

PVPC & PRO Housing



Public review of PVPC's application for HUD's Pathways to Removing Obstacles to Housing (PRO Housing) Program

Thursday, September 26 @ 10:00 am

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AGENDA

- Introduction to PRO Housing, Project Partners and Application Process(5 minutes)
- Review of Application materials (20 minutes)
- Public Comment (30 Minutes)

PRO Housing



The US Department of Housing and Urban Development (HUD) created the Pathways to Removing Obstacles to Housing (PRO Housing) program to empower communities that are actively taking steps to remove barriers to affordable housing and seeking to increase housing production and lower housing costs over the long term.

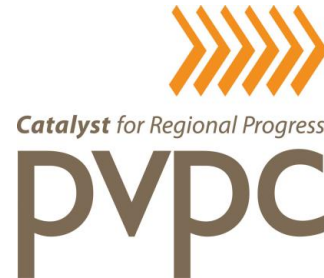
For Fiscal Year 2023, HUD awarded nearly \$85M through its inaugural PRO Housing grants to 21 winning communities across 19 states and the District of Columbia.

HUD announced \$100M for round two funding, with awards limited to \$7M for no more than 30 winning applicants.

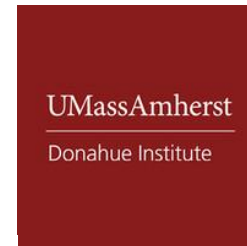
Project Partners

PVPC is applying for PRO Housing FY24 funding in partnership with regional and state-wide entities.

Regional Planning Agencies:



Regional Partners:



State-wide Partners:



Application Process

In response to the Notice of Funding Opportunity (NOFO), PVPC has collaborated with its partners to draft a nearly 40-page application for eligible PRO Housing activities.

Prior to submitting the Application, HUD requires that the proposal be publicly available for review and comment.

One public meeting is required: *PVPC is hosting two, tonight and tomorrow morning!*

The application must also be accessible for public comment for 15 calendar days.

With an expected submission date of **Friday, October 11**, the application will be available online at pvpc.org beginning on Thursday, September 26, 2024.

Narrative Review

For public review of the application materials, we'll be highlighting key elements of the required narrative exhibits.

The quality of PVPC's collaborative proposal will be evaluated on how well the narrative addresses the various section requirements.

The better the score, the more likely the project will receive full funding.

Factor	Prompt	Potential points
a.	Need	35
i	Demonstrate your progress and commitment to overcoming local barriers to facilitate the increase of affordable housing production and preservation, primarily by having enacted improved laws and regulations.	15
ii	Do you have acute need for affordable housing? What are your remaining affordable housing needs and how do you know?	10
iii	What key barriers still exist and need to be addressed to produce and preserve more affordable housing?	10
b.	Soundness of Approach	35
i	What is your vision?	15
ii	What is your geographic scope?	5
iii	Who are your key stakeholders? How are you engaging them?	5
iv	How does your proposal align with requirements to affirmatively further fair housing?	5
v	What are your budget and timeline proposals?	5
c.	Capacity	10
i	What capacity do you and your Partner(s) have? What is your staffing plan?	10
d.	Leverage	10
i	Are you leveraging other funding or non-financial contributions?	10
e.	Long-Term Effect	10
i	What permanent, long-term effects will your proposal have? What outcomes do you expect?	10
Total		100

Progress and Commitment

PVPC and partners have been actively addressing the challenges of housing segregation and discriminatory policies in the Pioneer Valley since receiving sustainability planning grants from the Obama Administration, highlighting our decade-long commitment to fair and affordable housing.

Comprehensive housing studies and analyses, including UMDI's "Impediments to Fair Housing Choice" have underscored the urgent need for affordable housing.

Through coalition building and legislative advocacy, PVPC and partners helped in forming the Western Massachusetts Housing Coalition, which has strengthened collaboration among 55 organizations

Affordable Housing Needs

UMDI's Regional Housing Study projects a significant housing shortage of 19,000 dwelling units by 2025.

Nearly 40% of households in the Pioneer Valley are cost-burdened, with renters facing higher rates of severe cost burden.

Rising homelessness and discrimination is both a historic and present challenge for families throughout western Massachusetts

Addressing Key Barriers

The key barriers that still exist and will be addressed through this project.

Community Opposition: Fear and misconceptions about new developments altering neighborhood character hinder the acceptance of affordable housing projects.

Restrictive Zoning Regulations: Predominant zoning for single-family homes on large lots limits new housing development, favoring expensive homes that don't meet the needs of many residents.

