



HOUSING ACTION AGENDA

CITY OF HYATTSVILLE | CITY COUNCIL WORKSHOP PART 3
MONDAY, DECEMBER 21, 2020

TONIGHT'S WORKSHOP

PURPOSE

Agree on up to three (3)
priority housing tools to implement
over the next 10 years.



TONIGHT'S WORKSHOP

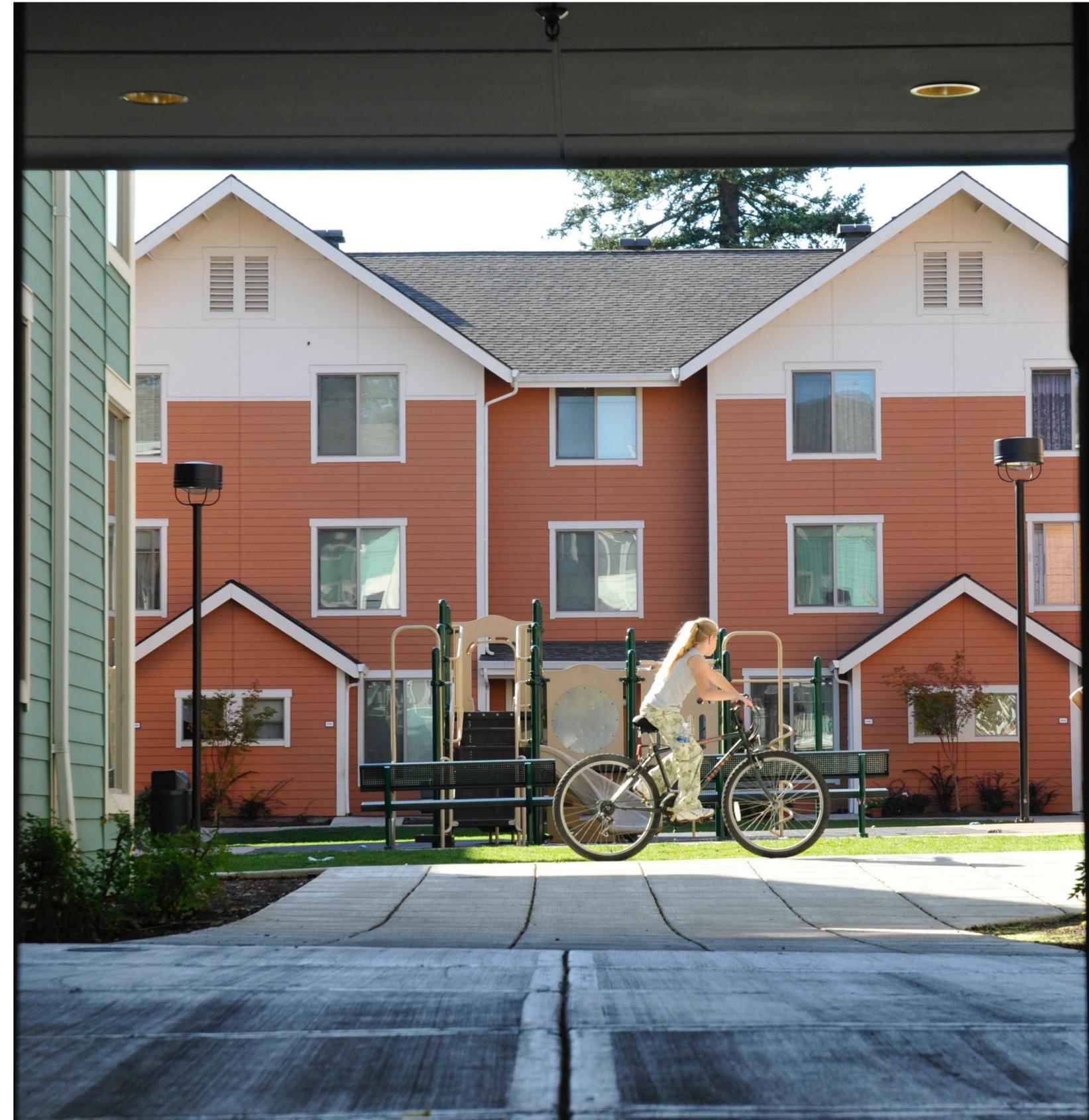
OVERVIEW

1. Presentation:

Proposed housing tools:
Implementation effort & impact

2. Large-group discussion:

Priority housing tools for Hyattsville



WHAT IS HYATTSVILLE'S HOUSING ACTION AGENDA?

Hyattsville's **Housing Action Agenda** will result in greater awareness of housing needs among residents and local tools to meet these needs.

Phase 1

- **KEY TASKS:**
 - Stakeholder interviews
 - Baseline conditions analysis
 - Housing ecosystem assessment
