Our Donors & Partners
Richmond Regional Housing Framework

Increasing access to housing through policy and partnerships
RRHF Footprint

Hanover
Ashland
Henrico
Richmond
Chesterfield
Changing Demographics
Increase in senior population since 2010

- Richmond city: 17%
- Henrico County: 26%
- Region: 32%
- Hanover County: 36%
- Chesterfield County: 49%

RRHF Values

**OPPORTUNITY**
Housing is an essential foundation for families and individuals to thrive economically and socially.

**QUALITY**
All homes should meet the standards we have for our own family.

**EQUITY**
We will create a future where race and ethnicity are not predictive of outcomes.

**REGIONALISM**
Housing challenges and the policies we adopt in our own localities affect our neighbors.

**INNOVATION**
We will embrace bold solutions.
Why Housing?

"The reason is simple: without stable shelter, everything else falls apart."

- Matthew Desmond, Evicted
"Are houses going to be affordable for people in the future? What do we do to let people know it's coming?"

- City of Richmond Resident
The Region’s Growth Isn’t Stopping Anytime Soon.

The time to plan for our future is now.

Source: University of Virginia Weldon Cooper Center for Public Service
Cost-Burdened Households

- Spending more than 30%: 125,000+ households
- Spending more than 50%: 52,000 households
- Annual Affordability Deficit: $600+ million

Source: 2013-2017 American Community Survey, 5-year estimates
Percent of Cost-Burdened Households

Source: 2013-2017 American Community Survey, 5-year estimates (Tables B25074 and B25095)
The Rental Market

“People need to understand...that $30,000 is not enough to live...There is a big income gap, you either have or you don't have.”

- Hanover County Resident
Rents Are Outpacing Household Incomes

Source: 2005-2009 through 2013-2017 American Community Survey, 5-year estimates (Tables B19013 and B25064)

Cumulative percent change in median gross rent and median household income

Chesterfield
Hanover
Henrico
Richmond

Median gross rent
Median household income

Source: 2005-2009 through 2013-2017 American Community Survey, 5-year estimates (Tables B19013 and B25064)
The Gap

Since 2014, the region has only produced an average of 240 units dedicated to low-income households per year.

More than 1,000 new units are needed per year over the next two decades.

Virginia Housing Development Authority, Tax Credit Property Listing, updated 19 Feb 2019
"I've seen my property values go up 492% over two years... there are going to be bigger challenges in the future."

- City of Richmond Resident
All Homes

Change in Median Single-Family Home Sales Price: 2009 to 2018

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<th>Location</th>
<th>2009</th>
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<tr>
<td>Region</td>
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</tbody>
</table>
New Construction
Change in Median Single-Family Home Sales Price: 2009 to 2018
Racial Disparities in Homeownership

Home purchase loans by race and ethnicity: total for 2016-2018

- White: 61%
- Black: 14%
- Hispanic/Latino: 5%
- Other or not reported: 20%

Home Mortgage Disclosure Act dataset, 2016-2018
"Some seniors want to live in an apartment. I don't want to maintain a home anymore, I can't."

- Town of Ashland Resident

The region will need to add 5 new senior households every day for the next 20 years.

Source: 2013-2017 American Community Survey, 5-year estimates
Housing Cost Burdened Seniors

The number of mortgage-burdened seniors has more than doubled since 2000.

2000 Census; 2013-2017 American Community Survey, 5-year estimates
Cost-burdened Seniors Living Alone

Source: 2013-2017 American Community Survey, 5-year estimates

Age 65-74
10,424 Seniors

Age 75+
9,720 Seniors
Multi-Generational Living

Seniors living with families and not the primary householder

Source: 2013-2017 American Community Survey, 5-year estimates
Housing Quality

"My refrigerator was broken and they used tape...There's water leaking behind the walls in the bathroom and they won't fix it."

- Henrico County Resident
Manufactured Home Communities in the Region

Hanover
Ashland
Henrico
Chesterfield

RIC

27 total manufactured home communities
+2,700 total manufactured homes in parks

"I would love for them to let us buy the lot that our homes are on."

