



AFFORDABLE HOUSING PLAN STEERING COMMITTEE

Wednesday, October 16, 2019

7:00 PM

Lorraine H. Morton Civic Center, 2100 Ridge, G300

- 1. CALL TO ORDER / DECLARATION OF QUORUM**
- 2. APPROVAL OF MEETING MINUTES:** September 18, 2019
- 3. COMMUNITY OUTREACH & ENGAGEMENT PLANNING:**
 - a. Discussion guides for one-on-one and small group meetings**
 - b. Support materials: housing solutions ideas**
 - c. Identifying stakeholders and small groups**
 - d. Defining housing affordability**
- 4. PUBLIC COMMENT**

Comments/input on the Affordable Housing Plan may also be submitted to housingplan@cityofevanston.org
- 5. NEW/OLD BUSINESS**
 - a. Confirm next committee meeting date – November 13, 2019**
 - b. Other**
- 6. ADJOURNMENT**

Next Meeting: November 13, 2019

Members of the public are welcome to speak at Affordable Housing Plan Steering Committee meetings. Those wishing to speak should sign their name and check the box on the sign-in sheet indicating their desire to provide Public Comment. **If there are five or fewer speakers, fifteen minutes shall be provided for Public Comment. If there are more than five speakers, each individual shall be allotted no more than three minutes for public comments.**

As part of the Steering Committee agenda, a period for public comments shall be offered at the end of each regular Steering Committee meeting. Public comments will be noted in the Steering Committee Minutes and become part of the official record. Steering Committee members do not respond during Public Comment. Public Comment is intended to foster dialogue in a respectful and civil manner. Public comments are requested to be made with these guidelines in mind.

Individuals may also submit comments in writing to housingplan@cityofevanston.org

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.

The City of Evanston is committed to making all public meetings accessible to persons with disabilities. Any citizen needing mobility or communications access assistance should contact Savannah Clement at 847.448.8679.

La ciudad de Evanston está obligada a hacer accesibles todas las reuniones públicas a las personas minusválidas o las quines no hablan inglés. Si usted necesita ayuda, favor de ponerse en contacto con la Oficina de Administración del Centro a 847/866-2916 (voz) o 847/448-8052 (TDD).



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MEETING MINUTES

AFFORDABLE HOUSING STEERING COMMITTEE

Wednesday, September 18, 2019, 7:00 P.M.
Lorraine H. Morton Civic Center, Parasol Room

Present: Chair Michael Roane, Ellen Cushing, Corina Boeckeler, Rodney Orr, Uri Pachter, Christopher Rothwell, Timothy Stroh

Absent: Ald. Eleanor Revelle, Sarah Delgado, Stephanie Gerberding, Stephanie Murray

Staff: Sarah Flax, Housing and Grants Manager, Marion Johnson, Housing Intern

Guest speakers: Tom Lenz and Wendy Siegel, Millennia Consulting

Call to Order

Chair Roane called the meeting to order at 7:06 PM with a quorum present.

Approval of Meeting Minutes: August 21, 2019

Uri Pachter moved approval of the minutes as presented, Chris Rothwell seconded the motion; minutes were approved unanimously.

Community Outreach & Engagement Planning

Tom Lentz, Millennia Consulting led a brainstorming session to develop and refine the outreach plan. Mr Lentz reviewed the goals for the outreach effort to get the committee's agreement on general direction and gave a brief overview of the process. Mr. Lentz and Chris Rothwell modeled use of the discussion guide for one-on-one discussions for the group and highlighted the importance of taking good notes, of asking open ended questions, and staying neutral while listening to the feedback. Working in pairs was discussed to help record input for both one-on-one and group discussions. The committee agreed that a leave-behind document about the need for affordable housing, with the website for more information and a link to the survey would be helpful. It was agreed that the Housing and Homelessness Commission should be invited to participate as discussion leaders to broaden the scale of the research.

Staff presented the first draft of a housing solutions reference document to be used during the discussions. The committee honed in on six broad housing solutions to be represented. Suggestion was made to randomize the order. Two members of the committee, Corina Boeckeler and Christopher Rothwell, volunteered to work with staff to incorporate all edits for the next meeting. Discussion of how to open the discussion about the need for affordable housing ensued. it was agreed that there should be different ones developed for committee members to use based on the characteristics of the people or groups being interviewed. what source of data for current rent levels was also discussed. Mr. Stroh volunteered to provide rents based on MLS data.

