HOUSING4ALL

The City of Evanston's Strategic Housing Plan

cityofevanston.org/housing4all

What is Housing4All?	**Plan Components**
Progress to Date	**Gap Analysis**
Engagement	**Upcoming Schedule**

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What is Housing4All?

- Climate Action ⟶ CARP

- Public Health ⟶ EPLAN

- Historic Preservation ⟶ Preserve 2040

- Business Districts ⟶ Evanston Thrives

- **Housing** ⟶ **Housing4All**

What is Housing4All?

- 10-Year Time Horizon

- Assess Our Needs

- Establish Our Priorities

- Focus on Taking Action

What is Housing4All?

- A cure-all
- New housing (now)
- Audit of current initiatives
- A dusty plan on a shelf

- A north star
- Alignment
- Access to funding
- Maximize impact
- An important, first step

What is Housing4All?

Plan Components

Progress to Date

Gap Analysis

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Upcoming Schedule

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Plan Components

- Executive Summary

- Introduction

- Needs

- Objectives

- SMART Goals

- Implementation

- Oversight

- Appendix

Plan Components

Introduction

- Vision

- Brief history / context

- Engagement + input

Plan Components

Needs

- What [housing types]

- Who [households]

- Where [geographic differences]

- When [change over time]

Objectives [as of 7/15]

- Protect

- Preserve

- Create

- Reduce Barriers

Plan Components

SMART Goals

- **S**pecific

- **M**easurable

- **A**chievable

- **R**elevant

- **T**ime-bound

EXAMPLE

Objective: Protect

Smart Goal:
X cost-burdened renter
households in 2035

Implementation

- Short-Term: 1-2 years

- Medium-Term: 3-5 years

- Long Term: 6-10 years

Plan Components

Oversight

- Data Updates

- Gap Analysis Tool

- Progress Reports

Appendix

- Engagement Details

- Additional Resources

- Additional Data

What is Housing4All?

Plan Components

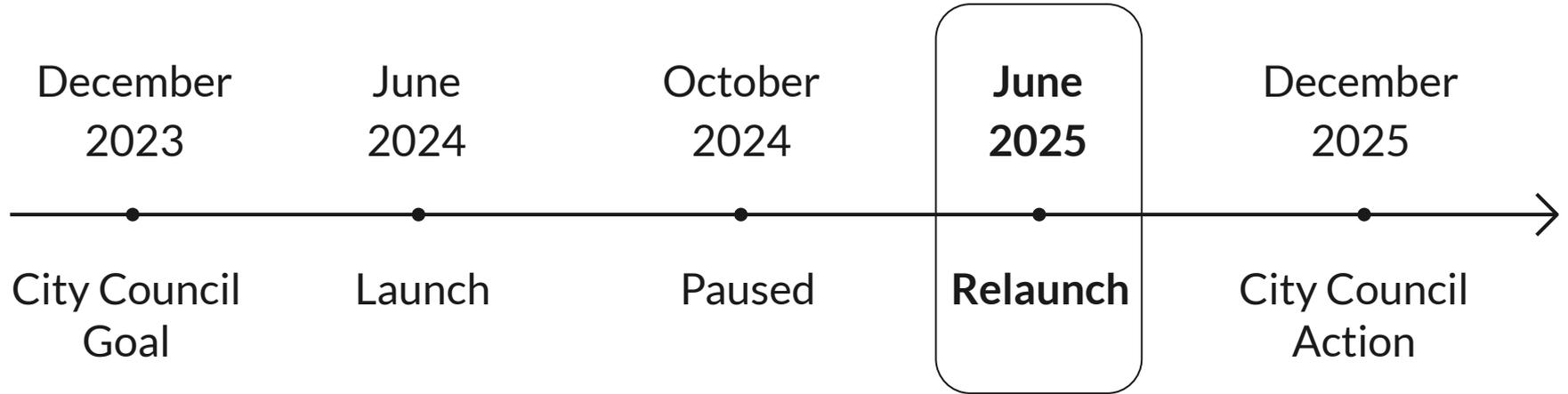**Progress to Date**

Gap Analysis

Engagement

Upcoming Schedule

Progress to date

December 2023	June 2024	October 2024	**June 2025**	December 2025
City Council Goal	Launch	Paused	**Relaunch**	City Council Action

Progress to date

2024	June	HCDC: Introduction
	July	Housing Conversation [in-person]
	July	Preliminary Feedback [digital]
	September	HCDC: Draft Framework
2025	April	Hired Revolve CD to assist with plan development
	June	Hired Development Planning Partners to perform Housing Gap Analysis

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Gap Analysis

- Standalone, quantitative report

- Current data, 5 year + 10 year projections

- Across the housing continuum

- Supply + demand → gaps

- Will inform various plan components

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Engagement

Approach

- Meet people where they're at

- In-person + digital

- Sensitive to engagement fatigue

Opportunities

- Community Center Pop-Ups

- Digital Feedback Form

- Virtual Chat (Organizations)

- Ward Meeting

Engagement

Committee Member Support?

- Promote opportunities [digital or flyer]

- Solicit feedback from other BCCs

- Staff community center pop-up [expand reach]

Note: Staff would coordinate place prior to next meeting

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Upcoming Milestones

September	Draft Plan + Gap Analysis Release
	Engagement Opportunities
	HCDC: Draft Plan + Gap Analysis Discussion
October	HCDC: Draft Plan Feedback
November	HCDC: Draft Plan Recommendation
December	City Council: Accept and Place on File

Questions?

Plan Components	**Gap Analysis**
Engagement	**Upcoming Schedule**

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