

JOINT REGIONAL COUNCIL OF MAYORS AND ULI MN ADVISORY COUNCIL MEETING

TOPICS AND PRESENTERS

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NEAL LOIDOLT, MN ASSISTANCE COUNCIL FOR VETERANS, PRESIDENT AND CEO](#)

[MINNEAPOLIS HOUSING PARTNERSHIP 2019 LEGISLATIVE PRIORITIES: ANNE MAVITY, EXECUTIVE DIRECTOR](#)

INTRODUCTION

Minnesota Housing Commissioner Jennifer Ho indicated her desire to work with the Regional Council of Mayors to ensure housing affordability for all, and to address these issues regionally as well as across the state.

Metropolitan Council Chair Nora Slawik stated that collaboration is key to a thriving region, and that mayors are crucial to the work. Chair Slawik looks forward to a collaboration among MN Mayors Together and the RCM with the [One Minnesota Initiative](#) led by Governor Walz, including transportation and equity.

ADAPTING TO CHANGE: 10TH ANNUAL HOUSING SUMMIT

[LINK TO ULI MN/RCM 10th ANNUAL HOUSING SUMMIT HIGHLIGHTS VIDEO](#)

ULI MN's 10th Annual Housing Summit featured Dr. Tiffany Manuel who outlined the key findings of her recent report: ["You Don't Have to Live Here: Why Housing Messages are Backfiring and 10 Things We Can Do About It"](#). She noted that now is the time for adaptive leadership and for taking on the challenge of building public will in support of housing affordability. She shared successful strategies to engage people in conversations about the need for adequate housing for all, ways to clearly communicate how important the availability of housing is on our local economy, and provided a way for leaders and communities to understand the value of supporting housing for all

incomes in our cities. Dr. Manuel indicated that leaders need to communicate how we all win when adequate housing is built in our cities. "We need the people who need affordable housing," she emphasizes, "Not *they* need affordable housing, we need them."

AFFORDABILITY

Facilitator Mayor Mike Maguire, City of Eagan

- Today's conversation is about action steps that we can take to follow up on recommendations established by the [Governor's Task Force on Housing](#).
- Now is the time to act collectively to support housing affordability as a key economic imperative.
- What can we do as cities, and what can we do together?

GREATER MSP

[LINK TO PRESENTATION](#)

Peter Frosch, Senior Vice President

- ["Every U.S. County has an affordability Crisis" – City Lab](#)
- Quality of life is quickly growing as a site-selection factor for big companies; in manufacturing as well as in technology. Business leaders are elevating the importance of locating in places where their employees can all afford to live, across all levels of their operations. This is impacting location decisions more now than ever.
- High growth areas such as Seattle, Denver, and San Francisco that are creating high-skilled jobs and seeing economic and population growth, are facing shortages of affordable housing and increasing homelessness.
- The MSP region is doing better than selected peer cities by some indicators. Our residents spend a lower percentage of income on housing and transportation. The region should hold on to this relative affordability advantage, and not be complacent. If we address housing affordability now, rather than wait until it becomes a major crisis, we could emerge as a new model of economic success.

ITASCA PROJECT

[LINK TO PRESENTATION](#)

Julia Silvis, Itasca Project Director at McKinsey & Company

- The Itasca Project is taking on housing as a new focused issue.
- Their objective is to increase understanding of housing affordability as a critical element of regional economic competitiveness, and to identify 2-4 strategies that align with the [Governor's Task Force on Housing](#) to improve housing affordability in the MSP region.
- Itasca's 3-part plan is to 1. Inform: design a data platform that does forecasting and tracks housing inventory, 2. Innovate: address systemic barriers in the housing market to enable high-scale potential innovations (modular construction, new financing tools, flexible land use), and 3. Engage: design a toolkit for employers to engage directly in assisting their employees with home ownership and rental stability.

HABITAT FOR HUMANITY

Chris Coleman, President and CEO

- Increasing housing supply, density, and connecting housing supply to transportation are all important objectives.
- The number one impediment to growth in this region is the ability for employers to attract workers. This starts with having available housing affordable to all income levels.
- Intentionally discriminatory practices have led to current inequality outcomes in housing affordability across different ethnic groups. We can't ignore this history (i.e. urban renewal in the 1950s and 60s wiping out communities of color).
- Income inequality is another huge issue, there is often a 400-500x difference between the salary of a CEO and an average worker.
- 1 in 4 MN households experience a housing cost burden. We need to act now. Mayors and the RCM provide important leadership because they experience what it means to their residents, businesses, and their cities' economic prosperity.

VETERAN SERVICES/COMCAST INTERNET ESSENTIALS

Carol Eggert, Senior Vice President, Military and Veteran Affairs, and Brigadier General (Ret) US Army, and Neil Loidolt, President/CEO, MN Assistance Council for Veterans

- The [Minnesota Assistance Council for Veterans \(MACV\)](#) aims to end veteran homelessness in MN through partnerships. They help over 500 veterans with direct financial assistance, services, counseling, and more.
- Comcast gives outsized hiring consideration to military applicants. They hired 10,000 veterans by the end of 2017 and aim to hire 21,000 by the end of 2021.
- Comcast offers a 'veteran-ready' [employer school](#) to help other organizations to hire and retain veterans.
- The Comcast [Internet Essentials](#) program offers low cost internet to low income folks. This year they partnered with MACV to reach veterans.

MINNESOTA HOUSING PARTNERSHIP 2019 LEGISLATIVE PRIORITIES

Anne Mavity, Executive Director

- The 2019 MHP Biannual State of Housing Report is coming soon.
- Mayors and cities can support the proposed [State Housing Tax Credit Contribution Fund](#). This is a simple, direct tool cities can support that will drive significant new investments for affordable housing in Minnesota, that is responsive to local needs.
 - Review the [list of organizations](#) that have already endorsed this proposal.
 - Have your city [sign the letter of support online](#).
- MHP is also proposing establishment of the [Local Housing Trust Fund State Match](#)
- [Connect with MHP](#) if you would like support in talking with your local legislative delegation about this legislation.

