

Housing the Future 2.0: A Disruptive Futures Dialogue

September 10, 2019 at Tumbleroot Brewery, Santa Fe, NM.



2019 Housing the Future 2.0 Program

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Housing the Future 2.0 was designed in collaboration with 22 local housing partners, 4 inspiring national partners, and 9 incredibly talented Santa Fe artists to address Santa Fe's acute housing needs.

Santa Fe is currently at a 99% rental capacity and lack of affordable housing is one of the most significant obstacles for current residents and economic growth. The city urgently needs as many as 5,000 new rental units while only building between 65-100 units annually. It is time for innovative new approaches to tackle this seemingly intractable challenge.

Housing the Future 2.0 was held at Tumbleroot Brewery on September 10th, 2019. Preparations began in July with a call for local stories of personal housing challenges. The event featured storytelling by artists as well as presentations by organizations pursuing real-time innovative solutions to address affordable housing shortages. Almost two hundred attendees gathered to engage in solving Santa Fe's affordable housing crisis. The evening was presented in four chapters: an affordable housing zine release, artistic performances, housing innovation presentations, and action meetings led by housing and equity experts.



Affordable Housing Zine:

Creative Santa Fe collaborated with local artists Mya Green and Yvette Serrano to create a limited release of affordable housing themed zines to share with the public. Mya and Yvette were 2018 Ford Foundation funded Story Maps residents at the Santa Fe Art Institute, where they were paired with the Affordable Housing and Economic Development departments within the City of Santa Fe. At the end of their residency, they began collaborating with Creative Santa Fe on the next steps of their creative work around local issues.

The collaboration resulted in a zine comprised of stories about the affordable housing challenges in Santa Fe, data on the issues, and related resources in an artfully designed printed format.

Creative Santa Fe put out a call for affordable housing stories July 2019, and dozens of local residents responded with narratives of how the lack of housing has impacted them in diverse ways. These stories were woven into the design with the resources and data collected by the staff and artists. The final zine not only highlighted the stories within the issue, but also local work that positively supports affordable housing issues such as the Residents' Bill of Rights assembled and passed by the local nonprofit Chainbreaker Collective.

One third of the audience who responded to a post-event survey listed the zine as their favorite artistic component of the event. This feedback supports the positive impact made by the printed product. Since distributing the zine to the event audience, multiple contacts have reached out and requested mailed copies, and local partners have requested stacks to hand out at their locations and programs. Discussions about a second version of the zine are moving forward.

This project was supported in part by New Mexico Arts, a division of the Department of Cultural Affairs, and the National Endowment for the Arts. To receive a free copy of this zine, contact Creative Santa Fe at info@creativesantafe.org

I was really excited about the event and am so grateful for all of your amazing work to bring it all together. I hope this is the beginning of more like this! The creative components were a powerful way to engage with the subject. - Hayley Hathaway

Artist Performances:

As part of the *Housing the Future 2.0* program, Creative Santa Fe worked with four local artists to respond to a collection of local affordable housing stories through their mediums to be performed at the event. The result was a song, a poem, and a theatrical performance that narrated those lived experiences and deepening the audience's connection to the housing issue in powerful and creative new ways.

The four artists were chosen for this project include punk rock musician Jessie Deluxe, poet Darryl Lorenzo Wellington, and screenwriters Sam Dabbs and J. Weston Phippen.





Theatre: Sam and Weston, along with three local actors, performed their piece *Santa Fe Housing Stories*. The play consisted of monologues by three characters - a young tech entrepreneur living in his van, a local artist kicked out of her apartment because of mold, and a local potter and landlord who purposefully rents low to her tenant to balance the market fairly. The characters were drawn from real stories that were submitted. Highlights of the performances included lines such as the landlord saying “*These investors come to town and*

want to “Protect the Santa Fe lifestyle”, but they don’t want to protect the Santa Fe people.” The performance was recorded and a video will be available to the public on the Creative Santa Fe website.



