



Quarterly Meeting

2.3.2021 9:00am

Agenda

1. Welcome

2. Collective Impact Presentation (Melanie Brown, Restoration 52 LLC)

- a. Collective Impact is a framework that tackles entrenched and complex social problems that are very present in our community and across the country
- b. How do we ensure that we are successful as a collective and don't fall into previous pitfalls that we've experienced?
 - i. Overcoming naysayers
 - ii. Making sure that we follow through with action
 - iii. Accountability to one another
 - iv. Make sure not to cast the net so wide that we lose focus
- c. What characterizes collective impact?
 - i. Abandoning your own agenda in favor of a common agenda, shared measurement, and alignment of effort
 - ii. Centralized infrastructure, called a backbone organization, whose role is to help participating organizations transition to working within the coalition
- d. Five conditions of collective impact:
 - i. Common agenda
 - ii. Shared measurement system
 - iii. Mutually reinforcing activities
 - iv. Continuous communication
 - v. Backbone support
 1. Must ensure an equity focus (make sure all voices, including community voices, are heard)
 - a. Include facts and data, but also real stories
- e. Key performance indicators for collective impact initiatives:
 - i. Common agenda has been developed and the process includes incorporating input from all stakeholders and sectors

- ii. An effective backbone organization has been established
- iii. Quality data measurements have been agreed upon and are able to be collected
- iv. The initiative is influencing changes to attitudes and beliefs in the community
- v. Funding and resources for the work exist and have increased

3. GAHC & Our Communitywide Strategic Plan Recap (GHF Staff)

- a. Plan is a ten-year plan that makes recommendations for preserving and producing affordable housing, targeting specific locations, and also makes recommendations for developing a set of affordable housing incentives
- b. Socioeconomic takeaways:
 - i. Growing population (esp. among younger and older households) that is projected to continue
 - ii. Declining homeownership
- c. Demand takeaways:
 - i. Significant growth in households (esp smaller households, 1-2 people)
 - ii. Shrinking supply
 - iii. High level of cost-burdened households
- d. Supply takeaways:
 - i. City has more rental units than owned units, reverse is true in the county
 - ii. There are more rental units at 80% AMI and below than owned
- e. Housing Production:
 - i. Keys to closing housing demand gap:
 - 1. Diversify housing produce
 - 2. Incentivize private investment
 - 3. Innovate to reduce initial cost of housing
 - ii. Key issues for affordable housing production:
 - 1. Mismatch between affordable housing supply and demand
 - 2. Little production of small units needed for smaller households
 - 3. Limited diversity in design and housing types
 - 4. Need for affordable housing to be located near jobs and transit
 - iii. Goal: assist in the production of 10,000 new affordable housing units over 10 years
- f. Housing Preservation:
 - i. Develop programs that will allow for the preservation of affordable housing
 - 1. Direct loan program
 - 2. Indirect incentive
 - 3. Direct loan and indirect incentive

- 4. Donated distressed residential property
- 5. Multi-family acquisition-rehab
 - ii. Goal: preserve over 3,000 units
- g. Housing locations: locations identified that are prime locations for affordable housing (higher density, mixed-income, close to services and employment)
- h. Housing tools:
 - i. Encouraging regulatory flexibility to allow for the expansion of housing types and density
 - ii. Expanding housing tool inventory
 - iii. Encouraging large and small parcel assembly
 - iv. Assembling a variety of tools and incentives in order to reduce barriers to affordable housing development

4. Dashboard Presentation

- a. Modeled on the outcome tracker for the Town of Chapel Hill, NC
- b. Will be updated twice annually
- c. Will serve as an ongoing live dashboard and show progress on our goals

5. Workgroup Breakouts

6. Adjournment

"Alone we can do so little; together we can do so much." – Helen Keller