

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



OUR COLLABORATION- BHOC

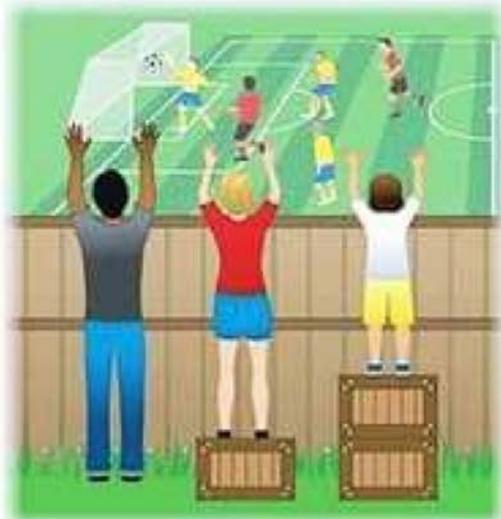


Equality



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.

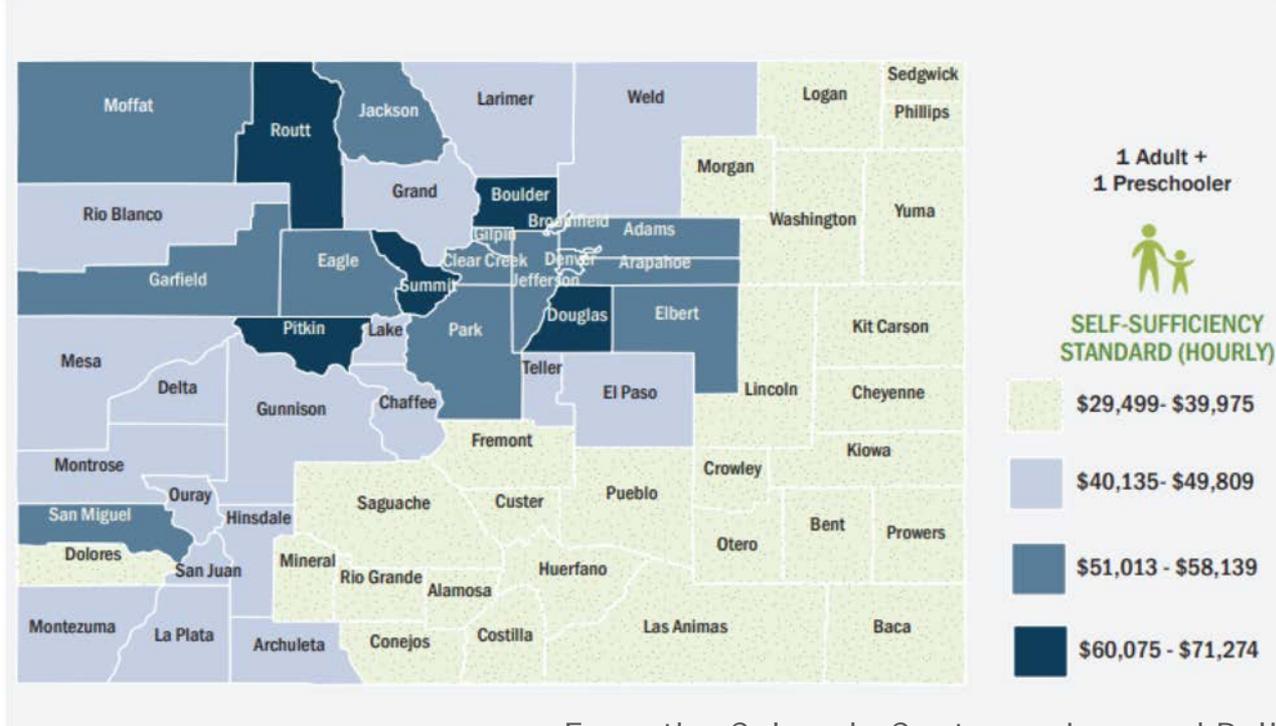
Justice



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



<https://cclponline.org/publications/self-sufficiency-standard-for-colorado-2018/>

