



THE 26TH ANNUAL AFFORDABLE HOUSING CONFERENCE

September 30 – October 2, 2019

Spokane Convention Center | Spokane, Washington



HOUSINGWA.ORG

Welcome

From Kim Herman, WSHFC Executive Director



Welcome to *Housing Washington 2019!*

We have much to be proud of this year. Thanks to the leadership of the Washington Low Income Housing Alliance and your equally hard work through your organizations throughout the state, we will be celebrating unprecedented legislative victories for affordable housing. Your unflagging support for better housing for our low-income residents and your efforts to end homelessness provide much of the inspiration and momentum that led to these amazing achievements.

These victories include the first-ever increase for the Housing and Essential Needs program in many years; the largest-ever appropriation to the Housing Trust Fund; and, the biggest-ever overhaul of the Landlord-Tenant Act, adding important eviction reform and tenant protections. On top of those achievements, the Legislature passed HB1406, which lets cities and counties keep a portion of the state's sales tax to devote to affordable housing at the local level. These are amazing accomplishments which wouldn't have been possible without you!

It's clear to me that no one left last year's conference to sit back and put their feet up in satisfaction. Instead, you rolled up your sleeves and went back to work—hopefully, encouraged and inspired by your time together.

You know that despite our victories, people continue to struggle and become homeless in communities of all sizes throughout Washington. We have made a huge difference, but we can't slow down.

This year's *Housing Washington* conference features some great speakers, including Anat Shenker-Osario, Christopher Poulos, Jeff Butler and Bruce Katz, our plenary headliners. In addition, we'll celebrate each other's hard work and achievements at the 26th Annual *Friend of Housing* Awards and Reception. Finally, 28 break-out sessions will bring us the most important affordable housing trends and issues in Washington and the nation.

I want to thank all of you for what you've accomplished, and will accomplish in the future, for the people of Washington! You continue to change people's lives for the better—and that's what we will be celebrating this year at *Housing Washington*, one of the nation's best housing conferences.

May the conference bring you the inspiration, tools and ideas you need to continue your great work!

A handwritten signature in black ink, appearing to read "Kim Herman".

Kim Herman
Executive Director
Washington State Housing Finance Commission



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WASHINGTON STATE

**HOUSING FINANCE
COMMISSION**

Opening doors to a better life

The Washington State Housing Finance Commission is a publicly accountable, self-supporting team that brings private investment dollars to benefit families and achieve public goals throughout Washington. Since 1983, the Commission's financing has created and preserved affordable homes for almost 500,000 people across the state, while generating local jobs and revenue for the economy.

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The Washington State Department of Commerce's mission is to grow and improve jobs in Washington state by championing thriving communities, a prosperous economy, and sustainable infrastructure. We help strengthen communities by bringing together people and resources.

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IN PARTNERSHIP WITH



WASHINGTON LOW INCOME
Housing Alliance

The mission of the Washington Low Income Housing Alliance is to lead the movement to ensure that all our residents thrive in safe, healthy, affordable homes. We do this through advocacy, education, and organizing. Our vision is that all Washington residents have the opportunity to live in safe, healthy, affordable homes in thriving communities.

 @wliha |  @wliha |  wliha.org

BETTER TOGETHER

Conferences collaborate to share programming, resources and connections

Washington is fortunate to boast two strong annual conferences that bring together people and organizations dedicated to ensuring that everyone in our state can live in an affordable home.

Now, **Housing Washington** and the **Conference on Ending Homelessness** are excited to announce that we are working on a formal collaboration that will result in a shared venue and overlapping dates in 2020.

While we will have some cross-over programming, each event will remain independent and keep what makes it unique and most valued by participants.

In 2020, look for registration discount opportunities for attending both

events (not to mention reduced travel costs), sponsorship opportunities that will reach more than 1,500 participants, and powerhouse speakers to inspire solutions.

"Along with the Department of Commerce, the Commission and the Housing Alliance have collaborated to bring the affordable housing community together for these conferences for years," said Kim Herman, executive director of the Washington State Housing Finance Commission. "This is the next step in strengthening that collaboration and I truly believe it will make both events even stronger."

Rachael Myers, executive director of the Washington Low Income Housing Alliance, which organizes the


Annual Conference on **Ending Homelessness**



Conference on Ending Homelessness, agreed that the collaboration opens new doors to partnership.

"Ending homelessness and meeting our state's housing needs takes all of us," she said.

"Solutions should be informed by the nonprofit, public, and private sectors, and most especially people who have experienced housing instability. This will provide a new opportunity to bring everyone together to work for the solutions we need." ♦



COEH Photographs Copyright 2019 Alex Miller

The Conference on Ending Homelessness is an annual event that brings together hundreds of people from across our region and state who are working to end homelessness.

Together, we learn from each other, exchange ideas and share advice, get inspired and re-energized, and organize to grow the movement to end homelessness in Washington and beyond.

Save The Date!




Annual Conference on **Ending Homelessness**

November 6-7, 2019
Spokane Convention Center
Spokane, Washington

Visit wliha.org/COEH for updates

KEYNOTE SPEAKERS & EVENTS

Find full keynote speaker bios at housingwa.org/speakers.

MONDAY, SEPTEMBER 30

WELCOME RECEPTION & SPECIAL CELEBRATION | 5:00pm – 6:30pm

Kim Herman, the first, best, and only executive director of the Washington State Housing Finance Commission, will retire at the end of this year. Come celebrate and honor

Kim's 35-year legacy with his many friends and colleagues during Housing Washington's welcome reception.



