



HousingNOLA & Working Group Reports

October 13, 2015

Executive Committee

Bi-monthly check-in calls since November 2014.

Updates:

- ❖ Overall, the Executive Committee has:
 - Helped develop and oversee the HousingNOLA process to date
 - Reviewed Vision & Goals guide the process and are incorporated into the outline of the plan
 - Developed a Work Plan outlining objectives with timeframes and deadlines
 - Secured additional funding for the Housing Plan
 - Via a recommendation from the GNOHA staff, selected Verbena Group for Facilitation Services and GCR, Inc for Data Analyst and Technical Writer Services
 - Met with Editorial Board of The Advocate
 - Reviewed and helped draft the Preliminary Report
 - Presented at the Community, Leadership, & Lenders Roundtables
 - Developing a strategy for completing the final Housing Plan

Leadership Board

Met the first Tuesday of every month since December 2014. The next meetings are on 10/19 and 11/9, both from 6-7:30pm at Sojourner Truth Neighborhood Center.

Updates:

- ❖ The Board is helping to steer the HousingNOLA process and the Working Groups.
- ❖ Overall, the Leadership Board has:
 - Met 10 times
 - Developed a definition of "affordability"
 - Discussed what this Plan can and cannot do
 - Worked on preliminary messaging for HousingNOLA
 - Reached out to various sectors, including non-traditional housing partners to participate on the Leadership Board
 - Created a one-page HousingNOLA flyer
 - Assembled volunteers for the Working Groups & District B Housing Summit
 - Discussed the best strategy for engaging elected officials
 - Identified preliminary research for the Data Working Group
 - Crafted five questions for Community Points of Engagement
 - Participated in a HousingNOLA Leadership Board Roundtable on September 23rd (District A)



Community Engagement Working Group

Co-Chairs: Timolynn Sams (NPN) and Wayne Glapion (The Village)

Updates:

- ❖ In total, **40** Community Points of Engagement have been attended by the working group.
 - Approximately **1600** residents total reached through these events.
- ❖ Overall, the Community Engagement Working Group has:
 - Met ten times.
 - Recruited individuals for the Working Group.
 - Created a glossary with housing terms that have been translated into Spanish.
 - Facilitated the release of several publications including:
 - The Trumpet Special Edition in April, including an insert in the Gambit.
 - A follow-up in the May edition of The Trumpet
 - A Spanish language publication in Todosport with help from Puentes.
 - A press release promoting the Housing Summit and HousingNOLA.
 - The Preliminary Report
 - Held two Ambassador Training Sessions (3/19 and 3/26) to prepare for the Community Points of Engagement.
 - Facilitated 5 Review Team sessions to review flyer, the Trumpet and Preliminary Report
 - Created and implemented a Media & Marketing Strategy, as requested by Policy Working Group
 - Housing Summit took place on June 6th (District B)
 - Estimated 300 people attended
 - 2 city council members were present
 - 4 media outlets (includes a freelance reporter)
 - 5 vision boards
 - 21 volunteers
 - 150 surveys completed
 - Latino Housing Fair took place on June 13th and 50 surveys were collected
 - Developed a new community engagement strategy for gathering feedback on our Policy Recommendations, which include four community roundtables in September.
 - Presented at PRC's Great Neighborhood Sellabration at Lake Area High School on September 12th
 - Community Roundtable held at Fischer Senior Community Center on the Westbank on September 19th (District C)
 - Facilitated Latino outreach via a Spanish language radio presentation on September 22nd
 - Presented at Dillard's Housing and Home Improvement Fair on September 26th (District D)
 - Community Roundtable held at Joe Brown Memorial Park in New Orleans East on September 29th (District E)
 - Created a HousingNOLA promotional video
 - Regularly updates www.housingnola.org



Policy Working Group

Co-Chairs: Brenda Breaux (NORA) and Nicole Heyman (Center for Community Progress)

Updates:

- ❖ Currently crafting Policy Recommendations based on the 5 neighborhood typologies
- ❖ The housing plan has been divided into two parts:
 - 1) Preliminary Report for August 2015
 - 2) Final Plan for November 2015

- ❖ Overall, the Policy Working Group has:
 - Met eleven times & 4 calls
 - Elected co-chairs
 - Talked with Julie Powers from the Greater Lansing Housing Coalition on 2/27 about their 5 year housing plan.
 - Sent letters in March to public officials introducing them to HousingNOLA; received responses from Sen. Garofalo and Sen. Murray
 - Sent letters in March to city councilmembers thanking them for their participation in HousingNOLA
 - Tailored a list of engagement questions created by the Leadership Board
 - Reviewed existing and upcoming housing policy in New Orleans, as well as factors that influence it
 - Assisted the Technical Writer with the Preliminary Report

Data Working Group

Chair: Maxwell Ciardullo (GNOFHAC)

Updates:

- ❖ Currently discussing housing projections for the next ten years and what further data needs to be collected
- ❖ Two major Research Objectives have been achieved:
 - 1) Housing Supply and Demand Analysis
 - Developing a housing demand model
 - Collected survey results from GNOHA members
 - Collected data from HANO, LHC, NORA, FANO, the City and State OCD
 - Collecting data for underserved populations
 - Collected MLS data
 - 2) Create Neighborhood Typologies based upon data collected:
 - **Emerald Neighborhoods:** High vacancy, low market activity
 - **Sapphire Neighborhoods:** Older housing stock, affordable rents and home prices
 - **Diamond Neighborhoods:** High change in household income, increase in home price/rents, mix of homeowners and renters
 - **Topaz Neighborhoods:** High income, high % homeowners (low % of renters), high price per square foot/rent
 - **Ruby Neighborhoods:** Low vacancy rate, high rents and home prices, increase in household income, mix of homeowners and renters



- ❖ Overall, the Data Working Group has:
 - Met ten times
 - Elected co-chairs
 - Worked with GCR, Inc. for Data Analyst Services
 - Acquired a UNO data intern
 - Developed a preliminary databook of ACS and CHAS data
 - Convened two meetings of Special Needs Advocates to better understand data collection for underserved populations
 - Collected housing data from all major government sources