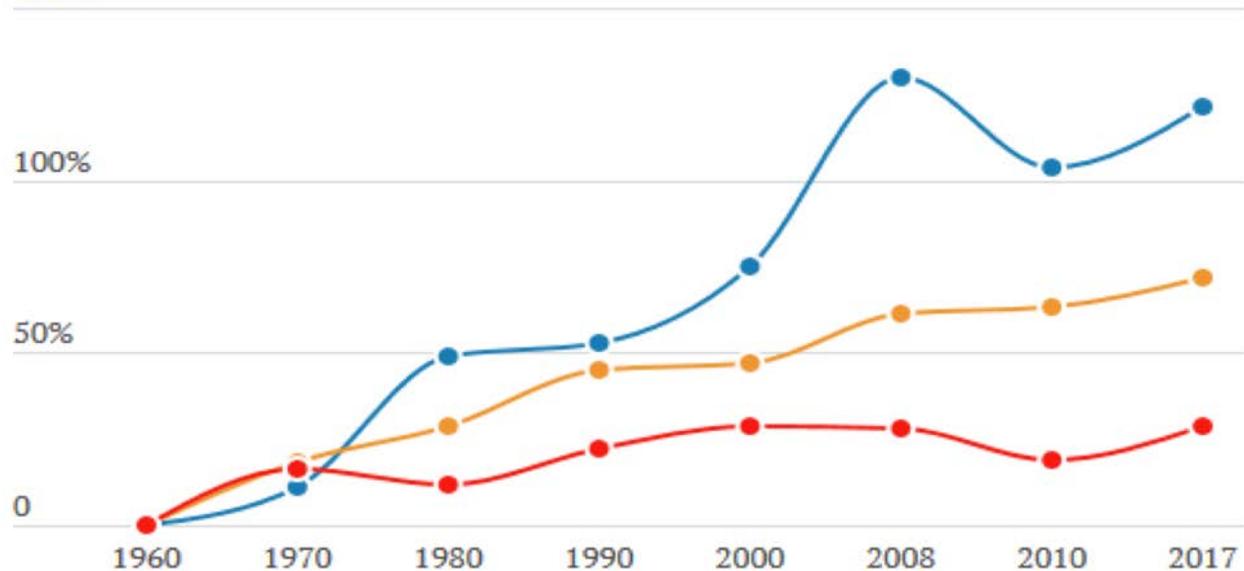
From the Colorado Center on Law and Policy

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.

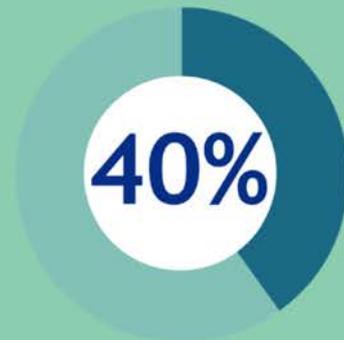


The two-largest school districts serving Broomfield reported

2,229 students experiencing homelessness

during the 2015-2016 school year.

ONLY



of Broomfield's top five industries have average wages high enough to afford a home at the median sale price.

WHAT THIS MEANS...

- 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>

WHAT IS "AFFORDABLE HOUSING"?

