



Housing Leaders Group
of Greater Washington



Thinking Regionally, Acting Locally

2018 Virginia
Governor's Housing
Conference



THINKING REGIONALLY,

ACTING LOCALLY



Presenters

Michelle Krocker

Executive Director

Northern Virginia Affordable Housing
Alliance (NVAHA)



Melissa Bondi

Mid-Atlantic State & Local Policy Director
Enterprise Community Partners
Housing Leaders Group (HLG)

Northern Virginia Affordable Housing Alliance

Our Beginning: In 2004, CRA officers convened housing advocates in NoVA to address:

- Lack of opportunities to invest in affordable housing relative to other areas in metro DC
- Absence of a coordinating entity to advocate for housing in Northern Virginia to:
 - provide housing needs analysis;
 - advance policy recommendations;
 - build relationships with elected officials;
 - advocate for financial resources in budgets

Modeled after a successful DC organization:
The Coalition for Nonprofit Housing and Economic Development





NVAHA At A Glance

Leadership Council – 22 partner organizations:

- housing industry professionals
- policy experts
- supportive service organizations
- faith communities

Meet six times a year; the Leadership Council is an advisory body for Alliance programs and work activities

LC members serve on Advisory Boards and Commissions throughout the region



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NVAHA AT A GLANCE Organizational Structure

Board of
Directors

Executive
Director

Leadership
Council



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Jurisdictions We Serve





Northern Virginia Affordable Housing Alliance

What We Do:

- *Expand political will* to make housing affordability a regional priority
- *Inform the public* re the community benefits of housing
- *Advocate for public policies* resulting in a sustained commitment to the housing needs of low and moderate income households in Northern Virginia
- *Speak intentionally* about inclusion; racial/social equity

