



City of Durham
Affordable Housing Investment Program
Forever Home, Durham
Communications Plan



Overview for the Affordable Housing Implementation Committee

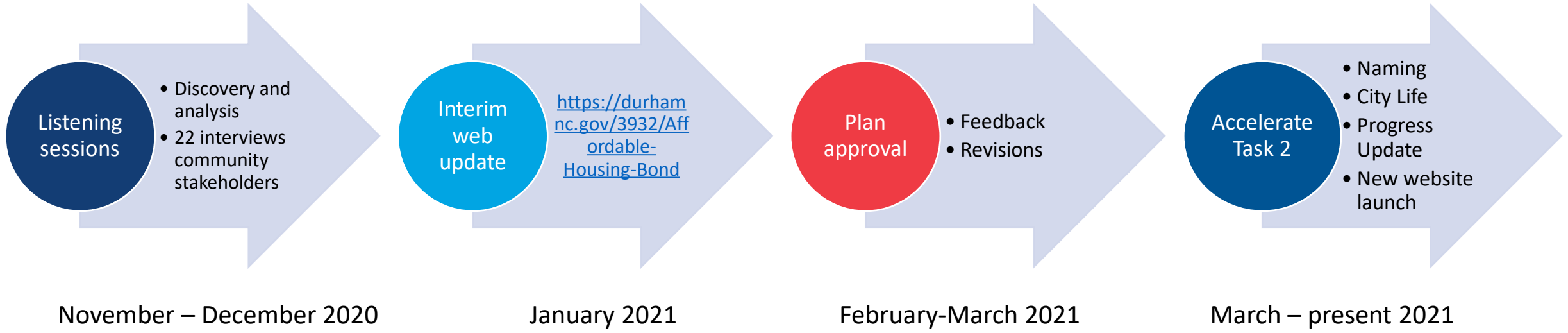
April 15, 2021



Scope of Work

- Task 1: Develop a Communications Plan for the City’s housing investment program
- Task 2: Create necessary infrastructure to enable plan implementation; support implementation for a 12-month period
- Regular meetings with client team (starting October 2020)

Progress





Communications Goals

Inform

- Equip stakeholder groups with information to do their work
- Describe adjustments/actions to stay on track

Engage

- Encourage feedback and provide opportunities for discussion
- Guide community members to sources of information, including the Affordable Housing Implementation Committee

Build trust

- Through transparency, reporting, and storytelling

Key Messages



Forever Home, Durham improves housing affordability for renters and homeowners.



\$160 million over multiple years sparks specific additional investments to create affordable housing, jobs, and stability for years to come.



The City is making real progress on the goals for housing and jobs through partnerships.



DHA is an important partner for improving and expanding affordable rental housing.



All of Durham is in this together.



Forever Home, DURHAM

Affordable. Liveable. Inclusive.

Forever Home, Durham Progress Update – March 2021



- Background**
In November 2019, City of Durham voters overwhelmingly approved a \$95 million affordable housing bond referendum to preserve and increase affordable housing in our city. The \$95 million bond funds are combined with \$65 million in local and federal funding to create a \$160 million investment program now called "Forever Home, Durham."
- Goals**
Working alongside multiple partners including the Durham Housing Authority, the City will achieve the following over the multi-year period of the \$160 million investment:
- Build 1,600 new affordable rental homes and preserve 800 affordable rental homes.
 - Provide 400 affordable home ownership opportunities for first-time homebuyers.
 - Move 1,700 homeless individuals and households into permanent housing.
 - Help 3,000 low-income renters and homeowners remain in or improve their homes.
 - Leverage over \$400 million in funding from other sources and create at least \$130 million in contracting opportunities for minority and women owned business enterprises (M/WBEs).
 - Support nearly 3,000 jobs as a result of construction, operations, and resident spending over the life of the housing created.
- Bond specifics**
The timing and amount of tax rate increases for Affordable Housing Bond debt service will be determined year to year by City Council. At this time, City Council budget guidelines indicate that the property tax rate increase will be 1.38 cents per \$100 of assessed property value; however, the final amount will be determined during the FY22 budget process.

Progress on Forever Home, Durham affordable housing goals

	GOAL	July 1, 2019 to Present				Balance Remaining
		Pipeline	Under Contract	Completed	Total	
Rental homes created, total	1,600	466	115	-	581	1,019
DHA		236	-	-	236	
Non-DHA		230	115	-	345	
Rental homes preserved, total	800	266	226	34	526	274
DHA		224	178	30	432	
Non-DHA		42	48	4	94	
Homeownership opportunities created	400	7	-	-	7	393
Homeless persons in permanent housing	1,700	-	-	278	278	1,422
Low income households stabilized	3,000	-	-	587	587	2,413

*Pipeline: funding recommendation made, contract not yet executed.
Under contract: City funding contract awarded.
Completed: for units, certificate of compliance received; for services, service delivered.*

- Build 1,600 new affordable rental homes and preserve 800 affordable rental homes.**
Examples of Durham Housing Authority (DHA) redevelopment projects
 - JJ Henderson Tower Rehabilitation - Complete update of 178 rental homes serving extremely low-income elderly households. Residents will be accommodated on site while their units are being rehabbed. Total development cost: \$31.2 million, City investment: \$2.9 million.
 - JJ Henderson Apartments New Construction - New construction of 80 affordable rental homes for elderly households expected to begin in spring 2021. Total development cost: \$16.2 million, City investment \$3 million.
 - Elizabeth Street Apartments: 72 new affordable rental homes for families. This is the first of five phases in the redevelopment of the combined 519 E. Main (formerly Oldham Tower) and Liberty Street Apartments sites. Total development cost: \$15 million, City investment \$1.1 million.



Implementation – Task 2, Part 1

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