TUESDAY, OCTOBER 1

FRIEND OF HOUSING AWARDS & RECEPTION | 5:00pm – 7:00pm

Enjoy this festive celebration featuring inspiring stories of remarkable accomplishments from people working in the public, private and independent sectors of the industry. Refreshments served.



TUESDAY, OCTOBER 1

OPENING PLENARY | 8:30am – 9:30am

Anat Shenker-Osorio, Founder & Founder & Principal, ASO Communications

Anat examines why certain messages falter where others deliver. She has led research for new messaging on issues ranging from freedom to joining together in union to clean energy and from immigrant rights to reforming criminal justice. Anat delivers her findings packed in snark at venues such as the Congressional Progressive Caucus, Centre for Australian Progress, Irish Migrant Centre, Open Society Foundations, Ford Foundation and LUSH International.



WEDNESDAY, OCTOBER 2

MORNING PLENARY | 9:00am – 10:00am

Bruce Katz, Founding Director, Nowak Metro Finance Lab at Drexel University

In addition to serving as the Founding Director of the Nowak Metro Finance Lab at Drexel University, Bruce is the co-author of *The New Localism: How Cities Can Thrive in the Age of Populism*. For more than 20 years Bruce worked with the Brookings Institution and Brookings' Metropolitan Policy Program. He was also chief of staff to the secretary of HUD, staff director of the Senate Subcommittee on Housing and Urban Affairs, and co-led the Obama administration's housing and urban transition team.



LUNCH PLENARY | 12:00pm – 1:15pm

Jeff Butler, Author & Millennial Expert

Jeff helps bridge generational gaps between Millennials and companies looking for their talent and patronage. A third-generational Silicon Valley entrepreneur and founder of three companies at the age of 27, Jeff quickly built his reputation as a memorable presenter with tangible solutions for attracting, retaining, and engaging Millennials as employees and customers.



CLOSING PLENARY | 12:45pm – 2:00pm

Christopher Poulos, Executive Director, Washington State Reentry Council

Christopher openly identifies as a person in long-term recovery from addiction who has also been incarcerated. Over a decade ago, he decided to seek help and has maintained his recovery since. The U.S. Department of Justice selected him to consult for a project documenting the nation's most successful people to have reentered society following incarceration.





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With the depth of resources of a larger company and the agility of a smaller company, R4 Capital is an affordable housing tax-credit syndicator, lender, and asset manager.

Help make life good – for everyone. Give R4 a call.



PROGRAM

Find expanded session listings at housingwa.org/schedule.

MONDAY, SEPTEMBER 30

Conference Check-In | 12:00pm – 5:00pm

LOCATION: RIVERSIDE LOBBY

Spokane Affordable Housing Tour | 1:00pm – 3:00pm

LOCATION: 225 N DIVISION STREET; FREE TO ATTEND

Gather at 1:00pm at the Bel Franklin Apartments, located across the street and a block east of the Spokane Convention Center. Buses will transport to each of the six buildings and return to the Convention Center at 3:00pm. Hosted by the Spokane Low Income Housing Consortium.

Workshops | 3:15pm – 4:45pm

WS1 | Multifamily Solutions: An Asset & Property Management Forum

LOCATION: 401ABC

Moderator: David Fromm, NeighborWorks America

Speakers: Holly Anderson, Catholic Charities Housing Services of Yakima

Kyna Foster, King County Housing Authority

Jody Hunter, HNN Management

Ashley Martin, Community Frameworks

Learn how Table 4 can improve property performance and how you can go beyond it to identify and solve difficult challenges. Explore Certified Housing Asset Manager tools to develop and monitor an Asset Management Plan and hear best practices for success. Performance-enhancing solutions to address maintenance issues, cost reduction and revenue enhancements will be discussed.

WS2 | Housing 101: The Essential Basics on What You Need to Know

LOCATION: 300A

Speaker: Brian Lloyd, Beacon Development

New to the world of housing? Learn the terms, terminology and basics of housing funding, tax credits and key elements of affordable housing before you launch into the full conference.

WS3 | Fair Housing Roundtable

LOCATION: 300B

Speakers: Adria Buchanan, Fair Housing Center of

Washington

Marley Hochendorfer, Northwest Fair Housing Alliance

Allan Lazo, Fair Housing Council of Oregon

Zoe Ann Olson, Intermountain Fair Housing Council

The Fair Housing Act can pose challenges for property managers, developers and others concerned with following the law while securing their investment. This interactive session with regional fair housing experts will help to break down misconceptions, explore fair housing's application to real-life scenarios and discuss the nuances of the law in ways that make sense for practitioners. *Note: this is not a training.*

WS4 | NAHRO Congressional Update: Appropriations & Legislation News from Washington, DC

LOCATION: 300CD

Speakers: Tess Hembree, Pacific Northwest Regional Council NAHRO

Lisa Wolters, Seattle Housing Authority

The federal fiscal year ends this week and Congress has been busy considering legislation that impacts housing and community development programs. Get an overview of housing and community development legislation being considered by Congress and the fiscal climate facing housers.



Welcome Reception | 5:00pm – 6:30pm

LOCATION: RIVERSIDE LOBBY & HALL A

Kim Herman, the first, best, and only executive director of the Washington State Housing Finance Commission, will retire at the end of this year. At this year's opening reception of *Housing Washington*, come mix and mingle with colleagues, network with exhibitors, and join us to celebrate and honor Kim's 35-year legacy. Refreshments served.

