

Rebranding Affordable Housing

Iowa Finance Authority

Special Achievement

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**Iowa Finance Authority
Rebranding Affordable Housing in Iowa
Special Achievement**

RESPOND TO A STATEWIDE NEED

The Iowa Finance Authority (IFA) released first of its kind research on the support of housing in Iowa, finding that 72% of Iowans support the development of housing in their communities to meet the growing demand.

“Every Iowan deserves the opportunity to live where they work, and when they can, our people, communities and businesses thrive,” said IFA and IEDA Executive Director Debi Durham. “The state needs an additional 61,000 housing units by 2030 to meet the demands of our robust economy. This is in addition to more affordable options for the nearly 40% of renters and 16% of homeowners who currently pay more than 30% of their income on housing.”

According to the research recently conducted by IFA, housing opposition stops nearly one-in-three housing tax credit projects and significantly changes another one-in-four projects in the state, despite the majority of Iowans being in support of housing.

The welcomehomeia.com website provides an avenue for Iowans in support of housing to have their voices heard. In addition to asking Iowans and businesses to log their support for housing, the website offers a newly published guide to rebranding affordable housing in Iowa, guides to facilitate community conversations and the eye-opening research on perceptions of affordable housing in Iowa.

“Many hard-working Iowans, including childcare workers, EMTs and paramedics, food servers, grocery store clerks, nursing assistants and preschool teachers earn less than what is required to afford a market rate apartment and utilities in Iowa,” said Dan Garrett of the Iowa Housing Partnership. “Diverse housing options in our communities enhance the strength and prosperity of the economy so all Iowans can thrive. We know that when people can live in communities where they work, there’s great benefits to all.”

According to the National Association of Home Builders, renters living in an average housing tax credit project in Iowa buy goods and services in their communities, which generates an annually recurring economic impact of \$15.9 million from industries such as wholesale and retail trade, eating and drinking establishments and business and professional services, among others in addition to supporting a total of 279 jobs.

Housing is a challenge we must address. And we must do it in part, through rebranding the term **“affordable housing”**. This term has been long-used and over-time inaccurate stigmas have become attached to it. What is affordable housing? Is it housing developed through use of a particular program? Is it housing that Iowans are able to afford without spending more than 30% of their paycheck? The term invites confusion and misperceptions. It’s time to archive this term and call it what it is – **housing**.

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WHAT WE DID:

The Iowa Finance Authority completed first of its kind research on affordable housing perceptions in Iowa. Feedback from a diverse cross-section of the state provided important insights into the most effective messaging on the topic.

Participants were told that a housing developer had proposed building an affordable housing development in their ZIP code. At the end of the survey, participants were made aware that the scenario was fictional. But the learnings were very real.

WHAT WE LEARNED:

THE THREE MOST EFFECTIVE HOUSING MESSAGES FOR IOWANS:

1. Having good, affordable homes create major benefits for communities
2. The occupations priced out of housing
3. Tenant Story Telling

As a matter of public policy, **72% of Iowans support affordable housing**. This support is bipartisan, crosses the urban-rural divide, and is shared by both homeowners and renters. The small number of outliers who oppose housing expansion are more likely than supporters to make their opinions heard. It creates a misconception about where the public really stands.

ADDITIONAL INSIGHTS:

The groundbreaking research also delivered insights from developers. They confirmed local opposition is a common experience, and that it comes primarily from a small but vocal minority.

They say inaccurate perception influences the success of their projects – **with 1 in 3 projects halted and 1 in 4 modified**.

Additional insights from the research demonstrate the **importance of education and clear communication**.

These findings suggest the perception of opposition to affordable housing is inaccurate, or at least incomplete. With levels of support this high, it is fair to say advocates have won the hearts and minds of fellow community members. But, they are losing battles in zoning and city council meetings.

The challenge confronting housing advocates is tactical and led to the birth of Welcome Home, Iowa.

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RESULTS

The Welcome Home Iowa initiative spurred invaluable community, media and stakeholder conversations about the economic impacts of affordable housing, individuals that live in the housing financed by housing tax credits, addressing the stigma of affordable housing head-on. Stakeholders agree that it's not "affordable housing" it's just "housing for all".

These conversations and research came on the heels of Governor Reynolds' historic \$100 Million investment to increase the supply of housing options and protect and expand housing opportunities for Iowans to live in or near the communities where they work. The research IFA conducted informed us that in order for the full investment to be able to effectively move projects forward without being stalled by opposition, we would need a major rebranding effort. To date, all awards made have been proceeding with no opposition halting projects.

"For Iowa to continue to thrive, we must eliminate barriers to those trying to enter the workforce," said Gov. Reynolds.

In addition, more than a thousand Iowans and dozens of businesses have publicly logged their support for housing in the state on the welcome home Iowa website.

PROJECT SUMMARY

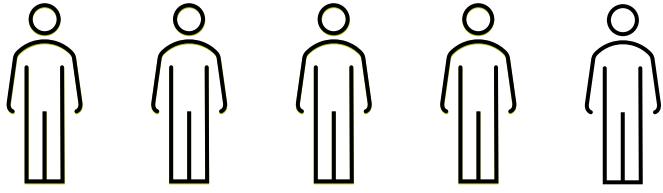
Seven out of ten Iowans support housing, yet one in three housing tax credit projects in the state are blocked by opposition. This told us that we had an affordable housing branding problem. This problem was addressed head-on with eye-opening research and a public relations campaign that ensured that a \$100 million investment in housing would not only be understood but would create the intended housing units for Iowans.



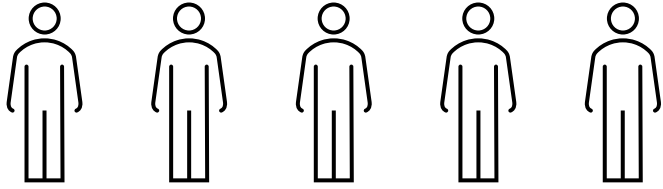
IOWA FINANCE
AUTHORITY

Rebranding Affordable Housing in Iowa

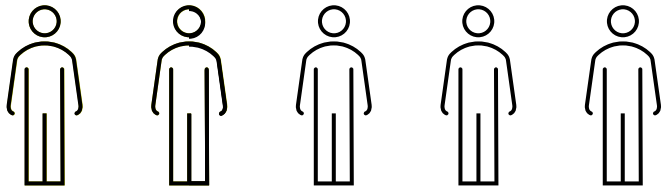
Dec. 1, 2021



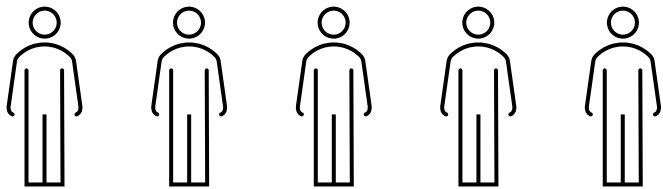
Nearly 40%
of renters



spend more than
30% of their income
on housing



and 16% of
homeowners



Housing cost burdened:
**paying +30% of
income on
housing expenses**



Grocery store clerks



EMTs and paramedics



Pharmacy aides



Childcare providers



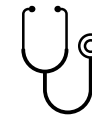
Food servers



Retail sales workers



Ambulance drivers



Home health aides



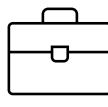
Teaching assistants



Bartenders



Laboratory assistants



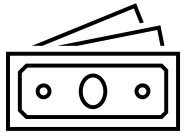
Young professionals



Childcare workers



Nursing assistants



**Hard
working
lowans
earning
paychecks**



**Scarce affordable
rental options**



Increasing rent



By 2030

The Gazette

Iowa's next 10 years: Census figures provide challenges and opportunities

Our hopes for Iowa over the next decade: Sustain rural communities, support burgeoning urban centers, and embrace diversity.

