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
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
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

“...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.”
A map of America’s homeless problem reveals the best and worst states for affordable housing

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!
Making the Case for Systems Change

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

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

- The Separate Fates and Zero-Sum Thinking Backfire
  This issue has nothing to do with me. It’s not my responsibility to solve other people’s problems.

- The Mobility, Personal Responsibility and Self-Makingness Backfire
  Buy the house you can afford or move. Stop making poor decisions and asking me to pay for them.

- The NIMBY and Natural Segregation Backfire
  Who wants to live next to poor people? I worked to get out of that ghetto.

- The Thin Understanding of Cause and Effect Backfire
  What has changed? Why is this happening to so many people these days?

- The Crisis and Fatalism Backfire
  So, you’re saying we have to address poverty and change the housing market? Good luck! How can we ever hope to change issues this big?

- The Facts Don’t Fit the Frame Backfire
  Most people I know are doing pretty OK. These data don’t sound right to me.

October 2016
Surviving the Backfire is Possible

1. Start with Why
2. Explain How Systems Shape Outcomes
3. Tell the Story of US
4. Powerfully Connect Housing to Community Issues
5. Connect Cause & Effects of Housing Insecurity
6. Where You Live Affects You
7. Future Orientation
8. Focus on Solutions/What Works
9. Talk Homes Not “Housing”
10. Widen Range of Visible Stakeholders
Aligning Solutions to Homelessness & Affordable Housing: “Why” Comes First!

THE PROSPERITY OF MINNESOTA...

depends on an affordable and diverse mix of homes in all communities.
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

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 Bryc. 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 neighborhood in Cambridge where I lived for a number of years. And to see 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 communities.
Aligning Solutions to Homelessness & Affordable Housing: Anchor Solutions, Don’t Use Data to Credential Problems

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.

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.

By Ann Christiano & Annie Neimand | Spring 2017
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
Anchoring In Casemaking

Housing Casemaking

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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@DrTiffanyManuel

DOWNLOAD RESOURCES
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!

- 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

<table>
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<tr>
<th>1 shower</th>
<th>1 women’s/staff bathroom</th>
<th>2 men’s bathrooms</th>
<th>Overflow capacity</th>
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Barriers to Progress in NKY

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

• 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

- 861 - PIPELINE Dec 31, 2017
- 0 COMPLETED January 1, 2015
- 452 COMPLETED July 31, 2016
- 1,394 COMPLETED July 31, 2017
- 1,449 COMPLETED Dec 31, 2017
- 6,000 COMPLETED 2020 Goal

Total Permanently Housed

- 1,212 2015
- 1,883 2016
- 2,059 2017
- 5,154 TOTAL
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

53% HEALTH CARE

13% SOCIAL SERVICES

34% JUSTICE SYSTEM

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

**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

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**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
Housing Ready Communities

County of Santa Clara

The Housing Ready Community’s Toolkit

Unaccompanied children & youth up to 24 years old
34%

Families with children
15%

Veterans
9%

History of foster care
12%

Victim of domestic violence
21%

Santa Clara County residence prior to homelessness
83%

Santa Clara County residence for 5 years or more
65%

Homeless for the first time
41%

Homelessness caused by job loss, divorce or eviction
67%

Interested in permanent housing
89%

Duration of Homelessness

20% 32% 12% 13% 7% 16%
1 MONTH OR LESS 2-6 MONTHS 7-11 MONTHS 1 YEAR 2 YEARS 3 YEARS OR MORE

We can’t end homelessness
FALSE

Housing is the solution
TRUE

MYTH

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.

supportivehousingscc.org/toolkit
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