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Mr. Lenz explained how he had reorganized the different types of people to be reached for input in the public outreach phase into four broad categories (housing stakeholders, community leaders, people who need affordable housing, residents/voters). Staff will reformat the Google sheet for committee members to enter people and groups before the next meeting. Mr. Lenz outlined assignments to be completed for the next meeting:

- Committee members - provide any additional input on the discussion guides for one-on-one interviews and small group discussions to Mr. Lenz and Ms. Siegel
- Committee members - enter individuals and groups to engage into the reformatted Google sheet so the list may be finalized
- Committee members - determine how many interviews/small groups they will conduct in order to determine the total scope of the first two phases of our community engagement
- Working group (Corina, Chris and Marion) - incorporate Committee's input on the Housing Solutions document
- Staff - develop three versions of opening statements to frame the affordable housing need for one-on-ones and group discussions that members can tailor based on the person/group being interviewed
- Staff - develop a leave behind one-page summary of housing needs; webpage for more information and to access survey to be included to expand outreach

Public Comment

Sue Loellbach from Connections for the Homeless thanked the committee for the public input guidelines and voiced her agreement with the direction of the outreach planning. She suggested the following be included in the research:

- Questions about what solutions residents do not like, and opening conversation around NIMBYism, followed up with asking why residents don't like individual solutions and what would make them palatable.
- Based on community input, putting the threshold for affordable housing need at 80-100% of AMI when many are well below that level could be too high and some in the community may not be responsive
- Work should include reparations proposal by the Equity and Empowerment Commission and that collaborating with other commissions and committees on this project would be beneficial to its success. Interviewers should be aware of these efforts in case residents mention them during their interview.
- Demographics including race, income level, age, and homeownership, as well as ward should be included in the information gathered.

Doreen Price commented on Monday's city council discussion around ADUs and public funding; the importance of using public funds to help people instead of developers; when increasing density, existing issues with drainage should be taken into account; and the need to include equity in the housing conversation. She also suggested the potential to combine city committees and commissions for greater impact, and that rental voucher programs can create unstable situations for residents and homeownership programs were also needed.

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Larry Donohue, chair of the Housing and Homelessness Commission commented that it was a great discussion during tonight's meeting and that the Housing and Homelessness Commission would be eager to join forces on the affordable housing effort. Mr. Donohue suggested considering adding mixed-income developments, such as 1900 Sherman expansion, to the housing solutions suggested.

New/Old Business

October 16 at 7 PM was confirmed as the next meeting date.

Adjournment

There being no further business before the committee, Ms. Cushing moved to adjourn at 8:58 PM, Mr. Stroh seconded the motion and it was approved unanimously.

Respectfully submitted,
Sarah K. Flax, Housing and Grants Manager

DRAFT: September 18, 2019

Evanston Affordable Housing Plan Steering Committee

Individual Meeting Guide

Note: The total time for the conversation should be no more than 30 to 45 minutes.

Opening Comments: Introduce yourself. Remind the person you are meeting with why you are there. The Evanston Affordable Housing Plan Steering Committee wants to talk with community members about how they see local housing needs and learn their ideas on how to address them. This information – along with other data – will help shape an affordable housing plan the Steering Committee will develop and present to the Evanston City Council next year.

1. First, tell me a bit about yourself. How long have you lived/worked in Evanston? What brought you here?
2. Affordable housing is housing which is deemed affordable to those with a median household income or below. In the case of Evanston, that would be housing affordable for a family of four earning \$75,000 or less. Given that definition, do you know someone (it could be you) who tried to find affordable housing in Evanston and couldn't. What type of housing were they trying to find? What happened?
3. In your opinion, what is the area of greatest housing need in Evanston. What type of housing is most needed – and what group(s) in the community need it most?
4. What do you think should be done to address Evanston's affordable housing needs? What solutions should be considered? Do you know of anyone currently trying to do that?
5. Some of the possible ways to address Evanston's affordable housing needs are described in the attachment. For each strategy:
 - a. Do you understand what it is?
 - b. Is it something you feel would be helpful?
 - c. Is it something you'd encourage the city to undertake?
6. Would you be interested in hearing the results of this effort in a public meeting? Can we add your email to the notice list?

Closing Comments: Thank the person for their time and input!

Evanston Affordable Housing Plan Steering Committee
Individual Meeting Reporting Form

Your name: _____

Name of person with whom you met: _____

Date of meeting: _____

1. Did they share a story of someone who tried to find affordable housing in Evanston and couldn't, the type of housing were they trying to find, and what happened? If so, briefly share it.

2. What is the area of greatest housing need in Evanston? What type of housing is most needed – and what group(s) in the community need it most?

3. What should be done to address Evanston's affordable housing needs? What solutions should be considered? Do you know of anyone currently trying to do that?

4. Comments on the Affordable Housing Options attachment. For each strategy:
 - a. Do you understand what it is?
 - b. Is it something you feel would be helpful?
 - c. Is it something you'd encourage the city to undertake?

