



Housing Initiative

ULI Minnesota and the Regional Council of Mayors

Work Plan 2010 - 2011

The Housing Initiative builds on the collaborative relationships among the Regional Council of Mayors (RCM) and ULI Minnesota (ULI MN) and our partners to implement tools and strategies that support a full range of housing choices—a diverse mix of housing types, sizes, and prices within the region, within cities and where possible, within neighborhoods—for economic stability and regional prosperity. Launched in 2007, the Housing Initiative is made possible by financial support from the Family Housing Fund. Our work is fully integrating a full range of housing choices with ULI MN’s transportation, jobs and environment initiatives.

1. Deepen Regional Collaboration and Action

Regional Council of Mayors - Continue to engage the Regional Mayors through the Housing Initiative in support of a full range of housing options and align the Housing Initiative within the Jobs, Transportation and Environment Initiatives. Expand federal, state and regional public/private partnerships around regional collaboration and action strategies.

Redevelopment 101. Expand and deepen the reach of learning opportunities by holding quality and focused public education and training sessions with a concentration around the impact of the new normal, importance of demographic changes, competitive advantage of a full range of housing choices and working in partnership with the development community to achieve local and regional housing goals.

Minnesota Housing Policy Toolbox. Expand reach and content of the web based tool box to include additional local case studies, financing strategies, design concepts, housing plus transportation cost calculator and communication components. Align Housing Policy Toolbox within other on-line technical resources being developed within the region.

Annual Housing Summit. Increase participation and support for the Housing Initiative by attracting national expertise and alignment of our work on a national scale at the Annual ULI MN/Regional Mayors Housing Summit. On June 8, 2011, ULI MN will host Brookings Institution Visiting Fellow, and land use strategist Christopher Leinberger for the Regional Mayors Annual Housing Summit. Mr. Leinberger will discuss how the American Dream is shifting to include cities as well as suburbs and how the financial and real estate communities need to respond to build communities that are more environmentally, socially, and financially sustainable which is the basis of his most recent book, *The Option of Urbanism*.

2. Demonstrate the Economic Importance of a Full Range of Housing Choices

Corridors of Opportunity/SW LRT Community Works Partnership: Support, through technical assistance, the completion of a corridor wide investment framework and implementation strategies along the **Southwest LRT Corridor** and ensure that the strategies within the housing initiative are fully imbedded within the transportation investments to enable the development of a full range of housing options that expand access to jobs and quality neighborhoods.

Opportunity City Program II and III (Community Change information). Build on the community change information and housing audit to expand technical assistance to suburban cities in the use of tools and strategies that supports a full range of housing choices. Work with cities to achieve progress leading to the preservation and production of a full range of housing choices in the suburban areas as the economy improves.

3. Respond to the New Normal - Remove Barriers and Seize Opportunities

Make It Easier To Do Better. Along with our partners, implement doable action strategies to support reinvestment in the region that responds to the new normal - change in demographics and shift in market preferences. Making it easier to do better, through changes to regulations, modification of tools and funding strategies and alignment of fees will result in the preservation and building of a full range of housing choices and a more competitive economy. Collaborate to identify short and long term action strategies prepared by the following partnership efforts.

- Rethinking Housing Finance and Design Recommendations and Action Strategies.
- Redevelopment in the Twin Cities - A Developer's View Recommendations.
- Twin Cities LISC TOD Workshop Outcomes.
- ULI MN - Redevelopment Program Recommendations.

Aging in Place/Young Families: Develop strategies that inform local and regional policy decisions around the **impact of increased aging in place and attraction of young professionals and families** supporting healthy living and sustainable neighborhoods.

Apartment Preservation. Engage the public and private sectors to support access to expanded resources and development of innovative regional strategies for the preservation and renovation of affordable rental housing in partnership with the **Family Housing Fund - Preservation Plus Initiative.**

Culturally Sensitive Housing. Partner with the University of Minnesota, developers, Realtors and suburban communities to better understand how to respond to cultural differences in

housing needs through housing that supports various ways of living, i.e. culturally sensitive housing.

Housing + Transportation Cost Calculator/Jobs + Housing Connections. Facilitate public/private partnerships to expand access and use of the housing + transportation cost calculator as a tool to use by consumers and those within the housing and transportation profession to understand the location efficiency of living close to work or next to public transportation. Work to integrate this as a piece of the Corridors of Opportunity work plans.

4. Engage and Convene partners

Housing Initiative Advisory Group. Continue to expand participation and diversity within the Housing Initiative Advisory Group to ensure that public and private partners are represented in leading the work plan of the Housing Initiative. The Housing Initiative Advisory Group provides feedback and advice on the Housing Initiative work plan progress and performance.

Regional County Housing Authorities. Continue quarterly convening of metro-area County HRA/CDA director level staff to expand the learning environment necessary for meaningful impact and change. Identify opportunities for information sharing and collaboration. Secure county support for local action surrounding key Housing Initiative strategies.

City Leadership. Inform and develop a learning environment among city management including City Administrators, Community Development Directors and Public Works Directors hold three annual meetings to focus on the ULI MN/RCM Initiatives including housing, jobs, environment and transportation and update management on the important work of their mayors.