



Housing Opportunity for All

2022 Council Briefing

June 7, 2022



Today's focus:

- 3 HOUSING OPPORTUNITY
FOR ALL OVERVIEW
- 13 IMPLEMENTATION
- 21 RECOMMENDATIONS

HOUSING OPPORTUNITY FOR ALL COMMUNITY HOUSING STRATEGY



COMPREHENSIVE HOUSING STRATEGY *HOUSING OPPORTUNITY FOR ALL*

Prepared in partnership with Enterprise Community Partners, Inc.

Housing Opportunity for All

What is this comprehensive housing strategy?

- The County's 10-year comprehensive housing strategy (CHS) to serve the housing needs of all Prince George's County residents - both current and future - while expanding access to opportunity
- Designed to
 - build the County's and partners' capacity for successful implementation
 - address specific housing needs through new or expanded tools

Core Housing Needs

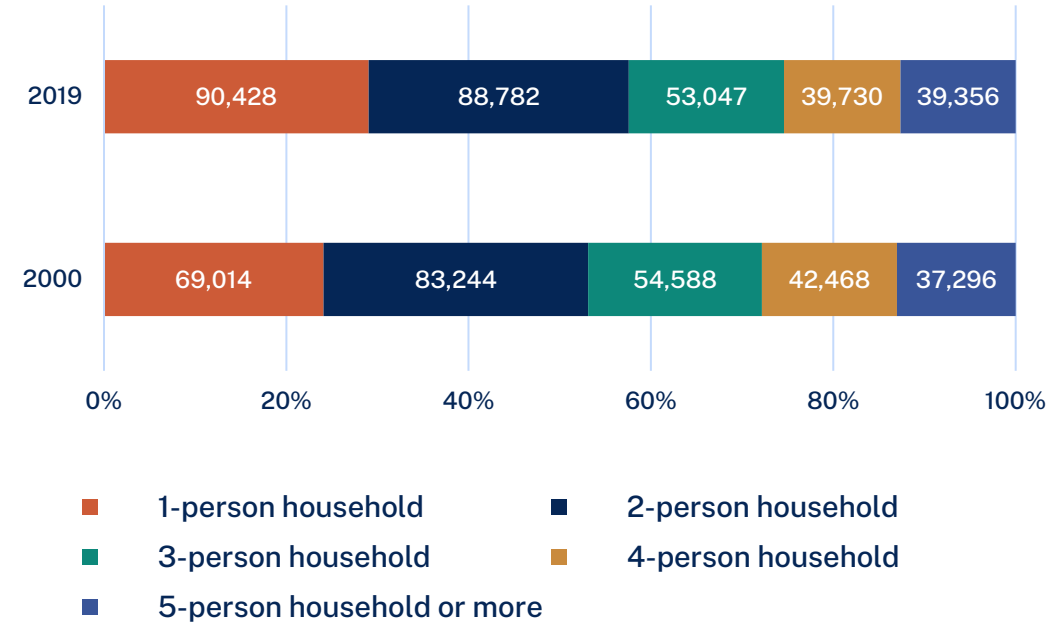
Housing Opportunity for All elevates the following trends in Prince George's County:

- **Demographic changes**, including an increase in seniors and both smaller and larger households
- **Limited housing diversity**, with mostly single-family detached homes and large multifamily buildings
- **Varied & changing market conditions**, with higher rents and home values relative to incomes and higher housing costs in the suburban and rural parts of the county (relative to countywide figures)
- **Housing quality & conditions**, many related to aging homes and infrastructure
- **Housing affordability challenges**, with a range of people experiencing these challenges, including individuals working as administrative assistants or retail clerks (households of 3 people with household incomes of \$58,050 or less); populations with special needs; and households of color

