

Regional Strategy For Housing Affordability

Truckee Meadows, NV

Presentation to the Regional Planning Governing Board

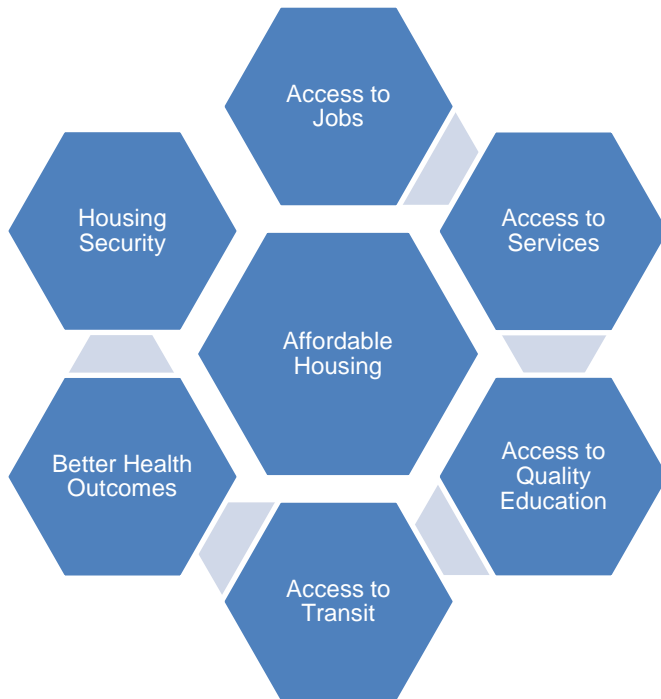
June 14, 2018



Presentation overview

- I. Recap of accomplishments to date
- II. Launching into Phase 2
- III. Implementation preview: what it will take
- IV. Next steps

Why a regional strategy for housing affordability?



How does a Regional Housing Strategy benefit Truckee Meadows **residents**?



How does a Regional Housing Strategy benefit the Truckee Meadows **region**?

Recap of accomplishments to date

Implemented a planning structure to guide planning process

Executive Leadership Team

City of Reno
City of Sparks
EDAWN
Nevada Legislature
Nevada Housing Division
Regional Transportation
Commission
Reno Housing Authority
Renown Health
Washoe County

Working Groups

ACTIONN	Nevada Resort Association
AGC	Northern NV Community Housing
AT&T	Northern Nevada Hopes
Bank of America	NNDA
Builders Association of N.NV	Praxis
Building & Construction Trades	Regional Planning Commission
City of Reno	Regional Transportation Commission
City of Sparks	Reno Housing Authority
Chamber of Commerce	Reno/Sparks Association of Realtors
Charles Schwab	Renown Health
Community Health Alliance	Silver Sage
Food Bank of N.NV	TMCC
HOME Consortium	Washoe County
HUD	Washoe County Health District
Krater Consulting	Washoe County School District
NV Energy	Wells Fargo
Nevada Housing Division	WNDD
Nevada Legislative Counsel Bureau	

Developed a vision and core principles to provide a foundation for the plan

All residents of Truckee Meadows should have access to a continuum of safe, accessible, and affordable housing options in neighborhoods that offer access to opportunity and a high quality of life.

- Preserving & creating quality housing options for the lowest end of the income spectrum
- Investing in housing in areas of opportunity
- Prioritizing the workforce and populations at-risk of homelessness
- Preventing housing displacement
- Supporting more efficient land-use through strategic infrastructure investments
- Bolstering financial resources & tools
- Expanding strategic public-private partnerships

Completed Phase 1 existing conditions analysis

STRENGTHS:

- Increased urgency in community conversation around affordable housing
- High capacity/MTW public housing authority
- Strong social services providers
- Local Master Plans support affordable housing
- Strong state-level resources

WEAKNESSES:

- Lack of funding
- Limited development capacity
- Siloed initiatives
- Limited coordination among jurisdictions
- Sequencing of funding applications
- Limited policy framework
- Infrastructure capacity

OPPORTUNITIES:

- State affordable housing committee
- Underutilized land
- Redevelopment of weekly motels
- Regional philanthropic community
- Business owner engagement in downtown redevelopment
- Leveraging economic development efforts

THREATS:

- Tight housing market & expiring affordability
- Incomes not keeping up with housing costs
- Limited types of housing available
- State property tax structure
- Shortage of construction workers/contractors
- Public misconceptions about affordable housing and who it serves

Completed Phase 1 existing conditions analysis

Analysis of the following conditions at the region-level, as well as for each jurisdiction:

- Population and demographics in 2000, 2010, and 2016
- Housing supply in 2000, 2010, and 2016
- Affordability needs in 2000 and 2014