5. Would you be interested in hearing the results of this effort in a public meeting? Can we add your email to the notice list?

Email: _____

Evanston Affordable Housing Plan Steering Committee
Small Group Discussion Guide

Note: The total time for the conversation should be no more than 45 - 50 minutes. Given the number of questions we'd like people to consider, you should alert them that you may move the conversation along even if not everyone has been heard from on every question.

Opening Comments: Introduce yourself and remind people of the purpose of the meeting. The Evanston Affordable Housing Plan Steering Committee wants to talk with community members about how they see local housing needs and learn their ideas on how to address them. This information – along with other data – will help shape an affordable housing plan the Steering Committee will develop and present to the Evanston City Council next year.

- 1. Rounds Question: Quickly introduce yourself, your connection to Evanston, and how long you've lived here.**
(This is to quickly establish who is in the room. Try not to spend more than 5 minutes here.)
- 2. Affordable housing is housing which is deemed affordable to those with a median household income or below. In the case of Evanston, that would be housing affordable for a family of four earning \$75,000 or less. Given that definition, do you know someone (it could be you) who tried to find affordable housing in Evanston and couldn't. What type of housing were they trying to find? What happened?** *(You may need to give the group a minute to think about the question. Probe for stories of real people and what happened. If no one has a story, move to the next question.)*
- 3. In your opinion, what is the area of greatest housing need in Evanston. What type of housing is most needed – and what group(s) in the community need it most?** *(Try to get people to be as specific as possible here. Again, it would be helpful if they could tie their remarks to a story. You can probe for "why do you think that's the greatest housing need?")*
- 4. What do you think should be done to address Evanston's affordable housing needs? What solutions should be considered? Do you know of anyone currently trying to do that?** *(Again, you may need to give people a minute to think about this. People don't need to be experts to have ideas! You can ask clarifying questions to help them get more specific.)*
- 5. Some of the possible ways to address Evanston's affordable housing needs are described in the attachment. Which of these strategies seem most promising to you? Which would you encourage the City Council to adopt?** *(We may want to explain the strategies and just take a straw poll if time is running short.)*
- 6. Would you be interested in hearing the results of this effort in a public meeting? Can we add your email to the notice list?** *(Re-circulate a sign-in sheet to gather this information.)*

Closing Comments: Thank the group for their time and input!

Final note: End the meeting at the 50-minute mark to honor the commitment you asked people to make. If people want to stay a bit longer to talk informally that is fine.

Evanston Affordable Housing Plan Steering Committee

Individual Meeting Reporting Form

Your name: _____

Date of meeting: _____

Number of people in group: _____

1. Were any affordable housing stories shared? Briefly, what were they?

2. What areas of housing need in Evanston were mentioned? Was there agreement of what need(s) are greatest?

3. What solutions emerged to address Evanston's affordable housing needs? Where any resource people or organizations surfaced?

4. Comments on the Affordable Housing Options Sheet: What options elicited the most support? Were any controversial or deemed undesirable?

5. Did any themes emerge from the discussion that you'd like to note?

6. Where any people particularly compelling in the story or information they shared?

7. Is there anything else you'd care to comment on?

Small Group Discussion Sign In Sheet

Facilitator's name: _____

Date of meeting: _____

Name	Address	Email (for future meetings)
_____	_____	_____

Rule of thumb is if you spend less than 30% of your income on housing, it's affordable. But housing costs are rising faster than incomes, so 71% of Evanston residents with incomes below the median are paying over 30% on housing, and can't afford other necessities like transportation, health care, education - even food.

HH Income, 2013-2017 ACS 5-year estimates; universe: occupied housing units. (CMAP Evanston Snapshot)

Housing costs too much for many Evanston families. Half, about 14,000 households, make under \$75,000 a year, so can afford less than \$1,875 per month (30% of income) for housing. But the average rent for a 2-bedroom apartment is about \$2,500. They can afford to buy a home priced under \$225,000, but the median home listing price is \$371,000.

Rental only version:

Housing costs too much for many Evanston families. Half, about 14,000 households, make under \$75,000 a year, so can afford less than \$1,875 per month (30% of income) for housing. But the average rent for a 2-bedroom apartment is about \$2,500.

Home buyer only version:

Housing costs too much for many Evanston families. Half, about 14,000 households, make under \$75,000 a year, so can afford less than \$1,875 per month (30% of income) for housing. They can afford to buy a home priced under \$225,000, but the median home listing price is \$371,000.

Housing Costs as a percentage of HH Income, 2013-2017 ACS 5-year estimates; universe: occupied housing units. (CMAP Evanston Snapshot). Average rent: Rent Jungle; median home value: Zillow.