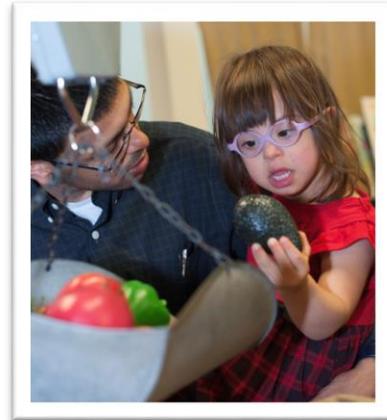




HEART & SOUL



Housing and Community



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

HOUSING AND COMMUNITY

Fiscal Year 2018-19 Annual Report



Our Mission

Creating Partnership
Catalyzing Affordable Housing
Building Community



Our Vision

A vibrant and inclusive community where all residents have access to affordable housing and opportunities to thrive.

This has been a big year for Housing and Community, as we have worked to advance our mission, build our team, and address community needs with our partners.

Highlights from the year include:

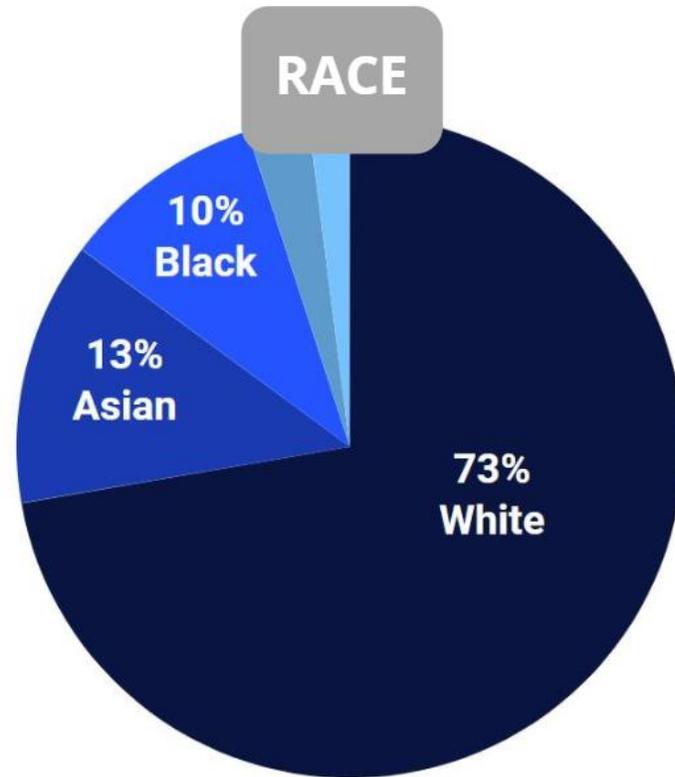
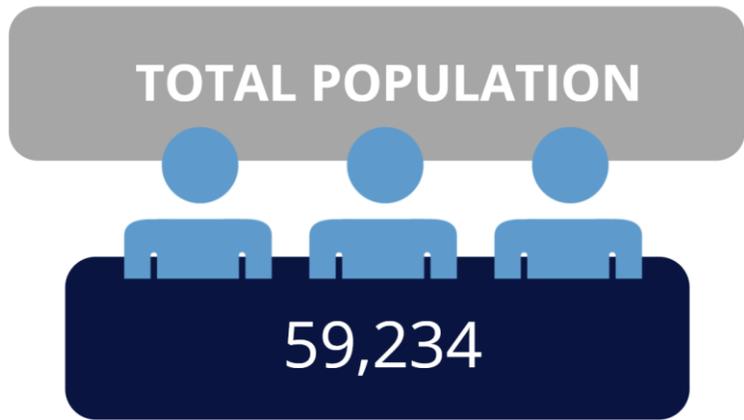
- Approval of a [bond referendum](#) to provide up to \$10 million for affordable housing. Voters overwhelmingly approved the bond in the November 2018 election.
- Supporting the development of ~80 new units and the preservation of ~150 units of affordable housing in the community.
- Acquiring nine units for our [Transitional Housing Program](#). Our portfolio of homes now serves 16 families transitioning out of public housing.
- Supporting DHIC with completing phase two of [Greenfield](#), the community's first low income housing tax credit project in over a decade.
- Analyzing Town-owned land to determine the feasibility of affordable housing development, and making progress on development of the 2200 Homestead Road Project.
- Establishing new programs to respond to community needs, including the [Housing Displacement Assistance Program](#) and the [Employee Housing Program](#).
- Developing the [Community Connections Strategy](#) to guide the Town's equitable community engagement work going forward.
- Implementing the newly revamped [Human Services Program](#), to deepen the program's impact and streamline the funding process.
- Leading the Youth Initiative, a cross-departmental effort to engage youth in the community.
- Implementing the [Building Integrated Communities Action Plan](#).