DATA SOURCES

2000 Census

2006-2010 American Community Survey
5-Year Estimates

2012-2016 American Community Survey
5-Year Estimates

2010-2014 Comprehensive Housing
Affordability Strategy data

Location Inc. housing market data for
Q4 2017

2017 H+T Affordability Index from
Center for Neighborhood Technology

State of Nevada Low-Income Housing
Database

2015 Truckee Meadows Housing Study

ACTIONN 2018 Motel Count

Conducted an inventory of existing programs, policies, and financing tools in use throughout the region

Programs Administered by Jurisdiction*			
Programs that supports affordable housing	Reno	Sparks	Washoe County
Downpayment assistance	X		
Homeowner Rehabilitation		X	
Rental rehabilitation or preservation	X		
Rental assistance	X		
Rental housing new construction	X		
Supportive services			X

Conducted an inventory of existing programs, policies, and financing tools in use throughout the region

Policy or Financing Tools by Jurisdiction			
Policy or financing tools that supports affordable housing	Reno	Sparks	Washoe County
Inclusionary zoning			
Incentives for affordable housing* (density bonus, housing overlays, tax exemptions, impact fees, fee waivers, parking reductions, by-right development, streamlined processes, etc.)	X	X	
Rent control			
Preservation ordinance			
Local affordable housing trust fund			
Special assessment districts	X		X
TIF or Synthetic TIF	X		
Preservation and/or acquisition fund			
Community Land Trust			

Identified potential new or expanded tools for the region to consider, based on existing conditions analysis

Shortage of affordable rental housing	<ul style="list-style-type: none">• Regional housing trust fund• Inclusionary zoning/incentives for inclusion of affordable units in market-rate development• Public land disposition for affordable housing
Limited housing types	<ul style="list-style-type: none">• Infill development• Accessory dwelling units (ADUs)
Incomes are not keeping pace with housing costs	<ul style="list-style-type: none">• Community Land Trust• Employer-assisted housing• Property Assessed Clean Energy (PACE) financing
Housing quality concerns	<ul style="list-style-type: none">• Strategic code enforcement• Tenant protections
Risks of expiring affordability & housing displacement	<ul style="list-style-type: none">• Preservation early warning system• Preservation overlay zone• Right-of-first refusal

Built the framework for a communications toolkit

What are the key concepts to communicate?

- Housing affordability
- The housing spectrum & income levels throughout the region
- Cost-burden & housing insecurity
- Housing quality
- Trade-offs people are making based on the location of their housing
- Need for both housing preservation and production
- Difficulty of entering the homeownership market

What audiences should be targeted?

- Business leaders (including the casinos)
- Millennials
- Developers
- Planning Commissions
- Seniors (and particularly AARP)
- Faith-based community
- Philanthropic community (including family foundations) & mission-driven community organizations

What methods should be used for outreach?

- Talking points (on the general strategy & specific tools/actions)
- Fact sheet on housing needs
- Social media & text messaging campaign
- Local news (e.g. Nevada Newsmakers & Face the State)
- Video clips with real life stories of housing need & successes in the region, including the developer perspective

Conducted a community survey

- #1 reason for dissatisfaction with current housing: affordability concerns
- Affordability was the most common factor affecting where in the region respondents chose to live
- 81 percent of respondents agreed the region should be doing more to support its residents housing needs

