



Housing And Human Services Committee Agenda

Lithia Room of the Community Development and Engineering Building

Note: Anyone wishing to speak at any Housing and Human Services Advisory Committee meeting is encouraged to do so. If you wish to speak, please rise and, after you have been recognized by the Chair, give your name and complete address for the record. You will then be allowed to speak. Please note the public testimony may be limited by the Chair.

December 12, 2024

Annual Goal Setting Retreat AGENDA

- I. **CALL TO ORDER:** 3:30 p.m.
- II. **REVIEW OF UPCOMING PROJECTS**
- III. **BRAINSTORMING-ANYTHING THAT NEEDS TO BE ADDED**
 - A. 2023 Goals
- IV. **BREAK-DISCUSSION**
 - A. HUD Primer
 - B. Acronym List
- V. **FEBRUARY EVENT DISCUSSION AND PLANNING**
- VI. **INFORMATIONAL ITEMS**
 - A. Liaison Reports
 - B. General Announcements
- VII. **WRAP-UP AND ADJORNMENT** 5:30 p.m.

SPECIAL MEETING JAN. 2, 2025-SISKIYOU ROOM/ZOOM

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please email linda.reid@ashland.or.us. Notification 72 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to the meeting (28 CFR 35.102-35.104 ADA Title 1).

Memo

DATE: December 12, 2024
TO: Housing and Human Services Advisory Committee
FROM: Linda Reid, Housing Program Manager
DEPT: Planning
RE: Annual Update to the Council

Included in your packet you will find the annual update to the Council regarding the work the Committee will be undertaking in the coming year.

Planning Department

20 East Main Street
Ashland, Oregon 97520
ashland.or.us

Tel: 541.488.5300
Fax: 541.552.2059
TTY: 800.735.2900





Housing and Human Services Advisory Committee

2024 Achievements

In 2024 the Housing and Human Services Advisory Committee completed or addressed the following items in pursuit of the current workplan:

- *Reviewed and recommended appointment of members to the council requested ad-hoc Subcommittee to address the development of the Homeless Services Masterplan Report.*
- *Reviewed applications and made recommendations regarding the allocation of \$134,000 in Social Service Grant funding to twelve non-profit organizations.*
- *Reviewed applications and made recommendations regarding the allocation of \$350,000 in Affordable Housing Trust Fund Grant funding to three affordable housing organizations and one homeless services provider.*
- *Reviewed applications and made recommendations regarding the allocation of \$179,575 in Community Development Block Grant funding to two non-profit organizations.*
- *Worked with Homeless Services Masterplan Subcommittee on community engagement and data collection to help inform the development of the masterplan.*
- *Provided a mid-cycle update as requested by Council at a Study Session on the development of the masterplan.*
- *Engaged in planning for the Housing Resource Fair to take place in February 2025*
- *Held the Annual Rent Burden Meeting in November.*
- *Review and recommendation of the Homeless Services Masterplan Report – The Advisory Committee will review and make a recommendation to the Council at their regular meeting on July 18th.*

Key Long Range Projects

- **Develop an Equitable Housing Plan–Initial Stages**
 - *The Equitable Housing Plan must be adopted concurrent with the 2025–2029 CDBG Consolidated.*
 - *Development of the Plan was pre-empted by the request to develop a Homeless masterplan report and the purchase and development of 2200 Ashland street as every night low barrier emergency shelter. Staff is working on a scope of work for a consultant and the Committee is communicating with SERJAC about community engagement.*
- **Rent Burden–Education and Outreach Event** – underway.
 - *The HHSAC has heard from a variety of community members regarding potential topics and formats for the annual educational event, topics range*



from information about ADU development, community education on the Community Land Trust Model, and workforce and middle housing.

- The HHSAC began developing a plan for this year's event at their regular meeting in June.
- **Manufactured Home Park Zoning Ordinance** – underway.
 - This project will be undertaken by the Planning Commission and planning staff and will go before the HHSAC for review and recommendation.
- **Consolidated Plan for the Use of Community Development Block Grant Funding**
 - City Staff is in the initial stages of developing a five-year plan for the use of CDBG funding. The HHSAC will primarily be engaging in Community input for development of goals and priorities for the use of funding and for reviewing and making a recommendation for the draft plan.
- **Development of a Request for Proposals for the Beach Creek Property.**
 - The HHSAC will work with staff to draft an RFP for development of the Beach Creek property by an eligible affordable housing developer.
- **Update of the Fair Housing Analysis of Impediments to fair housing choice**
 - The Analysis of Impediments to Fair Housing Choice must be adopted concurrent with the 2025-2029 CDBG Consolidated.
 - The Equitable Housing Plan, the Consolidated Plan and the Analysis of Impediments have similar data and narrative sections and have several areas of overlap. All three documents require some community input, the HHSAC will work with SERJAC to complete community engagement activities with will be used to inform all three documents.

