share progress with developers, business, and stakeholders.

LOCAL GOVERNMENTS CAN...

- Issue approval of housing proposals/projects
- Issue approval for tax incentives (i.e. payment in lieu of taxes)
- Enact zoning that allows more opportunities for housing development
- Develop housing plans
- Own, sell, and develop property in partnership with others (i.e. through land bank authorities)
- Influence decisions at the state level

WEBSITE RESOURCES

Housing Ready Checklist

Property Inventory Database

Best Practices:

Community Highlights & Success Stories



TAKE ACTION: EMPLOYERS

- Endorse the campaign
- Become a Housing North partner and campaign sponsor
- Sign up for updates
- Attend community meetings to encourage local governments to take action
- Participate in an advocacy training
- Contact your legislators about the Homes for Our Future campaign
- Present information to local groups

EMPLOYERS CAN...

- Act as housing champions
- Influence decisions at the local and state level
- Share information and stories with their networks
- Run for office
- Invest in housing projects or funds
- Act as developers or landlords

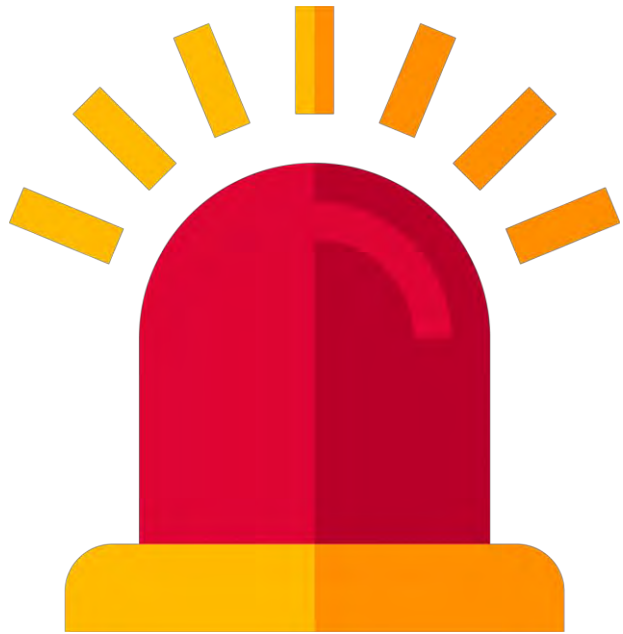
WEBSITE RESOURCES

“Share Your Story”
Advocacy Sign-up
Advocacy Training



NEXT STEPS

- Build out website
- Connect with local networks to share information and opportunities for engagement
 - Act as champions
 - Identify an advocacy point person
 - Conduct advocacy trainings
 - Create a speakers bureau
 - Develop/distribute promotional material
- Press releases and earned media
- Social media
- Promotional materials – stickers, signs



Understanding the Urgency

Arming Advocates with Information

Basic Needs Income Level to Meet Basic Expenses in Michigan

This single parent has to earn \$3,943 per month (\$47,321 per year) to meet all these expenses. Assuming the parent works 40 hours per week 52 weeks a year or gets paid sick, holiday and vacation time, this works out to almost \$23 an hour. The Michigan minimum wage of \$8.90 in 2017 is only 39% of what is needed for this family to make ends meet.

BASIC NEEDS INCLUSION

- **Housing** (HUD considers housing “affordable” if its costs do not exceed 30% of a household’s income)
- **Food**
- **Child Care** (largest expense for single-parent *and* two-parent families)
- **Healthcare**
- **Transportation** (auto, gas, registration, insurance)
- **Clothing, Household Necessities, Personal Care, Telephone**



For a single parent with two children
\$22.75 per hour/\$47,321 per year

Source: [Michigan League for Public Policy. “Making ends meet in Michigan: A basic income level for family well-being 2017”](#)

Hourly wage for single parent with two children.



*The poverty wage is the federal poverty threshold of 2017 divided by 2,080 (assumes a worker is working 40 hours per week, 52 weeks per year.)

Source: [Michigan League for Public Policy. "Making ends meet in Michigan: A basic income level for family well-being 2017"](#)

On a monthly basis, a single Michigan parent with two children will need to pay, on average:



Across Michigan, there is a shortage of rental homes affordable and available to extremely low income households (ELI), whose incomes are at or below the poverty guideline or 30% of their area median income (AMI).

320,967

OR

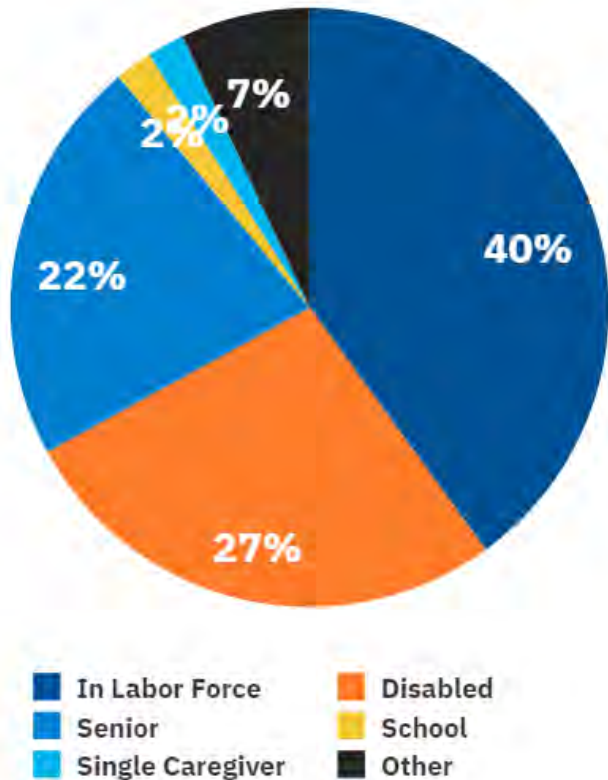
29%

Renter households that are
extremely low income

-203,384

Shortage of rental homes
affordable and available for
extremely low income renters