TUESDAY, OCTOBER 1

Conference Check-In | 8:00am – 5:00pm**LOCATION: RIVERSIDE LOBBY****Breakfast & Sponsor Showcase** | 8:00am – 8:30am**LOCATION: HALL A**

Enjoy breakfast, engage in lively peer-to-peer networking and browse the Sponsor Showcase Fair for exciting products and services.

Opening General Session | 8:30am – 9:30am**LOCATION: HALL B**

OPENING PLENARY ADDRESS



Anat Shenker-Osorio,
Founder & Principal, ASO Communications

**Lessons from Winning:
What We Know About
Messaging Applied to Real
World Campaigns**

Networking & Sponsor Showcase | 9:30am – 10:15am**LOCATION: HALL A**

Enjoy another opportunity to network and browse the Sponsor Showcase.

Focus Sessions | 10:15am – 11:00am

F1 | Words that Get Us Home: Ongoing Research into Perception & Persuasion on Housing

LOCATION: 401ABC

Speaker: Anat Shenker-Osorio, ASO Communications

Get specific with Anat to learn more about how to apply her expertise to your messaging. She brings her messaging strategies to an agency level and gives participants an opportunity to engage in discussion on Washington state challenges.

F2 | Net Zero Design for High Efficiency

LOCATION: 300A

Presenters: Chris Abbey, Dawson Construction

David Reddy, 360 Analytics

Bill Singer, Environmental Works Community Design Center

Michelle Umadhay, Catholic Housing Services

Clare's Place is one of three projects in the state that was funded through the 2016 Housing Trust Fund competitive funding round for the Ultra-High Energy Efficient (UHEE) Affordable Housing Demonstration Program. Learn from the project team about the design and implementation of this array of high-efficiency features, and lessons learned in maximizing cost efficiency along with energy efficiency in affordable housing.

F3 | Refusing the Right of First Refusal

LOCATION: 300B

Speakers: David Davenport, Winthrop & Weinstine

Taki Flevaris, Pacifica Law Project

Faith Pettis, Pacifica Law Project

As more tax credit projects approach year 15, a troubling trend is emerging with investors challenging the right of the nonprofit general partner to acquire and preserve the project. Learn what to look for and how to protect affordable housing in the extended use period and beyond.

F4 | Unfair Housing: Trump Administration's Attacks on Immigrant Families & Fair Housing Protections

LOCATION: 300CD

Speakers: Karlo Ng, National Housing Law Project

Renee Williams, National Housing Law Project

Gain an overview of recent national campaigns opposing the Trump Administration's attacks on immigrant families accessing and maintaining federal housing assistance, as well as attempts to curtail federal fair housing protections. Learn about the policies and how to fight back.

Travel Break | 11:00am – 11:15am

PROGRAM

Find expanded session listings at housingwa.org/schedule.

TUESDAY, OCTOBER 1

Focus Sessions | 11:15am – 12:00pm

F5 | Innovating as a Leader, Targeting Wicked Problems

LOCATION: 401ABC

Speaker: Marty Kooistra, Housing Development Consortium
How can leaders step back to identify the practical ways to more effectively guide organizations both internally and externally? This session will explore best practices and solutions to scaling impact amidst changing business environments and challenges.

F6 | Affordable Housing Tools for Washington Cities

LOCATION: 300A

Presenters: Anne Fritzel, Washington State Department of Commerce
Graham Parrington, Washington State Department of Commerce

This session will provide an overview of tools to encourage rapid development of housing, increase affordable forms of housing and support affordable housing projects.

F7 | The Top Three Design Issues in Affordable Senior Housing Nobody is Talking About

LOCATION: 300B

Speaker: John Shoesmith, Shoesmith Cox Architects
We are facing the dual challenge of an acute affordable housing crisis and unprecedented numbers of seniors that have saved less for retirement than previous generations. Explore the top three issues that are overlooked as affordable senior housing communities are being designed in response to this challenge.

F8 | Funding Trends in Affordable Housing

LOCATION: 300CD

Speaker: Rob Chrane, Down Payment Resource

Learn about the opportunity for homeownership, including how many homebuyers could have qualified for down payment help, and how you can engage your community to dispel myths and move more buyers into homeownership.

Lunch General Session | 12:00pm – 1:15pm

LOCATION: HALL B

Special Video: Resident Action Program, Washington Low Income Housing Alliance

LUNCH PLENARY ADDRESS

Jeff Butler, Author & Millennial Expert

Building Tomorrow's Leaders Today: Understanding Millennials

Sponsor Showcase & Celebration | 1:15pm – 2:15pm

LOCATION: HALL A

Join us to celebrate ORFH's 40th Anniversary and enjoy another opportunity to browse the sponsor showcase.

Split Plenaries | 2:15pm – 3:00pm

SP1 | The Future According to Redfin

LOCATION: 300A

Speaker: Taylor Marr, Redfin

Join Redfin's senior economist to learn more about national housing trends, demographic changes and population shifts impacting affordability in our region from a leader in housing real estate.



SP2 | Recovery Café

LOCATION: 300CD

Speaker: David Uhl, Recovery Café

In our state, 10.7% of all adults need substance abuse treatment, yet in King County, 69.6% of adults in need of treatment do not receive it. Hear about the Recovery Café, an innovative approach of love and support that brings together a community of individuals traumatized by homelessness, addiction and mental health challenges.



