

**OTTAWA
HOUSING
NEXT**



THE OTTAWA COUNTY HOUSING CRISIS & COMMUNITY RESPONSE

Patrick Moran

United Way of Ottawa & Allegan Counties

Why Ottawa Housing Next

LIVE UNITED

An In-Depth Analysis of Health and Human Service Issues



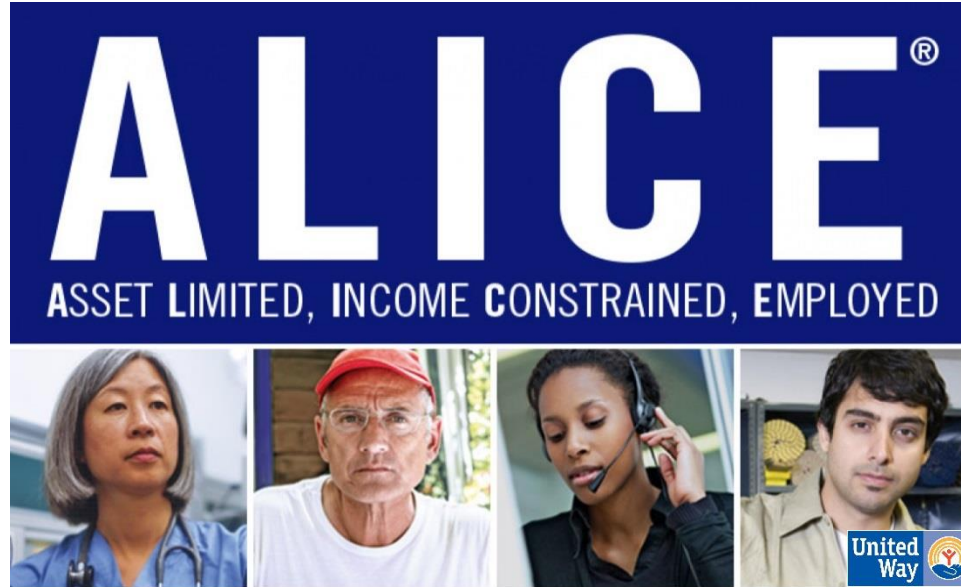
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United Way
Greater Ottawa County
United Way

2015 **COMMUNITY ASSESSMENT**
FOR OTTAWA COUNTY

www.ottawaunitedway.org

Why Ottawa Housing Next

LIVE UNITED



Community Conversations

LIVE UNITED



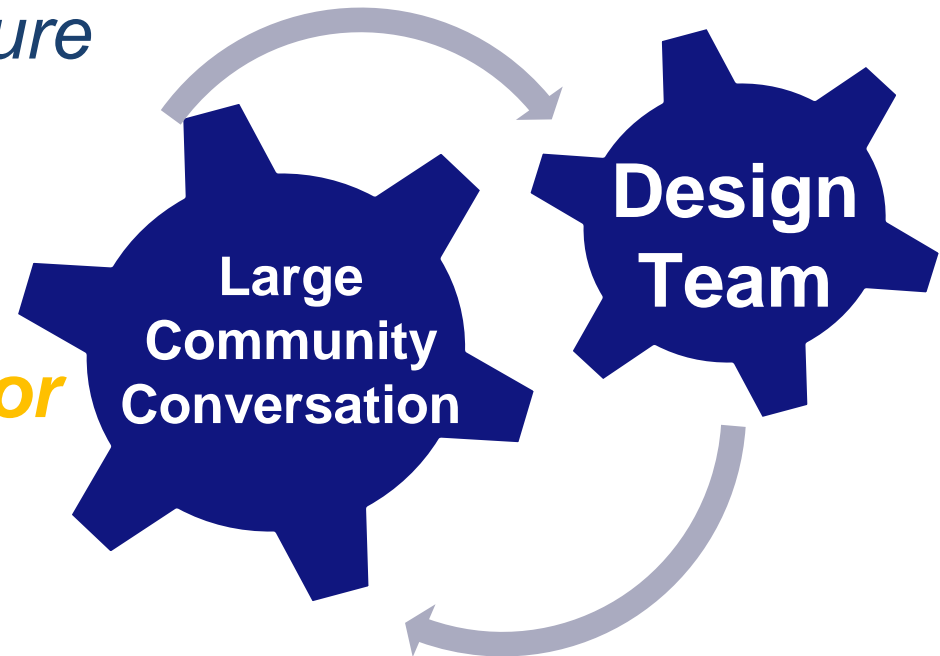
Initial Structure

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Design Team goal was to create a design for OHN to achieve its purpose of *“working together to ensure everyone has a place to call home”*

21 member Cross-sector design team



5 Key elements to a Collective Impact process:

- **Common Agenda**
- **Shared Measurements**
- **Continuous Conversations**
- **Mutually Reinforcing Activities**
- **Backbone Supporting Organization**

Vision

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Everyone has a place to call home

Goal

To create an ecosystem favorable to improving access to affordable housing for our ALICE workforce

