

# A PLACE FOR EVERYONE

Roseville Area League of Women Voters

1.

# Introductions

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## Presentation Overview

- Policy recommendations for the target cities
  - ▷ Demographic and housing data
  - ▷ Analysis of current comprehensive plans
- Advocacy recommendations for the League
  - ▷ Community engagement strategy
  - ▷ Changing the affordable housing narrative

# 2.

## **Our Approach to Affordable Housing**

Targeted universalism

“ Targeted universalism, a strategy that is inclusive of the needs of both the dominant and the marginal groups, but pays particular attention to the situatedness of the marginal group.

- john a. powell

“ All people have a right to housing.  
Support an active role in providing  
long-term decent and affordable  
housing for very low-, low-, and  
moderate-income households.

- League of Women Voters of Minnesota



# Recommendations for Target Cities

Policy recommendations suited to the local  
context



# Considerations for Recommendations

## Political Context

- Tone in previous comprehensive plan
- Previous responses to proposed affordable housing
- City code

## Current Housing Stock

- Age of rental stock
- Availability of subsidized housing
- Relative housing costs

## Current Demographics

- Family sizes
- HCV usage
- Access to opportunity
- Housing cost burden



Policy	Falcon Heights	Lauderdale	Little Canada	Maplewood	Roseville
<b>Support New Construction</b>					
Increasing Density Generally			<b>x</b>		
Project Scale Flexibility	<b>x</b>	<b>x</b>		x	<b>x</b>
Design Standards Waiver				x	x
Reduced Parking Requirements	x		x	x	
Transitional Housing				x	x
Site Identification			<b>x</b>	<b>x</b>	<b>x</b>
Site Acquisition				x	x
Financing Mechanisms	x	x	x	x	x
Reduced Points of Approval	x	x	<b>x</b>		x
Large Family Housing	<b>x</b>	x		<b>x</b>	<b>x</b>
Inclusionary Housing	x			<b>x</b>	x
<b>Preserve Existing Affordable Housing</b>					
Identify At-Risk Properties	x	<b>x</b>	x	x	x
Replace Subsidy Funds				x	x
Support Low Cost Rental	<b>x</b>	<b>x</b>		<b>x</b>	<b>x</b>
LIHTC Conversion		<b>x</b>		x	x
<b>Expand Home Ownership</b>					
Down Payment Assistance	<b>x</b>			x	x
Land Trust	<b>x</b>	x	x	x	x
Repair Assistance	x	x	x	x	x
Manufactured Housing Support			<b>x</b>	<b>x</b>	x
<b>Reduce Discrimination</b>					
Local Fair Housing	x	x	x	x	x
Eliminate Crime Free Rental Housing			<b>x</b>		<b>x</b>
Section 8 Anti-Discrimination		<b>x</b>	x	x	x

# 3.

## Falcon Heights

Existing conditions, previous comprehensive plan & policy recommendations



## Falcon Heights Demographic & Housing Information

- Higher household income
- High home values and owner costs, but low owner cost burden
- Large gap in homeownership by race
- Large Asian and limited English proficiency population
- Home to State Fair and St. Paul Campus
- Great transit accessibility and high usage



## Falcon Heights Current Comprehensive Plan

- Limited land available for new development
- State Fair and University of Minnesota land may be available in future, but unlikely
- Higher density housing on transit corridors
- Interest in participating in land trust
- Implement rental housing licensing
- Emphasis on working with government and nonprofit partners



## Policy Recommendations for Falcon Heights

Support New Construction

Increased project scale flexibility, increased support for large family housing

Preserve Existing Affordable Housing

Increased support for unsubsidized housing

Expand Homeownership Opportunities

Land trusts, down payment assistance

# 4.

## Lauderdale

Existing conditions, previous comprehensive plan & policy recommendations



## Lauderdale Demographic & Housing Information

- Lower educational attainment and income
- Low rental and ownership costs
- Large Asian and limited English proficiency population
- Fewer households with children
- Lower median age
- Home to Luther Seminary housing



## Lauderdale Current Comprehensive Plan

- Concerned about property maintenance
- More rental housing than typical due to proximity to college campuses
- Concern about residential density
- More attention to housing quality than affordability





## Policy Recommendations for Lauderdale

Support New Construction

Increased project scale flexibility

Preserve Existing  
Affordable Housing

Increased support for unsubsidized housing, encourage LIHTC conversion, identify at-risk properties

Reduce Discrimination

Section 8 anti-discrimination language

# 5.

## Little Canada

Existing conditions, previous comprehensive plan & policy recommendations



## Little Canada Demographic & Housing Information

- Low household income
- Relatively low rents, but higher rental cost burden
- 70% of single family homes are affordable at or below 80% AMI
- High disability prevalence
- Fewer households with children, higher age
- More seniors living alone



## Little Canada Current Comprehensive Plan

- Prioritizes low density housing
- Concern about public safety in multifamily housing and property maintenance
- Eventual redevelopment of manufactured home park
- Removal of substandard housing
- Collaborate with others for affordable housing
- Support housing for older adults



## Policy Recommendations for Little Canada

Support New Construction

Reduce points of approval, site identification, increase density generally

Expand Homeownership Opportunities

Increased support for manufactured housing

Reduce Discrimination

Elimination or modification of crime-free rental housing

# 6.

## Maplewood

Existing conditions, previous comprehensive plan & policy recommendations



## Maplewood Demographic & Housing Information

- Lower median incomes
- Less rental cost burden
- Large Asian population
- High performing schools in portion of the city
- Low transit usage, two fixed routes planned



