



Yes In My
Backyard:
Getting Public
Support for
Housing

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Learning Objectives



- Understand the current state of affordable housing availability in metropolitan areas
- Identify the major roadblocks to getting housing built
- Understand the public's concerns about building housing
- Identify common misconceptions and provide education
- Brainstorm elements of a successful housing development campaign

Housing needs: New York

- Ford Foundation data shows that NYC households need at least \$100,000 a year to afford food, housing and transportation, and a family of four needs income of \$150,000. The median income is \$55,000.
- As a result, 50% of working-age New Yorkers struggle financially to cover their housing costs and other basic needs.
- That equates to 1,298,212 households, or 2,991,973 people, in a city with a population of about eight million.
- About a third of New York renters spend more than 50% of their income on rent.



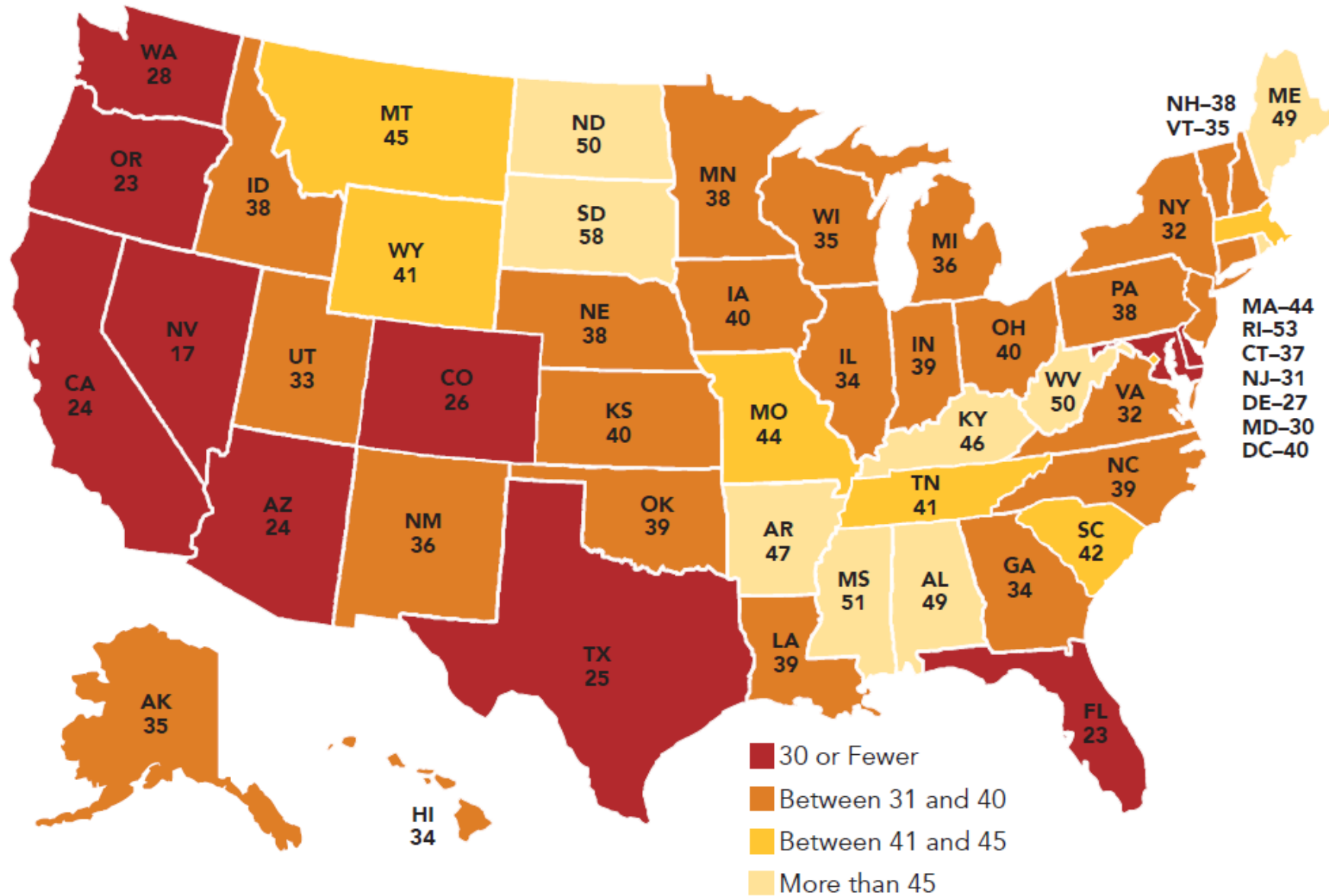
National Housing Needs

According to [National Low Income Housing Coalition](#) (The Gap 2023):

