

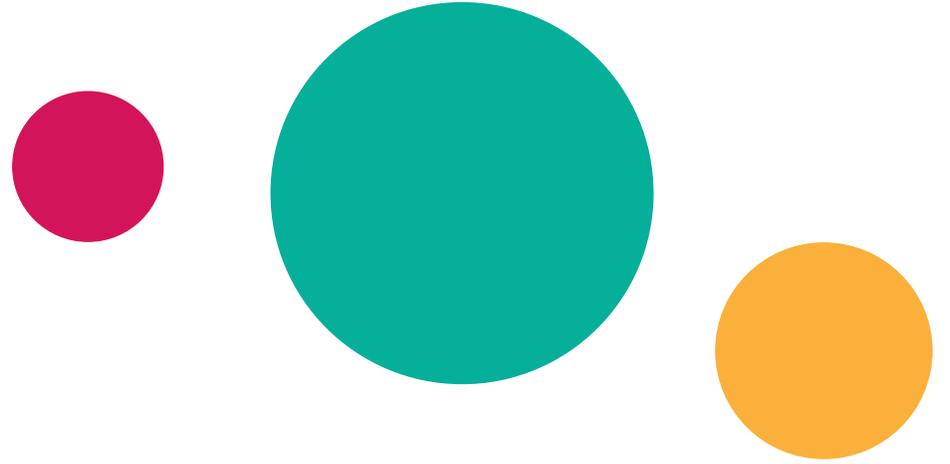
# Comment transformer le discours?

Leçons tirées du programme logement  
abordable et milieux de vie de qualité de Seattle

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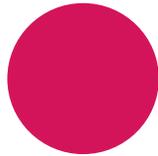
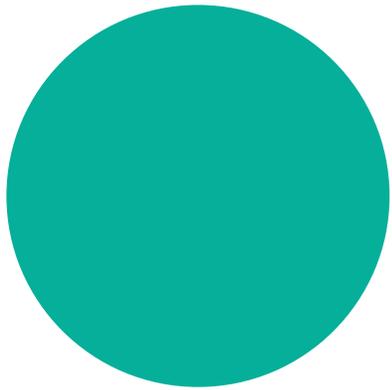
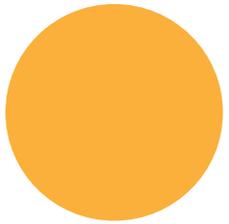
*How do we change the narrative?*

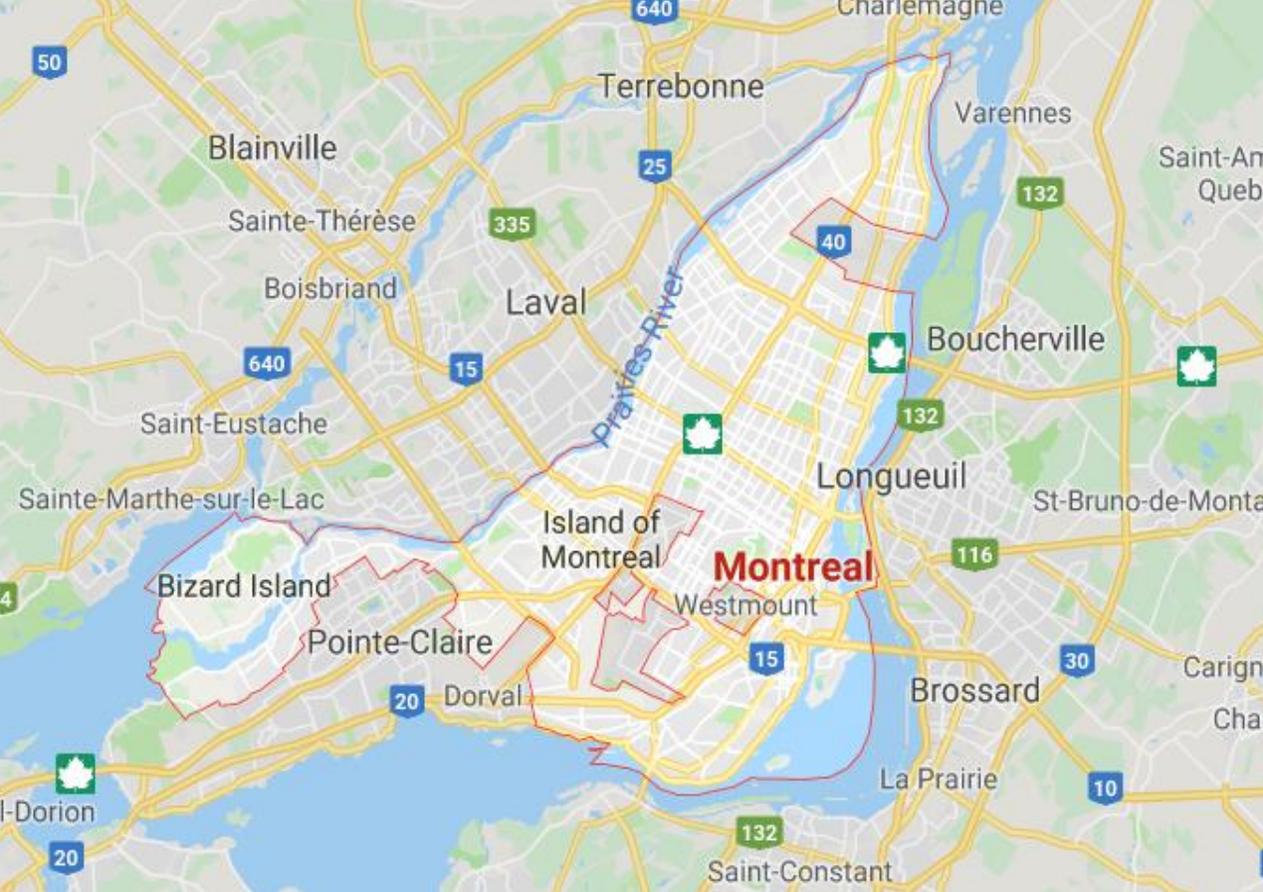
*Lessons learned from Seattle's Housing  
Affordability and Livability Agenda*



