

HOUSING ADVISORY COMMITTEE
Housing Study Scoping Subcommittee Meeting Notes
Neighborhood Development Services Conference Room, City Hall
April 15, 2015
12:00 pm

Attendance Record	Present	Absent
MEMBERS		
Bob Hughes	X	
Dan Rosensweig	X	
Frank Stoner	X	
Jennifer McKeever	X	
Joyce Dudek	X	
Mark Watson	X	
NON VOTING MEMBERS		
Ron White (Albemarle County)	X	
Trish Romer (UVa)	X	
STAFF		
Kathy McHugh	X	
Melissa Thackston	X	
Missy Creasy	X	
OTHERS		
Erin Talkington – RCLCO	X	
Lee Sobel – RCLCO	X	
Ethan Tabakin – RCLCO	X	
Roslyn Keesee	X	
Bill Lucy	X	

The meeting began at noon and introductions were made by all in attendance. Kathy McHugh then introduced the representatives from Robert Charles Lesser & Co. (RCLCO) Real Estate Advisors (RCLCO) and turned the meeting over to them.

Lee Sobel, Erin Talkington, and Ethan Tabakin with RCLCO then presented a PowerPoint entitled “Comprehensive Housing Analysis and Policy Recommendations Kickoff Meeting” (copy attached hereto)

Following a brief presentation, Frank Stoner asked the RCLCO staff about the sources that would be used for the housing supply data. Erin responded that they would use various databases including appraisal information, PUMS/Census, BRAC, CAAR/Nest Realty, Blue Ridge Homebuilders, etc... For demographics, RCLCO will rely on Census data along with City information.

Frank followed up asking if the County would be participating. Ron White responded that the County’s participation would be limited to looking at the adjacent areas already recommended by RCLCO as part of the City’s study. Kathy noted that the County had been asked to participate and that a separate add-on proposal from RCLCO was sent to Ron to allow the County an option of piggy-backing on the City’s effort. Ron noted that while the County was given the opportunity to participate that he has no money for the study.

Jennifer McKeever then asked how RCLCO defines workforce. Erin responded that there are two ways to define workforce: 1) everyone who works in the City and 2) by the area median income (AMI) level. Jennifer added that she would like to see regular administrative staff, janitors and substitute teachers from the school board included with the workforce research. Erin advised that they will be looking at who the workforce people are and what they can afford, but would like to keep the workforce definition as broad as possible.

Dan expressed concerned over the matrix and potential for missing lower income persons. He then offered to setup a focus group to talk about the barriers, focusing on the following as viable local resources:

- 700+ folks on CRHA waiting list
- 55 families in the Habitat queue
- 376 families in CRHA
- PHA homebuyer program/Friendship Court
- AHIP waitlist
- PHAR

Frank then asked how RCLCO would go about reconciling supply and demand data. Erin responded that on the demand side they look at the existing consumer base in the City and the potential consumer base in the City. On the supply side they will use Census and market data. The gap is determined by looking at demand relative to the product type and price point of the market. Erin added that detailed Census information helps RCLCO get at income and rent/mortgage price information.

Ron White added that the lending environment/mortgage industry should also impact this analysis. Erin responded that they have good information on national lending trends and that they will also look locally to evaluate underwriting standards and the impact of these.

Frank asked RCLCO if the impact of higher mortgage rates can be factored in. Erin responded that research shows that interest rate increases have an impact, but generally at a higher level.

Bill Lucy noted that RCLCO did not mention workforce commuting data and then he thought the City had done some work on this that might be helpful. Missy Creasy responded that this work had been done by the TJPDC and not the City. Bill went on to say that there has been a shift demographically between the City and Albemarle County and that City incomes are rising (inferring that affordable housing is moving in the County). He also noted that the CAAR information is somewhat dated and not necessarily user friendly.

Dan Rosensweig stated that he wants to be sure that we are talking to those least able to buy/rent inside the City. Frank noted that we need to be comprehensive and Jennifer added that the impact of transportation needs to be considered also. Ron White stated that there should be a distinction between supply and need, which is different from demand.

Erin responded to the group saying that there is room to make changes to the consumer research at this point and that the timeline can be extended to accommodate this if necessary.

With no other discussion, the meeting was then adjourned, with participants reminded that the next HAC meeting is scheduled for May 20th.



RCLCO



**Comprehensive
Housing Analysis
and Policy
Recommendations
Kickoff Meeting**

City of Charlottesville

April 15, 2015



Practice Groups

- ▶ Public Strategies
- ▶ Community Development
- ▶ Urban Development
- ▶ Management Consulting
- ▶ Institutional Advisory

Offices

- ▶ Washington, DC
- ▶ Los Angeles
- ▶ Austin
- ▶ Orlando

RCLCO is a land use economics firm delivering **real estate strategies, market intelligence, and implementation assistance**



Assignment Strengths

- ▶ Prior history working with M-NCPPC
- ▶ Comprehensive understanding of Prince George's County
- ▶ Current RCLCO assignments in the County
- ▶ Expertise in retail services
- ▶ Innovative leadership in Suburban Retrofit
- ▶ Market-driven strategic planning

PUBLIC STRATEGIES answers questions concerning real estate, economics, finance and policy for our public sector clients.

- **Oct 15th:** Met with Housing Studies Scoping subcommittee
- **Oct to Nov:** Reviewed recent work and narrowed focus to identify key questions:
 - What housing do we have?
 - What are the gaps between people and housing stock?
 - What can/should we do about addressing the gaps?
- **Nov to Jan:** Multiple scope revisions based on input from City
- **March 2nd:** Funding for housing analysis and scope approved under Rhodeside & Harwell Agreement for A&E Services

- **Project Kickoff**
- **Housing Market Dynamics**
 - What type of housing does the city currently have and what new housing is the market providing? At what price point, and where?
- **Housing Demand and Demographics**
 - Who are the City's primary housing consumers, what can they afford, and what type of housing do they demand?
- **Supply/Demand Reconciliation**
 - How does current housing stock meet the needs of the City's consumers and what are the constraints to serve each group?
 - What housing would be needed to attract additional workforce households?

- Sample Output Matrix

Consumer	Students	Workforce Families	Young Professionals	Affluent Empty Nesters	etc...
Depth of Market					
Housing Type Preference					
Affordable Price/Rent Point					
Adequacy of Current Stock					
Market Constraints					
Physical Constraints					

- **Affordable and Workforce Housing Consumer Research and Commute Analysis**
 - Online survey to add additional layer of information to consumer matrix on commuting and housing “trade-offs”
 - Who is the likely customer to serve with a workforce housing strategy? How deep is the market and what type of housing would compel these households to choose this over their current residence?

- **Policy Recommendations**
 - Based on both quantifiable and “qualifiable” findings in phase 1, what market barriers and other issues limit the attainment or provision of affordable housing today?
 - What strategies could the public or non-profit sector undertake that may narrow these gaps?

- **Final Report**

TIMELINE AND PHASING

Phase 1

April and May

MARKET AND CONSUMER RESEARCH

Market Analysis and Supply/Demand Reconciliation

Housing Market Dynamics
 Housing Demand and Demographics
 Supply-Demand Reconciliation

Affordable and Workforce Housing Consumer Research

Online Survey
 Commute Analysis

Conference Call to Discuss Findings

Phase 2

June

POLICY RECOMMENDATIONS

Policy Recommendations

Draft Report

In-Person Work Session

Final Report

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