



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: May 15, 2019 Affordable Housing Plan Steering Committee Meeting
Cover Memo

Date: May 13, 2019

Attached please find:

- The meeting agenda
- Item 1: Draft minutes of the April 10, 2019 meeting for approval
- Item 2: Affordable Housing Plan Timeline (updated 5/13/2019)
- Item 3: Affordable Housing Plan Outreach Plan Template

We look forward to seeing you on May 15th.



AFFORDABLE HOUSING PLAN STEERING COMMITTEE

Wednesday, May 15, 2019

7:00 PM

Lorraine H. Morton Civic Center, 2100 Ridge, Lake Superior Conference Room G300

- 1. CALL TO ORDER / DECLARATION OF QUORUM**
- 2. APPROVAL OF MEETING MINUTES:** April 10, 2019
- 3. ZONING PRESENTATION & DISCUSSION, SCOTT MANGUM**
- 4. OUTREACH PLANNING DISCUSSION CONTINUED**
What, when, where and how?
- 5. PUBLIC COMMENT**
Comments and input on the Affordable Housing Plan can be sent to housingplan@cityofevanston.org
- 6. NEW/OLD BUSINESS**
- 7. ADJOURNMENT**

Next Meeting: Wednesday, June 19th, at 7:00 p.m. in the Parasol Room 4900

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, April 10, 2019, 7:00 P.M.

Lorraine H. Morton Civic Center, Parasol Room 4900

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

Absent: N/A

Staff: Sarah Flax, Housing and Grants Manager; Savannah Clement, Housing Policy and Planning Analyst; Kumar Jensen, Chief Sustainability and Resilience Officer

Call to order

The meeting was called to order at 7:02 PM with a quorum present.

Public comment

Sarah Vanderwicken, representing Joining Forces for Affordable Housing, said that Joining Forces is eager to work the Steering Committee. She also urged the Steering Committee to not be limited by only the strategies listed in the Strategies Assessment.

Lesley Williams, Joining Forces and Open Communities, provided public comment on the benefit of having teachers and Certified Nursing Assistants live in the communities they serve.

Doug Sharp, Reclaim Evanston, said he is eager to see work of the Affordable Housing Plan.

Larry Donoghue, Chair of Housing and Homelessness Commission, said he and the Commission would like to collaborate with and assist the Steering Committee.

Doreen Price, resident, provided public comment on additional stakeholders such as architects, contractors that should be included in the Steering Committee's outreach plan.

Approval of Meeting Minutes: March 19, 2019

Alderman Revelle moved approval, Ellen Cushing seconded and the minutes were approved unanimously.

Sustainability Presentation from Kumar Jensen

Kumar Jensen, Chief Sustainability and Resilience Officer for the City, provided a presentation on the City's Climate Action and Resilience Plan, and answered questions from the Steering Committee.

Outreach Planning Discussion

The Steering Committee brainstormed different people to reach out to and why. Staff will type up notes for next meeting.

New/Other Business

The Steering Committee agreed to move June meeting to the 19th meeting instead of June 12th, in order to accommodate the availability of presenters from Homes for a Changing Region.

Adjournment

Alderman Revelle motioned to adjourn, Ellen Cushing seconded, and the meeting was adjourned at 8:53 p.m.

The next scheduled meeting of the Steering Committee is Wednesday, May 8, at 7:00 p.m. in the Parasol Room (4900).

Respectfully submitted,
Savannah Clement, Housing Policy and Planning Analyst

Affordable Housing Plan Steering Committee Timeline

Phase One: Education sessions, outreach plan development, hire facilitator

April Meeting

- *Presentation:* Kumar Jensen, Chief Sustainability Officer, on the City's Climate Action and Resilience Plan, and the need for more energy efficient, resilient homes
- Begin identifying stakeholders for community outreach
- Materials sent in advance of meeting:
 - Strategies Assessment
 - [Why Housing Policy Is Climate Policy](#), *The New York Times*
 - [It's 2050 And This Is How We Stopped Climate Change](#), *NPR*

May Meeting

- *Presentation:* Scott Mangum, Planning and Zoning Manager, on the City's zoning laws, Inclusionary Housing Ordinance, and changes needed to allow for smaller lots and accessory dwelling units
- Continue outreach planning, finish identifying key stakeholders and move on to outreach timeline and activities
- Discuss Strategies Assessment and identify any other areas for education
- Materials sent in advance of meeting:
 - [Why Cities Must Tackle Single-Family Zoning](#), *CityLab*
 - [A One-Stop Shop for Affordable Backyard Homes Advances in L.A.](#), *CityLab*
 - [The future of housing looks nothing like today's](#), *Fast Company*

June Meeting

- *Presentation:* Nancy Firfer and Kyle Smith, Homes for a Changing Region, on regional demographics and housing needs, and the northern suburbs
- Finalize community outreach plan
- Materials sent in advance of meeting:
 - Steering Committee members will be tasked with watching the [Housing Finance Workshop Presentation video](#) and answering questions
 - Other items TBD

Phase Two: Community outreach and engagement, begin work with facilitator

July, August and September Meetings

- Hold meetings, workshops throughout the community
- Other details and materials TBD

Phase Three: Work with facilitator to develop plan

October, November and December Meetings

- Possibly create working groups to divide the work
- Other details and materials TBD

Affordable Housing Plan Steering Committee Community Outreach Plan

Stakeholders and Incentives

Stakeholder: City Council

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

Stakeholder: Business leaders

Incentive: Lack of affordable housing affects the whole community, workforce retention

Stakeholder: Faith leaders

Incentive: Moral imperative to help, diverse constituents whose needs cross the spectrum of affordable housing needs

Stakeholder: City staff

Incentive: Sustainability, no silos, integration of goals

Stakeholder: Landlords and property managers

Incentive: Stable income, lowering costs through programs, maintain properties, reduce tenant turnover, economic incentives

Stakeholder: Those most impacted by a lack of affordable housing

Incentive: Hear what their barriers are to accessing affordable housing

Stakeholder: Middle class/missing middle

Incentive: Keep in homes, need help, more difficult group to reach

Stakeholder: Seniors

Incentive: Fixed incomes, need maintenance/upkeep of homes, aging in place, property taxes

Stakeholder: Local advocacy groups

Incentive: Students, people with disabilities, transportation issues, equity advocates

Stakeholder: Nonprofits/service providers

Incentive: Staff on the front lines seeing the challenges their clients encounter

Stakeholder: Schools

Incentive: Students, families/parents, alumni, staff, teachers, may also be a good way to reach missing middle

Stakeholder:

Incentive:

Stakeholder:

Incentive:

Stakeholder:
Incentive:

Stakeholder:
Incentive:

Stakeholder:
Incentive:

Outreach Plan Template

3-MONTH OUTREACH PLAN	NOTES
Timeframe	
Objectives (What can we accomplish in this timeframe?)	By [DATE], we will: <ul style="list-style-type: none">•
Person Responsible (Who can manage the outreach activities? Who can help?)	
Activities (What are the best ways to get the word out about the affordable housing plan? Who do we talk to and when?)	
[MONTH, YEAR]	•
[MONTH, YEAR]	•
[MONTH, YEAR]	•
Resources	
Resources we have (people that can help, funds, materials)	
Additional resources we will need	

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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