Today’s focus:

3  HOUSING OPPORTUNITY FOR ALL OVERVIEW
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HOUSING OPPORTUNITY FOR ALL
COMMUNITY HOUSING STRATEGY
Housing Opportunity for All

What is this comprehensive housing strategy?

- The County’s 10-year comprehensive housing strategy (CHS) to serve the housing needs of all Prince George’s County residents - both current and future - while expanding access to opportunity

- Designed to
  - build the County’s and partners’ capacity for successful implementation
  - address specific housing needs through new or expanded tools
Core Housing Needs

Housing Opportunity for All elevates the following trends in Prince George’s County:

- **Demographic changes**, including an increase in seniors and both smaller and larger households
- **Limited housing diversity**, with mostly single-family detached homes and large multifamily buildings
- **Varied & changing market conditions**, with higher rents and home values relative to incomes and higher housing costs in the suburban and rural parts of the county (relative to countywide figures)
- **Housing quality & conditions**, many related to aging homes and infrastructure
- **Housing affordability challenges**, with a range of people experiencing these challenges, including individuals working as administrative assistants or retail clerks (households of 3 people with household incomes of $58,050 or less); populations with special needs; and households of color

*Summary reflects trends based on 2021 analysis completed using the most recent and reliable data available from public sources, and input collected while developing the comprehensive housing strategy.*
Household Sizes and Housing Supply

Number of Persons in a Household

- 2000:
  - 1-person household: 69,014
  - 2-person household: 83,244
  - 3-person household: 54,588
  - 4-person household: 42,468
  - 5-person household or more: 37,296

- 2019:
  - 1-person household: 90,428
  - 2-person household: 88,782
  - 3-person household: 53,047
  - 4-person household: 39,730
  - 5-person household or more: 39,356

Number of Bedrooms in Housing Units

- 2000:
  - Efficiency: 11%
  - 1 bedroom: 15%
  - 2 bedroom: 21%
  - 3 bedroom: 32%
  - 4 bedroom: 21%
  - 5 bedroom or more: 6%

- 2019:
  - Efficiency: 4%
  - 1 bedroom: 12%
  - 2 bedroom: 21%
  - 3 bedroom: 31%
  - 4 bedroom: 25%
  - 5 bedroom or more: 9%

Sources: 2000 Census and 2019 American Community Survey (5-year estimates)
# Limited Housing Diversity

<table>
<thead>
<tr>
<th>Units in structure</th>
<th>2000</th>
<th>2014</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>1, detached</td>
<td>151,888</td>
<td>169,912</td>
<td>172,529</td>
</tr>
<tr>
<td>1, attached</td>
<td>45,366</td>
<td>52,577</td>
<td>52,104</td>
</tr>
<tr>
<td>2</td>
<td>1,634</td>
<td>1,618</td>
<td>1,727</td>
</tr>
<tr>
<td>3 to 4</td>
<td>6,755</td>
<td>5,551</td>
<td>5,187</td>
</tr>
<tr>
<td>5 to 9</td>
<td>27,820</td>
<td>23,020</td>
<td>24,188</td>
</tr>
<tr>
<td>10 to 19</td>
<td>43,276</td>
<td>48,810</td>
<td>44,339</td>
</tr>
<tr>
<td>20 to 49</td>
<td>6,593</td>
<td>6,070</td>
<td>6,890</td>
</tr>
<tr>
<td>50 or more</td>
<td>17,473</td>
<td>20,220</td>
<td>24,557</td>
</tr>
<tr>
<td>Other</td>
<td>1,573</td>
<td>1,572</td>
<td>1,520</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>302,378</strong></td>
<td><strong>329,350</strong></td>
<td><strong>333,041</strong></td>
</tr>
</tbody>
</table>

Sources: 2000 Census, 2014 American Community Survey (5-year estimates), and 2019 American Community Survey (5-year estimates)
Spatial Distribution of Housing Built in 2000 or later

Most activity occurring outside of the Beltway

Source: PolicyMap (2019)
Housing Conditions and Affordability

Reported Housing Problems

- 2000: 97,992 housing problems, 188,534 no housing problems
- 2017: 119,120 housing problems, 185,030 no housing problems

Housing Cost-Burdened Households

- 2000: 81,373 housing cost burden ≤ 50%, 29,512 housing cost burden > 50%
- 2017: 63,590 housing cost burden ≤ 50%, 46,890 housing cost burden > 50%

Note: HUD-defined housing problems include incomplete kitchen facilities, incomplete plumbing facilities, crowded living conditions, and cost burden.

