

Community Transformation Plans: The Public Perspective on Housing as a Platform for Community and Resident Health

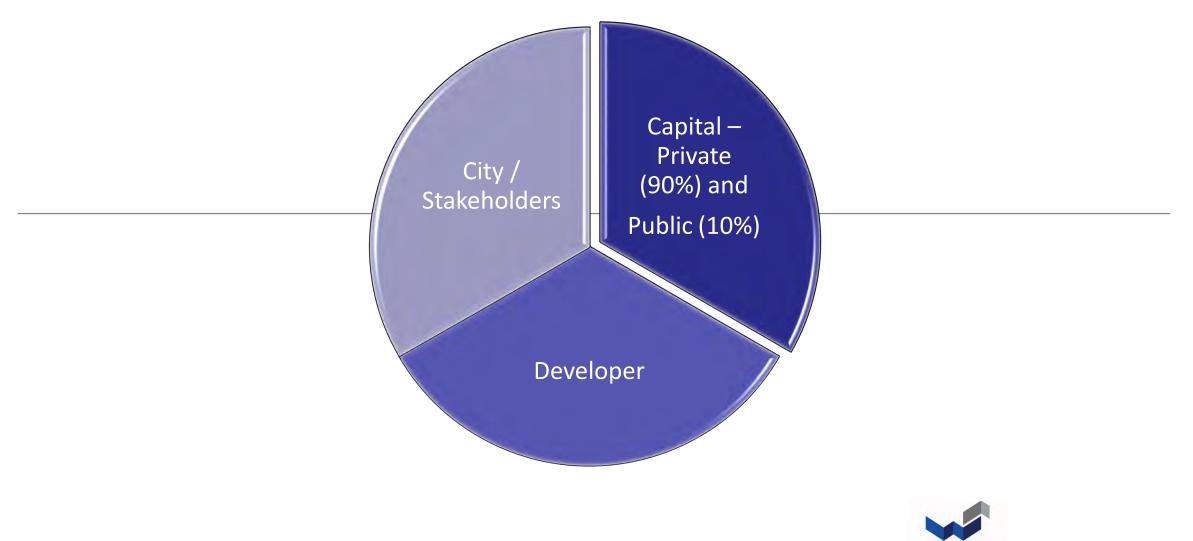
Charles Whatley Economic Development Advisor Warner Robins, Georgia

Jekyll Island, Georgia September 6, 2018 Georgia Planning Association Fall 2018 Conference

Planning Correctly Is Everything.....



The Capital Gap



WARNER ROBINS

The benefits of partnering/coordinating for growth:

- Improved economic development execution
 - Focus on core mission while partners execute on their strengths
 - New perspectives on old problems
 - Expanded reach into the market
- Increased capacity for economic development
 - Linkages to resources
 - Sharing of costs (\$ and time)
 - Flexible use of resources







Prime P3 Project Candidates

- Infrastructure
- Municipal Facilities
- Hotel and Conference Centers
- Parks and Recreation
- Affordable Housing
- Healthcare
- Education



Public Sector Rationale

- Commercial conversations about project, economics and requirements
- Delaying capital plans risks higher costs later
- Competing priorities and politics
- Limited debt capacity, "inability" to raise taxes, or limited financing options
- New or increased demand on services, facilities or infrastructure
- Referendum fear
- Long standard procurement cycle



The P3 Process - Public Sector

- Defining the Project and Investment Decision
- Procurement Decision
- Value for Money Analysis
- Integrated Recommendation
- Project Funding and Affordability
- Procurement Strategy
- Implementation Plan



Managing Risk is Essential





Entities for Economic and Community Development

Development Authority

Redevelopment Agency

Downtown Development Authority

Community Improvement District (CID)

Business Improvement District (BID)

Community Development Finance Institution (CDFI)

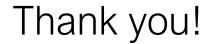
EB-5 Regional Center



Tools for Redevelopment Projects

Enterprise Zones Urban Redevelopment Area New Market Tax Credits EB-5 Financing **Brownfield Programs CDBG State and Local Economic Development Incentives and Grants Economic Development Administration (Commerce) grants HUD 108 Assessment Districts Opportunity or Military Zone Workforce Housing Tax Credits Historic Tax Credits**







Charles Whatley – Economic Development Advisor

Development Authority of the City of Warner Robins

Warner Robins Downtown Development Authority

Warner Robins Redevelopment Agency

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Highlights of 2017





Development Authority of the City of Warner Robins

Mission

Act as the tip of the spear for facilitating commercial, industrial and residential economic vitality in the City of Warner Robins.



