AFFORDABLE HOUSING PLAN STEERING COMMITTEE
Wednesday, September 18, 2019
7:00 PM
Lorraine H. Morton Civic Center, 2100 Ridge, Parasol Room

1. CALL TO ORDER / DECLARATION OF QUORUM

2. APPROVAL OF MEETING MINUTES: August 21, 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 and input on the Affordable Housing Plan may also be submitted via email to housingplan@cityofevanston.org

5. NEW/OLD BUSINESS
   a. Set next committee meeting date
   b. Other

6. ADJOURNMENT

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

Absent: Stephanie Gerberding

Staff: Sarah Flax, Housing and Grants Manager

Guest speaker: Tom Lenz and Wendy Siegel, Millennia Consulting

Call to order
The meeting was called to order at 7:00 PM with a quorum present. Chair Roane welcomed newly appointed member Corina Boeckeler to the committee; Ms. Boeckeler provided a brief background of her work and the need to include issues relating to design and sustainability of affordable housing in the plan.

Approval of Meeting Minutes: June 19, 2019
Following an explanation of some of the information reported in the minutes to clarify for members not present at that meeting, Alderman Revelle moved approval, Stephanie Murray seconded the motion; the minutes were approved 10-0 with one abstention.

Community Outreach & Engagement Plan – Millennia Consulting
Chair Roane introduce Tom Lenz and Wendy Siegel, Millennia Consulting, with whom the City has contracted to plan and implement community outreach and engagement for the Affordable Housing Plan. They provided information on Millennia and their individual backgrounds and asked each committee member to share their interest in affordable housing and their motivation for being on the Steering Committee. Mr. Lenz walked through the proposed timeline and the purpose of the outreach phase to provide broad and deep input from the community to inform that plan using a three step process of one-on-one interviews, small group discussions, and one or more community meetings. Committee members provided a range of suggestions and asked questions about the methodology and how committee members would be involved in the various activities. Suggestions were also provided by members of the audience.

The types of informational materials about housing needs and possible strategies to address them, and whether, and to what extent those strategies should be shared were discussed. There was general consensus that providing solutions to housing needs too early in the process would suppress input from stakeholders and residents and make them feel that both needs and strategies to address them had already been decided. Ms. Delgado talked about outreach being done for the Assessment of Fair Housing that
should be used to inform the plan; the results of the needs assessment survey for the City’s new Consolidated Plan would also be used for that purpose.

Discussion followed about stakeholders and targeted groups that needed to be reached; Millennia will review work to date on this. It was agreed that additional committee input would be gathered using a Google doc and be finalized at the next meeting. Millennia will draft discussion guides for the committee’s review for one-on-one interviews and small group discussions. An electronic system such as Survey monkey will be used to compile input. It was agreed that staff would conduct a poll to determine the next meeting date, either September 18 or 25.

Public comment

Keith ___________, Joining Forces, noted that workshops are an effective way to engage residents and recommended that they be used in the outreach.

Doug Sharp, Reclaim Evanston, talked about their work with Joining Forces to educate residents about housing needs and get their input, and their advocacy for additional funding sources such as a portion of the Real Estate Transfer Tax to address the needs.

Sue Loellbach, Joining Forces, voiced support for the outreach process and information about YWCA’s work to gather stories about people who need affordable housing. She noted the strategies to address needs are in the White Paper, and that input on how to prioritize them was needed, as well as identifying the neighborhoods in which each strategy would be used.

Betty Ester noted that vacant land on which housing could be built is concentrated in the 5th Ward and there is a need for three bedroom units for larger families.

Doreen Price commented that agism was a problem and programs that would keep elderly homeowners in their homes should be a priority.

New/Other Business

None

Adjournment

There being no further business before the committee, a motion to adjourn was made, seconded and approved unanimously. The meeting was adjourned at 8:47 p.m.

The next scheduled meeting of the Steering Committee will be scheduled for September 18 or 25 based on availability of committee members.

Respectfully submitted,
Sarah K. Flax, Housing and Grants Manager
Meeting Goals:

Next two meetings will be used to prepare for the outreach/engagement effort

1. Review the draft individual and small group discussion guides
2. Review the draft housing solution ideas to be used with the guides
3. Begin to identify the key informants to be interviewed and who might host small group/listening sessions

Discussion items:

7:10 p.m. Draft individual and small group discussion guides

7:40 p.m. Draft housing solution ideas

8:30 p.m. Potential key informant interviews and small group sessions
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!
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, if 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: ________________

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