Travel Break | 3:00pm – 3:15pm

Focus Sessions | 3:15pm – 4:00pm**F9 | The Future of Mobile Home Parks****LOCATION: 401ABC**

Speakers: Dulcie Claassen, Washington Community Reinvestment Association
 Ishbel Dickens, National Manufactured Home Owners Association
 Cristina Klatovsky, Northwest Cooperative Development Center
 Maury Priest, Affordable Communities, Inc.

Mobile home parks are some of the most affordable living, but due to rising land values and demand for housing, parks around the state are threatened. Learn about efforts to preserve affordable housing, including the development and preservation of affordable mobile home parks and manufactured housing community living.

F10 | Housing Pioneers: What the Future Holds**LOCATION: 300A**

Speakers: Key Leaders in the Housing Industry

The affordable housing industry was built with the direction and guidance of foundational leaders. Gain their perspectives on the industry including insights into key issues, policies and the challenges new leadership will face in the coming years to continue to provide safe, affordable housing.

F11 | Energy Efficiency Opportunities**LOCATION: 300B**

Speakers: Chuck Murray, Washington State Department of Commerce
 Sarah Vorpahl, Washington State Department of Commerce Representative from Spokane Region TBA

2019 was an active year in Olympia for energy efficiency legislation. Learn how these recently passed bills will impact affordable housing in our state.

F12 | Immigration Policy: Impacts on Rural Businesses, Communities & Farmworkers**LOCATION: 300CD**

Speaker: Marty Miller, Office of Rural and Farmworker Housing

Learn how immigration policy changes and trends are impacting this valuable workforce to rural businesses, communities and actions underway to address affordable housing needs in rural communities.

Travel Break | 4:00pm – 4:15pm

Focus Sessions | 4:15pm – 5:00pm**F13 | Affordable Housing + Healthcare Forum****LOCATION: 401ABC**

Moderator: David Kelley, Ankrom Moisan Architects

Speakers: Kate Barber, Downtown Emergency Service Center
 Elisa Chayet, University of Washington
 Scott Crosby, Ankrom Moisan Architects
 Mariah Kiersey, Ankrom Moisan Architects
 Sharon Lee, Low Income Housing Institute

Learn the positive impact of combining stable housing with medical and social services for low-income, aging and homeless people. Explore merging housing and healthcare to create better opportunities and more supportive communities together. Includes examples of funding, operations and future trends.

F14 | Advancing Racial Equity in Self, Staff & Sector**LOCATION: 300A**

Speakers: Aselefech Evans, Housing Development Consortium of Seattle-King County
 Loren Tierney, Housing Development Consortium of Seattle-King County

Learn about innovative approaches to address systemic and structural racism and operationalize practices that build capacity, skills, and strengthen workplace culture.

PROGRAM

Find expanded session listings at housingwa.org/schedule.

TUESDAY, OCTOBER 1

F15 | Emerging Philanthropic Trends in Affordable Housing

LOCATION: 300B

Moderator: M.A. Leonard, Enterprise Community Partners

Panelists: John Griffith, The Ballmer Group

Amy Liu, Microsoft Philanthropies

Washington-based philanthropic organizations have stepped up to the plate to respond in new and bolder ways. This session will provide insights into how and why several philanthropies are now approaching affordable housing.

F16 | Creative Housing: Is 3D Printing Replacing Sticks & Bricks?

LOCATION: 300CD

Speaker: Larry Haines, Sunconomy

Innovative technologies are making 3D printed housing a reality. See real homes, in real communities from this innovative company on a mission to create small, smart and sustainable housing.



26th Annual Friend of Housing Awards

5:00pm – 7:00pm

LOCATION: DAVENPORT GRAND HOTEL, GRAND AB

Enjoy this festive celebration featuring inspiring stories of remarkable accomplishments from people working in the public, private and independent sectors of the industry. Refreshments served.

WEDNESDAY, OCTOBER 2

Conference Check-In | 8:00am – 12:00pm

LOCATION: RIVERSIDE LOBBY

Breakfast & Sponsor Showcase | 8:00am – 9:00am

LOCATION: HALL A

MORNING SPOTLIGHT | 8:15am – 8:45am

What's New With HUD

LOCATION: 401ABC

Speaker: Jeff McMorris, U.S. Department of Housing & Urban Development

Grab breakfast and come hear the latest updates from HUD.

Morning General Session | 9:00am – 10:00am

LOCATION: HALL B

PLENARY ADDRESS



Bruce Katz, Founding Director, Nowak Metro Finance Lab at Drexel University

The Metropolitan Revolution

Networking & Sponsor Showcase | 10:00am – 10:45am

LOCATION: HALL A

Take advantage of another opportunity to connect with colleagues along with the final opportunity to browse the many products and services available in the Sponsor Showcase.

Focus Sessions | 10:45am – 11:30am**F17 | State Legislative Roundtable****LOCATION: 401ABC**

Moderator: Rachael Myers, Washington Low Income Housing Alliance

Panelists: State Legislators TBA

Learn the actions from the past legislative session and what to expect in the future to preserve affordable housing and end homelessness.

F18 | Downsize: Living Large in a Small House**LOCATION: 300A**

Speaker: Sheri Koones, Author & Journalist

Learn how a small house can be comfortable and efficient while including aspects that allow you to live large. Examples of small houses will be showcased, including several in the Northwest.

