

Homeownership Study Update

Housing Commission

July 6, 2023



Homeownership Study

- Launched study in Summer 2022
- 15-month process, expected to conclude Fall 2023

STUDY GOAL:
Homeownership
Program
Recommendations

- Better meet the vision and goals of the community.
- Create better homeownership outcomes for people of color and other underserved populations.
- Increase available resources for existing homeowners.

Homeownership Study

Timeline



Phase 1

Data Collection and Analysis

- Data Research and Program Analysis

Deliverables:

- *Barriers to Homeownership Analysis*
- *Existing Program Analysis*

Phase 2

Values, Vision and Goals

- Community Engagement
 - *HC Subcommittee, Meetings, Roundtables, Online Feedback*

Deliverables:

- *Community Homeownership Vision and Goals*

Phase 3

Program Recommendations

- New Program Research
- Case Studies

Deliverables:

- *Homeownership Program Recommendations*

Phase 1 Recap

- **October 2022:** [Analysis of Ownership Housing and Barriers to Homeownership in Arlington County](#)
 - Reports on homeownership trends, mortgage finance trends, barriers to purchasing, housing cost burden of existing owners, and more.
- **February 2023:** [Analysis of Arlington County Homebuyer Programs](#)
 - Looks at performance and history of various Arlington County homeownership programs.
- **February – March 2023:** Roundtables and Focus Groups. [Summary Report](#)
 - 5 sessions (condo owners, mortgage lenders, prospective and recent homebuyers, older adults, and real estate brokers)

Public Engagement Timeline



Establishing a Vision – Online Feedback Tool

June-July, 2023

Purpose: Asks residents to weigh in on the role of local government in providing homeownership support.

- **4 Questions.** 2 Likert scale questions. 1 ranking/prioritization question. 1 open-ended.
- **As of** July 6, 2023:
 - 863 unique participants
 - 38% of respondents identified as race or ethnicity other than “White”
 - 45% of respondents 60 years or older, 23% under 40 years old
 - 84% of respondents currently live in Arlington
 - 72% of respondents are existing Arlington homeowners, 23% are renters
 - 12% of respondents are existing condo owners
 - 52% of responses in 22207 (23%), 22204 (16%), and 22201 (13%) zip codes

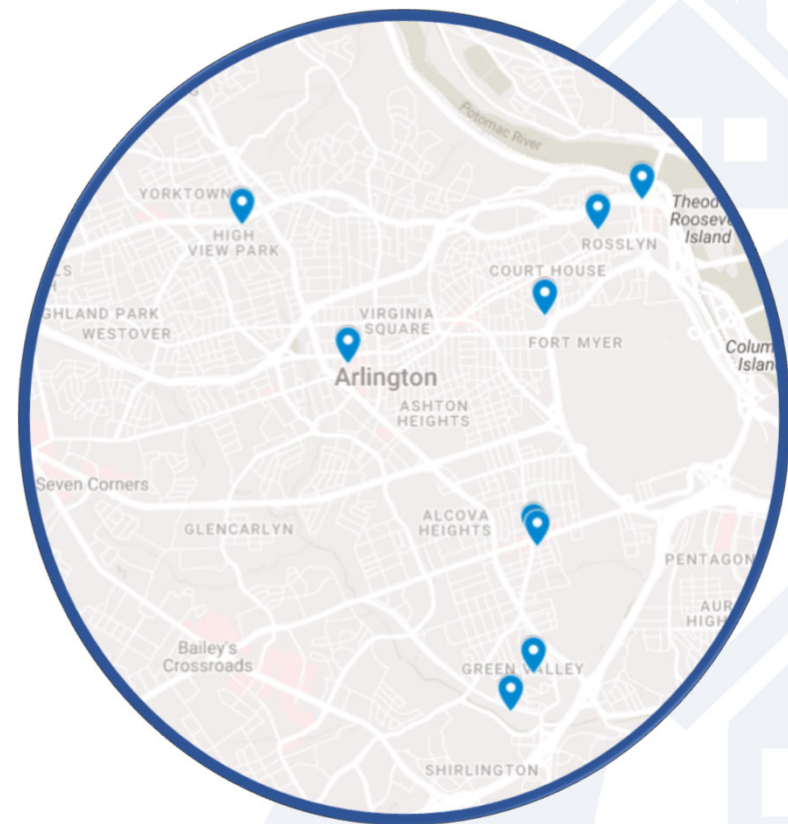
Outreach Efforts for Online Engagement

■ Popup Events

- 8 popup events throughout June and July (3 events cancelled due to weather).
- 150+ unique participants at popup events.

■ Other Outreach

- Social media + other traditional County outreach methods.
- Direct outreach, partners, stakeholders, and Homeownership Subcommittee members to increase participation.



Community Meetings

- **July 11, 2023: Homeownership Subcommittee Meeting**
 - Lubber Run Community Center, Hickory and Oak Rooms
 - Subcommittee members will use the feedback derived from the online feedback opportunity to begin establishing a vision statement and goals.
- **July 22, 2023: Community Workshop; Establishing Homeownership Objectives**
 - Walter Reed Community Center, Gymnasium
 - In-person collaborative workshop to validate the homeownership vision and goals established through earlier engagement and strategize on objectives for accomplishing these vision and goals.

Phase 3 – Program Recommendations

- **August-September, 2023:** County staff, in coordination with HR&A, will begin working on program recommendations that respond to community input and Subcommittee ideas.
 1. How programs should be targeted to certain underrepresented groups.
 2. Return on investment and financial feasibility of proposed program modifications and new programs.
 3. Resources needed to implement proposed program modifications and new programs.
 4. Funding opportunities to support recommendations.
 5. Prioritization of recommendations.
 6. Case studies providing examples that demonstrate how the County could implement recommendations.

Phase 3 – Community Engagement

- **September-October, 2023:** Once draft program recommendations have been established, County staff will engage stakeholder groups and partners to ensure that there is awareness of the study engagement outcomes and program recommendations..
 - Housing Commission and Homeownership Subcommittee
 - Commission on Aging
 - Disability Advisory Committee
 - NAACP Arlington Branch, Housing Committee
 - Other?

How can you stay involved?

- Provide feedback on the role of local government in providing homeownership support through the [Online Feedback Opportunity](#) by July 7
- Attend a Community Meeting!
 - July 11 Homeownership Subcommittee Work Session
 - July 22 Community Workshop
- Stay engaged throughout the process!
- Share information with your Networks!

Questions?