 - Action areas & case studies of potential solutions

Phase 2

- **KEY TASKS:**
 - Priority action areas and related tools
 - Development of Housing Action Agenda
 - Creation of tools for use in Hyattsville
 - Alignment with capacity & metrics

PRESENTATION: PROPOSED HOUSING TOOLS: IMPLEMENTATION EFFORT & IMPACT

PROPOSED HOUSING TOOLS

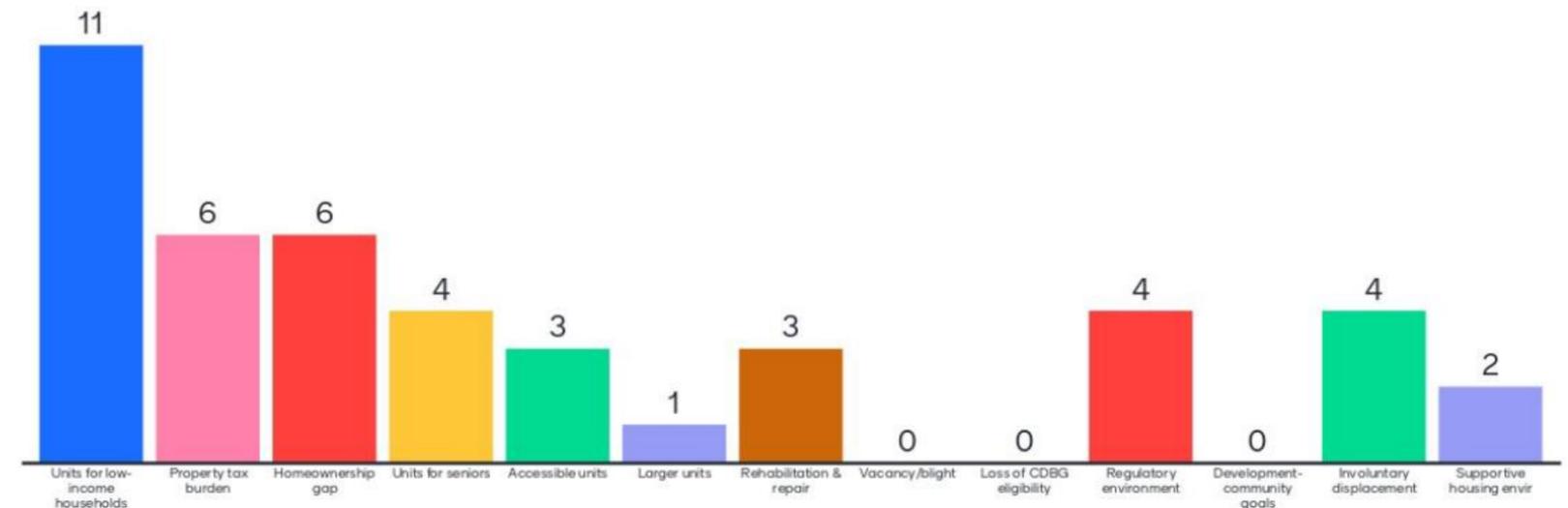
WHAT WE HEARD: PRIORITY NEEDS

PRIORITY HOUSING NEEDS

- Rental units for low-income households
- Clear, consistent regulatory environment
- Property tax burden on homeowners
- Gap in homeownership rates by race & ethnicity

What are the top four housing needs or issues that the City of Hyattsville should tackle in the next 10 years?