F19 | Bond Cap & Beyond**LOCATION: 300B**

Speakers: Tory Laughlin Taylor, Tory Laughlin Taylor
Tom Lienhard, Avista Corporation
Lisa Vatske, Washington State Housing Finance Commission

Get an update on the current status of the bond cap program, the affordable housing tax credit legislation and important provisions related to bond financing. Speakers will discuss the feasibility and work being done to look at alternative financing tools, with bond cap and beyond.

F20 | The State of Evictions During the Housing Affordability Crisis**LOCATION: 300CD**

Speaker: Tim Thomas, Ph.D., University of Washington

Learn how neighborhood change affects migration, housing and racial/sex disparities, including those impacting unlawful legal evictions in Washington state. Hear findings from Tim's newest eviction study, results from the *University of Washington's Evictions Research Project*.

Travel Break | 11:30am – 11:45am

Split Plenaries | 11:45am – 12:30pm**SP3 | The State of Homelessness: Where Do We Stand & What Should We Do?****LOCATION: 300A**

Speaker: Nan Roman, National Alliance to End Homelessness
Where does our nation stand 35 years into the modern era of homelessness? Examine what the numbers and the geography tell us about the problem; explore emerging trends; review current federal policy issues in play; learn where we need to experiment and innovate to find new answers; and explore a vision of solutions that can help us make progress now.

SP4 | Behind the Headlines from Capitol Hill**LOCATION: 300CD**

Speaker: David Bradley, National Community Action Foundation

Learn from this leading Washington insider on what is really being talked about in the halls of congress and the White House and gain valuable insight into how the real talk may impact the 2020 elections and beyond.

Travel Break | 12:30pm – 12:45pm

Closing General Session | 12:45pm – 2:00pm**LOCATION: HALL B****PLENARY ADDRESS**

Christopher Poulos, Executive Director, Washington State Reentry Council

Removing Barriers & Promoting Successful Reentry Following Incarceration

Building the Future:

Thank you Kim Herman!



Kim Herman, the first, best, and only executive director of the Housing Finance Commission, is retiring.

Join us to celebrate his 35-year legacy at the opening reception of *Housing Washington 2019!*



ADVANCING AFFORDABLE HOUSING

HilltopSecurities is proud to be a partner of the
Washington State Housing Finance Commission. Because
when it comes to housing, no family should be left out in
the cold.

For nearly 35 years, with Kim Herman's leadership, the
Commission and its staff have been tireless advocates
of affordable housing in the state. By finding and
implementing innovative ways to fund housing needs,
they have helped over 80,000 Washingtonians realize
the dream of homeownership.

Kim, thank you for all you have done to change the face
of affordable housing in Washington. We wish you well
in your retirement.

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2020 Elections: What's Behind the Headlines?

An interview with David Bradley, Executive Director of the National Community Action Foundation

Those of us who were fortunate enough to attend previous year's sessions by David Bradley, National Community Action Foundation, understand that he has an uncanny ability to predict elections and warn us on issues to watch in Congress long before they make national headlines.

At last year's *Housing Washington*, he accurately predicted the outcomes of the entire electoral landscape. Many of David's predictions about tensions emerging within the Democratic and Republican parties have turned out, unfortunately, to be true.

Weaving together these valuable threads of information, at *Housing Washington 2019*, David will take us behind the headlines we all see in the news to get some overall direction. He will address why Elizabeth Warren is the candidate to beat. The group of candidates are fighting it out and things could change, but according to David, she can become the Democratic nominee. The progressives can piece together a winning coalition to capture the White House, but are the issues more important than beating President Trump? Battleground states may be key in deciding our next President. In a pre-conference interview with him, we captured just a few of David's predictions of major things to watch.

1. How President Trump plans to win re-election.

He did it in 2016 and he can do it again. The president's views on immigration and trade may play well in the Northern battlegrounds, including among the pivotal Obama-Trump voters. Rust Belt states, decisive in 2016, remain at the center of the electoral map and Democrats will have to work hard to win these battleground states.

2. What could prevent Democrats from

expanding their House Majority? Democrats have several opportunities to strengthen their hold on the House in 2020 in a few states where Republican members are either leaving or currently behind in the polls.

3. Four surprising Senate races to watch.

Control of the Senate may be determined by these few Senate races in Maine, Kentucky, Colorado, Arizona. These are amazing elections to watch and could allow Democrats to flip the Senate.

4. What do voters want?

What issues do Republican, Democrat, and Independent voters care most about? There are some issue divides among Democratic voters such as healthcare, climate change, and immigration.

5. Republican Party Unity, real or fake news?

This one is hot, but David predicts that we will see movement here, despite the hardliners in the party. The question will be... what does the future of the Republican party look like?

6. What's the one thing out there we should all

be concerned about in 2020? This one David won't share until his talk at *Housing Washington*.

These are just a few of the topics David will address at *Housing Washington*, but one thing he can predict is that it's going to be a year unlike any other. ♦

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■ = Exhibitors highlighted in orange will be holding a raffle drawing.



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← TO SESSIONS

The Imperative: A City-Led World

By Bruce Katz, Drexel University and Co-Author, *The New Localism*

Power is shifting in the world: downward from national governments and states to cities and metropolitan communities; horizontally from the public sector to networks of public, private and civic actors; and globally along circuits of capital, trade, and innovation.

This new locus of power – this new localism – is emerging by necessity to solve the grand challenges characteristic of modern societies: economic competitiveness, social inclusion and opportunity; a renewed public life; the challenge of diversity; and the imperative of environmental sustainability. Where rising populism on the right and the left exploits the grievances of those left behind in the global economy, new localism has developed as a mechanism to address them head on.

