

Age-Friendly Hyattsville Work Group Meeting

Friday, May 28, 2021; 11:00 a.m. to 12:00 p.m.

Work Group Attendees: Rosezella Canty-Letsome (W-1); Enda Little (W-4); Sally Middlebrooks (W-2); Denise Snyder (W-2); Saralyn Trainor (W-3); Suzanne van Nuys, Program Director for Lifelong Learning, Prince George's Community College; Lisa Walker (W-2); Winifred Weaver (W-1)

Staff Attendees: Colleen Aistis, Community Services Manager; Marci LeFevre, Age-Friendly Program Lead

Guests: Mary Hunter, Director, Housing Initiative Partnership (HIP) Housing Counseling Program; Michele Higgs, Housing Initiative Partnership (HIP) Community Outreach Coordinator and Montgomery County Home Sharing Program Coordinator; Lesia Bullock, Director, Housing Initiative Partnership (HIP) Resources and Communication

Housing Initiative Partnership (HIP) Home Sharing Program

Marci LeFevre introduced Housing Initiative Partnership (HIP) staff members Mary Hunter, Director, Housing Counseling Program, Michele Higgs, Community Outreach Coordinator and Montgomery County Home Sharing Program Coordinator, and Lesia Bullock, Director, Resources and Communications.

HIP Overview

Leisa Bullock and Mary Hunter provided an overview of HIP and its programs.

- HIP is a nonprofit housing developer and counseling agency based in Hyattsville dedicated to revitalizing neighborhoods.
- HIP creates housing and economic security for low- and moderate- income households and provides services that improve the quality of life for residents in three communities across Maryland (Prince George's and Montgomery Counties, and Gaithersburg).
- HIP programs include:
 - Affordable multi-family development and resident services
 - Single-family home rehabilitation and new construction
 - HUD-approved housing counseling
 - Homebuyer education and counseling
 - Mortgage and foreclosure prevention counseling
 - Rental and eviction prevention counseling
 - Homelessness prevention
 - Home sharing pilot

Description and Benefits of Home Sharing

Researching home sharing program models and community interest in it are Age-Friendly Action Plan priorities for this year; implementing a program plan (if there is community interest in home sharing) is an action item for FY22.

Michele Higgs shared that HIP is currently piloting a home sharing program in Montgomery County.

- HIP's home sharing pilot, initiated in 2020 in Montgomery County, enables homeowners to offer a spare room or accessory dwelling unit (ADU) in their home for rent to home seekers searching for affordable and safe housing. The rental duration is 6 months or longer.
- HIP's home sharing pilot is supported by Montgomery County's Department of Health and Human Services (DHHS).

- HIP's housing counselors help homeowners and home seekers navigate the process to find a compatible match using remote technology (Silvernest). The Silvernest platform provides background checks, lease creators, and home sharing insurance.
- Home sharing can reduce social isolation, create monthly income for homeowners, and generate new affordable housing options for home seekers.
 - It also strengthens neighborhoods by maximizing the use of existing housing to help people remain in their homes or find affordable housing.

Phase 1: Feasibility Study, Build Community Support

In 2018 the Age-Friendly Montgomery County Housing Workgroup identified home sharing as a potential solution to the need for affordable housing and a tactic to facilitate aging in place.

- In 2018 DHHS held four community conversations" in public spaces around the county, staffed a table at local community college, and distributed surveys.
- In 2019 the home sharing pilot program was approved for the FY2020 County budget.

Phase 2: Program Design, Policies and Procedures, Staff and Funding

In January of 2020 DHHS issued an RFP for a nonprofit contractor to launch a home sharing pilot program, prior to the COVID-19 pandemic shutdown.

- In the Fall of 2020, HIP executed a contract with the County. HIP joined the National Shared Housing Network, a nonprofit membership organization, to identify best practices and learn from other programs.
- HIP developed a branding, marketing, and outreach campaign to promote the home sharing program.
 - Due to COVID-19, HIP took a more cautious approach to engaging the public given public health priorities, social distancing requirements, and concerns about testing and vaccinations.
- Program funding and staff (including one bilingual staff person) were secured through DHHS. Home sharing program staff were trained on the Silvernest platform.

