



Housing Leaders Group  
of Greater Washington  
housingleadersgroup.org

## Housing Leaders Group of Greater Washington Winter 2020

### OUR VISION

Founded in 2014, the Housing Leaders Group works to elevate the visibility of, and broaden support for bold, thoughtful solutions for the housing affordability challenge. We do this by engaging multiple, regional stakeholders to collaborate in new ways.

We believe that meaningful solutions at the scale of need for greater regional housing affordability requires joint efforts by public and private sector stakeholders. HLG sponsors and promotes robust data explaining the relationship between access to greater housing affordability, racial equity, and economic growth. We use data to identify ways for all sectors to contribute to solutions through these frames.

HLG works together across geographies and sectors to develop strategies to increase affordable housing for low- and moderate-income households in the metropolitan capital region. Targeted sectors include philanthropy, local government, state governments, housing developers, employers and business trade organizations, housing research and policy organizations, as well as social service providers, the faith community, and financial institutions.

HLG exists to bolster and amplify individual efforts, and to create equitable opportunities and solutions that accomplish even greater impacts, working together.

HLG is working to change the conversation on how housing affordability is understood, valued, and sustained. We focus our efforts on strategies with the most potential for solving the problem, including: **increasing availability of capital;** **pursuing greater housing preservation and production through land use and planning;** and **building effective education and communications tools** that demonstrate why housing affordability matters to everyone.

### THE CHALLENGE

The Metropolitan Washington Council of Governments (COG) [released analysis](#) indicating that by 2030, the region needs to produce at least 75,000 additional households beyond 245,000 households already projected. This totals 320,000 net new households. Multiple local jurisdictions have now adopted clear targets for housing, which support the [COG Board of Directors' resolution](#) based on this effort.

According to the Urban Institute, the Greater Washington Region has [a current gap of 264,000 low-cost housing units](#).

In addition, prior research by both institutions concluded that 250,000 low- or moderate-income households, including 150,000 renting individuals and families, are severely cost-burdened in the Greater Washington region (paying more than 50% of their gross income on housing costs).

The lack of housing affordability is a serious challenge to the region's quality of life and a deterrent for businesses to locate or grow in the region.

## CURRENT PRIORITIES

**Capital** - Launched in 2019, the Capital Region Housing Challenge is a cross-sector effort to secure one billion dollars of new capital commitments for housing affordability. To date nearly \$350 million has been achieved. New capital is counted above current baseline levels, with equal goals of \$500 million in private sector commitments, and \$500 million in new public commitments, by December 2020. This multi-year effort now includes new resources dedicated in the wake of COVID-19.

**Communications** - In 2020 HLG members and partners published a [Housing Communications Playbook](#), tailored to the Metropolitan Washington region. Authored by The Case Made, the Playbook provides analysis, helpful tools, and messaging approaches that outline effective ways to explain the value of greater housing affordability. This resource will help to mobilize long-time supporters, empower leaders and officials from all sectors, and educate a broad array of stakeholders constructively on the value to everyone of creating more opportunities for people through increased housing affordability.

**Regional Education, Advocacy and Collaboration** – HLG aspires to educate stakeholders and the public about the value of housing affordability, the current state of regional supply and demand, the impacts of inequities in our housing market, and solutions that will support communities, racial equity, and our economic sustainability as a whole. This work includes research and resources for stakeholders, and programs, activities, and advocacy that supports greater housing affordability and expanded equity.

## OUR IMPACT

- Providing programming, speakers, and data to support HAND annual conferences on issues relevant across the DC Metropolitan area, especially regarding the current and future demand for greater housing affordability, political will, and action at the scale of need.
- Completing a 16-month Regional Impact Series of cross-sector dialogues among dozens of public and private leaders and stakeholders, affirming four defined capital, best practice, and communications and engagement solutions to meet regional housing affordability demand through partnerships, public, and private actions.
- Organized with Enterprise Community Partners a working forum on *Expanding/Leveraging Local Housing Trust Funds and Doing Development Beyond Local Capital Subsidy*. Panels representing local financial institutions, government, developers and policy leaders identified ways to maximize local capital for housing affordability.
- Participating in the Roadmap for the Washington Region's Future Economy, which seeks to make the Greater Washington region more economically competitive as federal spending declines
- Briefing local officials on the housing affordability challenge and potential solutions and weighing in on public policy decisions that hold promise to increase availability of affordable housing.

## OUR LEADERSHIP

The HLG is managed by an elected Steering Team, which comprises:

Enterprise Community Partners  
Greater Washington Community Foundation  
Metropolitan Washington Council of Governments  
Truist  
Washington Regional Association of Grantmakers

## OUR MEMBERS

2030 Group  
Citi Community Development  
Community Development Network of Maryland  
Enterprise Community Partners  
George Mason University – Center for Regional Analysis  
Greater Washington Community Foundation  
Housing Association of Nonprofit Developers  
Leadership Greater Washington  
Metropolitan Washington Council of Governments  
Northern Virginia Affordable Housing Alliance  
Truist  
United Way of the National Capital Area  
Urban Institute  
Urban Land Institute  
Washington Regional Association of Grantmakers

## OUR INVITATION

For more information or to inquire about membership, please visit [www.HousingLeadersGroup.org](http://www.HousingLeadersGroup.org) or contact Melissa Bondi, Mid-Atlantic State & Local Policy Director at Enterprise Community Partners, at [MBondi@EnterpriseCommunity.org](mailto:MBondi@EnterpriseCommunity.org).