- Only 33 affordable and available homes exist for every 100 extremely low-income renter households
- Seventy-two percent (8.1 million) of the nation's 11.0 million extremely low-income renter households spend more than half of their incomes on rent and utilities.
- Only 7.0 million rental homes are affordable to extremely low-income renters nationally, assuming households should spend no more than 30% of their incomes on housing. This supply leaves an absolute shortage of 4.0 million affordable rental homes in the U.S.



FIGURE 10: RENTAL HOMES AFFORDABLE AND AVAILABLE PER 100 EXTREMELY LOW INCOME RENTER HOUSEHOLDS BY STATE



Note: Extremely low-income (ELI) renter households have incomes at or below the poverty level or 30% of the area median income. Source: NLIHC tabulations of 2021 1-Year ACS PUMS Data.

TABLE 1: LEAST AND MOST SEVERE SHORTAGES OF RENTAL HOMES AFFORDABLE TO EXTREMELY LOW-INCOME HOUSEHOLDS ACROSS THE 50 LARGEST METROPOLITAN AREAS

LEAST SEVERE		MOST SEVERE	
Metropolitan Area	Affordable and Available Rental Homes per 100 Renter Households	Metropolitan Area	Affordable and Available Rental Homes per 100 Renter Households
Providence-Warwick, RI-MA	48	Las Vegas-Henderson-Paradise, NV	14
Pittsburgh, PA	48	Orlando-Kissimmee-Sanford, FL	15
Boston-Cambridge-Newton, MA-NH	44	Dallas-Fort Worth-Arlington, TX	16
Kansas City, MO-KS	39	Austin-Round Rock-Georgetown, TX	16
Cincinnati, OH-KY-IN	38	Houston-The Woodlands-Sugar Land, TX	19
Cleveland-Elyra, OH	38	San Diego-Chula Vista-Carlsbad, CA	19
St. Louis, MO-IL	37	Phoenix-Mesa-Chandler, AZ	19
Minneapolis-St. Paul-Bloomington, MN-WI	36	Los Angeles-Long Beach-Anaheim, CA	20
Louisville/Jefferson County, KY-IN	35	Riverside-San Bernardino-Ontario, CA	20
Hartford-East Hartford-Middletown, CT	35	Jacksonville, FL	21
		Tampa-St. Petersburg-Clearwater, FL	21

