

Bloomington Housing Action Team (B-HAT)

Discussion on Outreach and Engagement

The three questions asked at the October 8 workgroup meeting were intended to create high level overview on some of the Affordable Housing Strategies highlighted as priority. Specifically, these questions target the following strategies:

- 1) Yellow 12: Implement the Tenant Protection Ordinance
- 2) Blue 5: Education and outreach (awareness of need for affordable/workforce housing and reduce NIMBYism)
- 3) Purple 1: Implement, promote, and educate on the Fair Housing Policy
- 4) Green 3: Implement the Opportunity Housing Ordinance.

The following strategy can be used to help accomplish the goals of education, awareness, advocacy and support of the above:

- 1) B7: Leverage our network of non-profit and social service organizations.

Results from conversation:

| How to <u>Educate</u> & Raise <u>Awareness</u> of Affordable Housing in Bloomington | How to Encourage <u>Advocacy</u> & <u>Support</u> for Affordable Housing | <u>Myths</u> to Dispel/Address |
|---|---|--|
| <ul style="list-style-type: none">• Need to define “affordability”• Identify professions relative to income levels• (Affordable) Housing is part of City infrastructure.• Sharing real stories (video) via social media• Terminology – clarity• Affordable housing funding hasn’t kept pace with costs/needs• Provide information on value of fixing up property• Identify audiences | <ul style="list-style-type: none">• Consider terms like “workforce housing” or “senior housing”• Housing is for everybody• Positive aspects of affordable housing – what it means for community.• Humanize tenants• Support transit improvements• Improve access to supportive services• Create rehab program for small MF properties• Identify programs for the rehab assistance (i.e. Brush with Kindness)• Translations• On-site tabling out in the community | <ul style="list-style-type: none">• Section 8 covers expenses.• Available tools (e.g. section 8 vouchers) don’t cover full cost of housing• 60% is affordable• What landlords can/cannot do to help – what are actual tenants’ rights?• Affordable housing is a form of charity. |

Resources Shared

- Look at family housing fund work
- Information on what works and what doesn’t work – will be sent to Tracy

Next Steps

A team of workgroup members and staff was formed to review comments and begin to draft a plan. Team members include:

- Ricardo Perez, Coalition Organizer, The Alliance
- Jon Oleson, Resident
- Julie Farnham, Senior Planner
- Vivienne Carlson, Community Development Project Assistant
- Tracy Smith, Outreach and Engagement Coordinator

The team will:

- Meet in October to review comments and begin developing a draft for these areas and/or timeline for projects, including how additional B-HAT members can support.
- Present draft to B-HAT at December 10th meeting.
- As materials are completed, engage the entire B-HAT in distributing and sharing the final products.