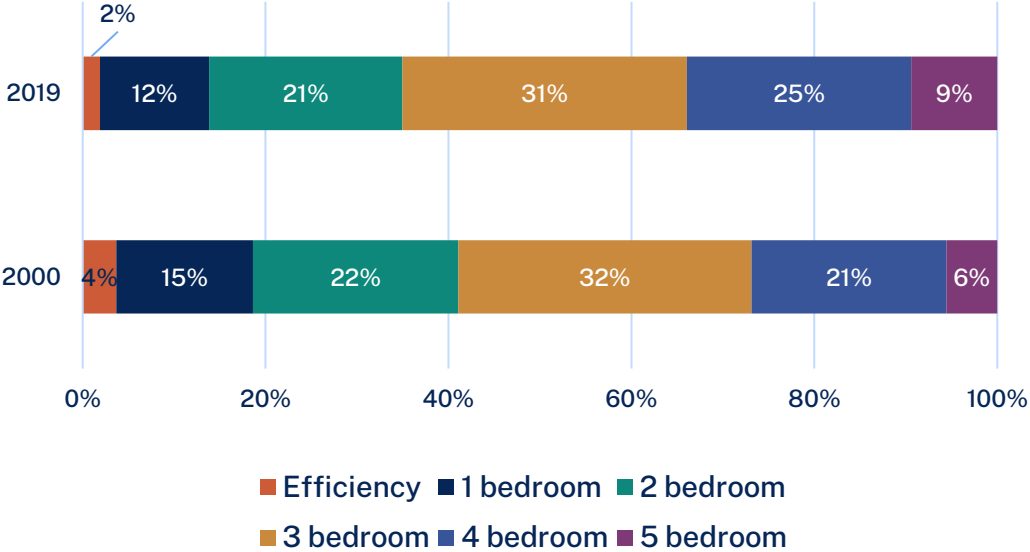
Summary reflects trends based on 2021 analysis completed using the most recent and reliable data available from public sources, and input collected while developing the comprehensive housing strategy.

Household Sizes and Housing Supply

Number of Persons in a Household



Number of Bedrooms in Housing Units



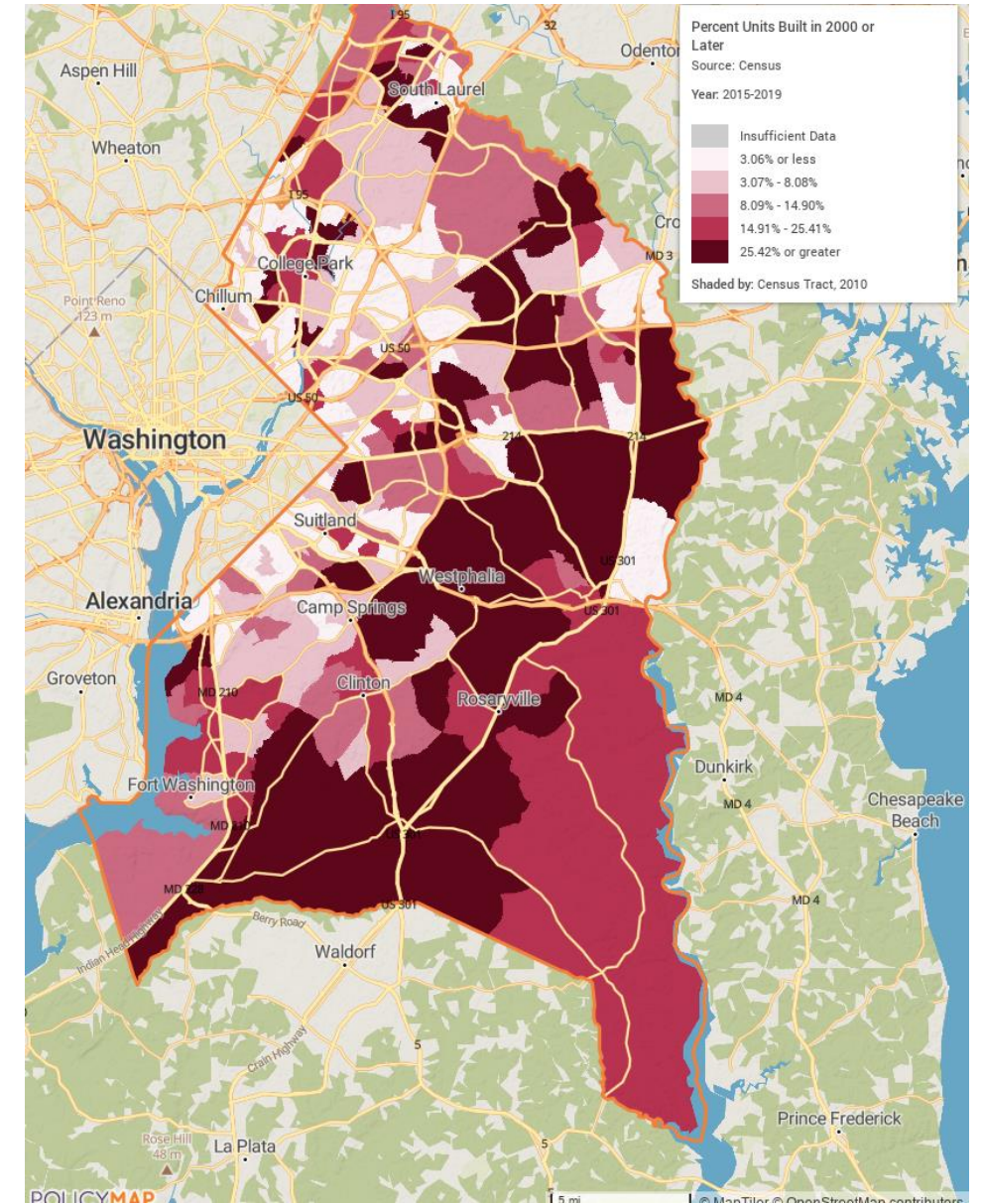
Sources: 2000 Census and 2019 American Community Survey (5-year estimates)