Changing Rental Costs in Context

Prince George’s County, MD

Median Gross Rent

- Anne Arundel County, MD: $1,520 (2019) and $1,632 (2014)
- Calvert County, MD: $1,589 (2019) and $1,589 (2014)
- Charles County, MD: $1,620 (2019) and $1,682 (2014)
- Howard County, MD: $1,666 (2019) and $1,716 (2014)
- Montgomery County, MD: $1,734 (2019) and $1,768 (2014)
- Prince George’s County, MD: $1,373 (2019) and $1,475 (2014)

Prince George’s median rent increased by 7.4% in five years (from $1,373 to $1,475)

Note: reflects 2019-inflation adjusted US dollars

Sources: 2014 American Community Survey (5-year estimates), and 2019 American Community Survey (5-year estimates)
Our Goals

*Housing Opportunity for All* is designed to achieve three goals:

**Support existing residents,** including long-time residents, seniors, and residents at-risk of displacement

**Attract new residents,** including millennials, families, employers, and developers

**Build on strategic investments + submarket conditions,** including transit-oriented development (TOD) areas like the Purple Line Corridor and areas around other strategic investments, including Opportunity Zones.
Strategies

Housing Opportunity for All breaks up its strategies into two types:

**CROSS-CUTTING STRATEGIES**

To support a more robust market for development and increase overall capacity for implementation

- Enhance policies and incentives for housing development;
- Increase collaboration, coordination and transparency; and
- Expand funding and diversify financing mechanisms.

**TARGETED STRATEGIES**

To address specific housing needs and market conditions

- Encourage new, context-sensitive development that expands housing types; and
- Improve the quality of the county's existing housing supply and maintain affordability.
- Build stronger economic opportunity and revitalize neighborhoods.

**LEVERAGE INCREASED CAPACITY AND TARGETING THROUGH SHORT-, MEDIUM-, & LONG-TERM ACTIONS**
IMPLEMENTATION
PROGRESS THROUGH YEAR 3
Implementation Successes
What has been implemented from Prince George’s County’s comprehensive housing strategy?

Outcomes being achieved through Implementation:

- Stronger internal capacity and coordination
- More financing for housing
- More support for vulnerable residents
- More transparency and accountability

48 total actions
26 actions initiated
3 actions completed

*Count includes all actions with at least one implementation step underway as of March 2022.
Housing Opportunities for All Workgroup

Overview

• Purpose:
  • Help set priorities on CHS implementation
  • Advise on proposed legislation related to housing
  • Recommend possible changes to policies, programs, procedures generally relating to housing issues in Prince George’s County
  • Lifespan: created in 2019 with an initial term of 2 years; extended for 1 additional year (through March 2022)

Participants: made up of 21 representatives spanning
  • Chaired by the Prince George County Council Chair (or designee) and the Department of Housing and Community Development Director (or designee)
  • County departments
  • County organizations
  • Community representatives
When groups come together and use their knowledge, resources and experience to invest in a community, incredible things can happen.

**HOFA Workgroup Members**
Hon. Dannielle Glaros (Co-Chair),
Aspasia Glaros (Co-Chair),
David Iannucci,
David Harrington,
Gloria Brown-Burnett,
Karen Mierow,
Yolanda Hawkins-Bautista,
Sherman Hardy,
Ashanti Martinez,
Erin Bradley,
Nathaniel Forman,
Jesse Buggs,
Sarah Basehart,
Feras Qumseya,
Joy Hall,
Maryann Dillon,
Donna Hurley,
Jessica Quincosa, Esq.,
Melinda Bolling

