



Expanding Housing Opportunities in Homeless Systems

Beth Gonzales

Deputy Director Policy, Planning & Program
Management, Office of Homeless Services, City of
Philadelphia

Tanika Moss

Care Coordinator at the Heart of Hannah
Women's Center, Clifton, NJ
Community Consultant

Eileen O'Donnell

Executive Director, Coming Home of Middlesex
County, Inc.

Luis Ulerio

Homelessness Czar, Mayor's Office of Homeless
Services, City of Newark

Housing as a Human Right: Exploring Partnerships, Innovation, and Equity

October 6, 2022

Expanding Housing Opportunities in the Homeless System City of Newark, NJ

Mayor Ras J. Baraka
Luis Ulerio, Homelessness Czar
Mayor's Office of Homeless Services
City of Newark

CITY
OF **NEWARK**
Mayor Ras J. Baraka

Dual Crisis: COVID-19 and Homelessness

- COVID-19 Pandemic
- 286 (PIT Count) and 1,486 (Outreach Services) (2021)
- 90% of Essex County's Homeless Population (Newark)
- Limited Capacity and Resources
- Trauma and Fear
- Code Blue Emergency

Urgency of Now

Hope Village I: Innovative Non-Congregate Housing Model

- Container Housing
- Low-Cost Modular Construction
- New Innovative Material
- Federal and Local Funding
- City-Owned Land
- Emergency Declaration
- Development Team



Perspective



Unit Interior view



Unit Interior layout

Hope Village I: Innovative Non-Congregate Housing Model

- Seven (7) Containers
 - Twenty (20) Units
 - Administrative Office
 - Shower and Bathroom Facilities
- Onsite Extensive Case Management
- Community-Based Collaboration
- Safe Alternative to Congregate Shelter
- Initial Cohort of **24 Residents**
 - 194 Encounters (2021)
 - Private, Safe, and Peaceful



Miller Street Pathways to Housing: Opening Doors

- Opened in February 2022
- Acceptance, Safety, and Aspiration
- 166-bed Transitional Shelter for Men, Women, and Children
- Low-Barrier Entry
- Single Rooms for Most Vulnerable
- Onsite Services by Catholic Charities
- Drop-in Center with Transportation



Permanent Supportive Housing: Housing First Initiative

- Capital and Gap Financing
- 10 Parcels of Vacant Land
- 100 Vouchers for Operating Assistance
- Support Service Partners
- 100 Units of Supportive Housing

CAN YOU HELP END HOMELESSNESS IN NEWARK?



CITY OF NEWARK
Mayor Ras J. Baraka
and the Municipal Council

Call for partners to help create transitional, Housing First and permanent supportive housing

LEARN ABOUT
Mayor Ras J. Baraka's Making Housing Homes: "A Housing First Initiative"

INFORMATION SESSION ON
Wed., December 2, 2020
at 12 pm via ZOOM

SUBMISSIONS DUE ON
Wed., December 16, 2020
at 4 pm

SEND QUESTIONS TO
makinghousinghomes
@ci.newark.nj.us



OPPORTUNITIES:

- **Up to \$2 million of capital/gap financing for construction**, not to exceed \$500,000 per partner; no greater than \$50,000 per unit; site control required*.
- **Up to 100 vouchers for operating assistance** (HUD Section 8 voucher).
- **Up to 10 parcels of vacant, city owned land** for \$2 a square foot.
- **Access to organizations that provide wrap around services**, approved by the County of Essex Continuum of Care.

*Partners must have site control at time of submission; subject to fund availability (local, state and federal resources) and/or Municipal Council approval.

Note: All development must be completed within 18 months of award notice.



FOR MORE INFORMATION VISIT: NEWARK.NJ.GOV/HOUSINGFIRST

Homelessness Strategic Plan: Lessons Learned

Housing Strategies

- Housing-Focused Model in Shelters
- Expand Hope Village Model (50 Units)
- Create Landlord Taskforce
- Target Vouchers for Unsheltered
- Expand Private Rooms
- Develop After-Care Housing Support
- Support SRO and ADU Housing



SUMMER/FALL 2022
CITY OF NEWARK
HOMELESSNESS
STRATEGIC
PLAN PROCESS

TOWN HALLS
PUBLIC INPUT

FOCUS GROUPS
COMMUNITY VOICES

WORK GROUPS
PROVIDERS + BUSINESSES

EXPERTS
ACADEMICS + PRACTITIONERS

Mayor Ras J. Baraka along with the Newark Commission on Homelessness and Mayor's Office of Homeless Services invite the community to participate in the development of a Homelessness Strategic Plan for the City of Newark.

