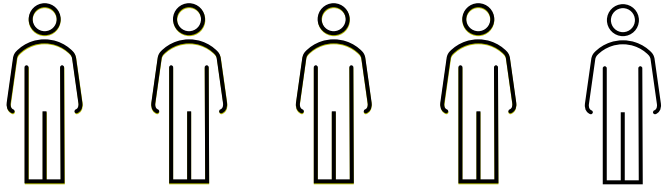




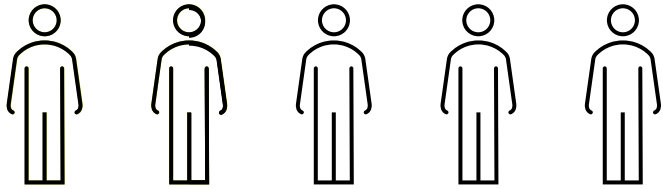
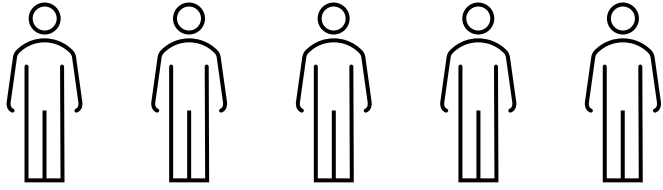
IOWA FINANCE
AUTHORITY

Rebranding Affordable Housing in Iowa

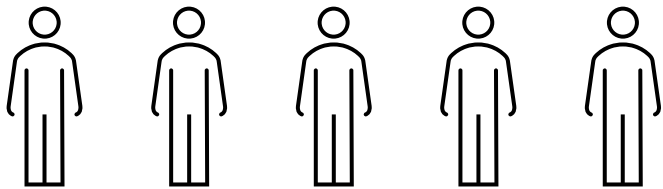
Dec. 1, 2021



Nearly 40%
of renters



and 16% of
homeowners



spend more than
30% of their income
on housing

Housing cost burdened:
**paying +30% of
income on
housing expenses**



Grocery store clerks



EMTs and paramedics



Pharmacy aides



Childcare providers



Food servers



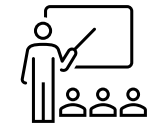
Retail sales workers



Ambulance drivers



Home health aides



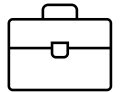
Teaching assistants



Bartenders



Laboratory assistants



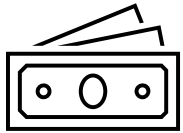
Young professionals



Childcare workers



Nursing assistants



**Hard
working
lowans
earning
paychecks**



**Scarce affordable
rental options**



Increasing rent



By 2030

The Gazette

Iowa's next 10 years: Census figures provide challenges and opportunities

Our hopes for Iowa over the next decade: Sustain rural communities, support burgeoning urban centers, and embrace diversity.

Staff Editorial
Aug. 23, 2021 4:49 pm

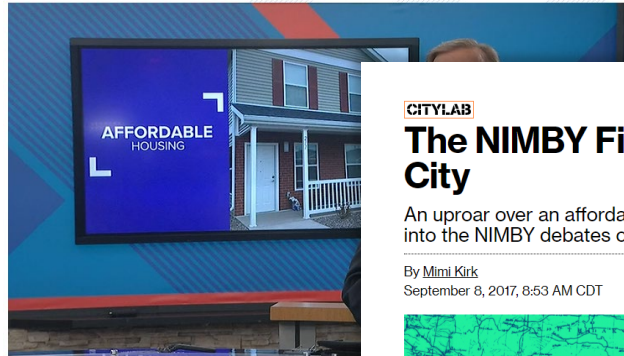


... As small towns become small cities and small cities become bigger ones, they face new sets of challenges. Those include issues related to **affordable housing**, transit, energy, infrastructure, diversity, workforce development, law enforcement and social services...



Explaining what some call affordable housing crisis Quad Cities

For every 100 low income renter households, there are only 37 available and affordable units.



Today's News & Local Information

KNIA-KRLS

Knoxville • Pella • Indianola

KNOXVILLE CITY COUNCIL DISCUSSING HOUSING TRUST FUND & VA CAMPUS

Rural Iowa communities face housing shortage

Rural Iowa communities are struggling with a housing shortage despite many areas facing long-term population declines.



