Overcoming NIMBY: Community Led Solutions to Affordable Housing
WHO is in the Room? A Continuum Exercise
HOPES AND WISHES FOR THE SESSION
OUR THREE LEARNING OBJECTIVES FOR TODAY

1. Identify methods for developing partnerships across community sectors to address affordable housing issues.

2. Understand three key strategies for overcoming NIMBY and advocating for affordable housing with elected officials and community leaders.

3. Create first steps for an advocacy plan to take back to their community.
A quick introduction via our collaboration
Equality

The assumption is that everyone benefits from the same supports. This is equal treatment.

Equity

Everyone gets the supports they need (this is the concept of "affirmative action"), thus producing equity.

Justice

All 3 can see the game without supports or accommodations because the cause(s) of the inequity was addressed. The systemic barrier has been removed.
OUR HOUSING CHALLENGES

The self-sufficiency standard varies by county.

From the Colorado Center on Law and Policy

WAGES VS. HOME PRICES

US Nationwide:
- Median House Price
- Median Gross Rent per Month
- Median Household Income

Growth rate:
150%
Affordable Housing in Broomfield, Colorado

- 50% of Broomfield renters are cost-burdened by housing, meaning they spend over 30% of their income on housing.
- The cost of housing in Broomfield is 69x the national average.
- The two-largest school districts serving Broomfield reported 2,229 students experiencing homelessness during the 2015-2016 school year.
- Only 40% of Broomfield’s top five industries have average wages high enough to afford a home at the median sale price.
• To afford renting a 2-bedroom apartment in Broomfield, **full-time workers must earn $29.00/hour** (more than twice minimum wage). This means someone would need to work 105 hours/week at a minimum wage job to afford a 2BR apartment!

• **Only 12 percent** of Broomfield residents live AND work in Broomfield.

• There is a **shortage of nearly 1,300 units** for renters earning less than $20,000 per year.

• **While most of our housing stock is geared toward middle-aged residents** (35-54 years old), **millennials and seniors account for 23 percent of the population**.

Learn more about YOUR community by visiting [https://reports.nlihc.org/oor/colorado](https://reports.nlihc.org/oor/colorado)
WHAT IS “AFFORDABLE HOUSING”?

Low-Income Housing

Attainable Housing

Workforce Housing

Senior Housing
# Health Equity

An Explanatory Model for Conceptualizing the Social Determinants of Health

<table>
<thead>
<tr>
<th>LIFE COURSE</th>
<th>SOCIAL DETERMINANTS OF HEALTH</th>
<th>HEALTH FACTORS</th>
<th>ON OUTCOME</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pregnancy</td>
<td></td>
<td>Health Behaviors &amp; Conditions</td>
<td>Quality of Life</td>
</tr>
<tr>
<td>Early Childhood</td>
<td>Economic Opportunity</td>
<td></td>
<td>Morbidity</td>
</tr>
<tr>
<td>Childhood</td>
<td>Physical Environment, Social Factors</td>
<td>Mental Health</td>
<td>Mortality</td>
</tr>
<tr>
<td>Adolescence</td>
<td></td>
<td></td>
<td>Life Expectancy</td>
</tr>
<tr>
<td>Adulthood</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Older Adults</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- **Economic Opportunity**
  - Income
  - Employment
  - Education
  - Housing

- **Physical Environment**
  - Built Environment
  - Recreation
  - Food
  - Transportation
  - Environmental Quality
  - Housing
  - Water
  - Air
  - Safety

- **Social Factors**
  - Participation
  - Social support
  - Leadership
  - Political influence
  - Organizational networks
  - Violence
  - Racism

- **Health Behaviors & Conditions**
  - Nutrition
  - Physical Activity
  - Tobacco Use
  - Skin Cancer
  - Injury
  - Oral Health
  - Sexual Health
  - Obesity
  - Cholesterol
  - High Blood Pressure

- **Mental Health**
  - Mental Health Status
  - Stress
  - Substance Abuse
  - Functional Status

- **Access, Utilization & Quality Care**
  - Health Insurance Coverage
  - Received Needed Care
  - Provider Availability
  - Preventive Care

Source: Health Equity Model and Summary; Colorado Department of Public Health - Social Determinants of Health Workgroup
SOCIAL DETERMINANTS OF HEALTH

- Stability
- Quality & Safety
- Affordability
- Neighborhood

HEALTH OUTCOMES & HEALTH CARE COSTS

Source: Adapted by the author from Gibson et al. 2011, Sandel et al. 2018, Maqbool et al. 2015, and Braveman et al. 2011.
- Willingness to go beyond the "status quo" and "the way things have always been done"
- Going beyond self into trans-egoic paradigms
- What does the community value beyond the market?
- Opportunities arise and form because of conflicts (obstacle is the way)
- Study by Holiday (2010) meet people where they are at
- Who’s table are we at, who is at the table, who is missing?

Maslow’s Hierarchy of Human Needs, (1943, 1954)
OUR STRATEGIES

1. Develop Partnerships: Who do we need at the table?

2. Combat NIMBY (Not in My Back Yard) through awareness, education, and empathy

3. Create an Advocacy Plan: Take action to drive policy change and solutions
Exercise: Fill in your tree

Organic Inquiry
- **Preparation** = curious and unknowing
- **Inspiration** = academic/data driven and the contradiction of data (LIFE)
- **Integration** = translating what you found out and implementing it
- **Permaculture** = sustainable
Present: Everyone on our tree
Near Future: Media and Home Builder’s Association
Who Else?
- ER’s are often the only accessible place to receive care.