Phase 3: Matching and Placement Initiated

Michele Higgs noted that over the past year HIP has focused its efforts on building the program and familiarizing the public with the home sharing concept and program application process.

- HIP recently initiated the matching process. To date, HIP has completed 43 homeowner and 119 home seeker consultations.
- The average age of homeowners interested in home sharing is 63 (age range 47 – 79). The average age of home seekers interested in home sharing is 55 (age range 27 – 77).
- The average room/ADU rental price asked by homeowners is \$850 - \$1,250/month. The average room/ADU rental price sought by home seekers is \$400 - \$800/month.
- Many home seekers in Montgomery County (e.g., Takoma Park) prefer renting an ADU.
 - ADUs, permitted in Montgomery County and growing in popularity, are not yet permitted in Prince George's County.
- Silvernest allows homeowners and seekers to vet one another's COVID conscious preferences (e.g., preference for mask wearing around non-family members). Preferences about COVID vaccination status (not currently included) may be added in the future.
- Platform enhancements and changes are made by Silvernest.

Next Steps

Work group members expressed great interest in HIP's home sharing model and would like to see Hyattsville replicate a similar program, perhaps through a partnership with HIP. Lesia Bullock noted that HIP is very interested in partnering with Hyattsville and other municipalities (e.g., College Park, Greenbelt, Riverdale Park) and other community partners (e.g., University of Maryland at College Park and American University). Michele noted that universities are appealing community partners given interest among students in finding affordable off-campus housing and building social connectivity.

To identify key considerations for replicating a home sharing program in Hyattsville, Marci will follow up with the City's Department of Community and Economic Development (CED) Director, Jim Chandler, and Code Compliance Supervisor, Joe Brewer. Updates will be provided to the work group and partnership opportunities with HIP will be revisited after more information is gathered.

Key Updates

Hyattsville Aging in Place (HAP)

- HAP Board Chair, Lisa Walker, provided an overview of upcoming events to be offered via Zoom with Route 1 Corridor Conversations partners. See HAP's [website](#) for event details.
- HAP has vouchers available to assist older community members in need with purchasing food. Work group members and City staff interested in providing the vouchers to identified community members can contact Lisa.

Age-Friendly Ecosystem Summit, May 4 and 5, 2021

- Marci reported that the Age-Friendly Ecosystem Summit convened by D.C. Age-Friendly and The George Washington University's School of Nursing was successful with respect to presenting an array of age-friendly topics to a wide and professionally diverse audience and creating an excellent forum for networking.
- Summit participants expressed much interest in the City's age-friendly program and vulnerable populations initiative. The City has received emails from participants seeking more information.
- Habitat for Humanity of Metro Maryland (HFHMM) presented on the CAPABLE home modification program and its partnership with the City and Hyattsville Aging in Place (HAP).
- Summit planners and participants will discuss how to sustain collaboration across age-friendly programs in the region.

See Me at the Smithsonian Program

- City staff Cheri Everhart, Beryl Johnson and Marci met with Smithsonian staff to learn more about an interactive art program offered virtually to individuals with dementia and their caregivers. See Me at the Smithsonian provides intellectual engagement, opportunities for social engagement, and the ability of loved ones to spend time together in a relaxed setting. The free program, featured at the recent Age-Friendly Ecosystem Summit, will be promoted by the City's Communications Team to community members.

Upcoming Age-Friendly Work Group Meeting Dates

- June 25, 2021 at 11:00 a.m.
- July 23, 2021 at 11:00 a.m.

Adjournment

The meeting was adjourned at 12:20 p.m.



Montgomery County Home Sharing
HIPhomes.org/Home-Sharing



Housing Initiative Partnership, Inc.

30 YEARS of Housing Security | Financial Stability | Community Success



What is Home Sharing?

