

# From NIMBY to YIMBY

*Strategies and techniques to garner community support for affordable housing development*



California Department of Housing and  
Community Development  
Housing Policy Development Division  
December 2006



# California's Continuing Housing Crisis

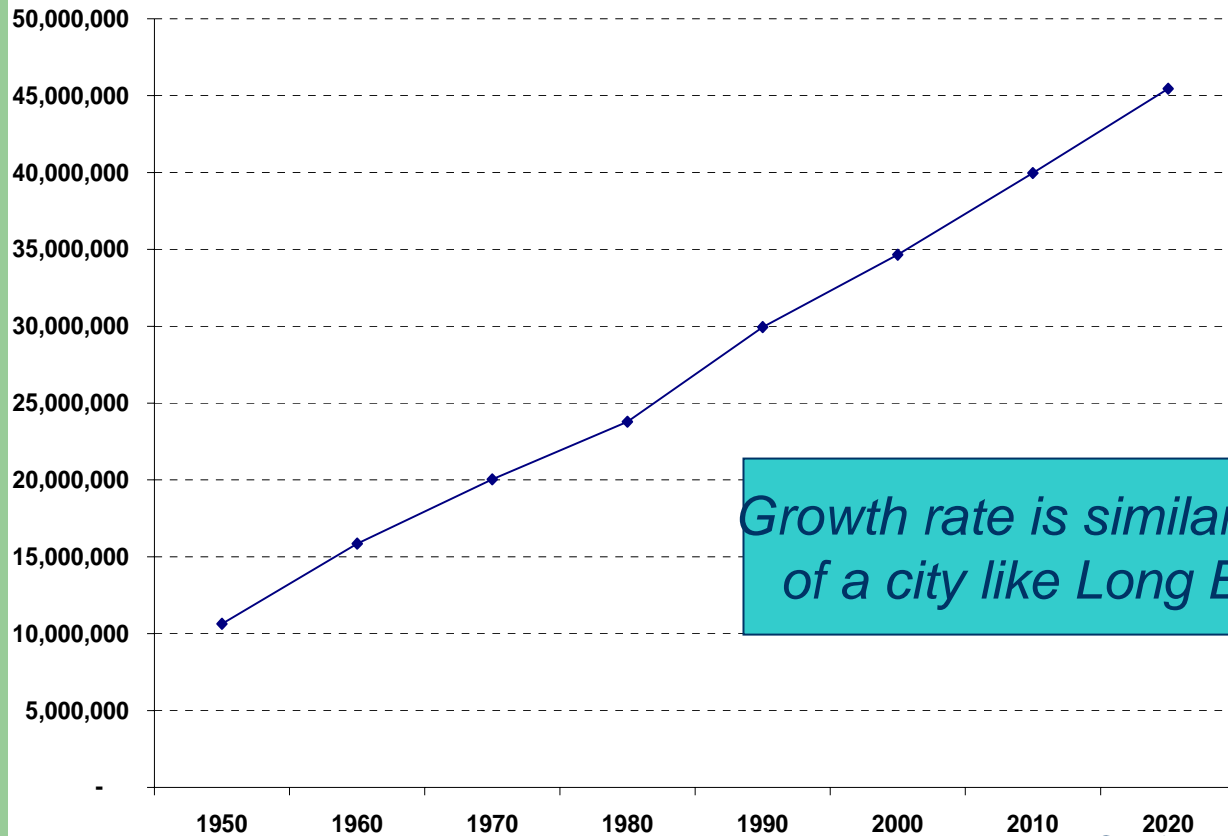
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# Housing Demand Influences

- ✚ Strong Population Growth
- ✚ Demographic and employment change
- ✚ Inadequate Housing Supplies
- ✚ Declining Affordability
- ✚ Favorable Mortgage Rates

# California's Population

*Predictably Grows About 500,000 Per Year.*



*Growth rate is similar to adding the size of a city like Long Beach every year.*

# California

Today: 37 Million

2020: 44 Million

Highest 2020  
Growth Areas:

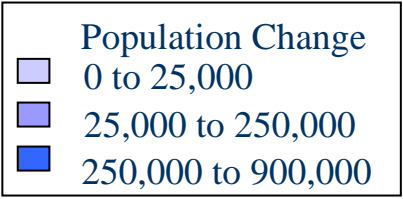
Sacramento  
4.1%

Santa Clara  
4.4%

Inland Empire  
20.2%

Los Angeles  
21.7%

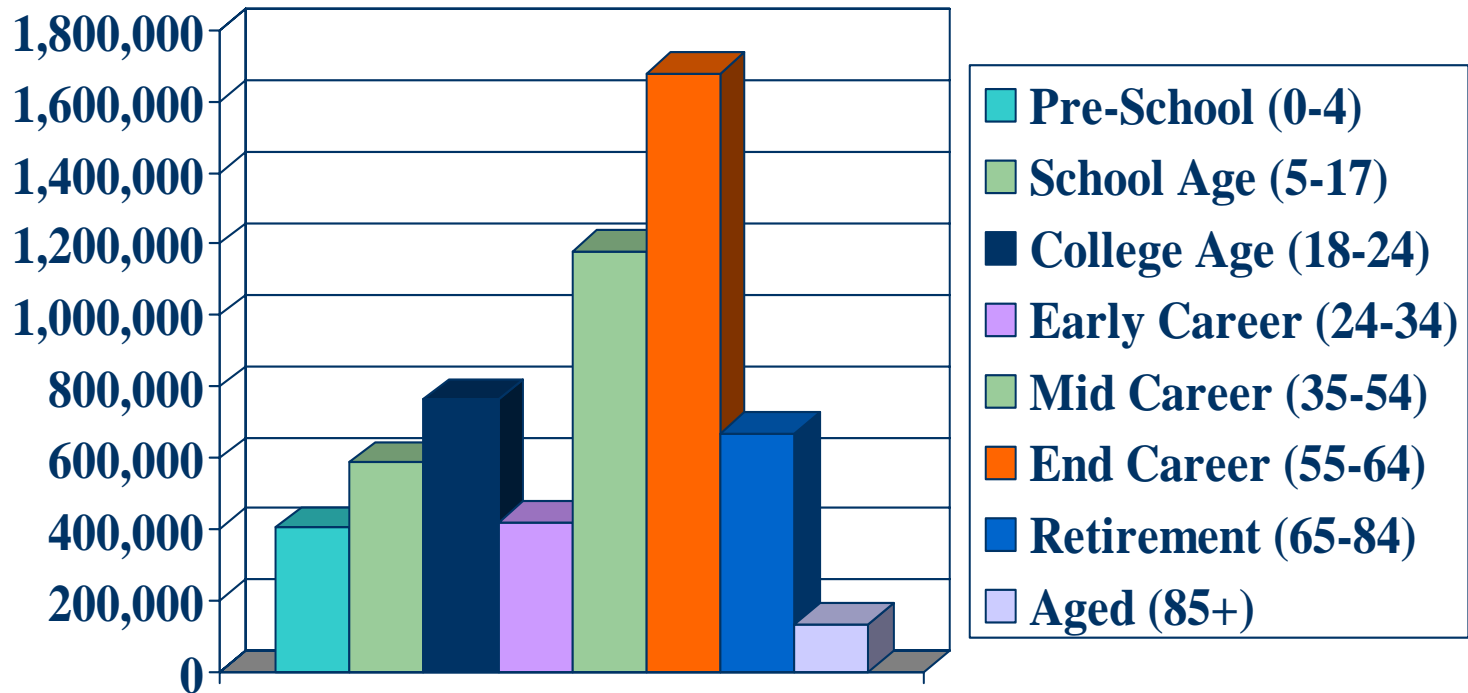
San Diego  
9.1%



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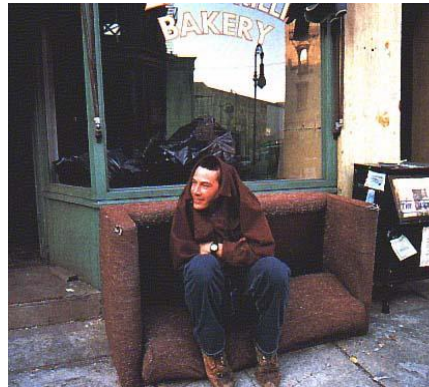
Source: DOF Demographics Research Unit, 2003

