

# Housing Kent

---

## Grand Rapids Affordable Housing Fund

January 2023

**How do you define the  
housing system?**





**Please write down one word to  
describe its current state.**

Imagine a housing system  
that works *for everyone*.



# Housing Stability Alliance

# Shared Vision



**Every person  
stably housed—  
or *better***

- Increase affordable housing
- Dissolve homelessness
- Eliminate racial disparities

# Path to Housing Stability



## ACROSS THE CONTINUUM

Perhaps as vital as the meaningful illustration of the interdependence inherent in the Path to Housing Stability is the collective awareness that no existing community-based organization is designed to work across the entirety of the continuum on behalf of all Kent County residents.

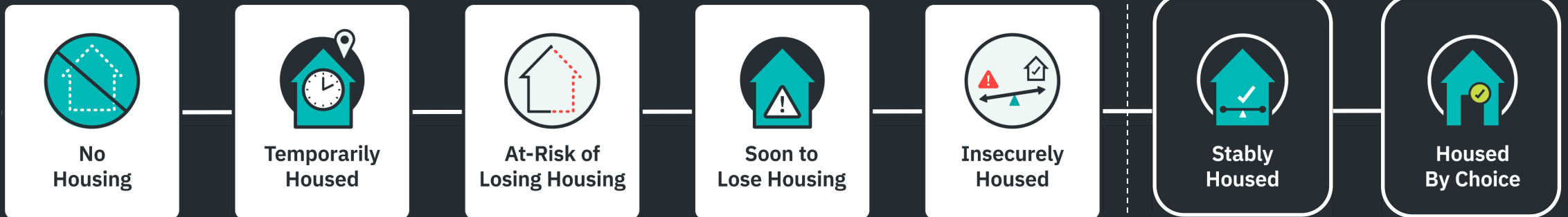


# Goals & Measures



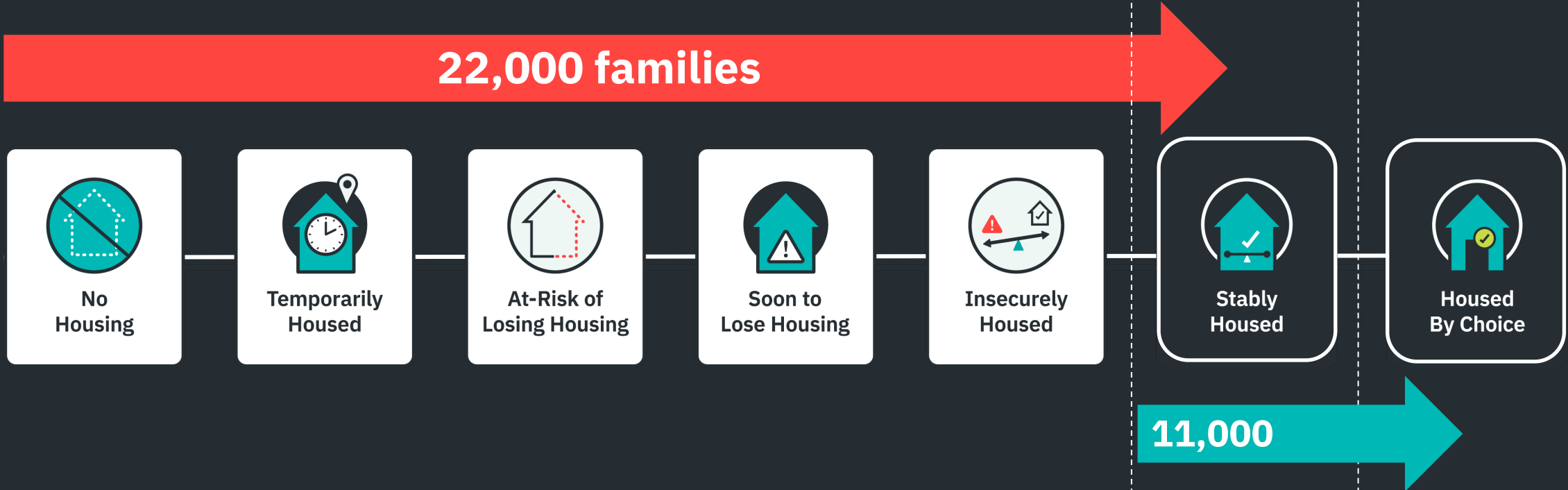
Current - Housing expense > 30% of total budget

