

WOODSTOCK COMMUNITY HOMES

HOUSING COMMITTEE'S 2020 REPORT TO THE TOWN BOARD



AGENDA



- Our Task & Overview
- Committee's 2020 Actions
- 2021 Plan and Milestones
- What's Exciting
- What we need from the Town Board
- Questions & Comments

HOUSING COMMITTEE'S MISSION STATEMENT



In response to the severe shortage of homes that most Woodstockers can afford, The Woodstock Housing Committee will recommend diverse, sustainable options that match the welcoming values and innovative character of our community.

We are eager for continued participation from town residents and have opportunities for everyone to provide input. Residents can:

- Sign up for more information at housing@WoodstockNY.org
- Follow us on **Facebook** [@Woodstock Community Housing](https://www.facebook.com/WoodstockCommunityHousing) and **Instagram** [@woodstockcommunityhousing](https://www.instagram.com/woodstockcommunityhousing)
- Request to join our committee or help with one of our on-going Projects
- Request an invitation to our online committee meetings
 - *Always on the 4th Wednesday of each month, from 5:00-6:30 PM.*

HOUSING COMMITTEE MEMBERS



- Susan Goldman, co-chair
- Kirk Ritchey, co-chair
- Urana Kinlen, member
- Deborah DeWan, member
- Bob Young, member
- Richard Heppner, town board liaison



HOUSING IN WOODSTOCK - TODAY



- Woodstock has always led other towns in real estate prices. According to Pattern for Progress 2020 Housing Report,
 - Over 40% of Woodstockers pay more than they should (30%) for housing costs.
 - Greater than 70% for our renters pay more than they should for housing costs.
 - The gap between the rent for an average one-bedroom and the average worker's wage is greater than \$500.
- Next month an Ulster County representative plans to attend a Woodstock TB meeting when they will describe UC's efforts to develop a Housing Action Plan.

HOUSING COMMITTEE'S 2020 WORK



- We continue to conduct research and documentation on small-town housing innovations and maintaining relationships with local and regional housing subject-matter-experts.
- Resident's input is important! Prior to the pandemic we were able to conduct 3 Focus Group sessions and numerous interviews with diverse representation of Woodstock's renters, owners, business people and volunteer organizations.
- The Pandemic stopped all planned in-person events. The committee's outreach became a Social Media campaign.
- Over Thanksgiving the Town saw the placement of our Little House and Information Poster next to Clouds, which coincided with the launch of both Facebook and Instagram pages using the title: **Woodstock Community Homes.**

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- **Woodstock Community Homes** is a more inclusive perspective that engages everyone
 - Rather than simply "Housing Committee".
- This focus on Community instead of using the term "Affordable" as it relates to housing, is recommended broadly by housing advocates to remove the stigma and change the nature of understanding of the housing that is needed.
- Our Social Media Campaign has Reached:
 - 7,000+ people within 16 days of its launch
 - 100+ requesting to be on our email list for our newsletter, and
 - 30 people taking the Home Share Survey in the first few days of posting.
 - A photo essay focusing on the impact of lack of year-round housing on our volunteer organizations was viewed 3,000+ times in 2 days.

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- The Housing Committee will present a public forum, via Zoom, on February 22nd, reaching a broader public about the need and opportunities for housing. Creating support for housing efforts is a primary goal of this committee and our social media campaign is reaching our community.
- Inventory and Site efforts continues with assisting the Town in developing ways to promote sustainable development on Town-owned properties that contribute to long-term housing goals described in the Comprehensive Plan.
- Zoning Revisions efforts continue through research and draft language & proposals for the Zoning Revision Committee that reflect the intent of the Comprehensive Plan and support the development of diverse housing that is within reach of most Woodstockers.

HOME SHARE PROGRAM



Home Sharing – Renting a room in one's home to someone for a lower than market rate rent – is being successfully implemented in a number of places in the US.