Limited Housing Diversity

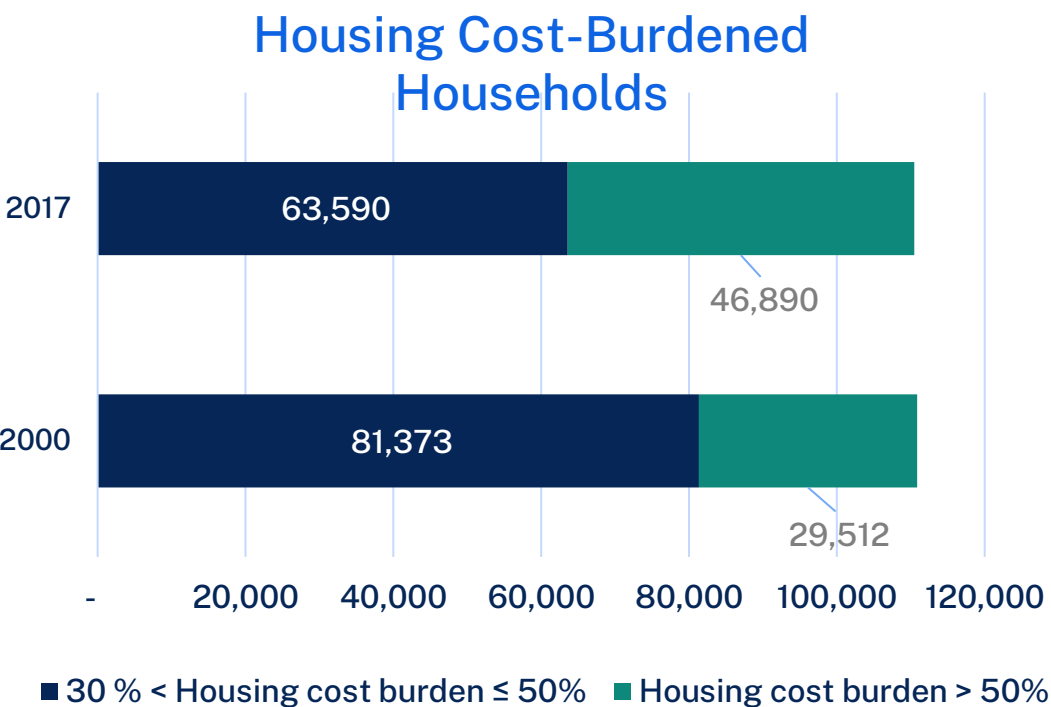
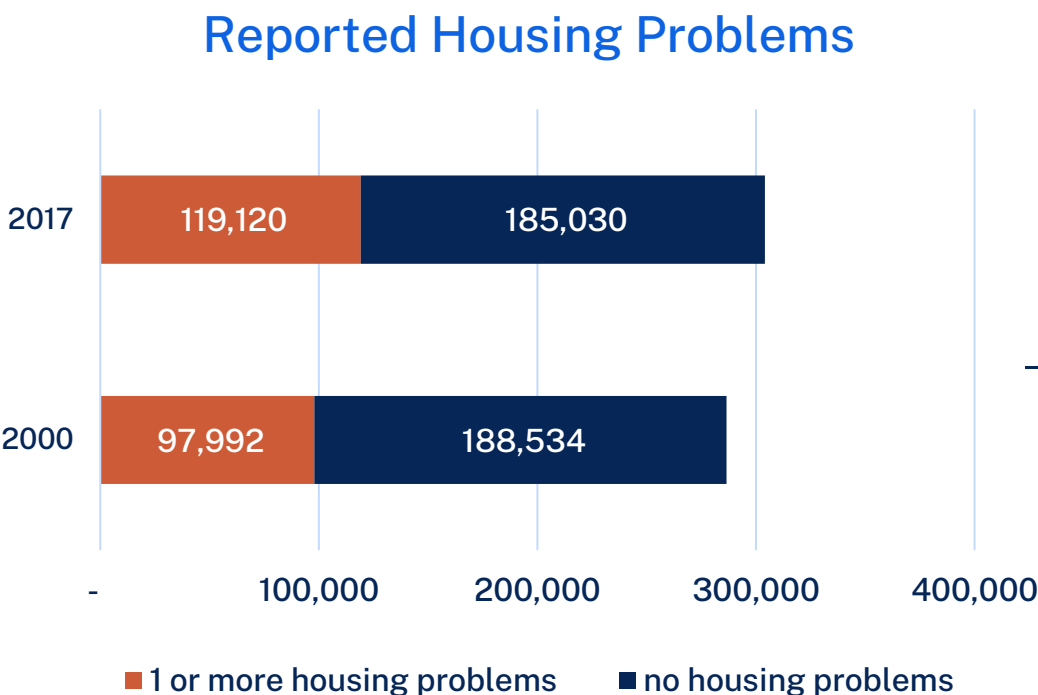
Units in structure	2000	2014	2019	
1, detached	151,888	169,912	172,529	← 51.8%
1, attached	45,366	52,577	52,104	
2	1,634	1,618	1,727	
3 to 4	6,755	5,551	5,187	
5 to 9	27,820	23,020	24,188	
10 to 19	43,276	48,810	44,339	
20 to 49	6,593	6,070	6,890	
50 or more	17,473	20,220	24,557	
Other	1,573	1,572	1,520	
Total	302,378	329,350	333,041	

