Welcome and Introductions!

Please tell us your name and one thing you love about Chapel Hill
What We Hope You’ll Learn Today

- You will gain an understanding of:
  - Key demographics of the Chapel Hill community
  - What our affordable housing need is within the community
  - The Town’s strategies for addressing affordable housing and creating community connections
Agenda

1. HOUSING AND COMMUNITY OVERVIEW
   - Who are we?
   - What do we do?

2. COMMUNITY CONNECTIONS
   - Who is the Chapel Hill community?
   - What’s the Town doing to build community connections?

3. AFFORDABLE HOUSING
   - What is affordable housing?
   - What’s the Town doing to address the need?
Pop Quiz!

1. How many organizations are served through the Town’s Human Services Programs?

2. What % of Chapel Hill residents speak a language other than English at home?

3. How many languages are spoken by public housing residents?

4. What is the name of the Town’s employment program that serves youth?

5. What % of renters are cost burdened in Chapel Hill?

6. How many affordable housing units are in Chapel Hill?

7. How many families are served through the Town’s Public Housing program?
Who are we? What do we do?
Our Vision

Create a vibrant and inclusive community where all residents have access to affordable housing and opportunities to thrive.
Our Mission

- Create Partnership
- Catalyze Affordable Housing
- Build Community
Our Team
Core Functions

1. Community Connections
2. Affordable Housing
3. Public Housing Program
Who is the Chapel Hill community?
Our Community

- Total Population: 59,234

### Race
- White: 73%
- Asian: 13%
- Black: 10%
- Two or more races: 3%
- Other: 2%

### Age
- Under 18: 16%
- 18 to 24: 31%
- 25 to 44: 23%
- 45 to 64: 19%
- 65 and over: 10%
Our Community

30,101 undergraduate, graduate, & professional students enrolled at UNC
Our Community

16% of community members are born outside of the US.

Top 5 Countries of origin among immigrant residents:
1. China
2. India
3. Korea
4. Mexico
5. United Kingdom

Top countries of origin for refugee arrivals:
1. Burma/Myanmar
2. Democratic Republic of Congo

20% speak a language other than English at home.
Our Community

- 80% above poverty level
- 20% below poverty level

Annual Household Income
- 22% less than $25,000
- 20% $25,000 - $49,999
- 20% $50,000 - $99,999
- 38% $100,000 or more
What is the Town doing to build community connections?
Community Connections Goal

- Build culture and practice of meaningful civic engagement and community partnership to achieve outcomes that reflect our community’s concerns, aspirations, and values

- Focus on engaging those who have been historically disengaged or disconnected from the Town, especially most impacted and historically marginalized populations
Key Initiatives Underway

Funding
- Human Services Program

Community Engagement
- Neighborhoods
- Immigrant and refugees
- Students and youth
- Peoples Academy

Equity and Inclusion
- Racial equity
- Language access
Building Integrated Communities

- Community planning initiative rooted in the experiences of Chapel Hill immigrant and refugee residents

- Key issues areas
  - Public Transportation
  - Housing
  - Public Safety and Law Enforcement
  - Leadership
  - Government Communication
Human Services Program Overview

- Funds 50+ nonprofit organizations that provide vital community services
- Program began in 1970s
- Current budget: $419,500
- Program Objectives:
  - Children improve educational outcomes
  - Residents increase their livelihood securities
  - Residents improve their health outcomes
Summer Youth Employment Program

To watch video in presentation, have slides in presentation mode. To watch video online follow this link.
Q & A

Break
What is affordable housing? What's the need?
What is Affordable Housing?

for families with low or moderate incomes
Cost-Burdened Households in Chapel Hill

54% of Renters

21% of Homeowners
What is Affordable Housing?

The 2019 Area Median Income is **$84,800** for a household of 4 people.

- 30% AMI = **$24,450** for 4 person household
- 80% AMI = **$67,850** for 4 person household
What is Affordable Housing?

- Administrative Professional in Orange County: 34% AMI
- Law Enforcement Worker in Orange County: 55% AMI
- Teacher in Durham-Chapel Hill MSA: 57% AMI
- Childcare Worker in Durham-Chapel Hill MSA: 30% AMI
- Bus Driver in Durham-Chapel Hill MSA: 50% AMI
- Building Inspector Durham-Chapel Hill MSA: 66% AMI
Housing Affordable to Low-Income Households in Chapel Hill

- 39% of Housing Affordable to Households Below 80% AMI
- 3% of Housing Affordable to Households Below 30% AMI
What are the Town and its Partners doing to address the need for affordable housing?
Key Initiatives Underway

Funding Affordable Housing
- Community Development Block Grant
- Affordable Housing Development Reserve
- Affordable Housing Fund
- Affordable Housing Bond

Creating affordable housing policies
- Inclusionary Housing Program

Managing Affordable Housing
- Public Housing Program
- Transitional Housing Program

Initiating Development and Preservation of Affordable Housing
- Acquisitions
- Development on Town-owned land
- Employee Housing Program
- Housing Displacement Assistance Program
- Rental and Utility Assistance Program
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Public Housing Program

- Introduction
- Where We Are
- Where We’re Going
Public Housing

- Mission: Decent, safe, and affordable rental housing largely for persons who fit into the 30% AMI category. Federal HUD guidelines establish that 30% of annual income should go towards housing

336 Apartments in 13 different neighborhoods
## Public Housing

<table>
<thead>
<tr>
<th>Eligibility</th>
<th>Waiting List</th>
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<tbody>
<tr>
<td>Preferences</td>
<td>Availability</td>
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Inclusionary Housing Program

- Adopted in 2010
- Applies to homeownership development of 5+ units
- Typically requires 15% of units
- **99-year affordability requirement**
- Rental developer can voluntarily participate and receive density bonus
- Council can approve alternatives to providing units on-site
- To date 200+ units created, $3m+ received as payment in lieu of units
Affordable Housing Development Overview

- Town has prioritized development of affordable housing on public land
- Greenfield Place/Commons recently completed 149 affordable units
- 4 additional Town sites under consideration for development
Affordable Housing Development on Town-Owned Land

Greenfield Place and Commons – Complete and Occupied

Prioritized Town-Owned Sites – Feasibility Study

2200 Homestead Rd - Concept Plan
Q & A
Pop Quiz! (again) See How Much you Learned!

1. How many organizations are served through the Town’s Human Services Programs? 50+

2. What % of Chapel Hill residents speak a language other than English at home? 20%

3. How many languages are spoken by public housing residents? 17

4. What is the name of the Town’s employment program that serves youth? SYEP

5. What % of renters are cost burdened in Chapel Hill? 54%

6. How many affordable housing units are in Chapel Hill? 8,500

7. How many families are served through the Town’s Public Housing program? 286
THANK YOU!

STAY IN TOUCH...

EMAIL: housingandcommunity@townofchapelhill.org

WEBSITES:
www.chapelhillaffordablehousing.org
www.townofchapelhill.org/housingandcommunity
Our Successes

• https://www.youtube.com/watch?v=sLXL_FK2qHY
Examples of Affordable Housing Initiatives

- Homebuyer Subsidy/Assistance
- Transitional Housing
- Acquisition & Rehabilitation
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Greenfield Project Overview

• Partnership with the Town and affordable housing developer DHIC
• Town provided:
  • Land
  • Infrastructure
  • Funding
• DHIC
  • Received Low-Income Housing Tax Credits
  • Owns and manages the project
• 149 new affordable housing units
  • 80 units for low-income households
  • 69 units for low-income seniors
2200 Homestead Road Project Overview