Staff Editorial
Aug. 23, 2021 4:49 pm

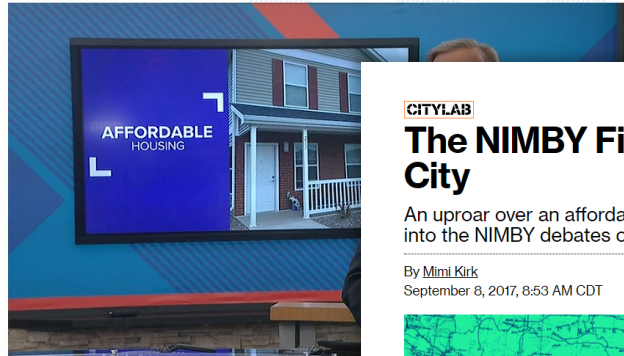


... As small towns become small cities and small cities become bigger ones, they face new sets of challenges. Those include issues related to **affordable housing**, transit, energy, infrastructure, diversity, workforce development, law enforcement and social services...



Explaining what some call affordable housing crisis Quad Cities

For every 100 low income renter households, there are only 37 available and affordable units.



Today's News & Local Information

KNIA-KRLS

Knoxville • Pella • Indianola

KNOXVILLE CITY COUNCIL DISCUSSING HOUSING TRUST FUND & VA CAMPUS

Rural Iowa communities face housing shortage

Rural Iowa communities are struggling with a housing shortage despite many areas facing long-term population declines.



Business Record

Urbandale officials to consider revamped affordable housing project west of Merle Hay Mall

A proposal considered earlier this year failed to gain council approval

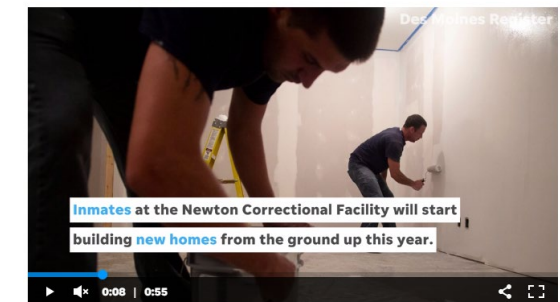
BY KATHY A. BOLTEN, Senior Staff Writer
Wednesday, October 30, 2019 9:00 AM



Iowa has a rural housing shortage. Here's how the state's prison inmates will help solve it.

Kim Norvell | The Des Moines Register
Published 8:18 a.m. CT Jun. 6, 2019 | Updated 12:16 p.m. CT Jun. 7, 2019

View Comments



Iowa has a rural housing shortage. Here's how the state's inmates will help solve it. Inmates from the Newton Correctional Facility will build affordable homes from the ground up that will be moved to rural communities. Kim Norvell, knorvell@dmrreg.com

Business Record

For Anawim, fight continues for affordable housing in Urbandale

BY KENT DARR, Senior Staff Writer

CITYLAB

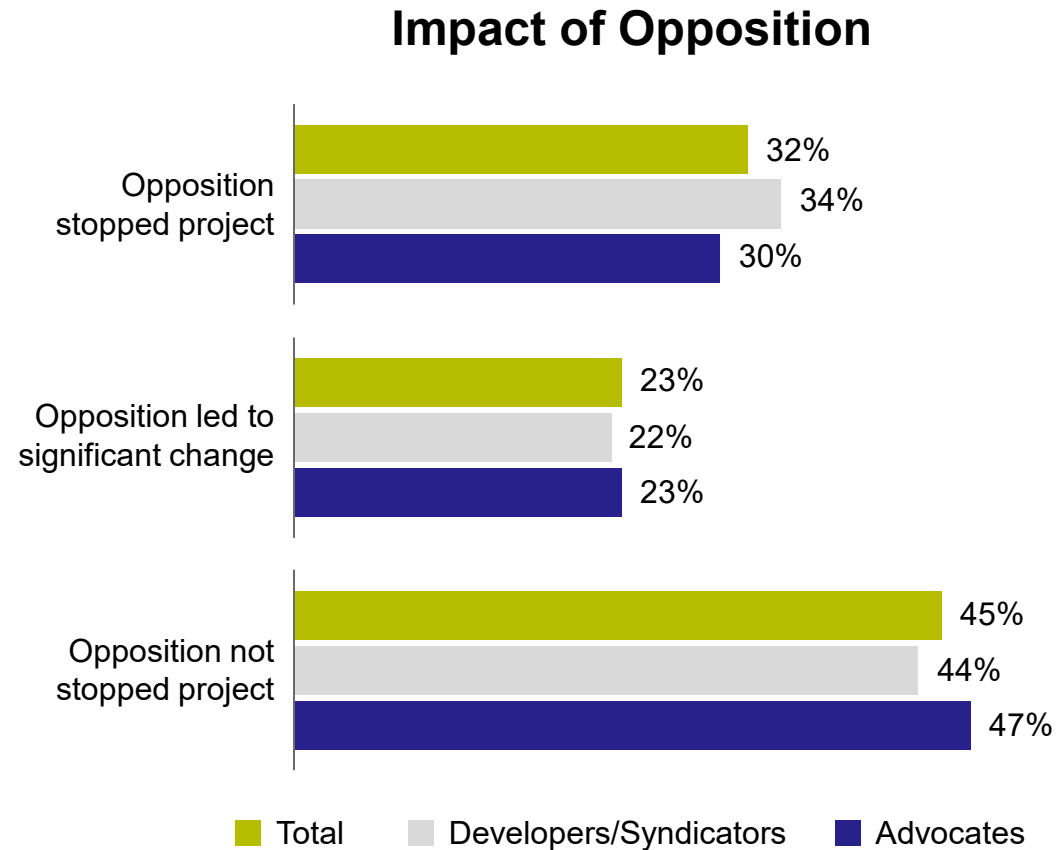
The NIMBY Fight That Rocked Cedar Rapids City

An uproar over an affordable housing complex in Cedar Rapids led to the NIMBY debates of small-city America.

By Mimi Kirk
September 8, 2017, 8:53 AM CDT

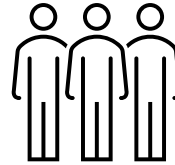


Opposition has a large impact, stopping nearly one-in-three projects and significantly changing another one-in-four

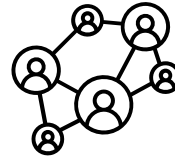


Research Methodology

Audiences



lowans
ages 18+



**Diversity of gender, age,
region, ethnicity, education,
political affiliation**



**Scenario: developer building
an affordable housing
development in your ZIP code**



Research Findings

72%

of lowans support affordable housing.

Despite concerns, lowans see many benefits of affordable housing in their community – and are more likely to see benefits than concerns.



Research Findings

65%

of lowans, who were told a developer has proposed an affordable housing development in their ZIP code support it.

lowans see many benefits of affordable housing in their community – and are more likely to see benefits than concerns.