Spatial Distribution of Housing Built in 2000 or later

Most activity occurring outside of the Beltway



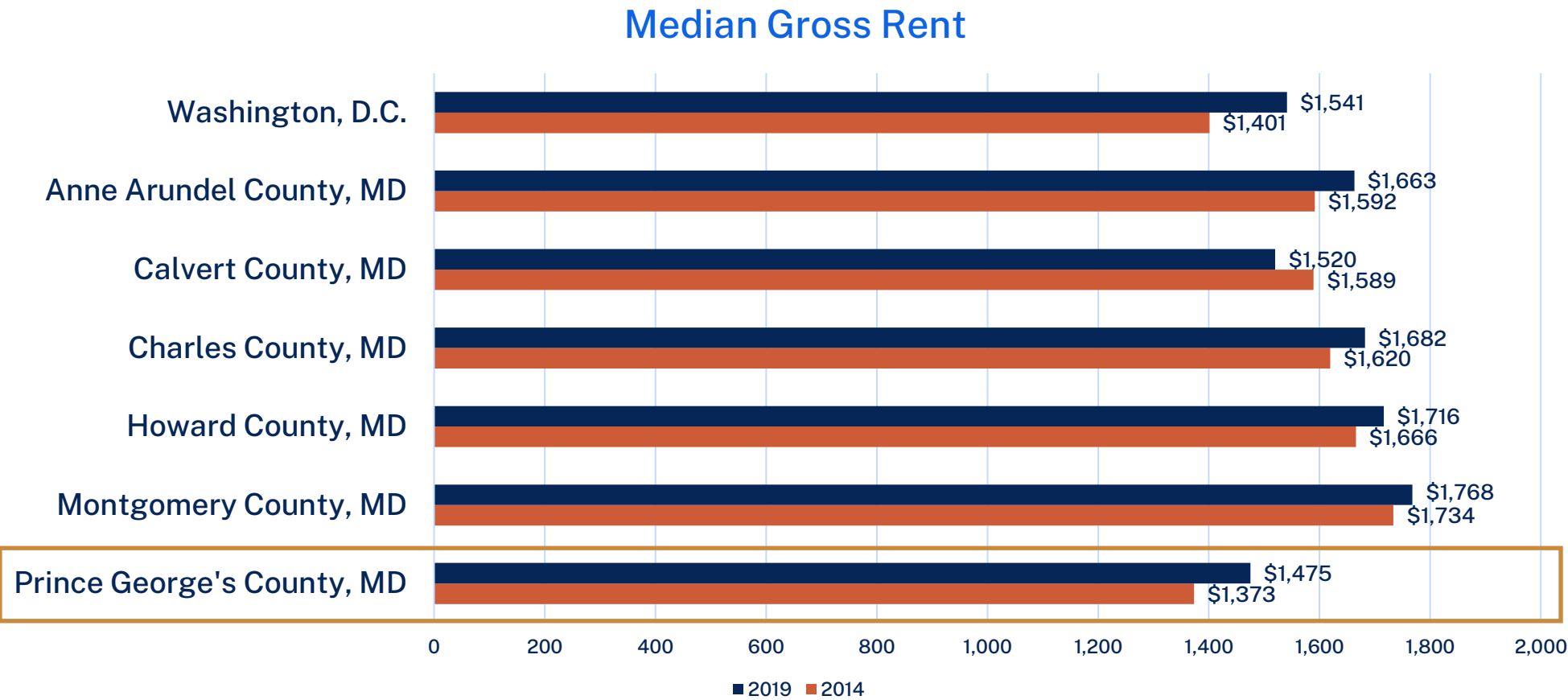
Housing Conditions and Affordability



Note: HUD-defined housing problems include incomplete kitchen facilities, incomplete plumbing facilities, crowded living conditions, and cost burden

Source: United States Department of Housing and Urban Development, Comprehensive Housing Affordability Strategy (2000 and 2017)

Changing Rental Costs in Context



