



# Central Ohio Regional Housing Strategy

Meeting #1

August 8, 2019



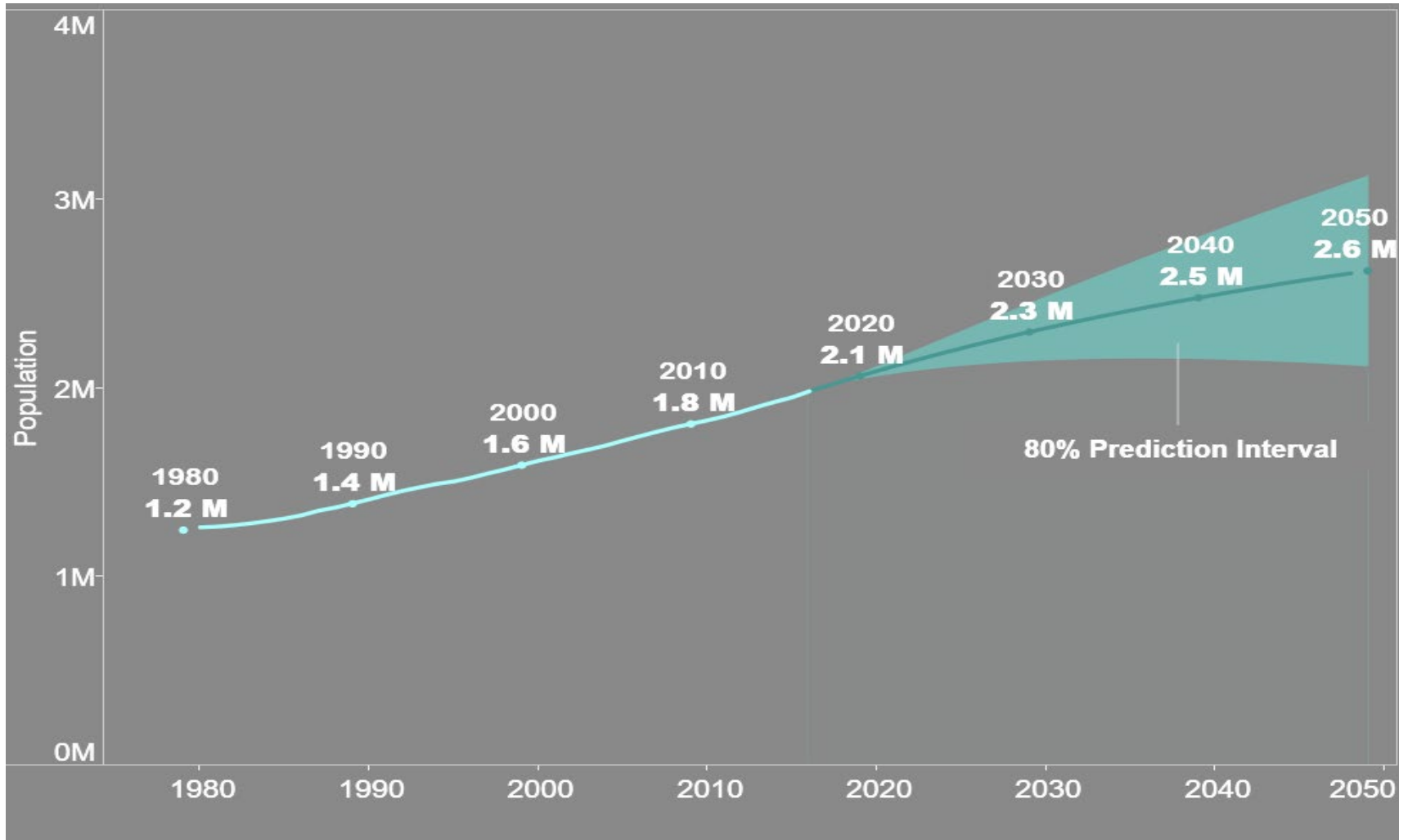
# Funding Partners:



- AEP
- L Brands
- Mt. Carmel Health
- Nationwide Children's Hospital
- Nationwide Insurance
- OhioHealth
- Rev1 Ventures
- Columbus Chamber