Collective Impact Year 1 & 2

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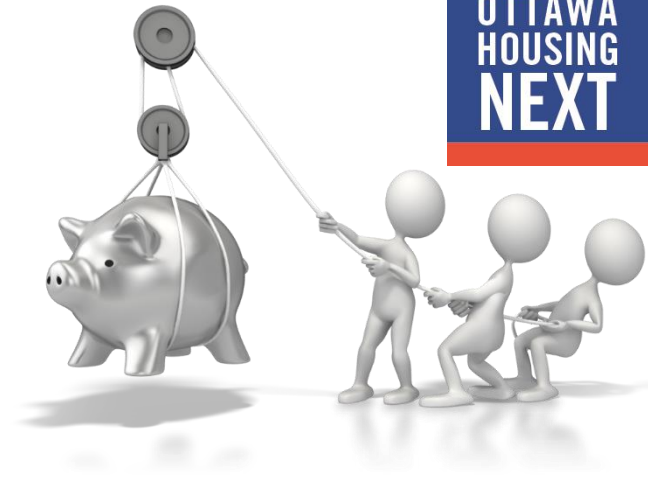
- **Backbone Organization**
- **White paper & education tour**
- **Small and large community conversations**

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ALICE



In Ottawa County Households



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36% = 35,495 HH

Up from 35% in 2012

Municipalities Data

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Households
Below the
Alice
Threshold as a
% of
population

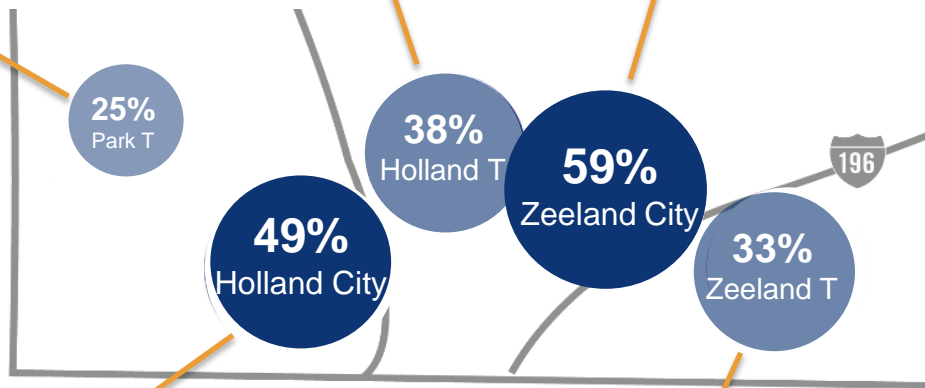
Up from 23%

Up from 43%

Up from 34%

Up from 47%

Up from 31%



69% of renters live below the Alice Threshold

43% of renters live in 'Extreme Housing Burden'

Over 15,000 affordable rental units short

19.5% Median Monthly MORTGAGE Increased

22.5% Median Monthly RENT Increased

3.77% Median INCOME Increased

What 'ALICE' is saying

“When in stable housing, you have the confidence to go out and better your life. You can put your stuff down and not worry about it. You learn to handle life better and stay focused.”

—A past participant of the Community Housing Partnership through Good Samaritan Ministries and Community Action House

“I lived with family in the shelter and then with a friend. Now I’m in my own apartment but I am a single mother so it is very difficult.”

“I haven’t been able to afford shelter since eviction in the summer.”

“I moved because I was evicted from my apartment last year; now I’m living with family.”

Leverage Points

COLLECTIVE IMPACT FRAMEWORK



LONG-TERM SUSTAINABLE HOUSING

Work Cycle

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SO HOW DID IT GO?

ECOSYSTEM

ACTION



Housing Next

Leadership Council - top leaders from;

- Community Foundation of the Holland Zeeland Area
- Grand Haven Area Community Foundation
- Ottawa County Spoke
- Michigan West Coast Chamber of Commerce
- Chamber of Grand Haven, Spring Lake & Ferrysburg
- United Way of Ottawa & Allegan Counties
- Lakeshore Advantage
- County of Ottawa
- Liaison to Advisory Panel - Lakeshore Housing Alliance

Professional staff in 5 year pilot

Housing Next

HOUSING NEXT OPERATIONAL FUND

A designated fund held at United Way to support the operational costs of the Housing Next model.

Goal: \$750,000 over 5 years

HOUSING INITIATIVE FUND

A United Way fund to support housing through partner programs, the Lakeshore Housing Alliance and annual responsive grants.

Goal: \$2.5 million over 5 years

DEVELOPMENT FUND

Funds held at local Community Foundations designated to creating and leveraging development opportunities for workforce housing.

Goal: TBD

Housing Next Principles;

- **Cross-Sector**
- **Regional**
- **Sustainable**
- **Mixed Income / Mixed Type Housing**
- **Support Existing Housing**
- **Targeted at Workforce Housing**

Housing Next Leverage Points;

- **Housing stock** – Increase number of affordable units through construction and acquisition.
- **Housing cost** – lower the cost of units by reducing rent or providing subsidies and efficiencies.
- **Income supports** – support non-housing costs to allow more income to go toward housing.
- **Public policy** – Create a policy/regulative environment that supports affordable housing.
- **Supportive services** – To enhance sustainability of affordable housing.

Biggest Lessons so far;

- The collective impact model was necessary in phase 1
- The ecosystem was the most important thing to start with
- It takes longer than you think
- Layers upon layers
- It requires full time focus



UNITED WE FIGHT.
UNITED WE WIN.

LIVE UNITED

*“United We Fight
For Affordable Housing For All.”*