

Summary of Housing Greenfield Survey Results (31 responses out of 119)

Consensus Themes

1. Strong Support for Housing Greenfield's Mission and Work: Most respondents rated the proposed mission statement positively and expressed appreciation for Housing Greenfield's advocacy, information sharing, partnerships, and impact on local housing issues.

2. Concerns About the Phrase "Affordable Housing": The most common feedback was that the mission statement may be too narrowly focused on "affordable housing." Several respondents suggested language that reflects the need for housing across all income levels, including working households, seniors, and middle-income residents.

3. Education and Information Sharing Are Core Strengths: Respondents highly valued Housing Greenfield's role as a trusted source of housing information, research, policy updates, and public education. Many viewed education as foundational to the organization's success.

Other Important Themes

4. Support for Continued Advocacy, Plus More Direct Action: Members strongly support advocacy and policy work but also expressed interest in more hands-on efforts, such as partnerships, volunteer projects, addressing vacant properties, and other practical housing initiatives.

5. Focus on Accessibility, Seniors, and Sustainable Engagement: Many respondents highlighted the need for more accessible housing, support for seniors and people with disabilities, and flexible volunteer opportunities. While many members want to stay involved, they also noted limited capacity to take on major leadership responsibilities.

Strategic Takeaways

The survey suggests 3 consensus priorities moving forward:

1. **Refine mission language** to clarify whether Housing Greenfield advocates for affordable housing specifically or housing availability across all income levels.
2. **Maintain strong education and advocacy efforts**, which members view as core functions.
3. **Develop a sustainable volunteer and leadership structure** with flexible levels of engagement.

And 2 additional priorities:

1. **Continue to support opportunities for practical, hands-on involvement** alongside policy advocacy (e.g., warming center).
2. **Expand focus on accessibility, seniors, and people with disabilities.**

Bottom Line

The survey reveals a membership that is highly supportive of Housing Greenfield's work and mission. The primary area of discussion is not whether the organization should continue its current efforts, but how to build the volunteer capacity needed for long-term sustainability and strengthen partnerships, and if it can broaden its impact.

Also, two things mentioned that are interesting in re-looking at the results is the challenge of reaching and engaging younger people, and the idea of an annual report which could be a My Turn and also mentioned was celebrating success.

Mission Statement

Original Revised:

"The mission of Housing Greenfield is to improve, protect and increase affordable housing and shelter opportunities for all in the City of Greenfield by advocating for policies, resources, and tools through collaborative action."

Proposed Revision from Survey for discussion:

"The mission of Housing Greenfield is to improve, protect and increase housing and shelter opportunities affordable for all in the City of Greenfield by advocating for policies, resources, and tools through collaborative action."