## Maplewood Current Comprehensive Plan

- Expand opportunities for homeownership
- Variety of housing types needed
- Designate appropriate areas for high density and mixed use
- Maintain ratio of owners and renters
- Support non-traditional households
- Sensitive to the environment
- Balanced range of housing costs





## Policy Recommendations for Maplewood

Support New Construction

Transit-based inclusionary housing, site identification, increased support for large family housing

Preserve Existing Affordable Housing

Increased support for unsubsidized housing

Expand Homeownership Opportunities

Increased support for manufactured housing

# 7.

## Roseville

Existing conditions, previous comprehensive plan & policy recommendations



## Roseville Demographic & Housing Information

- Fewer families with children
- More seniors living alone
- Large Karen population with high cost burden and frequent crowding
- Served by A-Line BRT
- Home to Northwestern College



## Roseville Current Comprehensive Plan

- Older residents are staying in their homes
- 100 acres of land for infill housing
- Promote flexibility to allow for innovative development patterns
- Consider increasing densities
- Environmental stewardship
- Study market rate and senior housing markets



## Policy Recommendations for Roseville

Support New Construction

Site identification, increased support for large family housing, increased project scale flexibility

Preserve Existing Affordable Housing

Increased support for unsubsidized housing

Reduce Discrimination

Elimination of crime-free rental housing

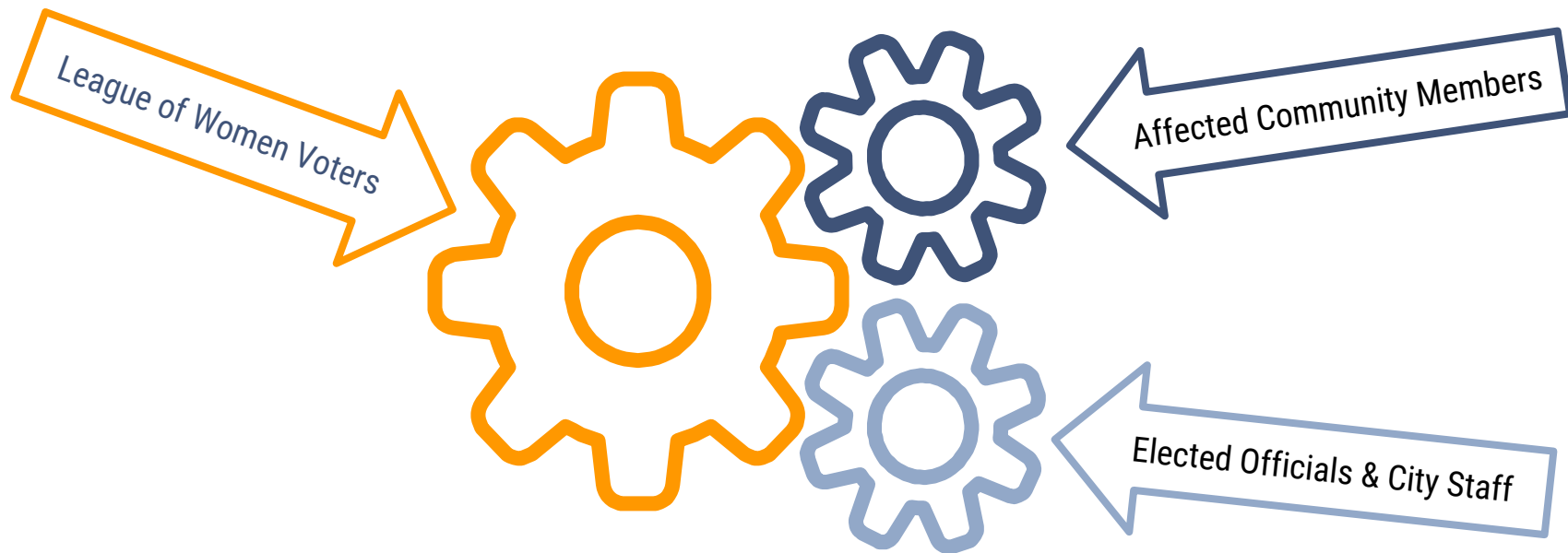


# Recommendations for the League

Community engagement & changing the  
narrative



## Recommended Three-Pronged Approach



# 9.

## **Community Engagement**

Collaborating with impacted community members to strengthen the League's advocacy efforts





# Principles for Effective Community Engagement

1. Develop a shared understanding of community engagement goals
2. Understand community make-up & build relationships with community leaders
3. Develop structures to make participation in community engagement efforts accessible to all
4. Develop strategies to ensure all impacted groups are represented in the engagement process
5. Respect all community partners and be mindful of participants' needs to benefit from collaboration
6. Evaluate efforts to improve community engagement strategy



## Applying Community Engagement Principles to the League of Women Voters

Set engagement process goals

Collaborative work with impacted groups will determine the policies to be included in the League's advocacy efforts

Understand community make-up

Use demographic data and RALWV research to identify target stakeholder groups

Ensure accessibility

Host/co-host events in public, non-political, and highly-accessible places



## Applying Community Engagement Principles to the League of Women Voters

Ensure representativeness

Collect participant demographic information to ensure broad community representation

Acknowledge participants' needs

Communicate the benefits of involvement with potential participants

Improve efforts

Solicit feedback from participants to evaluate and improve future engagement efforts

# 10.

## **Changing the Narrative**

How to change the public's perception of affordable housing



## Changing the Narrative

- The League and Cities should actively work to change the narrative around affordable housing by:
  - ▷ Connect it to economic stability and vitality
  - ▷ Focus framing on values & societal benefits
  - ▷ Show diversity of people & humanize residents
  - ▷ Make it personal
  - ▷ Tap into community pride

**THANK YOU!**

Any questions?