

# Making the Case for Affordable Housing and Ending Homelessness

**September 25, 2018**

**2:00 – 3:30 p.m.**



# Panelists

- **Matthew Doherty**, USICH Executive Director
- **Tiffany Manuel**, VP of Knowledge, Impact, and Strategy at Enterprise Community Partners
- **Kim Webb**, Executive Director of Emergency Shelter of Northern Kentucky, Covington KY
- **Jennifer Loving**, CEO of Destination:Home, Santa Clara, CA



# Webinar Format

- Phone is best.
- 90 minute run time.
- Ask a question at any time using the question and answer feature.
- This webinar will be recorded and posted to [www.usich.gov](http://www.usich.gov). *We'll also send it to you when it's ready.*



**Home, Together:**  
THE FEDERAL STRATEGIC PLAN TO  
PREVENT AND END HOMELESSNESS



UNITED STATES INTERAGENCY COUNCIL ON HOMELESSNESS

[www.usich.gov/home-together](http://www.usich.gov/home-together)



# Documenting Need for Affordable Housing

For every 100 extremely low-income renters, there are only 66 affordable units, and only 38 of those units are affordable and available.

- HUD's Worst Case Housing Report, 2017



# The Importance of Public Will





# Expanding the Supply of Affordable Housing

**Preserving existing supply.**

**Financing and developing an expanded supply.**

**Linking supply to efforts to end homelessness.**



# Linking Housing and Homelessness Efforts

- Strengthen partnerships across sectors and systems and set shared goals
- Adopt preferences and/or targeting in funding and operations
- Align health care and housing strategies and resources
- Match essential services with new and existing units
- Ensure true access for people exiting homelessness

# Making the Case:

## Aligning Solutions to Homelessness & Affordable Housing

I need



**Dr. Tiffany Manuel**

September 25, 2018

[TManuel@DrTiffanyManuel.com](mailto:TManuel@DrTiffanyManuel.com)

# Is This A Wrinkle in Time or Catalytic Moment?

Politics

## Jeff Bezos Homeless Pledge Follows Amazon Fight Against Housing Tax

By [Spencer Soper](#) and [Noah Buhayar](#)

September 13, 2018, 4:16 PM EDT

**Bloomberg**

“A lot of people think of homelessness as an unsolvable problem and that people choose to live on the streets,” Cunningham said. “The positive effect of an investment like this is you can start to see results and get some momentum. We know a lot about what works, but lack resources and political will.”

# Is This A Wrinkle in Time or Catalytic Moment?

## A map of America's homeless problem reveals the best and worst states for affordable housing

BUSINESS  
INSIDER

Leanna Garfield Mar. 22, 2018, 11:46 AM



Clyde Burgit and his wife Helen, who have been at the camp for two weeks, sit on a mattress near their tent by the Watergate and Whitehurst Freeway in Washington D.C., November 16, 2015. Reuters

- The data suggests that states with higher housing prices have higher rates of homeless people. DC — a city in the middle of an affordable housing crisis — has the highest number of homeless people per capita in the US. It's a similar story for Hawaii, California, and New York.
- Iowa and Nebraska have the fewest number of homeless Americans per capita, and housing prices are relatively low.

**The Good News...**  
**We do NOT have an AWARENESS Problem!**

# America's Housing Market Is Broken

Here's how a bipartisan group of senators is trying to fix it.

**T**hey say that the best time to fix a leaky roof is when the sun is shining. So now that we are out of the financial storm, this is the time to fix our broken housing finance system. If we don't, the damage that will rain down when the next storm comes will be no better prepared for the damage that will rain down when the next storm comes.

...portunity to begin the effect in a... up the bipartisan lo... tem. The g...

# This is the worst rental crisis in this nation, ever



## ...Array of Housing Choices



...because an expert on income traps while living in her last apartment.

"I used the sticky, I used the old-fashioned spin and chose them in," she said. "I need the pellets for these to rot, I need the best keep thing you get from Home Depot - you plug it into the wall and it seals into the wall to keep them from coming out."

...they kept reappearing, so she started looking for a... the squeeze of the federal budget cuts known as... and another of three. Lewis was a government bond... Thanks to the cutbacks, the government has less...

...more gonna downtown me," Lewis said.

...family lives in a two-bedroom apartment at Jefferson V... by the Alexandria Redevelopment and Housing Autho... piter, who are five and four, share a red truck but in co... with her two-year-old daughter in the other.

...have lost a bedroom to the budget battle, but she's one o... housing agencies served 70,000 fewer families in Dec... reduction that took effect last year, according to the Cou... families, a liberal D.C. think tank. Last year the departm... of Housing and Urban Development's 828... mply known as Section 8, who...

