

## 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, 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 are also missing from this conversation. 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, the Goodhue County Homeless Response Team, Hands for Hope, and community members will have a large role in this health priority. GCHHS will work with the United Way of Goodhue, Wabasha, & Pierce Counties, 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.

The Mental and Chemical Health Coalition of Goodhue County, the Goodhue County Homeless Response Team, and Hands for Hope will be informed of local opportunities for advocacy and community education.

## 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"> <li>• Percent of cost-burdened renters (spending 30% or more of their income on housing)</li> <li>• Rental vacancy rate (among all units, rental vs owned, rental type)</li> <li>• Number of additional market rate and workforce housing units developed</li> </ul>			
Strategies	Timeframe	Strategy lead	Performance measures (how much, how well, is anyone better off?)
Advocate for additional affordable and supportive housing units	2023-2025	Varies (GCHHS Housing Resource Specialist, developer, UWGWP Executive Director, Red Wing HRA Director, etc.)	<i># partners making public comments</i> <i>% formally supported opportunities approved</i> <i># affordable and/or supportive units created through formally supported opportunities</i>
Prepare a community education and engagement campaign to shift the narrative around the importance of a robust housing market that meets the needs of all community members	2023-2025	City of RW Community Engagement Facilitator, Community Development Department	<i># social media and newsletter posts / # people reached</i> <i># of property owner/renter meetings held / # of attendees</i>
<u>Understand the issues and amount of need for housing</u>	<u>2025</u>	<u>GCHHS Housing Consultant, City of Red Wing Community Development Director, Red Wing HRA</u>	<i># of housing studies completed</i> <i># of housing continuum graphics developed</i>
<u>Remove barriers to new housing</u>	<u>2025</u>	<u>City of Red Wing Community Development Dept/Planning</u>	<i># of sites identified for rezoning</i> <i># of zoning ordinances updated</i>

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**Strategy: Advocate for additional affordable and supportive housing units**

<b>Activities</b>	<b>Timeframe</b>	<b>Strategy Lead</b>	<b>Performance Measure(s)</b>	<b>Progress Notes</b>
Provide opportunities for CHA/CHIP partners to formally support opportunities for additional affordable and supportive housing units – Joint letters of support, public comment	2023-2025	GCHHS Housing Resource Specialist (2023), RW Community Engagement Facilitator and RW HRA Executive Director (2025)	<b><i># joint letters of support</i></b> <b><i># partners making public comments</i></b> <b><i>% formally supported opportunities approved</i></b> <b><i># workforce housing units and/or supportive housing units created through formally supported opportunities</i></b>	<b>2024:</b> The GCHHS Housing Resource Specialist position remained vacant, and the duties of this position would shift if it was filled in the future. The others listed could inform partners of future opportunities to support housing. <b>2023:</b> <a href="#">Housing Group members surveyed</a> in March 2023. 79% reported being willing to sign joint letters of support. 43% reported being willing to make public comments. 3 joint letters of support, several individual letters/emails of support, and more than 25 community partners provided public comment in support of a proposed affordable housing facility in Red Wing managed by Three Rivers Community Action. The project ultimately failed to pass at a Red Wing City Council meeting in October 2023.

Send out email updates regarding progress with different developments, opportunities for community conversations, and opportunities to share support for project to CHA/CHIP partners/HRT.	2023-2025	Varies (Developer, RW Community Engagement Facilitator and RW HRA Executive Director (2025), etc.)	<b># community partners /individual recipients on housing email lists</b>	<b>2023:</b> Housing Group members surveyed in March 2023. 79% reported being willing to receive email updates regarding progress and 64% were willing to forward emails to other partners.
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**Strategy:** Prepare a community education and engagement campaign to shift the narrative around the importance of a robust housing market that meets the needs of all community members

Activities	Timeframe	Strategy Lead	Performance Measure(s)	Progress Notes
<p>Organize data from local studies that can be used to share with local developers, city officials, the public</p> <ul style="list-style-type: none"> <li>American Community Survey data</li> <li>Goodhue County Housing Study</li> <li>Red Wing Report Cards</li> <li>Local City comp plan goals/community needs?</li> <li>Local shelter/other nonprofit housing related needs/people served?</li> </ul>	2023-2025	City of RW Community Engagement Facilitator		<p><b>2024:</b> The Red Wing Report Card will be updated in early 2025 to reflect the most recent housing vacancy, supply, cost, value, occupancy, and homelessness data.</p> <p>The 2019-2023 American Community Survey (ACS) estimates will be made available in January 2025.</p> <p><b>2023:</b> Housing Group members surveyed in March 2023. 2 members identified to organize data.</p> <p>The Red Wing Report Card was updated in 2023 to reflect the most recent housing vacancy, supply, cost, value, occupancy, and homelessness data.</p> <p>The 2018-2022 American Community Survey (ACS) estimates were made available in December 2023.</p>