Our Focus



New Jobs and Companies



New Technology and **Aviation-Related Jobs**



Increase in Property Value



New Affordable Workforce and **Student Housing** Units



New Recreation Facilities, Parks and Greenspace



Students



14

Collaborate with Support Tourism Higher Education to and Conference Attract Industry and Trade



City Fiber – A2D Key Benefits to Warner Robins, GA

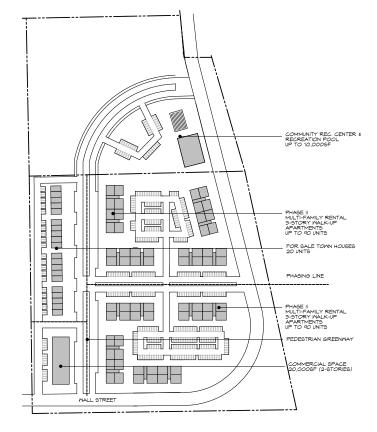
- Fiber City 1Gbps+
 - > More secure, economical and efficient City WAN operations and ownership.
 - > Attractive to Tech/Manufacturing Industries, Professionals & Entrepreneurs
 - Enables enhanced at-home digital learning & telehealth services
- > Smart Utility Integration Remote Metering, Enhanced Public Safety, Smart Lighting, etc.
- > Intranet Distance Learning, Telehealth, Workforce Dev, Virtual Classrooms
 - Directly connect with Tier 1 Universities and Fortune 1000 Industries
 - Directly connect with Municipal, State and Federal Agencies .gov, .edu, etc.
- > Direct Connect with Warner Robins AFB securely linking base & city resources.
 - > Direct connect fire & public safety resources.
 - Direct connect to contractors and vendors on/off base.
 - Direct connect to veterans to critical on base resources.
- > Consumer Choice Open Private Network allows for Multiple providers.
 - > Quality services at lower cost Internet, IPTV, VoIP, Netflix Direct, etc.
 - Flexible payment plans Month-to-Month, Credit Challenge, etc.
- Revenue Share from broadband expansion for Economic Development.



Pennrose Wall Street Project

90 units workforce rental housingin phase I90 additional units in phase II

20 townhomes + commercial/retail



SITE CONCEPT





Pennrose Wall Street Project

Partnering with VECTR to provide cost-free housing to active duty & veterans while attending training

Development Authority of the City



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<u>A & A & A & A</u>

Vantage Development

Pines at Westdale Multi-family 180-units





Development Authority of the City of Warner Robins

Walk at Sandy Run Park

Authority of the City of Wanter Robins

- 11.2-acre linear park
- 4-acre site for parking



Coordinating the Authorities

Development Authority of the City of Warner Robins, Georgia (DAWR)

- Primary Economic Development arm of the City of Warner Robins citywide
- Promotes Public-Private
 Partnerships (P3) for economic
 development projects

Warner Robins Downtown Development Authority (DDA)

- Responsible for Downtown development in the the City
- Redevelopment agent for the Tax Allocation District

Warner Robins Redevelopment Agency (RDA)

- Responsible for redevelopment of an area of the City that has experienced disinvestment
- Military Zone is part of the RDA footprint





Gary Lee, Director

DEPARTMENT OF ECONOMIC DEVELOPMENT CITY OF WARNER ROBINS, GEORGIA **Transformational Communities:** Planning as a platform for community health & housing



9/6/2018

Grace Baranowski, Senior Housing Policy Analyst

What is the Housing Tax Credit and the QAP?