Business Record

Urbandale officials to consider revamped affordable housing project west of Merle Hay Mall

A proposal considered earlier this year failed to gain council approval

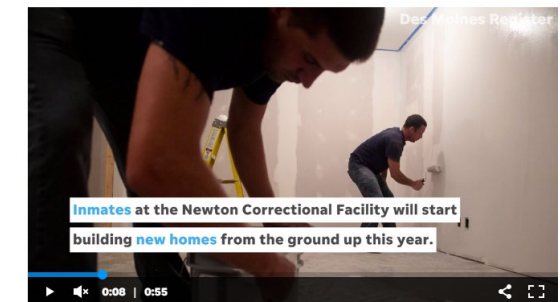
BY KATHY A. BOLTEN, Senior Staff Writer
Wednesday, October 30, 2019 9:00 AM



Iowa has a rural housing shortage. Here's how the state's prison inmates will help solve it.

Kim Norvell | The Des Moines Register
Published 8:18 a.m. CT Jun. 6, 2019 | Updated 12:16 p.m. CT Jun. 7, 2019

View Comments



Iowa has a rural housing shortage. Here's how the state's inmates will help solve it. Inmates from the Newton Correctional Facility will build affordable homes from the ground up that will be moved to rural communities. Kim Norvell, knorvell@dmreg.com

Business Record

For Anawim, fight continues for affordable housing in Urbandale

BY KENT DARR, Senior Staff Writer

CITYLAB

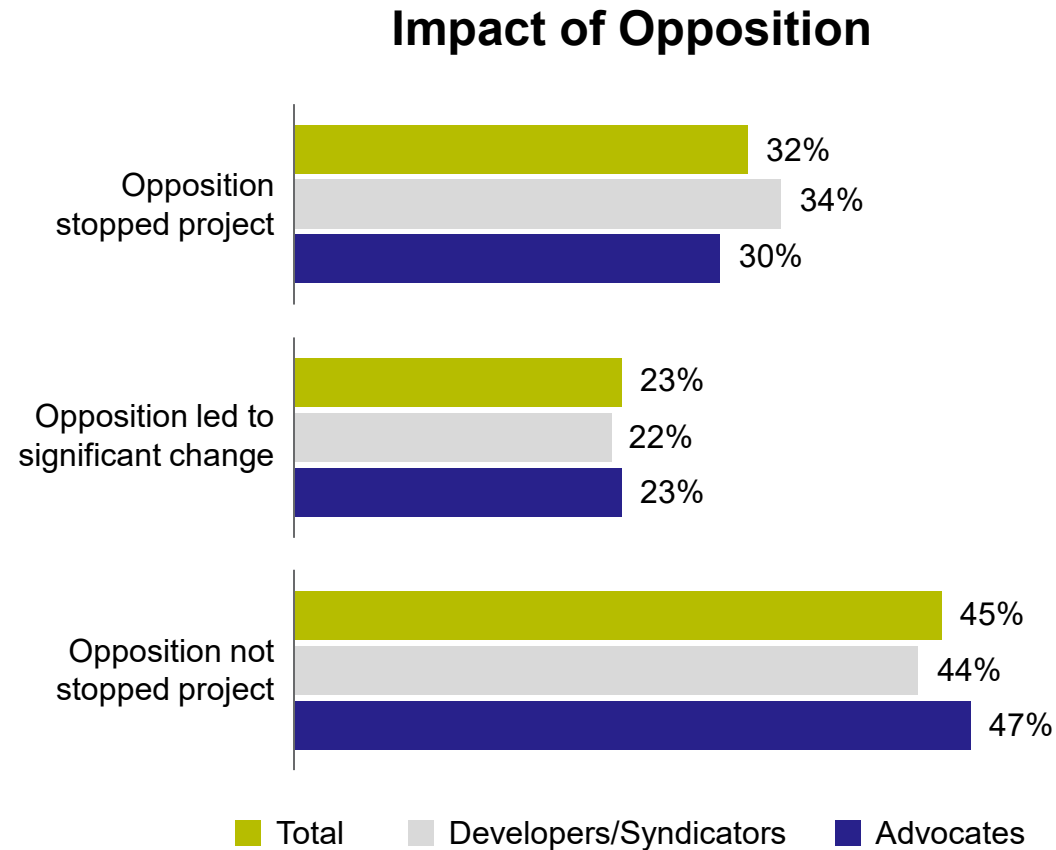
The NIMBY Fight That Rocked Cedar Rapids City

An uproar over an affordable housing complex in Cedar Rapids has become one of the NIMBY debates of small-city America.