New localism is not a replacement for the vital roles federal governments play; it is the ideal complement to an effective federal government, and, currently, an urgently needed remedy for national dysfunction.

Far from being broke, many cities and counties have enormous untapped wealth, which could be used to finance not only infrastructure but

investments in children, affordable housing and other critical needs.

Also, across the country, a movement of local doers is taking hold – one where problem solving happens from the bottom up instead of the top down. We're seeing this in everything from the way we educate ourselves to the tools we use to create quality places, enhance social mobility and build next generation economies. The energy is coming not just from governments but also business leaders, teachers and scientists, and the solutions are interdisciplinary, too.

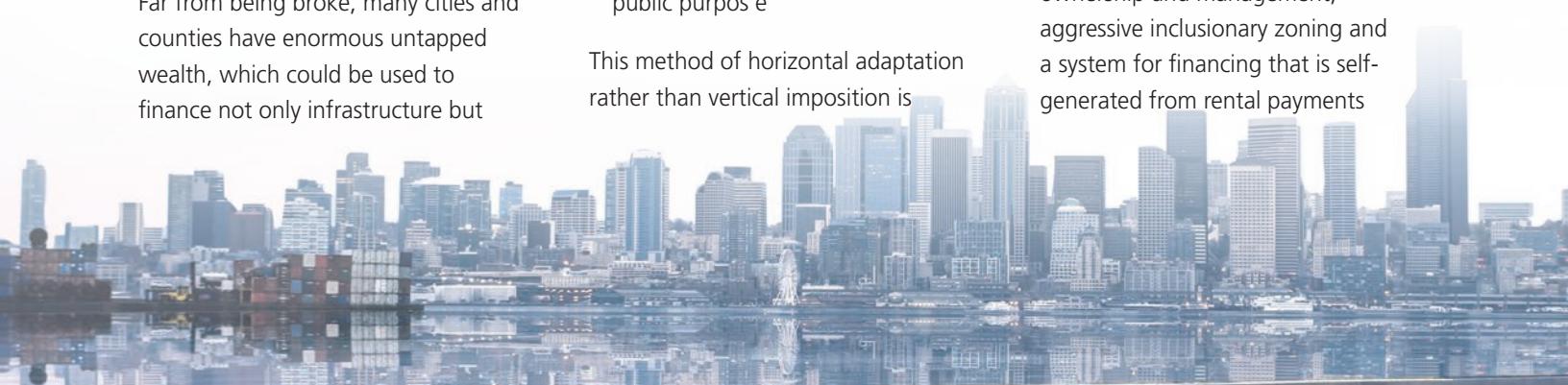
A city led world, however, needs to speed the process by which innovative solutions invented in one city are rapidly adapted and adopted by other cities. It is essential to capture and codify:

- New growth models that prioritize innovation, inclusion and sustainability;
- New governance structures that are multi-sectoral and entrepreneurial; and
- New financial mechanisms that unlock public wealth and organize private and civic capital around a public purpose

This method of horizontal adaptation rather than vertical imposition is

particularly relevant to our housing system. Since the 1930s, the United States has tended to nationalize housing policy while it has, for the most part, continued to localize education policy. Since innovations in policy and finance tend to occur at the level of society that owns a problem, it should not be surprising that the United States has been characterized by ample innovation around schools and education and, until recently, relatively little innovation in local housing policies. Other mature economies tend to do the opposite, localizing housing policy (to reflect the variation in housing markets) and nationalizing education policy (to establish national uniformity around access to quality education).

As U.S. communities and state struggle with housing affordability, we need to look more and more to cities in other countries that have used local ownership of the housing issue to design and deliver more integrated and aggressive solutions. In Denmark, for example, the approach to affordable housing constitutes a distinctive blend of large nonprofit ownership and management, aggressive inclusionary zoning and a system for financing that is self-generated from rental payments



rather than dependent on government appropriations. This system cannot be replicated in the US brick by brick, but elements can be adapted, and therein lies a new wave of solutions.

The “new localism” has been triggered by the same economic and cultural forces that brought about the current populist movement, particularly evident in the election of Donald Trump and particularly felt in rural areas. However, I see the new localism as an antidote to the more vitriolic and prejudiced side of modern populism because it empowers local leaders of all backgrounds to champion their communities’ concerns. ♦

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Lead with Shared Values, not Problems

Communicating about housing is hard. Anat Shenker-Osorio of ASO Communications recommends *Messaging This Moment* handbook as a reference to reset our thinking for more effective messaging. Enjoy the excerpt below

Right now, most progressive messaging follows a familiar order: lead with problems, move to solution, end with a call to action. Americans got 99 problems and they don't want yours. The desire to sound the alarm about the egregious, systematic and growing harms to our communities is understandable. But that doesn't make it compelling. The problem with problems is that people don't want more of them.

Instead of leading off with problems, narratives that first link to shared values have proven much more effective at shifting opinions toward progressive policy solutions.

Leading with values also reminds us that we need to challenge our entrenched beliefs about what we can and can't say in service of a

progressive agenda. For too long the right has succeeded in mobilizing what they came to label "values voters" using cuddly words like "family" to cloak their anti-woman, anti-LGBT agenda. This has been so effective that progressives routinely reject messaging around family and freedom as somehow inherently conservative. We need to confront those fears with the truth.