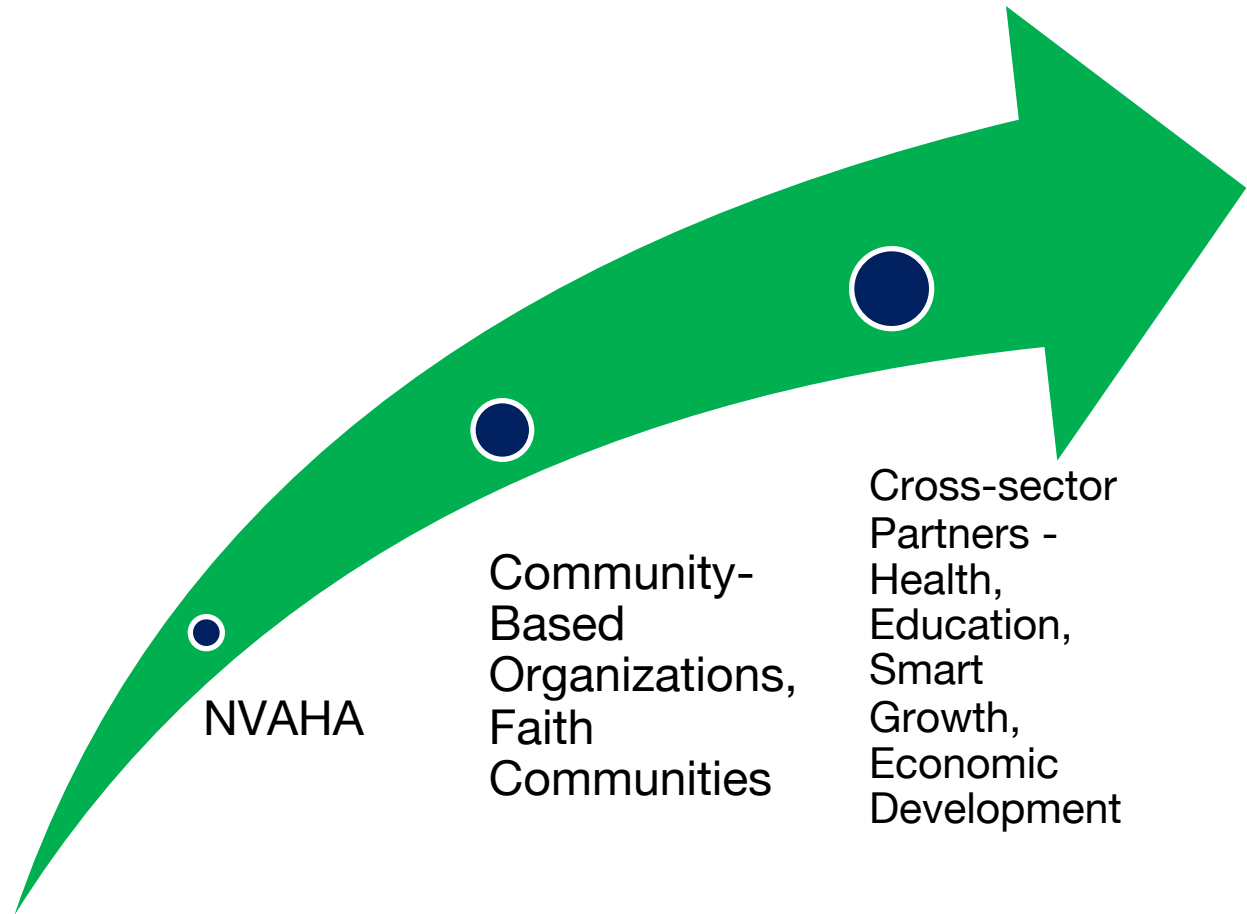


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Collaborate for Greater Impact





At the Jurisdictional Level:

- **Convene** Housing & Service Providers, Faith Communities
- **Assist** with local housing needs analysis; **Develop** policy recommendations
- **Promote** local housing knowledge; **Build** advocacy capacity
- **Engage** elected officials

Monitor state and federal initiatives

“Across the spectrum of groups who access human services – seniors on fixed incomes, youth, immigrants, extremely low and low-income workers, people with behavioral and physical health concerns – the lack of affordable housing is the ground zero of need in the city, influencing every other issue that service providers work to address.”



Trusted Resource for Housing Policy in NoVA

Research Reflects Regional Challenges

- [*NoVA's Preservation Challenge: Trends, Threats and Opportunities*](#)
- [*Leveraging Public Land for Affordable Housing in NoVA: A Primer*](#)
- [*Commercial Linkage Fees in NoVA: A Primer*](#)
- [*Charting A Way Forward: Preserving Market Rate Affordable Housing in NoVA's Inner Suburbs*](#)
- [*Moving Toward Regional Housing Policies in NoVA*](#)

Forums

“Preservation Through a Lens of Equity and Inclusion – Route 1 corridor in Fairfax County”

2018 Regional Housing Impact Leaders Reception

“Where Will Our Jobs Sleep at Night?”





Communications Platform – Amplify the Message

Social Media – Twitter, Facebook, LinkedIn,
www.nvaha.org

Housing Toolkit – Housing 101 For Newly Elected Officials, Planning Commissioners, Advisory Board members www.housingtoolkit.org

Communications/Messaging Work Group

- ‘support group’ of communications/outreach colleagues from nonprofit developer and advocacy community
- What housing messages do we want to amplify?
- Who is our audience?
- Value of alternative communications tools
YouTube, Podcasts, new mobile platforms
Phone2Action; Action Network



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**Any Clarifying
Questions for
Michelle?**





Who We Are: Housing Leaders Group of Greater Washington

- **15 organizations changing the conversation** on housing affordability on our regional quality of life and overall economic competitiveness
- **Strengthened by Earlier Efforts**
- **“Fewer Meetings, More Impact”**
- **Cross Sector Solutions** across every local jurisdiction at the scale of need
- **Focused on regional solutions** in these buckets:
 - Capital (debt and equity)
 - Land Use Best Practices
 - Reducing Costs to produce & preserve
 - Communications & Engagement to build support