By Mimi Kirk
September 8, 2017, 8:53 AM CDT

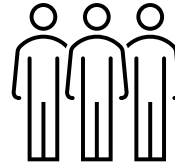


Opposition has a large impact, stopping nearly one-in-three projects and significantly changing another one-in-four

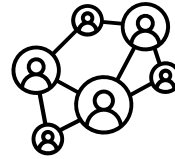


Research Methodology

Audiences



lowans
ages 18+



**Diversity of gender, age,
region, ethnicity, education,
political affiliation**



**Scenario: developer building
an affordable housing
development in your ZIP code**



Research Findings

72%

of lowans support affordable housing.

Despite concerns, lowans see many benefits of affordable housing in their community – and are more likely to see benefits than concerns.



Research Findings

65%

of lowans, who were told a developer has proposed an affordable housing development in their ZIP code support it.

lowans see many benefits of affordable housing in their community – and are more likely to see benefits than concerns.



Research Findings

Effective Messages

There is a shortage of affordable homes in Iowa

Addressing the shortage will benefit real people

This impacts working people Iowans know and encounter every day

Addressing the shortage will benefit entire communities

The most effective messages describe the nature of the housing challenge in Iowa, explain the benefits of affordable housing to the entire community, and explain the occupations priced out.

Top Performing Messages *Showing "Much More Likely to Support"*





Research Findings

73%

of lowans support development in their ZIP code after exposure to the messaging

“[I was moved by] the idea that those who need affordable housing are young and just lack job experience and also that our seniors may be living on Social Security and deserve a nice home as well.”

“A lot of good points were made to improve quality of life and living situations for people who may otherwise not be able to have suitable housing.”

“Some of the information in this survey actually made me realize the types of people that may be under paid.”

“I don’t believe people should have to use half of their income for housing.”

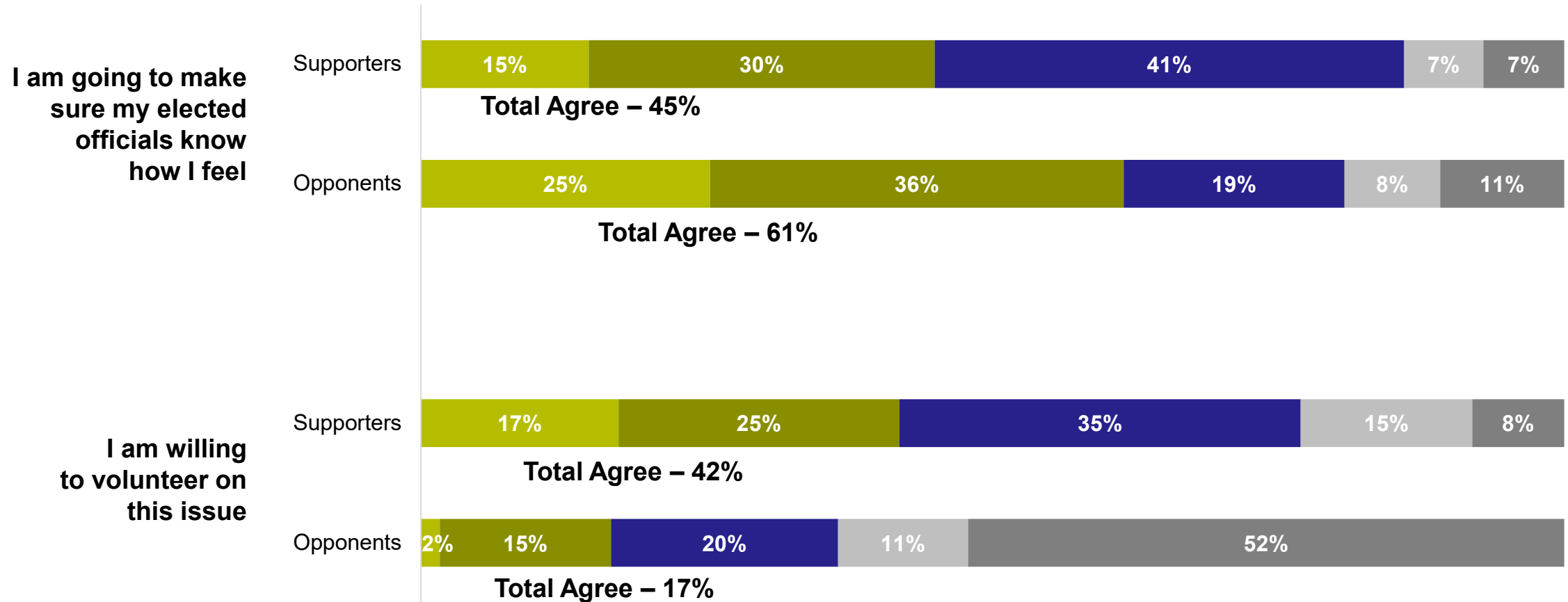
“Knowing that affordable housing has a net positive and that Iowa has a shortage of affordable housing.”