An **innovative** idea where homeowners offer a spare room or Accessory Dwelling Unit in their home for rent to home seekers searching for **affordable, healthy and safe housing** for longer than 6 months. Housing counselors help both the homeowner and the home seeker navigate the process to find a compatible match using remote technology and offering neutral guidance and advice to find a successful match using a thoughtful and engaging process.

Home sharing can reduce social isolation, create monthly income for homeowners, and generate new affordable housing options for home seekers.

Montgomery County Home Sharing



HIP's **Montgomery County Home Sharing Program** is supported by Montgomery County's Department of Health & Human Services, and offers **free access to the Silvernest platform**, which provides background checks, lease creators and home sharing insurance.

No rental subsidies are offered as part of the pilot program.



Nonprofit partner - Who we are

Our Vision

HIP believes that every person should have affordable, healthy, and safe housing.

Our Mission

Housing Initiative Partnership, Inc. (HIP) is an innovative, green nonprofit housing developer and counseling agency based in Prince George's County, Maryland dedicated to revitalizing neighborhoods. HIP creates housing and economic security for low- and moderate-income households and provides services that improve the quality of life in the communities we serve across Maryland.

HIP operates two offices in Montgomery County, in Germantown and Gaithersburg.

What we do



Affordable Multi-family Development & Resident Services



Single-family Home Rehabilitation and New Construction



HUD-approved Housing Counseling Agency



Homebuyer Education and Counseling



Mortgage & Foreclosure Prevention Counseling



Rental & Eviction Prevention Counseling



Homelessness Prevention – Rapid Rehousing Program

Benefits of Home Sharing

Homeowners

- Increases sense of security and reduce social isolation
- Creates a new source of monthly income
- Locates a housemate to share light housekeeping or assistance with errands in exchange for reduced rent

Home Seekers

- Creates a new affordable housing option in an expensive rental market
- Connects home seekers with homeowners to create a mutually beneficial relationship

Community

- Strengthens neighborhoods by offering an efficient use of existing housing that helps people remain in their homes or find affordable housing



Launching a Home Sharing Pilot Program: Best Practices

According to NSHRC: It's a **Multi-year** PROCESS!



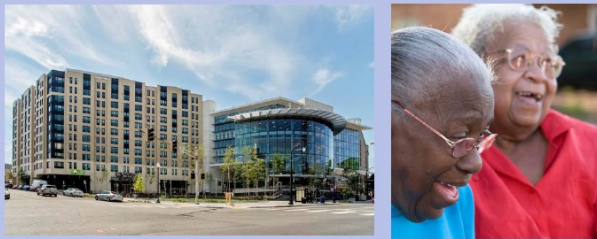
- **Phase 1:** Complete Feasibility Study, Build volunteer base, Build Community Support
- **Phase 2:** Determine Program Design, Develop Policies and Procedures, Recruit Volunteers or staff, Raise funds for operation of program
- **Phase 3:** Open the doors. Constant outreach, marketing, and branding

NSHRC NETWORK MEMBERSHIP CRITERIA

- ✓ A non-profit 501(c)3 under IRS rules or operating under the umbrella of a non-profit corporation.
- ✓ A homesharing match-up program with agency staff or volunteers who are trained to screen program applicants which may include a one-on-one process of interviews, background and reference checks.
- ✓ They offer a one-on-one matching service between people who have an extra room in their home with those who are looking for housing.
- ✓ They help Home Sharing Matches define a Home Sharing Match agreement.
- ✓ They provide follow-up support to Home Sharing Matches.
- ✓ Their goals are consistent with the goals of NSHRC including, but not limited to, fair housing laws