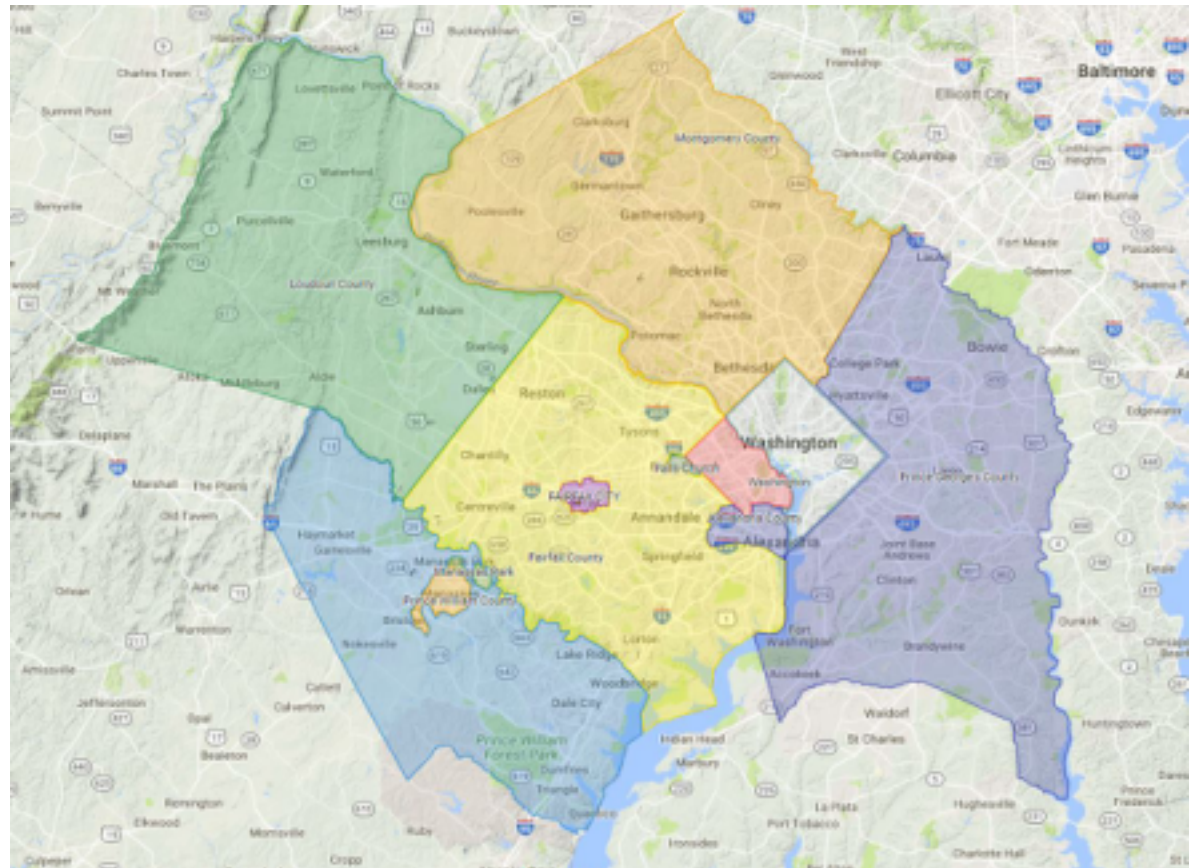


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Where We Are: Housing Leaders Group of Greater Washington