1. seattle context
2. yimby
3. hala
4. lessons learned

# 1. seattle context





## Montreal

Area: 431.5 km<sup>2</sup>

2018 Population: 1,750,000

Density: 4,055.6 people/km<sup>2</sup>

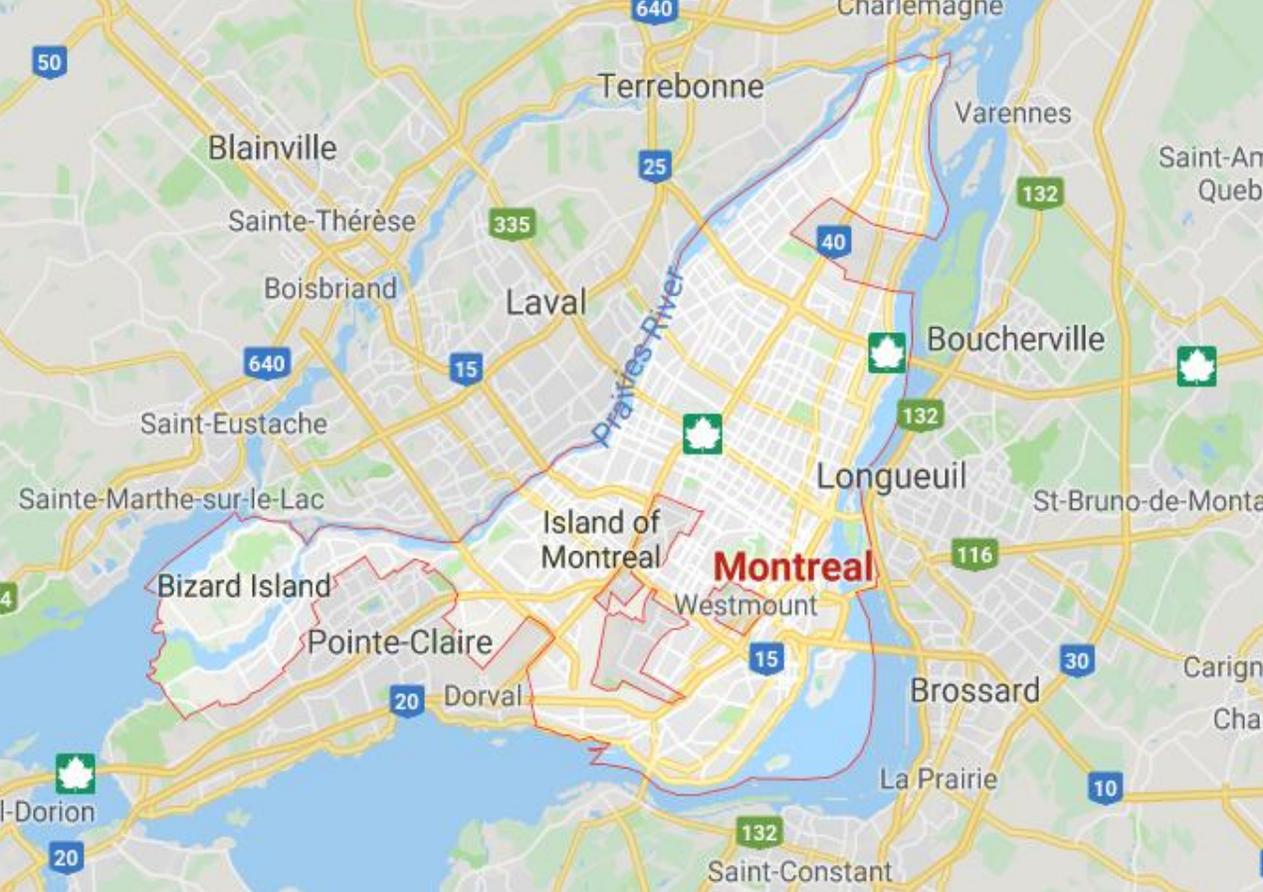


## Seattle

Area: 216.0 km<sup>2</sup>

2018 Population: 724,000

Density: 3,351.9 people/km<sup>2</sup>



## Montreal

Area: 431.5 km<sup>2</sup>

2018 Population: 1,750,000

Density: 4,055.6 people/km<sup>2</sup>

**6.1%** growth since 2010



## Seattle

Area: 216.0 km<sup>2</sup>

2018 Population: 724,000

Density: 3,351.9 people/km<sup>2</sup>

**18.6%** growth since 2010



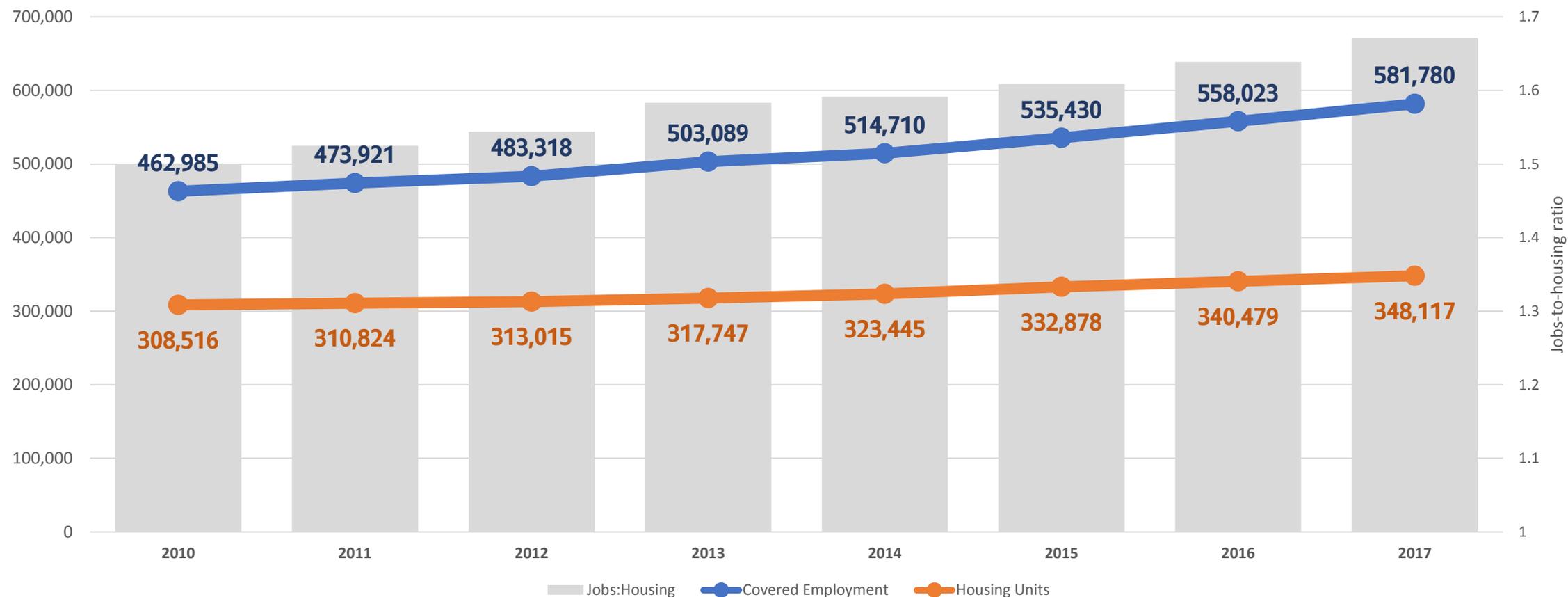
Credit: CommunistSquared/Wikimedia