Low-Income Housing



Attainable Housing



Workforce Housing



Senior Housing



SOCIAL DETERMINANTS OF HEALTH

Economic Opportunity

- Income
- Employment
- Education
- Housing

Health Equity

An Explanatory Model for Conceptualizing the Social Determinants of Health

POPULATION

LIFE COURSE	SOCIAL DETERMINANTS OF HEALTH			HEALTH FACTORS			ON OUTCOME
	Economic Opportunity	Physical Environment	Social Factors	Health Behaviors & Conditions	Mental Health	Access, Utilization & Quality Care	
Pregnancy							Quality of Life
Early Childhood	<ul style="list-style-type: none"> •Income •Employment 	Built Environment <ul style="list-style-type: none"> •Recreation •Food •Transportation 	<ul style="list-style-type: none"> •Participation •Social support 	<ul style="list-style-type: none"> •Nutrition •Physical Activity •Tobacco Use 	<ul style="list-style-type: none"> •Mental Health Status •Stress 	<ul style="list-style-type: none"> •Health Insurance Coverage 	Morbidity
Childhood	<ul style="list-style-type: none"> •Education •Housing 	Environmental Quality <ul style="list-style-type: none"> •Housing •Water •Air Safety	<ul style="list-style-type: none"> •Leadership •Political influence 	<ul style="list-style-type: none"> •Skin Cancer •Injury •Oral Health 	<ul style="list-style-type: none"> •Substance Abuse •Functional Status 	<ul style="list-style-type: none"> •Received Needed Care 	Mortality
Adolescence			<ul style="list-style-type: none"> •Organizational networks 	<ul style="list-style-type: none"> •Sexual Health 		<ul style="list-style-type: none"> •Provider Availability 	Life Expectancy
Adulthood			<ul style="list-style-type: none"> •Violence 	<ul style="list-style-type: none"> •Obesity •Cholesterol 		<ul style="list-style-type: none"> •Preventive Care 	
Older Adults			<ul style="list-style-type: none"> •Racism 	<ul style="list-style-type: none"> •High Blood Pressure 			

SOCIAL DETERMINANTS OF HEALTH

Stability >

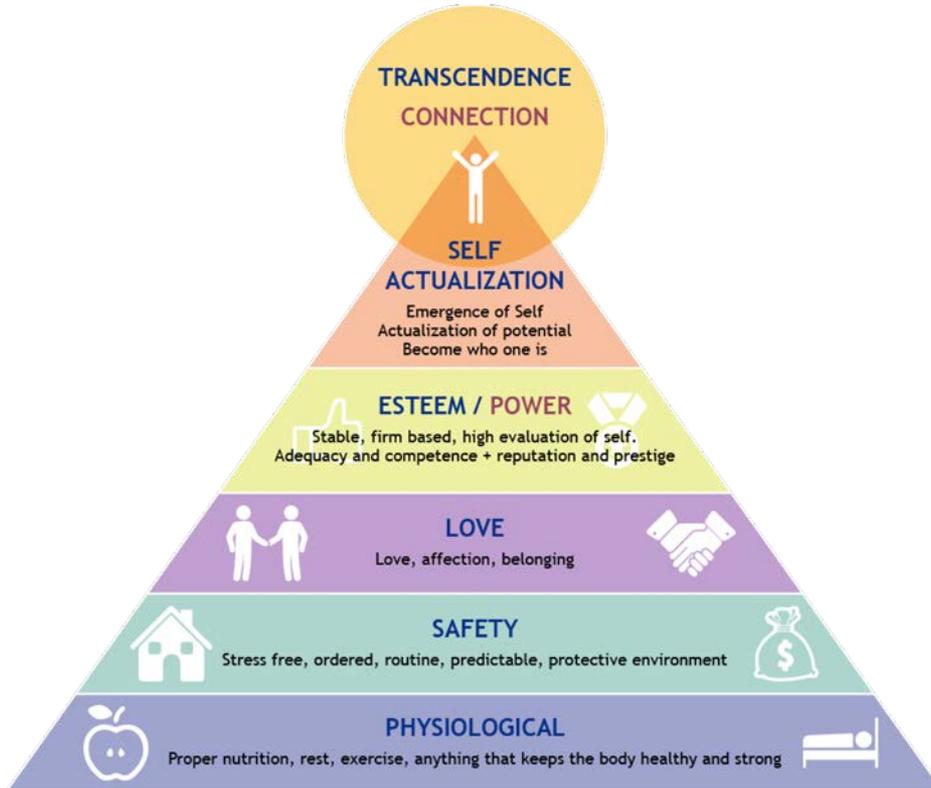
Quality & Safety >

Affordability >

Neighborhood >

HEALTH OUTCOMES
----- & -----
HEALTH CARE COSTS

EVOLUTION TO METANEEDS



Maslow's Hierarchy of Human Needs, (1943, 1954)

- 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?