Launching Phase 2

Building the strategy roadmap

Phase 1

- Conditions Analysis & Planning Structure

Phase 2

- **Housing Strategy Roadmap**

Phase 3

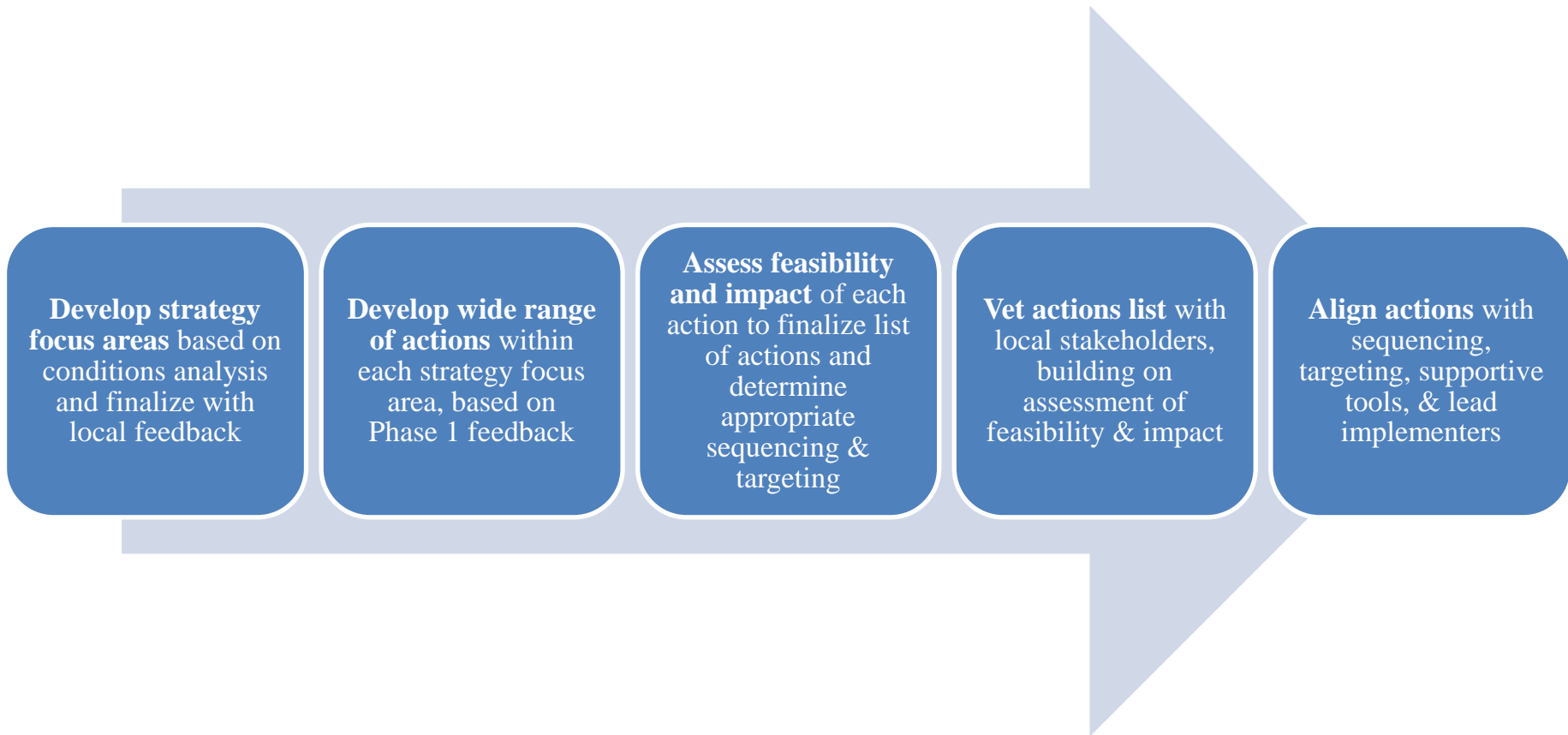
- Housing Plan Development & Delivery

Building the strategy roadmap: key concepts

Strategy focus areas. These areas respond to the high-level housing needs and market conditions in the region, as observed in Phase 1.

- └ **Actions.** Each action area will be executed through specific short- (1-3 years), medium- (4-6 years), and long-term (7-10 years) actions.
 - └ **Implementation steps.** The immediate steps that will be foundational to implementing each action effectively.
 - └ **Supportive programs, policies, and financing.** The new or existing tools that will support implementation of each action.
 - └ **Targeting parameters.** The key geographic, market or population-specific considerations that should be prioritized when implementing each action.
 - └ **Lead implementers.** The organizations/agencies/partners that need to be involved to implement each action successfully.

Building the strategy roadmap: process



Discussion of proposed strategy focus areas

#1. Support production of more rental housing that is affordable to low-income households, particularly those earning less than half of the area median income.

#2. Support development of more diverse housing options for renters and homeowners throughout the region.

#3. Help more residents access homeownership opportunities.

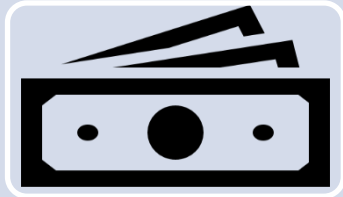
#4. Improve the quality of existing affordable rental and homeownership options.

#5. Preserve affordability of the existing rental housing stock.

#6. Protect residents from housing displacement.

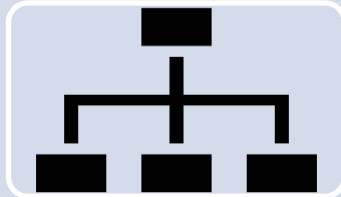
Implementation preview: what it will take

Assessing feasibility



Financial

- How much will it cost?
- Are there current funding sources available or would it require a new funding source?



Operational

- Would this action require additional staff?
- Are there existing partnerships that could support this action?
- Would this require regulatory changes



Political

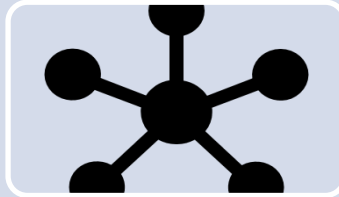
- Is there support in the general community for this action?
- Is there support among the development community?
- Is there support among electeds?

