

NeighborWorks Symposium on Multifamily Excellence - 2004

CHANGING MINDS, BUILDING COMMUNITIES:

Advancing Affordable Housing through Communications Campaigns

NeighborWorks Training Institute, May 5, 2004, Minneapolis, MN

Hosted by: NeighborWorks Multifamily Initiative and The Campaign for Affordable Housing. For additional resources on affordable housing campaigns, visit the Campaign's Web site:

<http://www.tcah.org>

SYMPOSIUM RESOURCES

What We Know About Public Attitudes on Affordable Housing -- A Review of Existing Public Opinion Research

The Campaign for Affordable Housing, Belden, Russonello, and Stewart

[VIEW](#) [PDF, 325k]

The NeighborWorks Journal: Special Issue on Changing Minds, Building Communities Symposium

Neighborhood Reinvestment Corporation, 2004

[VIEW](#) [PDF, 3.79 MB]

Case Studies

Market Advisories

Keynote Speakers:

R.T. Rybak, Mayor of Minneapolis

Carl Guardino, President & CEO, Silicon Valley Manufacturing Group

Experienced development practitioners, successful advocates, marketing professionals, and policymakers joined together for a day rich with the latest research and moderated discussion of how to improve our public communications about affordable housing.

National Association of Realtors: "WASHINGTON (September 25, 2003) – Two out of three Americans are concerned about the cost of housing in their communities, and 67 percent would be more likely to vote for a candidate who works to make housing more affordable, according to the National Housing Opportunity Pulse, a new national survey released today at the National Summit on Housing Opportunities convened by the National Association of Realtors @ ."

Fannie Mae Foundation/Peter D. Hart Research Associates, October 2003: "Thirty-two percent of all Americans worry a great deal or a fair amount about being able to afford to buy or rent a decent and safe home."

NPR/Kaiser/Kennedy School: Poverty in America Survey, February 2001 – "75% of those surveyed

support spending more for housing for poor people.”

We hear these research results, yet opposition to the development of affordable housing surfaces again and again in communities across America. At the federal, state, and local levels, many communities face cutbacks in spending on affordable housing, and difficulty in drawing legislators' attention to policy and land planning issues.

Symposium Session: Gaining neighborhood support for affordable housing development in a middle-income community

Case Studies

[AUSTIN CASE STUDY: Proactive Communications is the Key \(Foundation Communities\)](#) [PDF]

[MINNEAPOLIS CASE STUDY: Building Relationships, Building Housing \(Central Community Housing Trust\)](#) [PDF]

[OLDSMAR, FL CASE STUDY: It's Not Just a Good Thing To Do - It's the Law \(The Wilson Company\)](#) [PDF]

Symposium Session: Gaining neighborhood support for affordable housing development in an upper middle-income community

[MARIN COUNTY, CA CASE STUDY: Creating Support for Workforce Housing \(Marin Consortium for Workforce Housing\)](#) [PDF]

[MINNESOTA CASE STUDY: Finding Supportive Leaders in a Community \(CommonBond Communities\)](#) [PDF]

[SEATTLE CASE STUDY: Speaking in Residents' Terms A Regional Coalition for Housing \(ARCH\)](#) [PDF]

Symposium Session: Winning a public vote for a state or local housing trust fund

[LOS ANGELES CASE STUDY: Winning a Housing Trust Fund \(Housing LA\)](#) [PDF]

[OHIO CASE STUDY: Housing Campaign Wins Dedicated Funds for Ohio's Housing Trust Fund \(Coalition on Homelessness and Housing in Ohio- COHHIO\)](#) [PDF]

[SEATTLE-KING COUNTY CASE STUDY: Seattle-King County Consortium Tackles Housing Needs \(Housing Development Consortium\)](#) [PDF]

Symposium Session: Winning elected officials' votes for housing policy or land planning

[CHARLOTTE CASE STUDY: Setting a City-Wide Agenda](#) [PDF]

[DALLAS CASE STUDY: Streamlining the Process for Developers](#) [PDF]

[NEW YORK CITY CASE STUDY: Housing First!](#) [PDF]

Symposium Session: Sustaining general public support through a statewide campaign

[ILLINOIS CASE STUDY: Finding the YIMBYs \("Yes, in my..."\) \(Housing Illinois\)](#) [PDF]

[MAINE CASE STUDY: Housing Campaign Confronts NIMBYism \(Maine State Housing Authority\)](#) [PDF]

[MINNESOTA CASE STUDY: Campaign Pledges "Homes for All" \(HousingMinnesota\)](#) [PDF]

[VERMONT CASE STUDY: Targeting Local Leadership \(Vermont Housing Awareness Campaign\)](#) [PDF]

Market Advisories

[Winning Public Officials Votes, Himle Horner Public Relations](#) [PDF]

[Winning a Public Vote for Local Housing Trust Fund Campaign, Venus Velazquez](#) [PDF]

[Successful Communications with Middle-Income Communities, Paula Mendoza](#) [PDF]

[Sustaining General Public Support Through a State Campaign, Valerie Denney, President, Valerie Denney Communications](#) [PDF]

Sponsored by



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