

Priority Health Issue 2: Advocate for More Housing

Assets / Resources:

Existing relationships and collaboration between local nonprofits, shelter providers, housing developers, Housing and Redevelopment Authorities, city staff, county staff, business leaders, and community housing groups reflect a strong dedication to addressing homelessness and local housing needs. The support of some local government leaders and their use of strategic plans, comprehensive plan updates, and local studies to address housing needs are other assets, providing additional data on community housing needs, future demographic changes, and future demand for housing needs. Dedicated and engaged community members of diverse backgrounds who are passionate about addressing housing needs and advocating for the needs of the homeless population also add to these efforts. Current opportunities for housing and program development are an asset due to large amounts of state and federal funds for housing and enough contractors and vendors.

Challenges / Barriers:

One challenge to addressing this goal is community pushback and lack of awareness on housing needs. This includes the “Not in my backyard” community opposition that prevents local housing developments from moving forward on a local level. In recent years, this has led to more opposition than community support at City Council/other community meetings regarding new housing developments. Major employers and representation of the local workforce affected by the lack of affordable options should be added to these efforts.

Other challenges and barriers include the high costs of housing development, housing rehabilitation, and program development. With an increase in housing, there will also be an increased need for other community infrastructure to support a growing population including roadways, healthcare, businesses, and other community resources. We will also need more public transportation as housing development moves further from city centers. The high cost of living, high rent, and low wage jobs in the community will continue to be challenges and barriers to be addressed in order for everyone, regardless of income and background to have a safe, stable, and healthy place to live.

Collaborative Partnerships:

Partnerships with local housing agencies, developers, nonprofits, shelter providers, businesses, and community members will have a large role in this health priority. GCHHS will work with the United Way of Goodhue, Wabasha, & Pierce Counties, business leaders, developers including the HRA's, Habitat for Humanity, and Three Rivers Community Action, housing providers, shelter providers, other nonprofits, city staff from across Goodhue County, and community members.

Action Plan Overview:

Result: Everyone, regardless of income and background, will have a safe, stable, and healthy place to live			
Indicator(s):			
<ul style="list-style-type: none"> • Percent of cost-burdened renters (spending 30% or more of their income on housing) • Rental vacancy rate (among all units, rental vs owned, rental type) • Number of additional market rate and workforce housing units developed 			
Strategies	Timeframe	Strategy lead	Performance measures (how much, how well, is anyone better off?)
Advocate for additional workforce and supportive housing units	2026-2028	Varies (GCHHS Adult Services Lead Worker, City of RW Public Information and Engagement Officer, RW HRA, Developer, etc.)	<i># partners making public comments</i> <i>% formally supported opportunities approved</i> <i># Housing Support units created through formally supported opportunities</i>
Use local data and stories to demonstrate the need for new workforce housing units to support local businesses	2026-2028	City of RW Public Information and Engagement Officer, GCHHS Community Engagement Specialist/Adult Services Team, Red Wing Shoe Company	<i># infographics/stories created and shared</i>
Remove barriers to new housing through zoning updates	2026-2028	City of Red Wing Community Development/Planning Dept	<i># of sites identified for rezoning</i> <i># of zoning ordinances updated</i> <i># of dormant sites investigated/activated</i>

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Strategy: Advocate for additional workforce and supportive housing units

Activities	Timeframe	Strategy Lead	Performance Measure(s)	Progress Notes
Provide opportunities for CHA/CHIP partners to formally support opportunities for additional workforce and supportive housing units – Joint letters of support, public comment	2026-2028	Varies (Developer, RW Public Information and Engagement Officer; RW HRA Executive Director, etc.)	<p><i># joint letters of support</i></p> <p><i># partners making public comments</i></p> <p><i>% formally supported opportunities approved</i></p> <p><i># workforce housing units and/or supportive housing units created through formally supported opportunities</i></p>	
Send out email updates regarding progress with different developments, opportunities for community conversations, and opportunities to share	2026-2028	Varies (Developer, RW Public Information and Engagement Officer, RW HRA Executive Director, etc.)	<p><i># community partners /individual recipients on housing email lists</i></p>	

support for project to CHA/CHIP partners.				
Utilize City, HRA, Chamber of Commerce, and Hispanic Outreach staff to introduce Housing Support to landlords via City website, regulatory meetings, and working relationships to increase the number of Housing Support (formerly known as GRH) units.	2026-2028	GCHHS Adult Services Lead Worker, RW HRA, Hispanic Outreach, RW Chamber of Commerce	# new Housing Support units	

Strategy: Use local data and stories to demonstrate the need for new workforce housing units to support local businesses

Activities	Timeframe	Strategy Lead	Performance Measure(s)	Progress Notes
Organize data from local studies that can be used to share with local developers, city officials, the public <ul style="list-style-type: none"> • American Community Survey data • Goodhue County Housing Study • Red Wing Report Cards • Local City comp plan goals/community needs? • Local shelter/other nonprofit housing related needs/people served? 	2026-2028	City of RW Public Information and Engagement Officer; GCHHS Community Engagement Specialist		
Create and share infographics and stories of how affordable workforce housing can increase recruitment and	2026-2028	GCHHS Adult Services, Community Engagement Specialist, Intern; Local Business Communications Staff	# infographics/stories created and shared	

retention of employees for local businesses				
Host business and non-profit roundtable meetings to talk about the needs in our communities.	2026-2028	Red Wing Shoe Company		
Strategy: Remove barriers to new housing through zoning updates				
Activities	Timeframe	Strategy Lead	Performance Measure(s)	Progress Notes
Identify target sites for rezoning to multi-family residential.	2026-2027	City of Red Wing Community Development Department/Planning	<i># sites identified for rezoning</i>	
Update the Zoning Ordinance to provide more opportunities for all types of housing.	2026-2028	City of Red Wing Planning	<i># zoning ordinance updated</i>	
Investigate and activate dormant sites that are ready to develop	2026	City of Red Wing Community Development Department/Planning	<i># of dormant sites investigated/activated</i>	