Prince George's median rent increased by 7.4% in five years (from \$1,373 to \$1,475)

Note: reflects 2019-inflation adjusted US dollars

Sources: 2014 American Community Survey (5-year estimates), and 2019 American Community Survey (5-year estimates)

Our Goals

Housing Opportunity for All is designed to achieve three goals:

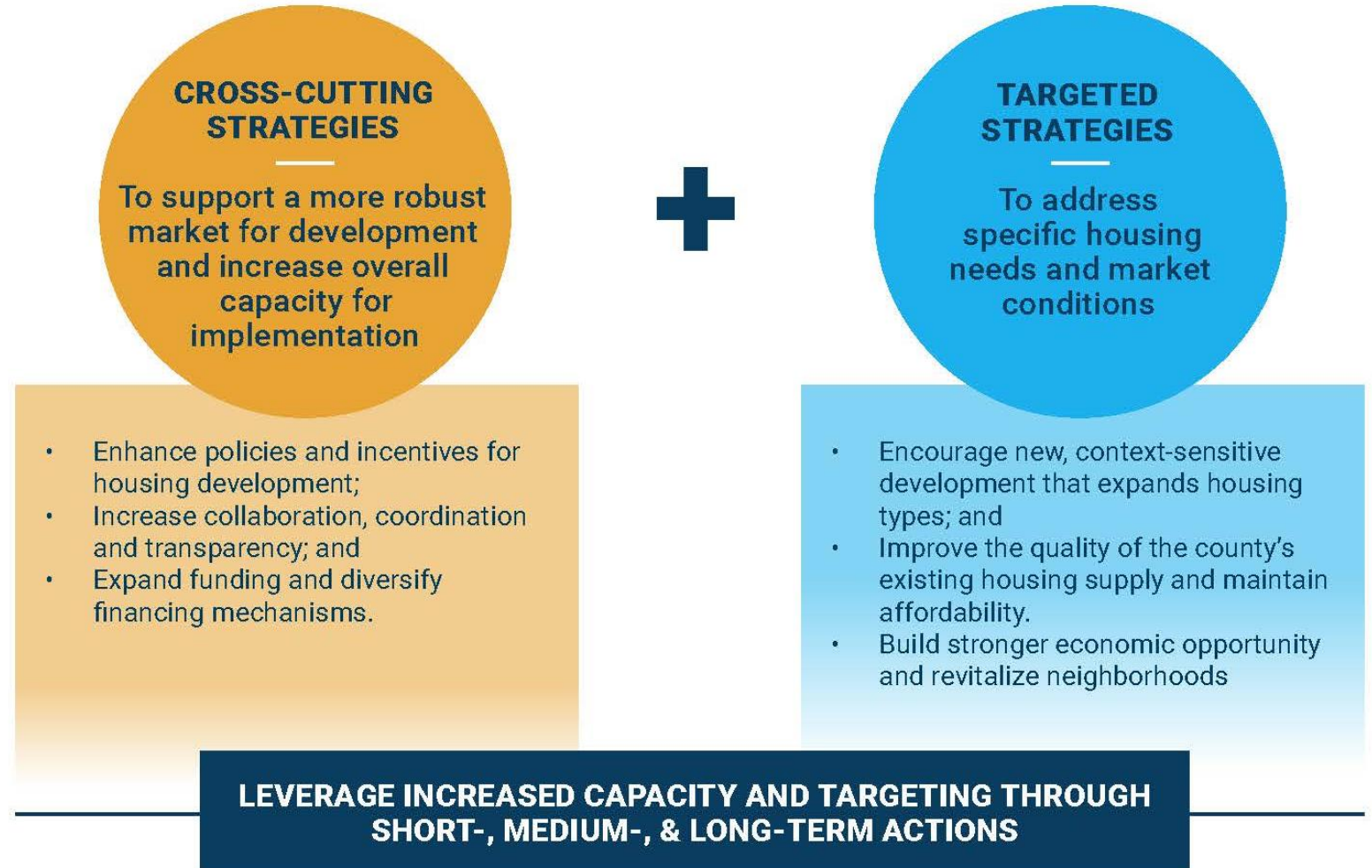
Support existing residents,
including long-time
residents, seniors, and
residents at-risk of
displacement