For more information about our work, visit www.townofchapelhill.org/housingandcommunity

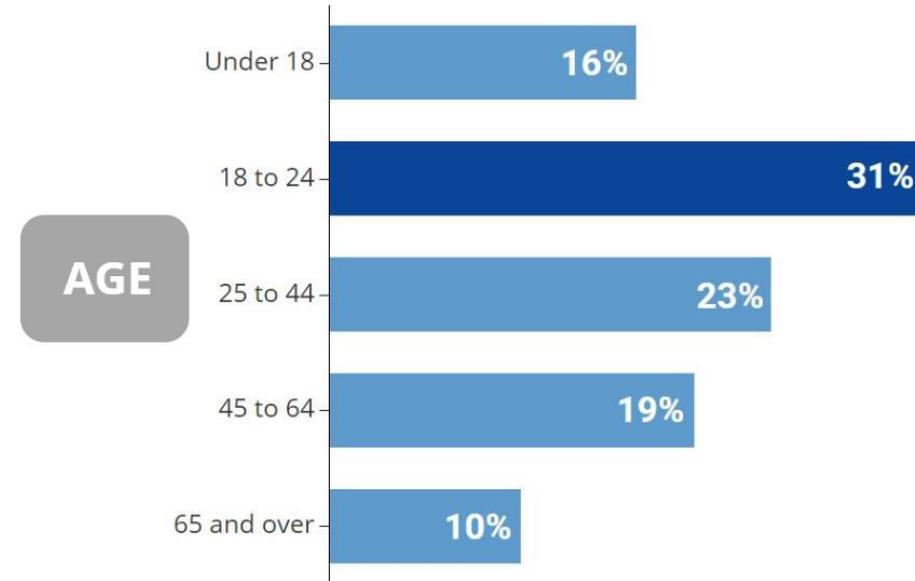


Who is the Chapel Hill community?