# In Kent County, 22,000 families cannot afford where they live



Goal - Housing expense < 30% of total budget

# All families stably housed—or better



Current

# Half of renters cannot afford their housing.

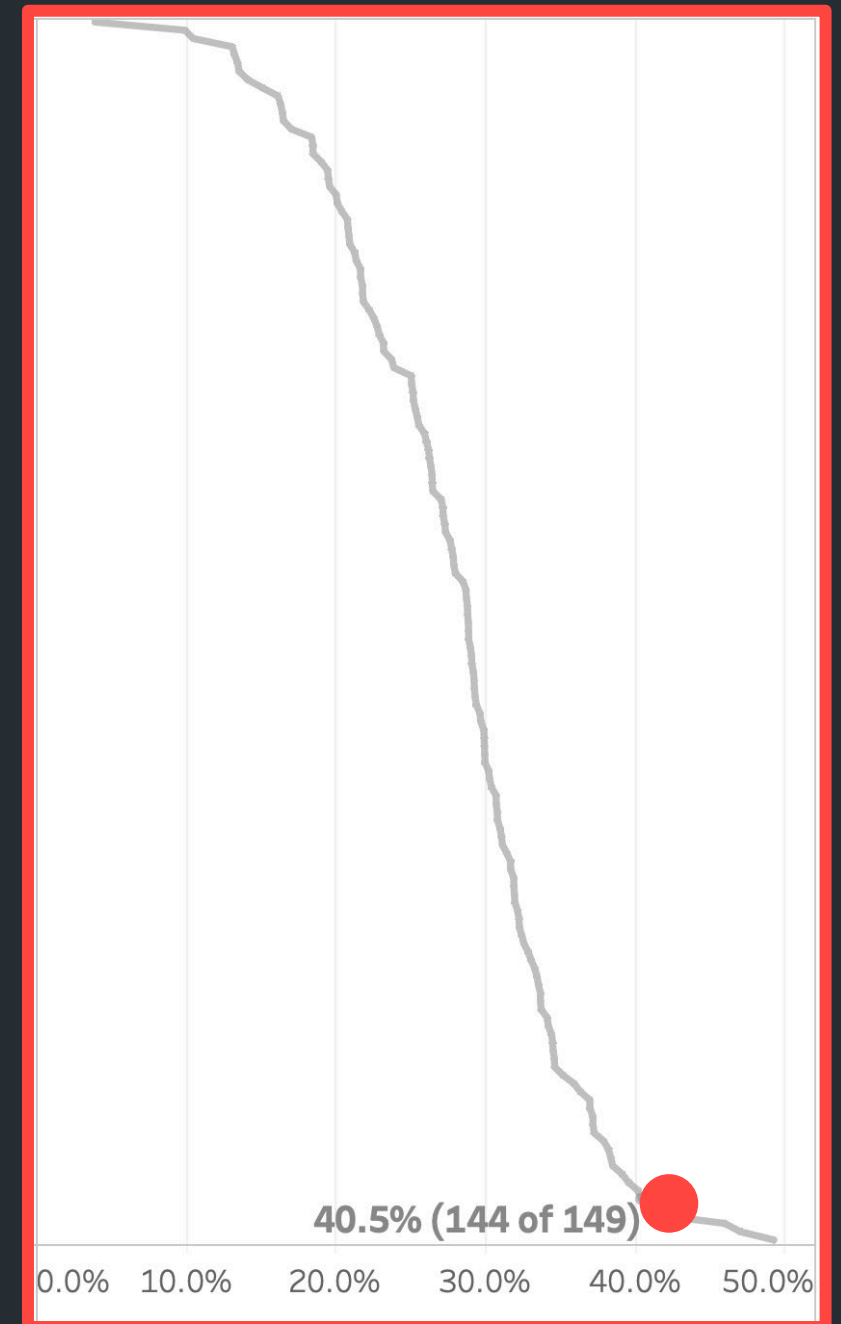
The tight housing market, increasing prices, and the lack of affordable housing options in Kent County may be playing a significant role in the increased demand for the homeless system.