- Chesterfield County Resident

Source: “An Assessment of Central Virginia’s Manufactured Housing Communities: Understanding the Conditions, Challenges, and Opportunities,” The Manufactured Home Community Coalition of Virginia, 2016
Household Electricity Burden by ZIP Code

% of Income Spent on Electricity Bill

- **Highest burden**
  - Upper quartile: 3.8%
  - Middle quartile: 3.2%
  - Lower quartile: 2.5%

- **Lowest burden**

Source: Virginia Poverty Law Center and The Greenlink Group, 2018
Displacement and Instability

"Will there be a decrease of black homeowners in my community? I am concerned that people that look like me will not be able to live here."

- City of Richmond Resident
High Home Prices Are Transforming Richmond’s Neighborhoods.

There are 3,600 fewer black homeowners in the city now than in 2000.

Sources: 2000 Census SF1; 2013-2017 American Community Survey, 5-year estimates
Barriers to Opportunity

"What do you do? You need to move, but it costs to move, but then the rent goes up."

- Henrico County Resident

Source: Chesterfield Observer
Barriers to Access

Source: “Choice Constrained: Limited Options for Households Utilizing Housing Choice Vouchers,” Housing Opportunities Made Equal of Virginia, May 2019
Rental Affordability for Low and Very Low-Income Households by Census Tract

(based on FY2019 HUD AMI for Richmond, VA MSA)

- Median tract rent affordable (<$865) to 2-person household earning 50% AMI ($34,600)
- Median tract rent affordable (<$1,382) to 2-person household earning 80% AMI ($55,300)
- Median tract rent unaffordable to 2-person household earning 80% or less
- Tracts with white hatches have no median rent data available

Source: 2013-2017 American Community Survey, 5-year estimates
How do we preserve what makes this region great?

"We will lose this variety and diversity of community fabric. We can have that, but we won't if we don't solve for affordability. It matters that waiters are considered valuable. We need to keep those people here."

- City of Richmond Resident
Where do we go from here?

Priority Solutions Criteria

• Community Input
• Scope of need
• Critical time frame
• Regional applicability

• Lower income impact
• Racial equity
• Level of effort/cost
• Legislative/regulatory change
Rental Housing

Goal #1
Increase the supply of rental housing in the region for low-income households

Solution 1-A
Increase the amount of land available for multifamily housing development in commercial and residential zones.

Solution 1-B
Extend affordability terms for assisted rental developments with expiring subsidies by incentivizing preservation.
Goal #2

Support racially inclusive wealth creation by increasing homeownership opportunities for low and moderate-income households

Solution 2-B

Create a regional center for homeownership that is a one-stop resource hub
Seniors

**Goal #3**

Ensure that our growing senior population is safely and affordably housed

**Solution 3-B**

Increase housing rehab, home accessibility and critical home repair assistance programs
Housing Quality

Goal #4
Improve housing quality and ensure better health and safety for residents

Solution 4-C
Revitalize manufactured home communities and replace poor quality homes
Stability

Goal #5
Expand housing stability and stop displacement

Solution 5-B
Support and monitor eviction diversion pilot program
Opportunity and Choice

**Goal #6**
Expand housing choices for moderate- and low-income households

**Solution 6-B**
Implement small area fair market rents (SAFMR)
Progress

Henrico MOUs

- 980 units preserved
- $218 million in development costs
- $43,250 renovation costs per unit

Source: Henrico County
Progress

Chesterfield Revolving Loan Fund

• Partnership with LISC
• Down payment and closing cost assistance through a partnership with HOME of VA, Inc.

Loan Terms
• Up to $300,000 maximum loan amount
• 3% fixed annual interest rate
• Loans have a 3-year term
• A deed of trust is required on acquired properties

Eligible Activities
• Acquisition
• Rehabilitation
• Construction

Eligible Homes
• Located within Chesterfield County
• Housing Type: single-family, condos, and town homes (for sale or for rent) and small rental projects (two to four units)

Source: Chesterfield County
Progress

Provides affordable homeownership opportunities for individuals at a lower-income.