Music: Jessie Deluxe is a well known local punk rock musician encompassing a range of musical talents in her performances. Jessie was inspired by the affordable housing stories collected by Creative Santa Fe and her own personal experiences struggling with housing availability and quality in Santa Fe. Her custom song for the event, *Where Do We Go*, is a sullen ballad that questions the city and the values of the community in the face of the housing crisis. Alone with her bass guitar she sang the lines “*And how do I get ahead, with no place to lay my head - And how I we thrive, when all I do, is work to survive*” and “*And you say, that you love Santa Fe, that you love the arts and creativity, - That you*

love the land the culture and diversity, - Then please think about us, Please think of me.” Jessie’s song was recorded and the video will be shared publicly on Creative Santa Fe’s website.



Poetry: Darryl Lorenzo Wellington is a local poet and journalist who has a history in covering local affordable housing and homelessness issues through his writing. For the event, Darryl authored the poem *Contemplating Homelessness*. There was absolute silence as he read to a crowd of nearly two hundred attendees at Tumbleroot Brewery, all captivated by his words. His poem narrated the thoughts and feelings he had as he experienced the edge of homelessness in his personal life, navigating the challenges that come with eviction.

According to event feedback, 38% of attendees reported the poetry reading as their favorite artistic element of the program, making his performance the most favored of the four. The poem is shared on the Creative Santa Fe website through a blog interview with Darryl, diving deeper into his process and his takeaways from the project.

My perspective is that of a poet/writer/performance artist who often addresses social issues –so I tend to feel that the arts can always have a social impact. I didn’t say a transformative impact – not necessarily, but who knows? If a poem I write convinces or compels one landlord to have sympathy, take a philosophical attitude, and not to raise rents, or convinces one lawyer, one property owner, or one tenant to behave in a conscientious way... then I have achieved something. - Darryl Lorenzo Wellington

Housing Innovation Presentations:

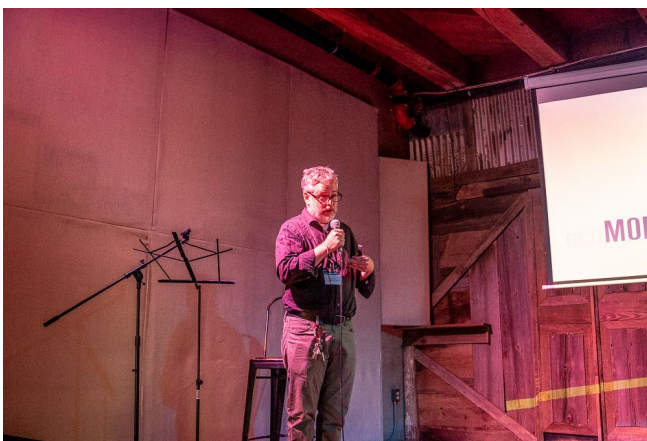
Following the performances, local and national affordable housing organizations presented their innovative and effective approaches to design, material, and community engagement to create positive and impactful change. The presenters were selected by an advisory team of local experts who recommended organizations and businesses that they look to as inspiration within affordable housing. Based on their feedback and connections, Creative Santa Fe chose four presenters to speak about their projects making a notable impact on how the community approaches and problem solves for affordable housing within universities and nonprofits.



Omar Hakeem from [bc]workshop, Dallas, TX
Introduced by Joseph Kunkel, Executive Director of the Sustainable Native Communities Collaborative

Omar Hakeem's presentation focused on the multifaceted approach [bc] brings to its design to bring holistic and long-lasting change to the communities they work with in the US and all over the world. He offered examples of [bc]'s systems-based approach focused on working with communities and their specific needs, and dove into his work in Permanent Supportive Housing and Disaster Reconstruction Housing with the objective of providing examples that are responsive and transferable to the needs of the Santa Fe community. Learn more about [bc]workshop at

<http://www.bcworkshop.org/>



John Quale from UNM's ecoMOD, Albuquerque NM.
Introduced by Ke Vaughn Harding, AOS Architects

John Quale's presentation introduced UNM's ecoMOD, a student program that focuses on the principles of Design/Build/Evaluate to develop quality and sustainable prefabricated homes to tackle the affordable housing issue in the state. He described how these prefabricated homes are built indoors so that they can be built quickly and delivered affordably to organizations such as Habitat for Humanity, with whom they're currently working in Santa Fe. He also discussed some of the strategies used in both past and present ecoMOD home designs. Learn more about UNM's ecoMOD at

