

COALITION



NAHB Cultivates New Relationships with Housing Coalitions

Looking for new coalition opportunities to advance housing supply, NAHB and the state and local team continue to pioneer new relationships on a national level. Here's a snapshot of how the state and local team is working with NAHB members to elevate solutions to the housing affordability crisis.

BRAND West Initiative

Over the past several months, one coalition effort that has taken center stage is the Building Resilient and Affordable New Housing Developments in the West, or BRAND West Initiative, led by the Western Governors Association (WGA). The association is a bipartisan policy-driven organization dedicated to engaging with issues critical to the West, covering the 22 westernmost states and territories in the country.

The BRAND West Initiative is a stakeholder-driven coalition spearheaded by New Mexico Governor Michelle Lujan Grisham, with the support of Utah Governor Spencer Cox and Oregon Governor Tina Kotek. The coalition examined four issue areas where federal, local, state and territorial governments can provide meaningful solutions to address multiple aspects of the housing crisis:

Simplifying and streamlining housing development

Reducing the costs of home building

Supporting families through initiatives that assist renters and home buyers

Investing in strategic, innovative and data-informed initiatives across the housing ecosystem

Coalition leaders led a series of stakeholder discussions and webinars, public surveys, in-person workshops and a panel discussion at the WGA Winter meeting in Las Vegas. The conversations resulted in the release of a BRAND West Initiative report in June. NAHB Chairman Buddy Hughes, Will Cooper Jr. and NAHB's state and local team members were actively involved in the discussions leading up to the release of the report. [View the complete report.](#)

Pew's Principles of Housing Affordability

NAHB joined a diverse coalition of nearly 60 housing stakeholders in support of four key common-sense housing solutions outlined by Pew. The "[Principles for Enhancing Housing Availability and Affordability](#)" was developed by Pew as a part of its Housing Policy Initiative.

NAHB's Karl Eckhart was among the signatories who agreed that "overly strict zoning and land-use regulations are limiting the availability of homes, especially lower-cost options such as apartments and townhomes that would help meet the nation's growing demand for housing."

These principles comprise a vision for more affordable homes and communities that would advance economic and housing opportunities. The four key common-sense housing solutions outlined in the principles include:

Enable more housing types

Avoid inflexible mandates

Spur the creation of apartment buildings and townhouses in high-use areas

Lower administrative barriers

Coalition members are committed to using this agreed-upon framework to encourage states, counties and municipalities to embrace growth and allow the construction of homes of all types. Karl discusses the principles [in a recent NAHBNow blog post.](#)

NAHB's state and local team is proud to be an active participant and partner with WGA, Pew and other key housing coalitions.

“overly strict zoning and land-use regulations are limiting the availability of homes, especially lower-cost options such as apartments and townhomes that would help meet the nation's growing demand for housing”

- Principles for Enhancing Housing Availability and Affordability report