Current - Equitable Homeownership Ranking

# Kent County has the 6<sup>th</sup> largest gap in equitable homeownership

The Black-White homeownership gap is **40.5** and represents a ranking of **144 of 149** compared to U.S. counties with at least 20,000 African American households. The gap is higher than the actual percentage of Black homeownership, which is 36%.



Goal - Equitable Homeownership Ranking

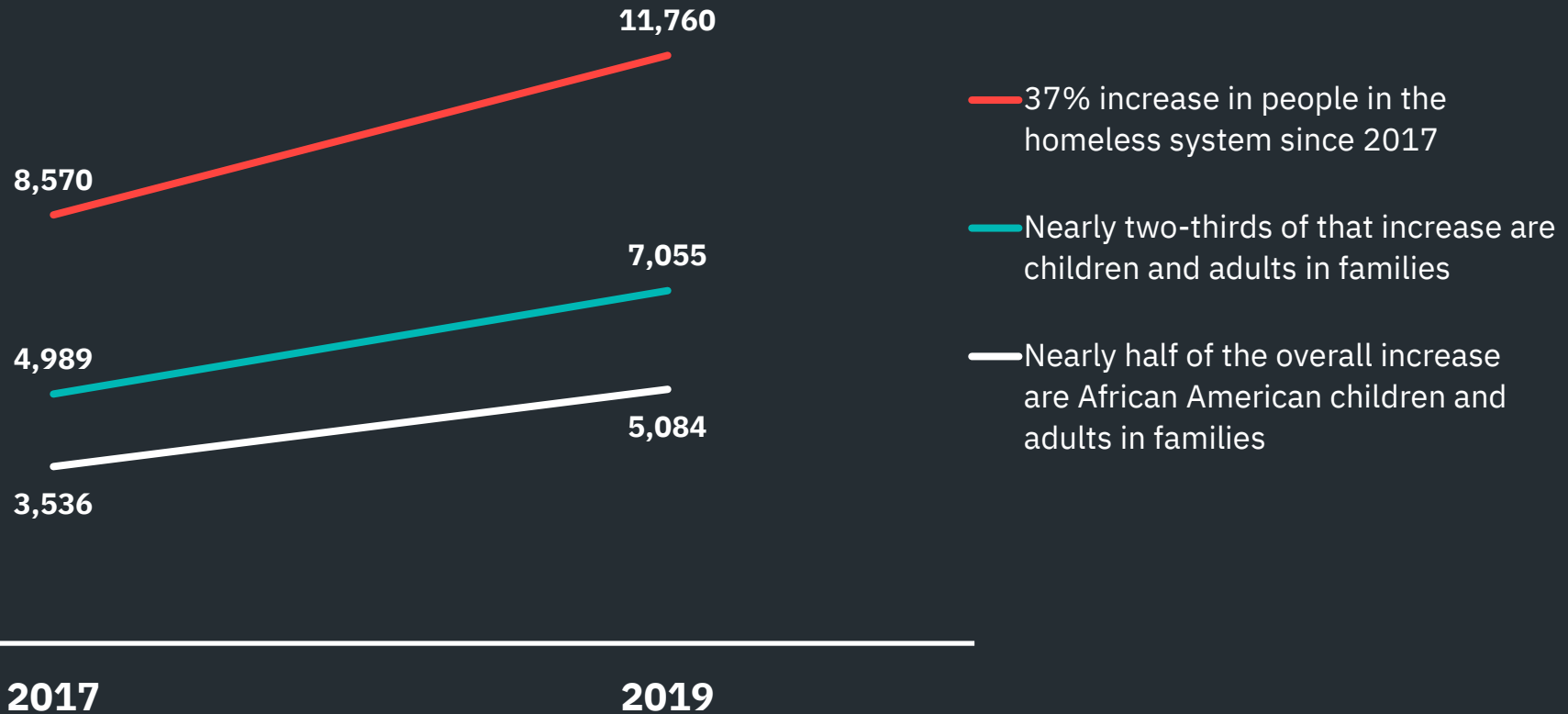
# Move from 6<sup>th</sup> worst to the top ten in the next 20 years