Source: 2021 ACS PUMS

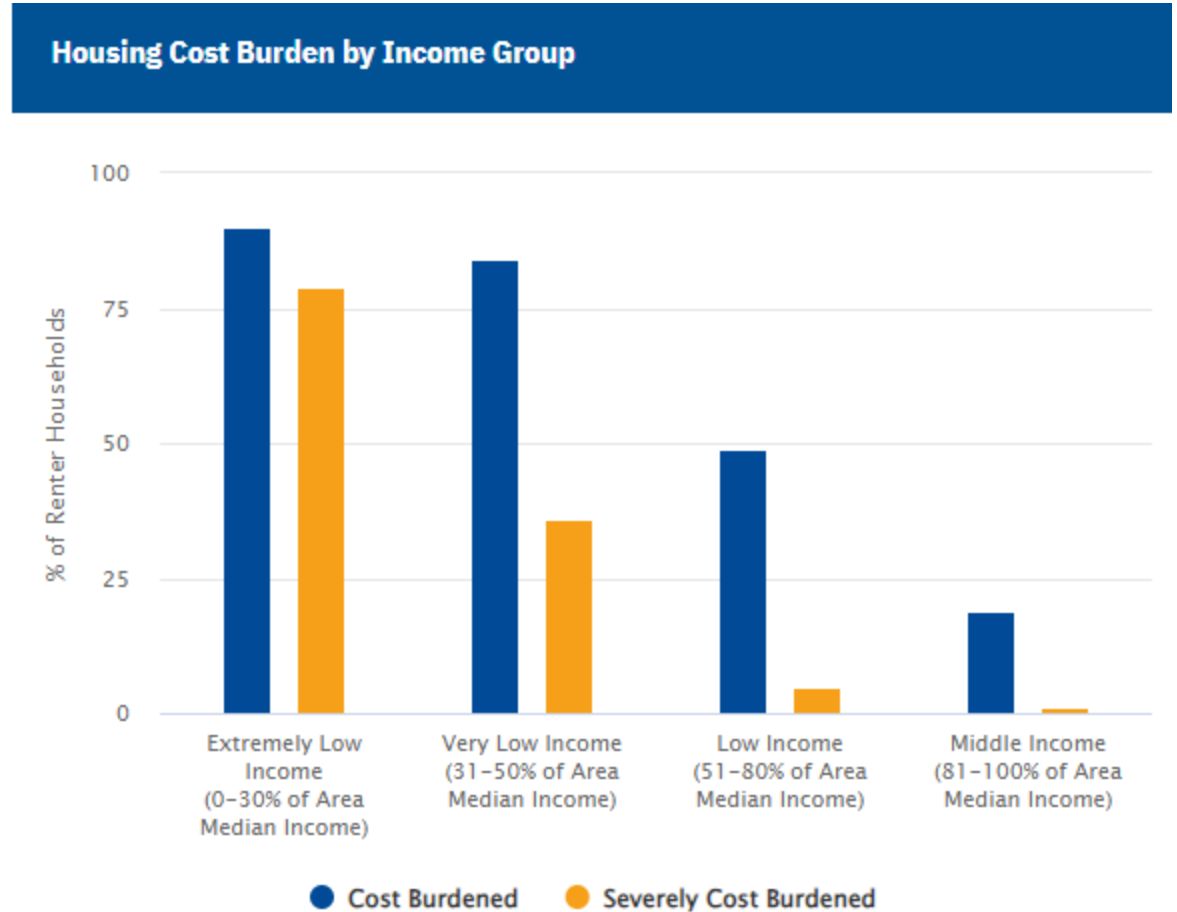
APPENDIX B: METROPOLITAN COMPARISONS

Metropolitan Areas in **RED** have less than the national level of affordable and available units per 100 households at or below the extremely low-income threshold

Metro Area	Surplus (Deficit) of Affordable and Available Units		Affordable and Available Units per 100 Households at or below Threshold				% Within Each Income Category with Severe Housing Cost Burden			
	At or below ELI	At or below 50% AMI	At or below ELI	At or below 50% AMI	At or below 80% AMI	At or below 100% AMI	At or below ELI	31% to 50% AMI	51% to 80% AMI	81% to 100% AMI
Austin-Round Rock-Georgetown, TX	(70,364)	(87,953)	16	42	97	101	87%	30%	4%	1%
Dallas-Fort Worth-Arlington, TX	(182,184)	(256,485)	16	37	94	105	85%	37%	5%	1%
Houston-The Woodlands-Sugar Land, TX	(174,827)	(231,780)	19	40	95	106	82%	37%	6%	2%
San Antonio-New Braunfels, TX	(51,831)	(77,618)	33	41	98	107	74%	40%	5%	0%

Texas Stats

- According to the Texas Affiliation of Affordable Housing Providers, 49 percent of Texans spend more than 30 percent of their household income on housing costs and utilities.



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.

Who are Cost-Burdened Texans?

Below are just a few examples of Texans who are cost-burdened.



Teachers
\$42,579
Avg. Income*



Police
\$49,667
Avg. Income*



Elderly
\$25,601
Med. Income**



Child Care Providers
\$23,560
Avg. Income*



**Paramedic/
EMT**
\$36,043
Avg. Income*



Veterans
\$44,241
Med. Income**

*Source: Glassdoor **Pension Rights & Veterans Affairs.

From: Texas Affiliation of Affordable Housing Providers

Activity: Share your experiences

- How are housing needs currently being addressed?
- What improvements need to be made?
- What are the biggest roadblocks that you experience?
- What are some of the biggest misconceptions you've seen?