- The Committee has approached Family's Hotline to partner in this initiative should it become a reality. Deputy Supervisor Maria-Elena Conte has joined her research and outreach efforts with the Committee's.
- We are currently running a Survey to see if there is interest in such a program in Woodstock.
 - The Survey for Woodstockers is available on the Committee's Facebook and Instagram pages at "Woodstock Community Homes".
- The Survey will soon be emailed to Woodstock organizations, including faith-based congregations, for their senior population. The Home Share Survey is open until January 15, 2021.
 - 30 responses since last week's posting on Social Media.
 - Survey results will be used to seek grant funding for a part-time person to begin the formal process of implementing the pilot program at Family of Woodstock.

Community Housing Trust



CHT is about repurposing real estate for the common good with a conviction that community-owned land for housing is likely to do a better job of promoting equitable and sustainable development than land whose value is market-driven and owned individually.

- Community Housing Trusts, are non-profit 501c3 corporations with boards that include local public and government representatives, tenants and homeowners.
- CHTs preserve community affordability by removing land, which the trust owns and holds, from the private market, usually through 99-year ground leases and preemptive purchase requirements that limit the resale value of the structures on the land.
- CHTs have a lengthy and successful history throughout the United States, as well world-wide, and exist in a variety of community types: urban, rural, and sub-urban.

A non-profit landlord in Woodstock would serve its community of artists & musicians, seniors & volunteers, essential workers & young families.

WOODSTOCK COMMUNITY HOMES PLAN & MILESTONES JANUARY – JUNE 2020



January – March	April - June
<u>Committee:</u> Orient and integrate 3-4 new members - Coordinate all subgroups with partners and community	<u>Committee:</u> Coordinate all subgroups with partners and community - Continue prepping committee recommendations.
<u>Outreach:</u> Ongoing Social Media Posts and Responses - Presentation to Community via Zoom - Newsletter on major developments	<u>Outreach:</u> Additional Community Events via Zoom - Ongoing Social Media Posts - Continue Newsletter distribution
<u>Home Share:</u> Survey Results Tabulated - Report to Community - Begin Plan to Implement depending on Survey Results	<u>Home Share:</u> Publicize progress on project implementation - Seek grants - Create reference check process and contracts - First matches made
<u>Inventory/Site:</u> Continue to assist the Town in developing ways to promote sustainable development on Town-owned properties that contribute to long term housing goals described in the Comprehensive Plan.	<u>Inventory/Site:</u> Develop criteria for housing suitability aligned with the housing goals in the Comprehensive Plan that can be applied to varied property types, building types and locations
<u>Zoning:</u> Complete Woodstock Community Housing language for Preambles - Continue review of current zoning statute	<u>Zoning:</u> Continuation of review
<u>Funding:</u> Catalog priority strategies including advocacy at state/county level - Begin developing partnerships with local banks for funding options	<u>Funding:</u> Continue to develop priority strategies and partnerships - Coordinate with new Community Housing Trust

WHAT EXCITING?



- The level of public engagement on our social media pages since early Dec. and the start of a community-wide conversation on housing in Woodstock.
- Collaboration with the County Housing Team and County Planning Dept.
- Activity in other HV communities to help develop potential resources
- Support for our work from the Supervisor and Town Board members

WHAT NEEDED FROM THE TOWN BOARD?



- Continued publicly-expressed leadership for Woodstock Community Homes and on the value of inclusivity and equity for both newly arrived and long-time town residents.
- Prioritize interviewing and appointing 3-4 new housing committee members
- Budget for site surveys and shovel-ready activities
- THANK YOU for Your Continued Support!



14 HOUSING IN WOODSTOCK - TODAY

- The Pandemic has exacerbated Woodstock's housing crisis!
- More Woodstockers are being displaced from their town because there are no rentals.
- While people coming from the metro area, for temporary and sometimes permanent relocation, rental and purchase prices continue to skyrocket.
- We are all watching the shift in character of our town and worry about changing values.
- It's difficult to imagine effective affordable solutions with every real estate transaction we see.
- Survey after Survey say Woodstockers Do Not Want This Displacement to Persist!

The Housing Committee's work is urgent. Creativity & Collaboration is needed, Now!