Attract new residents,
including millennials,
families, employers, **and**
developers

**Build on strategic
investments + submarket
conditions,** including
transit-oriented
development (TOD) areas
like the Purple Line
Corridor and areas around
other strategic
investments, including
Opportunity Zones

Strategies

Housing Opportunity for All breaks up its strategies into two types:



IMPLEMENTATION

PROGRESS THROUGH YEAR 3

Implementation Successes

What has been implemented from Prince George's County's comprehensive housing strategy?

Outcomes being achieved through Implementation:

- Stronger internal capacity and coordination
- More financing for housing
- More support for vulnerable residents
- More transparency and accountability



Housing Opportunities for All Workgroup

Overview

- Purpose:
 - Help set priorities on CHS implementation
 - Advise on proposed legislation related to housing
 - Recommend possible changes to policies, programs, procedures generally relating to housing issues in Prince George's County
- Lifespan: created in 2019 with an initial term of 2 years; extended for 1 additional year (through March 2022)

Participants: made up of 21 representatives spanning

- Chaired by the Prince George County Council Chair (or designee) and the Department of Housing and Community Development Director (or designee)
- County departments
- County organizations
- Community representatives

**When groups come
together and use
their knowledge,
resources and
experience to invest
in a community,
incredible things
can happen.**

HOFA Workgroup Members

Hon. Dannielle Glaros (Co-Chair),
Aspasia Glaros (Co-Chair),
David Iannucci,
David Harrington,
Gloria Brown-Burnett,
Karen Mierow,
Yolanda Hawkins-Bautista,
Sherman Hardy,
Ashanti Martinez,
Erin Bradley,
Nathaniel Forman,
Jesse Buggs,
Sarah Basehart,
Feras Qumseya,
Joy Hall,
Maryann Dillon,
Donna Hurley,
Jessica Quincosa, Esq.,
Melinda Bolling

Former HOFA Workgroup Members

Estella Alexander,
Ted Kowaluk,
Paul Rowe,
Julio Murillo-Khadjibaeva,
Scott Nordheimer,
Shannon Guzman

DHCD Staff

LeShann Murphy

Key Accomplishments: 2019-2022

Housing Opportunities for All Workgroup

50+

HOURS IN DIALOGUE

total time committed by County stakeholders while participating in the Housing Opportunities for All Workgroup

3

ANNUAL REPORTS

recommendations to the County Executive and County Council to advance implementation of *Housing Opportunity for All*

8

ACTIONS FROM THE CHS

total actions advanced by the workgroup through its recommendations between 2019 and 2022

\$15M

RIGHT OF FIRST REFUSAL

funding to support the County's redesigned Right of First Refusal Program, which was recommended by the workgroup in 2020

\$10M

ANNUAL DEDICATED FUNDING

reliable funding for the County's Housing Investment Trust Fund, which was recommended by the workgroup in 2020

