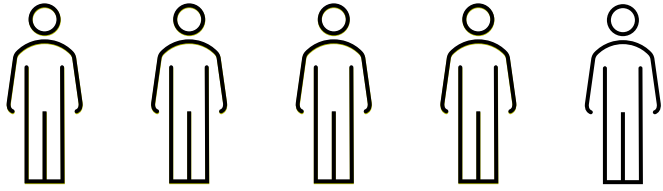




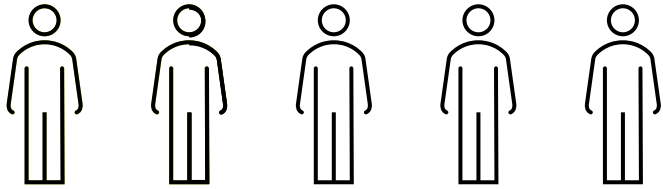
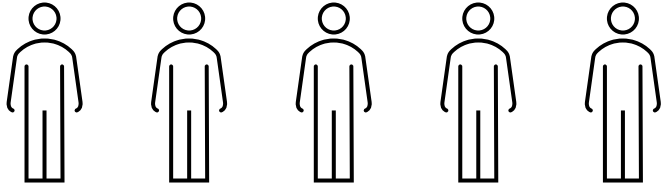
# Rebranding Affordable Housing in Iowa

Debi Durham, IFA | IEDA Executive Director

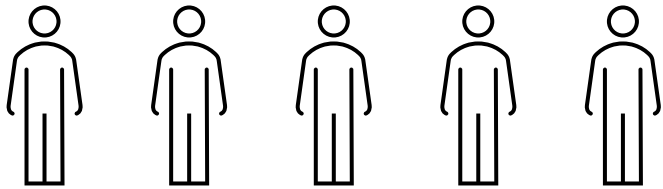
September 8, 2021



Nearly 40%  
of renters



and 16% of  
homeowners



spend more than  
**30% of their income**  
on housing



# The Gazette

## Iowa's next 10 years: Census figures provide challenges and opportunities

Our hopes for Iowa over the next decade: Sustain rural communities, support burgeoning economic growth, and embrace diversity.

Staff Editorial  
Aug. 23, 2021 4:49 pm



... As small towns become small cities and small cities become bigger ones, they face new sets of challenges. Those include issues related to **affordable housing**, transit, energy, infrastructure, diversity, workforce development, law enforcement and social services...

WQAD8abc

## Explaining what some call affordable housing crisis Quad Cities

For every 100 low income renter households, there are only 37 available and affordable units.



Today's News & Local Information

KNIA-KRLS

Knoxville • Pella • Indianola

KNOXVILLE CITY COUNCIL DISCUSSING HOUSING TRUST FUND & VA CAMPUS

## Rural Iowa communities face housing shortage

Rural Iowa communities are struggling with a housing shortage despite many areas facing long-term population declines.



## Business Record

Urbandale officials to consider revamped affordable housing project west of Merle Hay Mall

A proposal considered earlier this year failed to gain council approval

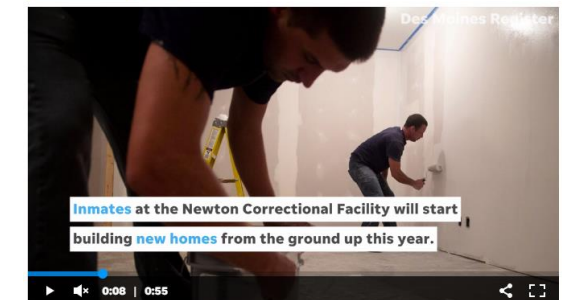
BY KATHY A. BOLTON, Senior Staff Writer  
Wednesday, October 30, 2019 8:00 AM



## Iowa has a rural housing shortage. Here's how the state's prison inmates will help solve it.

Kim Norvell | The Des Moines Register  
Published 8:18 a.m. CT Jun. 6, 2019 | Updated 12:16 p.m. CT Jun. 7, 2019