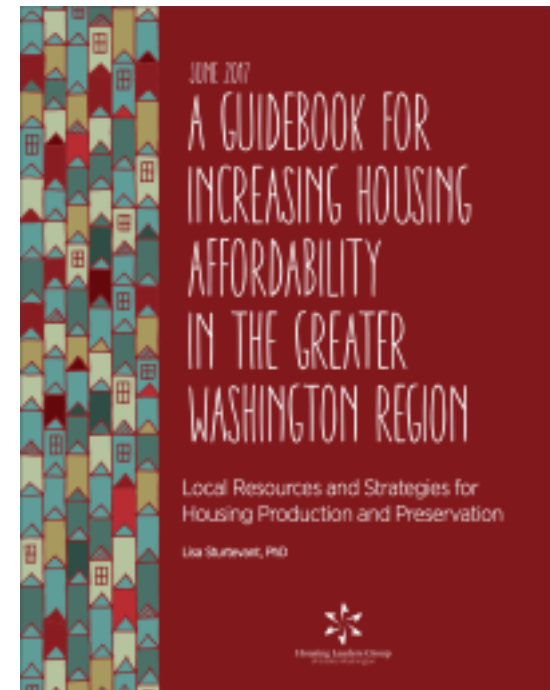
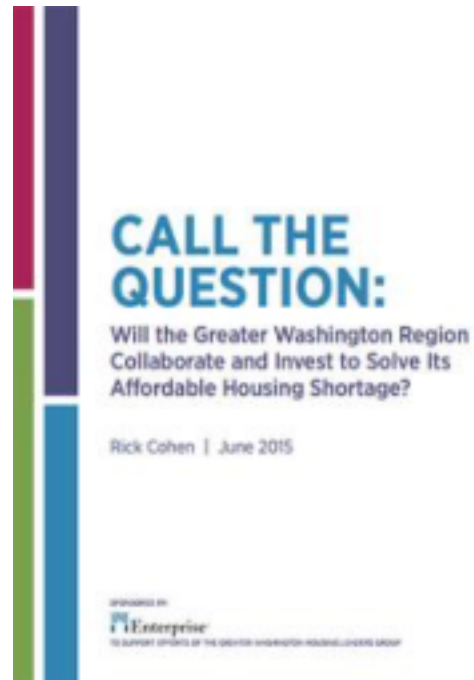


2017-2018 Regional Impact Series & “The Big Ideas”

- More than 60 cross-sector leaders, including elected officials
- Government, Philanthropy, Regional Employers, Development, Financial Institutions, Policy/Advocacy/Organizing organizations
- **Four Major Initiatives Affirmed in September 2018:**
 - Washington Housing Initiative (JBG Smith)
 - Metro Industrial Areas Foundation Community Restoration Fund
 - Create/Expand Local Trust Funds
 - HLG Regional Communications & Engagement Strategy



HLG: Our Publications





HLG: Partnership Activities

- HAND Plenaries participation 2015-17
- Leadership Greater Washington Thought Leadership Series on housing (18 months)
- 2030 Group/Roadmap Initiative on housing affordability
- Regional forums and presentations to local elected officials and cross-sector audiences





Secrets to Success...and Lessons Learned

- “Ground-truth” your strategies and tailor to local communities
- Election cycles matter
- News cycles matter too (*HQ2, Opportunity Zones*)
- Employers are powerful support, but must appeal to their enlightened self-interest
- Denominate in terms of need & be honest about who needs help most.



Secrets to Success...and Lessons Learned

- All jobs are workforce – not just teachers & firefighters but also your child care provider, parcel delivery driver, health aide, local reporter.
- Bring data, but focus on systems and what's possible
- Listen more, preach less
- Think big, bold, and audacious –like a CEO
- Positive Peer Pressure is a great motivator





NVAHA and HLG Successful Collaborations Focused on Impact

What are the key elements of our success?

We Are **Regional** in Scope...

- The challenge of housing affordability transcends jurisdictional boundaries
- Region work promotes sharing good ideas, best practices, cross-jurisdiction discussion

But We **Act Locally**, tailoring best practices to fit local conditions

We Seek **Cross-Sector Collaboration**

- Health
- Education
- Transportation
- Jobs and regional sustainability

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**Any Clarifying
Questions for
Melissa?**



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Audience Q & A And Dialogue



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Thank you!

For more information, please contact:

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