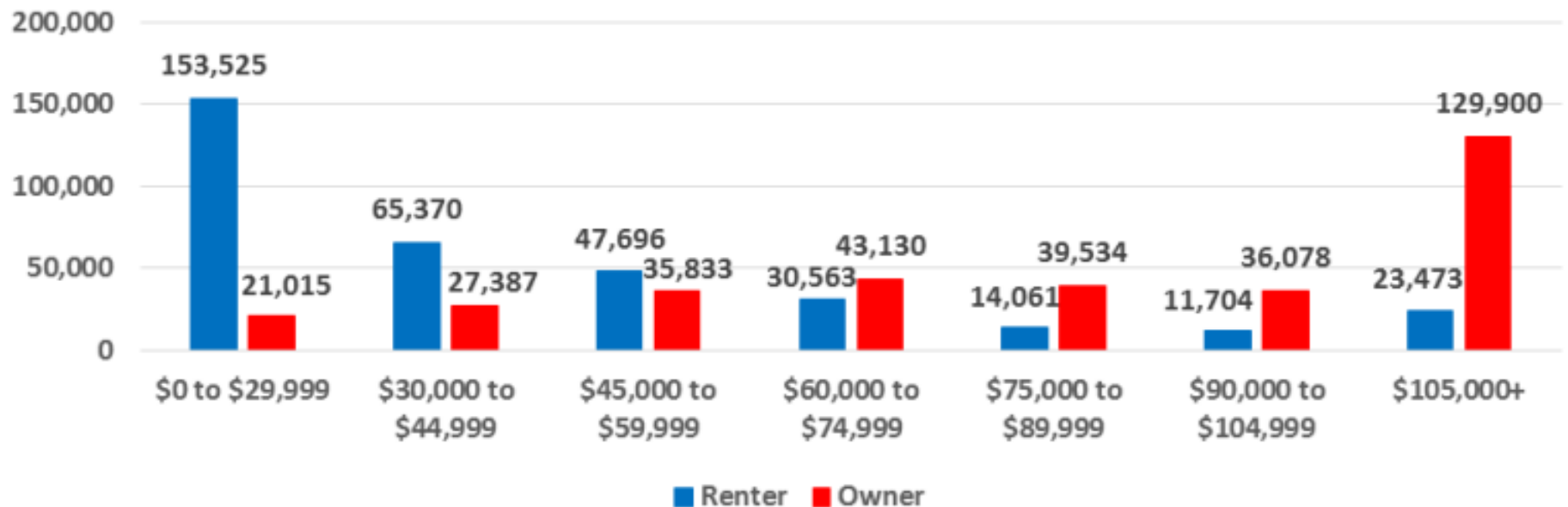


# Central Ohio is Growing



# Housing Supply

Columbus MSA  
Housing Units Needed by 2050 By Income  
(1.543% Compounded Job Growth: 2010 - 2017 Trend)



Source: Vogt Strategic Insights; Regionomics LLC; Department of Labor Statistics; ESRI

# Project Team:



MID-OHIO REGIONAL  
**MORPC**  
PLANNING COMMISSION



**Ice**Miller  
LEGAL COUNSEL



**RAMA**  
ENGAGEMENT THAT INSPIRES



# Meeting Agenda

- Welcome and Introductions
- Meeting Overview and Objectives
- Overview of the Scope of Work
- Reflections on Scope of Work
- Defining Success
- Next Steps and Wrap-Up

# Meeting Objectives

By the end of this meeting we will have:

A shared  
**understanding of  
the scope of work**  
for the Regional  
Housing Strategy.

A shared  
**understanding  
of the Advisory  
Board's role** so  
that you can actively  
support development  
of the Regional  
Housing Strategy.

A list of **big-picture  
goals** for the  
Regional  
Housing Strategy.