View Comments



Iowa has a rural housing shortage. Here's how the state's inmates will help solve it. Inmates from the Newton Correctional Facility will build affordable homes from the ground up that will be moved to rural communities. Kim Norvell, knorvell@dmreg.com

## Business Record

For Anawim, fight continues for affordable housing in Urbandale

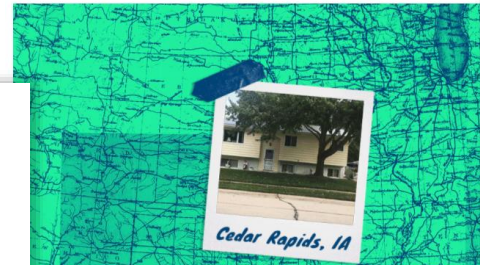
BY KENT DARR, Senior Staff Writer

CITYLAB

## The NIMBY Fight That Rocked Cedar Rapids City

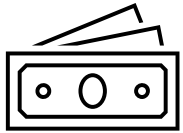
An uproar over an affordable housing complex in Cedar Rapids led into the NIMBY debates of small-city America.

By Mimi Kirk  
September 8, 2017, 8:53 AM CDT





**By 2030**



**Hard  
working  
lowans  
earning  
paychecks**



**Scarce affordable  
rental options**



**Increasing rent**

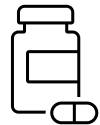
Housing cost burdened:  
**paying +30% of  
income on  
housing expenses**



Grocery store clerks



EMTs and paramedics



Pharmacy aides



Childcare providers



Food servers



Retail sales workers



Ambulance drivers



Home health aides



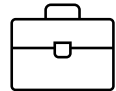
Teaching assistants



Bartenders



Laboratory assistants



Young professionals



Childcare workers



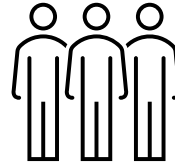
Nursing assistants

**Community** >>> **Economy**



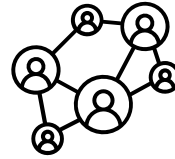
# Research Methodology

## Audiences



**Iowans  
ages 18+**

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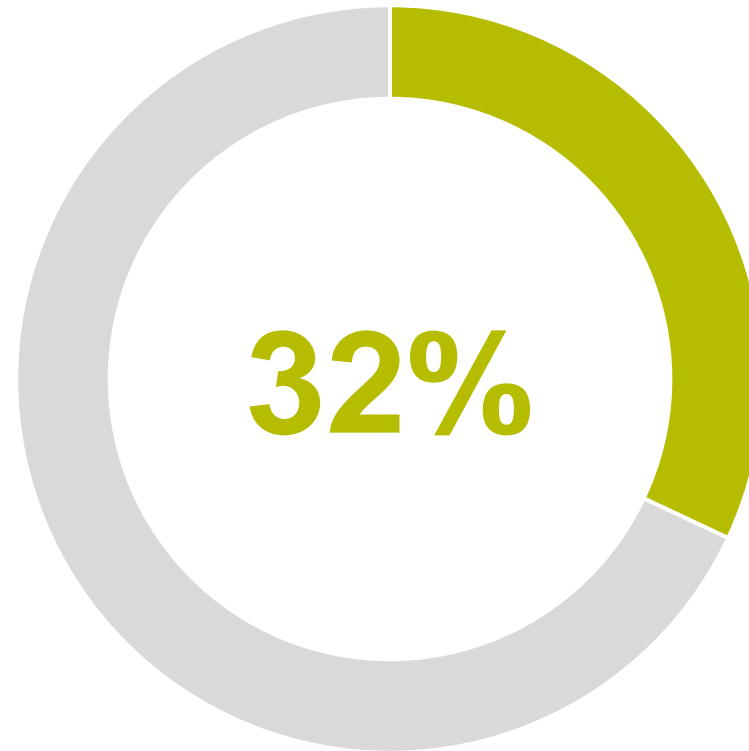
**Diversity of gender, age,  
region, ethnicity, education,  
political affiliation**