Research Findings

Effective Messages

There is a shortage of affordable homes in Iowa

Addressing the shortage will benefit real people

This impacts working people Iowans know and encounter every day

Addressing the shortage will benefit entire communities

The most effective messages describe the nature of the housing challenge in Iowa, explain the benefits of affordable housing to the entire community, and explain the occupations priced out.

Top Performing Messages *Showing “Much More Likely to Support”*





Research Findings

73%

of lowans support development in their ZIP code after exposure to the messaging

“[I was moved by] the idea that those who need affordable housing are young and just lack job experience and also that our seniors may be living on Social Security and deserve a nice home as well.”

“A lot of good points were made to improve quality of life and living situations for people who may otherwise not be able to have suitable housing.”

“Some of the information in this survey actually made me realize the types of people that may be under paid.”

“I don’t believe people should have to use half of their income for housing.”

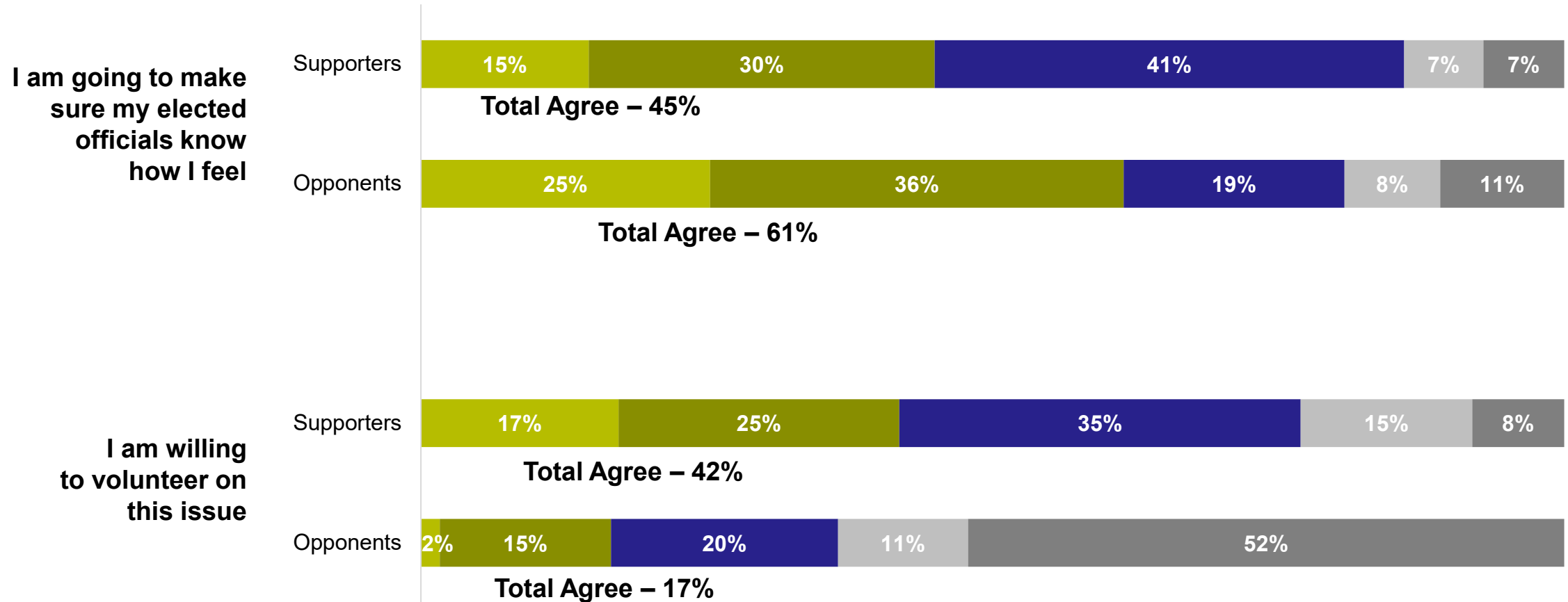
“Knowing that affordable housing has a net positive and that Iowa has a shortage of affordable housing.”

Opponents are more likely to make their opinion heard, creating a misconception about where the public stands

Verdict on Proposed Development

Q. Do you agree or disagree with the following statements?

■ Strongly agree
 ■ Somewhat agree
 ■ Neither agree nor disagree
 ■ Somewhat disagree
 ■ Strongly disagree



What We Know

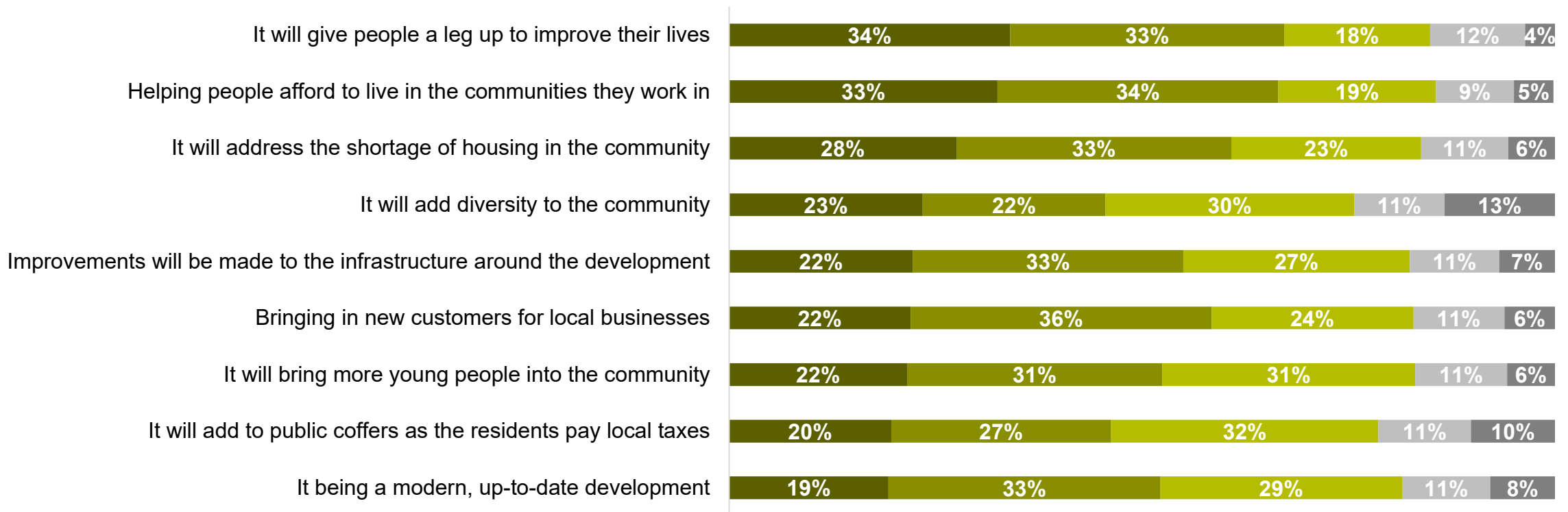
1

Real people are hurt by the shortage of housing, and fixing it benefits everyone

41% support affordable housing when they learn it brings benefits and money to their community.

