



SIMPLIFYING AFFORDABLE HOUSING

Website Redesign

ADVANCING MINNESOTA'S OLMSTEAD PLAN

The Olmstead Plan housing goal states, "People with disabilities will choose where they live, with whom, and in what type of housing." In 2015 we completed the redesign of our website to advance Minnesota's Olmstead Plan. We made the following updates:

ENHANCED ACCESSIBILITY FILTERS

Renters with disabilities can search for housing that meets their needs using these filters:

- No step approach to building & unit
- Automatic door entry
- Net clearance of 32" for all building/unit passageways
- Roll-in shower
- Grab bars in bathroom
- Easily operated handles on doors (levers/loops)
- Assisted or congregate living
- Emergency pull cord in bathroom
- Elevator
- Lowered kitchen countertops

MOBILE FRIENDLY

Over 50% of visitors to the HousingLink website use a mobile phone or tablet. The website now works great on mobile devices!

SAVE A SEARCH

Visitors can now save a search on our website! This makes it easier when they return to look for housing again. They can also receive notifications of new vacancies & waiting list openings by email or text message.

SHARE LISTINGS

People searching for affordable housing can now share listings via email with friends, family, or clients they are helping.

CREATE AN ACCOUNT

Visitors can now create an account on our website. This allows them to save a search, share listings, and more. Since we launched the site on September 20th, 2015, over 3,800 people have created an account!

831,881

Searches for Affordable Housing

24,951

Affordable Vacancies & Waiting List Openings Listed

3 Million+

Page Views of Housing Resources

Simplifying Housing Information

79,000

Visits for subsidized housing information.

89,000

Views of Housing Authority Waiting List status.

8,614

Listings that would consider a Section 8 voucher in 2015.

4,000

Visits for Fair Housing information.

2,299,490

Notifications of housing openings sent in 2015.

Simplifying Housing Data

- Streams - The foundation of affordable housing research in the Twin Cities.
- Twin Cities Rental Revue - A quarterly report that tracks market rate rents.
- Rent Reasonable Data for Housing Authorities.
- Housing Research for Community Agencies.
- MN Housing Measures (in partnership with the McKnight Foundation).
- Housing Counts (in partnership with Family Housing Fund).





Simplifying Choice & Equity

HousingLink strategically partners with others to promote housing choice, stability and equity in Minnesota.

Here are some partner projects on which we worked:

MATSH (MN Access to Supportive Housing) - matsh.org

Fair Housing MN - Fairhousingmn.org

Affirmative Marketing Toolkit - Fairhousingmn.org/providers/toolkit

Hennepin County Lead Safe - housinglink.org/List/LeadSafe

2015 SUPPORTERS

- Bloomington HRA
- Eide Bailly (In-Kind)
- Family Housing Fund
- Google, Inc. (In-Kind)
- Halverson & Blaiser Group & RH St Paul Housing
- Hennepin County
- Hugh J. Andersen Foundation
- Jay & Rose Phillips Family Foundation of Minnesota
- Many Individual Donors
- McKnight Foundation
- Metropolitan Council
- MGM Property Management
- Minnesota Housing
- Minnesota Multi Housing Association
- Minneapolis Public Housing Authority
- Redmon Law Chartered (In-Kind)
- Scott County CDA
- St. Paul Public Housing Agency
- Target
- Washington County HRA

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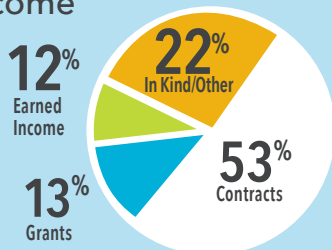
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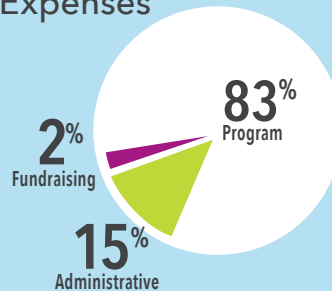
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Financials

Income



Expenses



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