Credit: Oran Viriyncy/Flickr

# Seattle is growing fast!

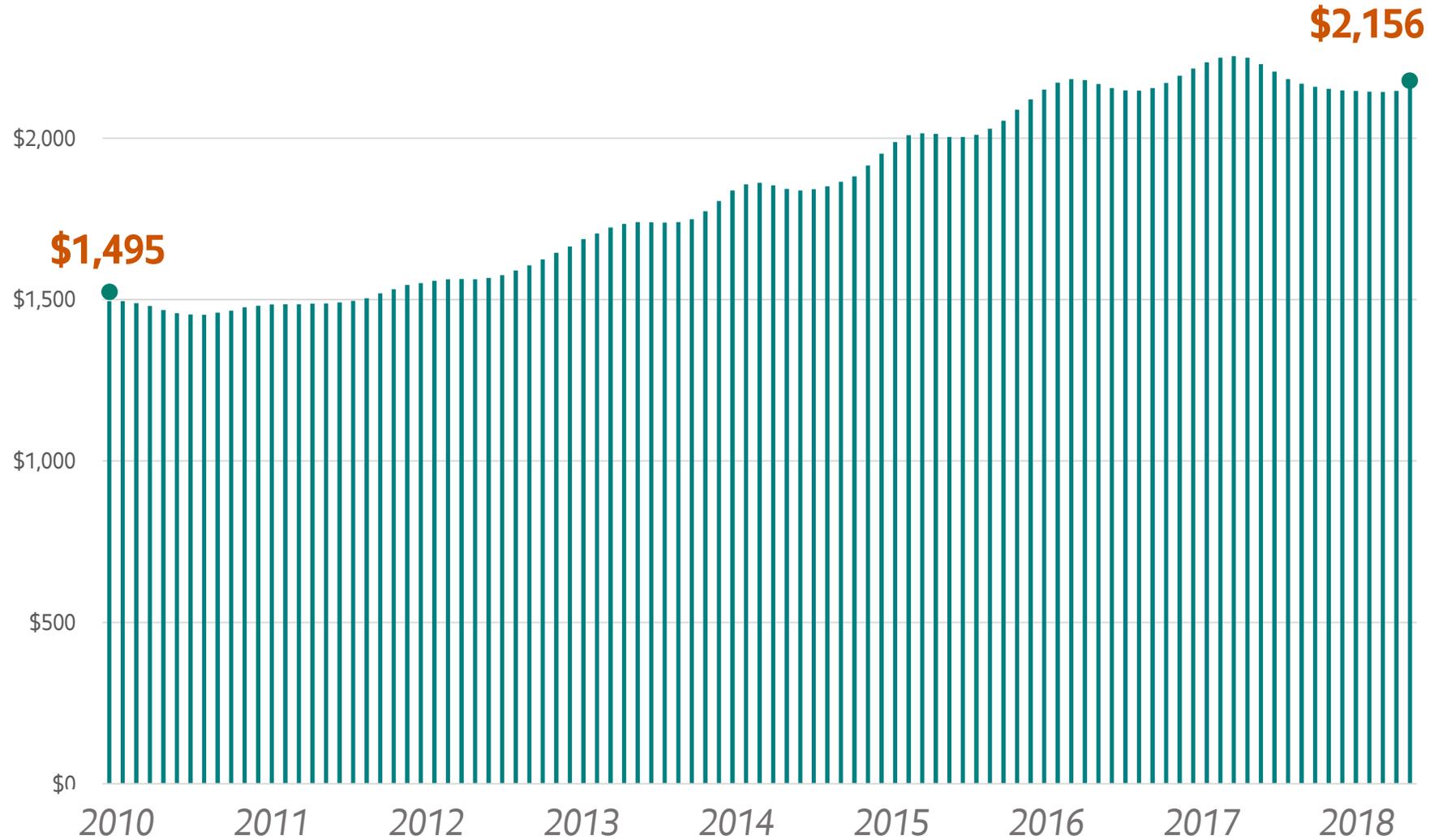
From 2010-2017, **employment** has grown by 25% (46 new jobs per day), while **housing** has grown by only 13% (15 new homes per day).



\*Sources: PSRC Quarterly Census of Employment and Wages, WS Employment Security Department, 2018; and Washington State Office of Financial Management, 2018

During that time,  
we've seen rents  
go up **44%**

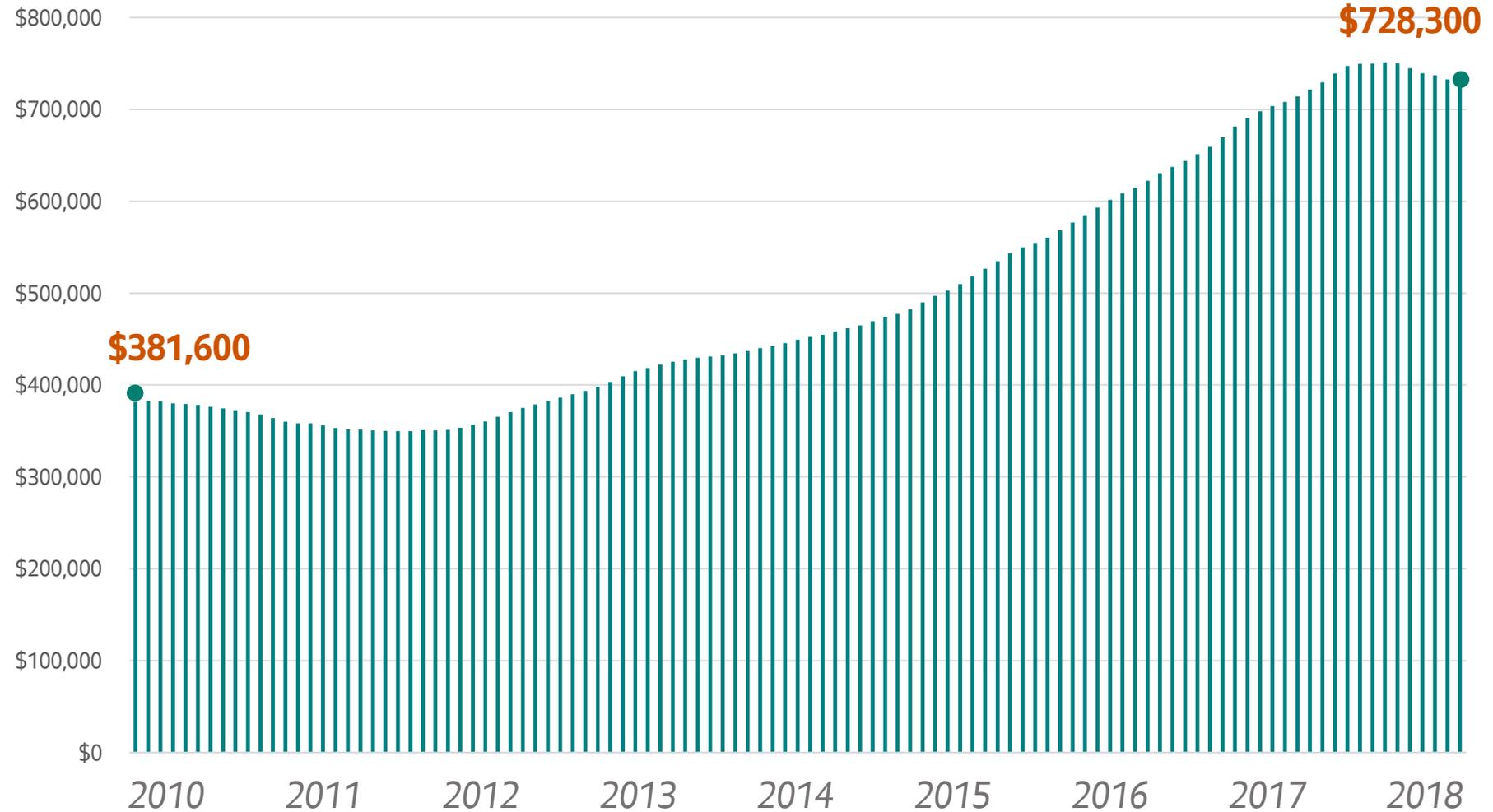
Seattle Multifamily Median Rents, 2010-2018



\*Source: Based on Zillow Rent Index, 2010-2018, for Seattle City, which estimates typical asking rents for market rate units. Figures seasonally adjusted but not adjusted for inflation.