# California's Projected Growth 2000 – 2010 by Age Cohort



# Demand for Greater Diversity of Housing & Special Needs Housing

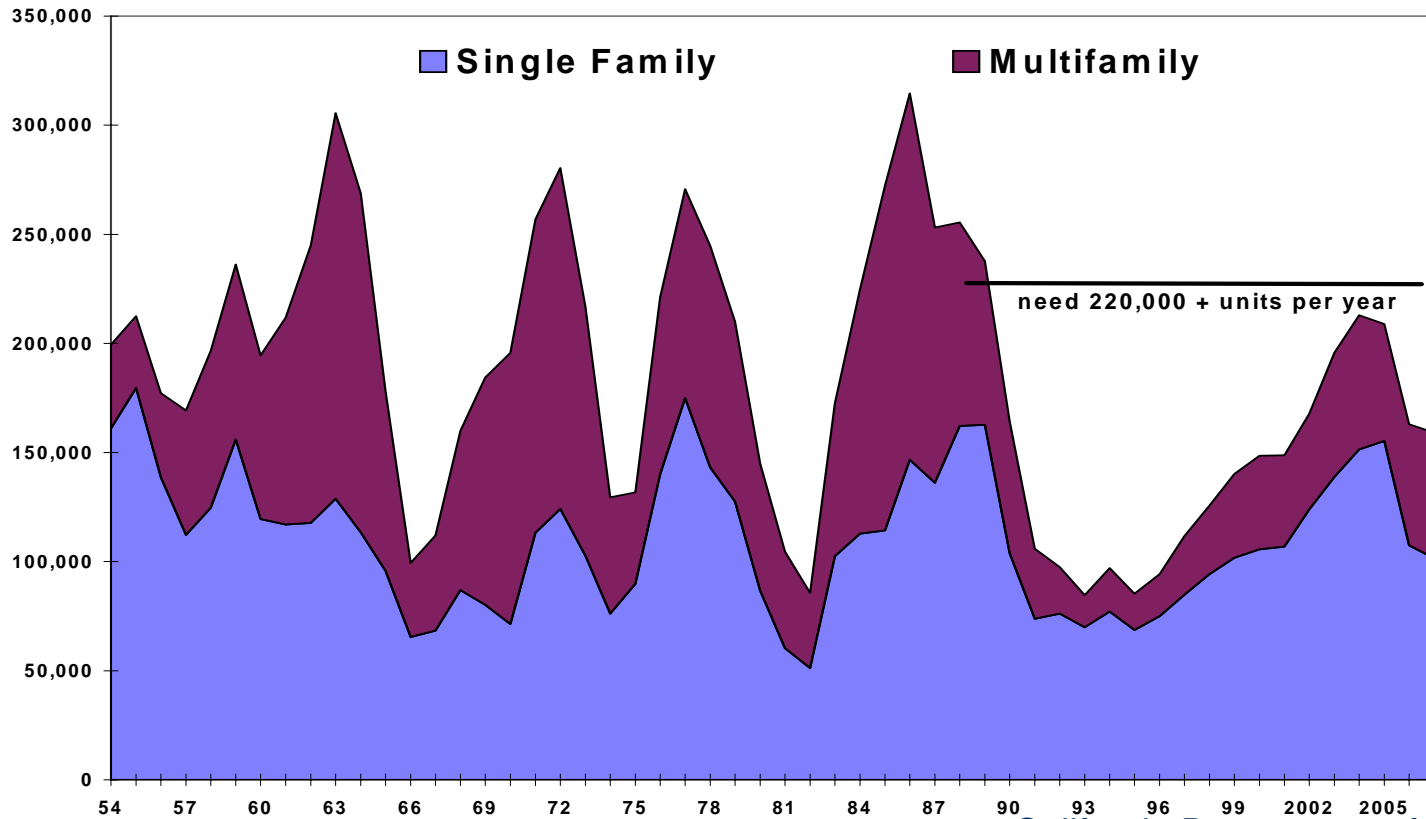
- ✚ Disabled
- ✚ Elderly
- ✚ Large Families
- ✚ Homeless
- ✚ Farmworkers



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# California's Housing Supply

*New Housing Permits Issued Not Keeping Up With Demand*



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# Wage and Housing Gaps



- The “Housing Wage” in California is \$21.24 - more than three times the minimum wage.
- An extremely low income household can only afford monthly rent up to \$483, while the fair market rent for a two bedroom unit is \$1,104.
- A worker earning minimum wage must work 126 hours per week in order to afford the average two-bedroom unit.