Benefits of Affordable Housing

■ Extremely beneficial
 ■ Very beneficial
 ■ Somewhat beneficial
 ■ A little beneficial
 ■ Not at all beneficial



What We Know

2

Giving voice to the silent majority is key to success

Address their concerns

Make it easy/convenient to make their support known

What We Know

3

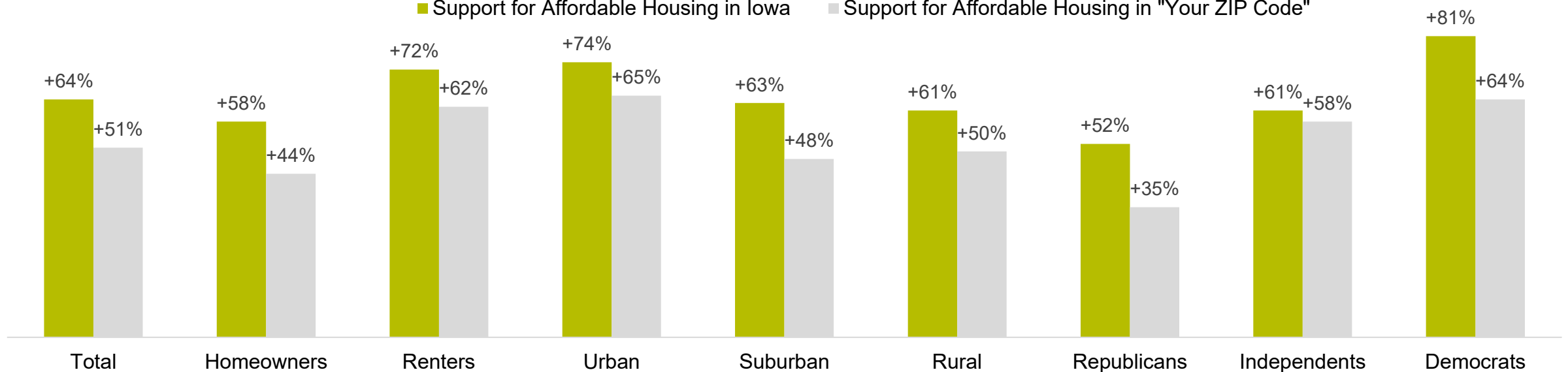
Developers must use data to demonstrate citizen support for affordable housing to elected officials

The effect of NIMBYism is apparent, but supporters still outnumber opponents by double digits

NIMBY • an acronym for the phrase "not in my back yard" or Nimby, is a characterization of opposition by residents to proposed developments in their local area, as well as support for strict land use regulations.

Net Support

■ Support for Affordable Housing in Iowa ■ Support for Affordable Housing in "Your ZIP Code"

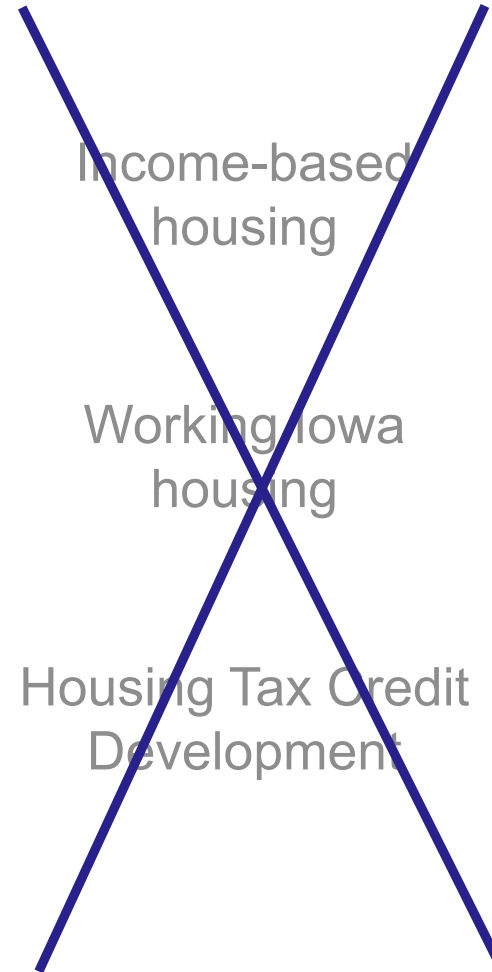


What If We Could ...

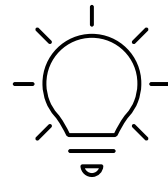


Insight, Platform & Program Overview

Rebranding
Affordable Housing
**To just ...
HOUSING**



Insight



**lowa grows when we
embrace the economic
diversity of housing.**

Welcome Home Iowa

What is it?

A financially focused effort to showcase the investment affordable housing and its tenants offer Iowa communities.

How does it work?

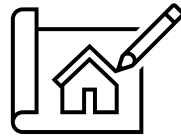
We'll demonstrate the benefit of welcoming affordable housing residents through facts, figures and storytelling, hitting home the point that it just makes financial sense to have more people with diverse incomes in their community.

Why does it work?

Because it strikes a careful balance between the pragmatic and the personal. We'll communicate financial benefits but showcase the individual and community value of affordable housing.



**Welcome Home
Iowa paired with
grassroots support**



**Add additional value in
support of developer
partners**



**Showcase far-
ranging support
among businesses
and community
leaders**

Housing Development Toolkit

What is it?

A grassroots/public affairs campaign to effectively introduce affordable housing developments, supplemental to a broad creative campaign.

How does it work?

We'll support developers in their community rollout with stakeholder identification, message documents and fact sheets, signature forms and other tips to set them up for success.

Why does it work?

This turnkey tactic, customizable for specific/localized needs, builds trust and establishes developers and their affordable housing communities as good neighbors, with the well-being of the community at the forefront.

Communications Plan At A Glance...

1

Launch of Welcome Home, Iowa – focusing on gaining support across Iowa communities

2

Toolkit to assist developers in obtaining support at the community level

3

Rebranding Affordable Housing Messaging Guide for housing advocates and others, based on research

4

An opportunity for businesses to log their support of housing for our workforce

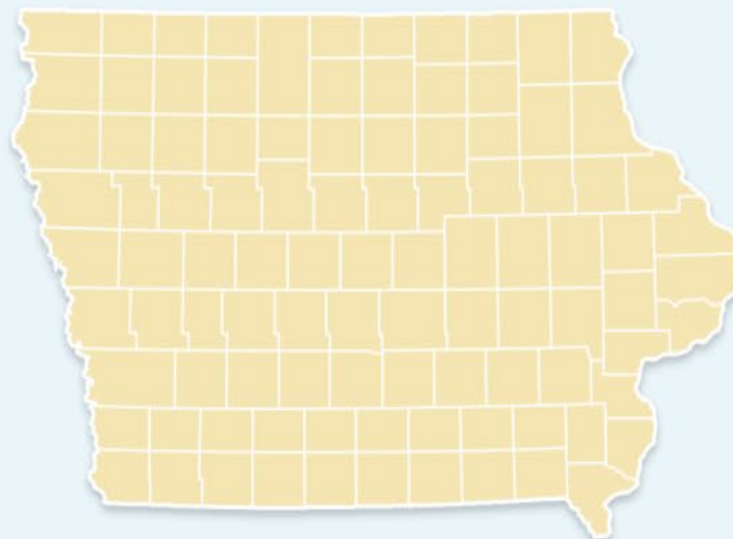
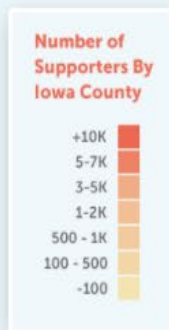
WELCOME
HOME,
IOWA

Welcome Home, Iowa

Diverse housing options in our communities enhance the strength and prosperity of our economy, so all of us can do well. Maybe you've heard the "not in my backyard" argument. The small number of outliers who oppose housing expansion are more likely than supporters to make their opinions heard. Now is the time to roll out the welcome mat across the state. We need you, the community champions, to have your voices heard about the importance for housing for all Iowans.