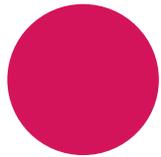
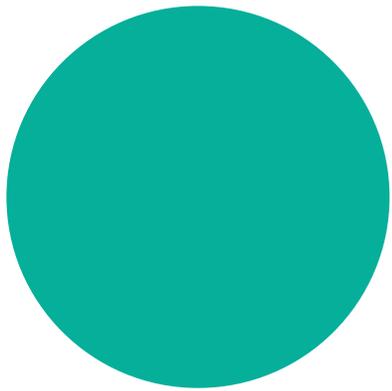
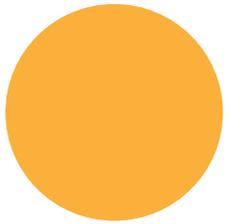
...and median home values have increased by over **90%**

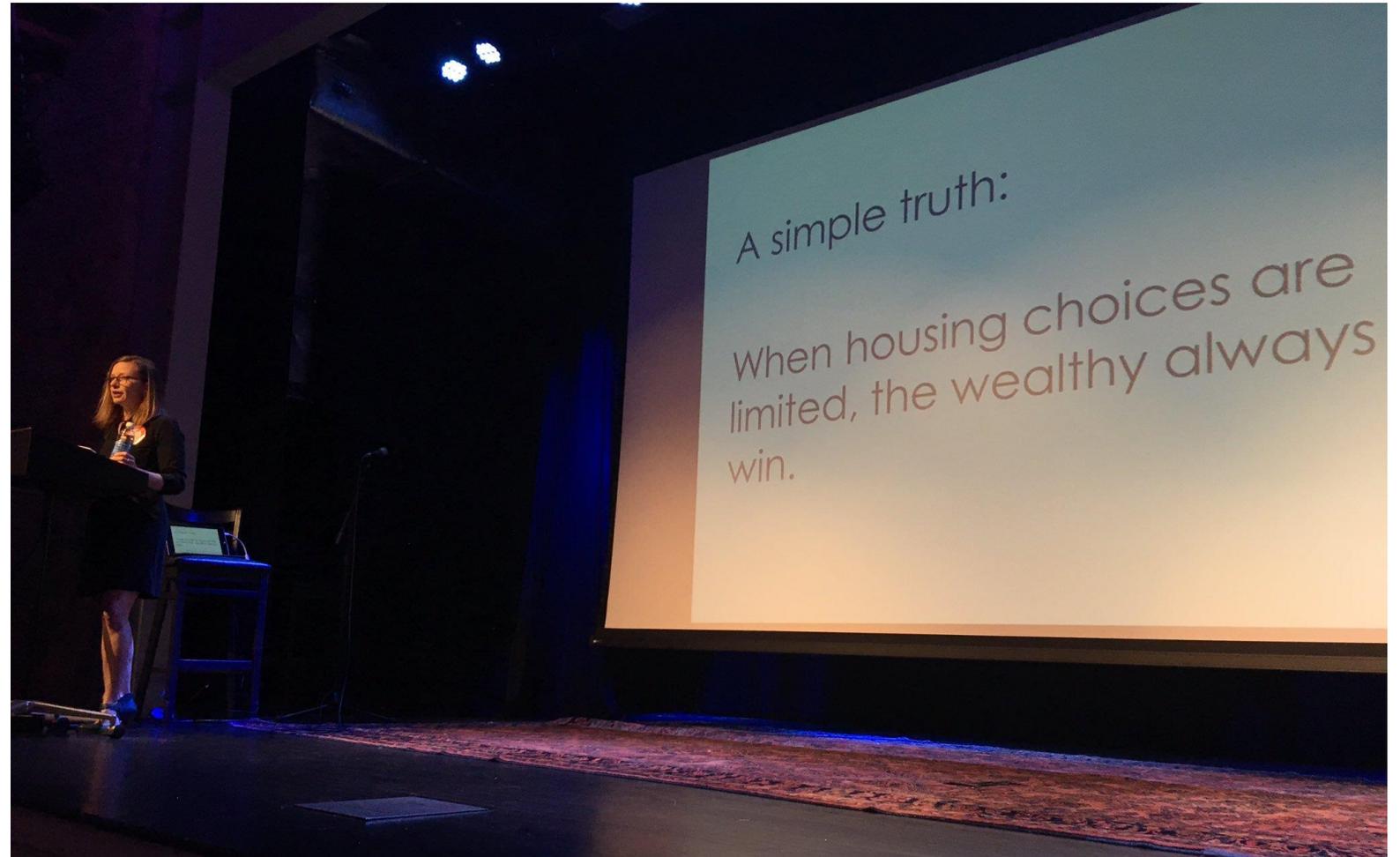
Seattle Home Values, 2010-2018



*\*Source: Based on Zillow Home Value Index, 2010-2018, for Seattle City, which estimates median home value for all ownership products (e.g. single-family, condos, townhouses). Figures seasonally adjusted, but not adjusted for inflation.*

## 2. yimby





**HOW TO CHANGE THE NARRATIVE:**  
humanize growth



Credit: Oran Viriyincy/Flickr



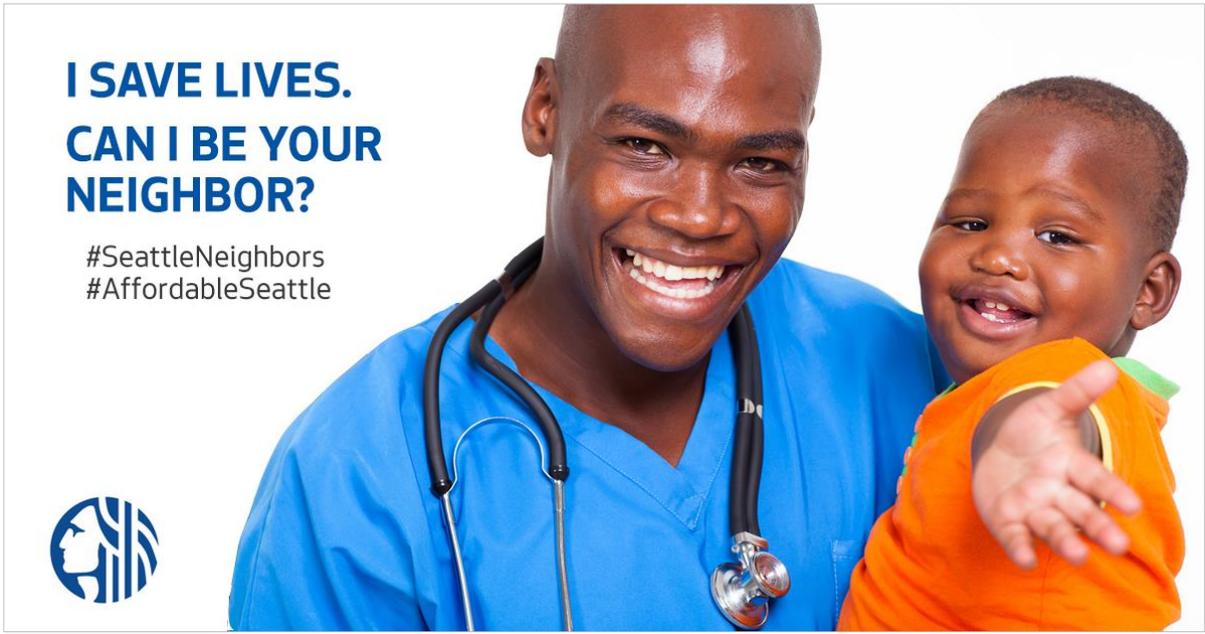
Credit: Seattle Times

What is growth? What is change?



**I MAKE YOUR COFFEE.  
CAN I BE YOUR NEIGHBOR?**

#SeattleNeighbors  
#AffordableSeattle



**I SAVE LIVES.  
CAN I BE YOUR NEIGHBOR?**

#SeattleNeighbors  
#AffordableSeattle



**I NEED A GREAT  
EDUCATION.  
CAN I BE YOUR  
NEIGHBOR?**

#SeattleNeighbors  
#AffordableSeattle



**I TEACH YOUR CHILDREN.  
CAN I BE YOUR NEIGHBOR?**

#SeattleNeighbors  
#AffordableSeattle



**HOW TO CHANGE THE NARRATIVE:**

tell personal stories



2006  
2026?