# ...s Mean 70,000 Fewer Touchers For The Poor

...not clear... disproportionately low... the full into that category... housing, rentals come in a variety of configurations. About... number 87% are in two to four unit buildings and 33 percent are in buildings... more likely to be located in urban areas and tends to concentrate in low-income...

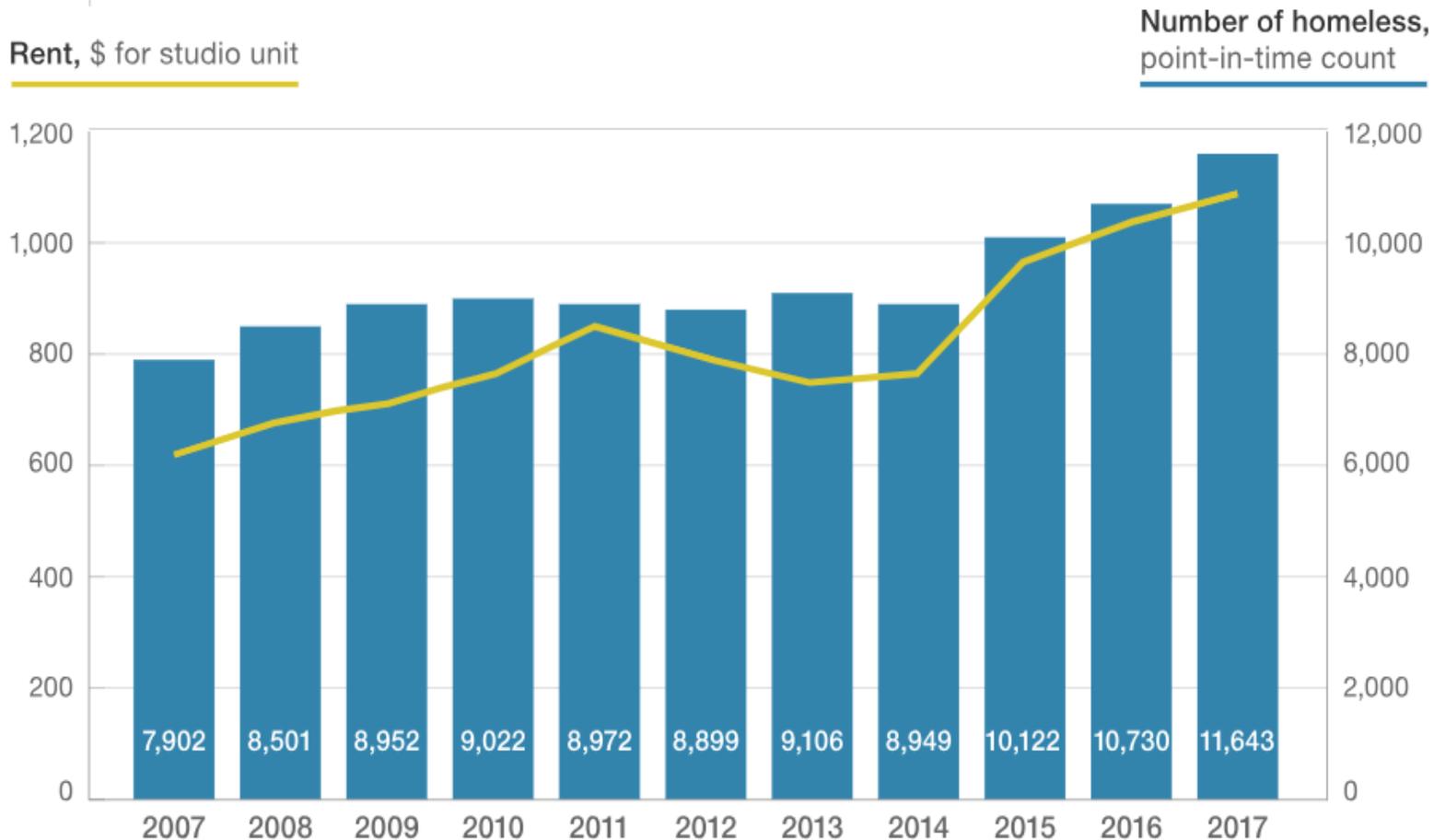
## FLO...

...Row...

# Making the Case for Systems Change

## A **Catalytic** Moment Requires Us to Think Beyond Our Data

Fair-market rent (FMR) and homeless population in King County



The work to build the public will to advance solutions to homelessness and affordable housing may be tougher than many of us realize.

We may be missing the opportunity to change the narrative about *why* housing matters; *why* housing is a shared public concern; and *what* systems changes are needed to improve housing outcomes for everybody.