Mentimeter



WHAT WE HEARD: INITIAL STRATEGIC PRIORITIES

OUTCOMES TO ACHIEVE INCLUDED:

- Ability to stay in Hyattsville over time
- Assistance for lower income levels (i.e., deep affordability; persons experiencing homelessness)
- Lower cost-burden rate
- Creating pathways to homeownership
- Equity (i.e., addressing racial disparities)
- Improving and preserving homes that offer housing affordability while expanding housing affordability (i.e., not losing ground on existing subsidized or unsubsidized affordable homes).

EVALUATION METHOD PROPOSED HOUSING TOOLS

HOW WERE HOUSING TOOLS IDENTIFIED & EVALUATED?

- **IDENTIFIED APPLICABLE HOUSING TOOLS BASED ON LOCAL, REGIONAL, AND NATIONAL SCAN.**
This scan produced an initial list of 54 potential housing tools for further evaluation.
- **CONDUCTED A THREE-PART EVALUATION.**
 1. **PART 1: ALIGNMENT WITH MULTIPLE (2+) PRIORITY HOUSING NEEDS**
This part of the evaluation culled the initial list of 54 housing tools to 24 tools.
 2. **PART 2: ALIGNMENT WITH INITIAL FEEDBACK ON STRATEGIC PRIORITIES**
This part affirmed the inclusion of the 24 housing tools.
 3. **PART 3: IMPACT & EFFORT EVALUATION**
This part used a five-point scale to assess estimated impact and effort associated with implementation, sorting the 24 housing tools into one of four categories for further discussion by Hyattsville City Council.

EVALUATION METHOD PROPOSED HOUSING TOOLS

HOW WERE IMPACT & EFFORT ASSESSED?