<http://ecomod.unm.edu/>



Rusty Smith from Auburn University's Rural Studio, Newbern, AL

Introduced by Shawn Evans, Principal at AOS Architects

Rusty Smith's presentation began by introducing the Rural Studio undergrad program, in which students spend one semester to two years working with underserved communities in rural Alabama to design and build affordable housing and other related community projects while studying to become architects. The program focuses on three principles to develop engaged Citizen Architects: 1) Becoming a successful practitioner through hands-on experience, 2) The power of collaboration to solve complex problems, and 3) Provide a healthy, dignified environment for communities through the

creation of "citizen architects." As part of their training, students work directly with clients, as well as external architecture and design firms to develop not only affordable housing, but other community projects that support housing and help communities thrive such as libraries, fire stations, community centers, etc. As an organization, Rural Studio is looking to develop a system that other housing providers can leverage all across the country and is currently working with external partners to tackle the long-term sustainability of affordable housing. Learn more about Rural Studio at <http://ruralstudio.org/>



Aaron Resnick from InOurHands.Love (Sulcata Home), Pine Ridge, SD

Introduced by Carol Luna-Anderson, former Executive Director at The Life Link

Aaron Resnick shared his organization's affordable housing project 'The Sulcata Home'. Being prototyped in Pine Ridge, these structures are aimed to be less expensive and more accessible for underserved communities who wouldn't be able to secure high-quality, efficient and resilient housing otherwise. Their approach based on their learnings from Pine Ridge: To develop housing well below the target price and that is disaster-resistant, and to eliminate the possibility of death by

exposure. During his presentation, Aaron also described the process of developing the foam cement material used for the Sulcata Homes, as well as lessons learned from the project in general. He is currently working with Pete's Place and The Life Link on housing-first solutions for the most at-risk populations in Santa Fe to provide quality homes that they own, in addition to community facilities and support. In order to continue with this project locally, they are looking for land, political and financial support, as well as more partners that would like to be part of this initiative. Learn more about InOurHands and The Sulcata Homes at <https://inourhands.love/>

I found it to be a really innovative event with experts in the field who gave attendees more information about the housing crisis, and possible ways to address it. Much more exciting and engaging than similar events - thank you! - Erin de Rosa

Action Meetings:

The event wrapped-up with action meetings led by local experts in the field to explore housing topics in detail. Creative Santa Fe sought out housing partners to be present after the program to address a range of housing interests with their diverse expertise. Breakout sessions included the following:



Affordable Housing Overview and Q+A with the Santa Fe Housing Action Coalition

The Santa Fe Housing Action Coalition, led by Daniel Werwath and Diane Stern, collaborated with Creative Santa Fe to provide their expertise in data, policy, and action around affordable housing issues. A group of a dozen attendees gathered to learn more about the issue from an overview perspective, and had the opportunity to ask experts questions about the issue in its complexity. According to feedback, the majority of time was spent fielding technical questions from the group, indicating a need that was met by this action meeting.



Art + Affordable Housing Action with Littlelobe

Chris Jonas of the local nonprofit Littlelobe led a discussion about how the arts can impact the affordable housing discussion locally. Littlelobe is a local partner working on their own affordable housing program called Presente! being produced this autumn. Chris fielded questions to a group of primarily artists and designers asking what the role of the artist is, and how artistic tools can be used positively in the midst of the housing crisis. The group agreed that the arts force you to listen and to respond, and that aspect could make a positive impact moving forward if used strategically. This group

discussion lasted the longest among all of the groups, and Chris expressed interest in potentially continuing the discussion in early 2020.



An Informed Homebuyer is an Empowered Homebuyer with Homewise

Mairead Coogan and Ken Brown of Homewise shared an incredible amount of information about the logistics of buying a house, and resources available for perspective buyers through their organization. They shared information on educational classes free and open to the public, and fielded many questions attendees had about buying a home in the midst of rising costs in the housing

market. Attendees appreciated having knowledgeable experts to answer their home buying questions.