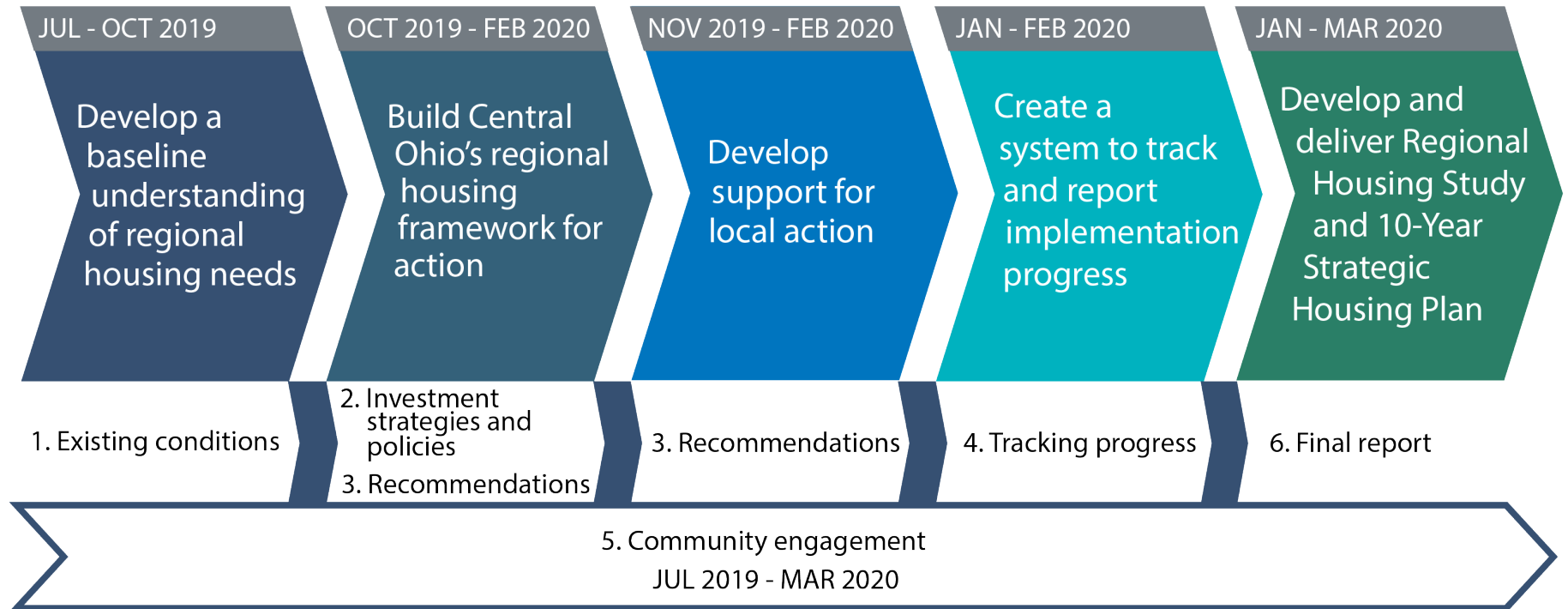
# Overview of the Scope of Work

**The Regional Housing Strategy (RHS) will...**

-  **Equip the region with a unified vision for housing investments**
-  **Expand the regional housing toolbox**
-  **Provide a strategic roadmap with measurable actions**
-  **Consider housing as a platform for access to opportunity and equity**
-  **Implement community, partner, and stakeholder support**



# Overview of the Scope of Work



# Overview of the Scope of Work

## Interim technical reports

Each task will culminate in an interim technical report, which will summarize all activities and findings from a given task.

These will roll-up into the final report.

Topics:

- Existing and future conditions
- Investment strategies and policies
- Recommended housing priorities and allocation portfolio
- Framework and measurement plan for tracking progress
- Community engagement

# Overview of the Scope of Work

## Guiding documents

### Research Plan

- Under development by MORPC staff and the Enterprise Team
- Used to guide the analysis of existing and future conditions in the RHS
- Documents decision-making in approaches to accomplishing the RHS

### Public Involvement Plan (PIP)

- Frames the community engagement approach for the entire project
- Outlines the engagement tactics and appropriate audiences in the region
- Ensures community voices are heard and factored into the final RHS



# Tasks within the scope of work

What will the RHS process entail?

# Task 1: Existing conditions



## **Key questions to answer:**

Where can we build a deeper understanding of the regional housing market to inform more action-able recommendations?

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## **Core activities:**

- Support review & synthesis of prior studies
  - Identify data gaps
  - Housing typology analysis & opportunity mapping
  - Identify structural impediments to housing development
  - Review & analyze current public and private financial support for affordable housing
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# Task 2: Investment strategies and policies



## **Key questions to answer:**

How can innovative and inclusive best practices inform the region's approach to housing? What investment strategies and policies are likely to be most effective at the regional-scale?