American Community Survey Estimates by County from 2017 to 2020

Current

# Homelessness continues to rise



Current

# Alarming disparities persist for people of color, particularly African Americans

# 1 in 6

African American children in Kent County  
Were in the homeless system in 2019,  
compared to 1 in 130 White children.

Grand Rapids/Kent County, Michigan  
Housing Needs Assessment, Bowen  
National Research, May 29, 2020

Goal

**Policies and practices  
address the underlying  
conditions that create and  
perpetuate homelessness  
and systemic injustices in  
housing**





**Why do you think an organization like Housing Kent exists?**

**Great minds**

“

# Silos ...

Strong egos, messenger killers, and pontificators. Hidden agendas, cynicism, and groupthink. Diverse levels of understanding and a whole range of biases. All these factors **make it hard to harness the collective intelligence of great (even not so great) minds.**”

-John Abele, HBR On Collaboration

# Housing Kent

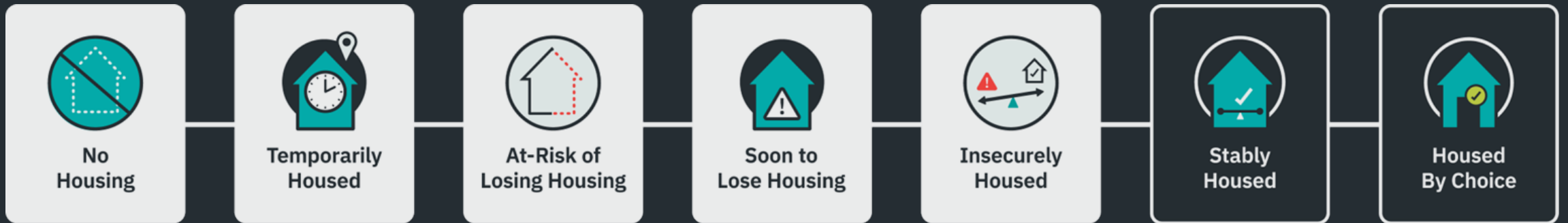
## **Elevate. Align. Coordinate.**

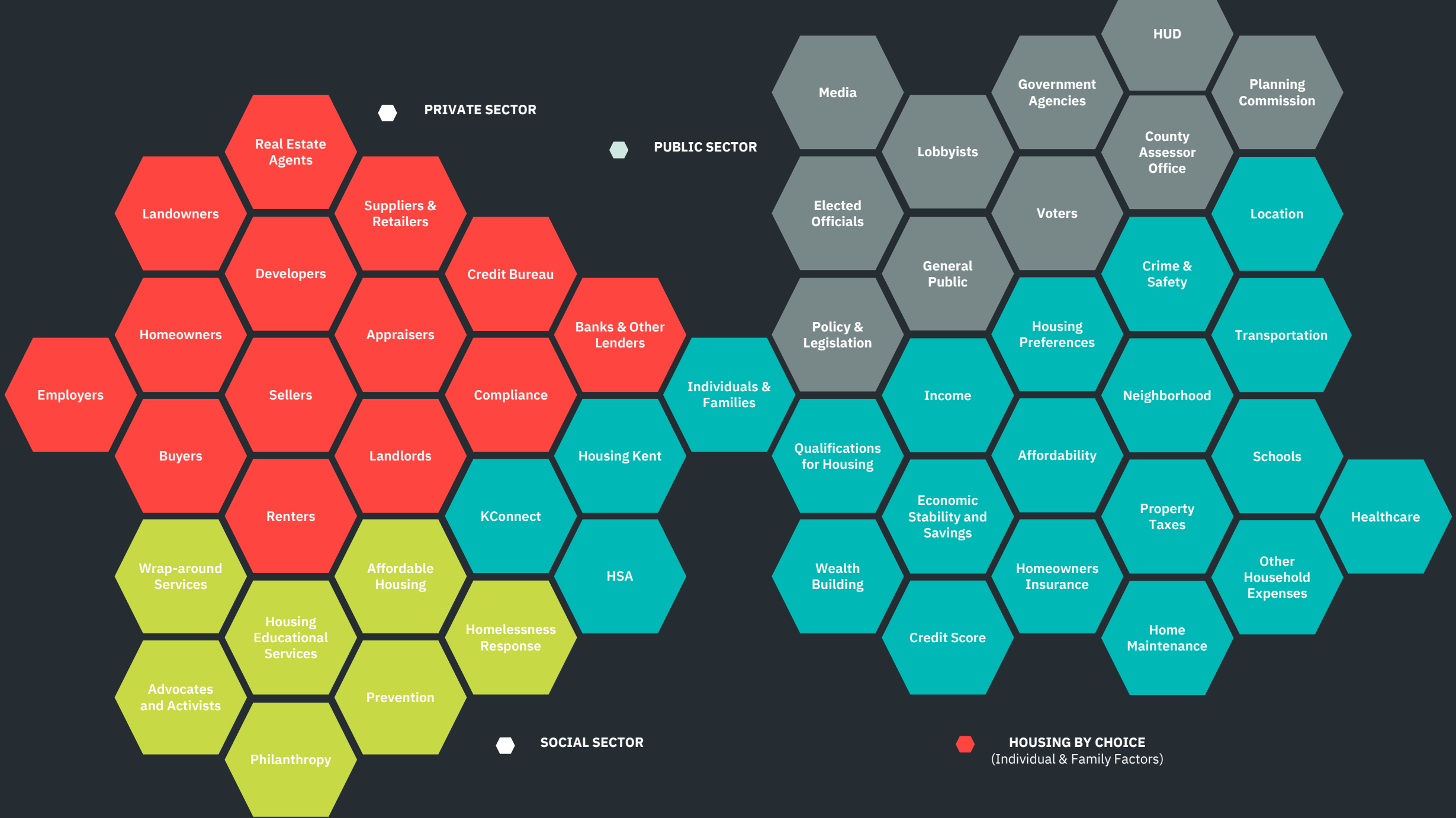
Multi-sector, system-building solutions for an equitable housing system

Housing Kent

# We partner with everyone to make the housing system work *for everyone*

← Across the Continuum →





**PRIVATE SECTOR**



**PUBLIC SECTOR**



**SOCIAL SECTOR**



**HOUSING BY CHOICE**  
(Individual & Family Factors)

