



HOUSING POLICY WORKGROUP STEERING COMMITTEE MEETING #1 NOTES

10 a.m.- 12 p.m., Wednesday Aug. 10
Central Oregon Association of REALTORS, 2112 NE 4th St.

Committee Members in Attendance:

- Seth Anderson (American Institute of Architects)
- Erin Foote Morgan (Bend 2030)
- Kim Gammond and Tyler Neese (Central Oregon Association of Realtors)
- Tom Kemper (Housing Works)
- Tim Knopp (COBA/State Senator District 27)
- Justin Livingston (City of Bend Affordable Housing Advisory Committee)
- Kirk Schueler (Brooks Resources Corporation)
- Kelly Sparks (OSU-Cascades)

Absent:

- Carolyn Eagan (City of Bend)

MEETING AGENDA AND DISCUSSION

Project overview and committee introductions

Committee members introduced themselves and shared why this project is valuable from their perspective. Remarks included:

- This group can assist with the follow through from the UGB proposal requiring more density within the city limits
- This group can help to encourage the housing mix needed for our population growth
- This group can help address housing needs for university students
- This group can add value by focusing on 80 percent AMI and above whereas other organizations are already doing a good job focusing on 80 percent AMI and below
- For builders there are barriers in the way of building more middle market housing and this group can help to address them
- This group could help to address state level land-use issues
- During this time the committee confirmed that the focus of this group would be the middle market, roughly 80 percent AMI and above

Erin recapped the phases of the project as currently envisioned including:

- PHASE ONE: Planning
 - Project steering committee forms and develops project goals and areas of focus, project timeline, project budget, and project management requirements and expectations
- PHASE TWO: Group work and creation of recommendations
 - Larger workgroup of as many as 30 stakeholders meets to develop slate of strategies and policy recommendations covering focus areas likely to

- include development code changes, incentives for developers, philanthropy work, and regulation recommendations
- PHASE THREE: ADVOCATE FOR IMPLEMENTATION OF RECOMMENDATIONS
 - Work group creates and implements strategies encouraging adoption of recommendations

Erin noted that one of the challenges of the group will be structuring when and how best to move from analysis and recommendation of tools/policy options to advocacy. Structurally, the group will need to consider whether it is creating a slate of recommendations all at once, or working on a more rolling basis with engagement on top priorities first and so forth.

Review areas of opportunity

The group reviewed the following topics using documents in the meeting packet, which are attached as supplemental items to these notes:

- Snapshot of City of Bend work
- Tools identified at the Livability Conference
- Areas of influence: Local and state policy, and local philanthropy

Erin reviewed the affordable housing tools currently in use by the City of Bend with the group, which were identified through a work session with Kim Gammond and Jim Long. She then shared the areas of greatest opportunity that had already been identified (outlined on the attached document) and asked the group to consider other possibilities.

Committee members suggested the following additional areas of opportunity:

- Recommendations on master planning changes to the code
- Education and support for developers who will be making zoning and land-use requests on their own in the coming years ahead of more sweeping city zoning changes related to the ugb and a transportation system plan update
- Advocate for a transportation system plan update
- A program that educates builders on how to take advantage of tools already offered by the City
- Work with the AIA's rural/urban team to visit Bend and offer insights and recommendations on urban form development

Project Goals

The committee determined three primary goals for the workgroup:

1. Clearly define the problem using the most accurate data
 - Two initial kinds of data needed were identified:
 - Comparing current and future household income levels, to housing types sought by those households to the housing inventory currently available and in the pipeline. This data will show what tools we should be targeting
 - Resource map the Bend region to show who is providing what resources or housing types and identify the challenges those existing housing providers are facing in building additional units
2. Work together to develop clear recommendations on tools and policies that encourage the building of housing for the middle market
 - The committee discussed that the group needs to focus on:

- Encouraging positive changes in the development code and limiting negatives ones
 - Policy recommendations at the local and state level
 - Collaborative philanthropic projects between builders/land owners that get more homes built
3. Work together to advocate for the implementation of workgroup recommendations
- The committee discussed that public education on housing issues should be a priority of the workgroup to help facilitate implementation of new tools
 - The committee discussed that it will need to wait to determine what “advocacy” could look like for this group

Scope and timeline

The committee was asked to provide feedback on the following items:

- Consider possible organizational structure of project (subcommittees, etc.)
- Research component possibilities
- Rolling recommendation cycle or single slate released at completion of Phase II?
- Team member expectations for participation in Phase III?
- Timeline considerations

The committee discussed that it will be helpful to review project manager proposals before determining the structure and timeline of the project. But generally the group suggested the following:

- That data be compiled on the subject areas listed under Goal 1 above
- That a survey and individual interviews be conducted with the larger group to identify the barriers preventing more middle market housing from being built and to collect more information
- That the larger group come together, possibly in October, for a meeting/forum where people would help flesh out priorities and areas of focus, and then divide into subcommittees to work on those areas specifically
- The committee was not sure yet how the recommendations that might come out of those committees would be followed-up on
- The committee was not sure yet about the timeline for the project

Development of RFP

The committee agreed that a project manager, not a facilitator is needed to assist with this project. The committee agreed it is looking for someone with the following qualities:

- Depth of experience on housing issues, including knowledge of development code and other legal issues
- Ability to coordinate multiple teams and drive the project forward, rather than someone who is focused on simply helping group members to communicate with each other

The committee discussed that the RFP should either be an open-ended request with few limitations to see what kinds of options are presented, or that the project should be clearly defined with proposals showing how they can best meet the stated deliverables. Kelly and Tim offered to assist Erin to write the RFP in the coming week or so, which at a minimum will cover:

- General scope of project manager role

- Cost
- Experience
- Approach to project
- Timeline for completion of project

Guidelines

The committee considered the following general issues and made the following decisions:

- Public v. Private meetings
 - The meetings of the workgroup shall be public
- Public input elements to project
 - There will be public input elements, though we have not determined them at this time
- Project communications
 - Press releases
 - These will be released periodically. They are to be created by Erin and Kim and reviewed by the full steering committee prior to release
 - Media policy
 - This will be developed at a later date
 - Messaging development (elevator pitch, etc.)
 - This will be considered as the project moves forward

Next Steps

- Project name
 - Members of the larger group will be asked about this in the survey they will soon receive
- Near-term timeline review
 - Aug. 12- Erin sends Kim draft of press release, committee receives soon after
 - Aug. 16- Press release sent outlining project
 - Aug. 17- Erin sends RFP to Tim and Kelly for review
 - Aug. 19- Grant proposal submitted to National Association of Realtors
 - Aug. 26- RFP is complete and posted via press release
 - Sept. 30- RFP deadline
 - First week of October- RFP review and selection
 - Second week of October- steering committee meet with project manager
 - Third/fourth week of October- first large group meeting