Marriage equality won out precisely because LGBT people made the debate about values of commitment and family. When they stopped talking "rights" and started talking "love," the tide turned. The immigrant rights movement made headway when they made the debate about families, the American Dream, and the freedom to be who you are and go where you need to go.

Our research shows family is the perfect values lens for talking about the rules that govern our economy and our nation. If you ask Americans (and we did!) why they work and what they want for their families, you will hear a laundry list of progressive ideals: secure retirement for the elderly, brighter futures for their kids, putting dinner on the table and being home in time to eat it.

While family tested most strongly, we found progressives do better when we lean into a number of values including community, fairness and freedom. ♦

To gain access to the entire handbook, go to housingwa.org.
To hear Anat Shenker-Osorio's new podcasts, go to bravenewwordspod.com.





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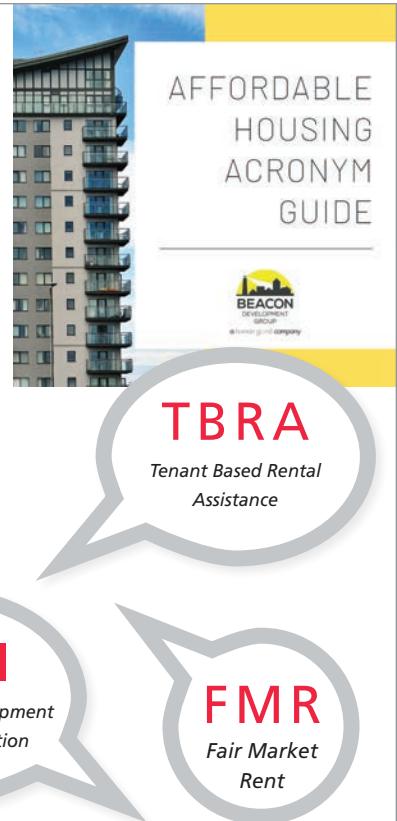


AFFORDABLE HOUSING ACRONYM GUIDE

Are you new to the affordable housing industry? Do you wonder what all the industry acronyms mean? Or maybe you've been in your role a few years, but still feel lost in emails and conversations using the acronym speak? Worry no more... help has arrived. With thanks to Beacon Development Group, you now have a handy guide to many of the most common used affordable housing acronyms in the industry.

Download this helpful print guide that you can bring with you to *Housing Washington* and keep in your bag for future meetings and events.

www.housingwa.org/news



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Community Through Architecture

A photograph of a modern interior space featuring a large stone fireplace with a built-in mantel. A large, round, wooden pendant light hangs above the fireplace. In the foreground, a large white graphic of the letters 'ZB' is overlaid on the image. To the right of the fireplace, three women are sitting: one in a wheelchair, one in a brown armchair, and one in a blue chair. They appear to be engaged in conversation. The room has a high ceiling, wooden stairs, and large windows in the background.

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We are an affordable housing consulting firm that works with nonprofits and housing authorities across Washington State and the west coast.

89 projects completed and over 5,000 units of housing.

A grid of 20 small portraits arranged in a 5x4 grid. The top row shows four men and four women. The middle row shows four men and four women. The bottom row shows four images of different affordable housing developments, including apartment complexes and townhouses, interspersed with four more portraits of women.