# What We're Up Against: The Backfire

**“You Don't Have to Live Here”**

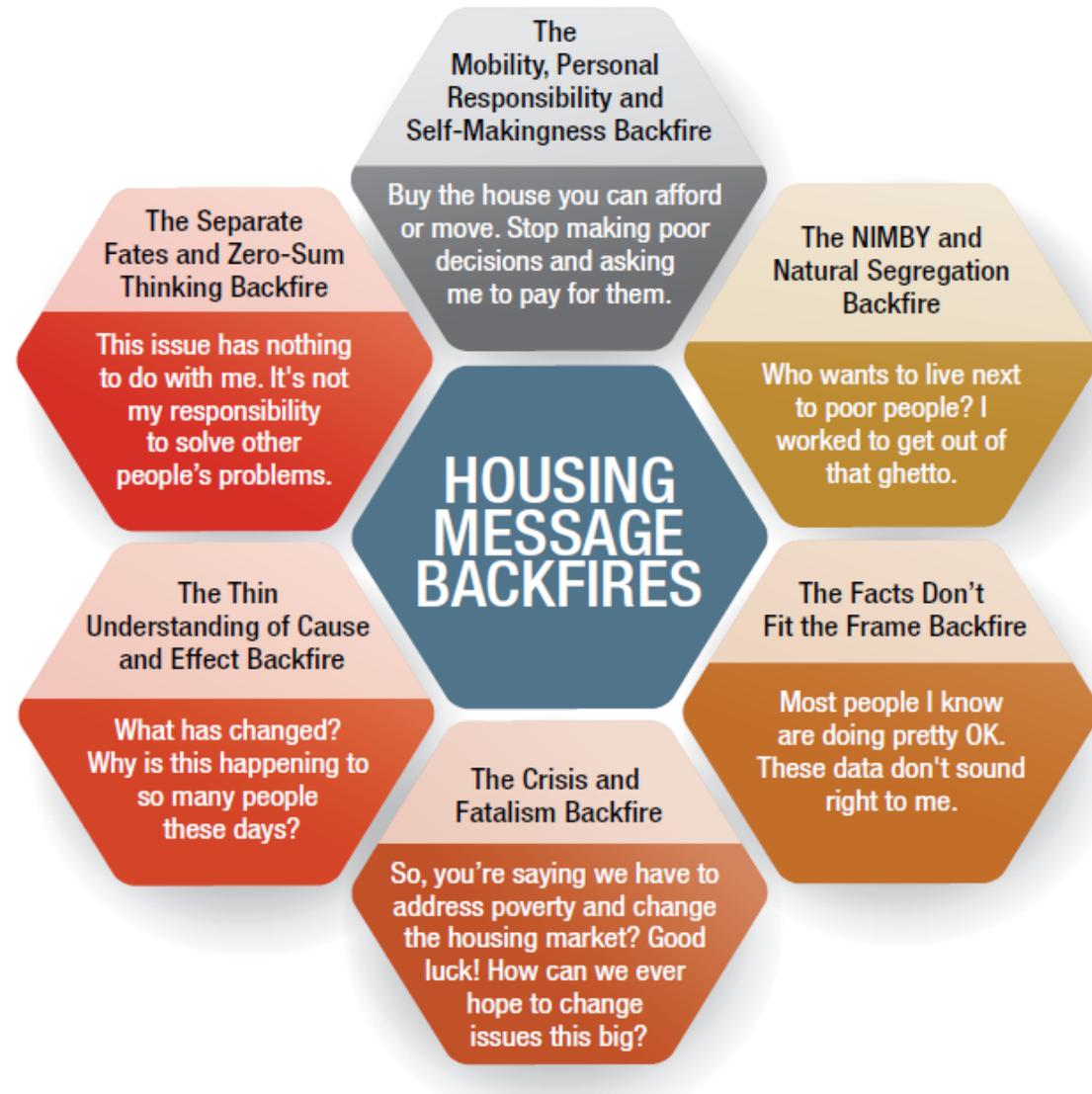
Why Housing Messages Are Backfiring and 10 Things We Can Do About It



