Countering community opposition to affordable housing

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Why communities protest

![Bar chart showing reasons for community opposition](chart.png)

- Safety & Crime: 63%
- Tax Burdens: 50%
- Traffic Concerns: 48%
- School Impacts: 46%
- Environmental Impacts: 44%
- Population Served: 21%
- Other: 21%

**Figure 1.** Most common reasons for community opposition. *Source: Authors’ survey.*
How communities protest

Figure 2. Most frequent outlets for opposition.  
*Source: Authors’ survey.*
When communities protest

Figure 3. Percentage of developers indicating opposition experienced, by project stage.

Source: Authors’ survey.
## What developers can do

### Table 1. Most used versus most effective developer strategy for overcoming NIMBY

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Ever used (%)</th>
<th>Use frequently (%)</th>
<th>Most effective (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Informal public information sessions</td>
<td>87</td>
<td>37</td>
<td>29</td>
</tr>
<tr>
<td>Formal public hearings</td>
<td>66</td>
<td>12</td>
<td>12</td>
</tr>
<tr>
<td>Informal meetings with community leaders</td>
<td>33</td>
<td>42</td>
<td>42</td>
</tr>
<tr>
<td>Formal legal challenges</td>
<td>27</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>Resident surveys, focus groups, interviews</td>
<td>25</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Social media</td>
<td>23</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Other</td>
<td>4</td>
<td>6</td>
<td>12</td>
</tr>
</tbody>
</table>

*Source: Authors’ survey.*
What states can do

Overcoming Legacies

• Support regional alliances where cities and suburbs voluntarily work together and/or where towns voluntarily work together with developers

Overcoming Environment

• Provide more flexibility in funding to accommodate regional differences in development environment, Partner with high-capacity developers to build in areas with high need by low capacity.

Overcoming Perceptions

• Be transparent about project awards, and circulate appropriate information
• Measure outcomes and/or work to address negative ones