# We facilitate action with the Housing Stability Alliance through five core strategies

---

Shared Measurement  
Community Engagement  
Policy Advocacy

---

Investment & Sustainability  
Communications



### Housing Stability Alliance Network



**Rosalynn Bliss**  
Mayor  
City of Grand Rapids



**Michael Bohnsack**  
President  
Bohnsack and Associates



**Eric Brown**  
President and CEO  
Urban League of West Michigan



**Lynne Ferrell**  
Program Director  
Frey Foundation



**Tasha Blackmon, Co-Chair**  
President and CEO, Cherry Health



**Eureka People**  
Housing Kent President



**Brad Kessel, Co-Chair**  
President and CEO, Independent Bank



**Raquel Guzman**  
Partner  
Avanti Law



**Josh Lunger**  
Vice President of Gov. Affairs  
GR Chamber of Commerce



**Pamela Parriott**  
Director of Philanthropy  
DeVos Family Foundations



**Al Vanderberg**  
Kent County Administrator  
Kent County



**Mark Washington**  
City Manager  
City of Grand Rapids

Cross-sector partners: business, philanthropy, nonprofit, government, education, healthcare, private sector...



**Opportunities**

**Please see your handout**

# Thank You

## HAVE QUESTIONS?

Please contact Eureka People at [Eureka@housingkent.org](mailto:Eureka@housingkent.org)

---

**Housing Kent** 

©2022 Housing Kent. All Rights Reserved