Common Project Challenges

Lack of funding

Lack of support
(community
and/or political)

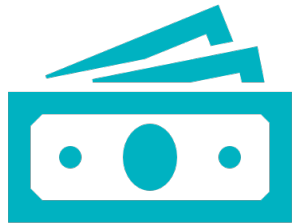
Poor design

Value
engineering

Public backlash

Too many
regulations

Lack of Funding



Struggling Nonprofits



Insufficient Government
Funds



Inflation/Rising
Construction Costs

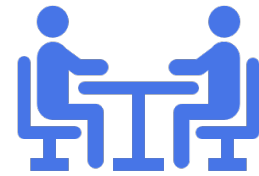
Solutions to Lack of Funding



Partner with developers investing in affordable, low cost housing



Incorporate energy efficient features and apply for subsidies



Meet with city development board



WIN Shelter

- For families, mainly single mothers with children
- Facility added roughly 85 full time jobs to the community
- Preference on hiring members from the Brooklyn community for any open positions

Lack of Support



Pushback from locals



Bad press



Unknown organizations
spearheading project

Solutions to Lack of Support



Education



Marketing campaign



Demand from public for
more affordable options



Tremont

- Paired with nonprofits
- 60% of units allocated to formerly homeless residents in need of supportive services
- Remaining units are for low-income individuals and families

Poor Design



Bad location/placement
(flood plains, superfund
sites)



Zoning issues



Inadequate materials
and construction

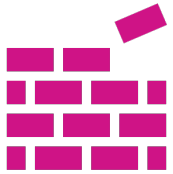


Lack of accessibility



Ugly aesthetics

Solutions to Poor Design



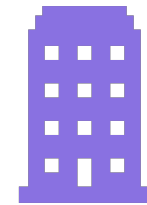
Quality, cost effective materials



Accessible features in more units



Take into account amenities of surrounding area (laundry, public transportation, waterways)



Practical, timeless façade

Value Engineering



Materials out of budget



Lack of availability of product



High costs to install heating and cooling

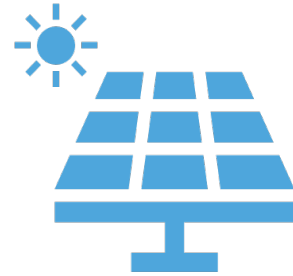


No desire to invest in what's proper

Solutions to Value Engineering



Knowledge of many material options to fit budgets/availability



Modern, cost-effective heating and cooling



Education of long-term values of material choices

Edgemere commons

- Lots of support from Queens Borough President Donovan Richards
- Leased space for a supermarket in a food desert
- Public recreation areas
- Layout draws people in from surrounding communities



Public Backlash



Changing demographics



Property values



Concerns about those who need homes

Crime
Addiction
Mental health



Proximity to schools, parks

Solutions to Public Backlash



Education



Supportive services



Well staffed locations with
social workers, security

Briarwood

- Originally planned to be a shelter for homeless men
- Huge pushback led by a former New York City Council member
- Concerns:
 - Proximity to high school, playground, and public library
 - Lower residential and property values
 - Discourage new development
- Compromise: shelter is now only available to age 55+ men