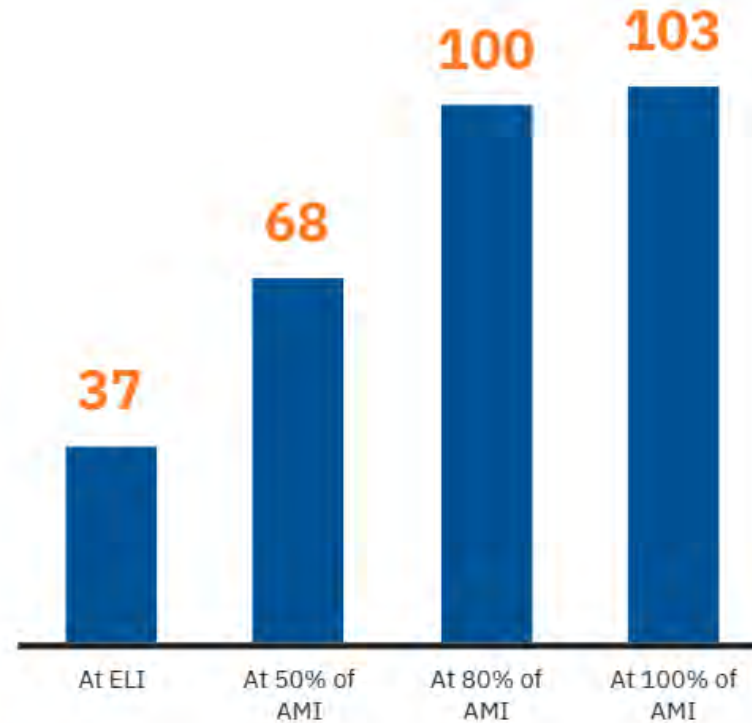
EXTREMELY LOW INCOME RENTER HOUSEHOLDS



Note: Mutually exclusive categories applied in the following order: senior, disabled, in labor force, enrolled in school, single adult caregiver of a child under 7 or a person with a disability, and other. Fifteen percent of extremely low income renter households include a single adult caregiver, more than half of whom usually work more than 20 hours per week and 2% of whom are in school.

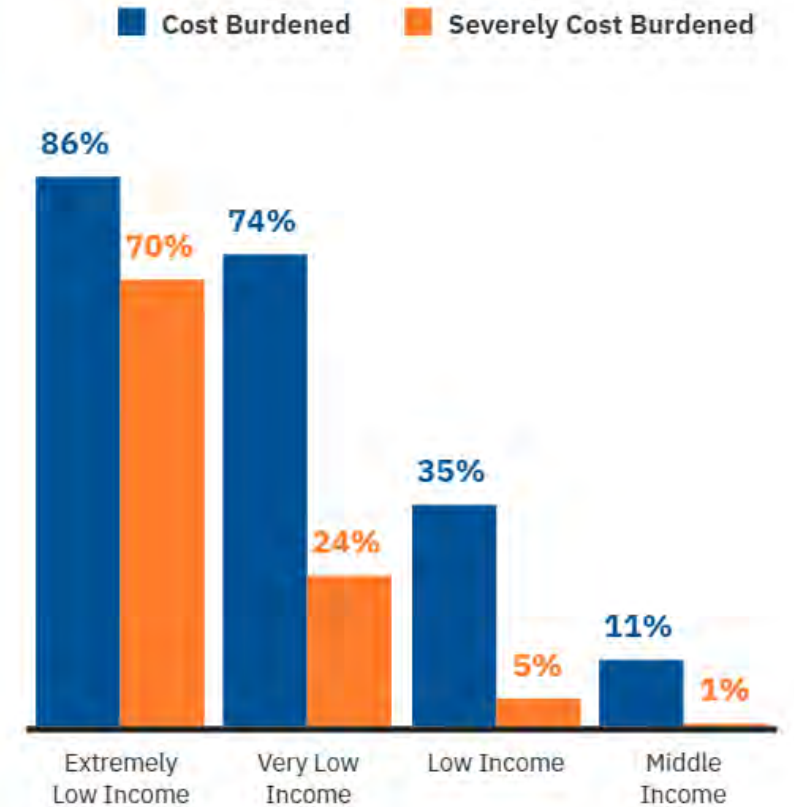
Source: 2017 ACS PUMS.

AFFORDABLE AND AVAILABLE HOMES PER 100 RENTER HOUSEHOLDS



Source: NLIHC tabulations of 2017 ACS PUMS

HOUSING COST BURDEN BY INCOME GROUP



Note: Renter households spending more than 30% of their income on housing costs and utilities are cost burdened; those spending more than half of their income are severely cost burdened.

Source: NLIHC tabulations of 2017 ACS PUMS