\$2.3M

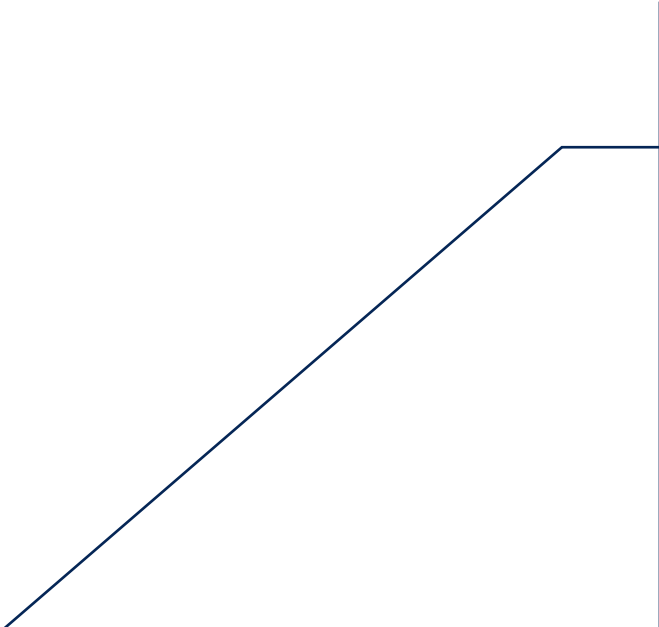
COMMUNITY NAVIGATORS

staff to connect families and individuals to available programs, which was recommended by the workgroup in 2021

1. Strengthen **rights and responsibilities of tenants and landlords** (cross-cutting action 1.4)
2. Establish stronger, market-informed **inclusionary housing** requirements (cross-cutting action 1.5)
3. Adopt a **universal design** policy (cross-cutting action 1.7)
4. Build a **culturally competent staff** to serve the county's changing demographics (cross-cutting action 2.9)
5. Increase the County's **Housing Investment Trust Fund** (cross-cutting action 3.1)
6. Strengthen the County's and partners' **right-of-first refusal** provisions (targeted action 2.6)
7. Create a **range of resources for households** experiencing a housing crisis (targeted action 2.4)
8. Create a **land bank** to support redevelopment of abandoned residential properties (targeted action 3.2)

8

ACTIONS FROM THE CHS
total actions advanced by the workgroup
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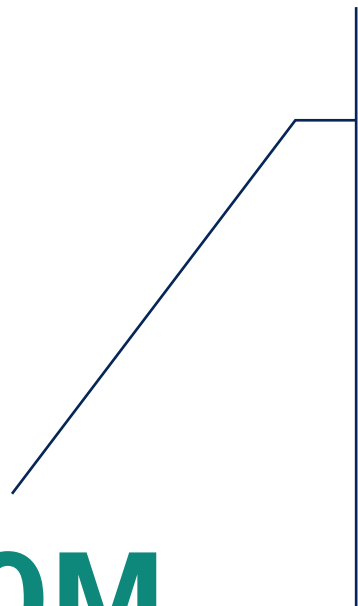


\$15M

RIGHT OF FIRST REFUSAL

funding to support the county's redesigned Right of First Refusal Program, which were both recommended by the workgroup in 2020

- Right of First Refusal (ROFR) Fund launched in December 2021
- \$15M from the County's American Rescue Plan fund leveraged an additional \$10M in State funding
- Expanded roster of developers established in March 2022
- Impact
 - 759 units preserved so far, including 625 units in the Purple Line area
 - By end of year, will preserve over 1,200 affordable units in the County
- State legislation approved to amend PILOT status to permit assistance for ROFR properties



\$10M

ANNUAL DEDICATED FUNDING
reliable funding for the county's Housing
Investment Trust Fund, which was recommended
by the workgroup in 2020

- Issued Housing Investment Trust Fund Notice of Funding Availability in November 2021
- 9 developments (almost **1,000 new affordable units**) that received funding from HITF will be under construction in the next 3-12 months

RECOMMENDATIONS

HOFA WORKING GROUP YEAR 3

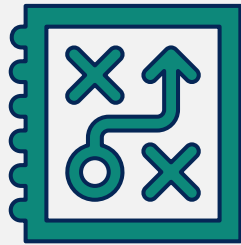
Recommendations

Housing Opportunities for All Workgroup



POLICY PRIORITIES

To guide new housing production in Prince George's County



RECOMMENDED TOOLS

To achieve Prince George's County's housing production targets



HOUSING ADVISORY BOARD

Proposal for a permanent body to monitor and advise on housing issues



TENANT LANDLORD COMMISSION

Proposal to create a key piece of tenant-landlord infrastructure

Prince George's County housing targets

What was the starting point for the workgroup's key policy priorities for new homes?