Do you believe your fellow Iowans should be able to live where they work? **Show your support for housing below!**



IOWA[®]
economic development



IOWA FINANCE
AUTHORITY

Thank you!



Rebranding Affordable Housing in Iowa

BACKGROUND MESSAGES





Diverse housing options in our communities enhance the strength and prosperity of our economy so all Iowans can thrive. As we roll out the welcome mat across the state to ensure Iowans can live where they work, it's important to understand the blueprint for this state-wide effort. **To help meet the needs of our robust economy, Iowa must add more than 61,000 housing units by 2030.**

It is clear Iowans are facing a housing crisis – quality rental homes are scarce and expensive, while wages remain the same. Families caught in the crisis are one missed paycheck or unexpected expense away from losing their homes. **Nearly 40% of renters and 16% of homeowners spend more than 30% of their income on housing.**

Housing is a challenge we must address. As a matter of public policy, **72% of Iowans support affordable housing.** This support is bipartisan, crosses the urban-rural divide, and is shared by both homeowners and renters. The small number of outliers who oppose housing expansion are more likely than supporters to make their opinions heard. It creates a misconception about where the public, or sometimes silent majority, really stands.

During the summer of 2021, Iowa Economic Development Authority and Iowa Finance Authority fielded an online survey of Iowans. Feedback from a diverse cross-section of the state provided important insights. Participants were told that a housing developer had proposed building an affordable housing development in their ZIP code. Of course, at the end of the survey, participants were made aware the scenario was fictional. But the learnings were very real.

At first, 65% of Iowans offered their support of a housing development in their ZIP code. Then, survey respondents were provided information about the housing problem in Iowa and key messages about the benefits of affordable housing. With that, things started looking up – **73% of Iowans supported development in their ZIP code after exposure to informational and effective messages.**

Those Iowans were more likely to see the benefits than the concerns.



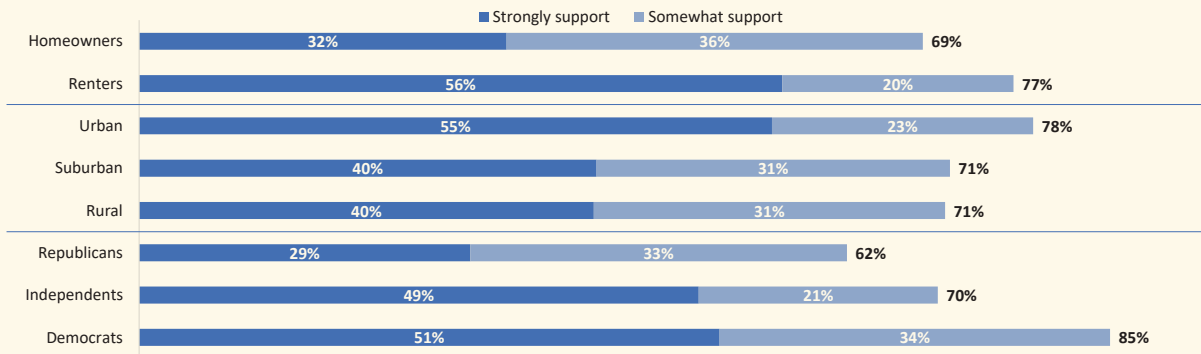
Message effectiveness across audiences

Do you support or oppose affordable housing in Iowa?

■ Strongly support ■ Somewhat support ■ Neither support nor oppose ■ Somewhat oppose ■ Strongly oppose ■ I'm not sure

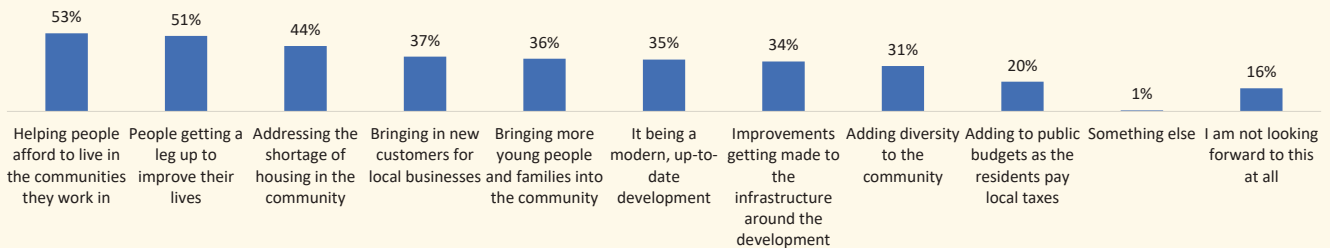


Do you support or oppose affordable housing in Iowa?



Despite concerns, Iowans see many benefits of affordable housing in their community – and are more likely to see benefits than concerns

Benefits of Local Development



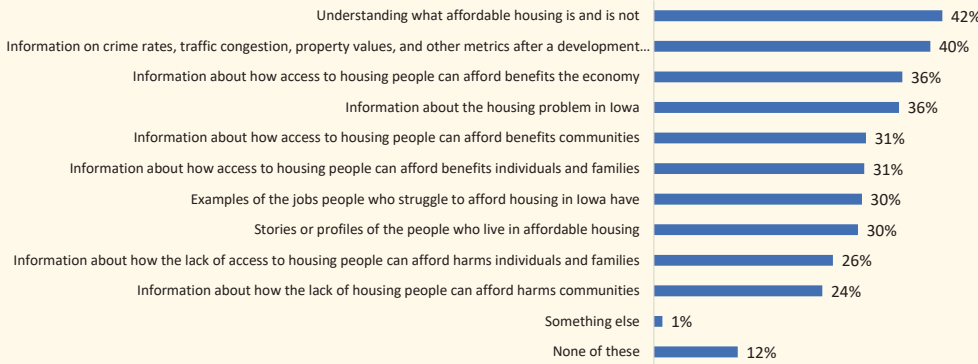
Top 3 Concerns	Opposition	Compared to Support
People getting a leg up to improve their lives	17%	-46%
It being a modern, up-to-date development	14%	-29%
Adding diversity to the community	14%	-26%

As expected, opponents see the benefits of development at much lower rates than supporters, but many still see a benefit. It is not wholly negative even to opponents.



