

- Development boom in the 50s
- Median income = \$52k (Hennepin = \$65k)
- Race & Ethnicity
 - 59.3% White
 - 40.7% POC
 - 19.4% Latino
 - 10.3% Black
 - 6.5% Asian
 - 3.7% Other/multiple
 - 0.7% American Indian
- 93.5% + in foreign-born from 2000 to 2014
- 71 % students of color
- 77% white & 29 POC households = homeowners
 - 45.7% gap
 - #2= Brooklyn Center @ 39% gap
 - Twin Cities = 38% gap



Dominant Narrative

- Cities can't do anything
- It's just business
- The problem is bigger than us/local govt.
- Criminalization of renters
- "Those people" need to be replaced
- We are making \$ & improving the community
- Shouldn't work with advocates
- Renters can easily find other housing
- Renters aren't invested in our community
- Affordable housing depreciates home values
- Partisan issue
- More \$\$ to homelessness
- Zero sum game



Changing the Narrative: Equity Narrative

- Cities can and NEED to make concrete changes
- WE have an important role in addressing the affordable housing crisis
- Housing crisis= Public health, education, MH, and economic crisis
- Advancing equity= smart business
- We either perpetuate 1. structural racism OR 2. advance racial equity
- Advocates & tenants = key partners
- Affordable, quality and diverse housing for all builds a stronger community
- CAN find creative ways to improve and preserve NOAH
- Building our tax & income base and building wealth
- Nonpartisan issue
- More \$\$ to housing & employment

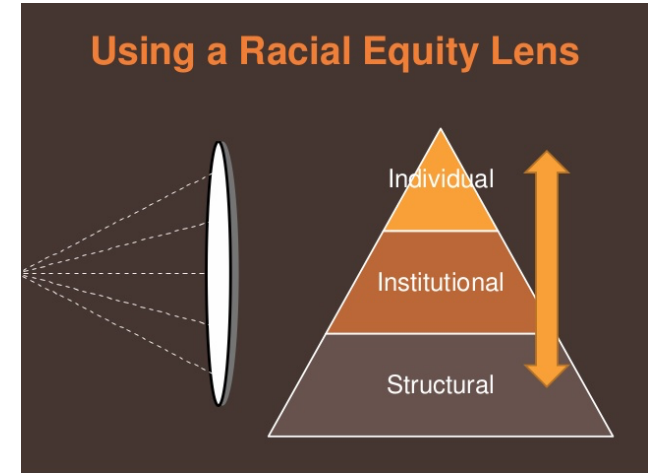
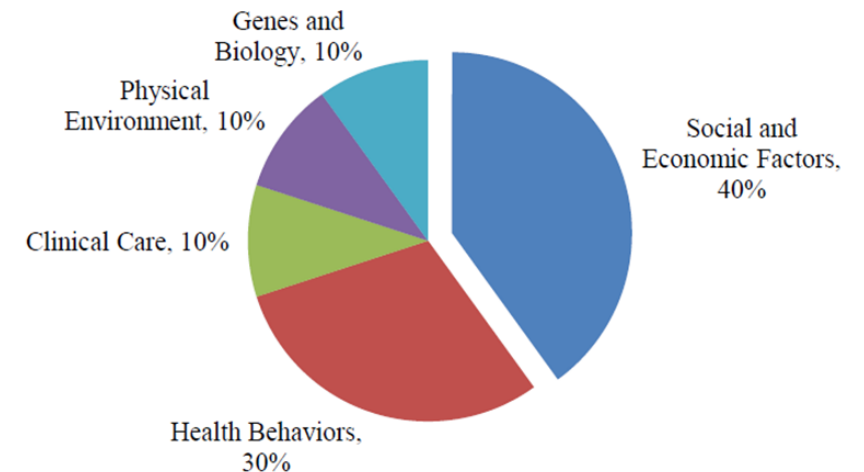
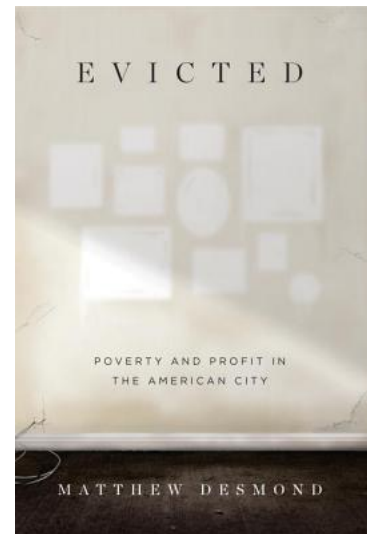


Figure 1: The Determinants of Health



Where we are today

Sharing & recreating our story...



A Near Miss...

- **Crossroads**

- ~2,000 residents, ~40% Latino, 25% AA
- 700 affordable units (35 section 8)
- 145 students impacted
- District lost \$1.5 million & 33 staff
- Homeless & displaced families & students
- No follow up
- Lawsuit

- **Seasons Park- April 2017**

- 422 units, 400 families (500 children)
- 10 days from suspicion to agreement
- Closed on 9/7/17 (Aeon and CDT) @ \$36 million + \$4 million in renos
- \$150k from City's HRA
- No displacement of residents



What is the City of Richfield Doing?

- Development of comprehensive NOAH policy & workplan
 - Reviewing 15 admin & policy tools
 - Incorporation of policy into Comp Plan
 - Apply strategies too project receiving HRA City assistance that includes affordable units
- Economic Development Authority
- Health Equity Data Analysis
- Comprehensive housing approach & policies
 - Affordable & NOAH housing
 - Homeownership
 - “Move-up” housing
- Form & convene Richfield-based stakeholder groups
- Regular housing meetings w/ school district
- Regional approach



Proactive vs. Reactive: Season's Park Example

- Made aware of opportunity by city and advocates
- Letter of support from Councilmembers
- Councilmembers met equity partners to discuss property and the City's vision for the site
- Assisted Aeon with connection to residents-
 - Field resident questions
 - Hold monthly resident meetings
 - Tour of existing property for residents
- City staff met with Aeon acquisition team to discuss the City's vision for the property
- HRA provided a deferred loan (\$150,000)
- HRA provided a Declaration of Land Use Covenants for 4d Property Tax Classification
- EDA developed, including \$ for NOAH rehab- 1st recipient is Seasons Park
- Housing staff met w/ Aeon to discuss how to better serve Section 8 families

Mobilized & Active Community

- Pressured Season Park
- Richfield Social Justice
- VEAP
- Attending all affordable housing related council meetings
- Speak at council meetings
- Sold Out
- Housing Forum
- Participation in regional workgroups
- Regular meetings w/ Councilmembers
- Pressured Seasons Park Owner



We are changing our trajectory....

Assumption & narrative busting

Coordination & collaboration across difference

Devastation, healing and growth of a community

Setting national precedent

Passing comprehensive & equitable policies