EFFORT

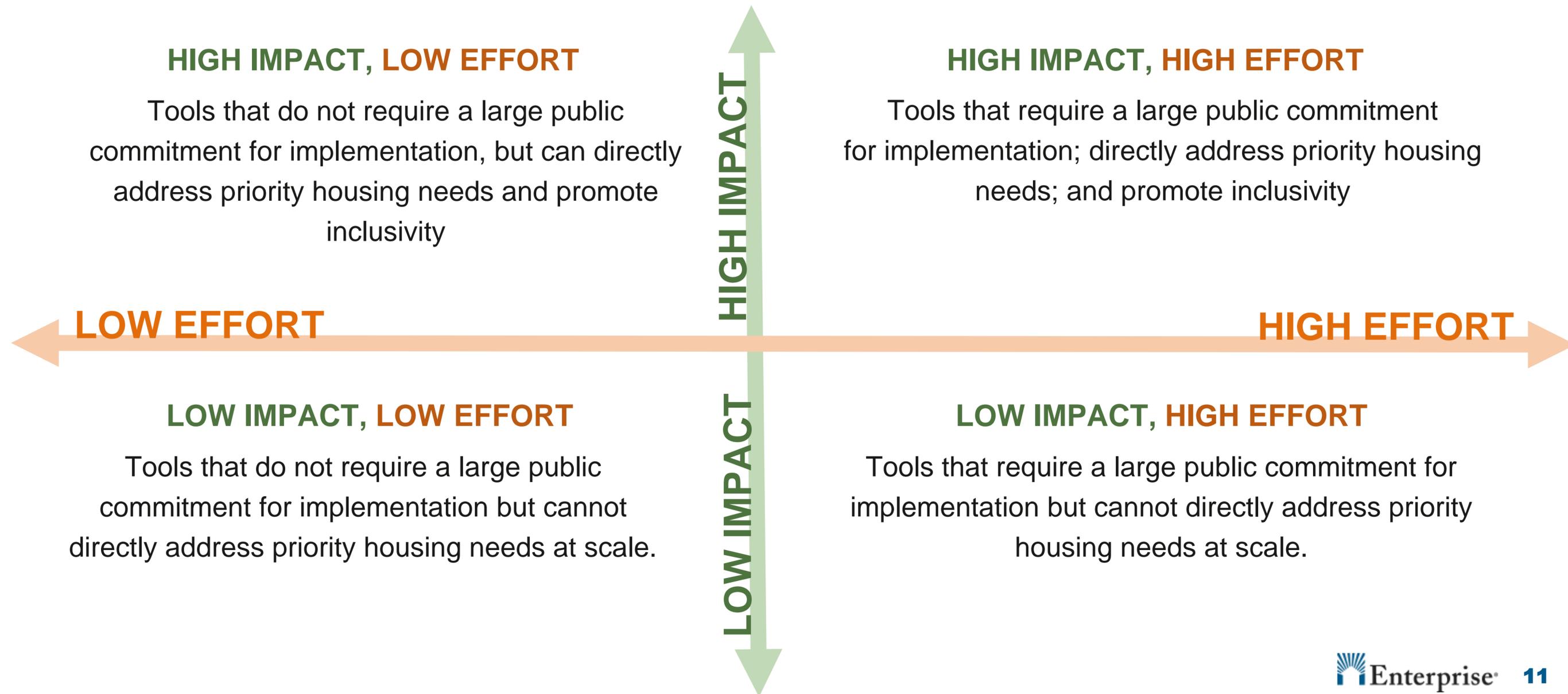
- **Direct decision-making power:** Does the City of Hyattsville have direct decision-making authority over implementation?
- **Capacity for administration:** Does the City of Hyattsville have experience administering this type of tool? If not, does a community partner have experience administering it?
- **Existing programmatic or policy structure:** Does the City of Hyattsville have a program or policy structure to adapt for implementation or would a structure need to be created?
- **External constraints:** Are there other external factors (political capital, risk, etc.) that would affect implementation feasibility?

IMPACT

- **Magnitude:** How many people, households, or units could be served through implementation of this tool?
- **Ability to target priority need(s):** Can this tool be targeted to directly address a specific need (e.g., income; special population; geography; type of development)?
- **Alignment with community values:** Does implementation of this tool advance equity and inclusivity?