---



**Scenario: developer building  
an affordable housing  
development in your ZIP code**

# What is affordable housing?



Know affordable housing is related to low-income, seniors, people with disabilities or government-subsidized housing

*“Affordable housing is government-subsidized housing that allows for residents to acquire housing at rental rates below market value if they qualify under specific income criteria.”*

*“Housing offered at lower prices by the government for those in need.”*

*“Housing where part of the rent is covered by the state.”*

*“When the government says ‘affordable housing,’ it means that it is affordable for a lower or middle-income family. The government calculates income limits for affordable housing programs using Median Family Income (MFI). It is also known as Area Median Income (AMI).”*



**Data about the  
housing problem  
in Iowa**



**Definition of what  
affordable housing  
is and is not**



## Research Findings

**72%**

of lowans support affordable housing.

**Despite concerns, lowans see many benefits of affordable housing in their community – and are more likely to see benefits than concerns.**





## Research Findings

**65%**

of lowans, who were told a developer has proposed an affordable housing development in their ZIP code support it.

**lowans see many benefits of affordable housing in their community – and are more likely to see benefits than concerns.**



## Research Findings

## Effective Messages

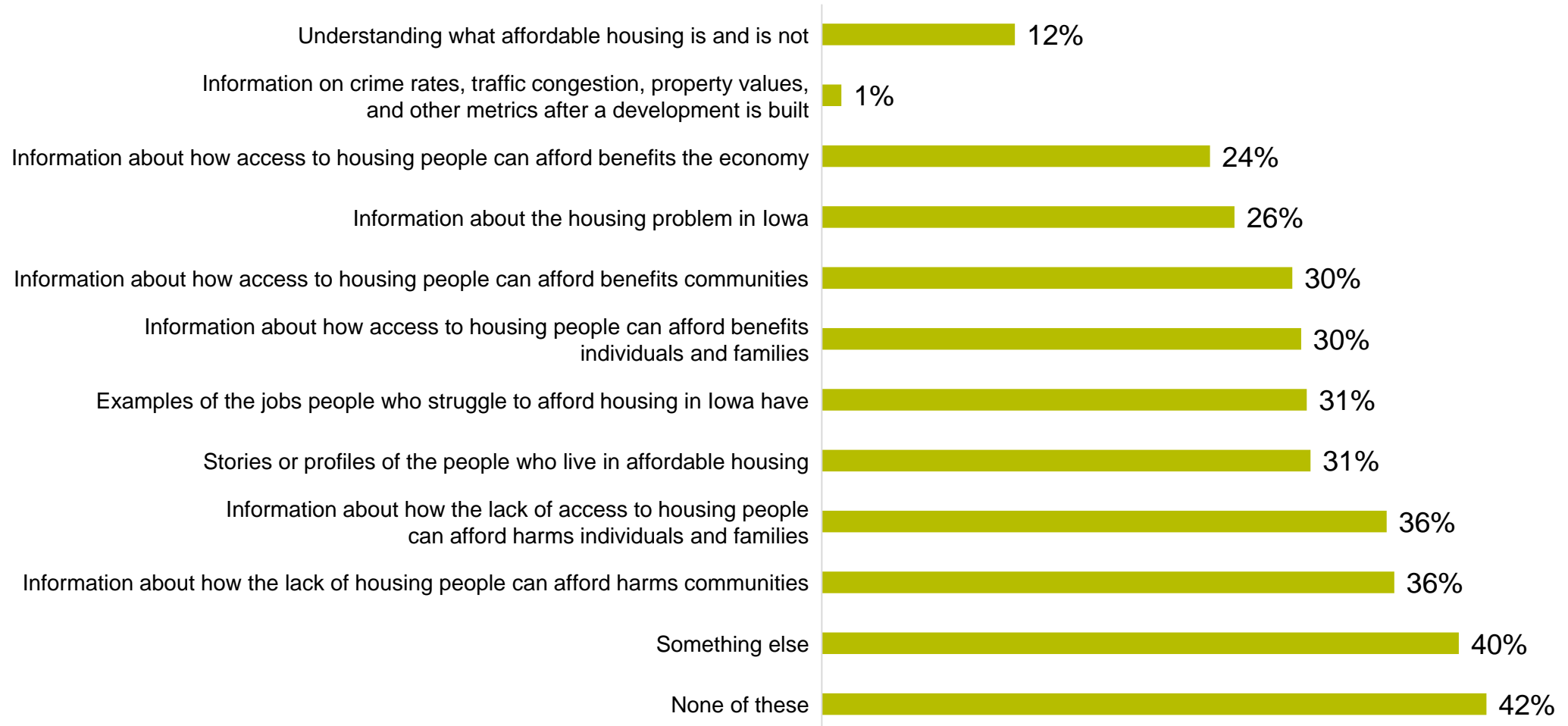
There is a shortage of affordable homes in Iowa

