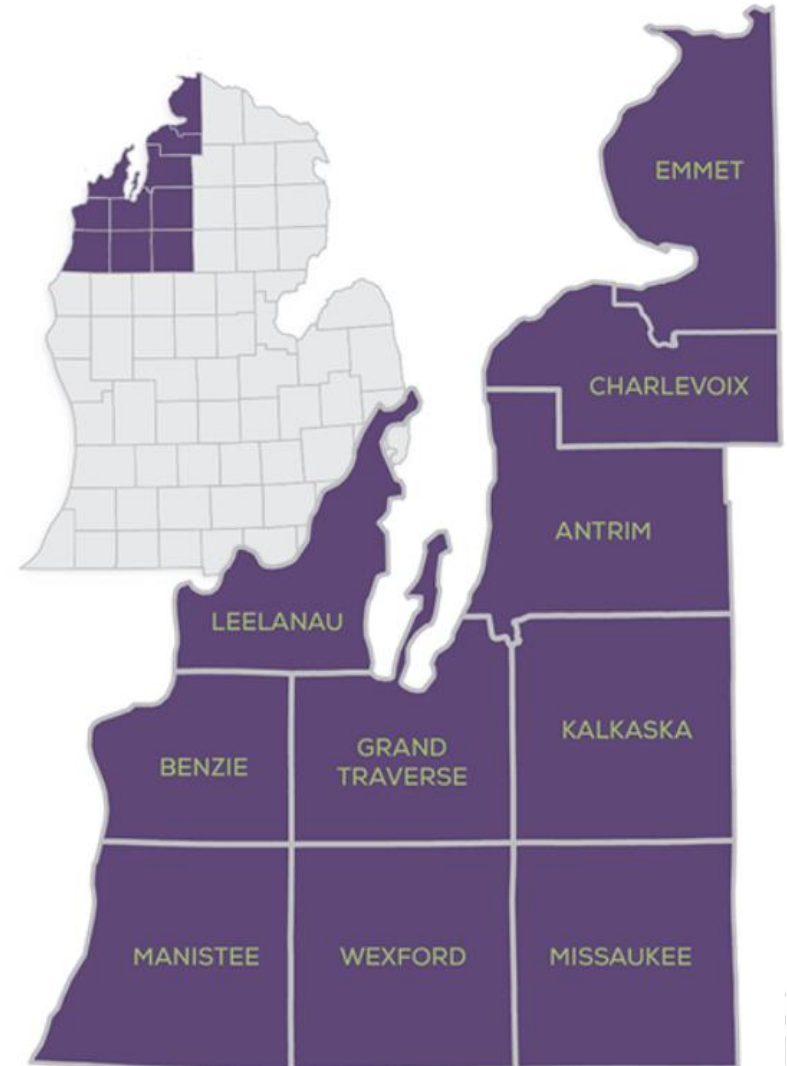




Creating pathways and partnerships
for housing in Northwest Michigan.



- Organized in 2018 by a cross-sector group of regional housing partners
- Working to overcome the communications, policy, and financial barriers that stand in the way of housing solutions.
- Founded by partners including Rotary Charities of Traverse City, the Frey Foundation, and Networks Northwest



WHAT WE DO

BUILDING AWARENESS ABOUT HOUSING SOLUTIONS

We provide outreach, messaging, & communications tools to communities, developers, and other partners.

ADVOCATING FOR POLICIES THAT SUPPORT HOUSING SOLUTIONS

We identify & influence policy that impacts development opportunities in rural Michigan.

BUILDING CAPACITY AND RESOURCES FOR HOUSING SOLUTIONS

We work with partners to develop new tools & funding options for housing.



BECOMING A HOUSING ADVOCATE



AGENDA

- Housing North – Who we are, what we do
- Local Government 101
- Communication Tools & Techniques
- Engaging Local Government
 - Scenarios & Small Group Discussions
- Wrap-up & Resources



Local Government & Housing: Zoning

What is it?

- Determines what can be built and where – through zoning districts and allowed uses, site plan approvals, planned unit developments, special land use approvals, etc.

Common points of contention

- Higher-density housing types
- Planned unit developments
- Accessory dwelling units/granny flats, rooming/boarding houses, duplexes

Who's in charge?

- Planning Commission makes recommendation to elected board for zoning changes
- Elected board issues final action
- Planning Commission sometimes has final approval on site plans or planned unit developments



Local Government & Housing: Tax & Other Incentives



What is it?

- Payment in lieu of taxes (PILOT) reduces tax costs for developers and is required for certain funding programs
- Land bank authorities and brownfield redevelopment authorities can provide low-interest loans or grants for certain activities

Common points of contention

- Are we giving “handouts” to developers?

Who’s in charge?

- Elected board issues approval for PILOT
- County Land Bank Authority or Brownfield Authority can make some decisions
- County Board approval required for some decisions



Local Government & Housing: Property Ownership

What is it?

- Most local governments own some property – some of which might be appropriate for housing development

Common points of contention

- Should local governments maximize profit from sale of property, keep for public use, or donate/sell at below-market value for needed housing?

Who's in charge?

- Elected board agrees to terms of sale, which can include specific provisions around the type of housing to be built



Communication Tips



CONSIDER THE FRAME:
HOW ISSUES ARE FRAMED
CAN CHANGE HOW PEOPLE
RESPOND TO IT.



BE SURE THE AUDIENCE
UNDERSTANDS THE “WHY”
OF THE ISSUE



MESSENGERS MATTER!
PEOPLE LISTEN TO PEOPLE
THEY TRUST



FOCUS ON SOLUTIONS:
EFFORTS TO ENGAGE THE
PUBLIC SHOULD BE CLEAR
AND DIRECTIVE



MAKE DATA MEANINGFUL



WORDS MATTER! USE
CERTAIN WORDS AND
AVOIDING OTHERS LIKE:
HOMES, WE, WORKING
PEOPLE



Because of long-term trends, there is a real shortage of homes. Many middle-class workers young and old are no longer able to live in our towns and rural areas. We risk creating communities where only the wealthy can live.



How can I get involved?



Homes Build Healthy Communities

The Homes for our Future campaign is a call to action from the public, local governments, employers, and community organizations. It aims to offer clear courses of action and resources about how to participate in housing solutions.

- Get data and resources to support your advocacy efforts
- Stay up-to-date with regional and local housing events
- Sign up to receive updated information, newsletters and events
- Request support for a presentation or local housing effort
- Share your housing story to help build awareness
- Help your community become Housing Ready





Questions & More Info

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Data available at:

www.Homesforourfuture.org

