Resources on building public support for affordable housing

Public support is critical to the success of any effort to create and preserve affordable housing. A strong and vocal group of supporters can generate momentum for the passage of legislation to create a housing trust fund, organize a constituency to approve a bond issue that provides needed resources, or effectively counter opposition to the development of mixed-income and low-income housing. And yet, while a significant majority of Americans believe that housing affordability remains a problem, many cities, towns, and counties have difficulty building support for affordable housing initiatives and developments.

This section provides links to key resources currently available to local decision makers interested in building support for affordable housing, including:

- **Tactical guides** – Tactical guides typically describe concrete, actionable steps for managing opposition and building public support for affordable housing policies and programs, such as invite community members to the discussion before decisions are made, and create a review mechanism to help address fears. Messaging guides are subsets of tactical guides that focus specifically on how to
craft a message of support for affordable housing that is likely to be successful. These materials are generally informed by polls and focus groups, as well as real-world results of outreach efforts. They provide guidance on how to tell a story or frame a message so that it will resonate with the desired constituency.

- **Public opinion and messaging research** – Research has found that there is general support for affordable housing, particularly when it is framed as providing opportunities for people to get ahead. But the support is passive and, when the general concept of affordable housing becomes a specific development at a particular location, support is often overcome by fear and protectionist reactions. These materials provide insights that supporters and developers of affordable housing can reference to plan ahead and develop strategies to manage opposition through planning, communications, and relationship building.

- **Informational resources** – Informational resources provide facts that can be used to dispel misperceptions and to help make the case for affordable housing—from data sheets illustrating the need for affordable housing in a city, town, or a county to reports that link housing to important outcomes, such as health, education, and community and economic development. Informational resources may be written for an academic audience (e.g. peer-reviewed journal articles) or “translated” into user-friendly formats such as infographics.

- **Campaigns** – Campaigns play an important role in helping to build public support for affordable housing. Campaigns are ongoing initiatives, generally managed by an advocacy group or membership organization, which local communities or organizations can sign on to and participate in at various levels of engagement. Campaigns typically provide pre-packaged activities, messages, and informational resources, as well as some level of staff support for participating communities or organizations. Some campaigns have a very specific focus on a particular policy or issue area, while others have a more general goal of supporting housing affordability.

Each of these resource types contributes in a different way to efforts to counter opposition and build support for affordable housing. For example, local community leaders can refer to tactical guides for direction on how to structure community outreach around a proposed development, and consult informational resources for the research evidence that will allow them to respond to concerns in an informed way. Messaging guides and public opinion research help local leaders translate facts and figures from informational resources into compelling stories that generate attention and effectively make their case.

See the [PLAN section](#) of the website for more information on how to broaden the constituency for affordable housing, including guidance on [*Engaging the community*](#).
in the development of a local housing strategy and Promoting interagency collaboration in the development of a local housing strategy.

**Tactical guides**


Provides seven strategies for countering community opposition to help developers and advocates with the community engagement process to build public support for affordable housing developments

Housing Trust Fund Project. *Campaigns*. Center for Community Change.

Series of web-based guides walk readers through the steps of initiating and running a campaign in support of an affordable housing trust fund. Topics covered include *Building a coalition* and *Making your case*, among others.

Non-Profit Housing Association of Northern California. “*How To*” Guides for *Advocacy and Public Education*. 2009.

Practical guides cover a series of topics, such as how to speak in public about affordable housing, how to host public meetings, and how to host tours of affordable housing.

**Messaging guides**


Message guide based on survey and focus group research conducted for the Housing Illinois Campaign


Detailed advocacy toolkit with 11 techniques that have been tested through polling, focus groups, and in legislative sessions and focus on effectively communicating with public officials and the general public

Manuel, Tiffany and Nat Kendall-Taylor. “*You Don’t Have to Live Here.*” Why Housing Messages are Backfiring and 10 Things We Can Do About It. October 2016. Enterprise Community Partners and FrameWorks Institute.
Reviews six common pitfalls that undermine affordable housing messaging campaigns, and provides tips on how to avoid them using real-world examples.

**Overcoming NIMBYism**


Toolkit with a mix of project-specific and policy level strategies to address community opposition


Extensive housing communications manual with research on public opinions about affordable housing and guidance on building a year-round communications campaign and overcoming the challenges of NIMBYism


Toolkit for developers describing common arguments against affordable housing and evidence to refute the arguments; also offers tactics/strategies to mobilize support for specific multifamily projects

**Public opinion and messaging research**

**Public opinion research**


Analysis of public opinion research conducted from the late 1990s through 2003 on attitudes towards affordable housing

Center for Community Change. *Public Opinion Research*.