Source: Out of Reach 2006, NLIHC

# Top 10 workers that often cannot qualify to purchase a home in California:

**\*Fast-Food Workers**



**\*Building Maintenance Workers**

**\*Administrative Assistants**



**\*Truck Drivers**

**\*Construction Workers**

**\*Nurses**



**\*Firefighters**



**\*Teachers**

**\*Cashiers**

**\*Police Officers**

# Appreciating Home Prices 2000-2006

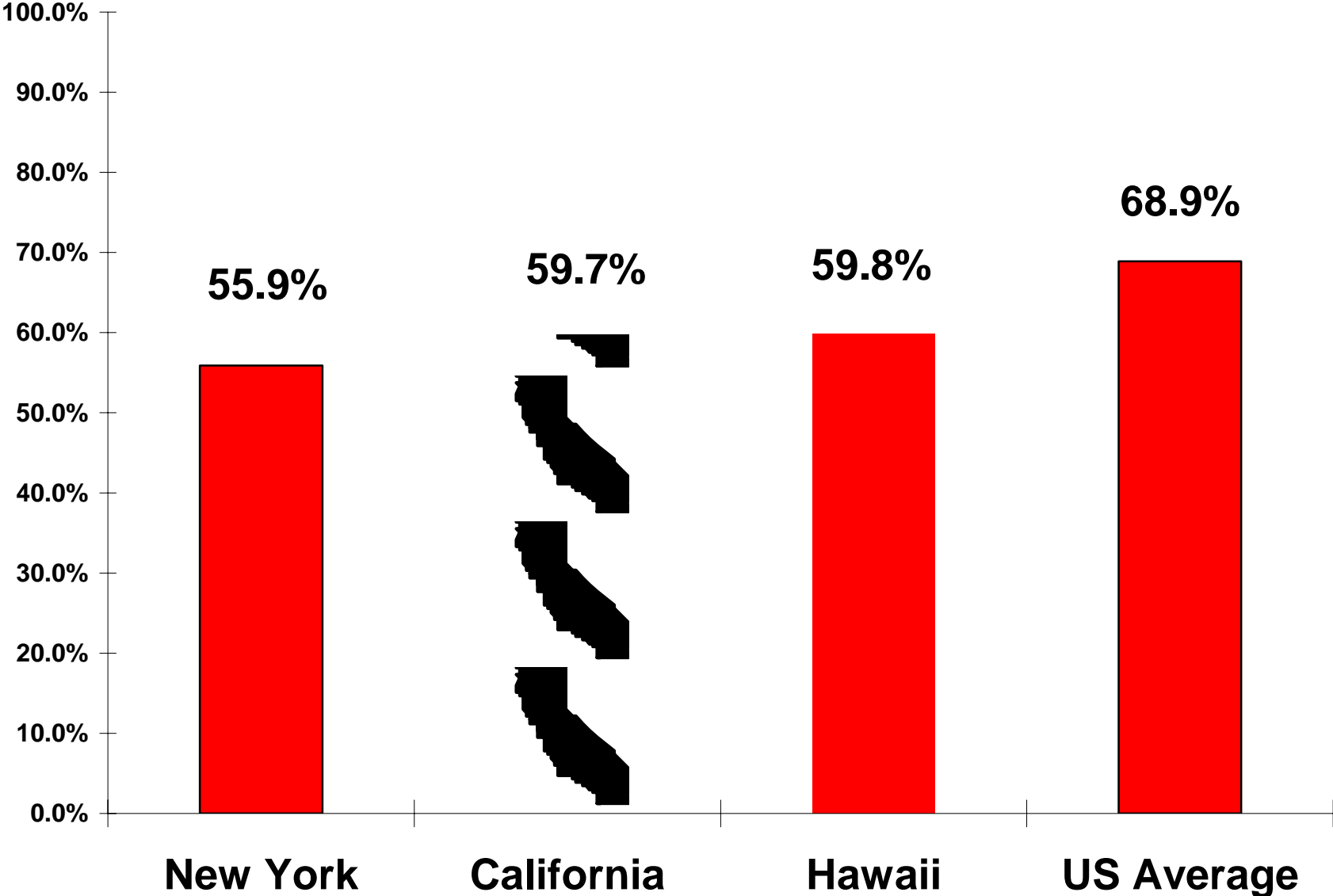
Select Counties:	June 2000	June 2006	6 yr % Change*
Sacramento County	\$145,424	\$384,244	164%
San Francisco County	\$466,627	\$760,932	63%
Fresno County	\$134,054	\$362,963	171%
Los Angeles	\$222,180	\$580,143	161%
Riverside County	\$137,698	\$400,389	191%
San Diego County	\$271,920	\$615,632	126%