Memo

DATE: December 12, 2024
TO: Housing and Human Services Advisory Committee
FROM: Linda Reid, Housing Program Manager
DEPT: Planning
RE: Last Year's Goals

Last year the Housing and Human Services Commission held their annual goal setting retreat on December 14, 2023, at the public library. At that time, the following goals were established:

2023 Goals for the Housing and Human Services Committee

- Workforce and Affordable Housing
- Housing Production Strategy Education Events/Affordable Housing Education Events/ Partner with SERJ on Fair Housing and Equity, Diversity, and Inclusion trainings and translation of City of Ashland information and handouts
- Encourage collaboration and communication for emergency shelter participate in planning and coordination.
- Construction Excise Tax
- Explore impacts and opportunities for the development of more Manufactured Home parks (barriers and inducements) and manufactured home park ownership.

Planning Department

20 East Main Street
Ashland, Oregon 97520
ashland.or.us

Tel: 541.488.5300
Fax: 541.552.2059
TTY: 800.735.2900

Memo

DATE: December 12, 2024

TO: Housing and Human Services Advisory Committee

FROM: Linda Reid, Housing Program Manager

DEPT: Planning

RE: HUD Primer-Section on Building Support for Affordable Housing

Included in your packet you will find a section from a Primer created by the Department of Housing and Urban Development on "Increasing the Supply of Affordable Housing". The full primer can be accessed via this link:

<https://files.hudexchange.info/resources/documents/Affordable-Housing-Supply-Primer.pdf>

While the full primer provides useful and helpful information, the section included in the packet materials provides more targeted information about community engagement and education, which aligns with the HHSAC mission and charge. This information is provided for your edification and consideration only and may help committee members think about how to structure future community engagement efforts.

Planning Department

20 East Main Street
Ashland, Oregon 97520
ashland.or.us

Tel: 541.488.5300
Fax: 541.552.2059
TTY: 800.735.2900



BUILDING SUPPORT FOR AFFORDABLE HOUSING DEVELOPMENT



This Toolkit outlines the many tools, resources, and strategies that local governments can use to increase the supply of affordable housing. As a complement to the preceding strategies and resources, this section discusses effective approaches to addressing community opposition to affordable housing development through consensus building. This type of opposition has the potential to derail or delay housing development efforts and contributes to the present housing crisis across the country. It is crucial to work with community organizations and individuals to alleviate potential resistance to affordable housing. There are multiple strategies with which local governments can foster support for affordable housing developments. Because of the political, technical, and financial complexities commonly involved in the production of affordable housing, developers and proponents of affordable housing benefit from establishing partnerships that connect and embed affordable housing projects within the community.



WHAT CAUSES COMMUNITY OPPOSITION?

Some community members oppose changes to their communities based on perceived negative impacts the changes may have. Many types of development can provoke these concerns, including affordable housing.

Community opposition may manifest itself in different ways, such as:

- A desire to keep affordable housing out of a higher income community. This is sometimes displayed as a fear of decreased property values and overcrowding.
- A concern that additional affordable housing might concentrate poverty in a community. Often fears of increased crime and other negative impacts on the community underlie objections to developing affordable housing.
- Resistance to the redevelopment of existing affordable housing due to fears of displacement. Neighborhood residents may be concerned about gentrification, even if redevelopment would result in the production of additional affordable units.
- Trepidation toward adding multifamily housing from an environmental and traffic standpoint due to increased density and parking requirements.

WHAT ARE SOME STRATEGIES TO OVERCOME OPPOSITION?

Overcoming community opposition is primarily about effective communication and engagement from the start. Local governments that effectively build support for affordable housing development work closely with developers and community partners to coordinate external messaging to the public on the need for affordable housing to foster healthy, vibrant communities—and they convey this messaging in clear, consistent, and unambiguous language.