The most helpful information is factual and addresses the immediate impact on the community

Most Helpful Information About Affordable Housing in Iowa



Top 3 Most Impactful Info	Opposition	Compared to Support
Information on crime rates, traffic congestion, property values, and other metrics after a development is built	47%	+8%
Information about the housing problem in Iowa	29%	-11%
Understanding what affordable housing is and is not	19%	-31%

Democrats found it informative to understand what affordable housing is and is not, while Republicans found it most helpful to know about community impact

	Total	Home-owners	Renters	Urban	Suburban	Rural	Republicans	Independents	Democrats
Understanding what affordable housing is and is not	42%	39%	46%	40%	39%	46%	35%	38%	53%
Information on crime rates, traffic congestion, property values, and other metrics after a development is built	40%	42%	37%	42%	36%	45%	43%	33%	43%
Information about how access to housing people can afford benefits the economy	36%	37%	34%	37%	35%	37%	35%	30%	43%
Information about the housing problem in Iowa	36%	32%	40%	40%	35%	35%	31%	31%	46%
Information about how access to housing people can afford benefits communities	31%	31%	31%	35%	30%	30%	28%	17%	48%
Information about how access to housing people can afford benefits individuals and families	31%	29%	32%	37%	30%	29%	26%	23%	44%
Examples of the jobs people who struggle to afford housing in Iowa have	30%	31%	29%	32%	31%	29%	29%	21%	40%
Stories or profiles of the people who live in affordable housing	30%	31%	28%	44%	31%	22%	31%	19%	38%
Information about how the lack of access to housing people can afford harms individuals and families	26%	22%	32%	30%	21%	31%	26%	17%	35%
Information about how the lack of housing people can afford harms communities	24%	24%	26%	27%	24%	24%	23%	14%	36%
Something else	1%	2%	--	--	1%	2%	3%	1%	--
None of these	12%	12%	13%	14%	9%	15%	11%	22%	4%





The most effective messages describe the nature of the housing challenge in Iowa, explain the benefits of affordable housing to the entire community, and tell a personalized story

Top Performing Messages
Showing "Much More Likely to Support"



Note: Reactions to messages do not necessarily align with what respondents found most helpful, suggesting a need to tell comprehensive stories, as we heard from developers in the qualitative work

"Major Benefits" and "Priced Out" tested well across key subgroups

Total	Homeowners	Renters	Urban	Suburban	Rural	Republicans	Independents	Democrats
Having Good Affordable Homes Creates Major Benefits	Occupations Priced Out	Having Good Affordable Homes Creates Major Benefits	Housing Cost and Availability	Having Good Affordable Homes Creates Major Benefits	Occupations Priced Out	Occupations Priced Out	Lack of Good, Affordable Homes Creates Major Costs	Having Good Affordable Homes Creates Major Benefits
Occupations Priced Out	Having Good Affordable Homes Creates Major Benefits	Occupations Priced Out	Opportunity for All	Occupations Priced Out	Housing Cost and Availability	Having Good Affordable Homes Creates Major Benefits	Occupations Priced Out	Occupations Priced Out
Tenant Storytelling	Housing Cost and Availability	Homes of Opportunity	Community Strength	Tenant Storytelling	Tenant Storytelling	Tenant Storytelling	Housing Cost and Availability	Housing Cost and Availability



“Tenant Storytelling,” “Major Benefits,” “Opportunity for All,” and “Priced Out” performed best with those persuaded by the messaging

Switched to Support	Moved toward stronger support	Supporters	Opponents	Neutrals/ Unsure	Conservative	Moderate	Politically Engaged	Goes to city council meetings
Opportunity for All	Tenant Storytelling	Having Good Affordable Homes Creates Major Benefits	Frontline Worker Housing	Tenant Storytelling	Having Good Affordable Homes Creates Major Benefits	Having Good Affordable Homes Creates Major Benefits	Occupations Priced Out	Having Good Affordable Homes Creates Major Benefits
Occupations Priced Out	Having Good Affordable Homes Creates Major Benefits	Occupations Priced Out	Housing Insecurity and Affordability	Community Strength	Community Strength	Occupations Priced Out	Having Good Affordable Homes Creates Major Benefits	Occupations Priced Out
Having Good Affordable Homes Creates Major Benefits	Opportunity for All	Tenant Storytelling	Occupations Priced Out	Having Good Affordable Homes Creates Major Benefits	Impact on Local Businesses	Housing Cost and Availability	Community Strength	Opportunity for All

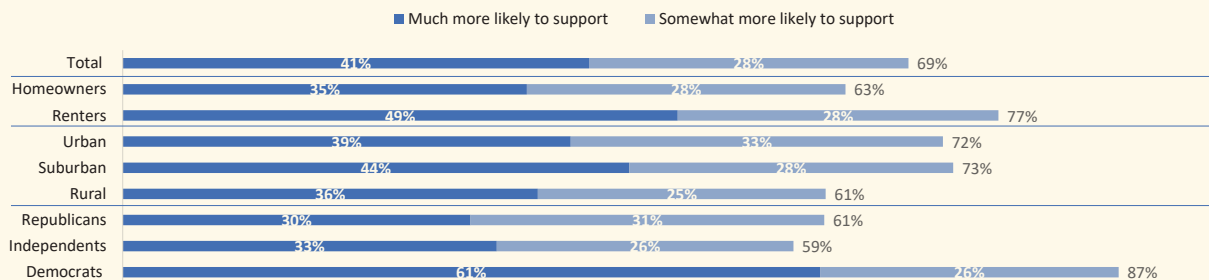
Having Good Affordable Homes Creates Major Benefits

In Iowa, a good, affordable home is hard to find. Nearly 40% of renters and 16% of homeowners spend more than 30 percent of their income on housing.

Fixing this problem has major benefits. When people have good, affordable housing, they have better health, better educational opportunities, and greater economic success. When people are able to spend less on their rent or mortgage, it makes it easier for them to afford things like health insurance, nutritious food, or educational opportunities. This improves people’s health and well-being, expands their opportunities, and makes it easier to move up the socioeconomic ladder.

Ensuring that good homes are affordable strengthens our communities and economy. We must make sure all Iowans can live in a good home they can afford. If we do, more people will have healthier, more successful lives, and it will help our whole state.

“Having Good, Affordable Homes Creates Major Benefits” Impact





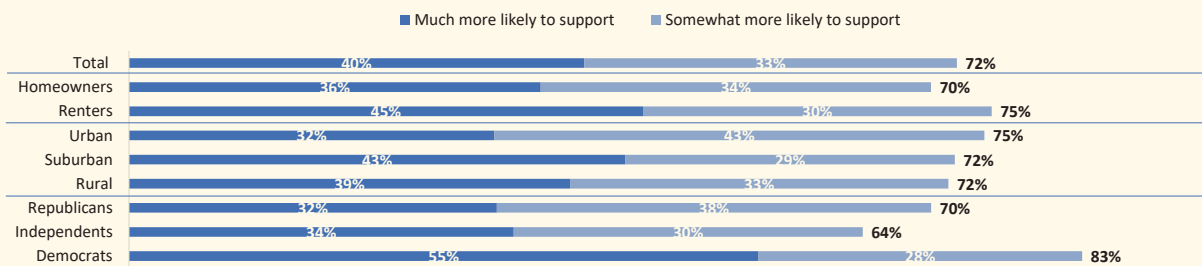
Occupations Priced Out

Many hard-working Iowans in positions like these earn less than what is required to afford a market rate apartment and utilities in Iowa, without being housing cost burdened:

- Ambulance drivers
- Bartenders
- Childcare workers
- Food servers
- EMTs and paramedics
- Grocery workers
- Home health aides
- Laboratory assistants
- Nursing assistants
- Pharmacy aides
- Preschool teachers
- Retail sales workers
- Teaching assistants
- Young professionals

When we can all work and live in our communities, we all benefit.