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\*without adjustment for inflation

Source: California Association of REALTORS® (C.A.R.), Trends in California Real Estate, August 2002 and August 2006

# California's Homeownership Among Lowest In U.S.





Increases  
Crime!



Reduces  
Property  
Values!

# NIMBY (Not In My Back Yard)



## NIMBY Roots:

- Resistance to change
- Preconceived notions of bad design
- Media examples of urban blight and crime

## NIMBY Fears About Affordable and High Density Housing:

- Inappropriate for the neighborhood
- Increases local traffic
- Decreases property values
- Degrades the environment
- Strains schools and other public resources



Too Much  
Traffic!

# NIMBY, continued...

Undermines  
Community  
Character!

## NIMBY Results:

- Difficult to develop much needed housing
- Politically contentious
- Lack of public support creates division in the community
- Increased time for project completion
- Projects become economically infeasible for developers
- Community housing goals and household needs go unmet

Not a Stable  
Part of the  
community!

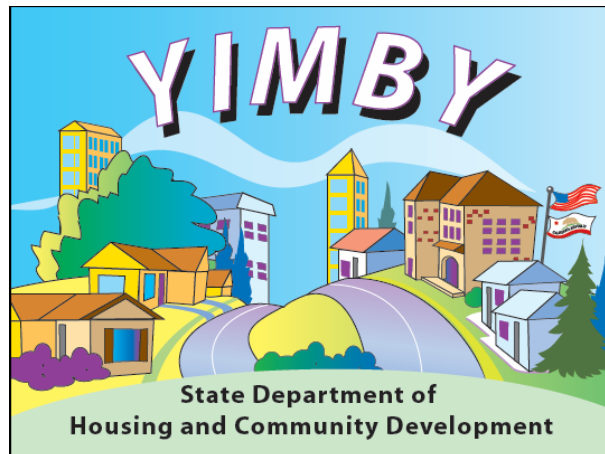
Strains Public  
Services and  
Infrastructure!

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# Moving Beyond NIMBY to *YIMBY*

## Presentation Goal:

Develop strategies to build support for more housing choices including affordable; special needs and high density housing.



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# Approaches to Community Outreach

- **Emphasize Good *DESIGN***
- **Emphasize *MANAGEMENT***
- **Myth *BUSTING***



# Emphasize **GOOD DESIGN**



***Heritage Walk,  
Pasadena, CA***

- **Good Design** is a crucial element in determining the success of new homes.
- **Good Design** enhances existing neighborhoods and builds high quality housing to serve the community's needs.
- **Good design** increases value.

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## ***DESIGN:* Enhances Neighborhoods**



- Working with developers, housing can be designed to incorporate important neighborhood services such as after school programs.
- Well designed housing can revitalize older neighborhoods and set the standard for multifamily development in newer neighborhoods.

***Bishop Francis Quinn Cottages***  
*Sacramento, CA*

# ***DESIGN:* Creates Quality Projects**



***Russell Manor***  
*Sacramento, CA*

- **Good Design** The use of quality materials and finishes contribute to the longevity of a project and to its ability to appreciate in value.
- By making appropriate tradeoffs and being creative, affordable housing can use materials and incorporate design elements that ensure quality while preserving affordability.