PROPOSED HOUSING TOOLS

EVALUATION METHOD IMPACT / EFFORT CATEGORIES



PROPOSED HOUSING TOOLS

EVALUATION HIGH IMPACT, LOW EFFORT TOOLS

- Rebalanced tax burden between owner-occupied homes and other property types

HIGH IMPACT

← LOW EFFORT

EVALUATION

LOW IMPACT, LOW EFFORT TOOLS

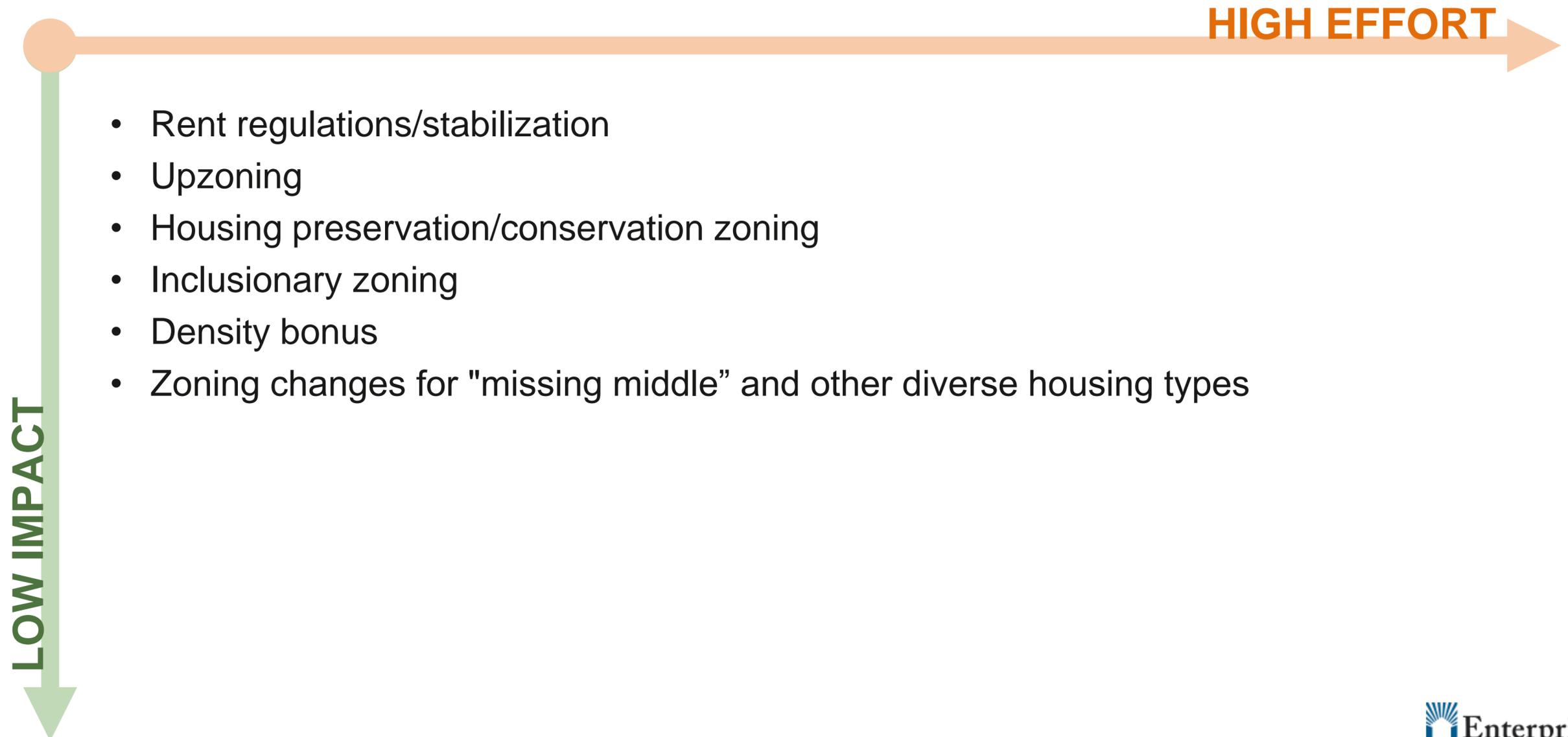
← LOW EFFORT

- Programs to enable and support renters in transitioning to homeownership
- Acquisition and renovation of subsidized and unsubsidized affordable rental properties
- Preservation early warning system
- Expanded property tax relief for income-qualified homeowners
- Aid for income-qualified homeowners who have fallen behind on their taxes
- Alternatives to offset property tax burden through income creation
- Financial inclusion programs and initiatives
- Culturally relevant practices in homeownership programs
- Programs to enable and support renters in transitioning to homeownership
- Partnerships with financial institutions & CDCs to create or expand financial homeownership products for low-income and historically marginalized populations
- Tax abatements or exemptions for development that meets specific standards

LOW IMPACT

EVALUATION

LOW IMPACT, HIGH EFFORT TOOLS



EVALUATION HIGH IMPACT, HIGH EFFORT TOOLS

HIGH IMPACT



- Local public funding source
- Financial incentives for unsubsidized affordable rental properties
- Local rental assistance program
- Public land (including strategic acquisition)
- Increased tenant protections