Our Community



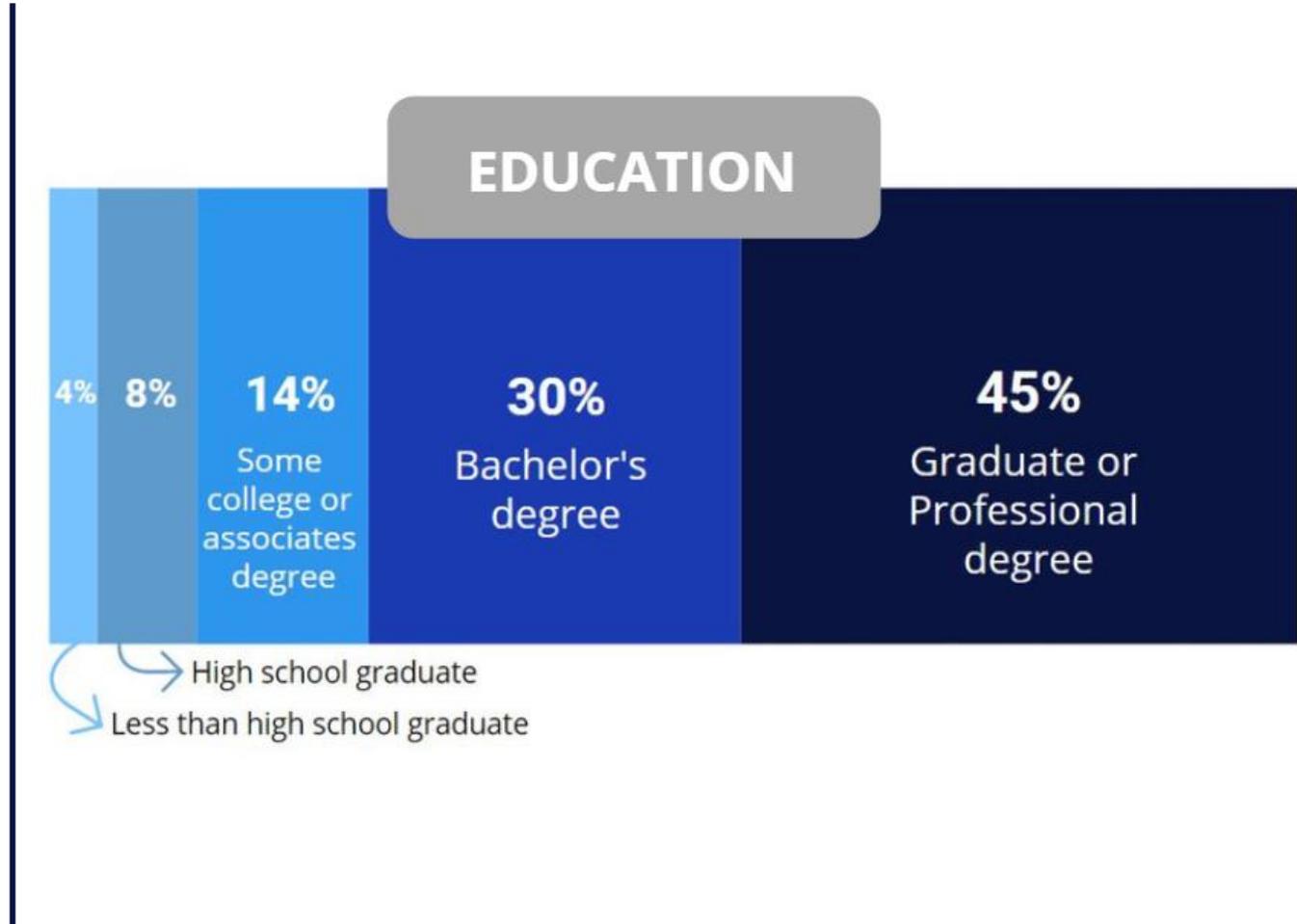
- White (73%)
- Asian (13%)
- Black (10%)
- Two or more races (3%)
- Other (2%)



Our Community

30,101

undergraduate, graduate,
& professional students
enrolled at UNC



Our Community

COUNTRY OF ORIGIN

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

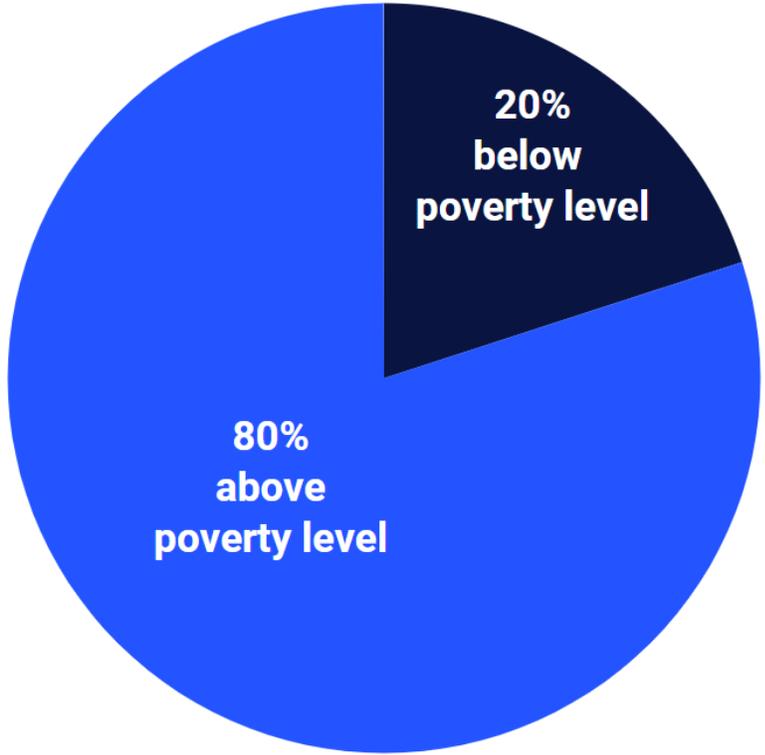
1.  Burma/Myanmar
2.  Democratic Republic of Congo