- The County Executive's Economic Development Platform (released June 2021) created the guiding framework for the workgroup's recommendations for housing production targets.
- It also outlines goals focused on preserving housing affordability and diversifying the County's housing stock.

TOTAL NEW HOMES BY 2030: 26,000 new homes

COMMITTED AFFORDABILITY: 19,500 new units

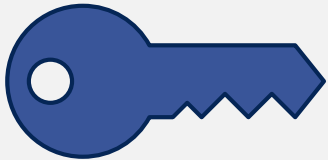
INCOME LEVEL: up to 120 percent AMI for new committed affordable units

LOCATION: emphasis on transit-oriented development

HOUSING TYPOLOGY: 10,400 new multifamily construction starts

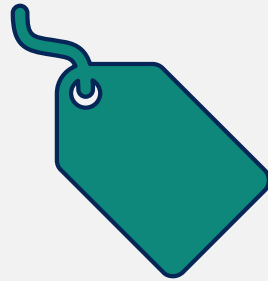
Recommended housing production priorities: Present-2030

As new homes are built, what are key policy priorities in terms of price point, location, type, and tenure?



TENURE

Even split among new rental & homeownership opportunities



PRICE POINT

Priced for a range of occupations and lifestyles



LOCATION

Priority for transit-oriented development (especially with multimodal options) & connection to services



TYPE

Increase housing diversity by addressing systemic barriers to development

Strategic shifts needed & supporting tools

To achieve housing production targets in Prince George's County

Accelerate housing production of committed affordable units (in tandem with continued investments in these homes through existing tools).

Supporting tools focused on scaling the number of new committed affordable units and getting them built more quickly

Lower new rental units' price points (in some instances significantly).

Supporting tools focused on ensuring new rental units align with a range of income levels

Incorporate more opportunities for affordable homeownership.

Supporting tools focused on increasing for-sale units at different price points and helping more people purchase homes.

Increase market-rate and affordable homeownership opportunities in TODs.

Supporting tools focused on supporting new for-sale units near transit

Recommendations to advance priorities for new homes

Aligning priorities, strategies, and CHS actions

Land use & zoning

Explore **specific near-term opportunities in its land use & zoning standards** to help meet the County's housing production targets in three main areas:

- Development standards
- Accessory dwelling units
- Inclusionary zoning

Development incentives

Amend the existing fee schedule to incentivize the development of new homes in ways that advance the workgroup's policy priorities.

- Amended incentives should **create better alignment between housing and economic development tools.**
- They should balance the value of any reduced or waived fees with what is being offered in terms of new homes or other community benefits.

Recommendations to advance priorities for new homes

Aligning priorities, strategies, and CHS actions

Process improvements

Prince George's County should make **permitting process improvements** that support qualifying housing development.

- **Account for timelines** associated with affordable housing development.
- Use **consistent criteria** for when to offer additional staff support.

Access to homeownership

Prince George's County should **undertake a multi-pronged approach to increase access to homeownership**:

- Stronger homeownership programs
- More affordable, entry-level homes
- More homebuyers prepared to buy

Recommendations for activities to continue & expand

Aligning priorities, strategies, and CHS actions

Utilize, scale, and expand its existing tools

- Expand the County's **Housing Investment Trust Fund**.
- Increase funding for **right of first refusal** policy implementation.
- Provide incentives for housing production and preservation in **connected communities**.

Housing Policy and Implementation Advisory Board

Recommended structure

Roles

- Monitor implementation of core housing recommendations and progress toward meeting their outcomes
- Advise on housing policy and implementation of housing and development tools
- Advocate for new or modified housing & development tools to aid in implementation
- Educate residents about housing needs affecting residents and actions to address them

Composition

- Diverse, cross-sector representation
- Geographic representation from across Prince George’s County
- Subject matter experts/professionals who serve County residents

Tenant-Landlord Commission

Recommended structure

Roles

Educate tenants and landlords

Build relationships between tenant and landlords

Mediate or arbitrate tenant-landlord disputes on a voluntary basis

Resolve tenant-landlord disputes

Composition

Tenants, including residents with lived experience of housing instability

Landlords

Relevant subject matter experts (i.e., housing counselor, mediator, legal aid representative)

Thank you!