

HOUSING GAP COALITION

Ginger Chinn, Vice President of Public Policy



HOUSING GAP COALITION: 2018-2021



HOUSING GAP COALITION
Addressing Housing Challenges and Rising Costs in Utah

NEWS...

LOCAL NEWS

'Dire': Housing shortage in Utah, nation needs 'immediate action', says report



In this file photo, the exterior of a house with a pending home sale sign is viewed in Palo Alto, Calif. (AP Photo/Paul Sakuma, File)

CRISIS

WORST

SKYROCKET

BECOMING SAN FRANCISCO

MOVING FORWARD

IMPLEMENT THE TOOLS OF THE CHAMBER

- CONVENE BUSINESS COMMUNITY & CRITICAL STAKEHOLDERS
- ADVOCATE AS AN INFLUENTIAL VOICE
- BUILD SUPPORT
- STAND UP FOR THE COMMUNITY



BE PART OF THE SOLUTION



Four Pillars

1. Business Community
2. Data & Goal Driven
3. Generational Approach
4. Policy Advocates

ONE: Educate the business community on the housing gap being a workforce and economic issue

1. COALITION COMPOSITION
2. BUSINESS VOICE
3. CONVENE
4. STATEWIDE VOICE
5. EDUCATE & MESSAGE
6. SOLUTION DRIVEN

TWO: DATA DASHBOARD & COMMON GOAL

- Work with Kem C. Gardner and other stakeholders to understand the data and create goal driven numbers.
- Metric goals need to be measurable and action oriented. For example: We are currently 56,000 housing units short. Let's work together to close the gap by 23,000 by 2023...by doing three key actions. Use these metrics as a communication tool in the Housing Gap Coalition.

THREE: GENERATIONAL APPROACH



The Hive

FOUR: ADVOCATE

POLICY

Executive Branch & Legislative Branch

QUESTIONS?

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