Luis Ulerio, MPA

Homelessness Czar

Mayor's Office of Homeless Services

City of Newark

Phone: 973-573-4892

Email: uleriol@ci.newark.nj.us

Plan: endhomelessness@ci.newark.nj.us



2022 Monarch Conference
Housing as a Human Right: Exploring Partnerships, Innovation, and Equity

Expanding Housing Opportunities in Philadelphia (PA-500)

Beth Gonzales, MA, MPA
Deputy for Policy, Planning and Performance
City of Philadelphia, Office of Homeless Services (OHS)
October 6, 2022



Office of
Homeless Services

Philadelphia's Homeless System in FY21

Number Served

 **14,849** people

Households

 **9,299** Adults Only
1,734 Families
59 Child Only

Age

23% Under 18
9% 18 to 24
69% 25 and older

Gender

 **58%** Male
41% Female
1% Other

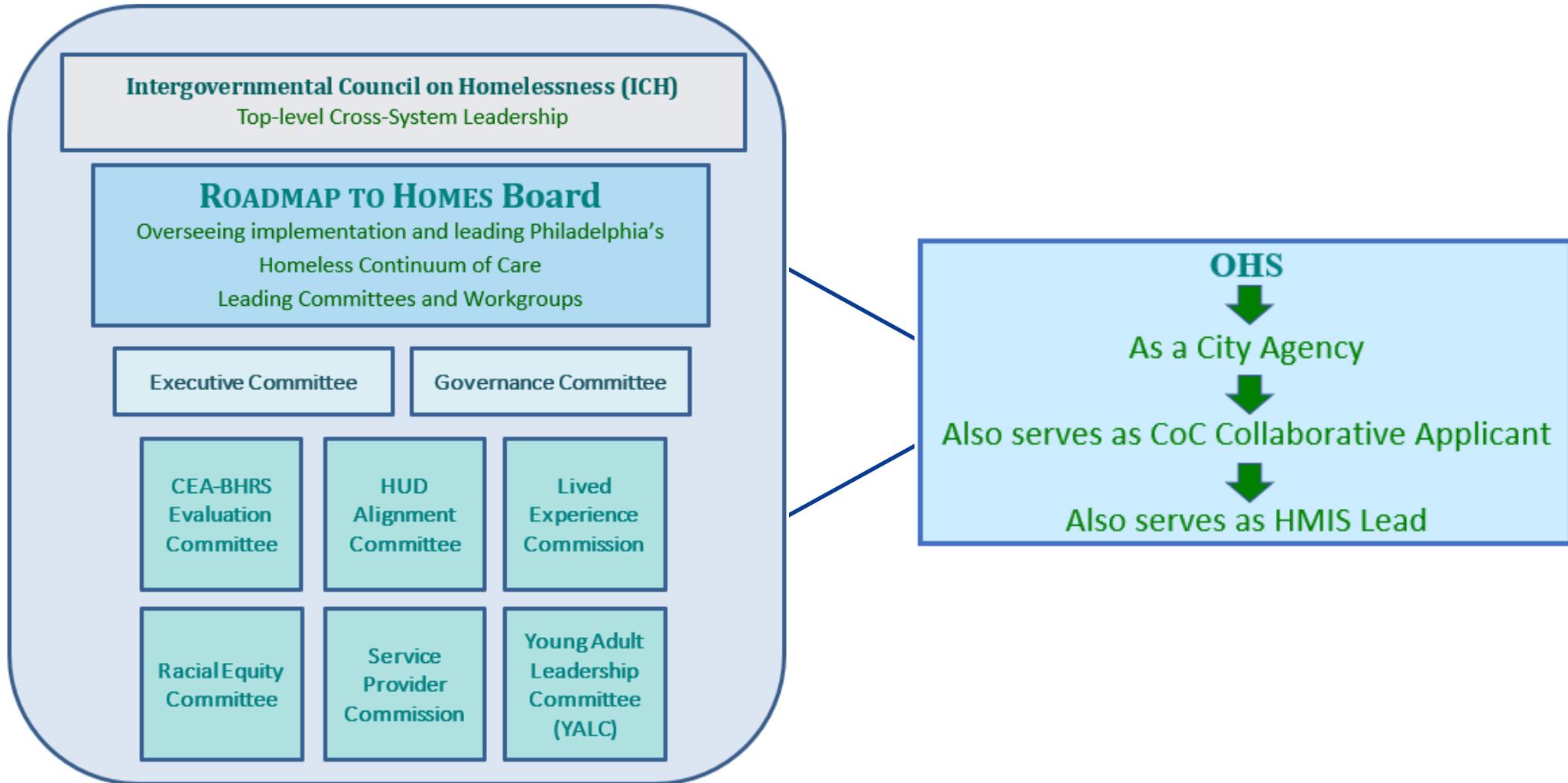
Race

78% Black or African American
19% White
4% All other races

Ethnicity

90% Non-Hispanic/Latin(o)(a)(x)
9% Hispanic/Latin(o)(a)(x)
1% Did not identify

PA-500 CoC Structure





Roadmap to Homes (RtH) Strategic Plan Priorities

- **Equity** Create an equitable, accessible and fair system
- **Expand** Homeless Housing Resources
- **Coordinate** Across and Integrate Systems
- **Implement** Transparent and Inclusive Quality Improvement Process
- **Communicate** More Effectively
- **Connect** People to Employment

