

BUILDING PARTNERSHIPS THROUGH COUNTY HOUSING COALITIONS

South Central Pennsylvania



Regional Housing Summit

SEPTEMBER 26, 2018

CENTRE COUNTY'S HOUSING CHALLENGES:



- Income/cost of housing gap keeps widening
- NIMBYism
- Availability and cost of land
- Land use barriers
- Lack of subsidies

MEETING THE CHALLENGES



IT'S A TEAM EFFORT!!!

HOMOGENEOUS

VS.

HETEROGENEOUS



Centre County Affordable Housing Coalition consisted of the following members:

Human service agencies, housing providers, planners, government agencies, lenders, legal services, realtors, developers, builders, non-profits, faith based organizations, public transportation agency, economic development agencies, and citizens



GETTING FOLKS to the TABLE

- Call and invite targeted **organizations**/persons to your meeting and explain why you are inviting them (*Note: Ask the organization to designate a representative*)
- Make sure that '**housing code**' is explained during meetings



GETTING FOLKS to the TABLE

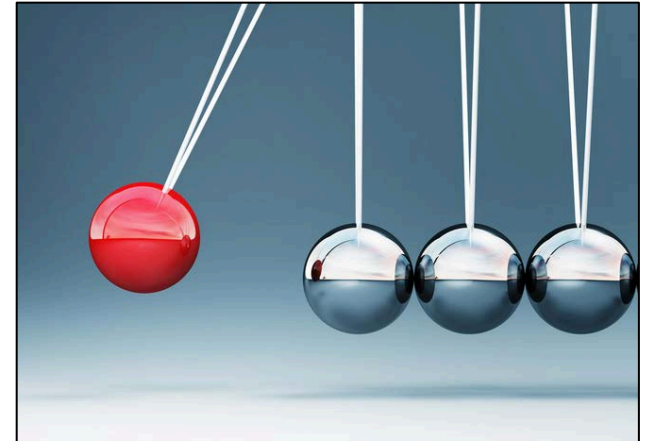


- Touch base with the invited persons after the meeting to thank them for attending and be sure to ask if any additional clarification is needed

- Foster relationships with invited persons, learn about their priorities and make them feel that their involvement is of value to the effort

GETTING FOLKS to the TABLE

- Encourage more than one representative of an organization/entity to be at the table so as not to lose momentum with turnover



- End meetings when you say they will end and if possible, follow-up with a bulleted, brief summary in a timely manner so that those who could not attend are in the loop

GETTING FOLKS to the TABLE

- Be professional
- Say thank you...



BROADENING THE MEMBERSHIP BASE- BENEFITS

- ✓ Expanded the scope of our work
- ✓ Fostered a greater awareness of affordable housing needs
- ✓ Increased our visibility
- ✓ Developed new partnerships



✓ Brought additional resources to the table which include:

- Leadership
- Advocacy
- Education
- Expertise
- Mentoring
- Alliances
- Financial

ENGAGING the COMMISSIONERS

- Engaged County Staff (Planning/Community Development, MH/ID/EI/D&A, Children and Youth Services, Adult Services, Aging)
- Established momentum through the media, community leaders, staff reports, speakers bureau
- Used small successes and documented housing need to our advantage
- Kept Commissioners apprised through staff meetings
- Invited the Chair of the Commissioners to speak at events

SUCCESSSES



- Implemented a Speakers Bureau
- Held several annual housing summits
- Produced two videos to increase awareness of affordable housing needs
- Kicked off a YIMBY (Yes In My Back Yard) campaign
- Developed a good relationship with the media
- Held landlord, housing development, home buyer and renter education programs
- Collected data to document need and show trends
- Initiated the process for conducting a countywide affordable housing needs assessment
- Developed a Homes within Reach Toolkit for municipal officials and developers

CELEBRATE

THE LITTLE THINGS



Remember to
celebrate your
successes on an
annual basis....no
matter how small!
Doing so helps with
morale when working
in a challenging world.

CHALLENGES

- Defining affordable housing
- Avoiding burnout
- Addressing the education void
- Remembering to explain 'housing code'
- Maintaining balanced representation at the table and recognizing/appreciating membership diversity
- Keeping an open mind and an open dialogue
- Discussing the possibility of non-profit status
- Defining advocacy



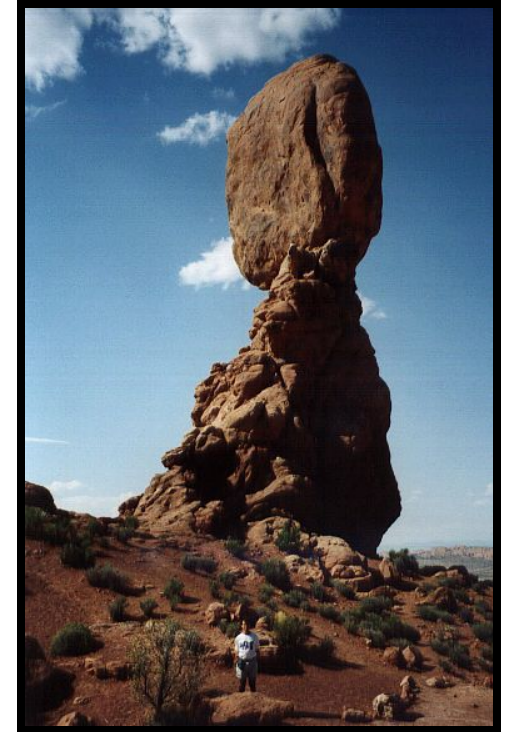
Addressing ADVOCACY

- Identify members of the Coalition who are in a position to advocate without constraints
- Disseminate information on affordable housing proposals/legislation to all members of the Coalition and encourage individuals/organizations to send a letter of support, if appropriate



STAYING on COURSE

- Be FAIR
- Treat everyone with RESPECT
- COMMUNICATE
- Foster COHESIVENESS
- GROW
- Take RISKS
- Stay INCLUSIVE
- Be FLEXIBLE
- Be EFFICIENT with meetings and RESPECT TIME
- Focus on what you ARE GOOD AT
- KEEP the finger on the PULSE of the organization and the members
- View challenges as OPPORTUNITIES



“It is not enough to take steps which may some day lead to a goal; each step must be itself a goal and a step likewise.”

*Johann Wolfgang Von Goethe
(1749-1832)
German poet and playwright*



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