

In 2014, GHHI Detroit-Wayne County partners developed the following priority agenda to help guide its collaborative work. Based on responses from a survey of all partner organizations in November 2014, the collaborative leadership recommends that these agenda items be continued into 2015 with further definition of indicators for success toward accomplishing each agenda item.

1. **Establish Healthy Homes as a Critical Housing Strategy**

Partners' Rating of Progress toward Achieving Goal in 2014: 3.75 out of 5¹

GHHI Detroit-Wayne County will work to establish healthy homes interventions and rehabilitation as the most critical housing strategy for the city's renewal, along with blight removal and new construction. Being mindful of the target area priorities of the city, private investors, non-profits and other stakeholders, GHHI Detroit-Wayne County will continue to work to enhance systemic coordination and alignment with city priorities and leveraging funds for investment. This would include preventing the demolition of houses that have received healthy homes services and aligning healthy homes services to reduce barriers to weatherization.

Subgoals:

a. Enhance alignment with the City's blight removal policies to advance effective strategies beyond demolition:

- Clarify the city's definition of blight.
- Influence policy that supports ongoing improvements to existing homes to make them healthy, safe and green.
- Promote code enforcement as a potential revenue generator in order to operationalize its use on delinquent landlords and homeowners who fail to address poor home conditions.
- Obtain greater buy-in and involvement from top decision makers in Detroit, Wayne County and the State of Michigan including: new elected officials (i.e. Mayor Duggan, city council, etc.), district managers, city directors (i.e. Tom Lewand, Arthur Jemison, Eric Jones, Charlie Beckham, etc.), DLBA and other key stakeholders (i.e. Dan Gilbert, Erin Kelly, Wayne County Treasurer, MDCH, EPA, etc.).
- Analyze and track investment areas for residential and funding stability.

b. Increase the number of healthy, safe and green homes:

- Solidify the Southwest GHHI pilot project to prove that it works as a model for coordinating GHHI efforts and resources across multiple partner agencies.
- Replicate the Southwest GHHI pilot project in other specific target areas within the city.
- Establish and celebrate a model healthy home in a specific community each year.
- Target neighborhood blocks.
- Demonstrate neighborhoods with increased safe, healthy and homes (i.e. new roofs/windows, smoke alarms, CO detectors, refrigerators, furnaces, pest reduction, asthma reduction, lead abatement, etc).
- Expand production focus to include out-Wayne County and other potential areas.

c. Increase green and healthy homes job training and employment:

- Enhance alignment between green and healthy homes job trainers and employers.
- Develop a GHHI Workforce Development subgroup.

d. Develop a supportive strategy to help clients access programs and resources they are eligible for:

- Enhance coordination between partners by developing strategic partnerships and building internal knowledge about resources that each group can offer.
- Map out collaborative partners' existing resources and service locations to better coordinate work in specific target areas and avoid duplication of efforts.
- Hire a full time coordinator to facilitate different programs and resources to take it to the next level (use Cleveland example).

e. Look at the data to see what's happening and track progress:

¹ A total of 28 partners rated this goal using the following scale: (1) very poor, (2) poor, (3) fair, (4) well, (5) very well.

- Look at Healthy Homes Rating System (HHRS) results.
- Look at data from HUD, EPA and MSHDA.
- Look at housing prices, income and home ownership rates to see if there are increases within target areas post-intervention.

f. Advance recovery efforts following August 2014 floods.

2. Secure Resources and Support for Healthy Homes

Partners' Rating of Progress toward Achieving Goal in 2014: 3.55 out of 5²

GHHI Detroit-Wayne County will work to secure resources and community support for making Detroit a safe and healthy place for families to live in their homes as a vast majority of Detroiters will stay in existing homes and current data shows that a majority of those homes have health and safety hazards.

Subgoals:

a. Secure resources and funding for healthy, safe and green homes:

- Conduct an assessment of what funding is needed across partners to set an explicit dollar goal for fundraising, especially for individual donors.
- Identify and pursue new and non-traditional funding sources including grants and microloans.
- Bring at least one new funder on board to support collaboration.
- Engage more organizations in collaborative fundraising.
- Align funder and federal agency silos to secure enough funding to affect the need.
- Target funding very carefully by target area and focus on upgrading poor home conditions, coordination of resources, youth and sustainable jobs.
- Find funding from nontraditional sources to help those who do not qualify for existing programs.

b. Spread the word about available funding sources and braid existing resources across partners.