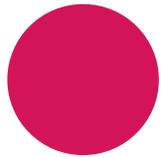
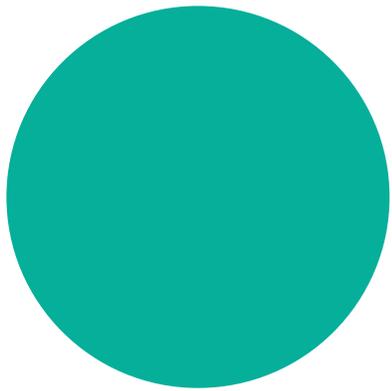
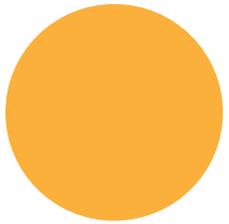
2005  
2012

2005  
2024?



  
**Sightline**  
 INSTITUTE

# 3. hala





**Invest in housing for those most in need**



**Prevent displacement of existing community members**



**Promote efficient and innovative development**

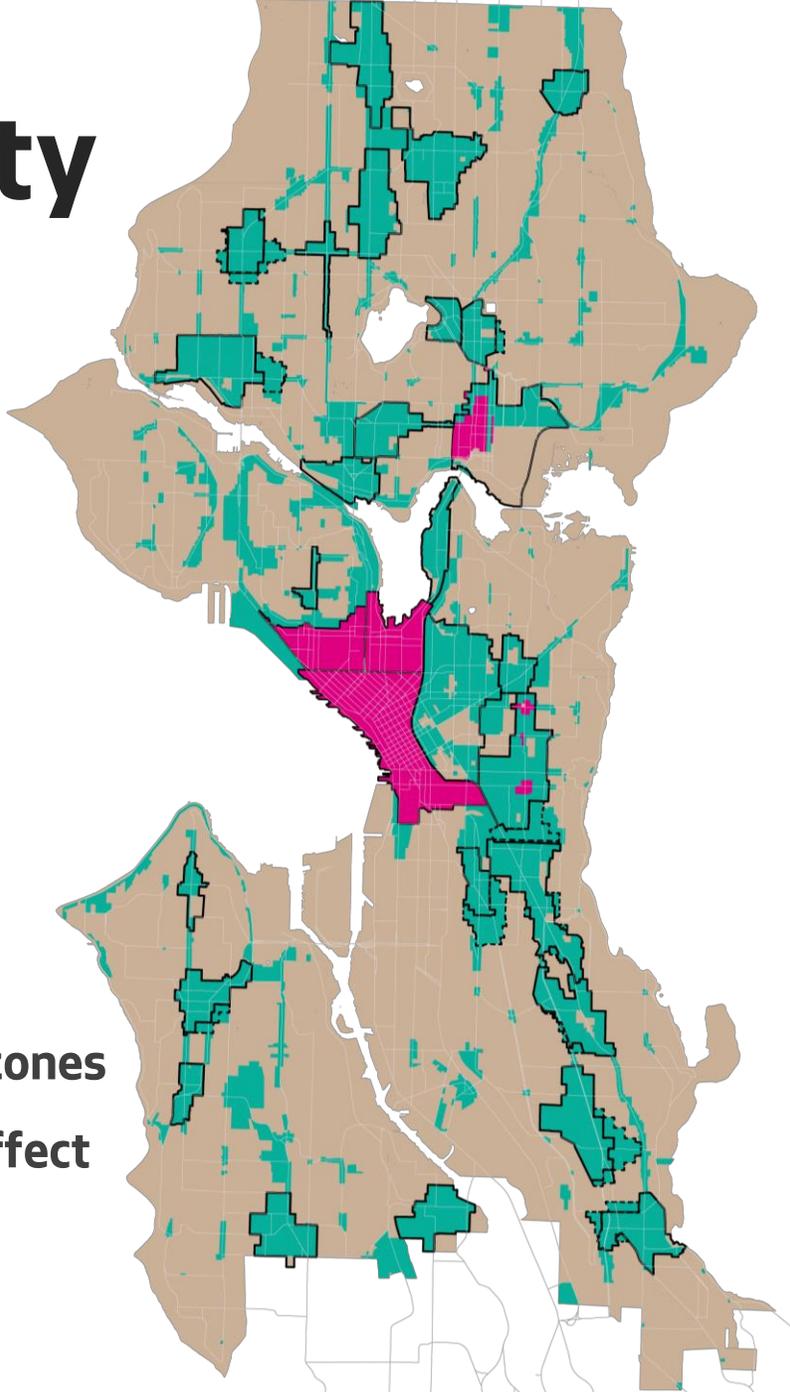


**Create new affordable housing as we grow**

# Mandatory Housing Affordability

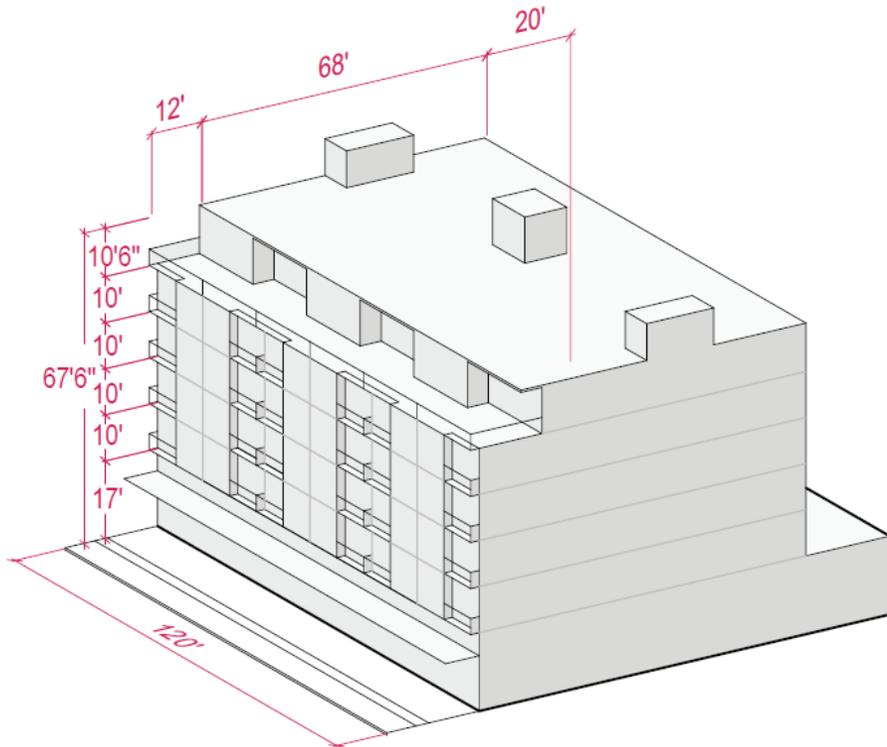
## MHA rezones and inclusionary affordability requirements in:

- all urban villages and urban village expansion areas
- all areas outside urban villages with multifamily and commercial zoning

- 
- Citywide MHA rezones
  - MHA already in effect
  - ▭ Urban village
  - ▭ Proposed urban village expansion

