



## Legislation Text

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**DATE:** October 22, 2019

**TO:** Members of the Housing & Redevelopment Authority

**FROM:** Janine Atchison, Housing Coordinator

Affordable Housing Task Force Presentation

**SUMMARY AND ACTION REQUESTED:**

The Housing & Redevelopment Authority (HRA) to review and approve the “Awareness Campaign” developed by the Affordable Housing Task Force, a subcommittee of the HRA.

**BACKGROUND:**

In January 2016, a group of people comprised of social service agencies, realtors, community members, city staff, faith community and other interested people began meeting monthly to discuss the challenges of affordable housing.

On April 20, 2016, the group was named the Affordable Housing Task Force (AHTF) and were approved as a subcommittee of the HRA.

The AHTF has developed an awareness campaign to educate people about the challenges and potential solutions regarding affordable housing. With the HRA approval, the AHTF would like to make presentations to all the boards & Commissions, the faith community, civic organizations, etc. Future actions could include engaging Northfield Reads to have some discussions about some books about affordable housing and recruiting people in the community to host conversations in their homes (with training) about affordable housing.

**ANALYSIS:**

The Awareness Campaign aligns with the Northfield Strategic Plan for affordable housing and Land Use Codes, which call for increased density. The purpose of the campaign is to educate what affordable housing really means to the community and allay fears that can lead to “Not In My Back Yard” (NIMBY) attitudes.

As a subcommittee of the HRA, the AHTF should have HRA approval before moving forward with their awareness campaign.

**RECOMMENDATION:**

Staff recommends the HRA approve the AHTF Awareness Campaign presentation and the plan for engaging the community.