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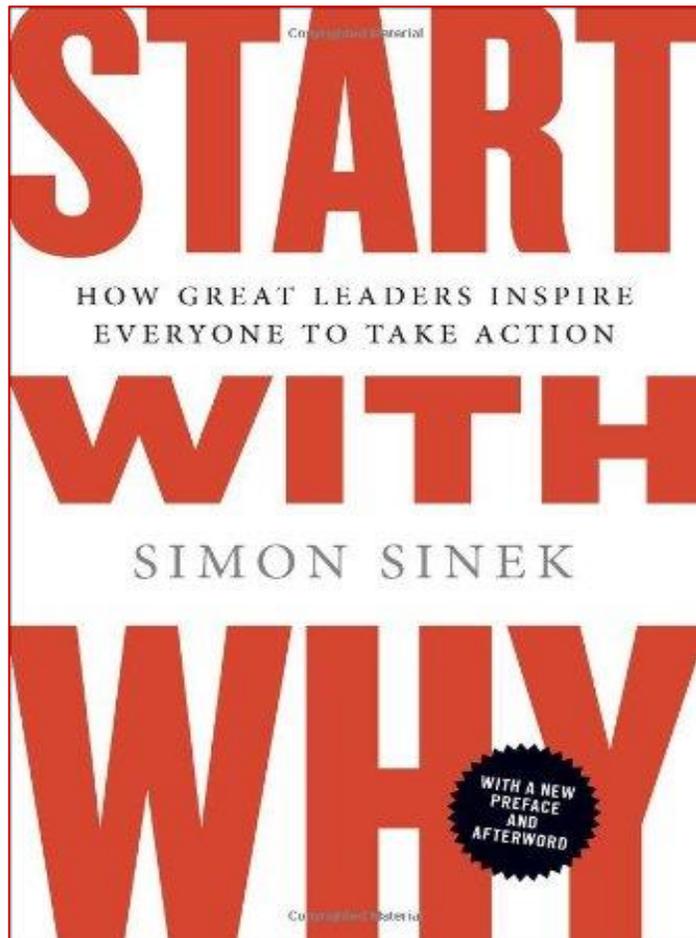
October 2016



# Surviving the Backfire is Possible



# Aligning Solutions to Homelessness & Affordable Housing: “Why” Comes First!



# Aligning Solutions to Homelessness & Affordable Housing: Tell the “Story of Us”

## Broken process drives up building costs: Meet Andrew

June 18, 2018

My name is Andrew DeFranza. I'm the executive director of Harborlight Community Partners, an affordable housing developer on the North Shore.



Our region consists of 22 communities, most of which are affluent and in high demand as places to live. Workers who live here have access to jobs along the

for the last three years.

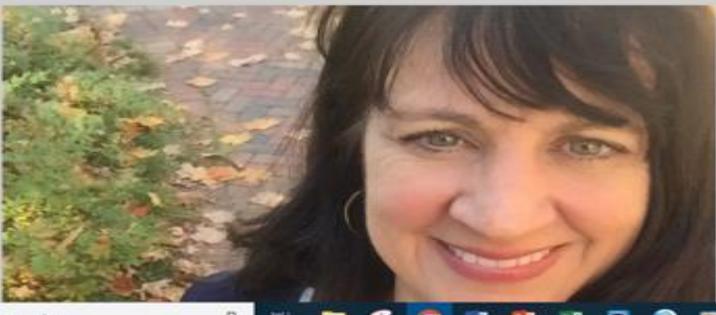


## Start-ups need workforce housing: Meet Ray and Rajia

June 15, 2018



My name is Alicia Bowman and I live in Newton with my husband and 3 children. I was heartbroken when I had to take my parents' car keys away because it was no longer safe for them to drive. The natural question following that was: how would they get their food and other necessities? My parents' house is neither close to public transit nor walking distance to anything they need.



## Why we need zoning reform: Meet Bryan

June 11, 2018

My name is Bryan Bryson. I'm a proud resident and community member of Dorchester. I'm also an MIT Professor.

I'm here today to tell you the story of being priced out of my neighborhood in Cambridge where I lived for a number of years. And to say that if this is happening to me, a professor making a very good salary, imagine how it's impacting teachers, nurses, and other working families throughout our Commonwealth.



# Aligning Solutions to Homelessness & Affordable Housing: Anchor Solutions, Don't Use Data to Credential Problems

Stanford SOCIAL  
INNOVATION Review  
*Informing and inspiring leaders of social change*

SOCIAL ISSUES

SECTORS

SOLUTIONS

MAGAZINE

MORE

Advocacy

## Stop Raising Awareness Already

Too many organizations concentrate on raising awareness about an issue—such as the danger of eating disorders or loss of natural habitat—without knowing how to translate that awareness into action, by getting people to change their behavior or act on their beliefs. It's time for activists and organizations to adopt a more strategic approach to public interest communications.