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

GOING OUT ON A LIMB...

Exercise: Fill in your tree

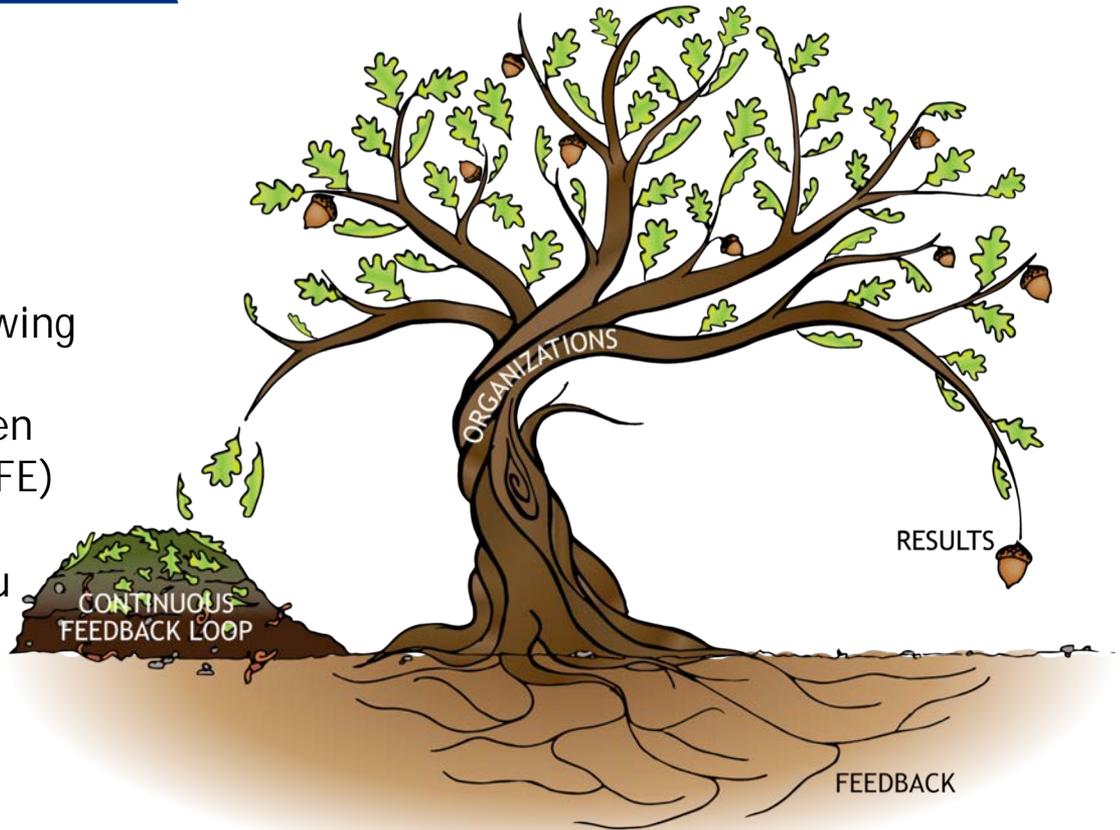
Organic Inquiry

-Preparation=curious and unknowing

-Inspiration-academic/data driven
and the contradiction of data (LIFE)