What are Housing Tax Credits (LIHTC)?

- **\square** The IRS allocates ~\$2.35/resident to each state
- Developers compete to win award of credits
- Private investors contribute equity to build housing and receive benefits of the tax credits
- Housing is built and rents must be affordable (typically 60% AMI) for 30 years
- Once housing is inhabited, then tax benefits begin

States allocates LIHTC via Qualified Allocation Plan

- Each State sets their own criteria for the competitive selection of affordable housing developers to receive LIHTC
- These priorities and criteria are summarized in the Qualified Allocation Plan (QAP)
 - Site-based criteria
 - Property-based incentives
- QAP differentiates between:
 - Pool: Flexible (Urban, Suburban) and Rural
 - Tenancy: Properties serve Families or Seniors

Planning and the QAP

QAP already builds on local planning efforts

- IRS requires that States give preference in selection to those properties that "are located in Qualified Census Tracts, the development of which contributes to a concerted community revitalization plan."
- Definitions:
 - □ QCT: 50% of households in a Census Tract with incomes below 60% of Area Median Gross Income (AMGI)
 - Concerted community revitalization plan: Up to State discretion

DCA's definition: "Concerted Community Revitalization Plan"

Must include:

- a) Targeted area including proposed site
- b) Public input and engagement
- c) Policy goal of affordable housing
- d) Designate implementation measures along with specific timeframes
- e) Assessment of the community's physical structures
- f) Discussion of resources for plan implementation
- g) Official Local Government adoption

Cannot be:

- a) Formulated by a Project Team member and submitted to a Local Government for approval
- b) A short-term work plan, comprehensive plan, consolidated plan, municipal zoning plan or land use plan
- c) Outdated and not reflective of current neighborhood conditions

Moving from Revitalization to Transformation

Key differences: Revitalization v. Transformation

Authoring entities

Public Participation	CCRP	Transformation Plan
Affordable housing developer involvement	Prevented	Required
Cross-sector collaboration	Absent	Required

Purpose: Strategies for how one affordable housing development

- 1. Implements the infrastructural aims of existing revitalization plans targeting a specific area;
- 2. Catalyzes improved collaboration among health, education, transit, employment providers serving that area

Who: Community-Based Transformation Team

and/or

Community-Based Developer

At least two of the following:

- Partnerships with at least 2 community nonprofits resulting in measurable resident/community improvements
- Participated/led philanthropic activities benefitting community
- Selected by Local Government through RFP

OR

 Selected by DCA as Community Housing Development Organization & received commitment for DCA HOME funds **Community Quarterback**

- Drives the revitalization initiative to make sure the housing, education, and wellness components are successful and sustainable;
- Ensures residents are engaged, included, and served
- Single point of accountability for partners and funders.

AND

 have a demonstrated record of increasing residents' access to resources such as employment, education, transportation, and/or health

Transformation Partners

Transformation Partners: Identified Sectors

- □ K-12 school district representative
- Employment services provider
- Transportation services provider
- Local health provider
- Public & Private Engagement Requirements
 - Family Applicants engage at least two
 - Seniors engage at least one
 - At least one meeting between Partners open to public to identify challenges to transformation

Where: Defined Neighborhood (DN)

Developer works with Transformation Team to identify a Defined Neighborhood around the proposed development

- Location:
 - Transformation Plan requires assessment of existing and/or past revitalization strategies directly affecting the Defined Neighborhood.
 - DN should align or fall within Targeted Area of any existing revitalization strategies

□ Size

- Not to be smaller than one census tract
- May not encompass the entire city or county in which the proposed site is to be located (except for when the city/county falls within one tract)

How: Community-Driven Strategies

- Transformation Team identifies population to be served: low-income families or seniors in Defined Neighborhood
- QAP Requirements for Citizen Outreach
 - □ Survey; or
 - □ Two public meetings (one of which may be meeting between Partners)
- Transformation Plan must include community data and input that
 - demonstrates the level to which the local population to be served currently accesses community resources (e.g., education, health services, employment, and transportation).
 - identifies the challenges the local population to be served face in accessing those community resources.