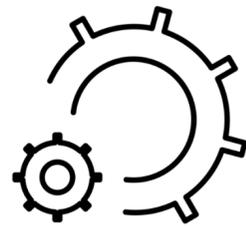
HIGH EFFORT



**PRESENTATION:
PROPOSED HOUSING TOOLS:
HIGH IMPACT, HIGH EFFORT**

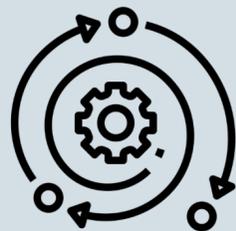
PROPOSED HOUSING TOOLS

HIGH IMPACT, HIGH EFFORT TOOL: LOCAL PUBLIC FUNDING SOURCE



WHAT

- A flexible, often dedicated local resource to support a variety of housing activities
- Typical funding sources include annual appropriations, local tax dollars, developer contributions, loan repayments, and fees associated with real estate.



IMPACT

- **Magnitude**
\$7,000 per household earning 50 percent of area median income (annual)
- **Ability to target priority need**
Yes – can support rental and homeownership for specific income groups or populations.
- **Alignment with community values**
Yes – can be designed to support homes in higher opportunity areas, larger units, or other factors that promote inclusivity

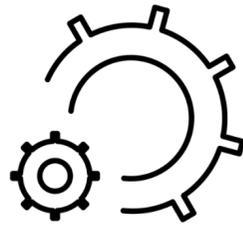


EFFORT

- **Direct decisionmaking**
Direct implementation by the City
- **Administrative capacity**
Requires creation of new administrative structure; third-party as option.
- **Program or policy structure**
Requires creation of a new policy to guide use (funding source; uses; eligibility).

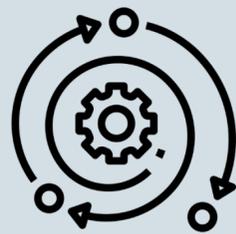
PROPOSED HOUSING TOOLS

HIGH IMPACT, HIGH EFFORT TOOL: PUBLIC LAND



WHAT

- Make available land or properties at no or a reduced cost to developers in exchange for a commitment to build affordable rental or homeownership units on it.



IMPACT

- **Magnitude**
15 acres annexation resulted in 341 new townhomes (for illustration purposes)
- **Ability to target priority need:**
Yes – can set parameters for housing types; tenure; affordability levels; and tenant or homebuyer preferences when soliciting bids for development on city-owned property.
- **Alignment with community values**
Yes – can target higher opportunity areas or other factors that promote inclusivity

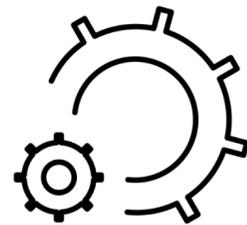


EFFORT

- **Direct decisionmaking**
Direct implementation by the City.
- **Administrative capacity**
Can be administered through a request-for-proposal process
Most effort related to preparing land for bid (assembling individual parcels, pursuing zoning changes as needed, coordinating needed capital improvements)
- **Program or policy structure**
Requires a new policy structure to guide use of city-owned property

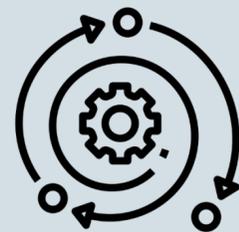
PROPOSED HOUSING TOOLS

HIGH IMPACT, HIGH EFFORT TOOL: LOCAL RENTAL ASSISTANCE PROGRAM



WHAT

- Funding assistance that supports renters with a set amount of funding for a defined period.
- Assistance can be provided directly to tenants to offset housing expenses or indirectly to landlords or utility companies on behalf of tenants.