Addressing the shortage will benefit real people

This impacts working people Iowans know and encounter every day

Addressing the shortage will benefit entire communities

# The most helpful information is factual and addresses the immediate impact on the community



# The most effective messages describe the nature of the housing challenge in Iowa, explain the benefits of affordable housing to the entire community, and tell a personalized story

## Top Performing Messages *Showing “Much More Likely to Support”*





## Research Findings

**73%**

of lowans support development in their  
ZIP code after exposure to the messaging



“[I was moved by] the idea that those who need affordable housing are young and just lack job experience and also that our seniors may be living on Social Security and deserve a nice home as well.”

“A lot of good points were made to improve quality of life and living situations for people who may otherwise not be able to have suitable housing.”

“Some of the information in this survey actually made me realize the types of people that may be under paid.”

“I don’t believe people should have to use half of their income for housing.”

“Knowing that affordable housing has a net positive and that Iowa has a shortage of affordable housing.”

# Opponents are more likely to make their opinion heard, creating a misconception about where the public stands

## Verdict on Proposed Development

Q. Do you agree or disagree with the following statements?

■ Strongly agree ■ Somewhat agree ■ Neither agree nor disagree ■ Somewhat disagree ■ Strongly disagree

I am going to make  
sure my elected  
officials know  
how I feel

Supporters



Total Agree – 45%

Opponents



Total Agree – 61%

I am willing  
to volunteer on  
this issue

Supporters



Total Agree – 42%

Opponents



Total Agree – 17%

# What We Know

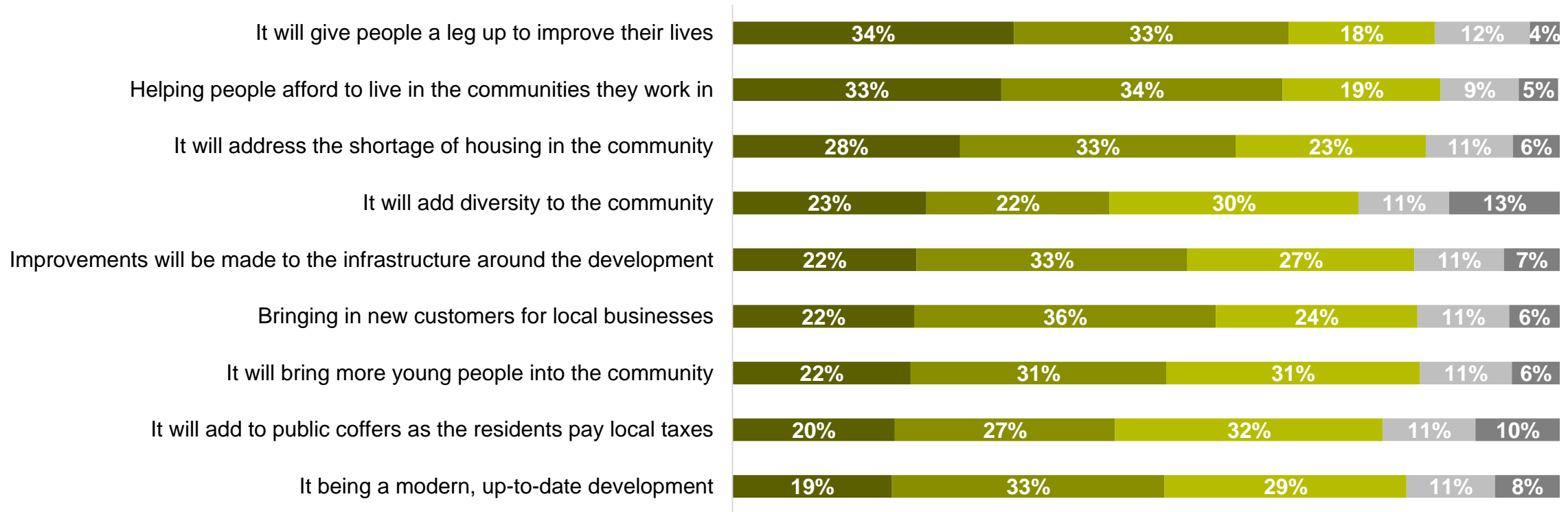
1

Real people are hurt by the shortage of housing, and fixing it benefits everyone

# 41% support affordable housing when they learn it brings benefits and money to their community

## Benefits of Affordable Housing

■ Extremely beneficial ■ Very beneficial ■ Somewhat beneficial ■ A little beneficial ■ Not at all beneficial