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# ***DESIGN:* Adds Character, Improves Neighborhoods**



- **Design** emphasizes compatible neighborhood architecture.
- **In many areas, new affordable housing is the highest-quality housing development in the community.**

***St Francis***  
*Sacramento, CA*

# Emphasize **GOOD MANAGEMENT**



- Affordable housing is maintained with strict standards that require maintenance of the property and thorough screening of potential residents.
- Thorough screening of potential residents.
- Professional property management
- Monitor compliance with state and federal regulations, including standards for good management.

**201 Turk AND 111 Jones**

*San Francisco, California* California Department of Housing  
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# Myth *BUSTING*



**Parkview Commons**  
San Francisco, California

- **High density and affordable housing will cause too much traffic**

*Fact: People who live in affordable housing own fewer cars and drive less.*

- **High density development strains public services and infrastructure**

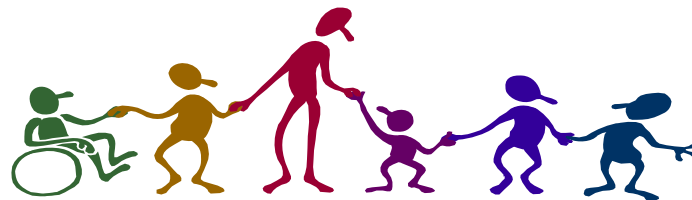
*Fact: Compact development offers greater efficiency in use of public services and infrastructure.*

## Myth *BUSTING*, continued...

- **Affordable housing reduces property values.**  
*Fact: No study in California has ever shown that affordable housing developments reduce property values.*
- **Residents in affordable housing move too often to be stable community members.**  
*Fact: When rents are guaranteed to remain stable, tenants move less often.*
- **High density and affordable housing undermine community character.**  
*Fact: New Affordable and high density housing can always be designed to fit into existing communities.*
- **High density and affordable housing increase crime.**  
*Fact: Design and use of space has a far more significant effect on crime than density or income levels.*

# Techniques

- **Do wide outreach, engage stakeholders and activists and get community leaders involved.**
- **Garner media and political support early.**
- **Be proactive, anticipate pitfalls and work to anticipate concerns and address them as part of project development.**
- **Demonstrate the benefit of the project for the community.**
- **Ensure public input and decision-making is transparent.**
- **Remember a picture is worth a thousand words---show pictures and conduct tours of high quality housing.**





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**Housing & Community Development**

search

**Housing Policy Development****NIMBY Resources**[Plain HTML Version](#)  
[\(Printer Friendly\)](#)

The following site is being developed to provide resources and tools helpful in addressing "Not in My Back Yard" (NIMBY) concerns about housing and especially affordable and/or high density housing

The Department in association with the [Non-Profit Housing Association of Northern California \(NPH\)](#) and the [California Affordable Housing Law Project](#), have provided the following publications as resources for addressing NIMBY and similar barriers.

**Publications**

The publications are in Adobe Portable Document Format (PDF) version 3.0 documents. These documents require the [Adobe Acrobat Reader](#). (*Adobe PDF*)

Additional resources and tools will be added including links to other relevant sites.

**NEW: ["Myths & Facts About Affordable and High Density Housing"](#)**

- [Examples of Materials and Outreach Strategies used in Housing Education Campaigns](#)
- [How to Organize Successful Affordable Housing Tours](#)
- [How to Create a Cable TV Show about Affordable Housing](#)
- [Education/Advocacy Campaigns on Affordable Housing in the Bay Area](#)
- [Six Steps to Getting Local Government Approvals](#)
- [Speakers Bureau Do's and Don'ts](#)
- [What Works in Affordable Housing Elements](#)
- [Who Needs Affordable Housing? What is "Low Income" and "Very Low Income"?](#)

**New NIMBY-Related Resource (February 2003):****Websites & Documents on [Affordable Housing & Relationship to Property Values](#)**

The document is a compilation of electronic links to websites and web documents on affordable housing and property values issues. This NIMBY resource bibliography is an on-going HPD project and it will be updated with new resources soon.

# Conclusions



***Pension K***  
*Sacramento, CA*

- Communities need more housing for a growing population.
- Build support emphasizing good design and good project management.
- Debunk myths.
- Know the facts in your own community.
- Spread the word.
- Share your knowledge and success stories.

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**[WWW.HCD.CA.GOV](http://WWW.HCD.CA.GOV)**

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