SHARE

COMMENT

DOWNLOAD

PRINT

ORDER REPRINTS

By Ann Christiano & Annie Neimand | Spring 2017

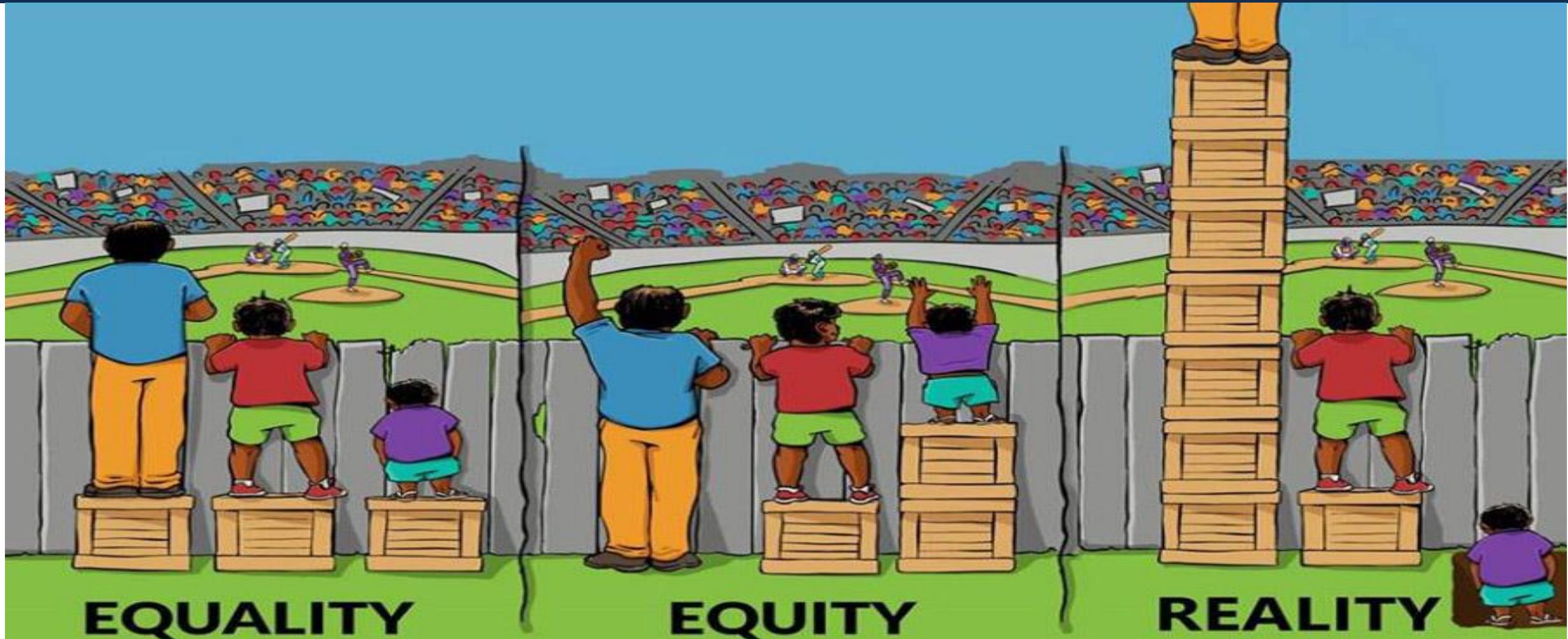
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Not only do campaigns fall short and waste resources when they focus solely on raising awareness, but sometimes they can actually end up doing more harm than good.

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# Aligning Solutions to Homelessness & Affordable Housing: Position Equity Issues in Terms of Systems



# Aligning Solutions to Homelessness & Affordable Housing: Connect the Dots for People



Housing Stability



Reduced Stress



Increased School Attendance



Improved School Performance



Long-Term Economic Stability



# DOWNLOAD RESOURCES

## Anchoring in Casemaking

## Housing Casemaking



**ReThink Health**  
A RIPPEL INITIATIVE

**Anchoring to Strengthen Your Region's Case for Systems Change**

**“You Don’t Have to Live Here”**

Why Housing Messages Are Backfiring and 10 Things We Can Do About It



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October 2016

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# Emergency Shelter of Northern Kentucky

**Life Saving. Life Changing**

Our mission is to provide shelter which is life saving in the winter and life changing in the summer.

We believe homelessness is an emergency and that shelter is a basic necessity for human beings. We believe that only when this basic necessity is provided, do human beings have the ability to recover from homelessness. We are the only shelter that takes those in active addiction, accepts a direct referral from hospital, jail & police, and is handicapped accessible



# Doing A Lot With a Little!



**Emergency Shelter**  
of Northern Kentucky  
**Life Saving. Life Changing**

- We have a seat at the table in our local Continuum of Care that is part of the Balance of State in KY. Even though we do not receive HUD or United Way dollars!
- We receive minimal local county funds!
- 92% privately funded

## Emergency Cold Shelter- November thru March

- 75 beds plus add 22 when below freezing
- Adult men & women
- 589 Adults over 12,000 nights of sheltering
- 17 days of 24-hr shelter; 9 of those consecutive