# What We Know

2

Giving voice to the silent majority is key to success

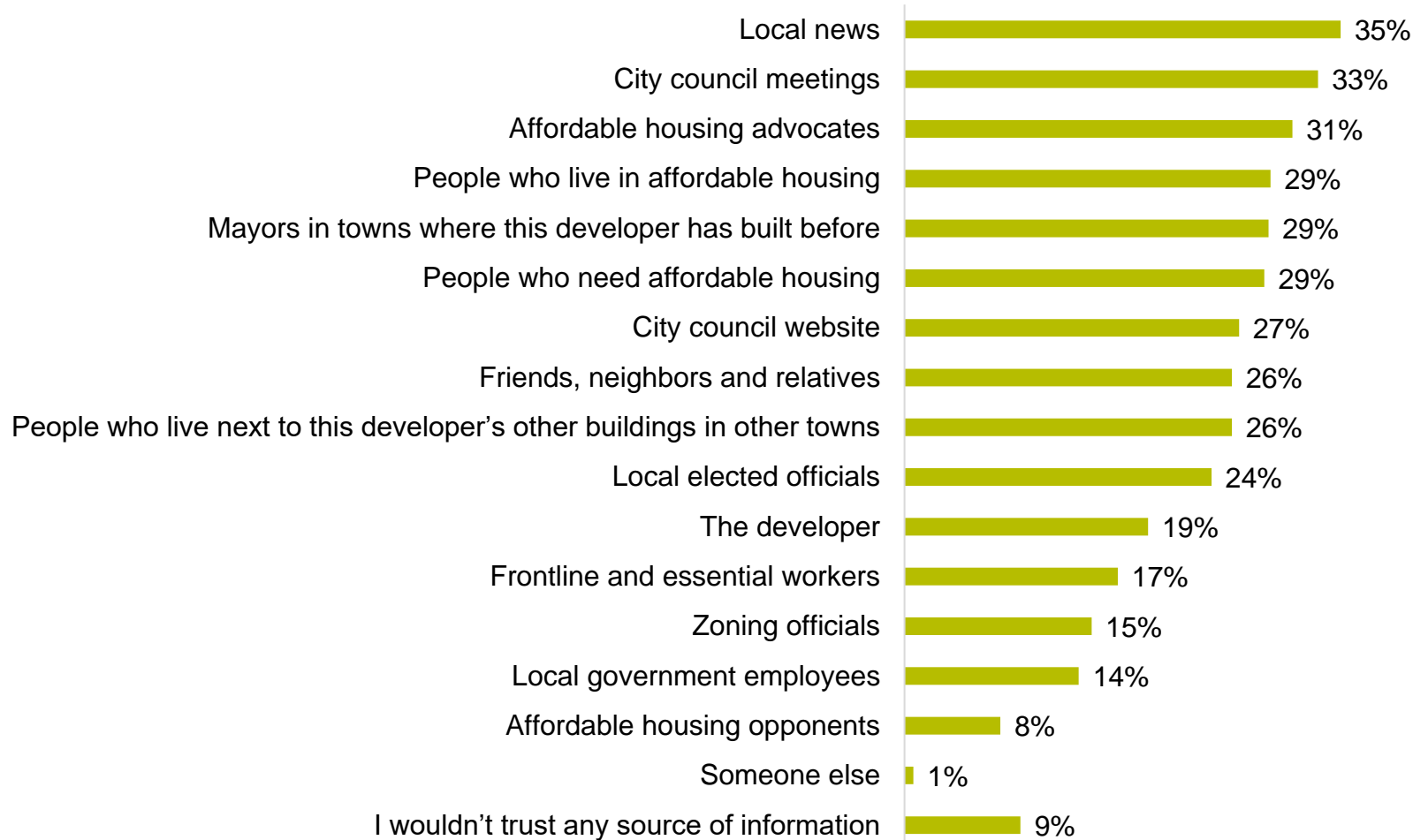
Address their concerns

Make it easy/convenient to make their support known



# The city council and local news are the most important sources of information overall, but opponents are more likely to turn to their personal network

## Trust to deliver information about affordable housing in your area



**Opposition** is