**Former HOFA Workgroup Members**
Estella Alexander,
Ted Kowaluk,
Paul Rowe,
Julio Murillo-Khadjibaeva,
Scott Nordheimer,
Shannon Guzman

**DHCD Staff**
LeShann Murphy
# Key Accomplishments: 2019-2022

**Housing Opportunities for All Workgroup**

<table>
<thead>
<tr>
<th><strong>50+</strong></th>
<th><strong>3</strong></th>
<th><strong>8</strong></th>
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<tbody>
<tr>
<td>HOURS IN DIALOGUE</td>
<td>ANNUAL REPORTS</td>
<td>ACTIONS FROM THE CHS</td>
</tr>
<tr>
<td>total time committed by County stakeholders while participating in the Housing Opportunities for All Workgroup</td>
<td>recommendations to the County Executive and County Council to advance implementation of <em>Housing Opportunity for All</em></td>
<td>total actions advanced by the workgroup through its recommendations between 2019 and 2022</td>
</tr>
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<table>
<thead>
<tr>
<th><strong>$15M</strong></th>
<th><strong>$10M</strong></th>
<th><strong>$2.3M</strong></th>
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<tr>
<td>RIGHT OF FIRST REFUSAL</td>
<td>ANNUAL DEDICATED FUNDING</td>
<td>COMMUNITY NAVIGATORS</td>
</tr>
<tr>
<td>funding to support the County’s redesigned Right of First Refusal Program, which was recommended by the workgroup in 2020</td>
<td>reliable funding for the County’s Housing Investment Trust Fund, which was recommended by the workgroup in 2020</td>
<td>staff to connect families and individuals to available programs, which was recommended by the workgroup in 2021</td>
</tr>
</tbody>
</table>
1. Strengthen rights and responsibilities of tenants and landlords (cross-cutting action 1.4)

2. Establish stronger, market-informed inclusionary housing requirements (cross-cutting action 1.5)

3. Adopt a universal design policy (cross-cutting action 1.7)

4. Build a culturally competent staff to serve the county’s changing demographics (cross-cutting action 2.9)

5. Increase the County’s Housing Investment Trust Fund (cross-cutting action 3.1)

6. Strengthen the County’s and partners’ right-of-first refusal provisions (targeted action 2.6)

7. Create a range of resources for households experiencing a housing crisis (targeted action 2.4)

8. Create a land bank to support redevelopment of abandoned residential properties (targeted action 3.2)
$15M

RIGHT OF FIRST REFUSAL
funding to support the county’s redesigned Right of First Refusal Program, which were both recommended by the workgroup in 2020

• Right of First Refusal (ROFR) Fund launched in December 2021
• $15M from the County’s American Rescue Plan fund leveraged an additional $10M in State funding
• Expanded roster of developers established in March 2022
• Impact
  • 759 units preserved so far, including 625 units in the Purple Line area
  • By end of year, will preserve over 1,200 affordable units in the County
• State legislation approved to amend PILOT status to permit assistance for ROFR properties
ANNUAL DEDICATED FUNDING
reliable funding for the county’s Housing Investment Trust Fund, which was recommended by the workgroup in 2020

- Issued Housing Investment Trust Fund Notice of Funding Availability in November 2021
- 9 developments (almost 1,000 new affordable units) that received funding from HITF will be under construction in the next 3-12 months
Recommendations
Housing Opportunities for All Workgroup

**POLICY PRIORITIES**
To guide new housing production in Prince George’s County

**RECOMMENDED TOOLS**
To achieve Prince George’s County’s housing production targets

**HOUSING ADVISORY BOARD**
Proposal for a permanent body to monitor and advise on housing issues

**TENANT LANDLORD COMMISSION**
Proposal to create a key piece of tenant-landlord infrastructure
Prince George’s County housing targets

What was the starting point for the workgroup’s key policy priorities for new homes?

- The County Executive’s Economic Development Platform (released June 2021) created the guiding framework for the workgroup’s recommendations for housing production targets.

- It also outlines goals focused on preserving housing affordability and diversifying the County’s housing stock.

