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Housing**Link**

annual report





Launched in 2010, Map Search - an hList enhancement, the new way to find affordable rental housing in Minnesota.

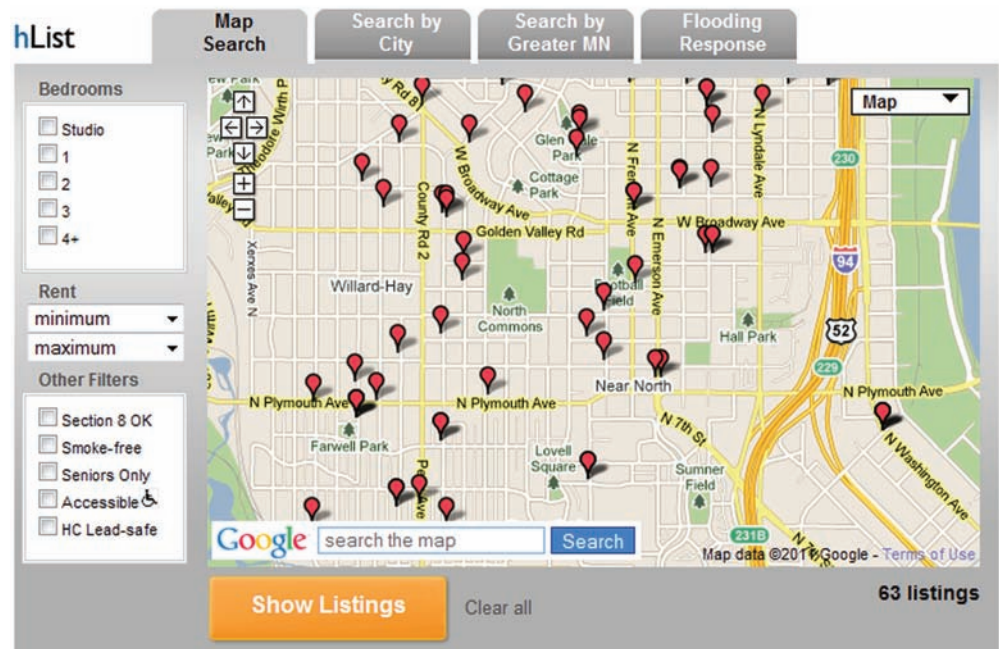
Q. What does Map Search do that makes a difference?

A. It gives people control of their housing search.

Sometimes knowing the city a renter wants to live in isn't enough. Sometimes they want to live in a specific neighborhood, near where he or she works, close to family and friends, in proximity to medical care, or other places of importance. Map Search gives renters that control. Using the *Google* search bar at the bottom of the map, a renter can enter an address or landmark near where they want to live. The map readjusts and zooms in to that area and shows nearby housing that is currently available. Just like that, a renter has control to find the housing they want and need. Adding this feature in 2010 has changed the way people search for affordable rental housing in Minnesota.

"THE NEW MAP SEARCH FUNCTION TOTALLY REMOVES THE NEED TO DRIVE TO VARIOUS LOCATIONS SEEKING AN APPROPRIATE PLACE TO LIVE. AS A SINGLE FATHER OF THREE CHILDREN THIS ONE-STOP SEARCH TOOL IS A GODSEND THAT SAVES ME TIME AND MONEY."
-Thomas, Renter

housinglink.org



Helping Renters Locate Affordable Housing

Getting low-to-moderate income renters the information they need when they need it is what makes housinglink.org successful. The following is how renters used our website in 2010 to locate safe, stable, affordable housing:

hList

Each month more than 2,700 housing and waiting list openings were advertised. Renters and case managers searched a wide variety of listings on hList using an interactive map. The unique map search function, launched in 2010, helped them find housing near employment, family, and other places of importance.

"I FOUND MY DREAM HOME FOR ME AND MY THREE BOYS USING HOUSINGLINK. I HAVE ALSO HELPED FRIENDS AND PEOPLE I WORK WITH FIND HOMES ON HOUSINGLINK. THIS IS A WONDERFUL SERVICE. THANK YOU FOR PROVIDING IT TO PEOPLE LIKE ME WHO NEED A PLACE TO CALL HOME." - Kimberly, Renter

Housing Authority Waiting List

For individuals with the lowest incomes, knowing when a subsidized housing waiting list opens is of vital importance. We have taken the time-consuming nature out of this type of search by centralizing all waiting list information on our website. This is a favorite place to stop for both renters & case managers! Over 31,000 people viewed this page on our website in 2010!