more likely to look to friends, neighbors and relatives (30%) for information. They are also significantly more likely to not trust any source of information (25%).

**Supporters** are sourcing information from affordable housing advocates (40%) and local news (39%).

# What We Know

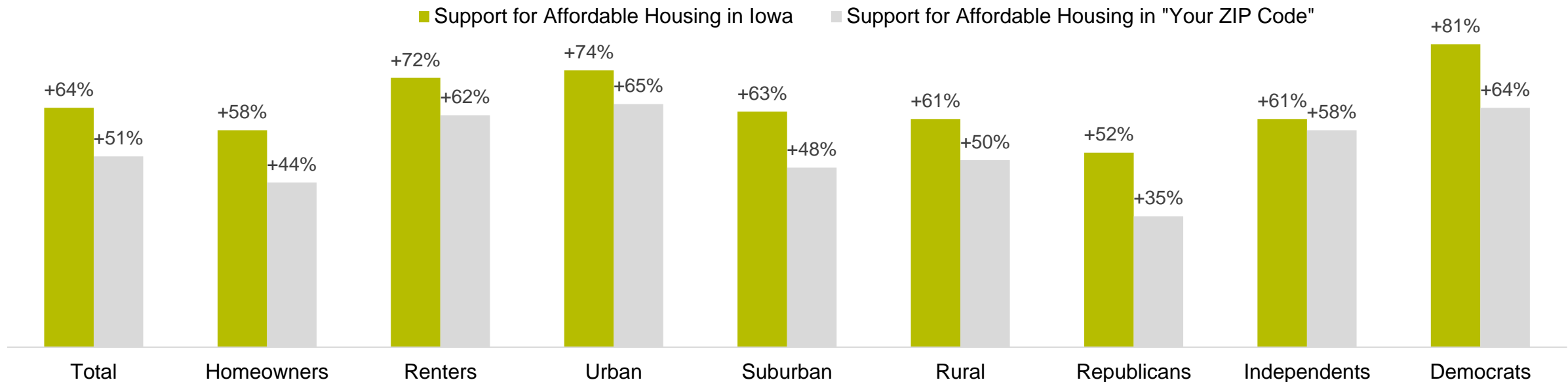
3

Developers must use data to demonstrate citizen support for affordable housing to elected officials