## Summer Programs

- Men's Transitional Program – 30 beds
  - 106 men/47 graduates
- Shower/Laundry 20 hours per week
  - 236 adults /985 showers

1 shower

1 women's/staff bathroom

2 men's bathrooms

Overflow capacity

# Barriers to Progress in NKY



**Emergency Shelter**  
of Northern Kentucky  
*Life Saving. Life Changing*

- Political Will
- Zoning Challenges
- Limited shelter beds
- Affordable homes near work & transportation
- Work Opportunities
- Collaboration vs Competition



# Changing the Narrative

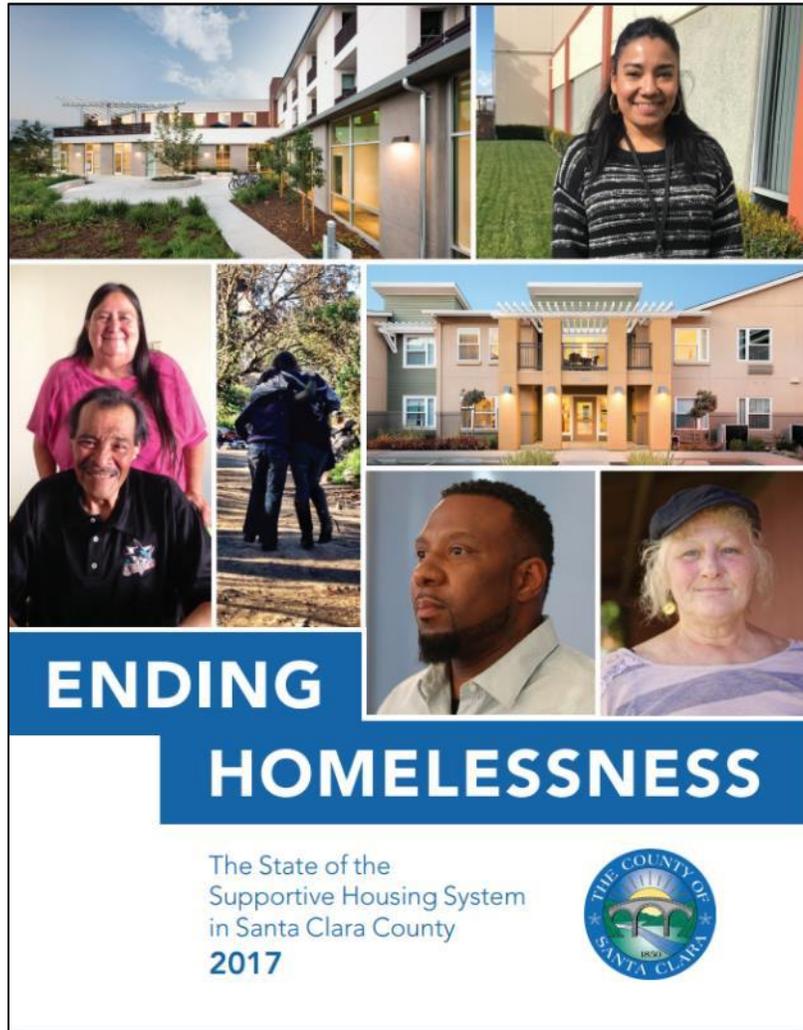


**Emergency Shelter**  
of Northern Kentucky  
**Life Saving. Life Changing**

- Limited Political Will-
  - Task Force – step 1 data collection – getting into HMIS
  - Awareness & increase in committees
- Hiring Housing Navigator & Outreach Worker
- Affordable homes
- Right to shelter, right to home
- Advocating & raising awareness



# Ending Homelessness in Santa Clara County



- Destination: Home
- Housing 1000 – proof of concept
- Office of Supportive Housing
- 2015-2020 Community Plan
- Public Sector Measure A \$950M
- Private Sector funding Cisco \$50M