LANGUAGE

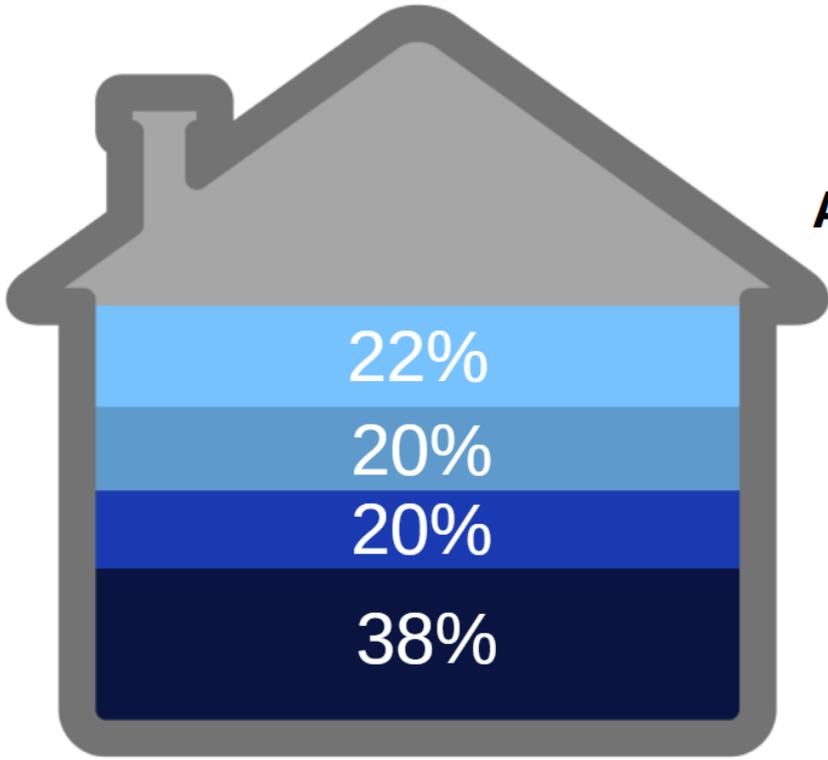
20%

Speak a language other than English at home

Our Community



- Below poverty level (20%)
- Above poverty level (80%)



Annual Household Income

less than \$25,000
\$25,000 - \$49,999
\$50,000 - \$99,999
\$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?



+



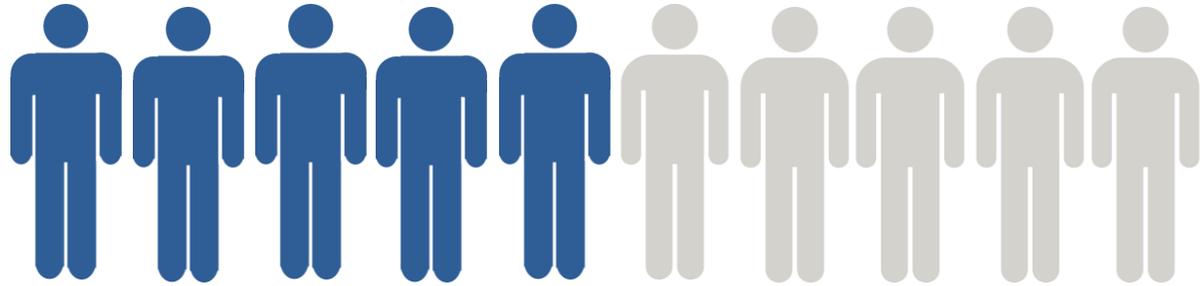
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30%