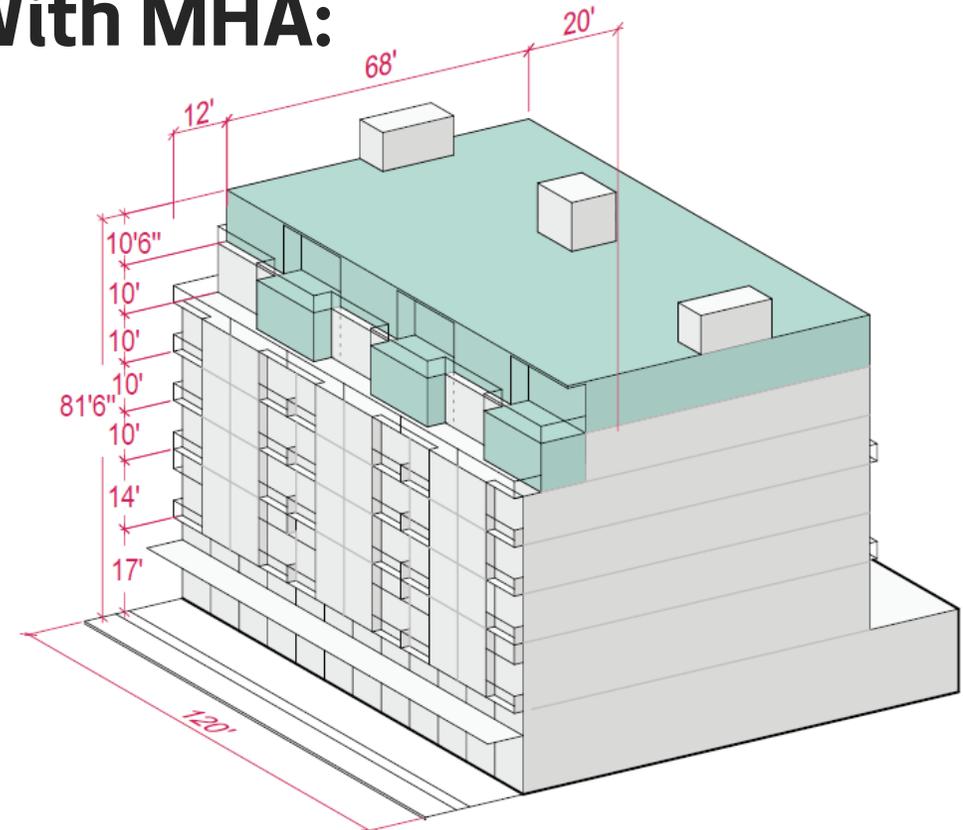
# How MHA Works...

## Without MHA:



market rate building with current code  
**no affordability requirement**

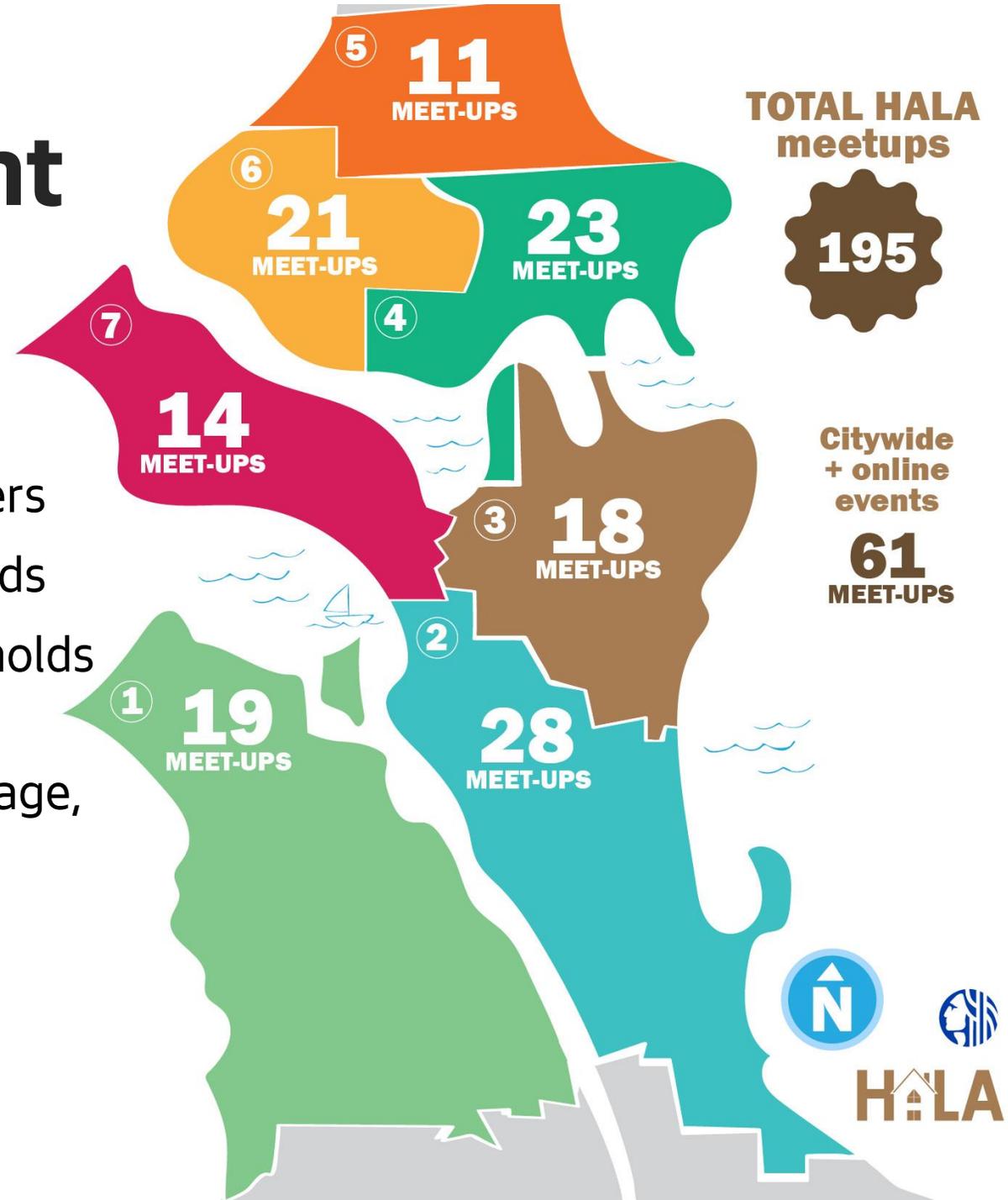
## With MHA:



+ additional development capacity  
**+ affordable housing contribution**

# Community Engagement

- ▶ Nearly 200 in-person community "meet-ups"
- ▶ Focus group with 160 community members
- ▶ Online dialogue with 2000+ community members
- ▶ "Telephone town halls" with 70,000+ households
- ▶ Translated mailer sent to nearly 90,000 households
- ▶ 10,000+ doors knocked to reach every single-family-home resident in every urban village, including in-language
- ▶ An email distribution list of over 4,700
- ▶ The HALA Hotline and [HALAinfo@seattle.gov](mailto:HALAinfo@seattle.gov)