IMPACT

- **Magnitude**
\$7,000 per household earning 50 percent of area median income (annual)
- **Ability to target priority need**
Yes - can be used to support rental units for low-income households and special populations.
- **Alignment with community values**
Yes – can be used to supplement existing programs and provide a deeper level of subsidy, enabling lower income groups to live in the City.

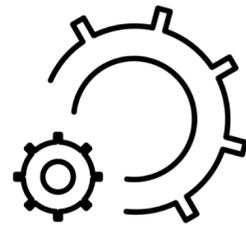


EFFORT

- **Direct decisionmaking**
Direct implementation by the City
- **Administrative capacity**
Requires creation of a new administrative structure; third-party as option.
- **Program or policy structure**
Requires creation of a new program.

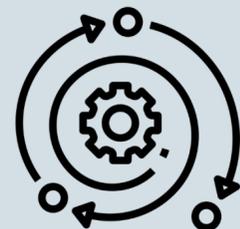
PROPOSED HOUSING TOOLS

HIGH IMPACT, HIGH EFFORT TOOL: FINANCIAL INCENTIVES FOR THE MAINTENANCE AND REHABILITATION OF UNSUBSIDIZED AFFORDABLE RENTAL PROPERTIES



WHAT

- Low or a no-cost capital funding to property owners for property renovations in exchange for keeping rents affordable (via income restrictions; limits on rent increases)



IMPACT

- **Magnitude**
1,756 unsubsidized rental units for households at 50 percent of area median income
- **Ability to target priority need**
Yes – can be used to support rental units for low-income households or special populations.
- **Alignment with community values**
Yes, the City can target properties in areas with changing rental market conditions or with quality concerns to ease displacement pressure.

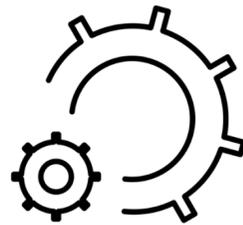


EFFORT

- **Direct decisionmaking**
Direct implementation by the City
- **Administrative capacity**
Existing experience administering tax abatements (payments-in-lieu of taxes). More administrative capacity would be required for a permanent municipal program.
- **Program or policy structure**
Requires creation of a new policy to guide systematic use

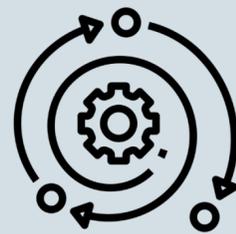
PROPOSED HOUSING TOOLS

HIGH IMPACT, HIGH EFFORT TOOL: INCREASED TENANT PROTECTIONS



WHAT

- Local legislative changes, coupled with information and outreach, that increase protections (e.g., cause for eviction; cause for lease terminations; lease requirements) for tenants



IMPACT

- **Magnitude**
Affects ~3,400 households; tenant protections typically prevent displacement.
- **Ability to target priority need**
Yes – can set parameters for specific groups (such as seniors and persons with a disability) and can align outreach efforts with historically marginalized groups
- **Alignment with community values**
Yes – can ease displacement pressure and protect vulnerable groups.



EFFORT

- **Direct decisionmaking**
Direct implementation by the City (in partnership with trusted local organizations and leaders)
- **Administrative capacity**
Requires additional capacity for administration (policy development & coordination of information/outreach)
- **Program or policy structure**
Requires a new program and updates to existing policy

LARGE-GROUP DISCUSSION: PRIORITY HOUSING TOOLS FOR HYATTSVILLE

DISCUSSION PURPOSE

PURPOSE:

- Generate a list of up to **three (3) priority housing tools** for the City of Hyattsville to pursue over the next 10 years (informed by community/stakeholder and City Council and staff input and data analysis)

DISCUSSION FORMAT



ADD HOUSING TOOLS TO FLASH POLL.

Are there any housing tools to add to the short list of high impact, high effort tools prior setting priorities?



PRIORITIZE INITIAL HOUSING TOOLS VIA FLASH POLL.