Housing [E]Quality

with The Life Link and Sulcata Homes

Aaron Resnick of inourhands.love and Carol Luna Anderson from The Life Link led a discussion about housing quality and equality. Aaron stated “quality housing is so intimately tied to a person’s ability to advocate for themselves in political/social/community spheres, so equality is important to add to the discussion.” Most of the attendees were interested in discussing the Sulcata Homes and the process of designing and implementing innovative approaches, indicating a subject the audience was very interested in discussing further.

I thought the event was well organized and presented in an interesting format that felt inclusive to the audience, especially with the small group discussions after the event. - Pamela Way

Digital Programming:

In the process of designing and assembling this program Creative Santa Fe connected with many organizations and individuals across the country working to positively impact affordable housing issues. Some partners wanted to be involved in the program, but were limited by travel, etc. As a result, Creative Santa Fe launched a digital programming project to connect audiences with inspiring and innovative national organizations.

[Neighbors for More Neighbors](#) out of Minneapolis, MN was the first organization to participate in the digital programming model. *Neighbors for More Neighbors* is an advocacy/volunteer citizen group working for abundant homes in Minneapolis. They have created lawn signs and hosted house parties to get stakeholders talking and taking steps to integrate neighborhoods racially, economically, and generationally by studying – and changing – trends, zoning codes and expectations across neighborhoods. Janne Flisrand, one of the co-founders, [sent a special message to Santa Fe](#) sharing their work and inspiring action.



The response to the digital program through video was fantastic, and allowed Creative Santa Fe to reach a wider audience through social media and digital communications. Creative Santa Fe will be expanding upon the digital programming model for future Creative Santa Fe programs.

Breakfast Workshop:

The following morning Creative Santa Fe hosted a working breakfast for all presenters and local experts in the field to discuss challenges, opportunities, takeaways from the Dialogue and next steps. Some of the issues discussed included:

- Easing zoning restrictions and creating more inclusionary zoning.

- Recognizing that housing is not a brick and mortar issue -- it's a systems issue that needs to be addressed as such.
- Changing the narrative about affordable housing -- there needs to be a unified narrative.
- Architects have the ability to make the invisible visible. Through their work they can demonstrate an ecosystem of issues related to housing and scenario-build with community for solutions.
- The language currently used for affordable housing tends to be pejorative – “loan forgiveness,” “subsidy,” etc... Positive and empowering language needs to replace this language -- words like “incentives” and “rebates” to reposition the relationship around equitable housing.
- The long versus short view – what is the cost of NOT doing things versus the cost of doings?
- Help the City and County create a workable, long-range plan for housing.
- Look to other cities for models.
- Think about Santa Fe's aging population as an active and motivated group to help solve this issue.

The issues of home affordability are not brick and mortar problems. You cannot cure all the ills of home affordability through design because a lot of it is systemic, like zoning. Architects can't solve any of these kinds of issues because we are not in charge of them. But what architects can do is make invisible things visible. -Rusty Smith

Moving Forward:

Just as the Grand Canyon was carved by countless raindrops, Creative Santa Fe recognizes that the scale and complexity of this issue will require numerous actions to create positive change. After designing the many elements of the *Housing the Future* programming and the Siler Yard Arts and Creativity Center, reading and listening to event feedback, and speaking with presenters and partners Creative Santa Fe has determined the following takeaways and next steps.

- **The arts are an effective method for sharing information and lived experiences. The arts increase awareness and deepen the community's connection to affordable housing needs in Santa Fe.**

The process of working with a range of creative talents enabled Creative Santa Fe to share stories and information in a variety of ways. The feedback about effectiveness and reactions to different mediums will be woven into potential future collaborations that involve the arts and housing in Santa Fe.

I think everyone feels better if they at least feel understood. The arts can be good at this. That is, the arts can put people in an imaginative and creative space where their perspective is acknowledged while simultaneously other perspectives exist. - Darryl Lorenzo Wellington

- **Innovative approaches are most effective when the results are local and positively impact the most vulnerable.**

Aaron Resnick's presentation about Sulcata Homes and their work with the Interfaith Shelter was positively received among the audience. The relevancy to Santa Fe, and the bold approach to designing and building within a short time frame created a wave of curiosity and enthusiasm. Creative Santa Fe will be supporting the work of this local collaboration moving forward.

