



Council Agenda Form

MOTION #	DRAFT # 1
DATE SUBMITTED: 01/10/23	DATE TO GO BEFORE COUNCIL:
SUBMITTED BY: Waszczak	
CO-SPONSORS: Simasek	
DEPARTMENT: Legislative	
TITLE: Create Housing Manager Position	

RECOMMENDATION:

I move that the Mayor and Council authorize the City Administrator to create a new full-time position for a Housing Manager who will oversee the City's portfolio of housing ordinances, policies, programs, services, plans and data, including updated assessment of the City's housing needs, pursuit of partnerships and funding opportunities, management and evaluation of affordable housing policies and programs, and implementation of the City's Housing Action Agenda.

SUMMARY BACKGROUND:

Overview: In 2020-21, the City of Hyattsville worked with Enterprise Community Partners to develop a Housing Action Plan that identified the City's priority housing needs:

- Lack of low-income rental units
- Clear and consistent regulatory environment
- Property tax burden on homeowners, and
- Race gap in homeownership rates.

Since then, the City has struggled to prioritize and address the needs identified in the Housing Action Plan, partially due to an unexpected workload and other impacts associated with the COVID-19 pandemic, and also because the City does not have a full-time staff person who focuses on housing.

The City needs a full-time Housing Manager to help the Mayor, City Council and City Administrator

achieve the goal of protecting, preserving and increasing the City of Hyattsville's supply of affordable housing, and the goal of retaining our residents, with a focus on households on a fixed or low income that could otherwise be pushed out of Hyattsville.

There is precedent for creating this type of full-time City staff role.

- In 2021, we realized that the City's transportation portfolio had grown too large for the Director and Deputy Director of Public Works to manage on their own, so we created a new full-time Transportation Manager role to 1) manage our transportation projects and 2) implement our Transportation Plan developed with support from Toole Design.
- Also in 2021, we hired a full-time Equity Officer to focus on 1) conducting equity analyses of City policies, programs, services and decisions, and 2) implementing the City's Equity Plan.

Reporting structure: The Housing Manager shall report to the Director of the Office of Community and Economic Development. This is similar to the reporting structure for other cities' housing managers, and for the City's Transportation Manager.

Draft duties: The Housing Manager shall oversee the following City workstreams:

- The following affordable housing-related motions are under development. If they are passed by Council, the Housing Manager will implement and manage these:
 - o The City's Affordable Housing Fund / Bank, a dedicated local funding source that is proposed to be funded by:
 - Profits from the sale of City parcels (e.g., Parking Lot 5)
 - One penny (\$0.01) per \$100 of assessed value from the City's real property tax revenue
 - A municipal recordation tax on home sales of one percent or \$100 for every \$10,000 above the median home sale price for the prior year in Hyattsville.
 - Any surplus from the rental registry fee associated with the Rent Stabilization motion (see below)
 - o The City's Multifamily Property Improvement Green Grant (MPIGG) Program to encourage owners of multifamily properties to make green improvements to their buildings
 - o Rent regulations and expanded tenant protections including:
 - The City's Rent Stabilization Ordinance
 - Preferential Rent Banking
- Help the Mayor, Council and City Administrator 1) prioritize and then implement the City's 2021-2030 Housing Action Plan and 2) prepare for the next Housing Action Plan.
- Create a public land inventory, then help the Mayor, Council and City Administrator strategize about wise use of the City's land, as well as a transparent process for making development decisions about it.
- Prevent displacement (getting pushed out) of vulnerable Hyattsville residents (especially households on a fixed or low income) by providing them with information and referral to housing resources, for example:
 - o Refer seniors and other residents on fixed or low incomes to city, county, state, federal and nonprofit programs that make it affordable for them to keep their properties in a state of good repair and remain in Hyattsville.
 - o Refer homeowners to tax programs that provide rebates.

- o Provide residents with technical assistance so they understand how to apply for the programs above.
- Arrange for intake of landlord/tenant disputes, analyze the disputes, and refer the parties to the appropriate entity (e.g., a public agency, a nonprofit legal clinic) for support needed that exceeds the City's capacity.
- Provide an annual report to Council on the state of housing in Hyattsville with an emphasis on affordable housing.
- Advise Council and the City Administrator about modifications needed to housing ordinances, policies and programs to better protect, preserve and increase the supply of affordable housing and to prevent displacement of Hyattsville's residents.
- Attend housing conferences, workshops, symposia and the like to learn about best practices from our region and around the nation, and network with the municipal leaders and staff who are implementing them.
- Host workshops for City of Hyattsville homeowners, tenants/leaseholders, property owners, and others.
- Conduct public outreach (e.g., develop web pages and brochures, ad and social media campaigns, talking points for the Mayor, Councilmembers and City Administrator, etc.).
- Create or find tools for residents and property owners, like an online housing + transportation affordability calculator for residents, and an online calculator to compute allowable rent increases for property owners.
- Research, apply for, and manage grants to support the City's housing programs.
- To further Hyattsville's housing goals, develop and maintain partnerships with relevant nonprofits, philanthropic organizations, private entities, public entities (i.e., federal, state, local agencies, transit and housing authorities, Metropolitan Washington Council of Governments), and other organizations.
- Demonstrate cultural competency and humility in all interactions with homeowners, tenants, property owners, other city staff and Council.
- Fluency in English and Spanish will be essential for this position.

Funding source for this position:

- If passed, the rent stabilization ordinance will generate revenue via the rental registry fee. The authors of that motion estimate that the program will generate revenue sufficient to fund for the salary and benefits of one full-time employee, the Housing Manager.
- The City can also apply for grants to fund this position.
- The City can consider designating a specific, limited takedown/set-aside from the affordability fund (if passed) to help fund this position.

ANTICIPATED STAFF RESOURCES REQUIRED TO IMPLEMENT:

TBD upon staff review

NEXT STEPS:

City's Director of Human Resources and team conduct further benchmarking of duties and salary.
City's Director of Community and Economic Development, Attorney, Treasurer, Administrator review and comment on motion.

CITY ADMINISTRATOR / DEPARTMENT DIRECTOR COMMENT:

SUPPORTING DOCUMENTATION:

See comparables from nearby cities.

FISCAL IMPACT:

Similar to the City's new Transportation Manager position, the new Housing Manager position would be a full-time position. Benchmarked on the salaries of Housing Managers in nearby jurisdictions, we recommend a salary of \$83,000 to \$131,000.

COMMUNITY ENGAGEMENT:

Before finalizing the job announcement and position description for the new Housing Manager:
As part of the City's annual or biannual survey of residents, ask some housing-related questions to find out what ordinances, policies, programs, other resources are wanted and needed. Consider updating the responses received in 2020-21 when City staff and Enterprise Partners conducted a community forum, stakeholder interviews, and organization engagements.

STRATEGIC GOALS AND ACTIONS:

Goal 3 - Promote a Safe and Vibrant Community

LEGAL REVIEW REQUIRED?

At discretion of City Attorney