Transformation Plan Components

- For each prioritized challenge, the Transformation Team identifies at least one measurable goal for
 - 1. increasing future residents' access to these resources and
 - 2. catalyzing improved access to such resources for the Defined Neighborhood as a whole.
- For each goal, the Community Transformation Plan names at least one solution to be implemented by one or more Transformation Partners.

2017-Funded Transformational Communities

Transformational Communities, in their own words:

"We are taking the vision outlined in the Trion Urban Redevelopment Plan and putting that priority into action." – Breakers at Trion (Senior Property), Trion, GA

"The CTP takes this work a step furthering by using a process of engaging the public and the stakeholders in this area to craft real-world strategies that can be undertaken by the community to further all of the plans' goals, without relying on the government to need to make changes to existing policies or ordinances to accomplish those goals."

– MainStreet Walton Mill (Senior Property), Monroe, GA

"...All of our elected officials, community leaders, and Transformation Partners have caught the "transformation vision" and are all on board to help improve the lives of the residents in the Defined Neighborhood. Between the new housing being built and planned at Tindall Fields, and the Transformation Plan, we have a real catalyst for change."

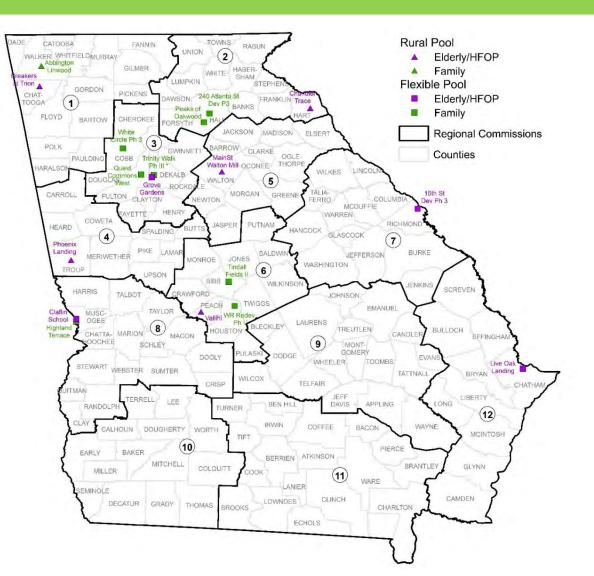
- Tindall Fields Phase 2 (Family Property), Macon, GA

Snapshot: 18 funded Transformational Communities

Tenancy & Pool
6 Rural, 12 Flex
9 Senior, 9 Family

	Rural	Flexible	Total
Family	1	8	9
Senior	5	4	9
Total	6	12	

Placed-in-service dates range from 4/1/19 to 12/31/19



Building on Revitalization for Transformation

- 16 of 18 communities built on at least one existing revitalization strategy
 - 9 communities cited a Urban Redevelopment Plan
 - □ 3 communities cited a TAD/CID Master Plan
 - 2 communities cited a corridor-specific plan
- 2 communities w/o an existing revitalization strategy: the Community Transformation Plan represented their first ever concerted community revitalization plan

Building Capacity for Community Strategies

Grove Gardens: Terry Mill Community (Atlanta, GA)

- "Despite its historic disadvantages and pending opportunities for redevelopment, the Terry Mill Community has not benefited from a concerted Community Revitalization Plan led by the local government...
- "As the first ever strategic planning document for the Terry Mill community, it was important to ensure that the Plan was highly influenced by the priorities articulated by the community, but also consistent with the strengths and capabilities of The Grove CDC, which will be charged with leading implementation of the Plan."

Chandler Trace: Hartwell, GA

- Res. No. 2017-03-04, Support for Transformational Plan: "Resolved to designate the Defined Neighborhood in an area defined by itself, to create a community-based team with the owner (of Chandler Trace) to develop a Community Transformation Plan for the coordination and provision of local services and resources to those most in need in the Defined Neighborhood, and determined the request for affordable housing for older persons and the creation of a Community Transformation Plan to be in the best interest of the citizens of the City."
- Motion carried unanimously, 6-0.