-Integration-translating what you
found out and implementing it

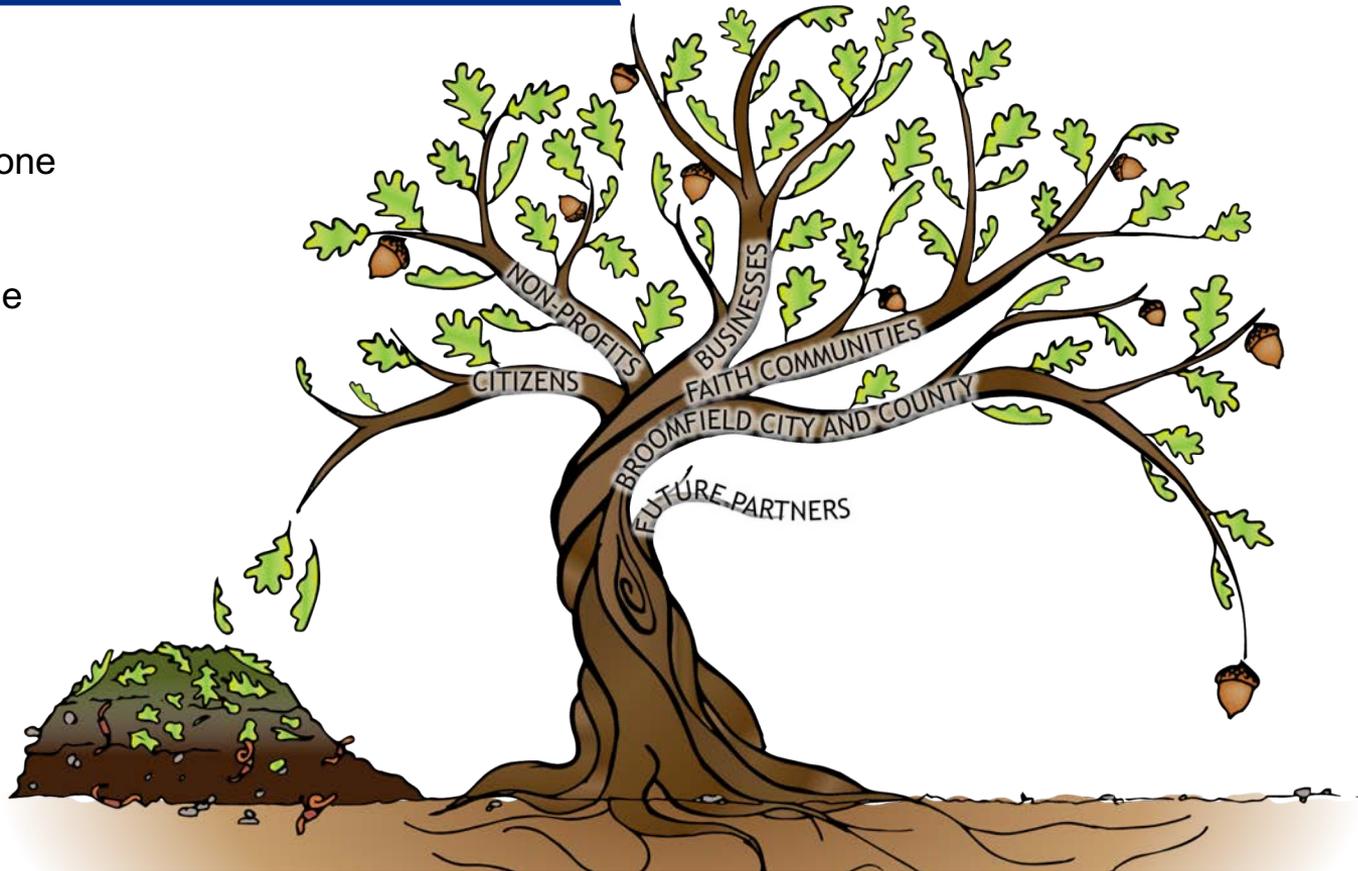
-Permaculture-sustainable



BROOMFIELD'S TREE

Present: Everyone
on our tree

Near Future:
Media and Home
Builder's
Association
Who Else?