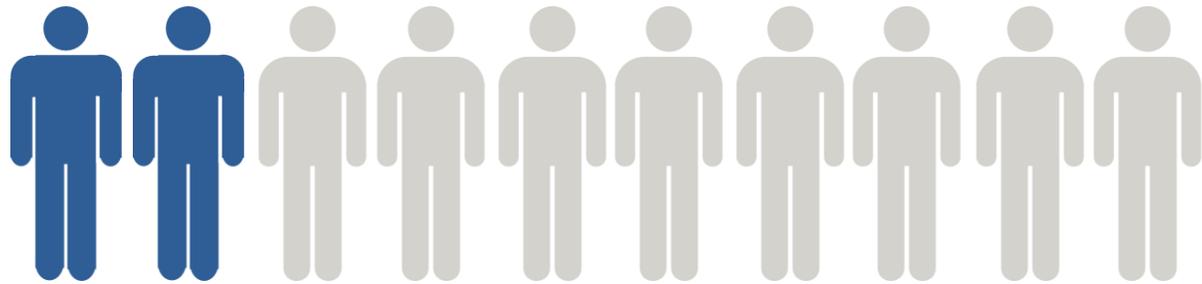


for families with low or moderate incomes

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



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?

Affordable Housing Work Plan FY18-20

PROJECTS	FY 2018				FY 2019				FY 2020			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
DEVELOPMENT												
Develop Town-Owned Property at 2200 Homestead Road												
Pursue Affordable Housing on Prioritized Town Properties												
Acquire Properties for Affordable Housing Development												
PRESERVATION												
Implement Manufactured Home Communities Strategy												
Naturally Occurring Affordable Housing (NOAH) Preservation Strategy												
Acquire and Rehab Properties for Affordable Housing Preservation												
POLICY												
Explore the Creation of Employee Housing Incentives												
Participate in the LUMO Re-Write Project												
Develop a Payment-in-Lieu Formula for Rental Housing												
Update Payment-in-Lieu for Homeownership Units												
Explore Affordable Housing Incentive Options												
FUNDING												
Implement Investment Plan for Affordable Housing - Affordable Housing Bond												
Manage the Affordable Housing Development Reserve												
Manage the Affordable Housing Fund												
Jointly Manage the HOME Program												
Manage the Community Development Block Grant Program												
MANAGING TOWN-OWNED HOUSING												
Create and Implement a Public Housing Master Plan												
Manage Public Housing Inventory												
Manage Transitional Housing Inventory												
MEASUREMENT & REPORTING												
Provide an Affordable Housing Quarterly Report												
Provide an Annual Housing & Community Report												
Update the County-wide Affordable Housing Database												
Implement the Loans and Grants Tracking Tool												
COLLABORATIONS												
Expand Collaboration with Developers, Providers, and Regional Partners												
Participate in the Affordable Housing Collaborative												
Engage UIC, the School System, and UIC Health Care												
Serve as a Partner on the Northside Neighborhood Initiative												
COMMUNICATIONS												
Implement a Communications and Marketing Strategy												

★ Council Item Scheduled
★ Council Item Scheduled and/or Action Taken



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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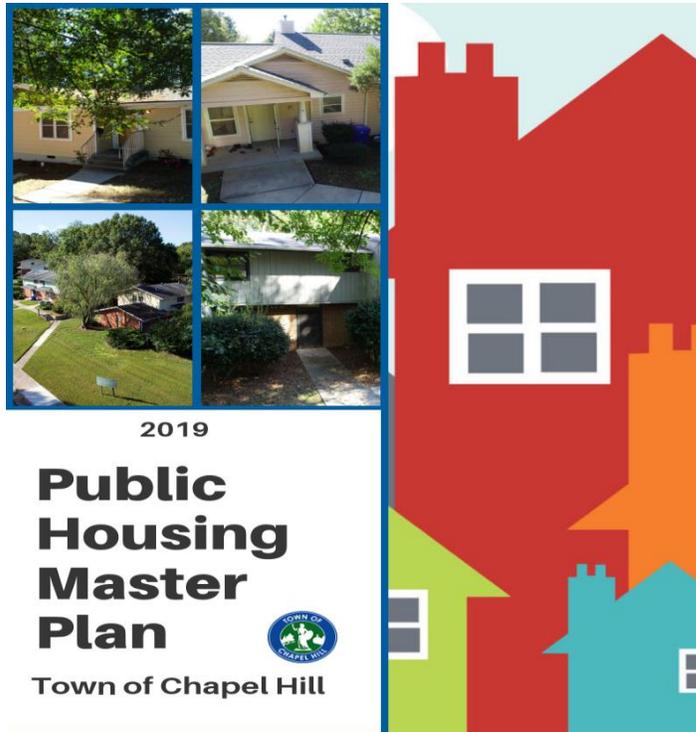
Public Housing Program