“Occupations Priced Out” Impact



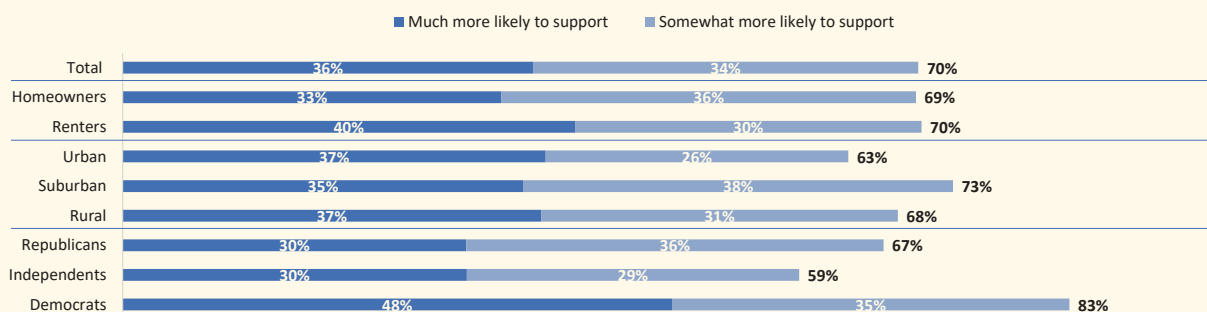
Tenant Storytelling

As a single grandmother who had recently gained custody of her three grandchildren, Fawn’s one-bedroom was no longer enough space.

Working as a server in a restaurant, she needed to find a home that was not only nearby but that fit within her budget and still provided the space her newly expanded family needed.

Thanks to a new affordable housing development, Fawn was able to not only find a home that she could afford but that has plenty of space for her and the kids to enjoy.

“Tenant Storytelling” Impact

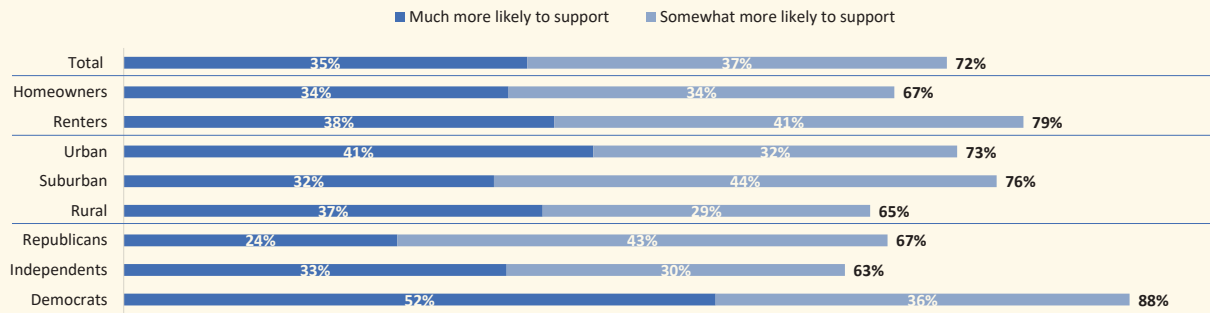




Housing Cost and Availability

Iowans are facing a housing crisis—quality rental homes are scarce and expensive, while wages remain the same. Families caught in the crisis are one missed paycheck or unexpected expense away from losing their homes. If we don't address the rental crisis now, thousands of Iowans will soon be in real danger of losing their homes.

“Housing Cost and Availability” Impact

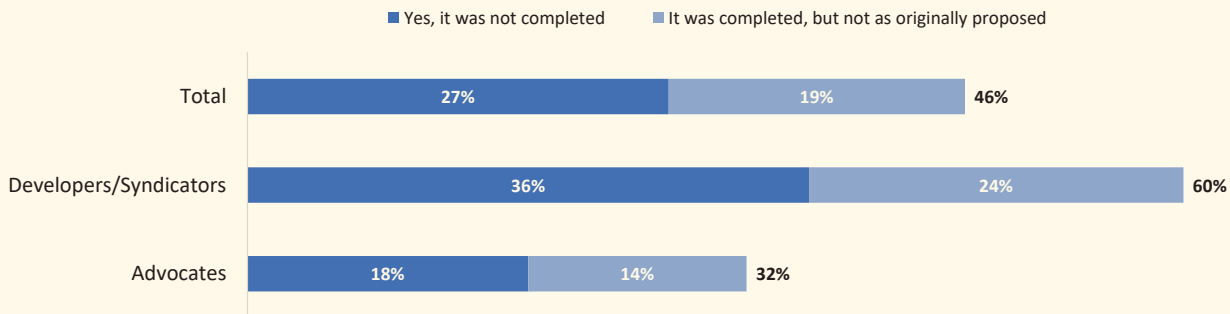




Housing Developer Research Summary

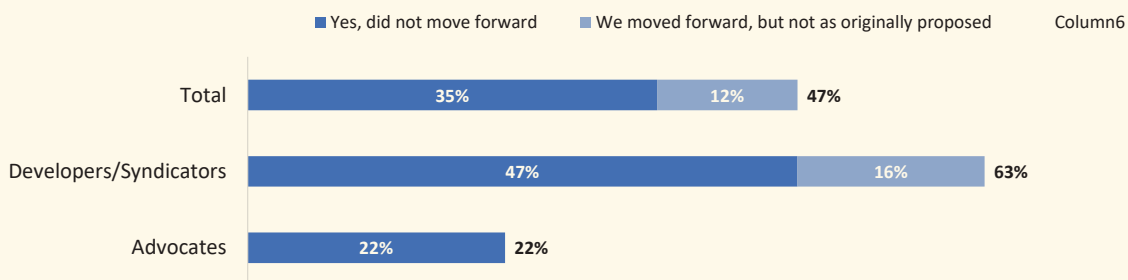
The groundbreaking research also delivered insights from developers. They confirmed local opposition is a common experience, and that it comes primarily from a small but vocal minority.

Have you ever started an affordable housing project that was not completed?



The reasons for not completing were generally constrained budget, improper zoning, lack of financing, or local opposition. In response to opposition, the plan for completion had to be modified to include senior housing or changed from multi-family to townhouses.

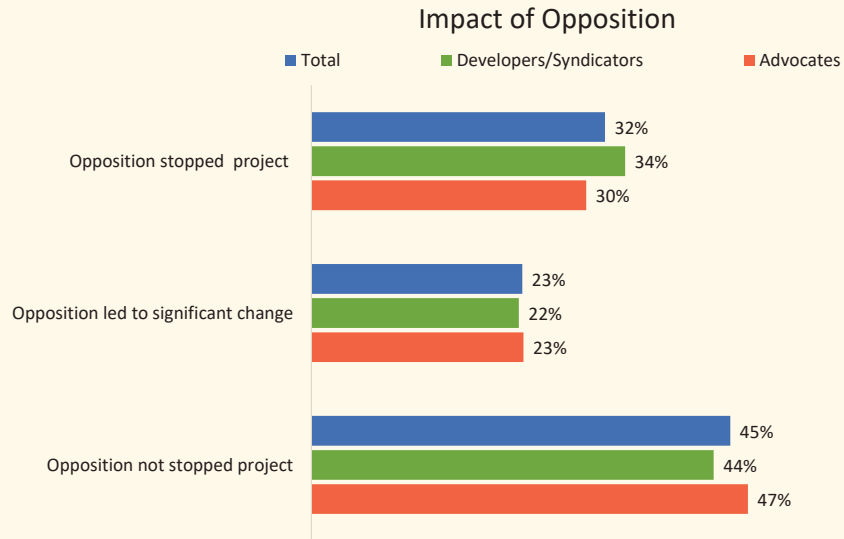
Have you ever explored an affordable housing project and decided to not move forward with it because you doubted it would be completed?