As they engage the neighborhood, the development team and local government should include community members in the development planning process and ensure that their ideas are heard and their concerns are addressed. When eliciting the public's input, governments do well to offer the entire community a real and meaningful opportunity to participate in the conversation by making it as accessible and engaging as possible. Doing so has triple benefits: It helps empower members of the community who are consistently underrepresented in public forums, it advances equity and addresses structural racism, and it ensures that the debate is not dominated by a particular subset of the community.

Specific community engagement strategies include the following:

- Invite the input of neighborhood and community members regarding the planning and design processes from the start.

By adopting a broader view on housing and its impacts on society, local governments can better reflect their audience's interests and concerns and improve the success of their messaging for housing production goals. Learn more about how [housing serves as a nexus](#) where all community sectors come together.



- Humanize and illustrate who lives in affordable housing—police, firefighters, teachers, and service industry workers, all of whom are essential to a thriving community.
- If available, provide local examples and data to counter the common assumptions that affordable housing negatively impacts property values and/or increases crime.
- Frame conversations with the public on how the proposed housing will meet the community's needs.
- Eliminate barriers to participation, which can include a variety of measures: Conduct meetings at a location that is familiar and accessible to everyone; schedule public events at varying hours and days of the week; provide online options for participation; pursue various methods of engagement outside large townhall meetings, such as surveys, charettes, and small workgroups; make interpreters and translated materials available where needed; and take into consideration other barriers, such as the availability of childcare, the cost of transportation, differing educational backgrounds, and so forth.





- Acknowledge that citizens may lack trust in the decision-making process because of historical inequities and set the tone for honest, transparent conversations.
- Build relationships with grassroots organizers and elect community ambassadors who can relay the message back to their communities.
- Impose clear boundaries around unacceptable discourse (e.g., racist or classist remarks, offensive language, disruptive behavior) and limit this type of discourse in public meetings or forums.
- Designate a representative on the property management team to be available and accountable to neighbors. Members of the surrounding community may feel more at ease if they have someone to contact directly with concerns, especially about housing that serves more vulnerable populations.
- Gather allies beyond the development and financing team by identifying local housing advocacy, community leaders, or other stakeholder groups to speak in favor of the project at community meetings to demonstrate their support.
- Ensure that the building design captures the character and feel of the neighborhood.

Finally, as development and local government staff communicate with residents and stakeholders, keep in mind the importance of affordable housing to a thriving community. Refer to the discussion below for talking points that may help transform opponents into allies based on their individual and/or organizational values and concerns.



PROJECT SPOTLIGHT: WESTVIEW VILLAGE

Westview Village redevelopment is an effort to preserve affordable housing and expand the opportunities for housing assistance to other qualifying low-income households with minimal displacement. The redevelopment also contributes to other neighborhood improvement measures, including new infrastructure investments and community facilities for a service-enriched environment.

Westview Village replaces the city's oldest public housing property – a 180-unit community on 20 acres built in the 1950s. The site, co-developed by the Housing Authority of the City of San Buenaventura (Housing Authority) and BRIDGE Housing Corporation (BRIDGE), will consist of 320 new mixed-income homes and apartments built in four phases, including two multifamily housing sites, one senior development, and 34 single family homes for “entry-level” families that will be **deed restricted**. Of the 320 units, 286 will be affordable, thus adding 106 units of affordable housing to this site post-redevelopment.

Westview Village is a Rental Assistance Demonstration (RAD) conversion. Public housing properties that undergo RAD conversions and temporarily displace residents due to construction or renovation must allow these residents to return to the property once construction is complete. Alleviating resident displacement is a cornerstone of RAD. Of the resident households that were temporarily displaced, currently 79 are opting to move back into the property once construction has been completed. The remaining households are either choosing to remain in the public housing complexes to which they were relocated, purchasing their own homes, or accepting tenant-based rental assistance, enabling them to move to another subsidized dwelling of their choice.



HIGHLIGHTS

- Affordable units: 286
- Used a unique mix of funding, including CDBG-DR, in connection with a RAD conversion
- Population served: Seniors, individuals, and families, including “entry-level” households

“HOUSING AS...”: THE CONNECTION BETWEEN AFFORDABLE HOUSING AND THE COMMUNITY



Affordable housing is more than bricks and mortar: rather, it is the nexus at which all community sectors come together and the backbone of our thriving neighborhoods, strengthening opportunities for individuals and their families. Local governments can more effectively convey their affordable housing production goals by integrating the various “Housing as...” approaches (detailed below) into their planning exercises, community engagement practices and investment decisions.”