Strength of Partnerships





The Strength and Importance of Partnerships

- DHCD and PHCD have been working together for over 40 years. It's a fine oiled machine.
- DHCD manages all HUD grants (HOPWA, CDBG, Choice, ESG) and PHCD does the underwriting--together they work to preserve/restore units and build units in partnership with OHS, Commerce, homeless providers, mixed use, affordable housing, for profit and nonprofit developers.

Our priority is creating and preserving units - especially for those experiencing homelessness, returning citizens, large units for families - and low-income tax credits

- In 2018, the City's Housing Advisory Board and the City of Philadelphia's Department of Planning and Development completed the city's first comprehensive, strategic housing plan, Housing for Equity: An Action Plan for Philadelphia (the "Plan"). The Action Plan outlines key policies and programs to address Philadelphia's projected housing needs for all income types over the next ten years.

<https://www.phila.gov/documents/housing-for-equity-an-action-plan-for-philadelphia/>



Challenges When Collaborating & Building Partnerships

- Out of habit, people tend to work in silos
- We must constantly work on breaking silos
- People are used to competing for scarce resources rather than collaborating
- Building trust takes time

Challenges When Building & Preserving Units

- Lack of affordable housing
- High costs
- Retirement of developers
- Limited pool of nonprofit developers
- Limited number of for-profit developers to help non-profit developers learn the ropes
- Development is a long and complicated process



Funding Sources



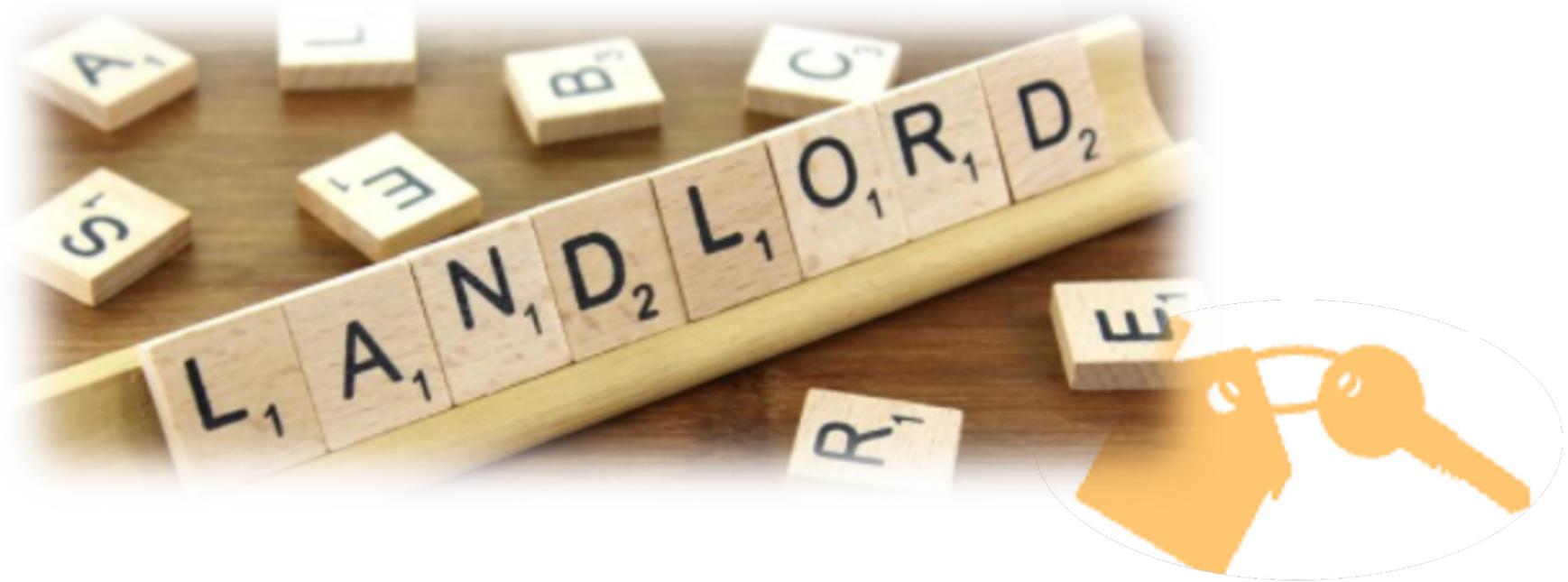
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COVID Resources & Other Funding to Address Housing & Homelessness