- Average income of $37,000 for a family of 3.
- Average monthly mortgage payment of $600.
- 38 families have moved out of public housing into their own safe, affordable home through Habitat's Affordable Homeownership Program.

Source: Richmond Metropolitan Habitat for Humanity
Progress

Maggie Walker Community Land Trust

- Partnership with Habitat and project: HOMES
- Expansion into Henrico and Chesterfield

Source: Maggie Walker Community Land Trust
Progress

Better Housing Coalition’s Market Square IV

- 60 low-income senior units
- Access to medical and supportive services

Source: Better Housing Coalition
Richmond's Eviction Diversion Pilot Program

- Expected to divert 500 households from evictions in first year
- Over $400k invested by the city

Key elements of the program include:

- The use of pro bono attorneys as in-court mediators to negotiate agreements between tenants and landlords.
- Financial assistance for tenants who meet program qualifications.
- Financial Literacy education as a requirement for tenants in the program. Access to other supportive services would be available as well.
- A payment plan agreement to ensure due rent is received on time.

Source: Housing Opportunities Made Equal of Virginia, Inc.
Progress

Voucher Playbook

- Education tool for landlords
- Outlines tenant and landlord responsibilities

Providing Families and Individuals Housing Opportunity:

Three Steps to Accepting Housing Choice Vouchers

We all need a home. Young professionals, families with kids, empty nesters, veterans, seniors, workers, individuals with disabilities, those struggling to make ends meet—all of us need somewhere to live. Individuals who receive housing choice vouchers represent all of these types of individuals.

Our greater Richmond community is stronger when everyone thrives. A strong foundation for prosperity is having a quality home in a community of opportunity. Lower-income families and individuals are seeking opportunities to live in neighborhoods that benefit from great public schools, that provide a diversity of jobs and that offer convenient access to grocery stores, health clinics, and other amenities important to the health of individuals and the community. Housing vouchers support eligible individuals a chance at this opportunity. Today though, only 12.5% of voucher holders in the Richmond metro live in high opportunity areas. In any month at least 100 voucher holders are looking for a place to live. Vouchers provide an opportunity for private landlords to reach out and lift up families seeking options other than public housing, while making a profit at the same time.

What are Housing Choice Vouchers?

Housing Choice Vouchers (HCV) are a federal program funded by the US Department of Housing and Urban Development (HUD) and administered by local housing authorities to provide housing assistance to eligible families and individuals. The HCV is a monthly rent subsidy that is paid directly to the landlord through a Housing Assistance Payment contract signed by the landlord and housing agency. The landlord also signs a rental contract with the tenant, just as they would any other tenant.

In this region, the Richmond Redevelopment and Housing Authority (RR&HA) and Virginia Housing Development Authority (VHDA) administer HCV programs. Vouchers can be accepted for any housing, including single family homes, apartments, town houses and mobile homes. The only requirement is that the housing is in decent and safe condition, and that rents are within the approved payment standards set by the housing authority. In 2019, these standards ranged between $1,067/month and $1,146/month for a two-bedroom unit. Payment standards are adjusted annually and vary by number of bedrooms and by housing authority.

Source: Connect Capital; Richmond Memorial Health Foundation
Town of Ashland

- Neighborhood Investment Program
- Revitalize Aging Housing Stock
Progress

Virginia Supportive Housing

- Cool Lane Apartments
- 86 units for residents experiencing homelessness and very low-income households

Source: Virginia Supportive Housing
What’s Next?

Explore the full Framework at PHARVA.com

- Full solutions
- Interactive data charts
- Glossary of terms
Key Takeaways

- Shared challenges
- Opportunities, not problems
- Housing is foundational to quality of life
- Access, Access, Access
- Seeking systems changes through policy
Framework Vision

Everyone in the Richmond region will have a stable, healthy, and affordable place to call home.
Thank You

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