



## Regional Housing Partnership Update

### TJPD Commission – 10.6.22

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## What's in the strategic plan?

Goals, Outcomes, and Strategies

### Equip stakeholders for success

Localities, builders, and nonprofits will have abundant access to tools, models, and resources to support and increase affordable housing options in their communities

### Deepen and sustain collaboration between stakeholders

Stakeholders will consistently engage to share ideas and collaborate on productive local and regional housing initiatives

### Strengthen affordable housing ecosystem

Community members will have a deeper understanding of the impact of housing affordability in their locality and the region.

### Create a sustainable infrastructure for the RHP

Green marketing is a practice whereby companies seek to go above and beyond.

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## Goal 1: Equip housing stakeholders for success in addressing affordable housing

### ► STRATEGIES:

- 1.1 - Create a toolkit of affordable housing policies, models, and case studies that stakeholders can use in their planning and zoning process
- 1.2 - Research and collate a list of resources and relationships that support/fund affordable housing initiatives
- 1.3 - Develop and deploy real-time regional housing dashboard
- 1.4 - Complete a feasibility study for a regional land bank

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## Goal 2: Strengthen the affordable housing ecosystem in the region through education and advocacy

### ► STRATEGIES:

- 2.1 - Develop and deploy an education strategy to address common community barriers
- 2.2 - Develop and share a community library of resources that strengthen affordable housing
- 2.3 - Amplify messaging that illustrates the positive impact of strong affordable housing in the region
- 2.4 - Leverage a housing dashboard to engage the community in affordable housing conversations

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### Goal 3: Deepen and sustain collaboration between AH stakeholders

#### STRATEGIES:

- ▶ 3.1 - Engage stakeholders around a shared regional vision
- ▶ 3.2 - Leverage a calendar of events to address timely/pressing issues and build connections
- ▶ 3.3 - Facilitate meaningful cross-sector connections
- ▶ 3.4 - Deploy robust messaging with all stakeholders to inform, invite, and engage

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### Goal 4: Create a sustainable infrastructure for the RHP to support the region's affordable housing goals

#### STRATEGIES:

- ▶ 4.1 - Revise bylaws/membership to encourage diverse and dynamic participation
- ▶ 4.2 - Ensure diverse funding streams with a focus on sustained investment from stakeholders
- ▶ 4.3 - Recruit, equip, and retain staff for capacity to support RHP's strategic goals

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# Implementation Committees

- Data Committee – Goal 1, Goal 2
- Communications Committee – Goal 2, Goal 3
- Executive Committee – Goal 4

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## Data Committee – Chair, Keith Smith

- Housing Toolkit – construction of types of tools, how often it is updated, content for tool categories, etc.
- Housing Dashboard – finalize metrics to populate dashboard, create outreach plan
- Resource and Relationship leveraging – comprehensive list of resources, funding mechanisms, etc.

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# Data Committee

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Christopher Brement

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Dan Rosensweig

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Michael Payne

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Rachel Jones

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Ron Williams

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Sunshine Mathon

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## Communications Committee – Chair, Margaret Clair

- Education strategy – timeline, audience, etc.
- Support outreach efforts for dashboard, toolkit, and other RHP products
- Create networking events quarterly or biannually – workshops/speaker series/etc.

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# Communications Committee

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Antwon Brinson

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Diantha McKeel

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Gequetta Murray-Key

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Jesse Rutherford

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Mozell Booker

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Rebecca Schmidt

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# Executive Committee

- Refreshed set of bylaws
- Increased and more sustainable funding strategy
- Review RHP membership
- VHDA Implementation Grant

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## Executive Committee

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Ned Gallaway

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Keith Smith

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Colette Sheehy

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Anthony Haro

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Margaret Clair

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Greg Powe

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Shelby Edwards

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## Next Steps



First meetings – meeting schedule,  
regularity, process, etc.



Implementation Schedule



Virginia Housing Grant

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## What is the event?