Aging Housing Stock and Preservation Needs: The Pioneer Valley's old housing stock requires rehabilitation, and existing housing faces challenges from abandonment and distress, necessitating preservation and affordable redevelopment.

Infrastructure Limitations: Rural areas lacking public sewer systems face housing production constraints, compounded by restrictive state septic regulations that limit development potential.

Vision

State, regional, and local coordination to pursue affordable housing preservation and development goals in western MA

Western Massachusetts has distinct assets and challenges compared to the rest of the Commonwealth. Data and analytical resources should be tailored to investigate and communicate unique opportunities and threats.

Many opportunities for affordable, multifamily housing are difficult to act on due to a mismatch between subsidy programs and the generally smaller/mid-scale housing development size suitable in many western Massachusetts communities.

Coordination across municipal boundaries is common in the region, especially through regional planning agencies such as PVPC and FRCOG and regional leaders such as Way Finders, but the need remains for a comprehensive vision and data-driven plan that better positions western Massachusetts for a policy response

Geographical Scope

Our proposal will advance housing development in the 69 cities and towns in the geographic region of western Massachusetts known as Hampden, Hampshire and Franklin counties.

This area encompasses 694,593 people (10% of Massachusetts population).

40% of residents in the three counties are **housing cost burdened**, meaning that more than 30% of income goes to securing housing.

Engaging Stakeholders

PVPC's proposed PRO Housing activities will engage key stakeholders including city and town planners, housing professionals including housing developers and municipal staff and volunteers via our regional housing committees and regional land use working groups.

Way Finders, our region's largest affordable housing organization dedicated to bringing home stability to people across Western Massachusetts since 1972, will be working closely with PVPC and FRCOG to engage residents too often left out of traditional planning processes, working to strengthen housing stability and economic mobility, and to build thriving neighborhoods in our communities throughout Western Massachusetts.

Affirming Fair Housing

A primary goal for all PRO Housing activities is the reduction of housing discrimination, promoting housing choice and equitable opportunities for all.

By understanding regional housing and demographic data, PVPC and partners will work with residents, business owners, service providers, landlords, real estate professionals and others to help understand the reality of continued discrimination.

Additional goals for this project will focus on identifying opportunities to increase multi-family housing production across western Massachusetts.

Project Timeline

Awarded funds have a five-year timeline, which will support the shared efforts of PVPC and partners to remove obstacles to housing in 69 communities until 2030.

Year One (2025) Engaging local communities to address local opportunities

Year Two (2026) Begin looking regionally, coordinating across western Mass communities

Year Three (2027) Continue with regional planning efforts, concluding local housing plans

Year Four (2028) Advancing regional topics to the state-level, concluding local housing plans

Year Five (2029) Continuing state-level advocacy and implementing Regional strategies

Capacity

PVPC will provide leadership and coordination for all PRO Housing activities, ensuring effective management and completion of housing initiatives.

A collaborative staffing structure, with 7 full-time PVPC staff managing PRO Housing activities supported by senior staff from FRCOG, Way Finders, MHP, and UMDI.

Strong partnerships with state agencies thanks to the combined efforts of all project partners will help advance initiatives like revising Title V septic regulations and certifying Housing Production Plans.

Leveraging Funds

MHP's Center for Housing Data is dedicating an additional 600 hours, valued at \$150,000, to refine and develop its land database

FRCOG is contribution \$101,00 from multiple grants aimed at enhancing housing initiatives in Franklin County.

RDI is committing \$500,000 from the Massachusetts Affordable Homes Act earmarked for technical assistance in local housing initiatives.

Way Finders plans to leverage nearly 1,000 hours of senior leadership time to advance regional advocacy, building on previous coalition efforts and ongoing housing studies.

Long-term Effects

Through collaboration, PVPC anticipates long-term effects on affordable housing planning, production, and preservation.

Creation of 45 housing production plans

Implementing Regional Housing strategies in Franklin County communities

Creating a Regional Land Use and Housing plan for Hampden and Hampshire Counties

Creation of affordable units through RDI's "Rural Homes Project"

Creation of Policy Proposals at the state level to further advance housing in the Pioneer Valley and Massachusetts

Public Comment

Public Comment is invited as part of the Application process, and the Application will be available for review for 15 calendar days.

Please raise your hand and we'll invite you to comment at this time.

The full application narrative will be available online at www.pvpc.org

Closing

Thanks to our many Partners for sharing their passions and efforts to bring this proposal together.

Thank you to our audience for your participation and support.

Help us make a successful application by spreading the word and gathering more attention on this wonderful opportunity!