PARTNERING WITH HOSPITALS

- 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



LIVED EXPERIENCE



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

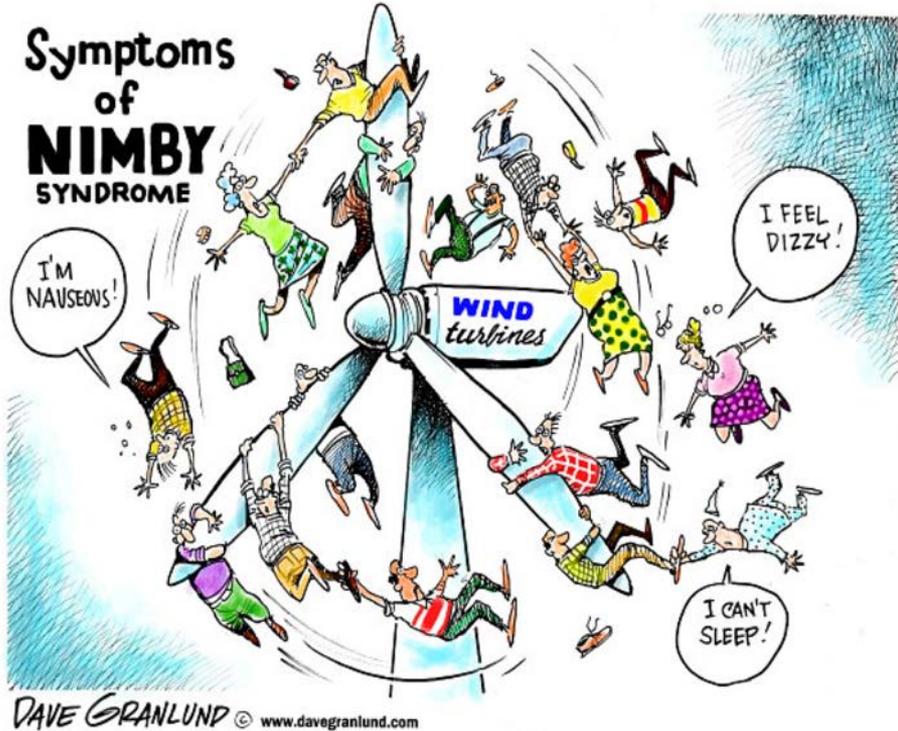
Moving forward:

- Strategic planning
- Media coverage
- Utilize web & social media to their full capabilities
- Joint content creation

COMBATING NIMBY

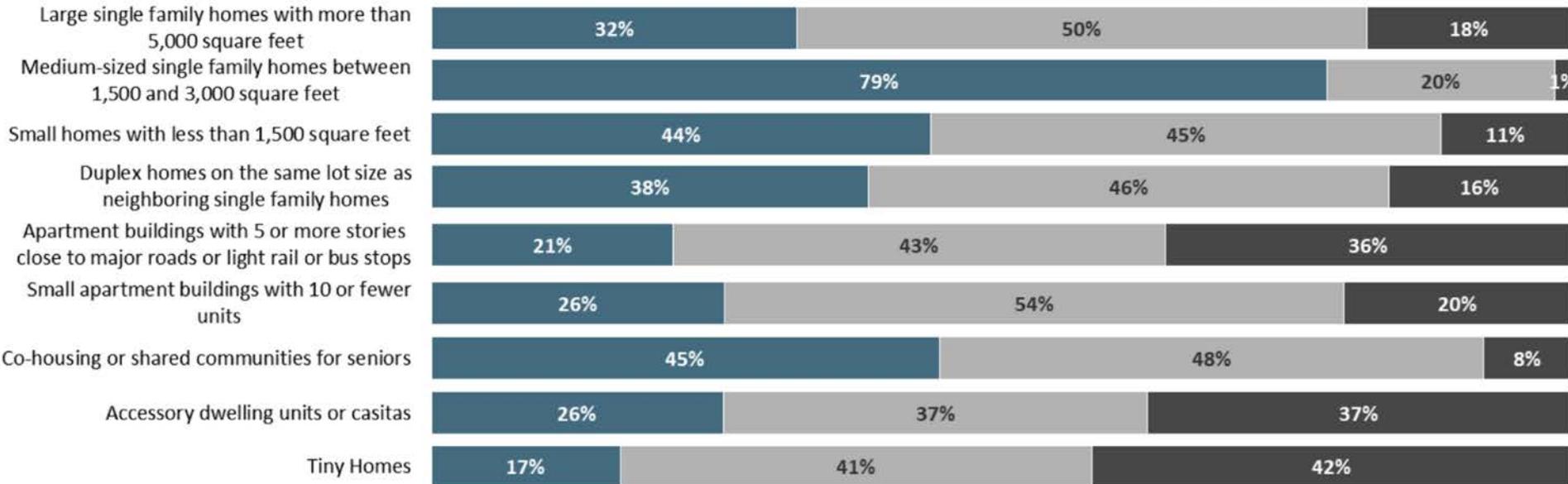
NIMBY, which stands for "not-in-my-backyard," is a mentality adopted by those who reject certain changes to their communities. Although many types of development can provoke NIMBY attitudes, affordable housing discussions frequently arouse such opposition. Often fears of increased crime, decreased property values, and other negative impacts on the community underlie objections to developing affordable housing.