Opponents are more likely to make their opinion heard, creating a misconception about where the public stands

Verdict on Proposed Development

Q. Do you agree or disagree with the following statements?

■ Strongly agree
 ■ Somewhat agree
 ■ Neither agree nor disagree
 ■ Somewhat disagree
 ■ Strongly disagree



What We Know

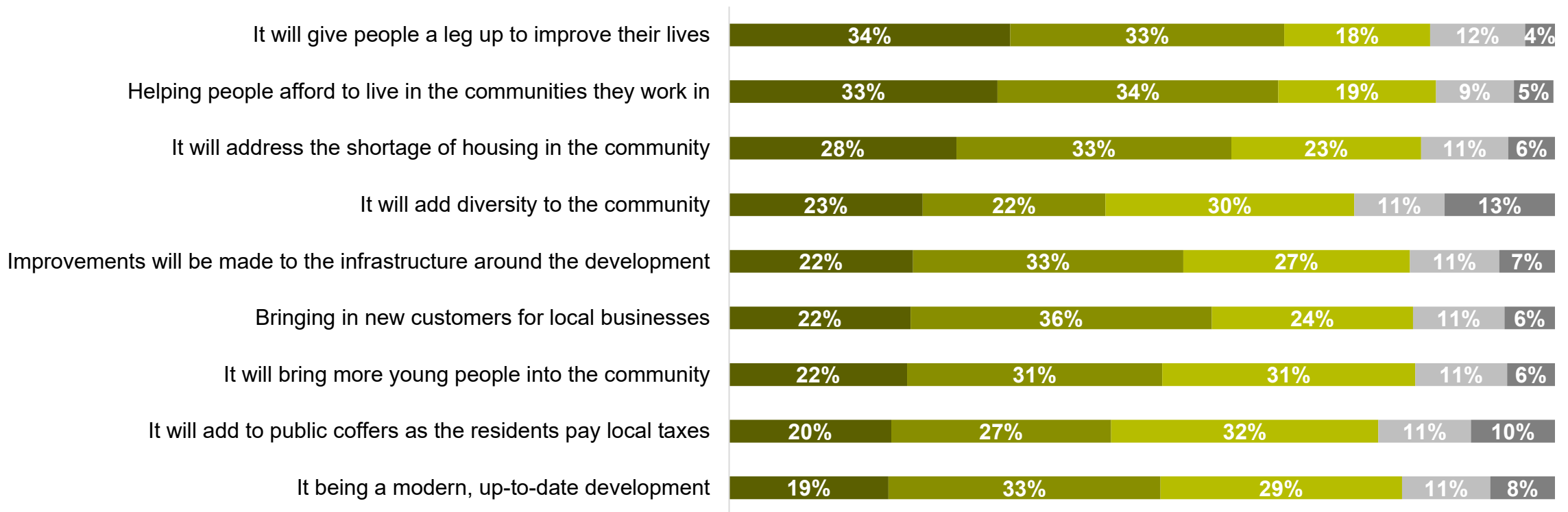
1

Real people are hurt by the shortage of housing, and fixing it benefits everyone

41% support affordable housing when they learn it brings benefits and money to their community.

