

Strategies for addressing homelessness and housing instability in Red Wing

Prioritized strategies for initial planning phase

Affordable/Supportive Housing



Commit to developing **15 new permanent supportive housing units** in Red Wing. In collaboration with community partners, work towards Goodhue County's goal of adding 50-60 **market rate apartments** and 24-30 **units with a shallow subsidy** by 2030.



Address NIMBY through community education and engagement. Research suggests that "Not In My Backyard" (NIMBY) concerns are best addressed through direct, sustained, and intentional engagement. This may include education on affordable housing (what is it, who benefits, etc.) and creating a forum for community members and leaders to hear concerns and feedback from all stakeholders.



Create a **landlord partnership and incentive** program. The program may include financial incentives for participation, education opportunities, collaboration with supportive housing service providers and owner recognition and events.

Emergency Shelter



Community members and stakeholders will continue to work together to develop one **comprehensive plan to address emergency shelter needs** in Red Wing. The plan will include:

- A long-term solution to shelter needs for both single adults and families with children
- A commitment to matching new shelter funding with added funding or resources to increase resources across the homeless response continuum, including prevention, supportive services and affordable housing
- A designated lead entity or consultant to act as a project manager the planning process
- A day program or opportunity center to be developed for shelter residents and the larger community



Maintain a **real-time, by-name list** of people experiencing homelessness in Red Wing modeled after the “Built for Zero” initiative. The list should include households’ needs, existing supports and strengths. Local service agencies will review list regularly in case conferencing meetings. The list and case conferencing should be aligned with Coordinated Entry.



Develop a **host homes model for youth** experiencing homelessness in Red Wing. In this model, volunteer families host an older youth for a short stay (3-6 months).

Homeless prevention



Develop a **Single Point of Contact model** for housing advocacy. The same staff or agency should follow the person as they navigate the system towards housing stability. The advocate should assist with paperwork and coordinate services as needed.



Increase funding for homeless prevention payments and services. The goal is to eliminate waiting lists or denials for homeless prevention requests.



Establish a **Tenant/ Landlord connection program**. The program should include education for both tenants and landlords in addition to mediation services.

Additional strategies to be included in plan

Affordable/Supportive Housing

1. Centralize information about affordable housing options and streamline application process.
2. Fund a low-barrier rental assistance program at the county or city level.
3. Implement an anti-discrimination plan.
4. Increase available supports, including leveraging new healthcare resources.
5. Promote home ownership opportunities for people experiencing or at-risk of homelessness.

Homeless prevention

1. Develop a centralized, low barrier, publicized access point for emergency funds
2. Eviction prevention outreach
3. Pair supportive services with emergency funding when needed
4. Strengthen the roles of non-housing stakeholders within the homeless response system