NIMBY2



EXAMPLES OF NIMBY-ISM

■ Appropriate in my neighborhood
 ■ Appropriate in other neighborhoods
 ■ Not appropriate in Broomfield



COMBATING "NIMBY"



TALKING ABOUT NIMBY

“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

TALKING ABOUT NIMBY

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.



Sample Tweeter @Sample_Tweeter · 01 Jan 2018

What affects one part of our region affects us all. When housing costs are high, people spend too much time commuting from home to work. Lower housing costs make sure that people can live where they work, which means less traffic and cleaner air for all. Together we can support more inclusive #housing policies: [LINK]



<https://frame>

OVERCOMING NIMBY

Key strategies to combating NIMBY:

- Awareness
- Education
- Empathy

**See handout!*



CREATE AN ADVOCACY PLAN

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?

THANK YOU

With Deep Gratitude

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RESOURCES

RESOURCES:

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

American Hospital Association (2019) retrieved from <http://www.hpoe.org/Reports-HPOE/2017/housing-role-of-hospitals.pdf>

Broomfield Housing Needs Assessment (2018) at <https://drive.google.com/file/d/0B2F9IXqvMF7TnB1QzV5b1FPY0ItQm4xTDhzdGdDYzZkZmpz/view>

CDPHE (n.d.) at https://www.colorado.gov/pacific/sites/default/files/CHAPS1_Health-Equity-Model-and-Summary.pdf

Colorado Self Sufficiency Standards retrieved from https://cclponline.org/pub_library/self-sufficiency-standard-for-colorado-2018/

Colorado Builder's Magazine: <https://coloradobuildermag.com/build/brick-by-brick-meeting-todays-builder-challenges/>

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

National Coalition for the Homeless (2019) retrieved from <https://www.nationalhomeless.org/factsheets/addiction.pdf>

Robert Wood Johnson Foundation (2019) retrieved from <https://www.rwjf.org/content/rwjf/en/library/annual-reports/2019-annual-message.html>

San Mateo Department of Housing at <https://housing.smcgov.org/Self-Sufficiency-Colorado> (2018) retrieved from <http://www.selfsufficiencystandard.org/colorado>

World Health Organization at <https://www.who.int/sustainable-development/publications/housing-health-guidelines/en/>

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Boyack, A. (2018). Sustainable Affordable Housing: Reporter 50 Ariz. St. L.J. 455

Collard, C. S., Lewinson, T., & Watkins, K. (2012). Supportive housing: An evidence-based intervention for reducing relapse among low income adults in addiction recovery. *Journal of Evidence-Based Social Work*, 11(5), 467-479

Cutuli, J J; Herbers, Janette E. (2018). Housing interventions and the chronic and acute risks of family homelessness: Experimental evidence for education. *Child Development*, 0(00), 1-20. <https://doi.org/10.1111/cdev.13041>

Padgett, D. K., Stanhope, V., Henwood, B. F. & Stefancic, A. (2011). Substance use outcomes among homeless clients with serious mental illness: comparing housing first with treatment first programs. *Community Mental Health Journal*, 47(2), 227-232

Scally, C. P. (2012). The nuances of NIMBY: Context and perceptions of affordable rental housing development. *Urban Affairs Review* 49(5), 718-747. doi:10.1177/1078087412469341