Phase 1: Feasibility Study, Build Community Support

Meeting the Housing Needs of Older Adults in Montgomery County



Montgomery Planning M-NCPPC

May 2018



Lisa Sturtevant
& Associates, LLC

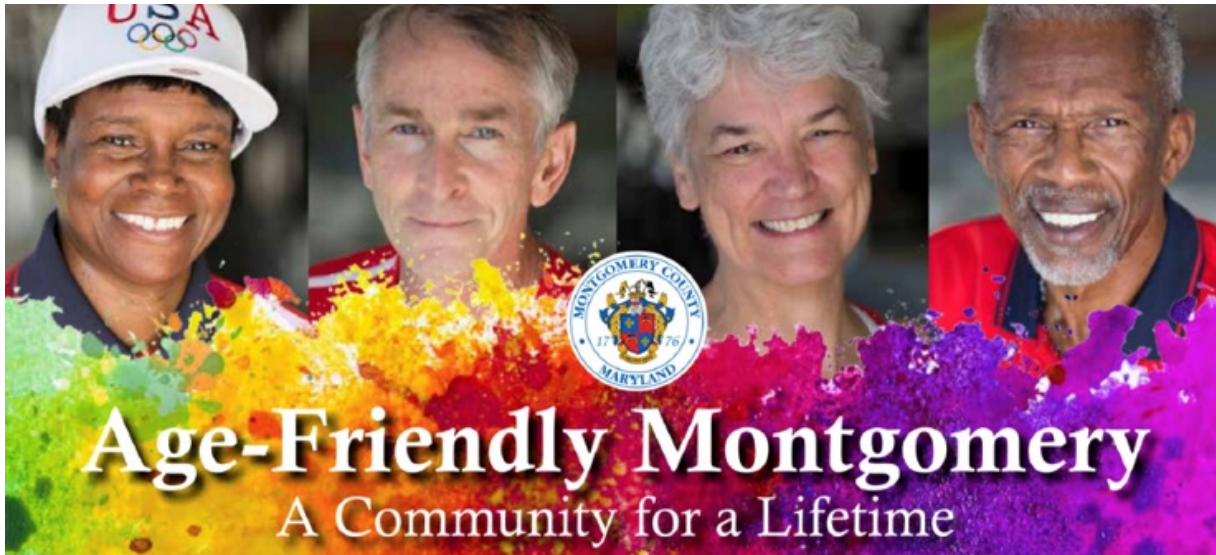
Neighborhood Fundamentals, LLC



May 2018: Montgomery County's Planning Department published "Meeting the Housing Needs of Older Adults in Montgomery County"

- From 2015-2018, the county added over 20,000 additional residents aged 55 and older through both aging and migration—this is the equivalent of growing by nearly 20 residents aged 55+ every single day.
- The number of residents in this age group grew six times faster than the number of residents overall.
- The Maryland Department of Planning expects these trends to continue, with the share of residents aged 60+ projected to grow from 21% of the county's population in 2017 to 27% by 2045.

Phase 1: Feasibility Study, Build Community Support



2018: Age-Friendly Montgomery County Housing Workgroup identified Home Sharing as a potential solution to the need for affordable housing and to facilitate aging in place.

2018: DHHS convened four “Community Conversations” in community spaces around the county, staffed a table at local Community College, and distributed surveys.

2019: Pilot Program was approved for the FY2020 County Budget

Phase 2: Program Design, Policies and Procedures, Staff & Funding

January 7, 2020: DHHS issued RFP for a nonprofit contractor to launch a Home Sharing Pilot program – (proposals were due prior to Covid pandemic shutdown)

RFP priorities

“Contractor is charged with facilitating long-term matches (six months or longer). Goal is to enhance older adults’ ability to age at home by:

- Reducing social isolation for either or both the Homeowner and Home Seeker,
- Creating monthly income for the Homeowner,
- Creating a new pool of rental housing not commonly found or easily identified in existing rental markets, and
- Ensuring that some rental agreements include services that improve the Homeowner and/or Home Seeker’s ability to live independently, e.g. assistance with housekeeping, errands and transportation.”



Phase 2: Program Design, Policies and Procedures, Staff & Funding

September 29, 2020: HIP Executed Contract with the County

Learning from the Experts

- Joined National Shared Housing Resources Center, nonprofit membership organization
- Identified other Home Sharing Providers - Informational interviews, Reviewed materials on websites
- Identified Community leaders and formed Advisory Group
 - ✓ Attorneys, Older Adult Service Providers, County housing staff, Seniors & Retirees
 - ✓ Demographically diverse to represent community we serve
 - ✓ First meeting in October 2020 – seek stakeholder input on program design, messaging and outreach strategy



Phase 2: Program Design, Policies and Procedures, Staff & Funding

October 2020: Intensive Planning Phase



Note about Matching Platform:

HIP acknowledged that some nonprofit Home Share programs do not use technology platforms for matching, but determined that the technology route was best given the Covid environment and limited staff resources.