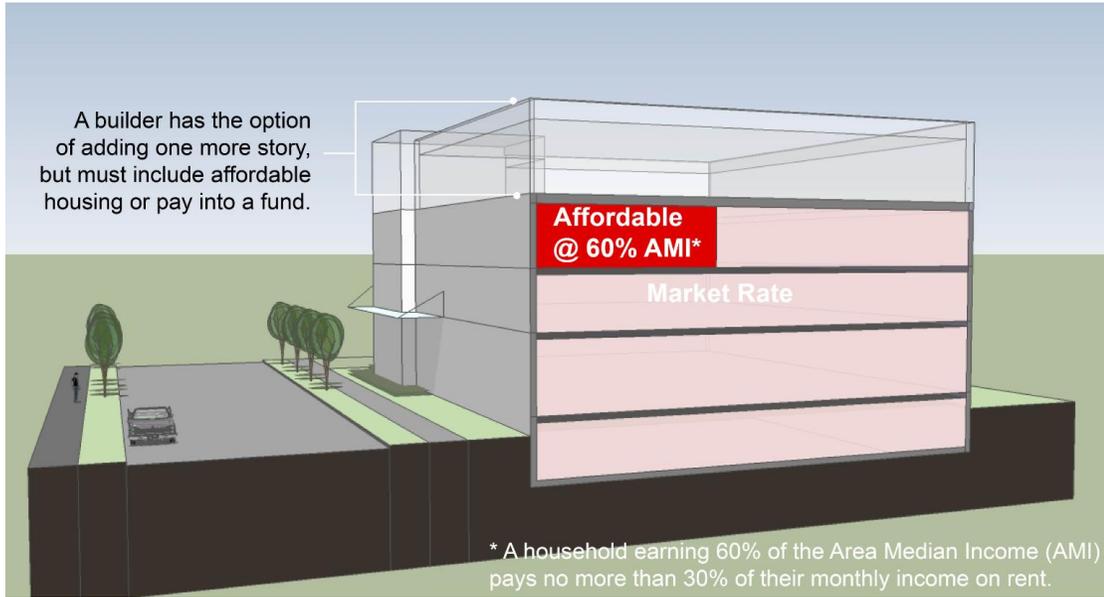


**COMMUNITY ENGAGEMENT:**

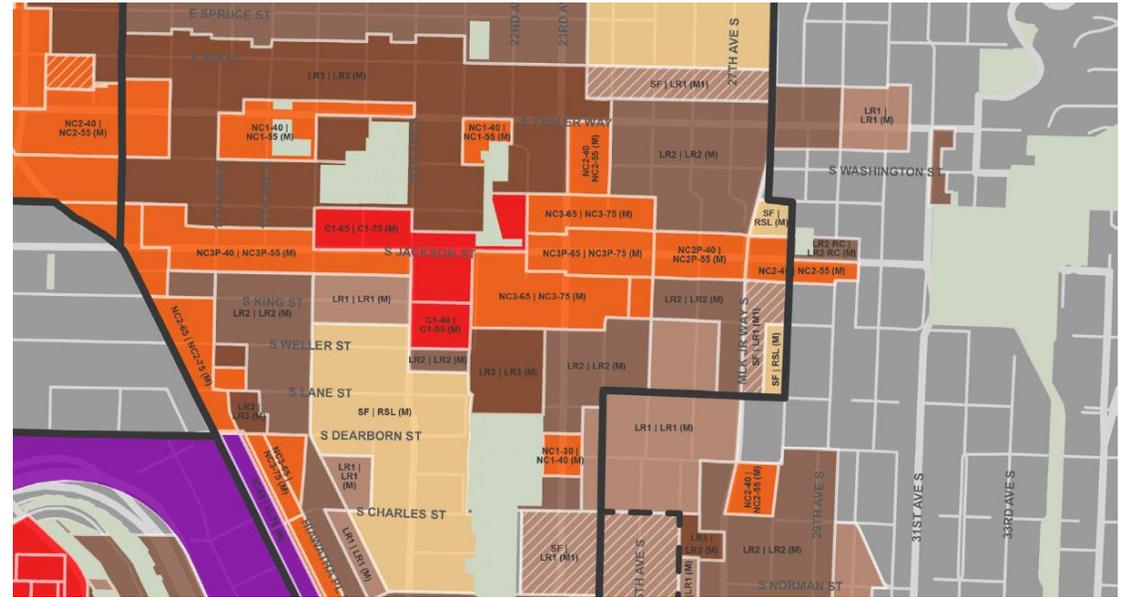
humanize growth

& tell personal stories

A builder has the option of adding one more story, but must include affordable housing or pay into a fund.



\* A household earning 60% of the Area Median Income (AMI) pays no more than 30% of their monthly income on rent.





# some Seattleites affected by the housing affordability crisis: *Take a walk in their shoes*



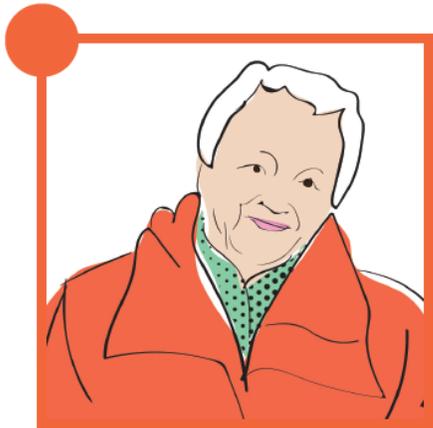
household size

**Ali, Khadija, + Zakia**

<b>Household income</b>	<b>\$56,000</b> 65% AMI	
<b>Affordable rent</b>	<b>\$1,471</b>	
<b>Seattle average rent</b> 2 br / 1 ba	<b>\$1,863</b>	



- The Seattle Housing Levy's Homeownership Program provides opportunities for lower-income families to buy their first home.
- The City partners with community organizations to prevent displacement of low-income families.
- The City is looking at ways to creatively use surplus properties in certain neighborhoods to create homeownership opportunities for low-income families.



household size

**Eun**

<b>Household income</b>	<b>\$37,000</b> 55% AMI	
<b>Affordable rent</b>	<b>\$1,017</b>	
<b>Seattle average rent</b> studio	<b>\$1,305</b>	



- Attend Design Review meetings after work and learn about how new buildings are designed at the street level. Tell the Board what you would like to see as you walk around your neighborhood.
- RRIO helps ensure that all rental housing in Seattle is safe and meets basic housing maintenance requirements.
- The Building Code makes sure that all new buildings comply with accessibility standards so that people of all abilities can use and access new development.

Check out  
**proposed zoning  
changes in 3-D**  
at upcoming open houses!

click for dates  
and times

**Spring Community Open Houses for HALA**



**COMMUNITY ENGAGEMENT:**

inclusive engagement

# How we listened



**IN-PERSON TALKS**

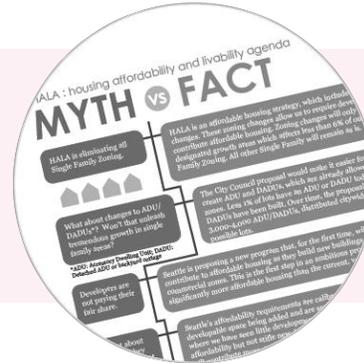


**GOING WHERE YOU ARE**



**SPEAKING YOUR LANGUAGE**

# How we responded



**ANSWERING YOUR QUESTIONS**



**YOUR INPUT SHAPED OUTCOMES**

# in language: materials and meetings

## 誰有資格享有透過 MHA 建造的經濟適用房 2017 年收入和租金限額



### 個人

年收入低於 40,320 美元，單臥住屋租金上限為 1,008 美元



### 四口之家

家庭年收入低於 57,600 美元，雙臥住屋租金上限為 1,296 美元

## Yaa u qalma guryaha qiimaha jaban ee laga abuuray MHA Dakhliga iyo Kirada Xaddidan ee 2017



### Qofka

Sameeya wax ka yar 40, 320 doolar wuxuu bixinayaa wax aan ka badneyn 1,008 doolar hal qol.



### Qoys Afar ah

Sameeya in ka yar 57,600 oo doolar waxey bixin doonaan wax aan ka badneyn 1,296 doolar laba qol.

## Ai đủ tiêu chuẩn được nhà ở với Chi trả thích hợp xây dựng thông qua MHA Những giới hạn Thu Nhập và Thuê Nhà 2017



### Cá nhân

Thu nhập ít hơn \$40,320 sẽ không phải trả nhiều hơn \$1,008 cho loại nhà một phòng ngủ



### Gia đình có Bốn người

Thu nhập ít hơn \$57,600 sẽ không phải trả nhiều hơn \$1,296 cho loại nhà hai phòng ngủ.