Benefits of Affordable Housing

■ Extremely beneficial
 ■ Very beneficial
 ■ Somewhat beneficial
 ■ A little beneficial
 ■ Not at all beneficial



What We Know

2

Giving voice to the silent majority is key to success

Address their concerns

Make it easy/convenient to make their support known

What We Know

3

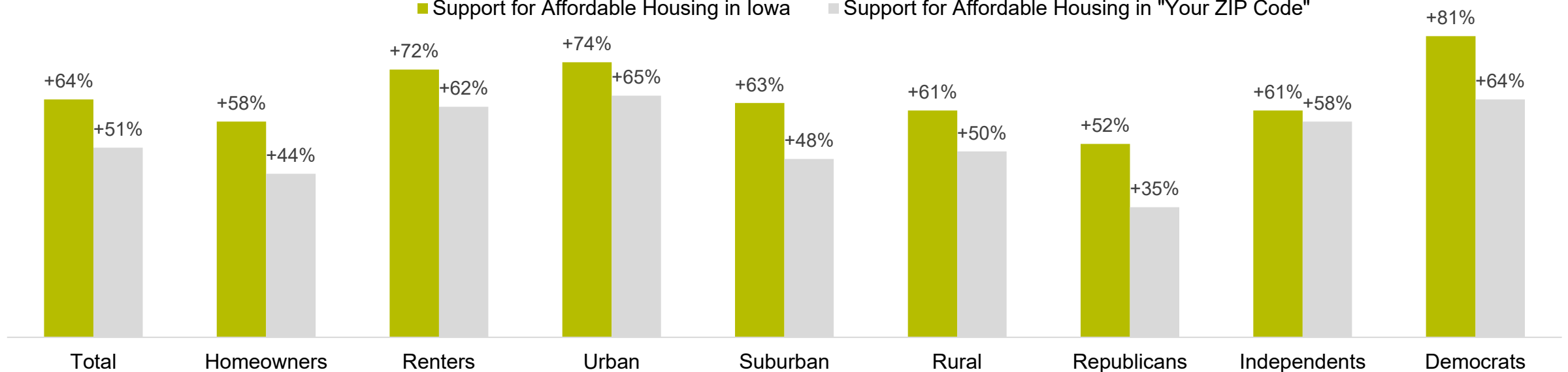
Developers must use data to demonstrate citizen support for affordable housing to elected officials

The effect of NIMBYism is apparent, but supporters still outnumber opponents by double digits

NIMBY • an acronym for the phrase "not in my back yard" or Nimby, is a characterization of opposition by residents to proposed developments in their local area, as well as support for strict land use regulations.

Net Support

■ Support for Affordable Housing in Iowa ■ Support for Affordable Housing in "Your ZIP Code"

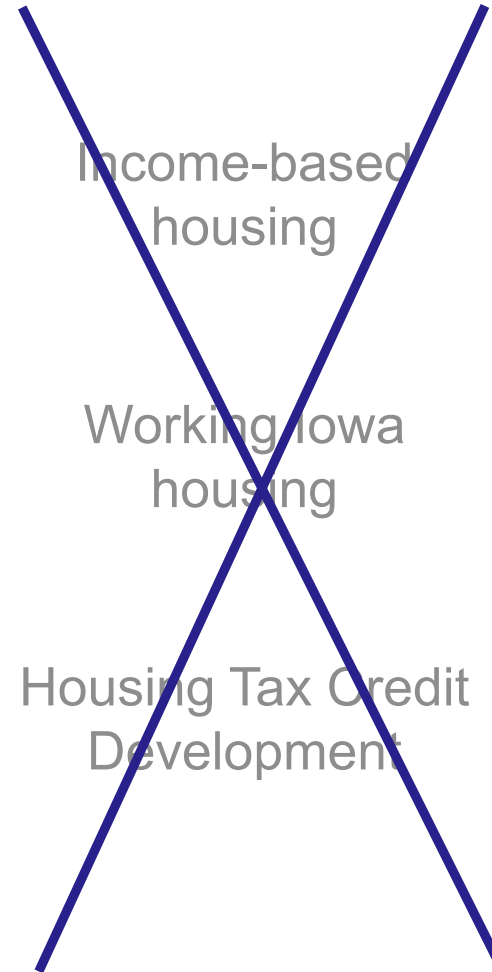


What If We Could ...