Rusty Smith of Rural Studio made a powerful impact on the audience, indicated by survey responses and verbal feedback. During his presentation, he said “We're working with partners across financial systems, primary and secondary housing markets, and in housing, building, and health insurance markets to tackle this problem

systematically. We are not just creating housing products but also the services that go along with them.” This was met by a large round of applause from the crowd. Rural Studio’s holistic approach to solving affordable housing issues by addressing housing design and the systems that affect homeowners was inspirational and impactful for attendees. Creative Santa Fe will work to advocate for this model of thinking as conversations around housing continue.

... They were pragmatic in execution, and realistic, but undaunted. The goals they have all set to tackle a piece of the challenges of housing in the future left me with such a sense of hope. In fact, it was their very pragmatism that was so inspiring; it was the opposite of empty idealism. I left so moved and invigorated by the entire night!
-Amy Shea

- **Santa Fe needs to pivot the narrative about affordable housing investment. The city is not just investing in homes, it is investing in the people who live in them.**

Creative Santa Fe is building on the feedback and critical questions raised from the housing brunch and other conversations. Key points such as unifying the narrative around affordable housing and changing the narrative to be more empowering and positive -- looking at housing affordability rather than affordable housing -- will be specifically focused on as programming, collaborations, and construction of the Siler Yard Arts + Creativity Center move forward.

- **The city needs to diversify the approaches taken to solving the affordable housing issues in Santa Fe.**

Through the feedback and conversations with partners, there is consensus that there is no one perfect solution to the housing crisis. The community recognizes that positive change will only take place through a multitude of actions in a variety of forms including policy change, construction, story sharing, community organizing, and ensuring that all voices are a part of the solutions. To truly fix this issue, the community needs to continue to leverage its diverse perspectives and strengths to create a housing future that is healthy, inclusionary, and innovative. Creative Santa Fe will continue to leverage its resources to support the many efforts that are being seeded throughout the community including: artistic performances, civic action, and constructing the Siler Yard Arts + Creativity Center.

Congratulations on a great event! It was well organized and informative. I appreciate that information was delivered in many different ways. - Kimberly Haskell

History of Housing the Future Disruptive Futures Dialogues Programming

Creative Santa Fe has been working to design and build the [Siler Yard Arts + Creativity Center](#) for the last eight years. This past spring, the project was awarded federal subsidies of \$10.4 million, securing the project's future of providing 65 units of affordable housing and a shared resource center for Santa Fe’s creative entrepreneurs and artists. While the award is an unmitigated success, the reality that it took 8 years, over \$500,000 of non-profit investment, and four city resolutions over three years to build 65 units -- when the city needs approximately 5,000 to serve the current housing need -- points to a larger, more systemic challenge. Creative Santa Fe used eight years of on-the-ground experience in partnership with local experts in the field to explore the deeper challenges -- and innovative opportunities -- to find more cost and time efficient solutions to the affordable housing issue.

[‘Housing the Future: A Disruptive Futures Dialogue’](#) launched in June 2018 with a public program to examine Santa Fe’s housing crisis and to reimagine what is possible-and necessary-for the sustainability of the city. Using the powerful lenses of science fiction and social equity, renowned social impact designer Liz Ogbu and writer and musician Gabriel Teodros of Octavia’s Brood invited community members to create their own stories and visions for a future in which everyone in Santa Fe has a home. Bridging the past, present, and future, local speakers Zane Fischer, Alicia Inez Guzmán, Joseph Kunkel, Beata Tsosie-Peña, and City Councilor Renee Villarreal discussed current challenges and highlighted initiatives led by advocates and community organizations to address the housing crisis. The event attracted over 175 attendees representing more than 24 local organizations. The event resulted in a large amount of feedback identifying a need for innovative solutions to the local issue. Creative Santa Fe built on this feedback to create ‘Housing the Future 2.0’ in 2019.