

2009 Annual Report

Clear all

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Bloomington

■ Brooklyn Center

Brooklyn Park

Burnsville

Section 8 Voucher Information

Housing Authority Waiting List 2008 hSum Report

Subsidized Housing

Foreclosure Information



Tonja Orr & Andrew Rosen

A Year of "News" for HousingLink

New was the name of the game for HousingLink in 2009. As the reality of the country's continued economic struggles set in, the need for our services continued to rise. We made numerous changes during the year to help us remain the authority on affordable housing information in Minnesota.

Newly designed website: You spoke. We listened. Based on your feedback, we launched a completely redesigned version of HousingLink. org to rave reviews from the community. Changes included bringing hList to the homepage, more intuitive site navigation, streamlined backend capabilities, and a more pleasing visual presentation.

New office: We moved our office to 1200 West Broadway Avenue in the heart of the North Minneapolis commercial corridor. The building is owned by Catalyst Community Partners, a nonprofit dedicated to redeveloping the Northside. This more prominent and accessible location has brought us closer to many of the constituents we serve.

New leadership: Our new President, Andrew Rosen, started in April. He brings 15 years of business experience with him and a passion for building products that meet customer needs. There is a renewed sense of enthusiasm and energy for the work we do.

New engagement with landlords: Since our beginning, landlords have listed their vacant affordable units with us free of charge. We are committed to continuing this, but have asked them to help support HousingLink in a direct way. We will continue to build stronger relationships and provide more value to our landlord partners this coming year.

We look forward to an exciting and busy 2010. Our mission "to connect people and communities to information that supports the resolution of their affordable housing issues" is more relevant than ever. We are grateful for your continued support.

Thank you.

Tonja Orr

Chair, Board of Directors

Andrew Rosen President



Sabrina and her daughter Kalani used to live in an apartment that wasn't very nice. She reached her limit when her car was towed while it was parked in her designated space simply because she hadn't driven it for a few days. She put in her 60-day notice and went about finding a new place to live.

Sabrina "wasted a lot of time using Craig's List and newspapers" and then had to "drive all over to find the places." She was beginning to worry she wouldn't find a new home before it was time to move. Then a contact at a local social service agency told her about HousingLink.

She did a search on the website and left a message at the first number she called. The landlord called her back minutes later. After viewing the apartment, she moved in right away. "I love the neighborhood and this is the best place I've ever lived. My landlord, Dan, is the best!" states Sabrina. "I will use HousingLink to find my next place too. Thank you for helping me find this great home."

"I get nearly all my tenants from HousingLink. It's easy to use and good tenants come via the HousingLink website."

- Linda, Landlord



Outcomes

More than 1,000 searches per day performed in hList, our affordable rental housing search tool.

Added the ability for landlords to attach photos to their listings and included a map for all listings.

More than **300,000 visitors to HousingLink.org,** with an average time on site of nearly 5.5 minutes.

2,250 landlords listed a vacant unit during the year, and we posted 40,000 total openings.

Honored with a 2009 Dot.org award from the Minnesota Council of Nonprofits for hList.



In 2009, we began development of a Housing Crisis Response rapid re-housing search tool that will allow case workers in Ramsey County to have a centralized place to search for transitional and supportive housing for clients. The tool eliminates the need to make numerous calls to housing facilities to determine if there are openings. This project is representative of how HousingLink is building on our hList infrastructure, leveraging technology to provide superior service for our users.

Here is an illustrative example of how this new tool, to be launched in 2010, will help:

Sally and her two children need to leave their foreclosed rental property. She doesn't have any money to pay rent, struggles with depression, and can only work 20 hours a week while the kids are in school. She calls the Housing Crisis Response hotline looking for help. John, a case manager, listens to her story and as soon as Sally has finished talking, he logs on to the HousingLink search tool. In seconds he has printed a list of properties for Sally. He sees that East Metro Place has an immediate opening and renters must apply in person. John sends Sally over to East Metro to see the unit and complete the application. Once Sally is out the door, John calls East Metro and makes arrangements to pay the deposit after Sally passes the screening criteria. In less than thirty minutes, Sally's whole life has turned from facing homelessness to filling a moving van.



Outcomes

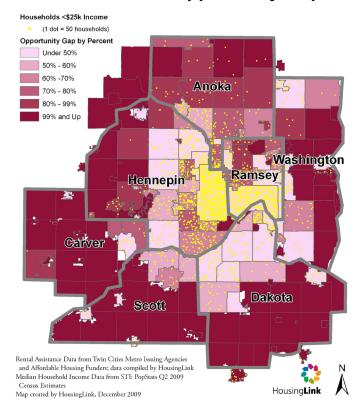
HousingLink has been a great reference tool for myself and my clients. I want to thank you and all of the staff at your agency for the great job you do!!! I really appreciate you getting back to me. The information I get from your site is very helpful. Thanks and keep up the good work.

Kristi, Case Worker



HousingLink's hSum Report provides comprehensive counts of tenant- and unit-based-rental-assisted properties. In 2009, we combined our proprietary housing stock data from hSum with statistics from US Census estimates and created the Affordable Housing Opportunity Gap. The gap reports the difference between total rental assistance opportunities and households living at 30% area median income, showing the greatest need for additional affordable housing opportunities. This is an example of how we are helping policymakers with reliable affordable housing data.

Twin Cities Opportunity Gap



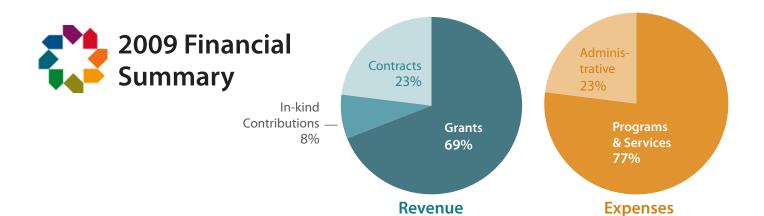


Alice is disabled as a result of having polio as a child. Needing a new home after her mother passed away, Alice's daughter found HousingLink via a web search. Although concerned that landlords would not accept Alice due to her low income, they printed a list of available units in Anoka County. A landlord agreed to rent to her and have her rent paid directly from Social Security. "HousingLink made it so easy to find a home that meets my needs. Thank you for the wonderful service you provide."

Alice, Renter

"When my landlord called to tell me she was losing the house I was renting, I was devastated! I had lived there for 7 years, my kids had friends in the neighborhood and were doing good in school. I thought I would never find a house as nice or a good neighborhood for my family. I went to HousingLink; and, sure enough, found a place I love. Thank you so much for your services!"

Tammy, Renter



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