- Drafted Policies and Procedures - living document
- Updated Marketing Strategy for new Covid reality – living document
- Determined Deliverables
 - ✓ First 12 weeks
 - ✓ Six-month goals
 - ✓ Nine-month goals
- Identified a Matching Platform:
 - ✓ Interviewed online matching platform provider Silvernest
 - ✓ Contracted with Silvernest – developed scope of work and pricing

Benefits of Home Sharing

For Homeowners

- Increases sense of security and reduces social isolation while aging in place
- Creates a new source of monthly income
- Locates a compatible housemate to share light housekeeping, or assistance with errands, in exchange for reduced rent

For Home Seekers

- Creates an affordable housing option in an expensive rental market to make life a little more comfortable
- Connects home seekers with compatible homeowners to create a mutually beneficial relationship

For Community

- Strengthens neighborhoods by offering an efficient use of existing housing stock that helps people remain in their homes or find affordable housing

FACT SHEET

FAQS



Phase 2: Program Design, Policies and Procedures, Staff & Funding

Highlights on Branding, Marketing and Outreach

- Established Campaign Number: **301-85-SHARE**
- Created dedicated logo & tagline
- Created Initial Outreach Survey and shared widely through community partners
- Created dedicated webpage:
 - ✓ Initially: The survey and FAQs were a placeholder
 - ✓ Now: Promotes program, includes inquiry form, flyers and FAQs, and link to Silvernest landing page
- Developed outreach presentations and provided to other service providers, coalitions, local government agencies, civic and neighborhood associations, homeowner associations, villages, and County agencies. This networking was key to generating an interest list and recruiting our first clients.
- Social Media posts: Facebook, Twitter, LinkedIn



Phase 2: Program Design, Policies and Procedures, Staff & Funding

Responding to the Covid Environment: Marketing and Outreach Strategy



CHALLENGE:

- Launching program in midst of Covid changed our proposed public engagement strategy.
- Pandemic environment called for a more cautious approach that was considerate of the public health priorities of social distancing, and getting residents tested and vaccinated.

RESULTING STRATEGY:

- HIP agreed to limit use of *free media* (pitching interviews on radio, TV, newspapers) which was focusing on the health crisis.
- As an alternative, used more *paid media* to control message to our targeted audiences, including creating 15-second spots on PBS-Maryland Public TV, and print/banner ads in The Beacon newspaper, Bethesda Magazine, Source of the Spring (online website).
- Produced postcard mail campaign for audiences with limited access to technology.

Phase 2: Program Design, Policies and Procedures, Staff & Funding

1. Postcard mailers



www.HIPhomes.org/Home-Sharing



2. Banner Ads for websites

Phase 2: Program Design, Policies and Procedures, Staff & Funding

Questions?



Michele Higgs
homeshare@hiphomes.org
301-85-SHARE

Funding:

- Significant staff and marketing funding support through Montgomery County DHHS Aging & Disability Services
- HIP provides some in-kind administrative support

Staffing:

- Hired new staff: Community Outreach Coordinator
- Current staff: Director of Resources & Communications, Director of Housing Counseling, Managing Counselor, Housing Counselors
- November 2020: Trained all current Housing Counseling staff on Silvernest platform and new MCHS landing page
- December 2020: Identified one bilingual counselor to work with home sharing program participants



Phase 3: Open Doors! HIP's Process





The Benefits of One-on-One Counseling

- HIP's certified housing counselors can help homeowners and home seekers:
 - ✓ **identify** personal preferences
 - ✓ **navigate** the online matching platform, create a compelling profile
 - ✓ carefully **assess** potential matches to identify compatible housemates
 - ✓ **finalize** an appropriate home sharing agreement
- We aim to increase the likelihood of a successful match through a **thoughtful consideration** of participants' preferences, needs, rights & responsibilities.