## The effect of NIMBYism is apparent, but supporters still outnumber opponents by double digits

**NIMBY** • an acronym for the phrase "not in my back yard" or *Nimby*, is a characterization of opposition by residents to proposed developments in their local area, as well as support for strict land use regulations.

### Net Support

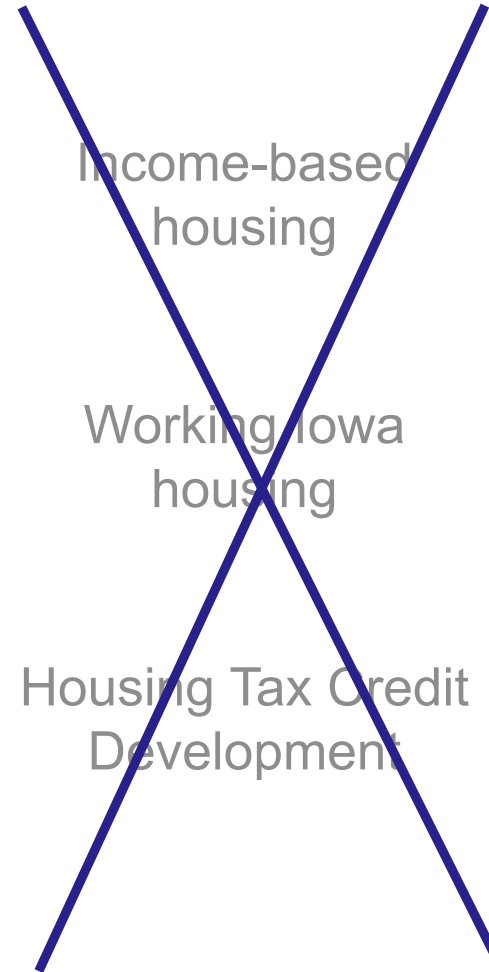


# What If We Could ...

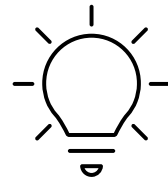
FROM		TO
"Not in my backyard"	>>>	<b>"Build for community betterment"</b>
Passive support	>>>	<b>Engaged activist</b>
Confusing concept	>>>	<b>Economic engine</b>
Priced out	>>>	<b>Affordable options</b>
Housing insecure	>>>	<b>Welcome home</b>

# Insight, Platform & Program Overview

Rebranding  
Affordable Housing  
**To just ...  
HOUSING**



## Insight



**Iowa grows when we  
embrace the economic  
diversity of housing.**

# Welcome Home Iowa

## What is it?

A financially focused effort to showcase the investment affordable housing and its tenants offer Iowa communities.

## How does it work?

We'll demonstrate the benefit of welcoming affordable housing residents through facts, figures and storytelling, hitting home the point that it just makes financial sense to have more people with diverse incomes in their community.

## Why does it work?

Because it strikes a careful balance between the pragmatic and the personal. We'll communicate financial benefits but showcase the individual and community value of affordable housing.