Collected survey research and major findings based on experience providing technical assistance to housing trust fund campaigns


Examines the beliefs and attitudes of homeowners in two communities where public housing development is planned

Key strategic recommendations for building support for affordable housing proposals in Minnesota, informed by results from a random-sample phone survey, focus groups, interviews, and evaluation of news coverage


Synthesis of existing public opinion surveys and studies on economic opportunity and homeownership, including the roles of homeownership and housing in creating opportunity


Review of the research literature on attitudes toward affordable housing and factors that shape attitudes

Messaging research

Housing Trust Fund Project. The Impact of Research Evidence as an Advocacy Tool in Housing Trust Fund Campaigns: Lessons Learned from Three Case Studies. February 2013. Center for Community Change.

Draws key findings for the effectiveness of research evidence in advocacy and messaging from three campaigns in support of housing trust funds.


Survey of different types of marketing used by housing information campaigns around the country

Rios, Michael, Brandon Louie and Elizabeth Godkin. Changing the Narrative of Affordable Housing. 2016. UC Davis Center for Regional Change.

Describes a study undertaken to explore the opposition to and need for affordable housing. Based on their research, the authors recommend campaign messages and strategies.

Viveiros, Janet and Rebecca Cohen. Building Support for Affordable Homeowners
and Rental Choices: A Summary of Research Findings on Public Opinion and Messaging on Affordable Housing. August 2013. Center for Housing Policy.

Provides an overview on research about how to effectively communicate housing policies through language and messaging strategies

**Survey findings**


Key findings from a national poll on perceptions of housing and affordable housing, personal experience with housing affordability challenges, and the future of economic mobility


Data from a national poll on personal experience with housing affordability challenges and views on affordable housing

**Informational resources**

Housing and other social outcomes

Housing intersections research. National Housing Conference.

Series of briefs synthesize research illustrate the various ways that housing serves as a platform for positive social outcomes


Comprehensive website provides resources on the relationship between housing and other domains, including annotated reports, articles, profiles, and weekly news articles

See also, resources on this website on the relationship between Housing and Education and Housing and Health.

Impact of affordable housing developments

California Planning Roundtable and California Department of Housing & Community Development. Myths and Facts About Affordable & High Density Housing.

Addresses common misperceptions around affordable and high density
housing and provides research to refute community opposition

Center for Housing Policy. Don’t Put it Here! Does Affordable Housing Cause Nearby Property Values to Decline?

Reviews evidence of the impact of affordable housing on property values and could be used to refute community opposition


Research on actual impact of affordable housing projects compared to predictions about the impact made before construction


Analyzes the burden on municipal budgets of mixed-income homeownership developments in Massachusetts; finds that the eight housing developments did not have any measurable negative impact on public services in their municipalities

Sullivan, Wendy. The Impact of Affordable Workforce Housing on Community Demographics, Economies, and Housing Prices and Options, Case Study: The Town of Breckenridge, Colorado. 2014.

Examines the impact that targeted workforce housing development had on community demographics, the local economy, and housing affordability in Breckenridge, CO

**Housing affordability**

Out of Reach. National Low Income Housing Coalition.

Annually-updated report illustrates the hourly wage required to rent a two-bedroom apartment in states and communities across the country

**Campaigns**

HOME Matters America (Neighborworks)

Includes a video library with expert talks, speeches, and PSAs; resource library for member organizations; and portal to connect community members with
local service opportunities

**Make Room Campaign** (Enterprise Community Partners)

Advocacy communications campaign/housing information campaign; provides explainers/fact sheets about affordable housing, public investment, and related issues; links to news articles; and renter profiles and fundraising events

**Opportunity 360** (Enterprise Community Partners)

Collection of resources, including cross-sector data and community engagement and measurement tools, designed to facilitate a comprehensive approach to understanding community challenges, including through community engagement and partnerships

**ReThink** (HAI with PHADA, NAHRO, CLPHA)

Advocacy communications campaign to improve awareness of public housing includes tenant profile videos related to how public housing helps families, communities, education, and stability

**See also:**
- Engaging the community in the development of a local housing strategy
- Taking a balanced approach to new development: the importance of creating and preserving dedicated affordable homes as well as allowing for new housing for all income levels
- Explore