



CITY OF EVERETT  
Mayor's Office

**Mayoral directive 2023-03: Housing choices for all**

Like many other communities, Everett lacks suitable housing options to accommodate the needs of residents at different stages of life. The burdens of high demand for housing and supply shortages have impacts across all price points—and are particularly harmful to our moderate and low-income residents.<sup>1</sup>

Everett is anticipating major growth over the next 20 years; the city's population is expected to increase by 66,000 people (58% increase). To address the current housing shortage and accommodate this new growth, Everett will need to add 36,000 more homes. Though the City of Everett has made progress encouraging building throughout the city, the supply of housing isn't keeping pace with the current need, let alone this anticipated population jump. This housing shortage is also contributing to increased housing costs, which puts renters at greater risk of falling behind and becoming homeless.

In Snohomish County, we have over 1,100 people who lack a safe and stable place to live. Most of these individuals are in Everett because the majority of services are located here. Lacking options, unsheltered individuals often end up congregating in parks, neighborhoods and retail areas, which deters residents and visitors and negatively impacts local businesses and cultural attractions.

We need clear, effective solutions that support our goal of ensuring there are housing choices available for our current and future residents, including support for those who are unsheltered. While many unsheltered people in the community are also struggling with untreated behavioral health conditions, the issues of homelessness and behavioral health are wholly separate and will require entirely different responses.

Every person in Everett deserves a roof over their head. Our residents deserve a safe place to live and housing options that meet their needs. We must act now to ensure the success and well-being of our city.

NOW, THEREFORE, I, Cassie Franklin, mayor of Everett, hereby direct City of Everett staff to pursue the following four initiatives:

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<sup>1</sup> Low-income is defined as a household earning under 80% of the area median income (AMI) and moderate or middle income is defined as earning 80-120% of the AMI.

**1. Initiative 1: Increase the supply of housing at all price points.**

- a. Prioritize permit streamlining efforts and development incentives to increase the availability of housing.
- b. Develop regulations to support ‘middle housing,’ which includes the full spectrum of housing options that exist between detached, stand-alone homes and large apartment buildings.
- c. Support the development of additional community amenities, including parks, businesses and services, in areas where housing is added.
- d. Develop a housing incentives program with strategies to implement recommendations from the Rethink Housing Action Plan, including increasing housing variety and considering pre-approved building plans for small multi-family projects.

**2. Initiative 2: Increase affordable and middle-income housing throughout the city.**

- a. Develop regulations to allow for small-scale home types that provide more housing options and diversity in our established neighborhoods.
- b. Support and advocate for increases in funding for affordable and middle-income housing at the state and federal levels and explore new sources of funding at all levels of government.
- c. Partner regionally to ensure all local jurisdictions are working collaboratively to address the housing crisis.

**3. Initiative 3: Increase and protect affordable housing to prevent, or mitigate the impacts of, displacement and gentrification.**

- a. Preserve established and affordable housing across all communities in Everett and explore opportunities to make it permanent.
- b. Work with communities, businesses and cultural venues to mitigate the impacts of gentrification and displacement amid growth and change.
- c. Work with City Councilmembers to develop options for a rental registry and tenant protections.



- d. Continue exploring ways to support renters and property owners in Everett.
- e. Study best practices and policies that could help protect our unique neighborhoods, our vibrant culture communities, the city's historic resources and our businesses and develop a list of recommendations to share with the Planning director and Mayor's office.
- f. Develop a plan to utilize the Community Housing Improvement Program funding available more fully to preserve homeownership, including expanded marketing.

**4. Initiative 4: Sustain and increase shelter options with services and support for our unsheltered population.**

- a. Partner with Snohomish County and other local organizations to support their efforts to increase shelter options in Everett.
- b. Partner with Snohomish County and service providers to ensure appropriate services are available and all service locations are suitable for each surrounding community.
- c. Re-launch CHART 2.0 and add case management to our embedded social worker teams.
- d. A report summarizing progress on these initiatives, as well as metrics that will be used to gauge impact and success, will be delivered to me twice per year.

Dated this 9<sup>th</sup> day of March 2023



Cassie Franklin  
Mayor, City of Everett