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## **Core activities:**

- Develop up to 5 case studies identifying lessons learned
- Conduct research and interviews to identify local and regional funding and regulatory strategies
- Evaluate market viability and scalability for specific strategies

# Task 3: Recommendations



## **Key questions to answer:**

Where should the region focus its efforts? What strategies are realistically applicable and implementable to address Central Ohio's existing and future housing needs?

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## **Core activities:**

- Create a cross-sector, regional framework for action
- Align recommendations with existing, available, and new/proposed funding sources via a Housing Allocation Portfolio
- Develop local housing action agendas

# Task 3: Recommendations

## Local housing action agendas

- Demonstrates how the regional housing framework can be implemented locally (via policy, investments, and local partnerships)
- Will develop templates, based on community typologies, as models for future implementation
- Accounts for varying market conditions, priorities, and capacity for implementation across the region





# Task 4: Tracking progress



## **Key questions to answer:**

What will be the key indicators of progress? How can those indicators be measured and tracked over time effectively?

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## **Core activities:**

- Create a framework and measurement plan to track progress towards short-term and long-term goals
  - Identify key quantifiable metrics and other measurable milestones
  - Incorporate best practices for tracking progress over time, including establishing targets, identifying and collecting data, interpreting findings and communication methods
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# Task 6: Final report



## **Key questions to answer:**

What are the key findings from the previous tasks? What path can the Central Ohio region take to meet its existing and future housing needs?

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## **Core activities:**

- Synthesize key findings from each task's technical report, along with recommendations and investment strategies
- Create Executive Summary targeted at a non-technical audience to convey key concepts of the RHS
- Develop RHS Roll-Out Plan to communicate the results of the RHS to community members and stakeholders

# Cross-cutting: Community engagement

## **Community engagement is *crucial* for RHS success**

Fostering community dialogue strengthens the quality and accuracy of the RHS, cultivates support, and builds RHS champions. All of which will be necessary for short-term development and long-term implementation.

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### **Core activities (guided by Public Involvement Plan):**

- Regular engagement with the Project Sponsors and Advisory Board
- Inclusive engagement at the community-level (e.g. key informant interviews, survey, regional summits)
- Iterative review of the final report (via technical reports and interim presentations)
- RHS Roll-Out Plan



# Stakeholder engagement overview

What roles are we asking you to play?

# Stakeholder engagement overview



# Role of the Advisory Board

## Representation

Subject matter and stakeholder partners, spanning the development, financial, academic, business and non-profit communities (approx. 50 members total)

## Roles

- **Validate** research findings and recommendations based on their unique sets of expertise
- **Elevate** and amplify strong work already underway
- **Strengthen** the RHS process and recommendations through their expertise and guidance

# Role of the Project Sponsors

## Representation

Funding partners (approx. 25 total) spanning local governments, philanthropy and private business

## Roles

- **Develop** a shared understanding of RHS issues and solutions
- **Build capacity** for future decision-making via high-quality data and a regional framework for action
- **Identify** opportunities and barriers to implementation



# Large-group brainstorm

## PURPOSE


Generate as many ideas as possible for each question.

## A few things to keep in mind:

- All ideas are OK.
- Please defer evaluation. You'll be asked to prioritize the ideas as the meeting adjourns.
- Feel free to build on other people's ideas.



# Large-group brainstorm

1. What **data or information** are you most interested in obtaining from this project?
  2. What **perspectives** do we need to hear from in this process?
  3. Who is/are the **end-user(s)** of the Regional Housing Strategy?
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# Conclusion

