

# Grimm + Parker Surveys - Join the Conversation

## Housing Association of Nonprofit Developers (HAND) Annual Meeting

June 2015



At the recent HAND Annual Meeting, hosted in DC and attended by over 1000 people, we surveyed participants on current topics affecting affordable housing development.

Our questions focused on three areas:

- The term "Affordable Housing":** Does it matter what we call the product? How do we address the baggage of the term?
- Transit:** Does it matter? Why?
- Barriers to Entry:** What is stopping or slowing the development of affordable housing?

For the first two categories, participants voted once. For the third question, participants could choose multiple categories.

Results captured the dedication of practitioners in the Affordable Housing community - there was unanimous enthusiasm for transit and funding was clearly identified as the greatest barrier to affordable housing development. Participants engaged in passionate conversation about the issues, demonstrating their commitment to residents and neighborhoods.



photo courtesy of HAND [www.handhousing.org](http://www.handhousing.org)  
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Full results and comments are below. Thanks to all who took part.

### What's in a Name?

Does the term "Affordable Housing" limit our success?



#### No:

"...but it is a loaded term"

"Don't change the name, align the messaging!"

#### Yes:

"Fair Housing' sounds better"

"... need to reframe the conversation ... to resonate with real people - folks beyond the industry"

### The Role of Transit

What's the role of transit in Affordable Housing Success?



"Transit is very important because those who need affordable housing are also limited in their transportation options and need reliable transit to get to their jobs."

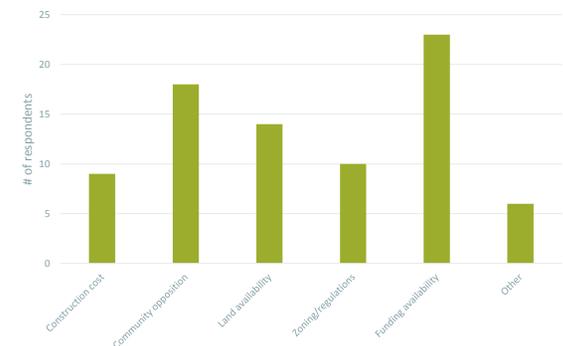
"Vital in urban communities. Less vital in suburban/rural communities."

"Affordable housing usually shrinks when close to transit. Need to preserve it."

"Public transit is vital to increasing employment rates, improving health indices, and sustaining families. Transit offers the opportunity for mobility and access."

### Barriers to Entry

What are the barriers to Affordable Housing?



"Not in my backyard!"

"Why does it have to be so hard? Make it easier!"

"Discrimination - race and economic"

"Regulation that adds cost"

"Political will"

"Overcrowding schools - huge factor"

"Market forces - what are the incentives to do this?"