Building Inclusive Communities Through Affordable Housing Strategies

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Mayors Innovation Project
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Evolution of a Housing Policy

• Council leadership capitalizes on community benefit argument.
  – Upzonings offer leverage.
  – Success in upzoning strategy sets community expectation.
  – Inclusionary zoning ordinance added to tool kit.

• Over 300 units approved.
Inclusionary Model: Essential Advice

1. Engage your community.
2. Look around for resources, partners.
3. Choose consultants wisely.
4. Advocate.
Strategies for the New Rental Economy

1. Continue to highlight the need.
2. Seek creative partnerships.
3. Expand and integrate your thinking.
4. Continue to rely on legislative power of rezoning.
Results

• Dedicated allocation of one cent per tax dollar to affordable housing (~$700,000)
• New housing advisory board
• Staff realignment to focus on housing
• Rental developers stepping up
  – Nonprofit
  – For-profit
“Take chances! Make mistakes! Get messy!”
—Ms. Frizzle, *The Magic School Bus*

Don’t be afraid to experiment/learn/retool.