



Housing**Works**

AUSTIN

**“All Kinds of Homes,
in All Parts of Town,
for all Kinds of People”**

HousingWorks advocates a wide range of housing options so that all Austinites can afford a home that is close to jobs, family, schools, recreation, and places of worship.



Who Needs Housing That's Affordable in Austin?



HOUSEHOLDS BELOW POVERTY LEVEL

Including Seniors and Persons with Disabilities

Less than \$11,770
per year for an individual

People living below poverty level including those 65 years of age or older, people with physical, developmental, and mental disabilities who live on a fixed income such as Social Security

CURRENTLY =
24,068
HOUSEHOLDS



LOW-WAGE WORKERS

Less than \$26,900
per year for an individual
Less than 50% Median Family Income

Childcare providers, nurses aides, bus drivers, retail sales people, cashiers, cooks, custodians, visual/performance artists

CURRENTLY =
83,631
WORKERS



LOW-INCOME FAMILIES

\$38,400 - \$61,450
per year for a family of four
50% to 80% Median Family Income

Medical assistants, bookkeepers, social workers, elementary school teachers, electricians, plumbers, paralegals, teachers' aides

CURRENTLY =
68,262
FAMILIES



MODERATE-INCOME FAMILIES

\$61,450 - \$92,150
per year for a family of four
80% to 120% Median Family Income

Teachers, public safety workers, nurses, database administrators, architects, physical therapists, computer programmers, dental hygienists

CURRENTLY =
66,527
FAMILIES



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5 Steps to Keep Austin Affordable



1

PRESERVE

We need to preserve affordable housing — both subsidized and unsubsidized.

2

INVEST

We need to continue and expand the wise investments that our community makes.

3

LEVERAGE

We need to stretch our scarce housing dollars by continuing our impressive record on leveraging.

4

PARTNER

We need to foster partnerships between public and private entities.

5

INCLUDE

We need to implement inclusionary affordable housing policies across the city and in a range of housing types.



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21,500 Subsidized Units

65,000 Unsubsidized Units

Austin Community Investment Collaborative

A partnership of public, private and nonprofit organizations committed to investing in complete communities that link affordable housing to better opportunities, healthier environments, increased mobility and a higher quality of life.

Step 2: Invest

AFFORDABLE
**HOUSING
BONDS**
ADDRESS OUR CITY'S
CORE VALUES

LONG TERM AFFORDABILITY:

All bond-funded projects have affordability restrictions for at least 40 years (rental) or 99 years (ownership).

DEEPER AFFORDABILITY:

All bond-funded units are affordable to very low-income people, at or below 50% median family income (rental) or 80% median family income (ownership).

GEOGRAPHIC DISPERSION:

More than half of the bond-funded units are located west of IH-35.

3,417



NEW HOMES AND APARTMENTS

648

HOME REPAIRS FOR LOW-INCOME HOMEOWNERS



1,398



NEW RENTAL HOMES FOR LOW-INCOME FAMILIES

131

NEW ACCESSIBLE HOMES FOR PEOPLE WITH DISABILITIES



108

NEW RENTAL HOMES FOR LOW-INCOME SENIORS



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Step 3: Leverage

\$55 MILLION
IN AFFORDABLE HOUSING BONDS

\$196+ MILLION
LEVERAGED

\$865 Million



Step 4: Partner



Density Bonus Programs

Vertical Mixed Use (VMU)

394

AFFORDABLE UNITS

Transit Oriented
Development (TOD)

162

AFFORDABLE UNITS

Rainey Street

51

AFFORDABLE UNITS

University Neighborhood
Overlay (UNO)

558

AFFORDABLE UNITS

CODE  **NEXT**
SHAPING THE AUSTIN WE IMAGINE



Investing in Affordable Housing:

General Obligation Bonds
Inclusionary Programs
Housing Trust Fund



Changing Attitudes

2006 Bond Election

\$55 million

60% voter approval

2012 Bond Election

\$78.1 million

48.6% voter approval



We All Need Affordability: Our Community Housing Needs

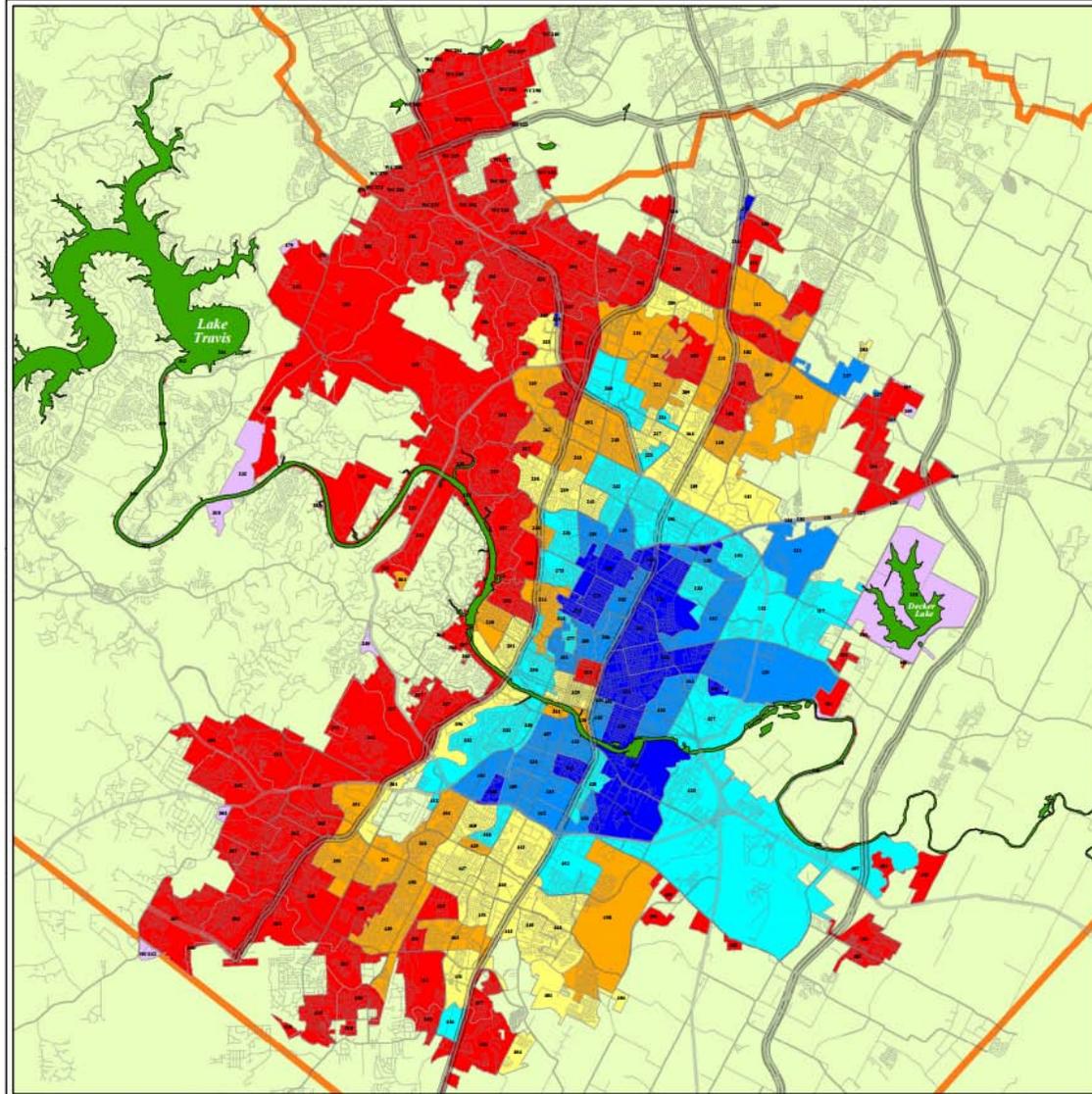
- ❖ Seniors . . . health, stay in own home, avoid public cost of nursing homes
- ❖ People with Disabilities . . . veterans, people with physical and mental disabilities
- ❖ Children . . . stability, educational success, future workforce
- ❖ Families . . . financial stability, health, hearth/home
- ❖ Employers . . . about 25% of the workforce earns less than \$13.50/hour

- ❖ Presidential election
 - ❖ Crowded ballot
 - ❖ Limited budget
- ❖ Non Descriptive Ballot language
 - ❖ Insufficient coalition

Results

- ❖ Narrow loss
- ❖ Need to broaden and deepen support

2012 Bond Proposition Results

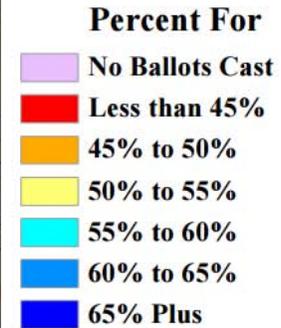


Proposition 15 Results: Housing Bond

November 6, 2012

Percent of Voters Who Voted
For Proposition 15, by
precinct, City of Austin.

**Overall Percentage
of Votes For
Proposition 15 = 48.5%**



- ❖ Analyzing what went wrong
- ❖ Developing a strategy
 - Short-term (interim funding)
 - Long-term (future bond election)
- ❖ Broadening the coalition
- ❖ Sharpening the message

HousingWorks/ECHO February 2013 Poll

- ❖ 2/3 of voters feel like the city has a responsibility to act on affordable housing issues
- ❖ 20% of those who voted against Prop 15 didn't know what the money was for (ballot language)
- ❖ 76% say that the city can make an impact on homelessness
- ❖ Overwhelming majority (87%) of respondents say that affordable housing benefits the City



Economic Opportunities:

- ❖ Data (Leverage, voter mapping, demographics)
- ❖ Polling (February 2013 poll, plus updates)
- ❖ Analysis (Civic Economics Impact Analysis)

Personal Connection:

Telling the stories and making the connections

- ❖ Low-wage Working Families with Children
 - We need the people who need affordable housing
- ❖ Elderly/People with Disabilities
 - Home repair
 - Staying in their own home
- ❖ Homeless populations
 - AISD homeless student statistics