# Results-Focused Public-Private Partnership

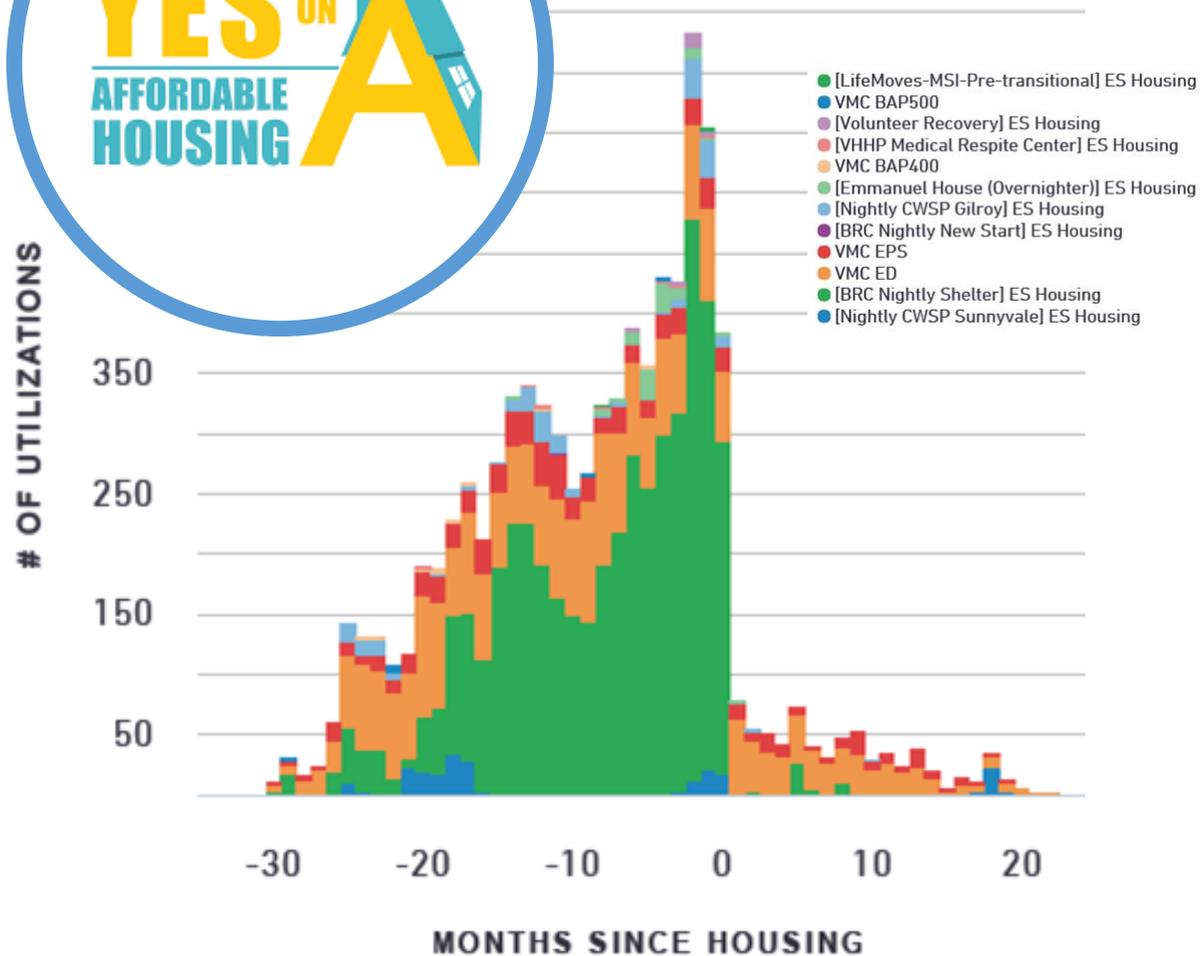
## New Housing Opportunities Units and Rental Subsidies



## Total Permanently Housed

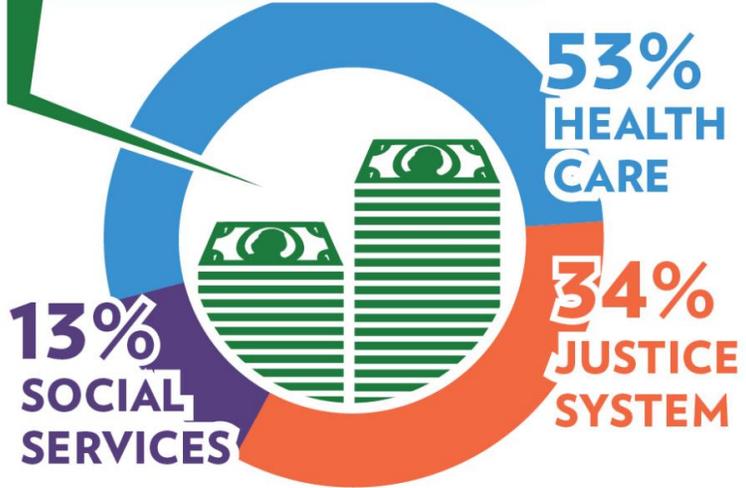


# Making the Case for Measure A (2016)



**THE LARGEST & MOST COMPREHENSIVE COST STUDY OF HOMELESSNESS IN THE USA**  
 104,206 individuals in Santa Clara County over 6 years - between 2007 and 2012

**\$520 MILLION / YEAR**  
 providing services for homeless residents over the six-year study



**TOP 10%** 4,582 individuals with costs in the TOP 10% accounted for 61% of all costs and had average costs of \$67,199/YEAR.

