



LSC KC

MARC
MID-AMERICA REGIONAL COUNCIL

**The Greater Kansas City Region
needs more housing, at more price
points, in more places.**



RHP Impact & Action Workgroups

In addition to the Coordinating Council,
the RHP is organizing three workgroups for 2026:

Workforce

*Strengthen the **construction workforce** to support the production, preservation, and maintenance of housing.*

Community Voice

*Strengthen **public understanding** of housing through narrative change research and educational campaign.*

Policy & Process

*Convene local government to address housing **policy and process improvement**.*



Understanding the Narrative

“Narratives are all around us – in the news, in politics, in pop culture, in every conversation. They are the stories and messages that not only influence us, but define us.

When we show how and why everyone needs a safe place to live, we build public support for housing solutions.”

- The Housing Narrative Lab



The Housing Narrative

- GOAL
 - Strengthen **public understanding** of importance of housing through narrative change research and educational campaign.
- HOW WE'LL GET THERE
 - Narrative research to understand what messages are successful around housing.
 - Subsequent implementation campaign to help create a shared community understanding of housing needs and barriers.



Funding Proposal

- Aug 2025: Pre-application workshop
- Sep 2025: Application submitted
- Nov 2025: Grant award
- 2026: Grant execution (if awarded)

REQUEST

\$125,000 from Health Forward Fdn
Shifting Narratives Grant Opportunity

SCOPE

Develop and implement targeted research and engagement strategy for housing narrative change in the KC metro

ACTIVITIES

- Community assessment to establish baseline
- Qualitative research to understand specific concerns, issues, and solutions
- Quantitative research to understand solutions
- Develop practical tools and messaging content





Greater Kansas City
Regional Housing Partnership

THANK YOU

Hannah Mitchell, MSW
Regional Housing Program Manager
MARC
hmitchell@marc.org