Community-Based Developer

 11 affordable housing developers qualified as a Community-Based Developer (3 Rural, 8 Flexible)

Qualification (multiple allowed)	Total	Rural	Flexible
Participated/led philanthropic activities benefitting community	10	3	7
Selected by Local Government through RFP	7	3*	4
Partnerships w/ 2+ community nonprofits	7	2	5
HOME consent & designated as CHDO	2	0	2

High level of engagement among local governments in Rural areas

*doesn't include Chandler Trace (Hartwell), which passed a resolution in favor of the plan and the specific developer

Community Quarterbacks (CQBs)

- IT Applicants—all but one—partnered with a Community Quarterback.
- Two Applicants each partnered with two organizations as co-Community Quarterbacks.

Across the board, majority of CQBs are nonprofits

Nonprofit CQBs	Nonprofit CQB Types	CQBs
3	Health	Piedmont Columbus Regional, Healthy Savannah, Phoenix Health Center
1	Human Services	Family Promise of Hall County
8	Public-Society Benefit	Westside Future Fund, Houston Co. Family Connection, Community Action for Improvement, Greater Piney Grove Community Development, Inc., Chattooga Chamber Foundation, United Way of Central Georgia, United Way of Hall County, Truth Spring, Inc.
2	Religious	MUST Ministries, Faith In Serving Humanity (FISH)
13 of 17		

But most Local Government CQBs are in Rural Pool

Though 12 of the 18 Applicants were Flexible Pool, 4 of the 5 local government CQBs were from the Rural Pool.

Local Government CQBs	Nonprofit CQB Types	CQBs
2	City Manager	City of Lafayette, City of Hartwell
2	Downtown Development Authority	Monroe DDA, Fort Valley Main Street/DDA
1	Local Government Department	Augusta Housing and Community Development
5 of 17		

Community Engagement & Outreach

- Despite a short time frame before Application, many communities reported high levels of engagement among Transformation Partners
- 14 communities disseminated a survey to low-income Defined Neighborhood residents, reaching a total of 1,571 people
 - \Box Average number of respondents per survey = 112
 - Common questions included:
 - Demographic questions about the respondent and family
 - Obstacles preventing respondent from accessing education, employment, transportation, and health services
 - Community amenities and cohesion

Community-Identified Challenges

Transformation Partners	Number of Communities w/ these Partners
Local Health Provider	16
Transportation Services Provider	10
Employment Services Provider	5
Local K-12 School District Representative	9
Other	9

"Other" included:

- Development Authority
- Police/Sheriff Department
- GICH Team
- University/Technical College
- Housing Authority

Challenges	Number of Communities Identifying these Challenges
Health	16
Housing	15
Transportation	12
Employment	9
Education	9
Other	6

"Other" included:

- Safety
- Community disinvestment
- Partnership coordination/Resident awareness of resources
- Community fellowship/isolation

All committed to housing as platform for community health

□ All 18 Developers agreed to provide to residents:

- On-site preventative health screenings at least monthly, at minimal or no cost
- Health and wellness education
- Health programming may also include
 - Community gardens and mobile vending of fresh foods
 Nutrition education

Community Transformation Plans Catalyze Public and Private Investment

Private Investment: Community Improvement Fund

All 18 communities secured a commitment of at least \$50,000 to support Community Transformation Plan goals

- 9 Family properties at \$50,000 each totaled \$450,000 for residents' education:
- Monthly reading events
- Fund for residents' education expenses
- Supplies, transportation, salaries for after-school and summer programming
- Tutoring
- Direct support to two local school districts
 - "Leader in Me" at Ingram Pye Elementary School
 - STEM programming at Walker County School District

9 Senior properties totaled \$460,000 for achieving CTP goals and services, including

- Establishing community garden
- Resource guide of community services
- Senior transportation
- Community development goals, such as blight removal

With the exception of the Griffith Family Foundation (Macon, GA), all donations came from the Developer Project Team itself

Third-Party Capital Investment

Eligible investors

Unrelated third party (foundation, business, local government)
 Local funding mechanism dedicated by local government

Eligible uses:

- development of parks, green space, shared amenities, recreational facilities, and/or
- the completion of a targeted, place-based component of a Community Revitalization Plan/Community Transformation Plan

□ Within 0.5 miles of proposed housing site

Public & Private: Third-Party Capital Investment

11 communities reported third-party investment, totaling \$38,649,988

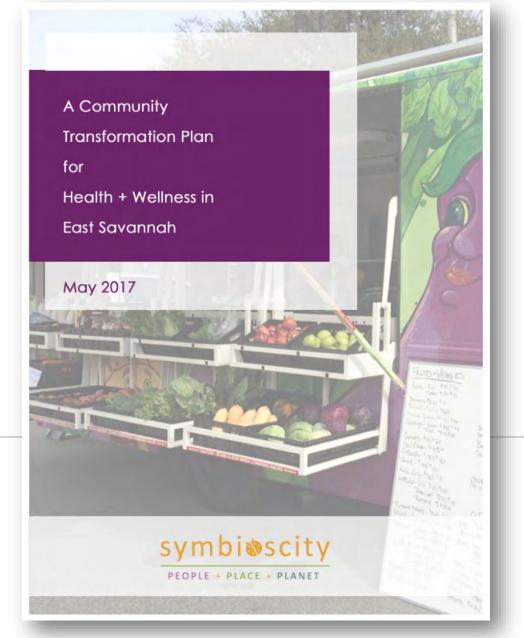
Pool	Communities w/ Third-Party Investment	Total Investment	Average Investment
Rural	4	\$5,636,223	\$1,409,056
Flex	9	\$33,013,765	\$3,668,196.1

	Rural Communities	Flex Communities	Total Investment
Local Government	4	7	\$33,042,545
Foundation	1 (reported both)	2	\$5,607,443
Total	4	9	

Live Oak Landing Savannah, Georgia

BILL GROSS, DEVELOPER









East Savannah Gateway TRANSFORMATION PLAN JANUARY 2014

Housing Authority of Savannah A CHOICE NEIGHBORHOODS PLANNING GRANTEE



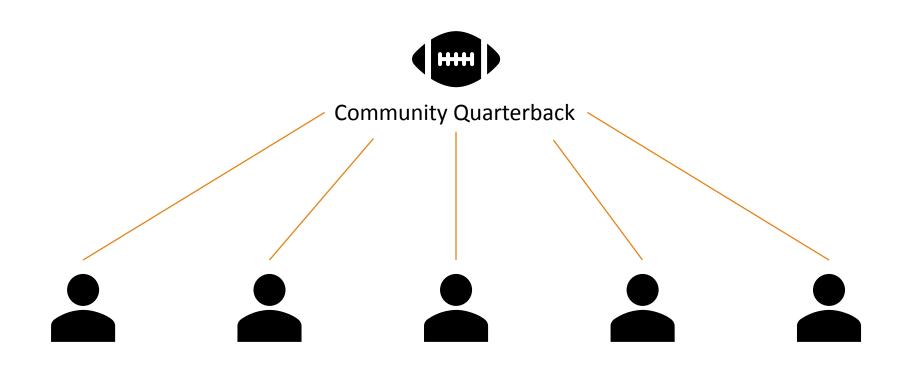
www.eastsavannahgateway.com

From The East Savannah Gateway Transformation Plan:

The core objectives of the planning and implementation processes include:

- To create guiding strategies to a "Neighborhood by Design" that presents viable solutions to:
 - Improve access to recreation and open spaces;
 - Increase access to healthy foods and quality medical services;
 - Enhance public transit and safe, active transportation;
 - Develop quality, affordable housing;
 - Provide economic opportunity;
 - Improve school performance and quality of childcare;
 - Ensure safe neighborhoods with adequate public spaces for social interaction;
 - Enhance environmental quality, i.e. air and water quality, and noise reduction;
 - Implement green and sustainable development and practices.

Community Transformation Plan For Health + Wellness in East Savannah



Transformation Partners

Community Transformation Plan For Health + Wellness in East Savannah



Transformation Partners



We will lead and support healthy lifestyles in Savannah by:

- Creating an environment that makes a healthy choice an easy choice
- Building a collaborative network that identifies and shares resources
- Collecting and disseminating information
- Promoting best practices and supporting innovative programs, and advocating for effective policies



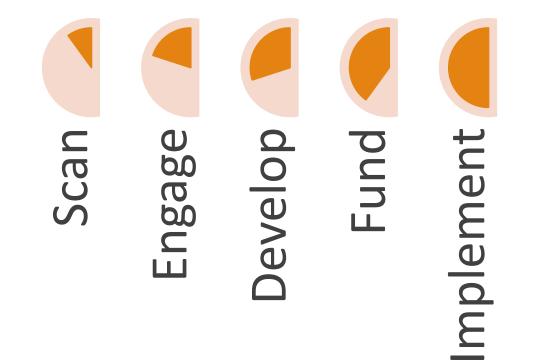
Launched in 2007 by Savannah Mayor Otis with the aim of making Savannah a healthier place to live. Major successes include:

- Breath Easy Savannah campaign to pass Savannah's Smoke Free Air Act of 2010
- Adoption of a Complete Streets Policy by the City of Savannah
- Consistent voice for policies that make "the healthy choice the easy choice."



www.healthysavannah.org

Plan Development Process





Community Assets



Active Neighborhood Associations And Community Center



Farm Truck 912 Forsyth Farmer's Market

Community Assets



Use of City-owned land for gardens



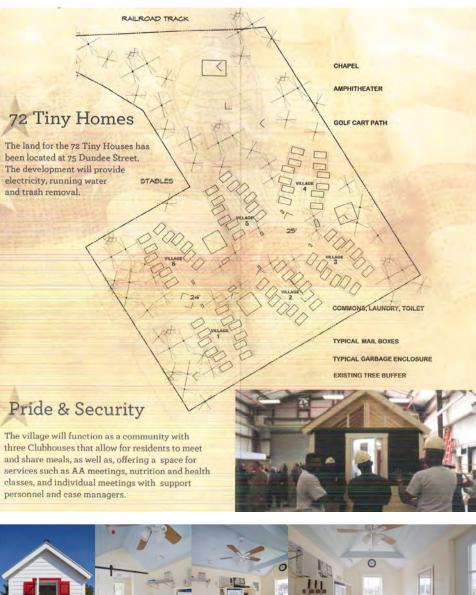
Provides Bikes to Partner Organizations



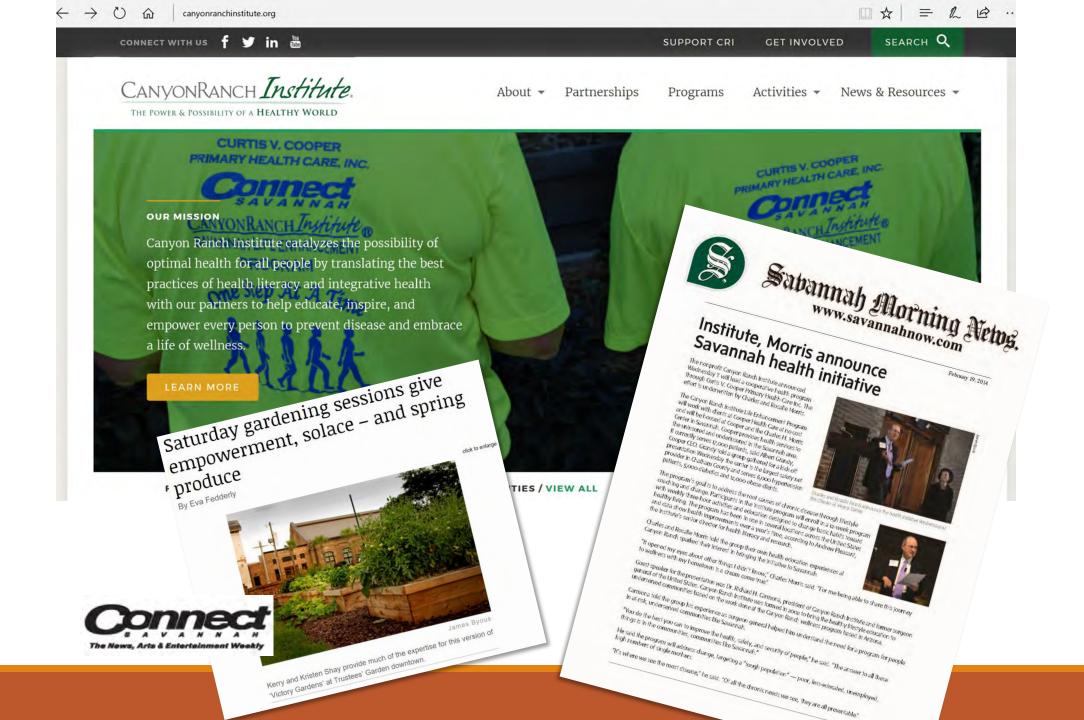


The Cove at Dundee (Tiny House Project for Homeless Veterans)







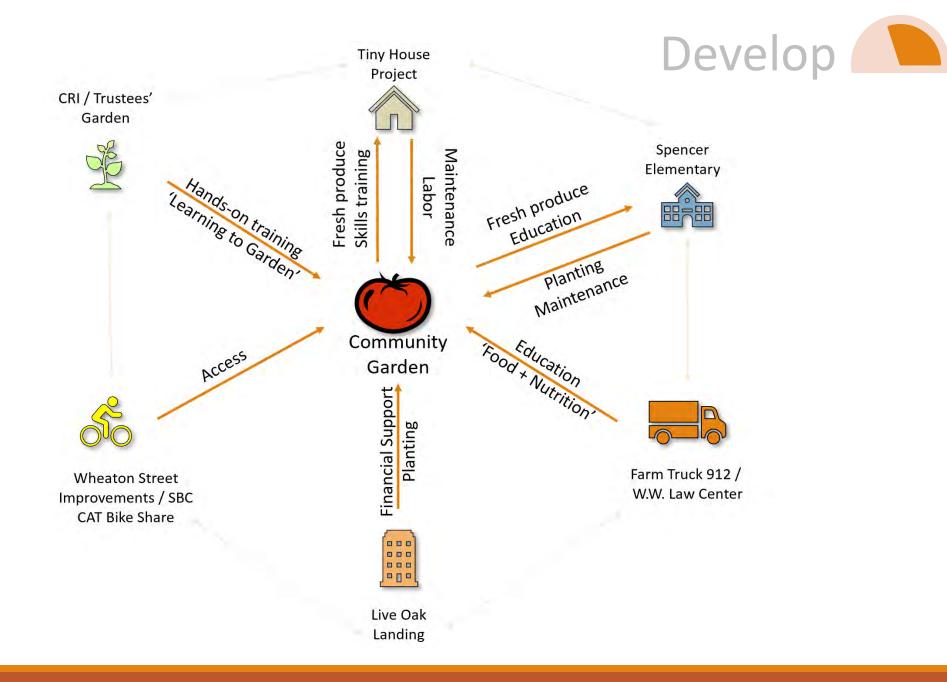






Community Survey

- If there was a community garden in your neighborhood, would you grow your own food there?
 - Over **85%** of responses indicated 'yes' (43%) or 'maybe' (43%).
- Would you be interested in **learning** more about **how to grow food**?
 - 75% of responses indicated 'yes' (46%) or 'maybe' (29%)
- If there was a community garden in your neighborhood, would you be willing to help maintain it?
 - Almost **80%** of responses indicated 'yes' (54%) or 'maybe' (25%).



Keys to Success



Questions?

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PEOPLE + PLACE + PLANET