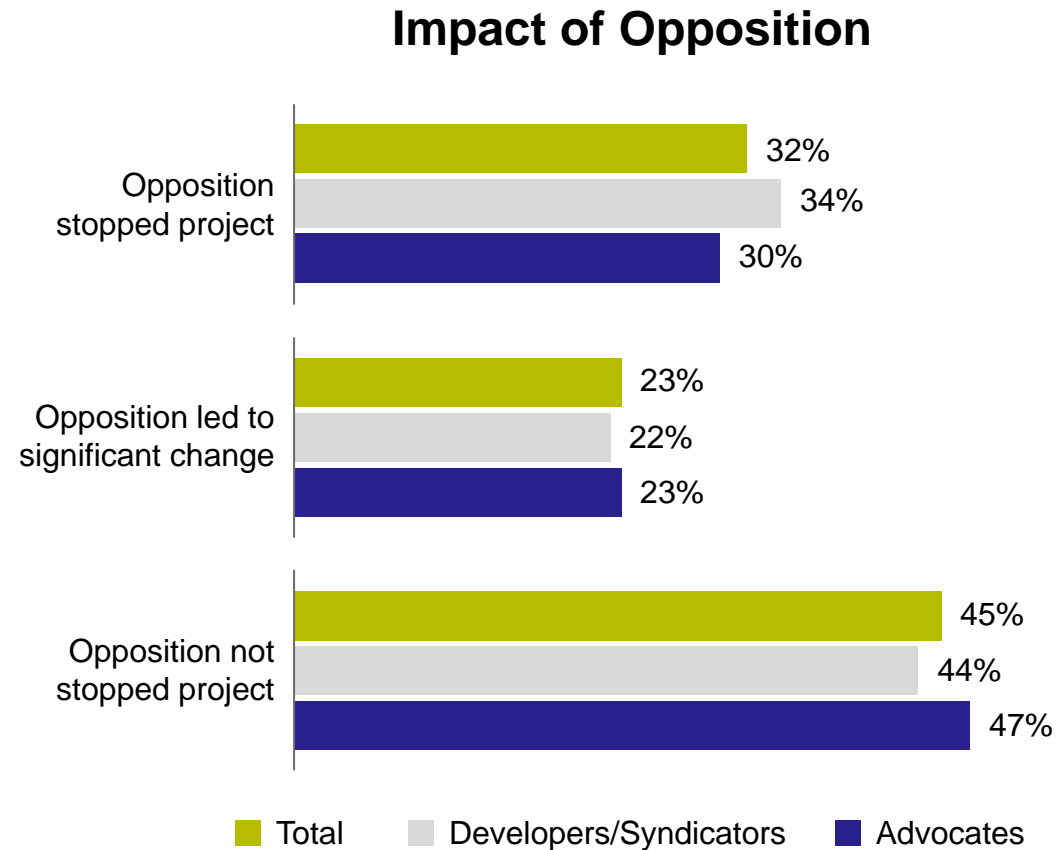


**Supplement  
Welcome Home  
Iowa with active  
grassroots support**



**Value proposition  
of establishing a  
supportive partnership  
with developers**

# Opposition has a large impact, stopping nearly one-in-three projects and significantly changing another one-in-four



# Housing Development Toolkit

## What is it?

A grassroots/public affairs campaign to effectively introduce affordable housing developments, supplemental to a broad creative campaign.

## How does it work?

We'll support developers in their community rollout with stakeholder identification, message documents and fact sheets, signature forms and other tips to set them up for success.

## Why does it work?

This turnkey tactic, customizable for specific/localized needs, builds trust and establishes developers and their affordable housing communities as good neighbors, with the well-being of the community at the forefront.

# Communications Program at a Glance

## Welcome Home Iowa + Housing Development Toolkit

### **Provide easy, convenient**

options for silent majority to lend their voice and counter the opposition

### **Showcase data, establish core messages and personify**

benefits of affordable housing

### **Increase support**

for affordable housing in Iowa

**Up Next!**

# Coming soon ...

1

Build toolkit to  
support developers at  
the community level

2

Launch Welcome Home  
Iowa – focusing on gaining  
support across Iowa  
communities

3

Demonstrate  
your support



Thank you!