Benefits of Online Matching Platform



Guided Profile Creation

- User sets preferences
- Verifies user identity
- Create property listing with photos
- New covid-conscious features



Finding Your Match

- User dashboard
- Browse listings or suggested matches
- Submit applications for listings
- Secure messaging platform protects identity



Customized Landing Page

www.Silvernest.com/MCHS



Peace of Mind

- Background screens
- Lease Creator
- Rent Auto-Payments
- Homesharing Insurance
- First two months covered (5% of rent)



Covid Conscious Preferences

COVID-Conscious Preferences: When around non-household members, do you wear a mask?

Always

Not if outdoors and 6'
apart

Only when legally
required

Never

COVID-Conscious Preferences: What does your current social/work life look like? *Select all that apply*

Work outside the home

Stay in mostly, 1-3
errands/week

Stay in mostly, 3-5
errands/week

Visit w/ friends, outside
only

Visit w/ friends, indoors

Eat in restaurant or w/
friends, outdoors

Eat in restaurant or w/
friends, indoors

Socialize with small pod
of friends

Normal pre-pandemic
life

HIP's Client Interaction & Matching

www.Silvernest.com/MCHS



- Advice & Counsel
- Home Visit
- Take photos and/or video
- Other service referrals



[Available Homes](#)

[How It Works](#)

[About](#)

[Partner With Us](#)

[Sign Up](#)

[Sign I](#)



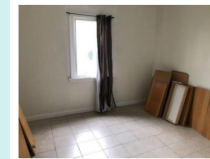
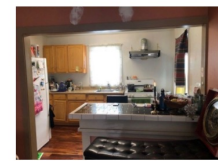
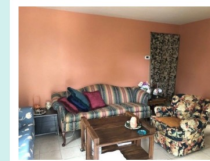
Rockville, MD

**Very convenient and quiet SFH lots
street parking.**

\$850

Favorite

Hide



About the Home

One-level Single Family Home with Deck at back. Front Entrance, living room, kitchen, laundries, and bathroom are shared with not more than two other females..

Single Family Home

Housemate can't have
pets

Can be either

No smoking

Shared Full Bath

Amenities

Air Conditioning

Washer And Dryer

Free Parking

Yard Patio Garden

Carbon Monoxide Detector

Smoke Detector

Terms

Monthly Rent **\$850**

Deposit **\$850**

Preferred Lease Duration

☒ Month to month ☒ 3 months

☒ 6 months ☒ One year

☒ More than a year

Background Screen Required

[Apply](#)

[Close](#)

Early Results: Tracking Client Demographics, Trends*

Data Point	Homeowners	Home Seekers
Completed Consultations	43	119
Created Online Profiles	12	23
Average age	63	55
Age Range	47-79	27-77
Average Room/ADU Rental Price	Offering \$850-\$1,250/month	Seeking \$400-\$800/month

** Based on data collected as of May 26, 2021*

Ongoing Marketing, Outreach and Branding

CONTACT US TO LEARN MORE!

- ✓ Call Michele Higgs at 301-857-4273
- ✓ Email homeshare@HIPhomes.org
- ✓ Go to www.HIPhomes.org/Home-Sharing

Follow us

www.Facebook.com/HIPHomeSharingMoCo



Montgomery County Home Sharing
offers a way to have a more comfortable life.



Housing Initiative Partnership, Inc.



Connect with HIP:

www.HIPhomes.org

www.Facebook.com/HIPhomesMD

PRINCE GEORGE'S COUNTY

6525 Belcrest Road, Suite 555

Hyattsville, MD 20782

Phone: 301-699-3835

MONTGOMERY COUNTY

Upcounty Regional Services Center

12900 Middlebrook Road, Suite 1500

Germantown, MD 20874

Phone: 301-916-5946

MONTGOMERY COUNTY

640 E. Diamond Avenue Suite C

Gaithersburg, MD 20876

Phone: 301-245-3907

