



“Yes, in my neighborhood!”

Greater Portland supports affordable housing

New data provides guidance and messaging tools for discussing new affordable housing projects with leaders, developers and local communities.

Voters demonstrate a high level of agreement with these sentiments (greater than 60% support):

- More housing options provide shelter for those in need and keep our neighborhoods safe and enjoyable for everyone.
- It's more important to invest in long-term solutions like affordable housing, than short term fixes like shelter.
- It feels good to know my neighborhood includes residents of all incomes.
- Our region is growing and we need to make room in our neighborhoods for more people moving to greater Portland.
- All neighborhoods share a responsibility for providing affordable housing and all neighborhoods should offer some affordable options



When asked, 61% of voters said they would support more affordable housing in their neighborhood.



Only 1 in 4 voters believe that their neighborhood already has enough affordable housing.

Talking to the community about new affordable housing is critical to building public support and it's important to remember that public support is already strong for affordable homes – 59% of voters supported the regional housing bond! Strategic messaging (page one) and community engagement tactics will increase public support for siting affordable housing in neighborhoods.

Tactics for successful neighborhood engagement

Some voters think affordable housing will lower property values and cause safety concerns and a vast majority of voters want to be involved in decisions about affordable housing in their neighborhood.

Communicate to build trust

- Introduce neighbors to the development team and key partners. Provide contact information for concerns and housing referrals
- Provide clear and complete information about partner referral and service agencies, management practices and accountability, and construction impacts to the neighborhood

Include to build shared responsibility

- Remind neighbors that their opinions and support are valued and important to the success of new affordable housing
- Focus on safety features and added amenities that can be enjoyed by, or will benefit all neighbors

Tactics that build community

- Engage neighbors in meaningful and honest opportunities for feedback
- Provide periodic project updates and invite neighborhood to participate in milestones
- Use small breakout groups and feedback cards to encourage feedback from all participants rather than microphones



Report back and help us keep this work evolving.

Fostering broad public and sustained support for affordable homes takes practice and refinement. We want to learn from your experiences and identify new opportunities to research this issue.

Email housing@oregonmetro.gov