



Memorandum

To: Members of the Affordable Housing Plan Steering Committee

From: Sarah Flax, Housing and Grants Administrator
Savannah Clement, Housing Policy and Planning Analyst

Subject: June 19, 2019 Affordable Housing Plan Steering Committee Meeting
Cover Memo

Date: June 17, 2019

Attached please find:

- The meeting agenda
- Item 2: Draft minutes of the May 15, 2019 meeting for approval
- Item 4: Affordable Housing Plan Outreach Plan Template

We will send out the Homes for a Changing Region presentation and post on the website following the meeting.

We look forward to seeing you on June 19th. We are back in the Parasol Room on the 4th floor for our meeting this month



AFFORDABLE HOUSING PLAN STEERING COMMITTEE

Wednesday, June 19, 2019

7:00 PM

Lorraine H. Morton Civic Center, 2100 Ridge, Parasol Room 4900

- 1. CALL TO ORDER / DECLARATION OF QUORUM**
- 2. APPROVAL OF MEETING MINUTES:** May 15, 2019
- 3. HOMES FOR A CHANGING REGION PRESENTATION, KYLE SMITH**
- 4. OUTREACH PLANNING DISCUSSION CONTINUED**
Identify activities of interest to individual committee members
- 5. PUBLIC COMMENT**
Comments and input on the Affordable Housing Plan may also be submitted via email to housingplan@cityofevanston.org
- 6. NEW/OLD BUSINESS**
- 7. ADJOURNMENT**

Next Meeting: TBD

Order & Agenda Items are subject to change. Information about the Affordable Housing Plan Steering Committee is available at: www.cityofevanston.org/government/agendas-minutes. Questions may be directed to Savannah Clement at 847.448.8679.

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**DRAFT
MEETING MINUTES**

AFFORDABLE HOUSING PLAN STEERING COMMITTEE

Wednesday, May 15, 2019, 7:00 P.M.

Lorraine H. Morton Civic Center, Lake Superior Room G300

Present: Chair Michael Roane, Alderman Eleanor Revelle, Ellen Cushing, Sarah Delgado, Uri Pachter, Christopher Rothwell, Timothy Stroh

Absent: Rodney Orr, Stephanie Murray

Staff: Sarah Flax, Housing and Grants Manager; Scott Mangum, Planning and Zoning Manager; Savannah Clement, Housing Policy and Planning Analyst

Call to order

The meeting was called to order at 7:01 PM with a quorum present.

Approval of Meeting Minutes: April 10, 2019

Alderman Revelle moved approval, Uri Pachter seconded and the minutes were approved unanimously.

Zoning Presentation and Discussion from Scott Mangum

Scott Mangum, Planning and Zoning Administrator, made a presentation on the City's Zoning Code, and answered questions from the Steering Committee.

Sarah Flax, Housing and Grants Manager, made a presentation on the City's Inclusionary Housing Ordinance and other types of zoning changes.

Outreach Planning Discussion Continued

The Steering Committee brainstormed different outreach objectives and activities. Staff will type up notes and share in Google document.

Public comment

Tina Paden, Paden Properties, talked about affordability in ADUs, displacement along Emerson, and helping small landlords to provide affordable units.

Sue Loellbach, Connections for the Homeless and Joining Forces for Affordable Housing, suggested the Steering Committee talk about different housing solutions for different neighborhoods, in order to get a sense of what people in different neighborhoods want.

Brenda Greer, provided comments on the need for more affordable housing, and said she is in favor of coach houses and smaller units. She noted that a lot of her family has been pushed out of Evanston due to a lack of affordability.

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Keith (last name unknown), a volunteer with Connections for the Homeless, asked about who the affordable housing plan would help.

Doreen Price, Joining Forces for Affordable Housing, provided comments about changing developers' behaviors, and suggested changes to the demolition tax.

New/Other Business

No new business.

Adjournment

Alderman Revelle motioned to adjourn, Christopher Rothwell seconded, and the meeting was adjourned at 8:59 p.m.