**Defining success**

# Individual reflection

**What will it look like if this project is successful?**





# Next Steps

## Collaboration

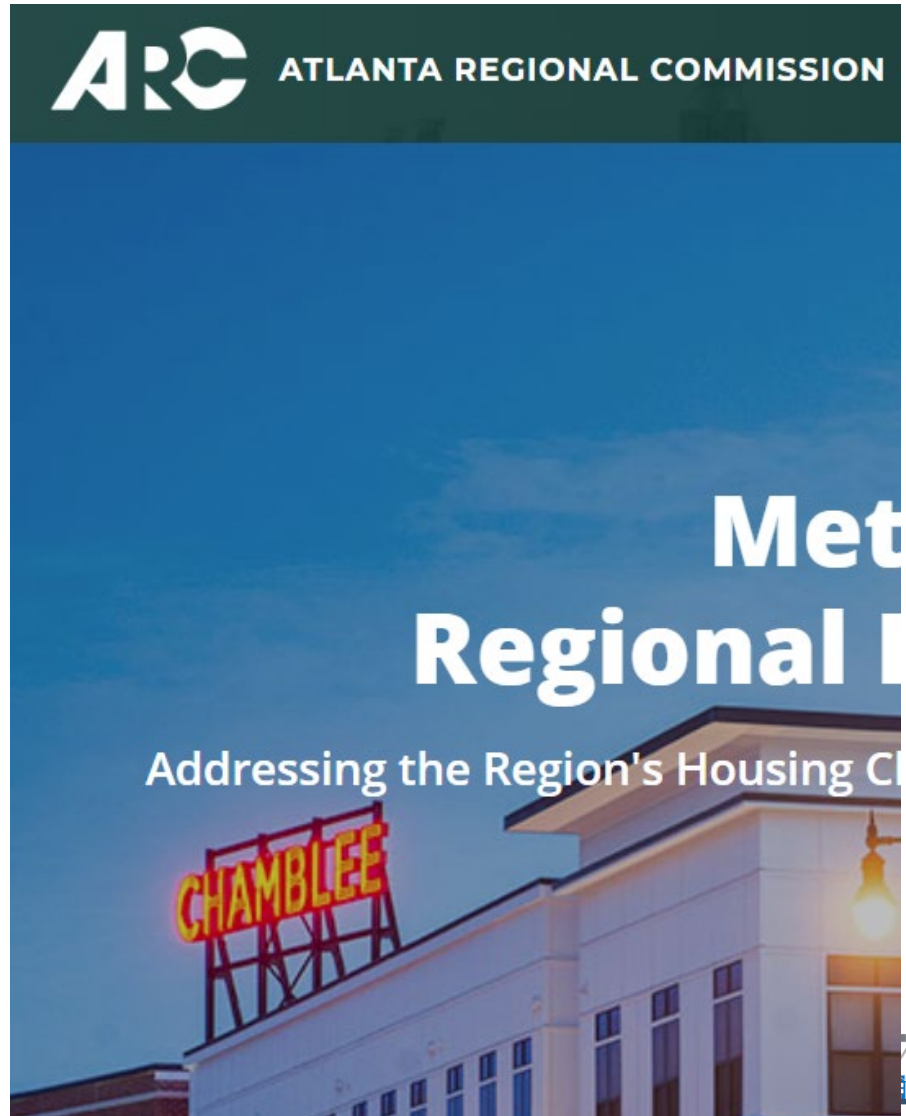
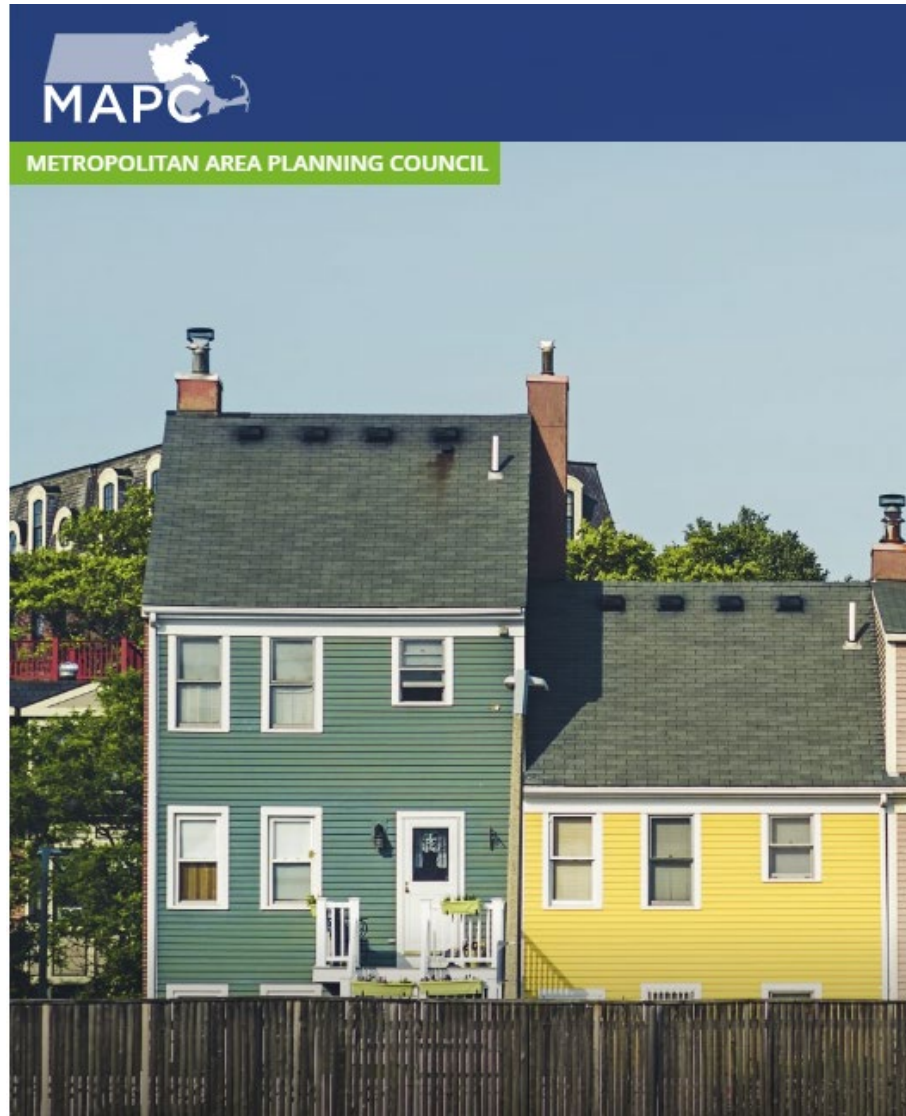
# Before you leave, please choose!

