TOWN OF CHAPEL HILL, NC
HOW PERFORMANCE MEASURES AND DATA CAN HELP ACHIEVE YOUR AFFORDABLE HOUSING GOALS
PRESENTED BY:
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DATA + MEASUREMENT ALLOWED THE TOWN OF CHAPEL HILL TO TELL THE NARRATIVE OF AFFORDABLE HOUSING IN THEIR COMMUNITY, TRACK ITS PROGRESS, AND INCREASE ACCOUNTABILITY TOWARD THEIR GOALS.

HOW THEY DID IT:
1. ESTABLISH A BASELINE THROUGH PRIMARY AND SECONDARY DATA FROM SOURCES SUCH AS ZILLOW, US CENSUS BUREAU, COSTAR, AND ARCGIS
2. DEVELOP TARGETS AS QUANTIFIABLE RESULTS TO WORK TOWARD
3. REPORT RESULTS IN QUARTERLY/ANNUAL REPORTS
4. CREATE AN ONLINE DASHBOARD

BENEFITS INCLUDE:
1. STORYTELLING TOOLS AND STANDALONE AFFORDABLE HOUSING WEBSITE
2. INFORMED POLICY: IDENTIFY SITES THAT COULD BE DEVELOPED TO MEET AFFORDABLE HOUSING NEEDS
3. INVESTMENT PLAN: IDENTIFY RESOURCE NEEDS, PURSUE BOND

LESSONS LEARNED:
1. KEEP IT SIMPLE AND BUILD ON IT
2. COLLABORATION IS ESSENTIAL
3. VALUE IN LOOKING BACK TO CREATE PATH FORWARD
4. TELL YOUR STORY: FOCUS ON WHAT PEOPLE WANT TO KNOW, MAKE IT UNDERSTANDABLE, ACCESSIBLE AND KNOWN.
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Q&A

Q1: HAVE YOU USED ANY SURVEYS TO DETERMINE IF PUBLIC PERCEPTIONS ABOUT AFFORDABLE HOUSING HAS CHANGED?
A1: WE NOW HAVE RELIABLE DATA AND INFO TO SHARE - THE EXACT NUMBER. THE CHALLENGE IS THAT WE HAVE DEDICATED MANY RESOURCES FOR A COMMUNITY OF OUR SIZE. HAVING PEOPLE UNDERSTAND THE NEED TO HAVE TO AFFORDABLE HOUSING SCATTERED THROUGHOUT TOWN HAS BEEN AN IMPORTANT CONVERSATION.

Q2: HOW DID YOU DETERMINE THE TARGETS OF 80 AND 55?
A2: WHEN THEY WERE INITIALLY CREATED, LOOKED AT ONES ACROSS THE COUNTRY - FROM INITIATIVES TO EXACT FORMULAS. CHOSE A SIMPLER APPROACH; 5 AND 10 YEAR DATA FOR INVESTMENT IN FAVORABLE HOUSING AND LOOKED AT THE PIPELINE.

Q3: COSTAR SOUNDS LIKE AN AWESOME RESOURCE. TELL US MORE ABOUT HOW MUCH THAT COST, WHAT YOU GOT, AND WHAT GAPS REMAINED.
A3: INFO ON COMPLEXES WITH 10 OR MORE UNITS THROUGHOUT THE UNITED STATES. AS A MEMBER WITH TRIANGLE J COG, CHAPEL HILL WAS ABLE TO ACCESS THE DATA. WITH THIS INFO, THE TOWN CAN LOOK AT PROACTIVELY MAINTAINING THOSE UNIT.

Q5: HOW IS THE TOWN INVOLVED IN HOMELESS SYSTEMS AND SUPPORTIVE HOUSING? ARE YOU MEASURING THAT?
A5: YES AND IT'S BEING APPROACHED AT THE COUNTY LEVEL. IN ORDER TO COME OUT OF HOMELESSNESS, YOU'LL NEED A HOUSE AND WE WORK TOWARDS CONNECTING STRATEGIES AT BOTH LEVELS.

Q6: PUBLIC INTEREST FOR AFFORDABLE HOUSING HERE IS MINIMAL, IF THERE IS ANY INTEREST. OFTEN TIMES NIMBY'S SUBVERT AFFORDABLE HOUSING PROJECTS. WHY WAS THE CHAPEL HILL COMMUNITY INTERESTED IN AFFORDABLE HOUSING?
A6: CHAPEL HILL IS A PRETTY INCLUSIVE COMMUNITY AND PRIDES ITSELF ON BEING WELCOME. DATA AND INFO TO SHOW WHAT THE NEED HAS BEEN REALLY HELPFUL AND CHANGES TO NATURALLY OCCURRING HOUSING. AS OLDER UNITS AGE, WE NOW DATA TO SHOW THE MARKET CHANGES. ALSO, THERE'S WIDE SWATH OF THE FOLKS THAT WOULD LIVE IN AFFORDABLE HOUSING.

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