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

Population

Year

1980 1.2 M
1990 1.4 M
2000 1.6 M
2010 1.8 M
2020 2.1 M
2030 2.3 M
2040 2.5 M
2050 2.6 M

80% Prediction Interval
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:
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

- **JUL - OCT 2019**: Develop a baseline understanding of regional housing needs
  1. Existing conditions
  2. Investment strategies and policies
  3. Recommendations

- **OCT 2019 - FEB 2020**: Build Central Ohio’s regional housing framework for action
  2. Investment strategies and policies
  3. Recommendations

- **NOV 2019 - FEB 2020**: Develop support for local action
  3. Recommendations

- **JAN - FEB 2020**: Create a system to track and report implementation progress
  4. Tracking progress

- **JAN - MAR 2020**: Develop and deliver Regional Housing Study and 10-Year Strategic Housing Plan
  6. Final report
  5. Community engagement
    JUL 2019 - MAR 2020

**REGIONAL HOUSING STRATEGY**
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

<table>
<thead>
<tr>
<th><strong>Research Plan</strong></th>
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<tr>
<td>• Under development by MORPC staff and the Enterprise Team</td>
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<tr>
<td>• Used to guide the analysis of existing and future conditions in the RHS</td>
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<td>• Documents decision-making in approaches to accomplishing the RHS</td>
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<tr>
<th><strong>Public Involvement Plan (PIP)</strong></th>
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<tr>
<td>• Frames the community engagement approach for the entire project</td>
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<td>• Outlines the engagement tactics and appropriate audiences in the region</td>
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<td>• Ensures community voices are heard and factored into the final RHS</td>
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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?

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
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?

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?

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?

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
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?

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.

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

Project Sponsors

Community

Advisory Board
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?
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

<table>
<thead>
<tr>
<th>DATE</th>
<th>TOPIC</th>
<th>SPECIAL NOTES</th>
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<tbody>
<tr>
<td>OCTOBER</td>
<td>EXISTING CONDITIONS REVIEW</td>
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<tr>
<td>NOVEMBER</td>
<td>PRIORITIZING HOUSING STRATEGIES</td>
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<tr>
<td>JANUARY</td>
<td>STRATEGY SESSION</td>
<td>JOINT MEETING OF PROJECT SPONSORS &amp; ADVISORY BOARD</td>
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<tr>
<td>FEBRUARY</td>
<td>FINALIZE RECOMMENDATIONS</td>
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<tr>
<td>MARCH/APRIL</td>
<td>FINAL ROLL-OUT</td>
<td>JOINT MEETING OF PROJECT SPONSORS &amp; ADVISORY BOARD</td>
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<tr>
<td>2020 +</td>
<td>IMPLEMENTATION</td>
<td>ALL</td>
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Peer Learning

MAPC
METROPOLITAN AREA PLANNING COUNCIL

ARC
ATLANTA REGIONAL COMMISSION

Met Regional Plan
Addressing the Region’s Housing Crisis

Chamblee
Planning public involvement

- Interviews & surveys
- Focus groups
- Regional workshops
- Lunch speaker series
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

“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

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

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

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.