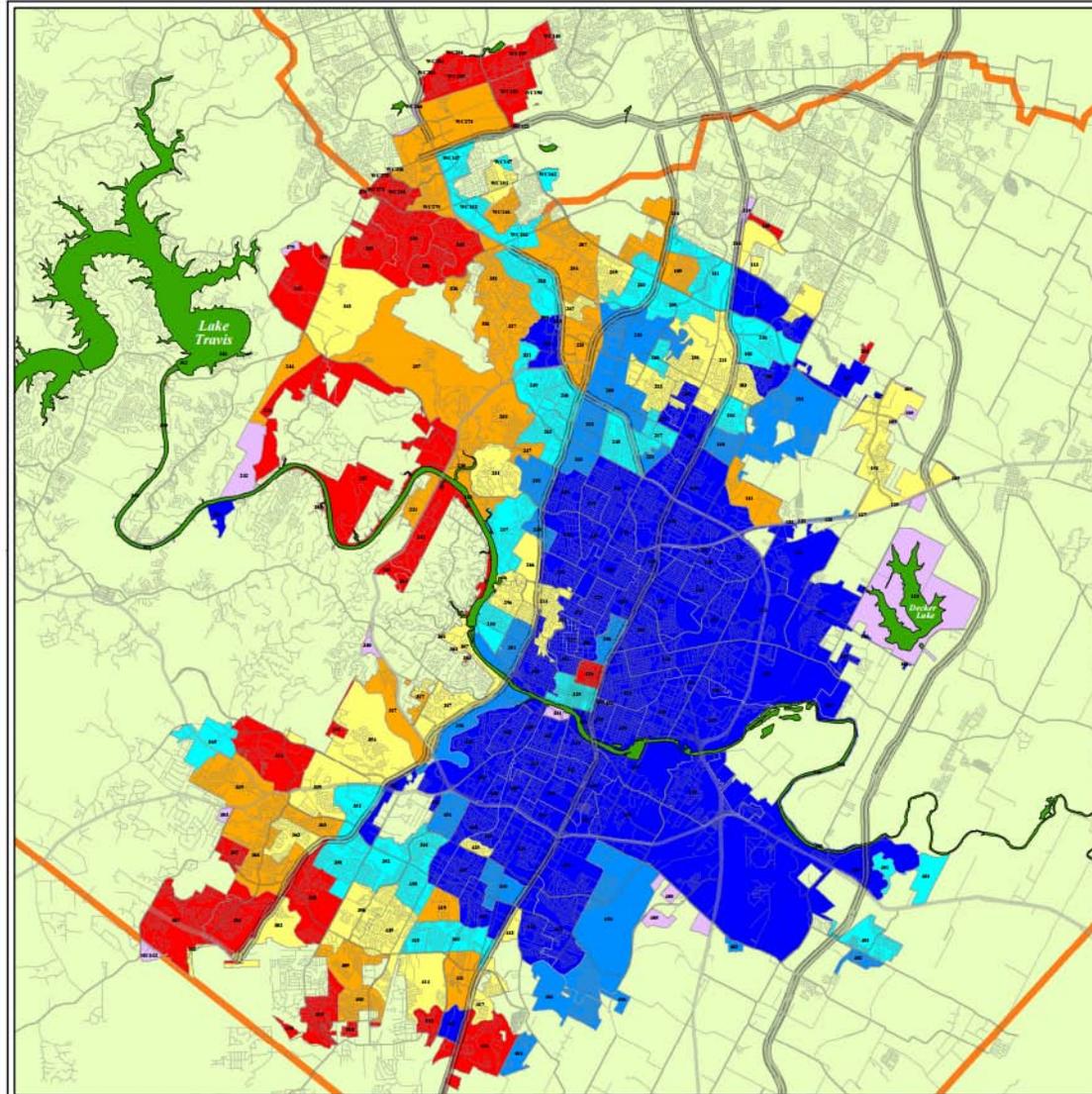
- ❖ **Keep Austin Affordable**
 - Consistent message
 - Brand
- ❖ **Diverse Steering Committee**
 - Business community
 - Political leaders
 - Nonprofit leaders
 - Development community
- ❖ **Diverse Funding**



- ❖ **Keep Austin Affordable Field Campaign**
 - Identify likely supporters
 - Segment voters
- ❖ **Leadership Tours**
 - Republican Party
 - Realtors
 - Greater Austin Chamber of Commerce
- ❖ **Television**
- ❖ **Print Advertising**
- ❖ **Endorsements**



2013 Bond Proposition Results



Housing Bond Proposition Results

November 5, 2013

Percent of Voters Who Voted For the Housing Proposition, by precinct, City of Austin.

Overall Percentage of Votes For the Proposition = 60.4%

Percent For

- No Ballots Cast
- Less than 45%
- 45% to 50%
- 50% to 55%
- 55% to 60%
- 60% to 65%
- 65% Plus

Map produced by: Ryan Robinson, City Demographer, City of Austin, November 2013.



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