Accessible Housing

For those with disabilities it is a challenge to find affordable rental housing that accommodates their unique needs. We've addressed this by making it easy to search for housing with accessibility features. No-step approaches, roll-in showers, grab bars, and more are identified in property listings.

Housing**Link** 

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IMPACTS



322,000
visits to
housinglink.org



402,000
affordable housing
searches conducted



85%
of landlord entered
listings accept Section 8
vouchers

Connecting Landlords to Quality Renters

HousingLink is the go-to advertising source for landlords and property management companies that provide affordable rental housing. Landlords listing their vacancies and waiting list openings enjoyed the following in 2010:

Vacancies Filled Faster

With over 1,150 searches on housinglink.org every day in 2010, posting a listing generated traffic that filled vacancies and waiting lists faster.

Free Advertising

Since HousingLink's inception landlords have always had a free advertising opportunity on our website. Keeping it free means more landlord participation and a greater variety of housing for renters to choose from. In 2010, with the internet as the main way to search for housing, landlords got a better return on investment and renters found quality places to live.

Easy to Use Online Account

All property information and photos are saved in the property manager's online account. In the economy we endured in 2010 many renters needed housing fast due to a housing crisis. Allowing landlords to save their information ensured that available listings got to renters faster.

"HOUSINGLINK HAS PROVIDED US WITH A STEADY STREAM OF TENANTS FOR NEARLY 10 YEARS. IN FACT, WE ABANDONED ALL OTHER FORMS OF ADVERTISING ONCE WE DISCOVERED ALL OF OUR PROSPECTS FOUND OUR VACANCY LISTINGS BY USING YOUR WEBSITE. THANK YOU!"

- Pete, Choice Property Management



32,500

affordable housing & waiting list openings advertised



31,200

viewed the Housing Authority Waiting List



120

landlords attended Fair Housing training to increase compliance, housing choice, and equality



260

Hennepin County certified lead-safe properties advertised

Insightful Research

HousingLink keeps the community current with relevant housing information. Foreclosure, affordable housing production and preservation, and affordable housing opportunities for low-income renters are three things we kept an eye on in 2010.

Foreclosure Reports

Using sheriff sale data we tracked what happened in the foreclosure crisis. This helped the community determine how to respond and help those in foreclosure. \$112 million in neighborhood stabilization and foreclosure mitigation dollars were brought to Minnesota partly due to our research & data.

Housing Counts

Housing Counts, an annual report released for the seventh time in 2010, reveals affordable housing production and preservation in the Twin Cities. When new units of affordable housing are constructed, or if affordable housing units are lost, it is revealed in this report.

hSum

This annual report identifies the gap between available subsidized housing units and the total number of people earning less than 30% of the area median income. Our report released in 2010 revealed that subsidized rental opportunities exist for 33% of households that make less than 30% of the area median income.

"I ALWAYS LOOK FORWARD TO YOUR FORECLOSURE REPORT BECAUSE IT GIVES US THE TRUEST PICTURE OF FORECLOSURE ACTIVITY. YOU HAVE WHAT I BELIEVE IS THE MOST RELIABLE DATA IN THE STATE!"

- Aaron, Edina Realty



2,800

people accessed information about Fair Housing



\$112 Million

Neighborhood Stabilization & foreclosure mitigation dollars brought to MN partly due to HousingLink's research & data



\$5 Million

Sustainable Communities Grant secured for the Twin Cities partly using HousingLink's data



17,280

clients served in 2010 using HousingLink's resources by Hennepin County case workers.

2010 Supporters

Bloomington Housing & Redevelopment Authority
Charlson Foundation
City of Minneapolis,
Community Planning & Economic Development
Department of Human Services, Resettlement Programs Office
Eide Bailly (In-kind)
Family Housing Fund
Fair Housing Implementation Council
Google, Inc. (In-kind)
Hennepin County
Home Ownership Center
Hugh J. Andersen Foundation
Many individual donors
Jay and Rose Phillips Family Foundation of Minnesota
McKnight Foundation
Metropolitan Council
Minneapolis Public Housing Authority
Minnesota Housing
Minnesota Multi-Housing Association
Ramsey County
Redmon Law Chartered (In-kind)
Rental History Reports
Sears Commercial
St. Paul Foundation
St. Paul Public Housing Agency
Target
United Way of the Greater Twin Cities
Western Bank

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Ted Mondale, Chair, Metropolitan Sports Facilities Commission
Tracie Roberson, Housing Specialist, Wilder Foundation

NEW President!

After serving eight years as Community Relations Manager for HousingLink, Sue Speakman-Gomez was promoted to president in 2010.

NEW address at International Market Square

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housinglink.org

2010 Financial Summary