<p>Create a fact sheet for the county including current needs for different types of units, research on effectiveness of housing types, research on how affordable housing impacts communities</p>	<p>2023</p>	<p>City of RW Community Engagement Facilitator</p>	<p><b># fact sheets created</b></p>	<p><b>2023:</b> Housing Group members surveyed in March 2023. 2 members (Michelle Leise, Beth Breeden) identified to create fact sheets.</p> <p>Fact sheet for Three Rivers project created in September 2023.</p>
<p>Create educational materials: videos, Q &amp; A articles, presentation, social media posts, inventory infographic of existing rent rates/unit types (What are your options if you make X dollars a year in Red Wing? How many are available right now?)</p>	<p>2023-2025</p>	<p>City of RW Community Engagement Facilitator, GCHHS Housing Resource Specialist</p>	<p><b># videos / # people reached</b> <b># Q &amp; A articles / # people reached</b> <b># social media posts / # people reached</b> <b># infographics created / # people reached</b></p>	<p><b>2023:</b> Housing Group members surveyed in March 2023. 1 member willing to make educational videos. 3 willing to write articles and 4 willing to write social media posts. 1 willing to create infographics.</p>
<p>Offer virtual tours of existing housing— i.e. Habitat, Eagle Ridge (Three Rivers), others. Stress long term maintenance and operating plans/homebuyer education or assistance to be a successful long term homeowner</p>	<p>2023-2025</p>			
<p>Coordinate CHA/CHIP partners to do radio interviews.</p>		<p>UWGWP Executive Director</p>		
<p>Share facts in small “bit-sized” portions in City Beat newsletter and/or on social media. Share fact sheets, videos, infographics, others’ social media posts, etc.</p>	<p>2025</p>	<p>City of RW Community Engagement Facilitator</p>	<p><b># posts</b> <b># shares per post</b></p>	<p><b>2023:</b> Housing Group members surveyed in March 2023. 7 partners willing to share fact sheets, 6 willing to share educational videos, 6 willing to share infographics, and 4 willing</p>

			<b># people who viewed posts</b>	to share virtual tours on social media.
Presentations and workshops around how government can help increase housing in Red Wing using reframing language. Educate the public on Red Wing's housing situation so everyone understands the challenges and multiple impacts on the community.	2023-2025	City of RW Community Engagement Facilitator /Community Development Department	<b># presentations / # participants attending</b>	<p><b>2024:</b> Red Wing gave a development projects update at the Goodhue County EDA summit in Red Wing in Sept. 2024. Educating the public in 2025 is in the Red Wing 2024-2026 strategic plan approved by city council.</p> <p><b>2023:</b> Housing Group members surveyed in March 2023. 1 partner willing to develop a presentation and 5 willing to give a presentation.</p>
Host a business roundtable to talk about the needs in our communities.	Dec. 2024	United Way of Goodhue, Wabasha and Pierce Counties Executive Director in partnership with Red Wing Shoe	<p><b># employers the group reached out to</b></p> <p><b># employers joined CHA Housing Group</b></p> <p><b># employers spoke in support of a housing project</b></p>	<p><b>2024:</b> Red Wing Shoe Company invited 20 Goodhue County area business leaders to participate in a business roundtable in December to discuss the top needs in Goodhue County communities. Red Wing Shoe, the United Way, and other organizations engaged in conversations around financial stability and literacy, affordable housing, and resources available for employees and the greater community.</p> <p><b>2023:</b> Housing Group members surveyed in March 2023. 7 partners willing to engage employers.</p> <p>A few of the employers that participated in the June 2023 Employee Friendly</p>

				<p>Workplace focus groups were interested in discussing housing.</p> <p>See list of employers from June 2023 Employee Friendly Workplace focus groups who were interested in housing.</p>
<p>Hold meetings for rental property owners and engage them about the need for affordable and supportive housing.</p>	<p>2024-2025</p>	<p>City of Red Wing Community Engagement Coordinator</p>	<p><b><i># rental property owners who attended meeting</i></b></p> <p><b><i># rental property owners joined CHA Housing Group</i></b></p> <p><b><i># rental property owners spoke in support of a housing project</i></b></p>	<p><b>2024:</b> In April, the City of Red Wing held two meetings, one engaging landlords and one engaging renters, in partnership with Three Rivers Community Action and the Red Wing HRA. Attendees received information on home safety (smoke alarms, carbon dioxide detectors), first-time homebuyer loan programs, new laws relevant to landlords and renters, and Homeline – a free assistance program for renters that includes mediation services. This also provided property owners and renters with an opportunity to be share feedback and ask questions about the rental licensing program. Additional meetings will be scheduled in 2025.</p> <p><b>2023:</b> The City of Red Wing rental licensing program is planning landlord and tenant meetings in April 2024 and will provide property owners</p>

				information about accepting housing choice vouchers.
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**Strategy: Understand the issues and amount of need for housing**

Activities	Timeframe	Strategy Lead	Performance Measure(s)	Progress Notes
<u>Conduct a Red Wing-focused housing study to better learn how much housing is needed per year in Red Wing to meet demand.</u>	<u>Late 2025</u>	<u>RW Community Development Department/RW HRA</u>	<u># housing study completed</u>	<b>2024:</b> This action step is in the Red Wing 2024-2026 strategic plan approved by city council.
<u>Complete Goodhue County Housing Continuum Strategic Analysis</u>	<u>2025</u>	<u>GCHHS Housing Consultant</u>	<u># local housing continuum graphic created</u>	<b>2024:</b> The GCHHS board approved hiring a consultant to engage stakeholders, including the Goodhue County EDA Housing Subcommittee, and to create a local graphic modeled after the Minnesota Housing Partnership's Housing Continuum.

**Strategy: Remove barriers to new housing**

Activities	Timeframe	Strategy Lead	Performance Measure(s)	Progress Notes
<u>Identify and target sites for rezoning to multi-family residential.</u>	<u>Early 2025</u>	<u>City of Red Wing Community Development Department/Planning</u>	<u># sites identified for rezoning</u>	<b>2024:</b> This action step is in the Red Wing 2024-2026 strategic plan approved by city council.
<u>Review and consider updating the Zoning Ordinance to provide more opportunities for all types of housing.</u>	<u>Late 2025</u>	<u>City of Red Wing Planning</u>	<u># zoning ordinance updated</u>	<b>2024:</b> This action step is in the Red Wing 2024-2026 strategic plan approved by city council.