- The number of people experiencing homelessness is growing exponentially.

- Hospitals are partnering with developers to sell vacant hospitals to turn them into affordable housing.

- American Hospital Association is partnering with communities to address the housing crisis.
PARTNERING WITH PLACES OF WORSHIP

● Interfaith Alliance survey found that churches own more than 5,000 acres of land across 5 counties in the Metro area

● Partnership gives churches the opportunity to give back to their community - creative form of tithing

● Innovative partnerships with churches in Broomfield, such as
  ○ Flatirons Habitat - Discovery Church
  ○ Lutheran Church of Hope - Anchor House
DEVELOPING PARTNERSHIPS

How we partnered:
- Community Conversations
- One-on-one outreach to key stakeholders & decision-makers
- Focus on intersectionality
- Consistent messaging across organizations and groups
- Constant, collaborative presence

Moving forward:
- Strategic planning
- Media coverage
- Utilize web & social media to their full capabilities
- Joint content creation
NIMBY, which stands for "not-in-my-backyard," is a mentality adopted by those who reject certain changes to their communities. Although many types of development can provoke NIMBY attitudes, affordable housing discussions frequently arouse such opposition. Often fears of increased crime, decreased property values, and other negative impacts on the community underlie objections to developing affordable housing.
Symptoms of NIMBY Syndrome

I’m NAUSEOUS!

I FEEL DIZZY!

I CAN’T SLEEP!

High-speed rail is environmentally friendly, fuel-efficient and the kind of sustainable transportation option we need here in Madison...

Not in my BACK YARD
### EXAMPLES OF NIMBY-ISM

<table>
<thead>
<tr>
<th>Housing Type</th>
<th>Appropriate in my neighborhood</th>
<th>Appropriate in other neighborhoods</th>
<th>Not appropriate in Broomfield</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large single family homes with more than 5,000 square feet</td>
<td>32%</td>
<td>50%</td>
<td>18%</td>
</tr>
<tr>
<td>Medium-sized single family homes between 1,500 and 3,000 square feet</td>
<td></td>
<td>79%</td>
<td>20%</td>
</tr>
<tr>
<td>Small homes with less than 1,500 square feet</td>
<td>44%</td>
<td>45%</td>
<td>11%</td>
</tr>
<tr>
<td>Duplex homes on the same lot size as neighboring single family homes</td>
<td>38%</td>
<td>46%</td>
<td>16%</td>
</tr>
<tr>
<td>Apartment buildings with 5 or more stories close to major roads or light rail or bus stops</td>
<td>21%</td>
<td>43%</td>
<td>36%</td>
</tr>
<tr>
<td>Small apartment buildings with 10 or fewer units</td>
<td>26%</td>
<td>54%</td>
<td>20%</td>
</tr>
<tr>
<td>Co-housing or shared communities for seniors</td>
<td>45%</td>
<td>48%</td>
<td>8%</td>
</tr>
<tr>
<td>Accessory dwelling units or casitas</td>
<td>26%</td>
<td>37%</td>
<td>37%</td>
</tr>
<tr>
<td>Tiny Homes</td>
<td>17%</td>
<td>41%</td>
<td>42%</td>
</tr>
</tbody>
</table>
“Framing can be defined as choosing what to say, how to say it, and what to leave unsaid. Strategic, intentional framing is a critical part of any strategy to create social change … Depending on how affordable housing and community development issues are framed, people can become more likely to shout “not in my backyard!” when changes are proposed—or more apt to adopt a stance that includes greater commitment to the common good.”

Frameworks Institute
By moving from an affordability frame to a fairness frame, we can:

- Elevate the issue - why is affordable housing/community development a public concern?
- Explain disparities - what restricts access to quality affordable housing?
- Highlight solutions - Emphasize that effective approaches are within our reach.

https://frameworksinstitute.org/assets/files/housing/enterprise_housing_playbook.pdf
Key strategies to combating NIMBY:

- Awareness
- Education
- Empathy

*See handout!*
Go home and talk to people!
- Identify the biggest issue your community faces with regard to housing.
- Activate team of people: the visionaries, the detailed/ and the Doers
- Those one on one conversations, networkers, etc
- Define your starting point to address this issue. Don’t assume whomever you talk with don’t know anything or know that much

Activity: What is the low hanging fruit on your tree?

Revisit your tree from the Partnership Development section. Identify 2-3 potential partners who could be key players in your housing coalition. For each of these partners, identify:

- What can I ask them to do? Is there specific messaging that will support this ask?
- How can I help them do that? What tools can you offer to them?
With Deep Gratitude

Dayna Scott
dayna.scott@broomfieldfish.org

Jennifer Hallaman
Jhallaman@flatironshabitat.org

Sharon Tessier
stessier@broomfieldcitycouncil.org
RESOURCES:

Addiction Center (2019) retrieved from https://www.addictioncenter.com/addiction/homelessness/


Broomfield Housing Needs Assessment (2018) at https://drive.google.com/file/d/0B2F9jXXgvMF7TnB1QzV5b1FPY0ltQm4XTDhzGdDYzZmpZ/view


McKenny Vento retrieved at https://www.cde.state.co.us/dropoutprevention/homeless_index


REFERENCES:


