

Homeownership Study

Homeownership Subcommittee Work Session

July 11, 2023



Agenda: July 11



Introductions



Overview and Goals for the Work Session



Online Feedback Results



Developing a Vision Statement



Developing Goals Statements



Next Steps

Overview and Goals for the Work Session



Arlington's Homeownership Programs



**HOMEBUYER
EDUCATION**
*FIRST-TIME
HOMEBUYERS &
EXISTING
HOMEOWNERS*



**MODERATE INCOME
PURCHASE
ASSISTANCE**
*(MIPAP)
FIRST-TIME HOMEBUYERS*



**AFFORDABLE
DWELLING UNITS**
*(ADU)
FIRST-TIME
HOMEBUYERS*



**LOW-INTEREST
MORTGAGE
PROGRAM**
*(SPARC)
FIRST-TIME
HOMEBUYERS*



**LIVE WHERE YOU
WORK**
*(COUNTY
EMPLOYEES ONLY)
EXISTING AND FIRST-
TIME HOMEBUYERS*



**REAL ESTATE TAX
RELIEF**
*(RETR)
EXISTING
HOMEOWNERS*



**CONDO
EDUCATION**
*(PARTNERSHIP WITH
ALEXANDRIA)
EXISTING
HOMEOWNERS*

Existing Policy

Affordable Housing Master Plan

Incentivize the production of moderately-priced ownership housing through land use and zoning policy.

Provide assistance to create access to ownership housing for moderate- and middle-income first-time homebuyers.

Implementation Framework (2021)

Develop a new, overarching, integrative approach.

Develop a pilot homebuyer training program.

Continue Housing Arlington Condominium Initiative.

How have programs performed over time?
Design or model enhancements?

Income threshold changes?

Considerations

Prioritize specific groups (BIPOC, seniors, public safety workers, etc.)?

Focus support on existing Arlingtonians or broaden to a regional focus?

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*

Online Feedback Results



Public Engagement Timeline



**PHASE 1
DATA COLLECTION & ANALYSIS**

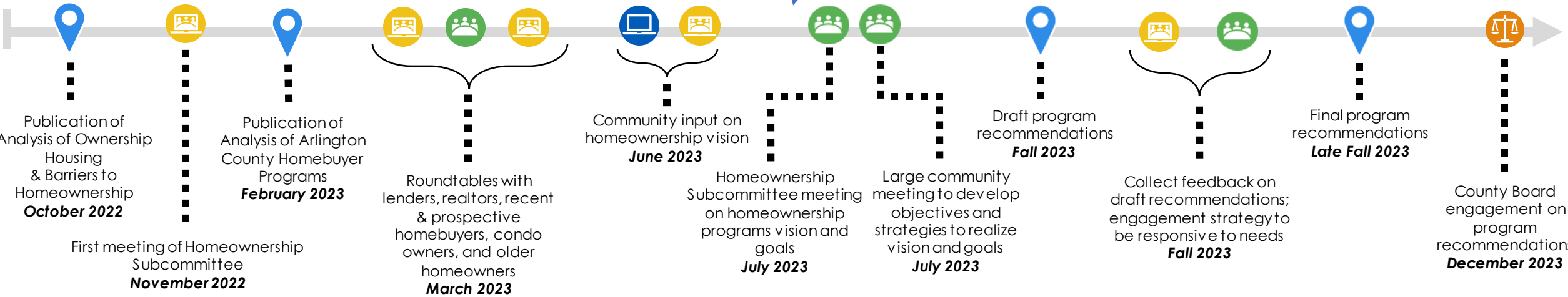


**PHASE 2
VALUES & VISION**



**PHASE 3
PROGRAM RECOMMENDATIONS**

We are here.



Online Feedback
(e.g. questionnaire, feedback form, etc.)



In-Person Engagement and Pop-Ups
(e.g. community meeting, roundtable, tabling, walking/bus tour, deliberative dialogue, etc.)



Virtual Meeting
(e.g., TEAMS, TEAMS live, Zoom, etc.)



County Board Engagement
(e.g. public hearing, Board work session, open door Monday, commission meeting etc.)



Key Milestone

Establishing a Vision – Online Feedback Tool

Dates: June 5 – July 7, 2023

Purpose: Asked residents to weigh in on the role of local government in providing homeownership support as well as what respondents believe would be most effective in increasing access to homeownership among racial minorities.

Format: 4 Main Questions.

- 2 Likert scale questions.
- 1 ranking/prioritization question.
- 1 open-ended.
- 7 optional demographic questions

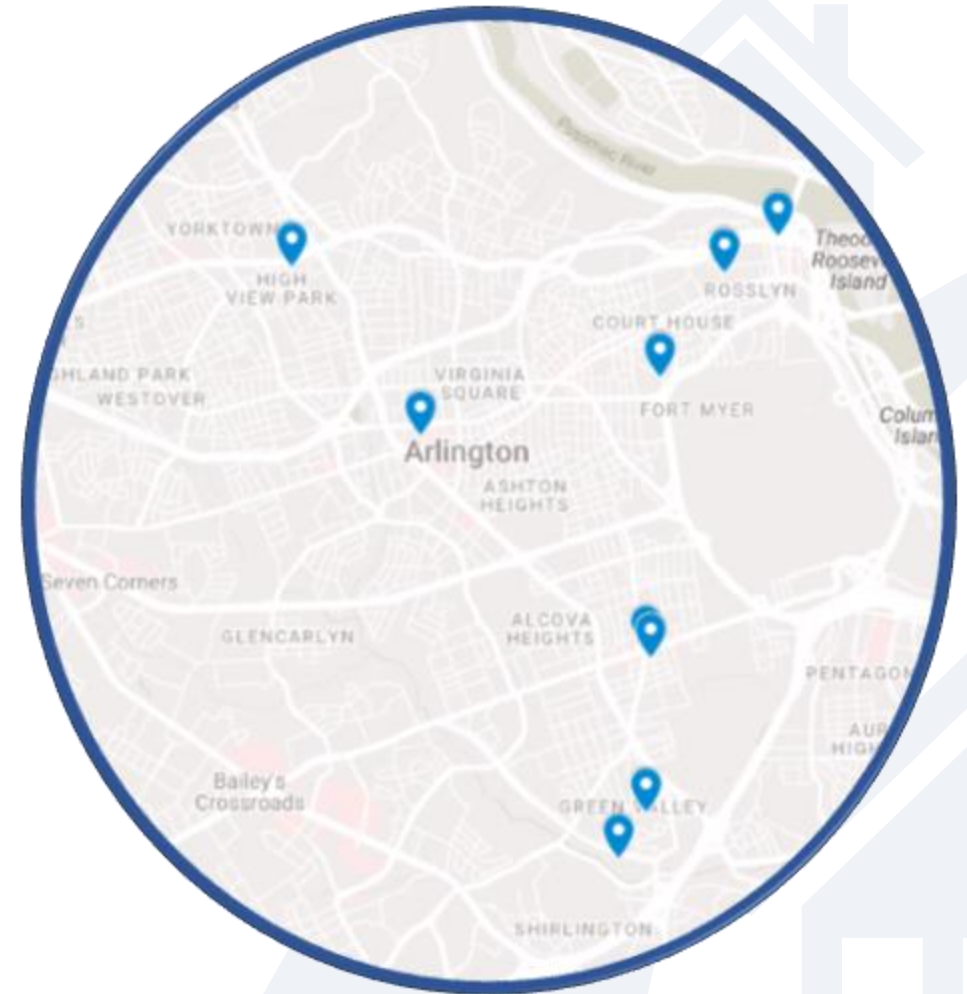
Outreach Efforts for Online Engagement

■ 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 to partners and stakeholders to increase participation.

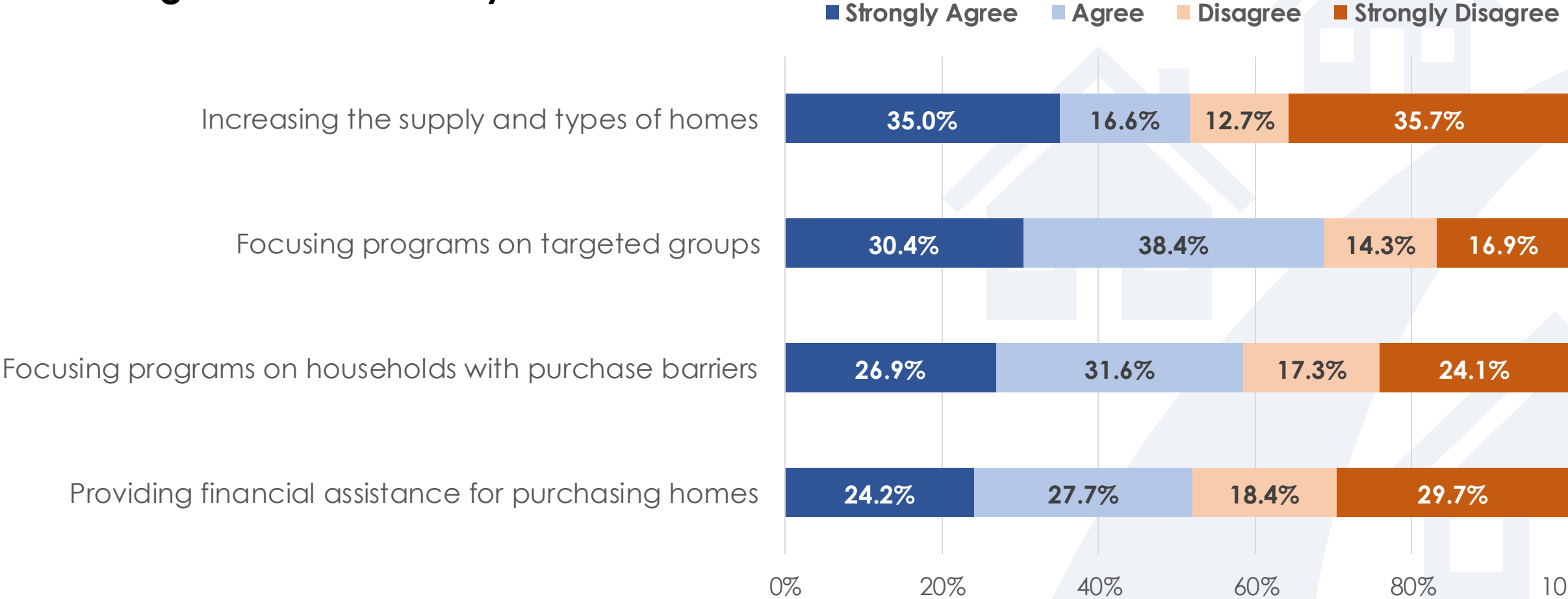


Demographics of Respondents

- **979 unique participants**
- About **half** of all participants responded to optional demographic questions
 - 70% of respondents were existing homeowners, 28% were renters
 - 13% of respondents were existing condo owners
 - 38% of respondents identified as race or ethnicity other than “White”
 - 42% of respondents 60 years or older, 26% under 40 years old
 - 89% of respondents currently live in Arlington
 - 34% of respondents are living in 22203, 22204, 22206 or 22209 zip codes

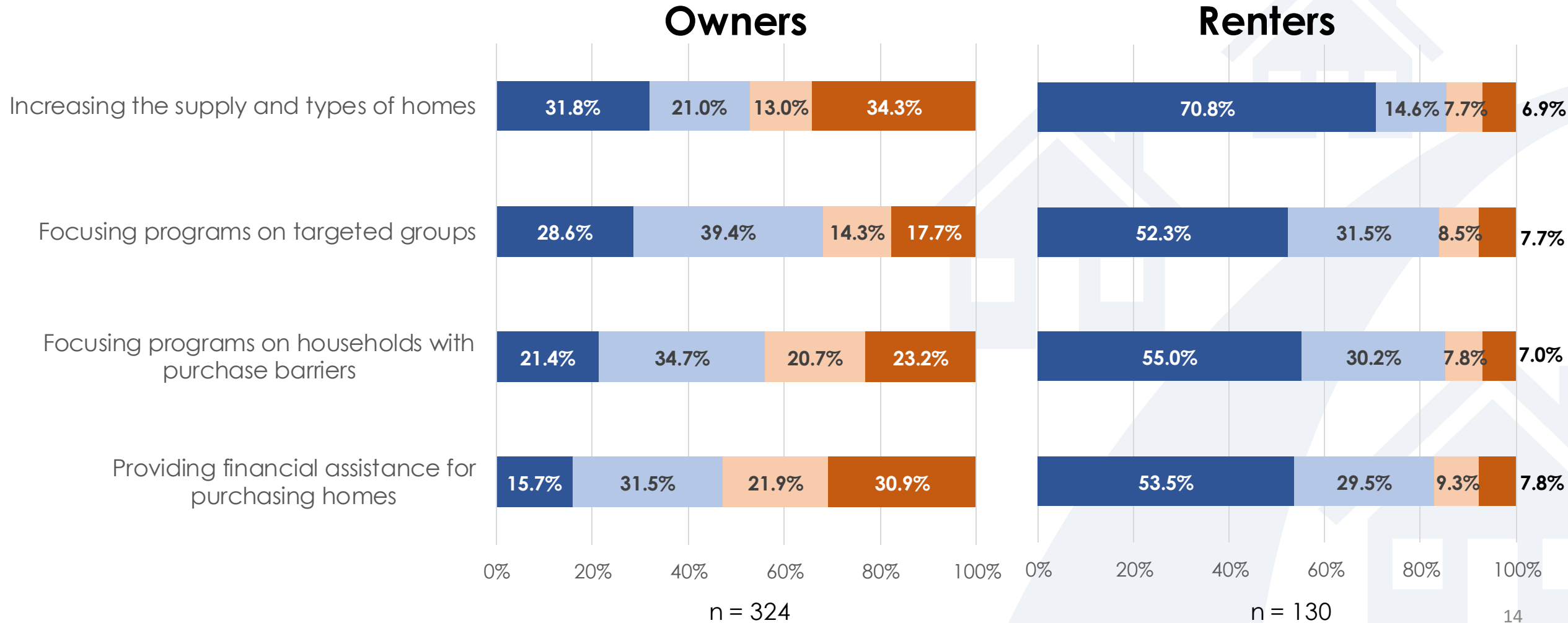
Role of Local Government – Question 1

How strongly do you **agree** or **disagree** that local government should have a role in **assisting first-time homebuyers**?

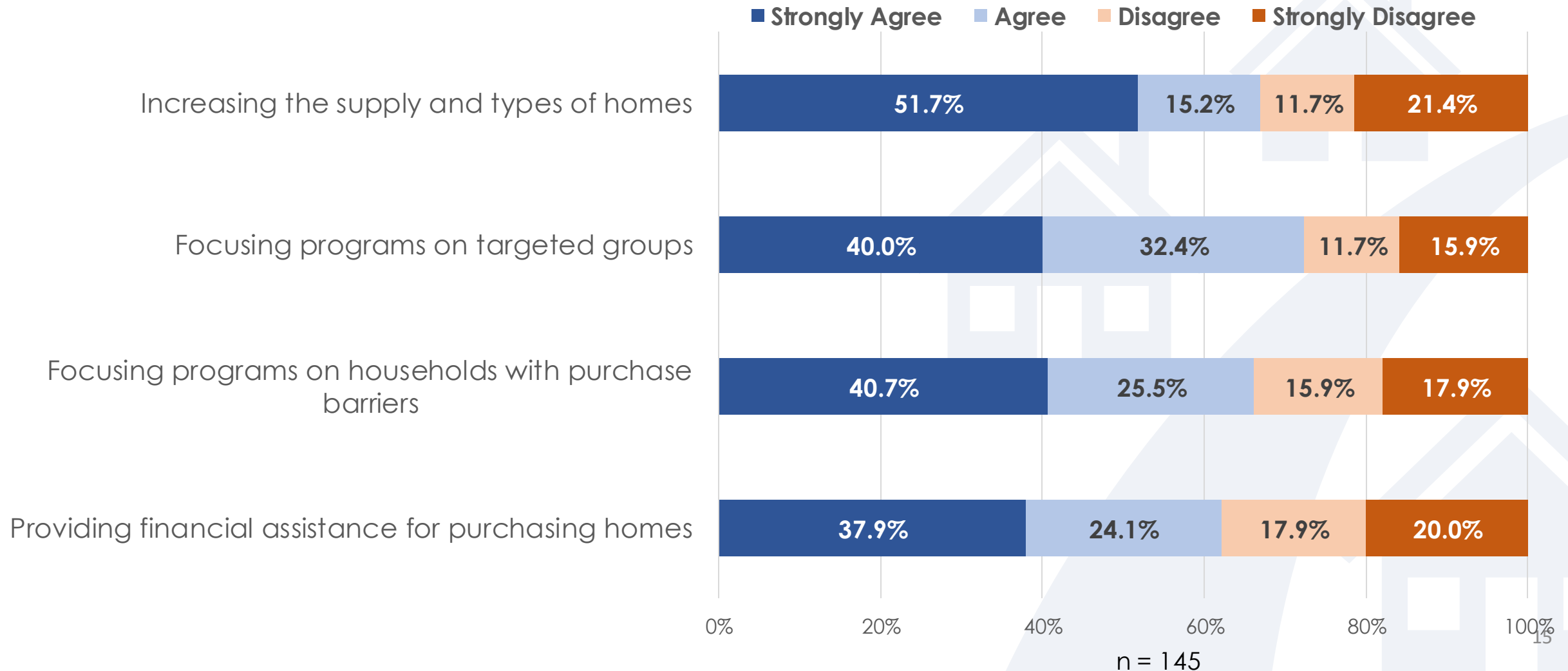


Question 1 – Homeowner & Renter Respondents

■ Strongly Agree ■ Agree ■ Disagree ■ Strongly Disagree



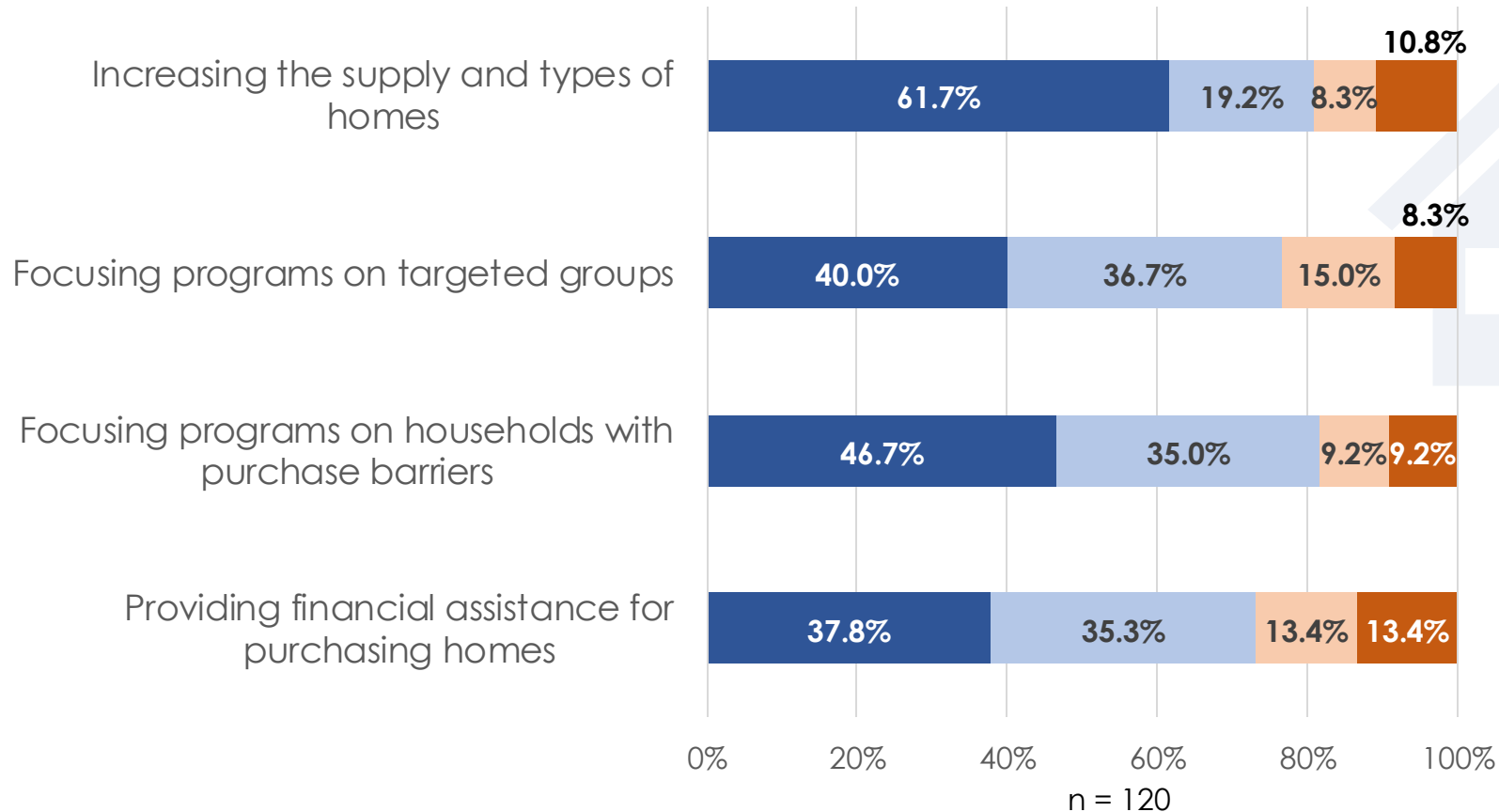
Question 1 – Race/Ethnicity Other than “White”



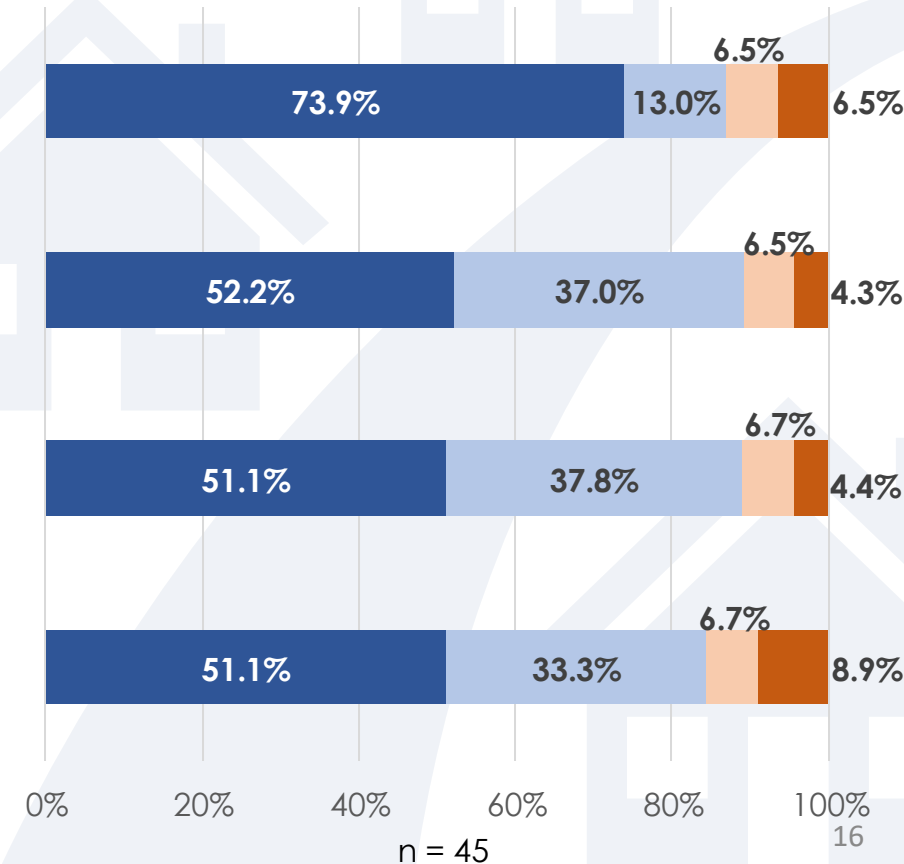
Question 1 by Select Demographics

■ Strongly Agree
 ■ Agree
 ■ Disagree
 ■ Strongly Disagree

Under 40 Years Old

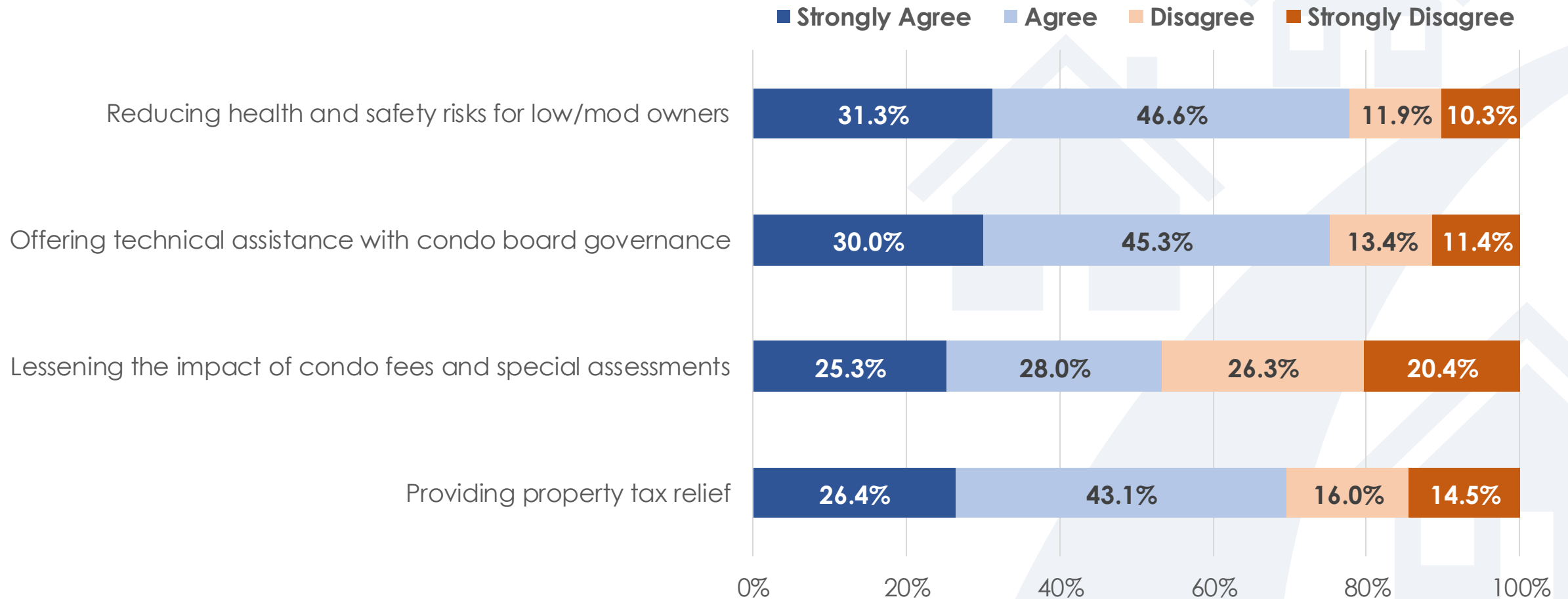


Renters Living in "Low" and "Moderate" Income Areas



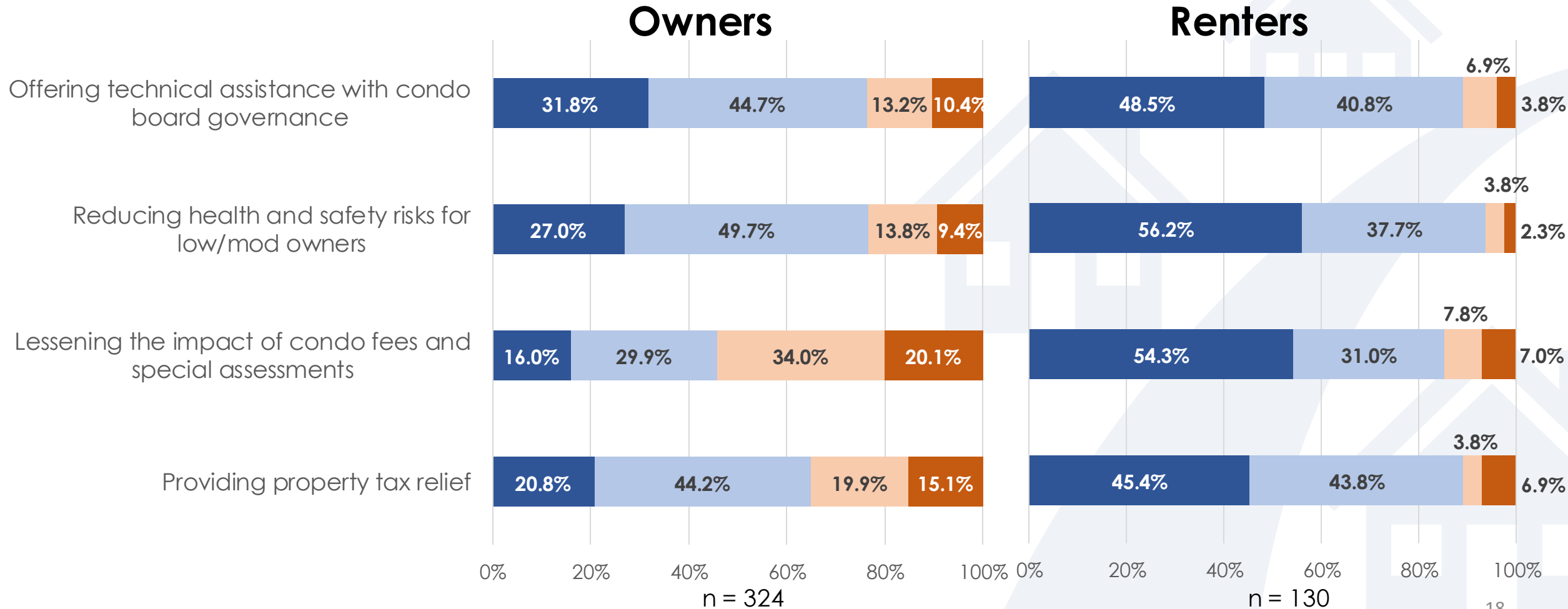
Role of Local Government – Question 2

How strongly do you **agree** or **disagree** that local government should have a role in **supporting existing homeowners in maintaining homeownership?**

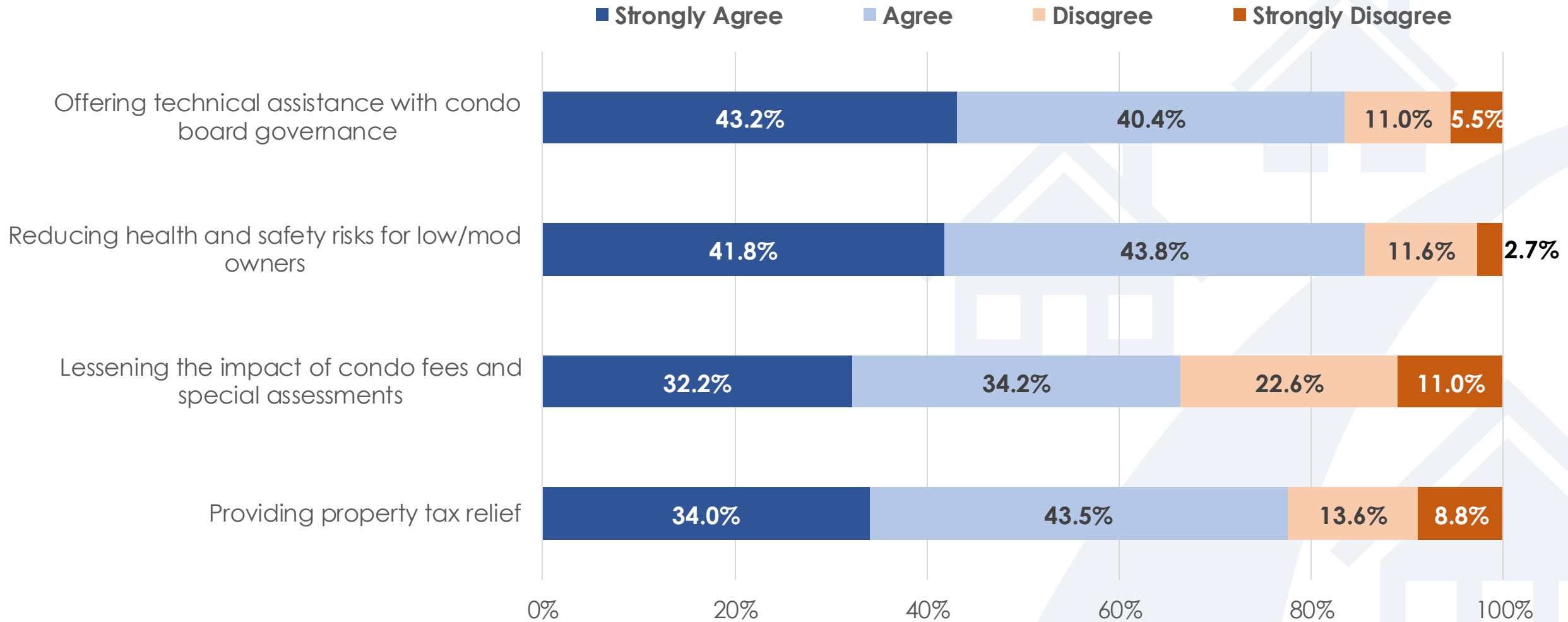


Question 2 – Homeowner & Renter Respondents

■ Strongly Agree
 ■ Agree
 ■ Disagree
 ■ Strongly Disagree

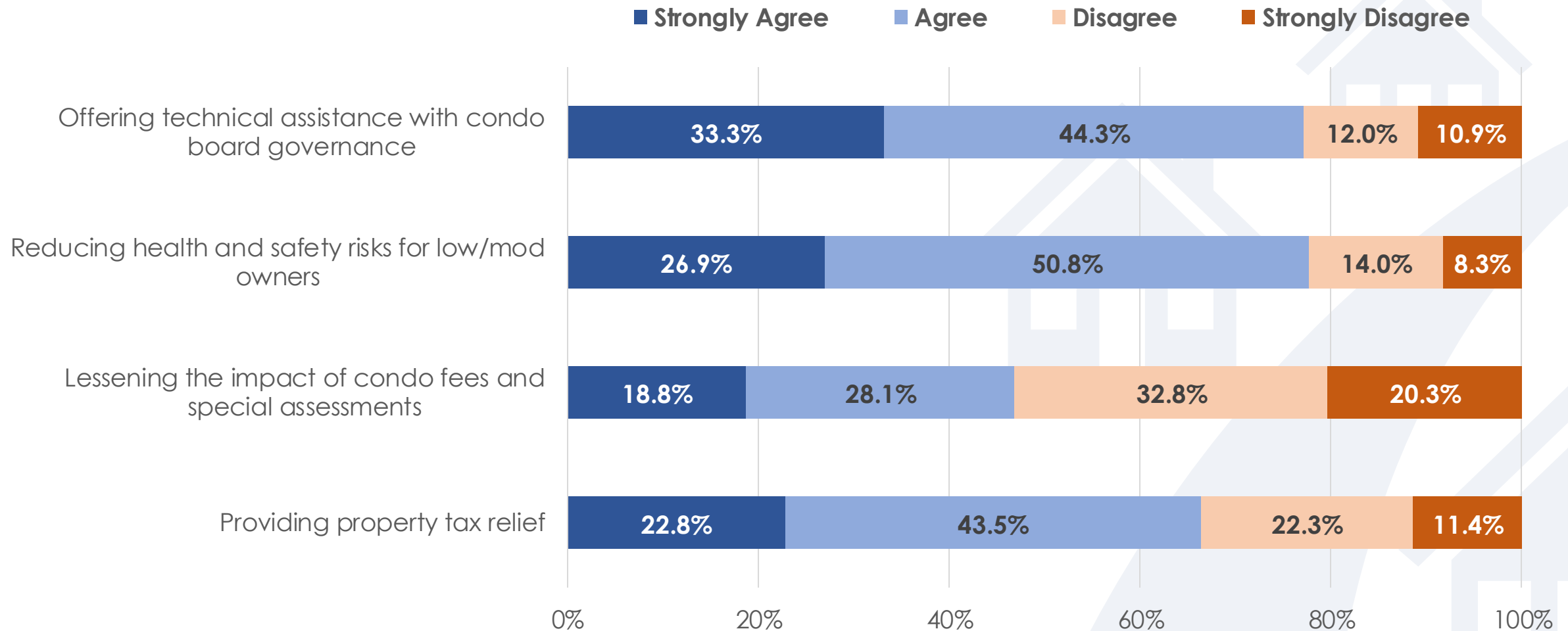


Question 2 – Zip Code



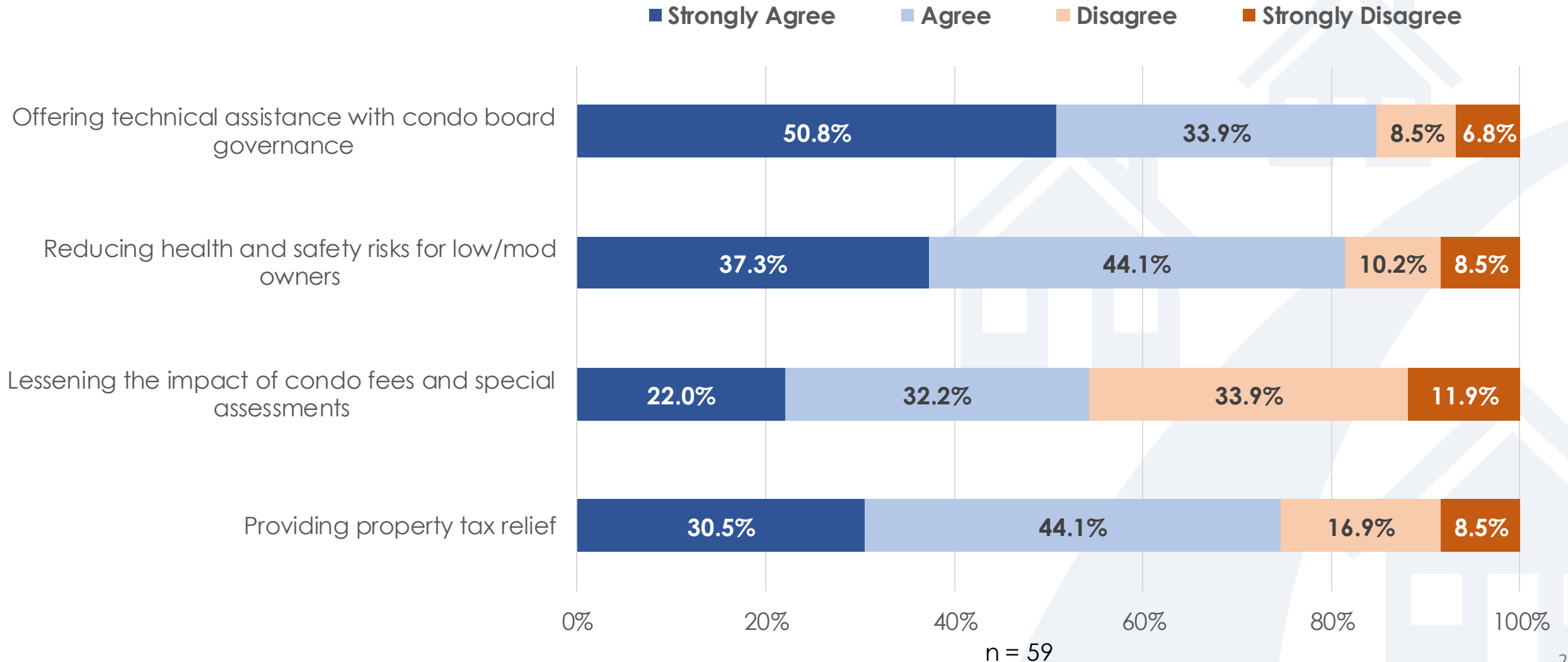
n = 147

Question 2 – 60 Years and Older

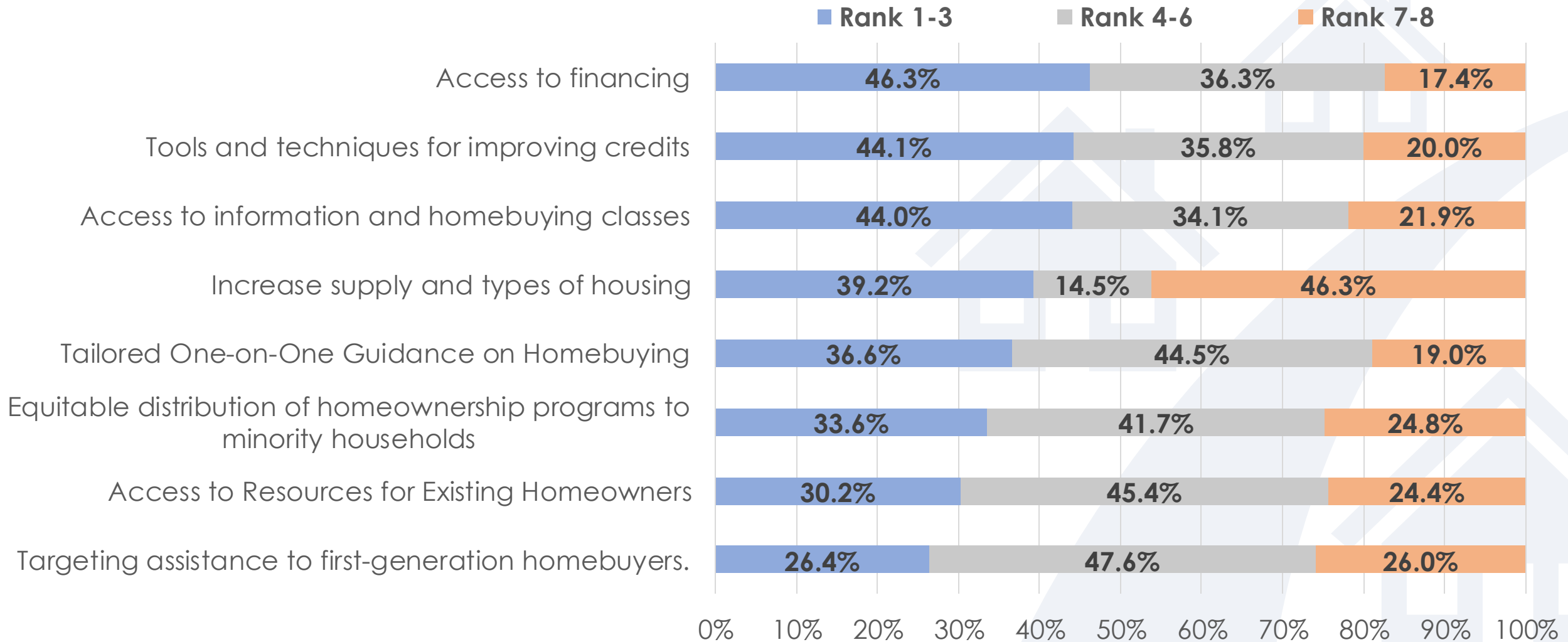


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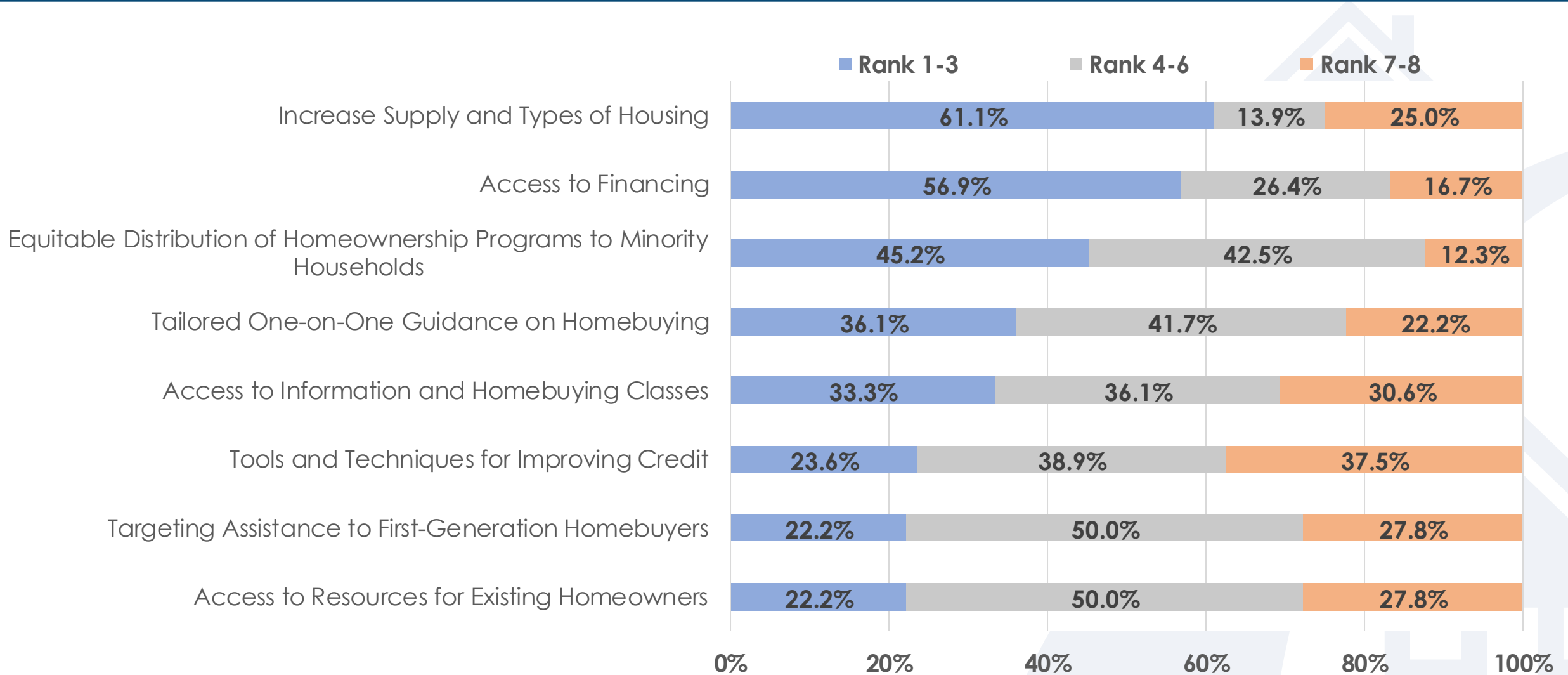
Question 2 – Condo Owners



Question 3 – Increasing access to homeownership for racial minorities.



Question 3 – Race/Ethnicity Other than “White”



Question 4- Other ways to increase access to homeownership

Are there other ways – that have not been mentioned – in which you think local government can increase access to homeownership?

347 comments

Key Themes (analysis ongoing)

- Belief in supporting senior, minority, and low-income homebuyers and owners
- Desire to see ownership housing incentivized/created . . . and belief housing supply is adequate
- Belief in limited or no role for government . . . and variety of program and policy recommendations

Questions?



Bringing it All Together

- June-July 2023: Online Feedback Opportunity – establishes community values.
- July 11: Subcommittee Work Session – distinguishes homeownership programs vision and goals.
- July 22: Community Workshop – validates vision, goals, and provides opportunity to strategize on objectives.
- Fall 2023: Program recommendations will be informed by Homeownership Subcommittee input as well as collective feedback and analysis obtained throughout the three phases of this study.

Developing a Vision Statement



Vision Statement

- High-level, inspirational statement about the future of the program
- Serve as foundations for a broader [strategic plan](#).
- Characteristics of a Good Vision Statement
 - Ambitious
 - Feasible
 - Broad
 - Strategic

Developing Goals Statements



Goal Statement

A statement of goals is a **written description of your long-term aspirations.**

- Offers statement of purpose
- Aims for what you want to accomplish
- Uses action words.

Example Goals Statements

Affordable Housing Master Plan Goals:

- *GOAL 1: Arlington County shall have an adequate supply of housing available to meet community needs.*
- *GOAL 2: Arlington County shall ensure that all segments of the community have access to housing.*
- *GOAL 3: Arlington County shall ensure that its housing efforts contribute to a sustainable community.*

What comes next?

- **July 22:** Community Workshop – ***RSVP encouraged***
- **September-October:** Draft Program Recommendations Released
- **September-October:** Consult County Advisory Boards, including Housing Commission on recommendations
- **December 2023:** County Board considers program recommendations