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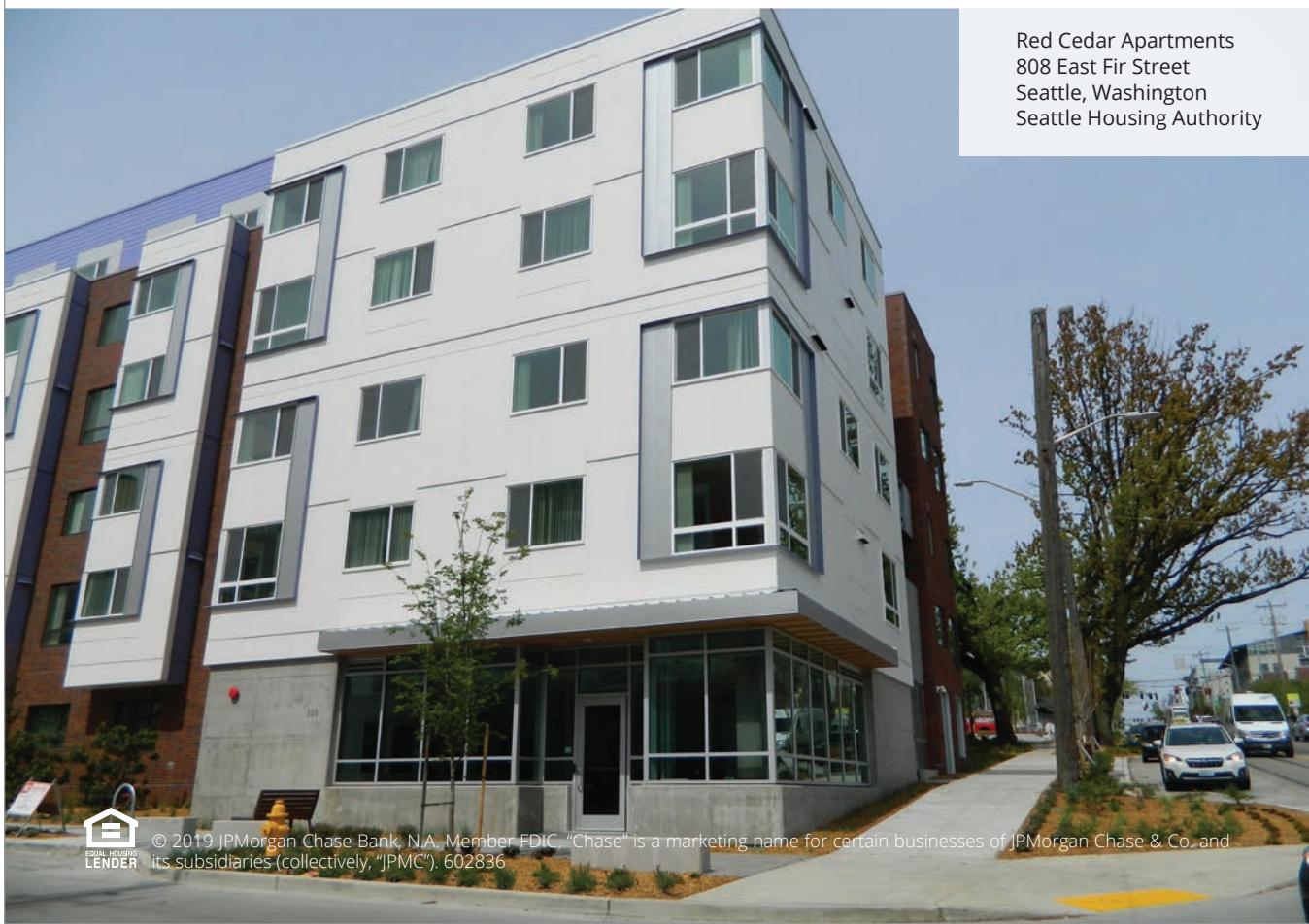
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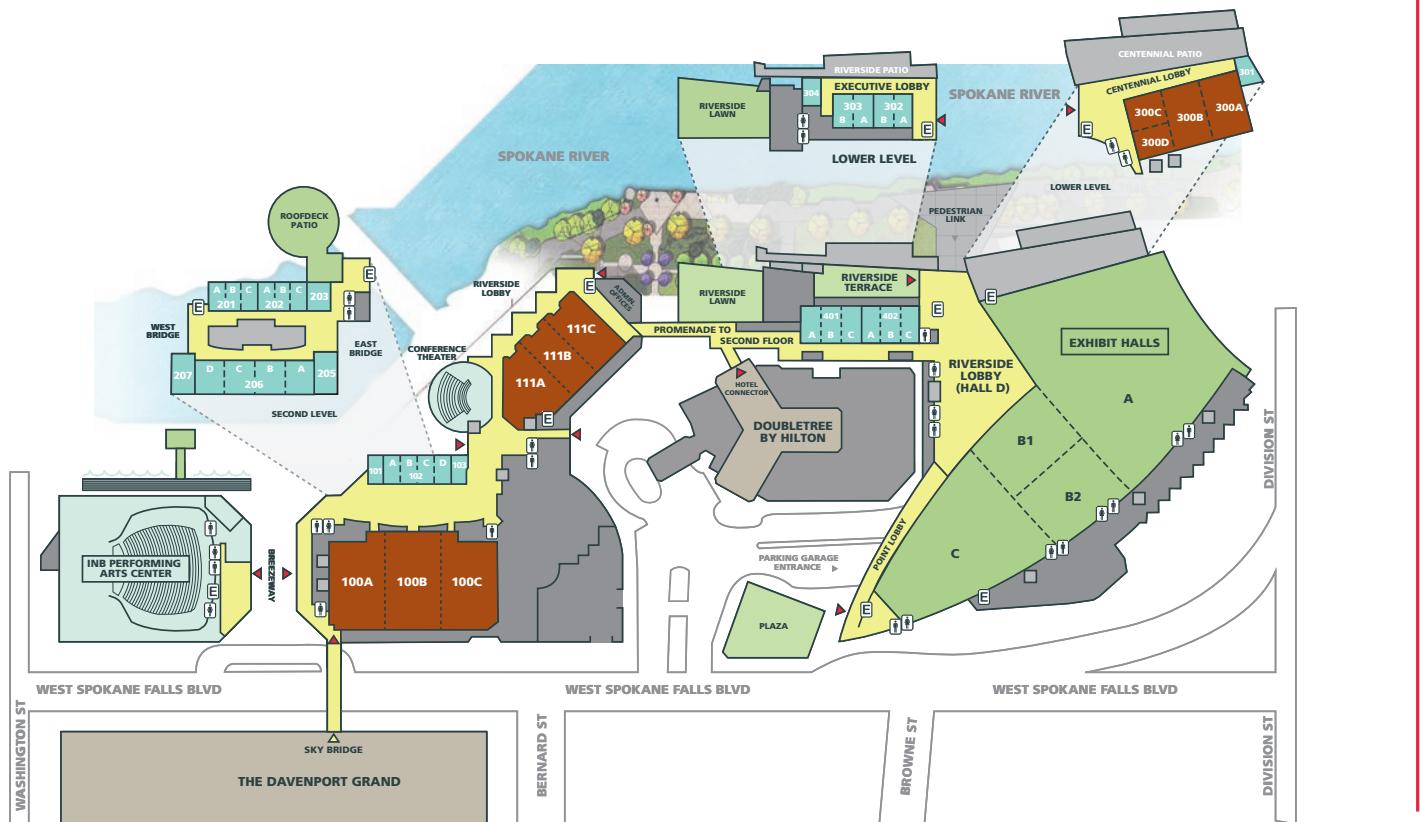
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