DISCUSS & BUILD CONSENSUS ON PRIORITY HOUSING TOOLS.

These priorities will become the detailed tools and form the basis for action in Hyattsville's Housing Action Agenda.

FLASH POLL HOUSING TOOL PRIORITIES



What are the top three (3) housing tools that the City of Hyattsville should commit to implement over the next 10 years?

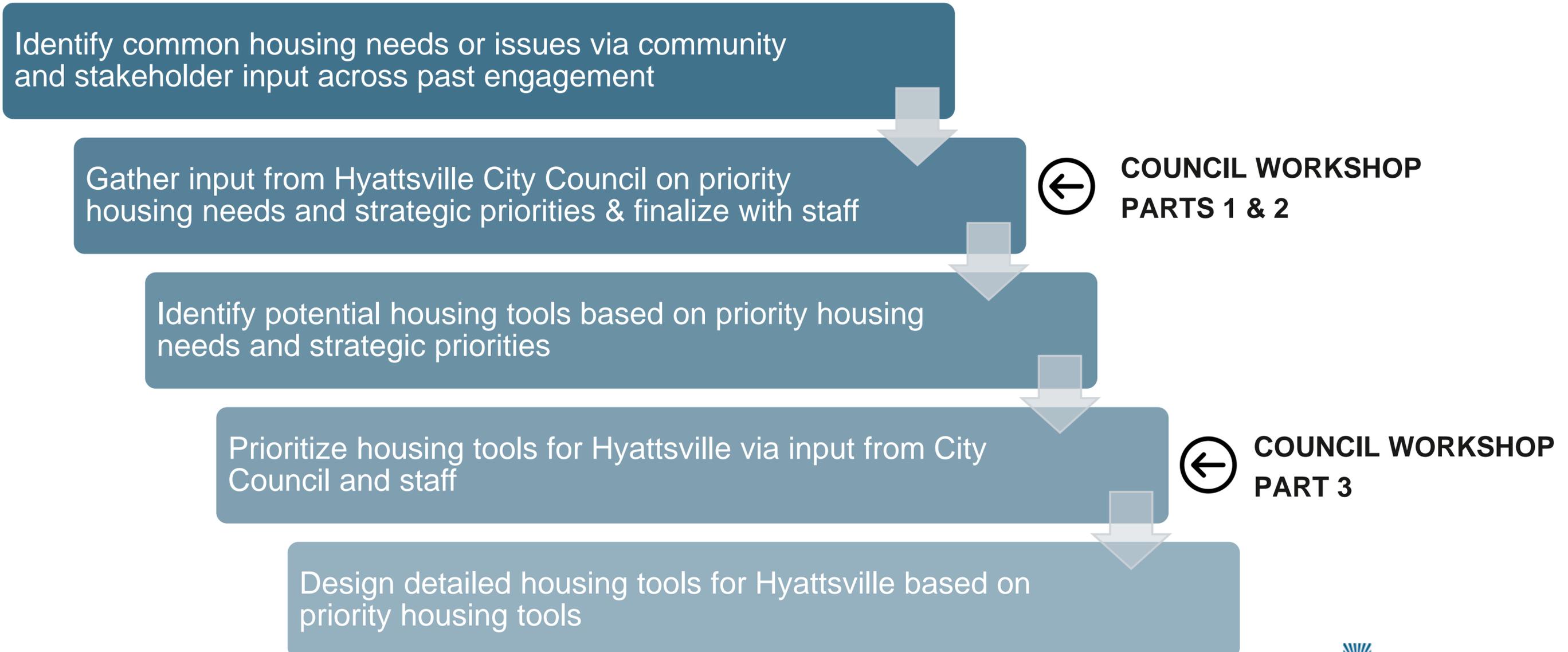
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**Direct link to poll is in the Chat box.*

WRAP-UP & NEXT STEPS

WRAP-UP & NEXT STEPS



THANK YOU!