- Compare FY15 funding to FY14 funding across organizations to show increase in investment (especially federal and state) and braiding.

c. Promote community awareness and engagement about GHHI Detroit-Wayne County:

- Host an annual public event where city, county and state officials endorse GHHI as critical.
- Identify a community champion to communicate the urgency and importance of healthy, safe and green homes.
- Increase presence at community events by having tables and presentations at organization events, job fairs, elementary schools or churches.
- Educate the public, including funders and stakeholders, about green and healthy homes and the complexity of the problem to make it a higher priority.
- Enhance name recognition/branding with community members and local/state stakeholders.
- Increase community advocacy and organizing through community-based organizations.
- Increase engagement with governmental bodies including legislative and executive branches.
- Develop a communication strategy geared toward individual renters and homeowners.
- Increase social media and website engagement.

d. Ensure that clear and consistent messaging and branding is used across all collaborative partners:

- Develop a 2 minute elevator speech of common talking points about GHHI.
- Develop a 2-page case statement for healthy homes as a critical housing strategy for decision makers and funders: state the problem and what we can do.

e. Collect and share data to show the value of investment in GHHI interventions to interest funders:

- Establish clear, measurable common metrics for success to define goals, align partners, prove value, and demonstrate collective impact to funders to show that money is well spent.
- Develop an outputs/outcomes report showing the return on investment of GHHI interventions (i.e. decreased missed school days and hospital/ED visits, increased neighborhood stabilization, etc.) and GHHI Detroit-Wayne County collective accomplishments.

² A total of 29 partners rated this goal using the following scale: (1) very poor, (2) poor, (3) fair, (4) well, (5) very well.

- Document measurable impact (i.e. value to homes and families) on a community (i.e. North End/Central Woodward or Southwest) before and after a GHHI endeavor using data and testimonials to tell our story.
- Demonstrate concrete examples of enhanced collaboration, referrals and sharing and leveraging of resources across existing partners to reduce costs and duplication.
- Document and share success stories in the media and community.
- Demonstrate measurable increase in lead testing numbers.
- Address questions about viability of investing more in the house than it's worth.
- f. Expand green and healthy homes education for kids and parents:**
 - Increase children's outreach and youth involvement.
 - Enhance lead education and outreach materials, especially preventative education.
- g. Bridge the gap between housing and health partners:**
 - Engage the medical care system in our work.
- h. Create a development TASC force:**
 - Focus on meeting collaborative goals, demonstrating impact and marketing the initiative.

3. Healthy Homes Barrier Busting

Partners' Rating of Progress toward Achieving Goal in 2014: 3.46 out of 5³

GHHI Detroit-Wayne County will work collaboratively to bust barriers to healthy housing in Detroit. Major barriers identified by partners are listed in order of partner priority:

- a. Services to address poor home conditions (i.e. faulty roofs and friable asbestos) that can prevent a home from getting services such as weatherization or lead abatement.**
- b. Help for families who need assistance to qualify for programs that require property taxes to be current or minimally behind (i.e. City of Detroit Home Repair Program or MDCH Lead Safe Homes Program).**
- c. Help for families in need who may be qualified to receive services but are not eligible due to income eligibility, lack of documentation (i.e. photo ID), lack of insurance, back-taxes, credit rating, outstanding tickets or warrants or no children in the home:**
 - Change policies to break down these barriers.
- d. Education for buyers of 'as-is' homes, given the possibility of scams including very high back tax bills and unhealthy conditions in homes.**
- e. Help for families receiving utility shut-off notices outside the THAW assistance season (January – March):**
 - Engage with THAW.
- f. Help for families facing water shut-offs (not covered by utility assistance programs).**
- g. Help families find dependable and qualified Lead Inspection Risk Assessors.**
- h. Increase clients/referrals through word of mouth, incentives (gift cards) and community engagement:**
 - Build recognition and trust of GHHI with residents by establishing realistic expectations (under-promise/over-deliver) and clearly and consistently communicating program information.
 - Identify specific barriers in specific communities.
 - Develop measuring tools and data to assess whether needs are being met.
 - Demonstrate measurable increase in applicants.
- i. Improve internal communication, knowledge sharing and accountability between partners:**
 - Share information about activities, successes and barriers across partners beyond GHHI meetings, perhaps through a platform like Nextdoor.
 - Develop a consistent form of intake information across partners (modify the HHST).
 - Develop working sub-groups.
 - Create a bank of useful resources and information (i.e. lead assessors).
 - Develop an orientation for new collaborative partners.

³ A total of 28 partners rated this goal using the following scale: (1) very poor, (2) poor, (3) fair, (4) well, (5) very well.