- ▶ The Central Virginia Regional Housing Partnership's 2nd Annual Regional Housing Summit, Coming Back Home, will bring together multi-sector, multi-jurisdictional housing-related stakeholders to share and discuss innovative solutions to address our regional housing needs.
- ▶ March 24<sup>th</sup>, 2022 – 8am to 4pm
- ▶ Keynote Speaker: Jay Grant, Executive Director, LISC Hampton Roads
- ▶ Night-before networking event at Charlottesville Common House – Board members, panelists, keynote speaker, donors
- ▶ Full partnership meeting at end of day
- ▶ 9 Breakout sessions:
  - ▶ Policy
  - ▶ Partnerships
  - ▶ Progress

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## Keynote Speaker

Jay Grant, Executive Director, LISC Hampton Roads

Over 15 years of experience at DHCD and HUD, focusing on community development, affordable housing finance, and compliance



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## Policy Sessions

- Air BnB's – STR's vs. LTR's
  - Travis Wilburn – Managing Partner, Stay Charlottesville
  - Anjali Kolachalam, Senior Policy Analyst, Up for Growth
    - **Eric Terry – Virginia Lodging and Travel Association – Moderator**
- “College Towns” – Ensuring affordable housing for residents and students
  - Matt Hanratty, Town of Blacksburg
  - Sarah Stafford, William & Mary
    - **Ridge Schuyler – moderator**
- Missing middle housing (rural and urban) –
  - Sierra Latham, Richmond Federal Reserve
  - Michael Payne, City of Charlottesville
  - Kellie Brown, Arlington County

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## Partnership Sessions

- Faith-based developments (how to engage with and create new housing) –
  - **Park Street Christian Church Development Team**
    - **Greg Powe, Powe Studio Architects PC – moderator**
- UVA affordable housing initiative
  - **UVA Affordable Housing initiative team**
- “Cousin Johnny” session – how to prevent displacement/preservation of rural communities (community preservation)
  - **Jesse Rutherford, Nelson County**
  - **Perry Hickman, Virginia Rural Development State Director, USDA**

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## Progress Sessions

- Housing and Economic Development
  - **Presentation – Andrew McCoy – Virginia Tech**
- Affordable Housing in the context of seniors (urban and rural) – aging in place
  - **Shannon Guzman, AARP**
- Alternative forms of housing construction (3D Printing Homes, Tiny Homes, Prefab Housing) –
  - **Virginia Housing Staff**

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| 2023 Spring Event Budget - March 24, 2023 |                                  |
|-------------------------------------------|----------------------------------|
|                                           |                                  |
| <b>Revenue</b>                            | <b>2022 Budgeted -<br/>1 day</b> |
| Ticket Sales                              |                                  |
| <b>Sponsorships -</b>                     |                                  |
| VHDA Grant                                | \$ 15,000.00                     |
|                                           | <b>\$ 15,000.00</b>              |
|                                           |                                  |
| <b>Expenses</b>                           | <b>2022 Budgeted -<br/>1 day</b> |
| Personnel (220 hrs @ \$75/hr)             | \$ 16,500.00                     |
| <b>Networking Reception</b>               |                                  |
| Reception Venue (Common House)            | \$ 750.00                        |
| Reception Appetizers                      | \$ 1,200.00                      |
| Reception Drinks                          | \$ 750.00                        |
| <b>Summit</b>                             |                                  |
| Omni Breakfast (\$30.66 per 180 people)   | \$ 5,518.80                      |
| Omni Lunch (\$45.49 per 180 people)       | \$ 8,188.20                      |
| Break-out Room Rental                     | \$ 1,273.00                      |
|                                           |                                  |
| Program Printing                          | \$ 350.00                        |
| Encore - Event A/V                        | \$ 8,932.00                      |
| Other Materials*                          | \$ 350.00                        |
| Keynote/Travel Expenses                   | \$ 5,000.00                      |
|                                           | <b>\$ 49,812.00</b>              |
|                                           |                                  |
| Revenue less Expenses                     |                                  |

# Event Budget

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## Sponsorship Levels

### \$10,000 (1 sponsor)

- Presenting Sponsorship of the Keynote Speaker on July 8, 2020
- Premier seating at the event
- Eight full summit registrations including all meals
- Vendor table in pre-function area

### \$5,000

- Sponsorship of one meal
- Eight full summit registrations including all meals
- Logo on all summit materials
- Vendor table in pre-function area

### \$2,500

- Sponsorship of breakout session
- Two full summit registrations including all meals
- Logo on all summit materials
- Vendor table in pre-function area

### \$1,000

- Sponsorship of breaks
- One full summit registration including all meals
- Logo on all summit materials
- Vendor table in pre-function area

# Fundraising

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