Housing As: **INFRASTRUCTURE**

Affordable housing can contribute to our communities in important ways, both as a physical asset and a form of economic activity. Affordable housing development is often accompanied by infrastructure improvements that positively impact communities. Among these benefits are improving neighborhood walkability and accessibility by updating sidewalks and streetscapes, increasing the availability of green and open spaces, and bringing transportation hubs and economic investment to historically disinvested or currently declining neighborhoods. Environmental advocates, chambers of commerce, and transportation planners may well lend support to affordable housing development when they recognize its value as a conduit for improved infrastructure.



Housing As: **PUBLIC SAFETY**

A lack of decent, affordable housing can have wide-ranging impacts on the security of a community as a whole and the safety of its most vulnerable members. The availability of affordable housing may correlate to crime reduction. Eliminating barriers to housing for persons with correctional backgrounds can lead to reduced recidivism. Housing chronically homeless individuals leads to reduced incarceration and reliance on emergency medical care, at substantial monetary savings to community taxpayers. Such arguments can be powerful to police departments, justice advocates, educational institutions, and healthcare providers.



Housing As: **HEALTHCARE**

Housing is recognized as one of the social determinants of health and wellbeing, which are non-medical factors that influence an individual's health and quality of life. Housing stability and affordability, the quality of one's home, and neighborhood characteristics such as walkability, safety, and environmental quality all have observed impacts on the health and wellbeing of residents. A compelling argument for healthcare providers is that when people have increased access to medical services, rather than having to rely on emergency room care as is often the case with people experiencing homelessness, healthcare costs decrease for both the individual and the healthcare system. It is becoming increasingly common for affordable housing developments, particularly for seniors and more vulnerable populations, to include a healthcare component such as a clinic.



Housing As: **WORKFORCE**

A potential avenue for facilitating the development of affordable housing is for local governments and developers to partner with large neighborhood or area employers. Elements that may be of interest to area employers are:

- Workers need a place to live. When that place is affordable, connected to amenities, safe, and close to their workplace, workers tend to have higher job satisfaction and employers have better retention.
- The availability of affordable housing near places of employment can boost recruitment efforts and attract more talent as the available worker pool increases. Shorter commutes can also mean more predictability and reliability for employers and employees alike.



Housing As: **CLIMATE RESILIENCE**

Housing and transportation are huge contributors to the total domestic carbon footprint affecting U.S. households. The federal government incentivizes affordable housing developers to incorporate green, energy efficiency attributes into their new communities. These energy efficiency upgrades also reduce costs of heating and cooling, increasing long-term affordability for residents. Affordable housing development also provides an opportunity to increase resilience and preparedness through better stormwater management, structural improvements, and updated emergency systems. Such innovations are likely to gain community support, particularly from environmental advocates.



Housing As: **ECONOMIC MOBILITY**

Homeownership can provide a pathway to upward mobility, as it provides a way for households to build wealth over the long term through the increase of home equity. While building wealth obviously benefits individual families, it benefits the community as a whole by creating an environment where retail venues, restaurants, and services can thrive. Additionally, safe, stable, affordable housing, whether rented or owned, improves long-term outcomes for low-income children in educational attainment, family stability, and future earnings.





ACKNOWLEDGMENTS

This document was authored by the ICF team of Janine Cuneo, Alexandre Pereira, Toni Gallo, and Carrie Kronberg, under the project management of Olga Mulherin. Additional research was conducted by Andelyn Nesbitt-Rodriguez, Kerrie Tyndall, and Annelieske Sanders. ICF is grateful for the partnership, vision, and critical input from the many HUD staff dedicated to this effort.



PROJECT PROFILES ACKNOWLEDGMENTS AND PHOTO CREDITS

ICF also thanks the HUD grantees and developers who contributed their time and insight on the project spotlights.

Avondale Trace: photo obtained from the [Case Study, Avondale Trace Apartments, Section 108 and LIHTCs](#).

Erin Park: Community Housing Network, Inc.

Brewster Woods at the Cape: Preservation of Affordable Housing, Inc.

Lincoln Place: photos by Stina Booth, provided by Housing Trust of Rutland County.