*Community Conversations series allowed for outreach in seven languages*

# online engagement

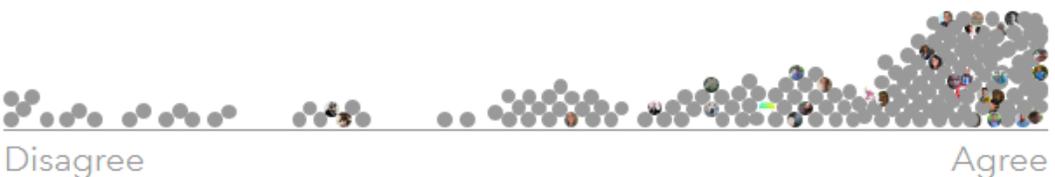
## interactive survey

Encourage a wide variety of housing options, including family-sized units and not just one-bedroom and studio units.



206 opinions

Consider locating more housing near parks, schools and other community assets.



198 opinions

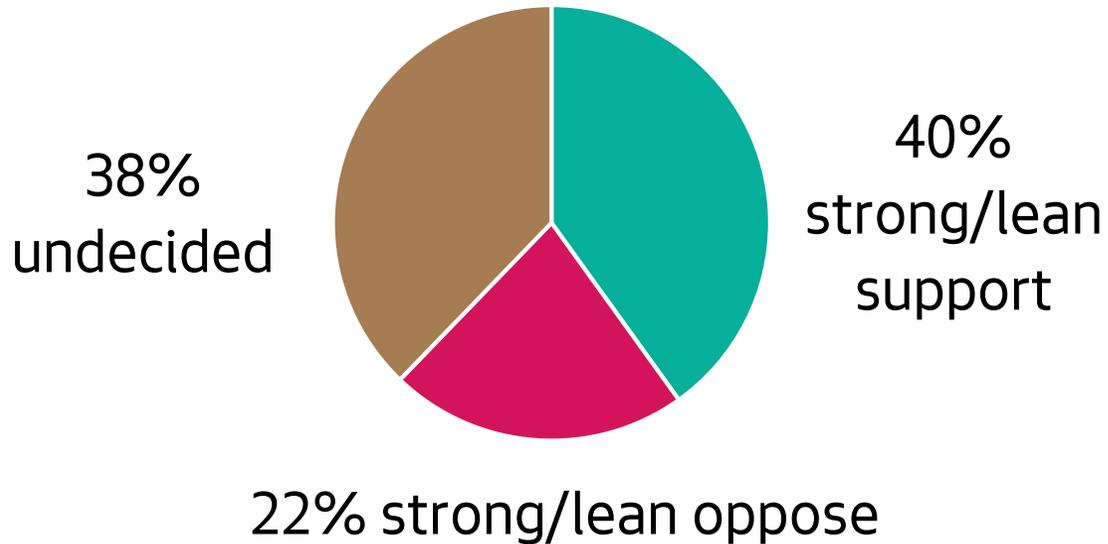
## video series



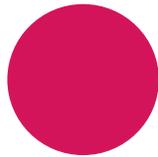
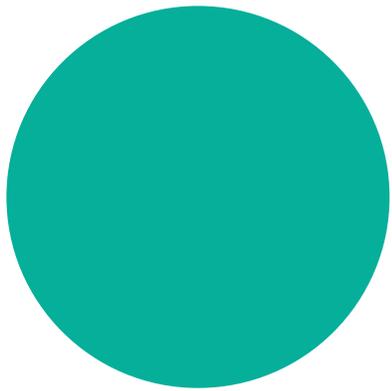
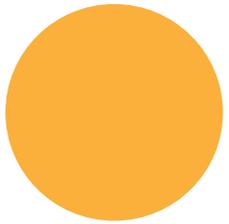
# door-to-door

Door-to-door canvassing of 10,000+ single-family homes proposed to be rezoned:

After hearing about zoning changes, what do you think about the MHA proposal?



# 4. lessons learned

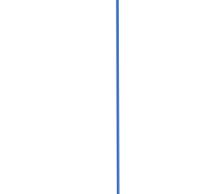
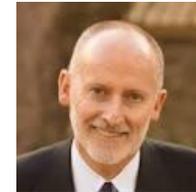
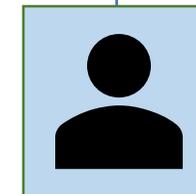
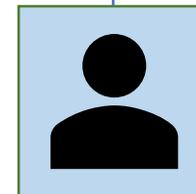
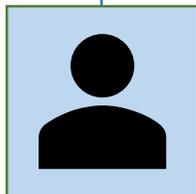
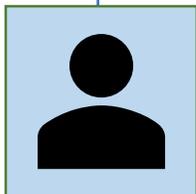
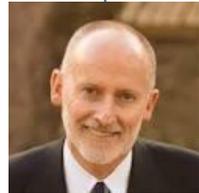


**LESSONS LEARNED:**

political leadership

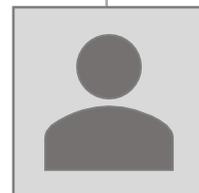
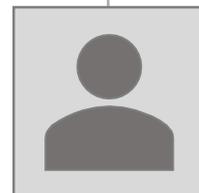
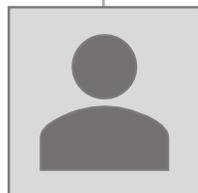
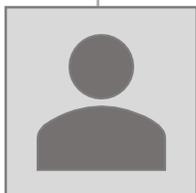
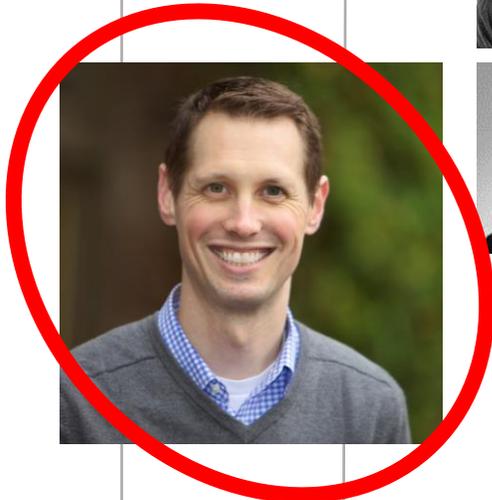
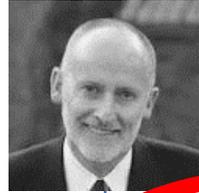
# MAYOR

# CITY COUNCIL



# MAYOR

# CITY COUNCIL



**LESSONS LEARNED:**

stakeholder support

A group of approximately 20 people are gathered together, many of whom are clapping and smiling. In the foreground, a woman with blonde hair, wearing a blue top and a patterned jacket, is smiling broadly while holding a large black folder containing a document with several signatures. The background shows a diverse group of men and women of various ages, all appearing to be in a celebratory mood. The setting appears to be an indoor event, possibly a legislative signing ceremony.

# Mandatory Housing Affordability

**signed into law  
March 20, 2019**



HOUSING  
DEVELOPMENT  
*consortium*



SEATTLE  
TECH4  
HOUSING



#RENTERPOWER



SEATTLE  
*for everyone*



SHARE THE CITIES



The Urbanist  
Examining urban policy to improve cities and quality of life.



future  
wise



[seattleforall.org](http://seattleforall.org)

**LESSONS LEARNED:**

perseverance

**thank you**

Sara Maxana  
Citywide Project Manager  
Housing Affordability and Livability Agenda  
City of Seattle