



Connecting Housing to Jobs, Transit and Services

New Orleans Housing Institute
Strategies that Work

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PolicyLink is a national research and action institute advancing economic and social equity by Lifting Up What Works®.

- **Equitable Development Framework**
- **Practice and Policy Innovations**
- **Tensions/Challenges**
- **Lessons Learned**

- ✓ **Integrate people and place**
- ✓ **Promote investments that are equitable, catalytic, and coordinated**
- ✓ **Reduce economic and social disparities throughout the region**
- ✓ **Ensure meaningful community participation, leadership, and ownership in change efforts**

Connecting Housing to...

- **Jobs/Workforce Training**
- **Transit**
- **Schools and Services**

- **Employer Assisted Housing (Chicago)**
- **Green-Collar Apprenticeship Program (Newark)**

- **A variety of strategies in which employers contribute to affordable housing for their employees and sometimes also for residents of the community where the employer is located.**
- **EAH is typically an employment benefit for workers, provided by employers, and managed and distributed by an outside agency.**

- **Based on a five year pilot program in the Chicago region.**
- **Partnership between employers, Metropolitan Planning Council (MPC) in Chicago or Housing Action Illinois in the rest of the state, and community-based, nonprofit housing counseling agencies.**
- **State provides matching funds and tax credits**
- **Since 2000, over 40 employers involved, over 700 employee participants, and over 300 have purchased homes.**

- **Neighborhood planning process for Lincoln Park and Coast Neighborhoods**
- **Importance of green building for residents**
- **Local CDC created a Green-Collar Apprentice program; Training residents to work on their own affordable housing projects**
- **First Class – 30 neighborhood residents trained**

- **West Garfield Park
(Chicago)**
- **Great Communities Collaborative
(Bay Area)**

- **A planning and design trend that seeks to create compact, mixed-use, pedestrian-oriented communities located around new or existing public transit stations.**
- **Careful attention to social equity goals is critical**

- **Bethel New Life CDC led a sustained campaign to leverage the neighborhood train station as an anchor for community revitalization**
- **Built a \$4.5 million transit oriented commercial center in partnership with the Chicago Transit Authority and financed with a complex combination of federal, state, city, nonprofit, and private funding sources**
- **50 new affordable homes built within walking distance of the center and 66 additional new affordable condominium units and a Lake Pulaski Commercial Center are planned**

- **Unique cooperative relationship between four Bay Area nonprofit organizations**
- **Goal: half of the Bay Area's new homes, between now and 2030, to be located in walkable neighborhoods near transit**
- **Three-pronged approach: shape transit plans, create regional infrastructure and tools to support local projects, secure increased private and public funding**

School-Centered Development, Murphy Park (St. Louis)

- **Four 1950s-style public housing towers built on St. Louis' north side transformed into mixed-income community of townhouses, garden apartments, and single-family homes**
- **\$50 million development built by McCormack Baron Salazar, a for-profit developer that specializes in economically integrated neighborhoods**
- **The centerpiece of the development is a revitalized elementary school that now serves 75% of area children**
- **Improvements in neighborhood indicators around employment, income, education, and property values**

- **Allocating Low Income Housing Tax Credits in Areas of Job Growth (Wisconsin)**
- **Business Location Efficiency Incentive Act (Illinois)**

Allocating Low Income Housing Tax Credits in Areas of Job Growth (Wisconsin)

- The state housing and economic development authority (WHEDA) sought to connect affordable housing construction to employment opportunities for residents
- With help from the Kirwan Institute, modified the guidelines for the allocation of Low Income Housing Tax Credits to incentivize locating new developments in areas with job growth
- Beginning in 2005, extra points awarded to projects located in zip codes with at least 1-2% job growth within the two-year time period, or 50 jobs, whichever is greater



Business Location Efficiency Incentive Act (Illinois)

- **Business Location Efficiency Incentive Act (SB 2885), passed in 2006.**
- **The new law makes Illinois the first state to intentionally use economic development subsidies to link jobs with public transit and/or affordable housing.**
- **Local organizations launching a campaign to educate companies of the tax benefits of this bill.**

- **Keeping equity at the forefront**
- **Building and navigating diverse partnerships**
- **Accessing and coordinating multiple funding streams**
- **Balancing the need for results in the face of time horizon for change**
- **Sustaining engagement through implementation**
- **Getting to scale**

- **Be proactive in defining the problem and the solution**
- **Build a diverse base of support—include unusual suspects**
- **Work the inside and outside game**
- **Communicate and celebrate short-term wins, frame it in context of long-term systems change**
- **Connect to people's highest values/aspirations for their families and communities**

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