



PRO HOUSING

Pathways to Removing Obstacles

PRO Housing Grant Open House

Webpage: bit.ly/EvanstonPROHousing

Feedback Form: bit.ly/PROHousingFeedback

October 12, 2023

Agenda

- What is PRO Housing?
- Identified Barriers
- Proposed Strategy
- Questions?
- Your Feedback

Webpage: bit.ly/EvanstonPROHousing

Feedback Form: bit.ly/PROHousingFeedback

October 12, 2023

What is PRO Housing?

- On September 7, the U.S. Department of Housing and Urban Development (HUD) released the PRO Housing competitive grant opportunity
- PRO = **P**athways to **R**emoving **O**bstacles
- Federal funding for identifying and removing barriers to affordable housing production and preservation

Webpage: bit.ly/EvanstonPROHousing

Feedback Form: bit.ly/PROHousingFeedback

October 12, 2023

What is PRO Housing?

- **Housing Production:** Adding homes (apartments, townhomes, single-family homes, etc.) to Evanston's housing stock that are safe and affordable
- **Housing Preservation:** Retaining homes (apartments, townhomes, single-family homes, etc.) in Evanston's housing stock that are safe and affordable

What is PRO Housing?

- State, county, and local governments are eligible to apply
- \$85 million is available overall and each grant will be between \$1 - \$10 million
- Grant money must be spent by 2029
- Applications are due on October 30

Webpage: bit.ly/EvanstonPROHousing

Feedback Form: bit.ly/PROHousingFeedback

October 12, 2023

What is PRO Housing?

- 10/5 — Draft application posted
- 10/5 — Public comment period began
- 10/12 — Open Houses (hybrid)
- 10/20 — Public comment period ends
- 10/30 — Application deadline

Webpage: bit.ly/EvanstonPROHousing

Feedback Form: bit.ly/PROHousingFeedback

October 12, 2023

Identified Barriers

- What are our most significant housing needs?
- What are the largest barriers to affordability?
- What would reduce/remove these barriers?
- Is it grant eligible?
- How well will it score?
- Are we addressing racial equity?
- What's the impact on housing production and preservation?

Identified Barriers

MISUNDERSTANDINGS

- What is affordable housing?
- Who lives in affordable homes?
- How does it benefit everyone?

INSUFFICIENT DATA

- What is most needed now?
- What will be needed soon?
- Where are opportunity sites?

UNDERRESOURCED

- Limited funds = limited impact
- Status quo > innovation
- Silos > collaboration

COMPLEX PROCESSES

- Create unnecessary hurdles
- Discourage housing rehab
- Delay new housing construction

Webpage: bit.ly/EvanstonPROHousing

Feedback Form: bit.ly/PROHousingFeedback

October 12, 2023

Proposed Strategies

Barrier: MISUNDERSTANDINGS

FACILITATE

- Community conversations
- Neighborhood planning
- Local and regional partnerships

IDENTIFY

- Specific housing needs
- Most impactful solutions
- Opportunity sites

Barrier: INSUFFICIENT DATA

Barrier: UNDERRESOURCED

FUND

- Anti-displacement initiatives
- New housing construction
- Infrastructure upgrades

CREATE

- Streamlined review processes
- Housing incentives
- Accessible how-to resources

Barrier: COMPLEX PROCESSES

Webpage: bit.ly/EvanstonPROHousing

Feedback Form: bit.ly/PROHousingFeedback

October 12, 2023

Proposed Activities

FACILITATE (Barrier: Misunderstandings)

- Social marketing and outreach campaign
- Pattern book of diverse housing typologies
- Regular housing sessions and annual report
- Ongoing neighborhood planning efforts

Webpage: bit.ly/EvanstonPROHousing

Feedback Form: bit.ly/PROHousingFeedback

October 12, 2023

Proposed Activities

IDENTIFY (Barrier: Insufficient Data)

- Citywide housing survey and online database
- Opportunity sites for affordable housing and capital improvements
- Market opportunity sites and engage with landowners and affordable housing developers

Webpage: bit.ly/EvanstonPROHousing

Feedback Form: bit.ly/PROHousingFeedback

October 12, 2023

Proposed Activities

FUND

(Barrier: Underresourced)

- Affordable Accessory Dwelling Unit (ADU) financing and technical assistance
- Anti-displacement programs addressing homeowner retention and tenant organizing
- Land trust and limited equity coop partners
- Property acquisition fund

Webpage: bit.ly/EvanstonPROHousing

Feedback Form: bit.ly/PROHousingFeedback

October 12, 2023

Proposed Activities

CREATE (Barrier: Complex Processes)

- Incentives and streamlined development process for affordable developments
- Resource guide for homeowners, helping to navigate the permitting process

Webpage: bit.ly/EvanstonPROHousing

Feedback Form: bit.ly/PROHousingFeedback

October 12, 2023

QUESTIONS?

Webpage: bit.ly/EvanstonPROHousing

Feedback Form: bit.ly/PROHousingFeedback

October 12, 2023

Feedback

- Digital Feedback Form [in-person or virtual]
- Print Feedback Form [in-person]
- Email: housing@cityofevanston.org

Zoom attendees: The slide presentation and Q/A section has ended. Please provide feedback in one of the ways above.