

SIMPLIFYING AFFORDABLE HOUSING

Strategic Planning Process

In 2016 HousingLink completed a new strategic plan! With community input, our staff, Board of Directors and Strategic Planning committee identified the following goals for 2017 - 2019.

GOAL - Enhance services for renters and service providers, expanding their housing choices and knowledge, so they are empowered to find stable housing and strengthen communities.

We got a head start on this goal in 2016 by raising funds to begin the Housing Hub project. Once completed, this website will connect renters to project based waiting lists. This innovation will:

- Show renters their status on waiting lists in real time.
- Streamline processes at properties.
- Provide new unduplicated data about the demographics of households on waiting lists.

Stay tuned for updates about Housing Hub as we fundraise for and develop this game-changing service!

GOAL - Increase awareness and breadth of impact that HousingLink's research & data has in the community, driving innovative solutions in affordable housing.

HousingLink's rental housing data is one of the best kept secrets in Minnesota. Are you looking for information on affordable rental housing in your community, data on private market rental housing, rent reasonableness data for housing authorities, or insight on a research project? We have you covered!

GOAL - Leverage HousingLink's unique relationship with private market landlords to encourage a broad spectrum of listings while promoting the adoption of recognized best practices and increasing housing choice and quality in our community.

We began work on this in 2016 by launching a pilot of our Landlord Loyalty Club. Landlords that list on or donate to HousingLink enjoy free education with real estate credits, online forums, and an answer line where they can call, text or email property management questions. With over 135 members already, we are pushing forward on this initiative!

1,377,860

Searches for
Affordable Housing

11,680

Affordable Vacancies &
Waiting List Openings Listed

2.9 million

Page Views of
Housing Resources

Simplifying Housing Information

170,017

Views of subsidized
housing information.

109,399

Views of Housing
Authority Waiting
List status.

7.8 million

Notifications of housing
openings sent through 2016.

4,658

Listings that
would consider a
Section 8 voucher.

6,120

Visits for
Fair Housing
information.

Simplifying Housing Data

- ➔ Streams - The foundation of affordable housing research in the Twin Cities.
- ➔ Twin Cities Rental Revue - A quarterly report that tracks market rate rents.
- ➔ Rent Reasonableness data for housing authorities.
- ➔ Housing research for community agencies.
- ➔ MN Housing Measures (in partnership with the McKnight Foundation).
- ➔ Housing Counts (in partnership with Family Housing Fund).





Simplifying Choice & Equity

HousingLink strategically partners with others to promote housing choice, stability and equity in Minnesota.

2016 SUPPORTERS

- Bloomington HRA
- Eide Bailly (In-Kind)
- Family Housing Fund
- Google, Inc. (In-Kind)
- Greater Minnesota Housing Fund
- Hennepin County
- Hugh J. Andersen Foundation
- Jay & Rose Phillips Family Foundation of Minnesota
- Many Individual Donors
- McKnight Foundation
- Metropolitan Council
- Minnesota Housing
- Minnesota Multi Housing Association
- Minneapolis Public Housing Authority
- Redmon Law Chartered (In-Kind)
- Saint Paul Foundation
- Scott County CDA
- St. Paul Public Housing Agency
- Target

Here are some partner projects on which we worked:

Fair Housing MN - Fairhousingmn.org

Affirmative Marketing Toolkit - Fairhousingmn.org/providers/toolkit

Hennepin County Lead Safe - housinglink.org/List/LeadSafe

2016 BOARD OF DIRECTORS

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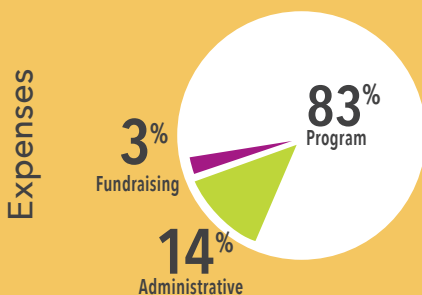
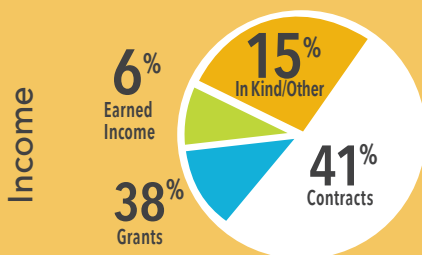
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Angie Skildum Manager, Residential Finance Housing Policy and Development, City of Minneapolis - Community Planning and Economic Development

Tim Thompson President, Housing Justice Center

Katie Topinka Legislative Director, Minnesota Housing

Financials



Contact

HousingLink
International Market Square
Suite 509
275 Market Street
Minneapolis, MN 55405
612-522-2500

www.housinglink.org