Westview Village: photos by Dennis Hill Content Creation, provided by Housing Authority of the City of San Buenaventura.

This material is based upon work supported, in whole or in part, by Federal award numbers C-17-TA-VA-0011 and C-20-TA-VA-0011 awarded to ICF by the U.S. Department of Housing and Urban Development. The substance and findings of the work are dedicated to the public. Neither the United States Government, nor any of its employees, makes any warranty, express or implied, or assumes any legal liability or responsibility for the accuracy, completeness, or usefulness of any information, apparatus, product, or process disclosed or represents that its use would not infringe privately-owned rights. Reference herein to any individuals, agencies, companies, products, process, services, service by trade name, trademark, manufacturer, or otherwise does not constitute or imply an endorsement, recommendation, or favoring by the author(s), contributor(s), the U.S. Government, or any agency thereof. Opinions contained herein are those of the author(s) and do not necessarily reflect the official position of, or a position that is endorsed by, HUD or any Federal agency.

Acronyms

	Acronym	Meaning
B	BJA	U.S. Bureau of Justice Assistance
C	CA	Collaborative Applicant (legal entity representing the CoC)
	CAPER	Consolidated Annual Performance and Evaluation Report (for CDBG funds)
	CCO	Coordinated Care Organization
	CDBG	Community Development Block Grant (HUD funds)
	CE / CES	Coordinated Entry / Coordinated Entry System
	CHIP	Community Health Improvement Plan
	CoC	Continuum of Care
	CP (Con Plan)	Consolidated Plan (required for CDBG and HOME)
D	DHS	Department of Human Services (Oregon)
	DOC	Department of Corrections (Oregon)
	DOE	U.S. Department of Education
	DOJ	U.S. Department of Justice
	DOL	U.S. Department of Labor
E	ES	Emergency Shelter
	ESG	Emergency Services Grant (HUD funds)
F	FHCO	Fair Housing Council of Oregon
	FMR	Fair Market Rent
	FQCHC	Federally Qualified Community Health Center
H	HEARTH	Homeless Emergency Assistance and Rapid Transition to Housing (HEARTH)
	HCV	Housing Choice Vouchers (formerly called Section 8 vouchers)
	HHS	U.S. Department of Health and Human Services
	HIC	Housing Inventory Count
	HIPAA	Health Insurance Portability and Accountability Act
	HMIS	Homeless Management Information System (cross-agency database)
	HOME	Home Investment Partnerships Program (HUD funds)
	HTF	Housing Trust Fund
	HUD	U.S. Department of Housing and Urban Development
I	ILP	Independent Living Program (for youth aged out of foster care)
L	LIFT	Local Innovation and Fast Track (funding for housing development)
	LIHTC	Low-Income Housing Tax Credit
M	MVA	McKinney-Vento Act
	MVP	McKinney-Vento Program (School District homeless services program)
N	NAEH	National Alliance to End Homelessness
O	OAHTC	Oregon Affordable Housing Tax Credit
	ODE	Oregon Department of Education
	OHCS	Oregon Housing and Community Services
	OPH	Other Permanent Housing
P	PBRA	Property-Based Rental Assistance
	PH	Permanent Housing (includes RRH, PSH, and OPH)

	Acronym	Meaning
	PHA	Public Housing Agency / Public Housing Authority
	PIT	Point in Time Count (required by HUD every two years)
	PSH	Permanent Supportive Housing
R	RHY	Runaway and Homeless Youth
	RHYA	Runaway and Homeless Youth Act
	RRH	Rapid Re-housing
S	SAMHSA	Substance Abuse and Mental Health Services Administration (federal)
	SHP	Supportive Housing Programs
	SO	Street Outreach
	SOAR	SSI/SSDI Outreach, Access, and Recovery
	SPM	System Performance Measure(s)
	SSDI	Social Security Disability Income
	SSI	Supplemental Security Income
	SSO	Support Services Only
	SSVF	Social Services to Veterans and Families
T	TAY	Transition-Age Youth: ages 18 – 24
	TANF	Temporary Assistance to Needy Families
	TBRA	Tenant-Based Rental Assistance
	TH	Transitional Housing
	TLP	Transitional Living Program
U	USICH	U.S. Interagency Council on Homelessness
V	VA	Veterans Affairs / Veterans Administration
	VASH	Veterans Administration Supportive Housing
Y	YYA	Youth and Young Adults