**TOTAL NEW HOMES BY 2030:** 26,000 new homes

**COMMITTED AFFORDABILITY:** 19,500 new units

**INCOME LEVEL:** up to 120 percent AMI for new committed affordable units

**LOCATION:** emphasis on transit-oriented development

**HOUSING TYPOLOGY:** 10,400 new multifamily construction starts
Recommended housing production priorities: Present-2030

As new homes are built, what are key policy priorities in terms of price point, location, type, and tenure?

**TENURE**
Even split among new rental & homeownership opportunities

**PRICE POINT**
Priced for a range of occupations and lifestyles

**LOCATION**
Priority for transit-oriented development (especially with multimodal options) & connection to services

**TYPE**
Increase housing diversity by addressing systemic barriers to development

Priorities identified by Housing Opportunities for All Workgroup members, September through November 2021.
## Strategic shifts needed & supporting tools

To achieve housing production targets in Prince George’s County

| **Accelerate housing production of committed affordable units (in tandem with continued investments in these homes through existing tools).**  |
| **Supporting tools focused on scaling the number of new committed affordable units and getting them built more quickly.** |
| **Lower new rental units’ price points (in some instances significantly).**  |
| **Supporting tools focused on ensuring new rental units align with a range of income levels.** |
| **Incorporate more opportunities for affordable homeownership.**  |
| **Supporting tools focused on increasing for-sale units at different price points and helping more people purchase homes.** |
| **Increase market-rate and affordable homeownership opportunities in TODs.**  |
| **Supporting tools focused on supporting new for-sale units near transit.** |
Recommendations to advance priorities for new homes
Aligning priorities, strategies, and CHS actions

Land use & zoning

Explore specific near-term opportunities in its land use & zoning standards to help meet the County's housing production targets in three main areas:

- Development standards
- Accessory dwelling units
- Inclusionary zoning

Development incentives

Amend the existing fee schedule to incentivize the development of new homes in ways that advance the workgroup’s policy priorities.

- Amended incentives should create better alignment between housing and economic development tools.
- They should balance the value of any reduced or waived fees with what is being offered in terms of new homes or other community benefits.
Recommendations to advance priorities for new homes
Aligning priorities, strategies, and CHS actions

Process improvements
Prince George’s County should make permitting process improvements that support qualifying housing development.

- Account for timelines associated with affordable housing development.
- Use consistent criteria for when to offer additional staff support.

Access to homeownership
Prince George’s County should undertake a multi-pronged approach to increase access to homeownership:

- Stronger homeownership programs
- More affordable, entry-level homes
- More homebuyers prepared to buy
Utilize, scale, and expand its existing tools

- Expand the County’s Housing Investment Trust Fund.
- Increase funding for right of first refusal policy implementation.
- Provide incentives for housing production and preservation in connected communities.
### Housing Policy and Implementation Advisory Board

**Recommended structure**

<table>
<thead>
<tr>
<th><strong>Roles</strong></th>
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<tbody>
<tr>
<td>Monitor implementation of core housing recommendations and progress toward meeting their outcomes</td>
<td></td>
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<tr>
<td>Advise on housing policy and implementation of housing and development tools</td>
<td></td>
</tr>
<tr>
<td>Advocate for new or modified housing &amp; development tools to aid in implementation</td>
<td></td>
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<tr>
<td>Educate residents about housing needs affecting residents and actions to address them</td>
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<thead>
<tr>
<th><strong>Composition</strong></th>
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<tbody>
<tr>
<td>Diverse, cross-sector representation</td>
<td></td>
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<tr>
<td>Geographic representation from across Prince George’s County</td>
<td></td>
</tr>
<tr>
<td>Subject matter experts/professionals who serve County residents</td>
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## Tenant-Landlord Commission

### Recommended structure

### Roles
- Educate tenants and landlords
- Build relationships between tenant and landlords
- Mediate or arbitrate tenant-landlord disputes on a voluntary basis
- Resolve tenant-landlord disputes

### Composition
- Tenants, including residents with lived experience of housing instability
- Landlords
- Relevant subject matter experts (i.e., housing counselor, mediator, legal aid representative)
Thank you!