# Housing Development & 2016 Measure A

YEAR 1 IMPLEMENTATION

**\$111,030,000**

IN MULTI-FAMILY HOUSING  
DEVELOPMENT APPROVED

**6** CITIES

**817** NEW  
APARTMENTS

**10** HOUSING  
DEVELOPMENTS

**\$25 MILLION**

FIRST-TIME HOMEBUYER PROGRAM

*\*As of June 2018*



## Sango Court Apartments - Milpitas

- 40 PSH Units
- \$16M Measure A Funds
- Securing Financing



## North San Pedro - San Jose

- 109 PSH Units
- \$7.2M Measure A Funds
- Construction Finance Closing



## Corvin Apartments - Santa Clara

- 80 PSH Units
- \$29M Measure A funds
- Securing Financing and final Architectural Review Board Approval



## Page Street Apartments - San Jose

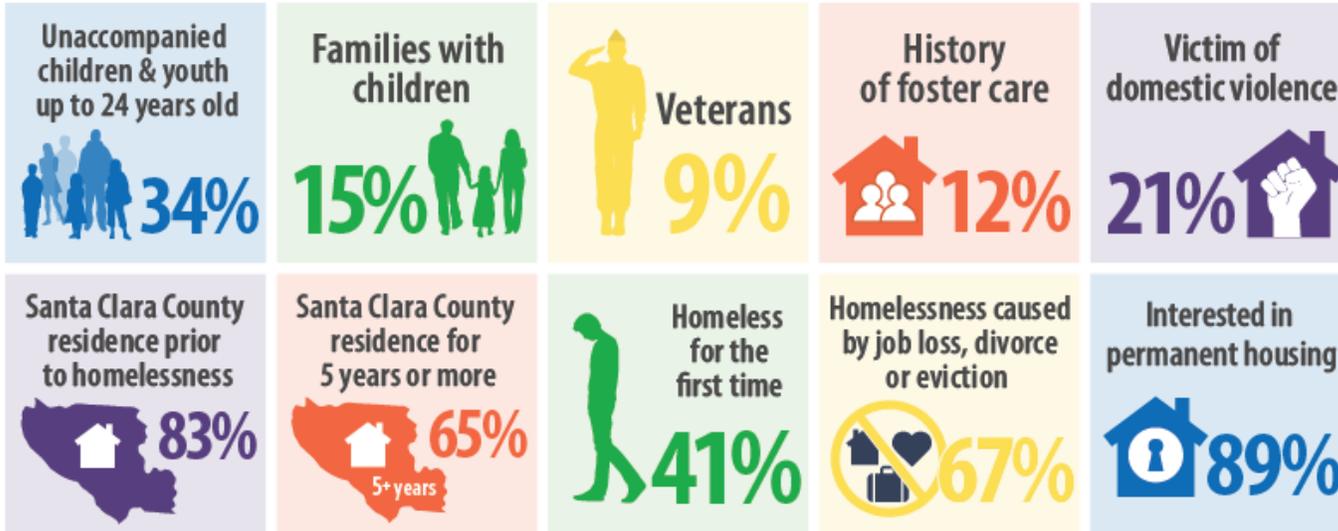
- 27 PSH Units
- \$14M
- Securing Financing and CUP for parking lifts

# Housing Ready Communities



County of Santa Clara

## The Housing Ready Community's Toolkit



## Duration of Homelessness



[supportivehousingscc.org/toolkit](https://supportivehousingscc.org/toolkit)

## MYTH

We can't end homelessness

**FALSE**

Housing is the solution

**TRUE**

Research by the National Alliance to End Homelessness shows that providing supportive housing with services can end homelessness. Since 2015, more than 3,700 of us have ended our homelessness and 93% of us remain stably housed. To help the rest of us, we need to build thousands more new housing units throughout San José and Santa Clara County by 2020.



Have questions?  
Want to get involved?  
Learn more at  
[bluetarproject.com](https://bluetarproject.com)  
[destinationhomes.org](https://destinationhomes.org)



**Questions?**



# Resources

You Don't Have to Live Here: Why Housing Messages are Backfiring and 10 Things We Can Do About It

<https://www.enterprisecommunity.org/resources/you-dont-have-to-live-here>

Anchoring to Strengthen Your Region's Case for Systems Change

<https://www.rethinkhealth.org/the-rethinkers-blog/anchoring-to-strengthen-your-regions-case-for-systems-change/>

The Housing Ready Community's Toolkit, Santa Clara County

<https://www.sccgov.org/sites/yes/Pages/home.aspx>



**#HomeTogether**

**Read the Plan.**

[www.usich.gov/home-together](http://www.usich.gov/home-together)