Too Many Regulations



Minimum lot sizes



Single family zoning



Local land use laws



Hard to get permits

Solutions to Too Many Regulations

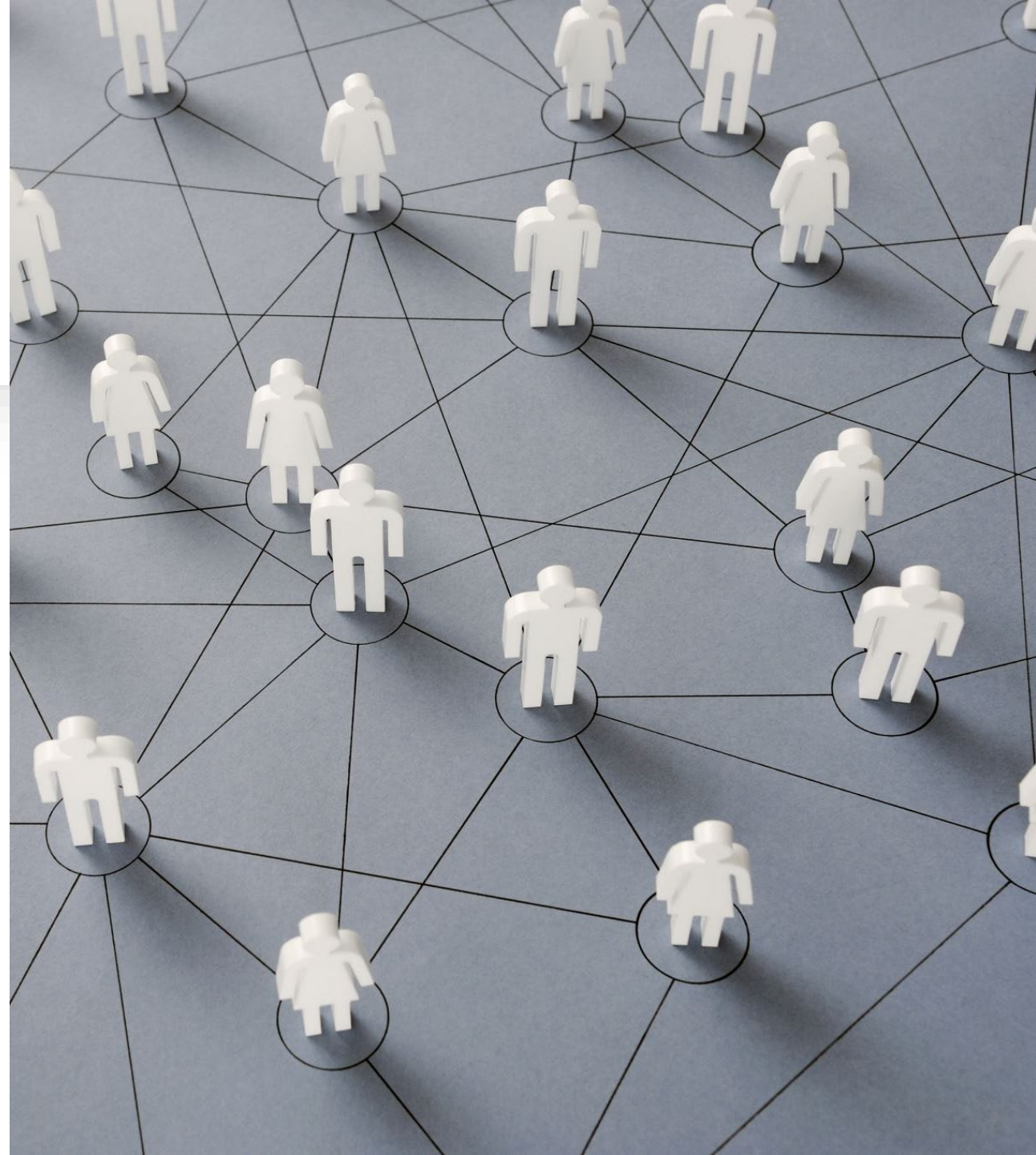


Florida's Live Local Act

- local governments in Florida must approve--without public hearings, a rezoning process, or land use change requirements--housing development on sites zoned commercial, industrial or mixed use, if at least 40 percent of the residential units are affordable for at least 30 years to households making a maximum of 120 percent of the area median income
- Developers are now able to use the maximum zoning allowed within a one-mile radius of the site, without having to contend with protracted and costly rezoning applications
- Also reduces local authority to impose density and height limits
- This innovative approach by the state is encouraging Florida counties and municipalities to also act on their own to revise zoning regulations in harmony with new statewide programs

Networking

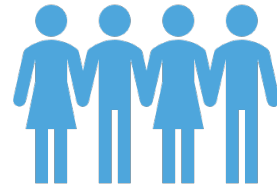
- Establishing networks
- Who is in your network?
- Scale of networks
- Partnerships



Political Support



Education about the need
for housing



Education about the
people who need housing



Work to adjust regulations
for current needs



Resources

- Housing Tax Credit (HTC) Program
 - [Competitive Housing Tax Credits \(9% HTC\)](#)
 - [Non-Competitive Housing Tax Credits \(4% HTC\)](#)
- [Multifamily Mortgage Revenue Bond \(MRB\) Program](#)
- [Multifamily Direct Loan \(MDL\) Program](#)
- [Multifamily Tax-Exempt Housing Bonds](#)
- [Texas Housing Impact Fund](#)
- [Affordable Communities of Texas \(ACT\)](#)
- [Multifamily Housing Preservation Initiatives](#)
- [Texas Department of Housing & Community Affairs](#)
- [HUD Texas](#)



Questions?

Let's work together to end homelessness!



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