Assessing impact



Housing outcomes

- How many affordable units will this action produce/preserve?
- What populations will this action serve?
- Will this action improve health & safety of homes?



Regional capacity

- Will this expand available financing for affordable housing?
- Will this build or expand partnerships to support affordable housing?
- Will this support more efficient land-use?



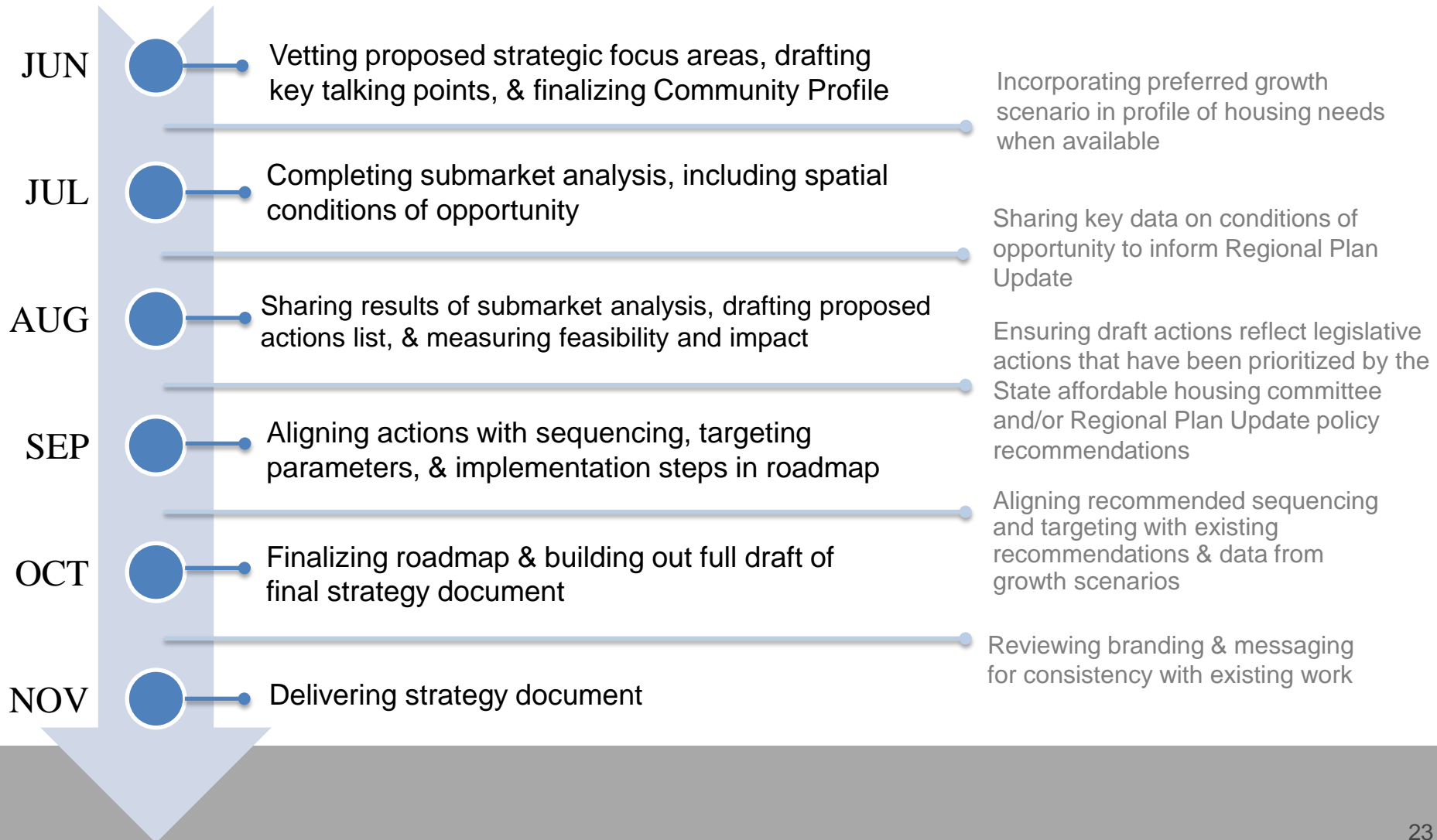
Opportunity outcomes

- Will this create or preserve affordable housing options in areas with strong access to opportunity?
- Will this strengthen pathways to opportunity in areas with affordable housing options?

Targeting actions to achieve greater impact

- Creating a housing market typology to identify common market conditions throughout the region at the Census Tract-level
 - Character of the housing stock
 - Housing affordability
 - Investment & market conditions
- Measuring conditions of opportunity within those housing market types
 - Education
 - Health & well-being
 - Economic security
 - Mobility

Coordinating timeline with other efforts



Q&A

For more information about the Regional Strategy for Housing Affordability, visit:
TMaffordablehousing.org