



Housing Leaders Group
of Greater Washington

Regional Impact Series

Summary of Activities & Recent Housing Victories

September 2018

Adopted Principles:

Embrace housing affordability as a regional issue, fundamental to our economic competitiveness as well as a moral imperative.

Ensure meaningful roles for every sector and jurisdiction.

Pursue bold solutions based on quantifiable targets using a data-driven approach.

Prioritize equitable and transparent processes, with clarity on decision-making

Our Big Ideas:

Declare Publicly Our Shared Vision, Principles, and Housing Goals: By jurisdiction and sector, what targets we will solve for beyond our current (baseline) efforts today. *Focus on rental below 80% AMI.*

Commit in All Local Jurisdictions to Implement/Expand their own “Top 5 Best & Promising Practices”

Raise Significant Capital for Housing Affordability through regional strategies involving all sectors

Develop Regional Communications Strategies changing the conversation about housing, and promoting our priorities

Create a Regional Backbone Entity/Platform to administer, measure, and report on joint collaboration efforts on housing affordability, and to pursue other Big Ideas

Proposed 2018-19 Objectives for housing affordability:

Successfully launch new **capital solutions** with broad RIS ownership/involvement

Gain commitments for further action on **best practices** across jurisdictions & sectors

Develop capacity for a new level of regional/sectoral **communication and cooperation**

Regional Housing Initiative 2.0:

Scenario Analysis tying best practice alternatives to impacts and outcomes

Greater public and private **leadership buy-in and commitments** through shared initiative

Clear regional targets, actions and metrics established and pursued through collective impact

Regional Housing Efforts Underway/Achieved (partial):

- MWCOG's Board of Directors adopted a resolution to assess the region's ability to accommodate at least 100,000 more homes beyond what is currently anticipated by 2045. The resolution directs COG's Housing Directors and Planning Directors' Committees to work jointly, along with the Region Forward Coalition and other cross-sector partners, to consider incentives and impediments to achieving this regional goal.

Capital

- JBG Smith Washington Housing Initiative
- Kaiser Permanente national \$200M Impact Investment
- DC Preservation Fund (\$10M city + \$30M guaranteed private leverage per year) in addition to \$100M HPTF
- Alexandria dedicated meals tax ~\$5M for housing
- Loudoun developed ~\$20M local trust fund

Best Practices

- Montgomery & Prince George's Purple Line Corridor CDA & Housing Action Team
- Montgomery Inclusionary Housing Expansion (MPDU program)
- Prince George's Zoning Re-Write and Comprehensive Housing Strategy
- DC Comprehensive Plan Amendments process
- Fairfax Strategic Plan for Housing
- Fairfax Embark Richmond Highway planning
- Envision Loudoun! Comprehensive Plan

Expert Baseline & Recommendation Reports (Partial Library):

[HLG Regional Best Practices](#) (Sturtevant)

[HLG Call the Question Report](#) (Cohen)

HLG Enterprise Advisors Memo on best practices

[GMU Future Region Housing Needs 2023 Report](#)

[UI Regional Housing Security Study and "Fundamentals Guide" Companion Report](#)

Next Steps:

- Adopt recommendations for further action that reflect the priorities and objectives of the Regional Impact Series
- Develop shared scope of work, capacity, resources and investment to achieve the Regional Impact Series objectives.
- Integrate strategic communications & engagement campaign into actions and deliverables (from grassroots organizing to corporate board rooms.)
- Pursue initiatives for further strategic collaboration and impact to expand our success.