The next scheduled meeting of the Steering Committee is Wednesday, June 19th, at 7:00 p.m. in the Parasol Room (4900).

Respectfully submitted,
Savannah Clement, Housing Policy and Planning Analyst

Affordable Housing Plan Steering Committee Community Outreach Plan

Stakeholders and Interest/Motivation for Engagement

Stakeholder: City Council members

Interest/Motivation: Policy-makers, affordable housing is one of City Council's goals, already committed to/in touch with constituents

Stakeholder: Business leaders

Interest/Motivation: Lack of affordable housing affects availability and retention of workforce

Stakeholder: Faith leaders

Interest/Motivation: Moral imperative to help, diverse constituents whose needs cross the spectrum of affordable housing issues

Stakeholder: City staff

Interest/Motivation: Sustainability, no silos, integration of goals

Stakeholder: Landlords and property managers

Interest/Motivation: Stable income, lowering costs through programs, maintain properties, reduce tenant turnover, economic incentives

Stakeholder: Those most impacted by a lack of affordable housing; very-low to moderate income and housing cost burdened, particularly those who are literally and functionally homeless, and those paying over 50% of gross income for housing

Interest/Motivation: Hear what their barriers are to accessing affordable housing

Stakeholder: Middle class/missing middle

Interest/Motivation: Losing middle income residents due to rising costs and lack of moderate priced housing, particularly for ownership; lack of housing types that appeal to some of this target, such as townhomes and moderate scale starter homes. More difficult group to reach; not traditional affordable housing target

Stakeholder: Seniors

Interest/Motivation: Many on fixed incomes, need maintenance/upkeep of homes, aging in place, property taxes; lack of options for low and middle income seniors that address mobility limitations

Stakeholder: Advocacy groups

Interest/Motivation: Students, people with disabilities, transportation issues, equity advocates

Stakeholder: Nonprofits/service providers

Interest/Motivation: Lack of affordable and accessible housing makes it more challenging for their clients to address other barriers to success and self-sufficiency

Stakeholder: Schools

Interest/Motivation: Students from low income families unstably housed, which affects educational outcomes/the gap; school employees are part of low-, moderate-, and middle- income families unable to afford to live in Evanston and missing middle alumni, staff, teachers, may also be a good way to reach missing middle

Stakeholder: Single family home owners

Interest/Motivation: Low- to moderate-income owners in particular face increasing cost burden from property taxes, maintenance, etc. , could benefit from zoning changes that allow greater flexibility, such as accessory dwelling units. Higher income owners in particular may be more resistant to land use changes if perceived as reducing property values.

Stakeholder: Planners, architects and developers

Interest/Motivation: Help residents envision what changes would look like, lead tours of ADUs, form partnerships

Outreach Plan Template

Outreach Activities Brainstorm from 5/15/2019

Outreach objectives identified:

1. Increase awareness of affordable housing issues and of the plan under development to address
2. Build support for strategies needed to address affordable housing shortage
3. Gain a better understanding of the affordable housing needs in Evanston

Activities identified:

- Solidify relationships with community groups
- Workshops/roundtable discussions
- Quick survey
- Email blasts
- Social media posts
- Handouts/flyers
- Share personal stories, personalize the issue
- Develop quick soundbites, facts, talking points
- Church announcements
- Ward meetings
- Piggyback on summer events:
 - Sporting events
 - Farmers market
 - Set up booths at street fairs, events
 - Use tablets to have people complete quick survey

OUTREACH ACTIVITY	NOTES
Purpose of this activity (e.g. general raising awareness, recruiting volunteers, reaching out to potential beneficiaries)	
Brief description of the activity	
Objective – what specifically do we hope will happen because of this activity?	
How will it happen; what are the steps?	
Resources we need for this activity (people that can help, funds, materials)	
Who will be in charge of this activity?	
Where will this activity happen?	
When will this activity happen (dates/times if applicable)?	
When will this activity be finished?	
Debrief notes (date: ____): Did we meet this objective? What did we learn?	

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