There were many reasons for not moving forward on a project, including lack of cash flow, land issues, zoning complication, building costs and anticipation of local opposition.

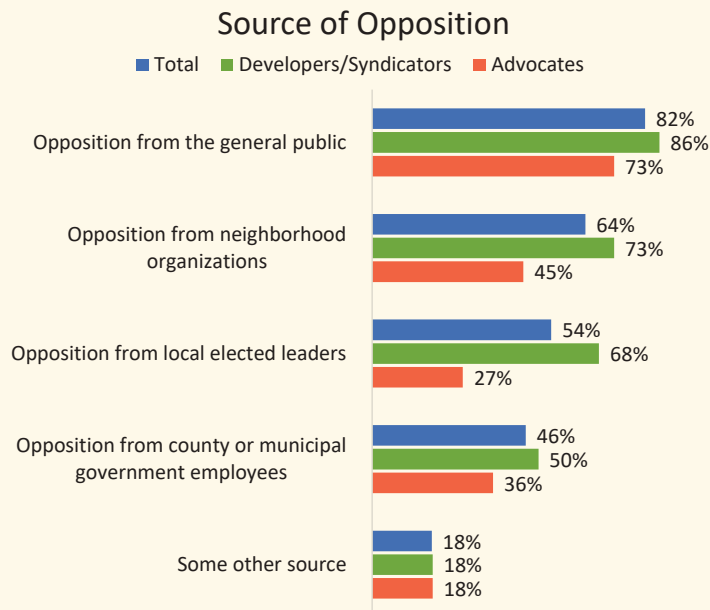


They say inaccurate perception influences the success of their projects – with 1 in 3 projects halted and 1 in 4 modified.



Additional insights from the research demonstrate the importance of education and clear communication.

These findings suggest the perception of opposition to affordable housing is inaccurate, or at least incomplete. With levels of support this high, it is fair to say advocates have won the hearts and minds of fellow community members. But, they are losing battles in zoning and city council meetings. The challenge confronting housing advocates is tactical and led to the birth of Welcome Home, Iowa.





This data-driven, grassroots campaign supports growth that benefits everyone across the state. It includes a new website – **WelcomeHomeIA.com** – where supporters can log their backing of housing for all in Iowa and discover important statistics, materials and messages to give the silent majority a voice.

The effort connects developers and key stakeholders such as community leaders, elected officials and decision-makers. It benefits the people who drive our communities – working jobs such as nursing aides, preschool teachers, EMTs and grocery clerks – and the places they work and live. Their tax dollars are then reinvested in their communities.

Active support is critical. Welcome Home, Iowa provides toolkits with materials that can be customized in communities across the state. Together we're reframing affordable housing. It's just housing. It's for everyone. When we can all work and live in our communities, we all benefit.



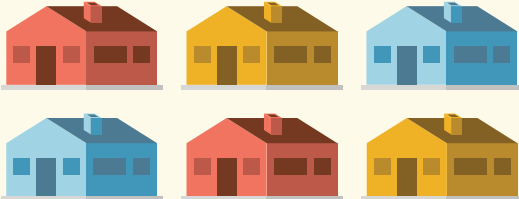
Diverse housing options in our communities enhance the strength and prosperity of our economy so all Iowans can thrive. Let's roll out the welcome mat across the state to ensure Iowans can live where they work.

THE URGENT NEED¹

40% of Iowa renters spend **more than 30%** of their income on housing expenses.

- Childcare providers
- Food servers
- Nursing assistants
- EMTs & paramedics
- Grocery store clerks
- Teaching assistants

To meet the growing workforce needs of Iowa's robust economy, Iowa must add **61,000 housing units by 2030.**



STATEWIDE SUPPORT²

7 out of 10 Iowans (72%) support affordable housing.



Iowans who support affordable housing in their ZIP code outnumber opponents by



BENEFITS FOR ALL³

1-Year Impact

Economic impact of residents living and buying goods and services in communities:

\$81.3 MILLION | **1,098** JOBS

Ongoing Annual Impact

Economic impact of residents living and buying goods and services in communities:

\$15.9 MILLION | **279** JOBS

Impacted Areas

- Wholesale & Retail Trade
- Health
- Education & Social Services
- Eating & Drinking Establishments
- Professional Services

The bottom line is: Every Iowan deserves the opportunity to live where they work, and when they can, it benefits real people, our businesses and our communities. Join the growing list of Iowans and businesses who have logged their support for housing in Iowa at

WelcomeHomeIA.com

¹ 2021 Iowa Profile
² Online survey of 400 Iowans ages 18 and older between June 22 and July 1, 2021
³ Based on an average Iowa housing tax credit project, 2022 National Association of Home Builders.



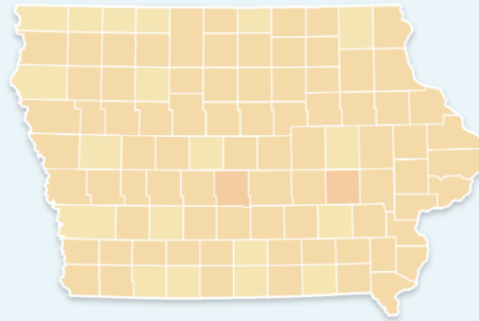
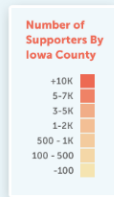


Welcome Home, Iowa

Diverse housing options in our communities enhance the strength and prosperity of our economy, so all of us can do well. Maybe you've heard the "not in my backyard" argument. The small number of outliers who oppose housing expansion are more likely than supporters to make their opinions heard. Now is the time to roll out the welcome mat across the state. We need you, the community champions, to have your voices heard about the importance for housing for all Iowans.



Do you believe your fellow Iowans should be able to live where they work? **Show your support for housing below!**



1,154
Iowans have pledged their support for affordable housing

SHOW YOUR SUPPORT

*Required Fields

Email:

City:

County:

I agree to the [privacy policy](#)

SUBMIT

Housing Cost-Burdened

Those paying 30% or more of their income on housing expenses

- Childcare Workers
- Food Servers
- Nursing Assistants
- EMTs and Paramedics
- Grocery Store Clerks
- Preschool Teachers

61K

housing units needed by 2030[†]

40% of Iowa Renters spend more than

30%

of income on housing expenses[†]

1 in 3

housing projects are blocked by opposition

More than 7 in 10

Iowans support affordable housing[†]

Economic impact of residents living in communities and buying goods and services

1-Year Impact

\$81.3
MILLION

1,098
JOBS

Ongoing Annual Impact

\$15.9
MILLION

279
JOBS

Impacted Areas



Wholesale & Retail Trade



Health



Education & Social Services



Eating & Drinking Establishments



Professional Services



Iowa Housing Resources

See Iowa Business Support for Housing



Rebranding Affordable Housing in Iowa



Access the Community Toolkit



[Learn More](#)

¹Online survey of 400 Iowans ages 18 and older between June 22 and July 1, 2021.
²2021 Iowa Profile