- 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



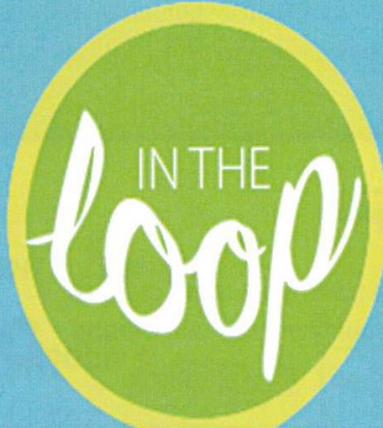
Public Housing

Eligibility	Waiting List
Preferences	Availability

Public Housing Outreach

TOWN OF CHAPEL HILL PUBLIC HOUSING RESIDENT NEWSLETTER

Thirty First Edition – September 201



INSIDE THIS EDITION:

WHERE ARE YOU?
PAGE 2

NEIGHBORHOOD EVENTS
PAGE 3

REGULATION UPDATES
PAGE 4

WE CARE
NEIGHBORHOOD CLEAN UP



OUR COMMUNITY
LET'S MAKE A DIFFERENCE!

Stay informed about what's happening in our neighborhood.

TUESDAY
AUGUST 6
2019

POLICE • COMMUNITY PARTNERSHIPS

NATIONAL NIGHT OUT
2019

ring Associa AT&T Academy AW Renewal by Andersen



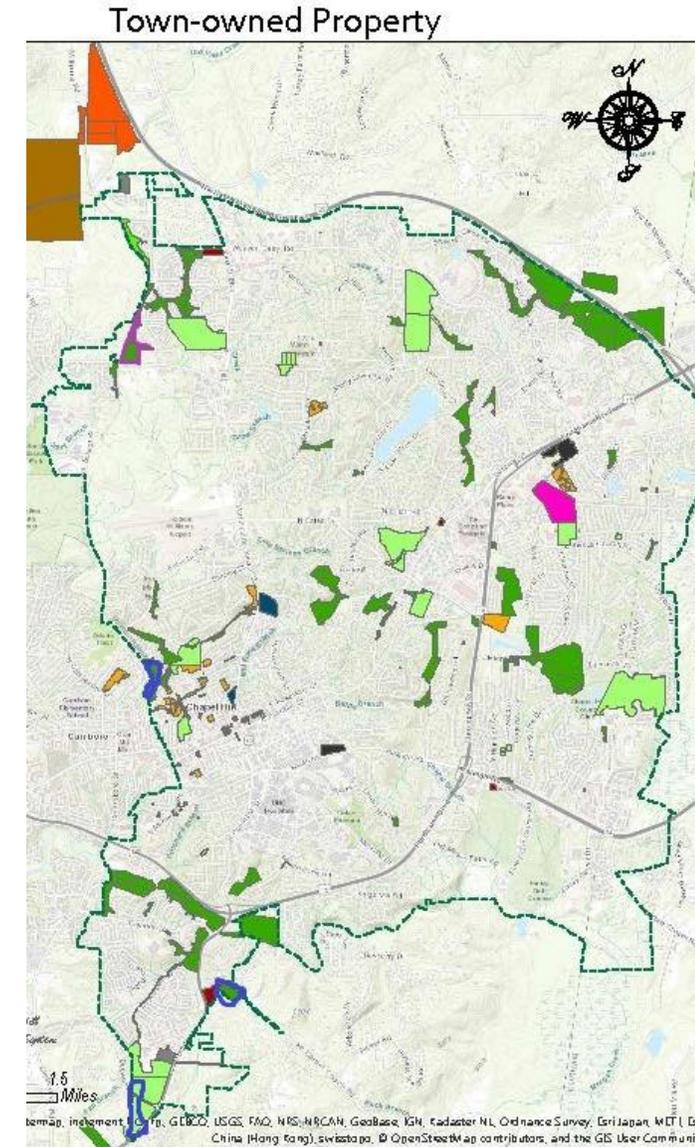
Inclusionary Housing Program

- 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



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?

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

The Town of Chapel Hill
supports local human
services organizations.



To watch video in presentation, have slides in presentation mode. To watch video online follow this [link](#).

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



Concept Plan