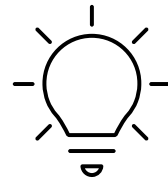


Insight, Platform & Program Overview

Rebranding
Affordable Housing
**To just ...
HOUSING**



Insight



**lowa grows when we
embrace the economic
diversity of housing.**

Welcome Home Iowa

What is it?

A financially focused effort to showcase the investment affordable housing and its tenants offer Iowa communities.

How does it work?

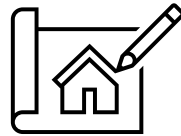
We'll demonstrate the benefit of welcoming affordable housing residents through facts, figures and storytelling, hitting home the point that it just makes financial sense to have more people with diverse incomes in their community.

Why does it work?

Because it strikes a careful balance between the pragmatic and the personal. We'll communicate financial benefits but showcase the individual and community value of affordable housing.



**Welcome Home
Iowa paired with
grassroots support**



**Add additional value in
support of developer
partners**



**Showcase far-
ranging support
among businesses
and community
leaders**

Housing Development Toolkit

What is it?

A grassroots/public affairs campaign to effectively introduce affordable housing developments, supplemental to a broad creative campaign.

How does it work?

We'll support developers in their community rollout with stakeholder identification, message documents and fact sheets, signature forms and other tips to set them up for success.

Why does it work?

This turnkey tactic, customizable for specific/localized needs, builds trust and establishes developers and their affordable housing communities as good neighbors, with the well-being of the community at the forefront.

Communications Plan At A Glance...

1

Launch of Welcome Home, Iowa – focusing on gaining support across Iowa communities

2

Toolkit to assist developers in obtaining support at the community level

3

Rebranding Affordable Housing Messaging Guide for housing advocates and others, based on research

4

An opportunity for businesses to log their support of housing for our workforce

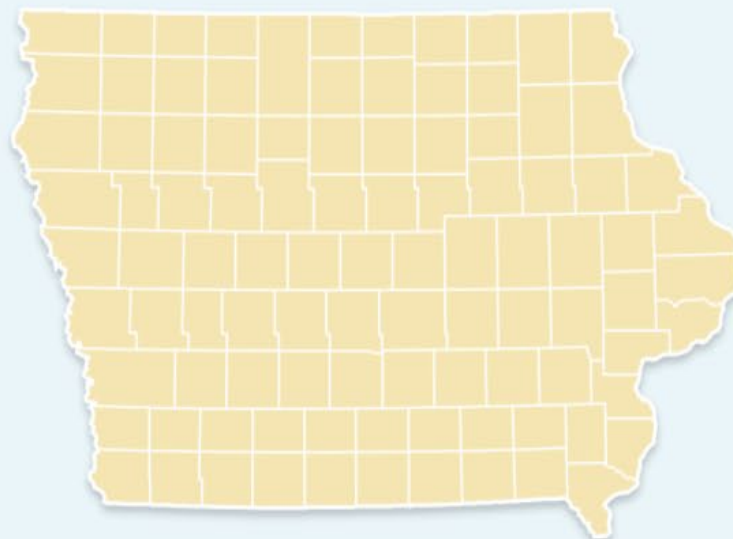
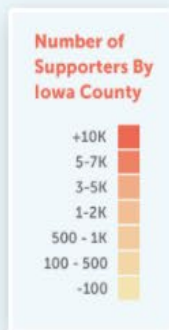
WELCOME
HOME,
IOWA

Welcome Home, Iowa

Diverse housing options in our communities enhance the strength and prosperity of our economy, so all of us can do well. Maybe you've heard the "not in my backyard" argument. The small number of outliers who oppose housing expansion are more likely than supporters to make their opinions heard. Now is the time to roll out the welcome mat across the state. We need you, the community champions, to have your voices heard about the importance for housing for all Iowans.



Do you believe your fellow Iowans should be able to live where they work? **Show your support for housing below!**





IOWA[®]
economic development



IOWA FINANCE
AUTHORITY

Thank you!