**Use your dots to prioritize among the ideas generated for each question during the brainstorming activity.**

# Schedule

DATE	TOPIC	SPECIAL NOTES
OCTOBER	EXISTING CONDITIONS REVIEW	
NOVEMBER	PRIORITIZING HOUSING STRATEGIES	
JANUARY	STRATEGY SESSION	JOINT MEETING OF PROJECT SPONSORS & ADVISORY BOARD
FEBRUARY	FINALIZE RECOMMENDATIONS	
MARCH/APRIL	FINAL ROLL-OUT	JOINT MEETING OF PROJECT SPONSORS & ADVISORY BOARD
2020 +	IMPLEMENTATION	ALL

# Peer Learning



# Planning public involvement



**Focus  
groups**



**Lunch  
speaker  
series**

**Interviews &  
surveys**



**Regional  
workshops**





Thu, Oct 10 | 946 Parsons Ave

# *On the Brink in Columbus, OH w/ Panel Discussion*

Community Development for All People is hosting a screening of *On the Brink*  
followed by a panel discussion about gentrification in Columbus, OH

**MORE INFO & REGISTER AT**  
**[onthebrinkmovie.com](http://onthebrinkmovie.com)**

**“Evocative”**  
--KUOW

**“Worth Watching”**  
--THE STRANGER

**“Compelling”**  
--CROSSCUT

# ON THE BRINK

A FILM BY  
JEFF SHULMAN & STEVEN FONG

**A CENTRAL DISTRICT STORY OF HISTORY, HOPE, AND DETERMINATION**



**Join**  
**Congresswoman Joyce Beatty**  
**for an**  
**Affordable Housing**  
**Community Conversation**  
**Engagement, Education, Empowerment**

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**August 20, 2019**  
**5:00PM-7:00PM**

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**The King Arts Complex**  
**867 Mt. Vernon Avenue**  
**Columbus, OH 43203**

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**RSVP at**  
**Beatty.House.gov or (614) 220-0003**

*All constituents of Ohio's Third Congressional District are invited to attend.*

# Before you leave, please choose!

Use your dots to prioritize among the ideas generated for each question during the brainstorming activity.

Thank you for your participation.