- **863** Emergency Housing Vouchers allocated to Philadelphia
- **\$248 Million** in Emergency Rental Assistance
- Neighborhood Preservation Initiative \$400 Million of which **\$15.2 Million** for homeless population
- **\$42 Million** in HOME-ARP Funds
- CoC NOFO up to **\$41 Million**
- Unsheltered NOFO up to **\$42 Million**
- **75** FUP Vouchers and **75** FYI Vouchers, and applied to receive more in partnership with PHA
- Applying for **Family Stabilization Vouchers** with PHA
- **Home4Good** Funding through Pennsylvania Housing Financing Agency (PHFA)
- **PHARE**, ESG, HTF, HOPWA, CDBG, General Funds, etc.
- **Philanthropy**

Efforts Philly is Implementing to Leverage EHV's
& Additional Resources





EHV Allocation Plan: Why Landlords Matter

EHV Category	# of Vouchers	% of Vouchers
Literally Homeless	302	35%
Victims/Survivors of Domestic Violence and Human Trafficking	173	20%
Recently Homeless	388	45%



Highlights from the Landlord Engagement Survey

- Landlord Survey Results
 - Survey was administered from August to September 2021
 - **404** Landlords Participated
 - 51% have < 5 units
 - 25% have 5 - 10 units
 - 14% ≥ 30 units
 - **77%** said they currently do not rent to Section 8 voucher holders
 - **82%** said they do not know about the EHV program

To engage Landlords, we have various landlord events: EHV learning sessions, Lunch & Learns, and a landlord symposium targeting "mom and pops" landlords, plus design landlord engagement initiatives with PHA



Landlord Engagement Initiatives in Partnership with PHA

- **Office of Homeless Services (OHS)**

- Housing Navigators
- Padmission – online housing search portal
- Risk Mitigation Funds
- Security Deposit Assistance
- Furniture Assistance
- Ongoing education and marketing to LLs

- **Philadelphia Housing Authority (PHA)**

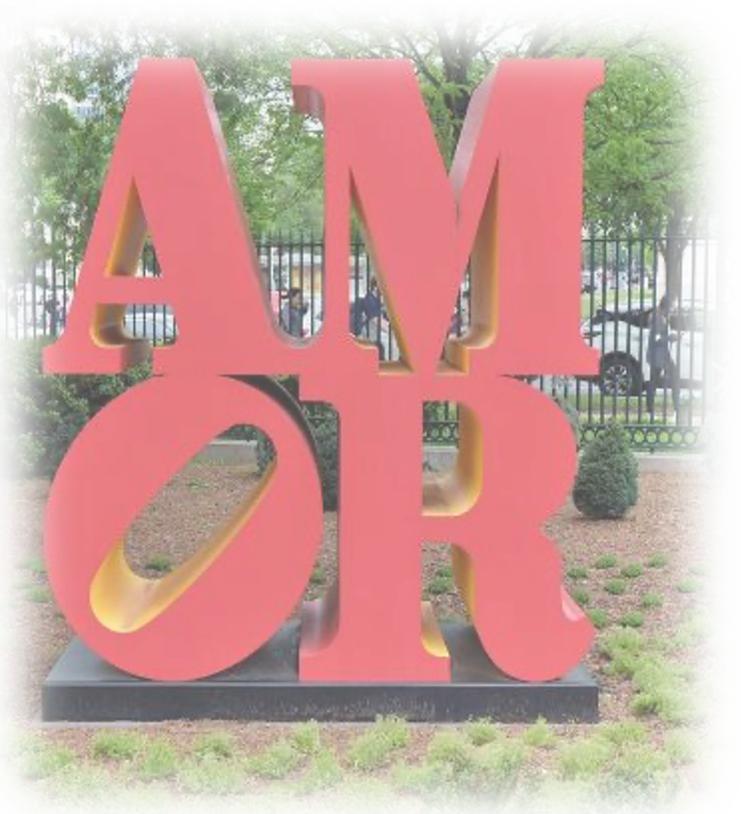
- Signing Bonus to owners for renting to an EHV voucher holder
- The Owner Assurance Fund – protects owners from unexpected damages
- Security Deposit Assistance
- Landlord Certification Training
- PHA and the City of Philadelphia provide tenant counseling and housing search assistance

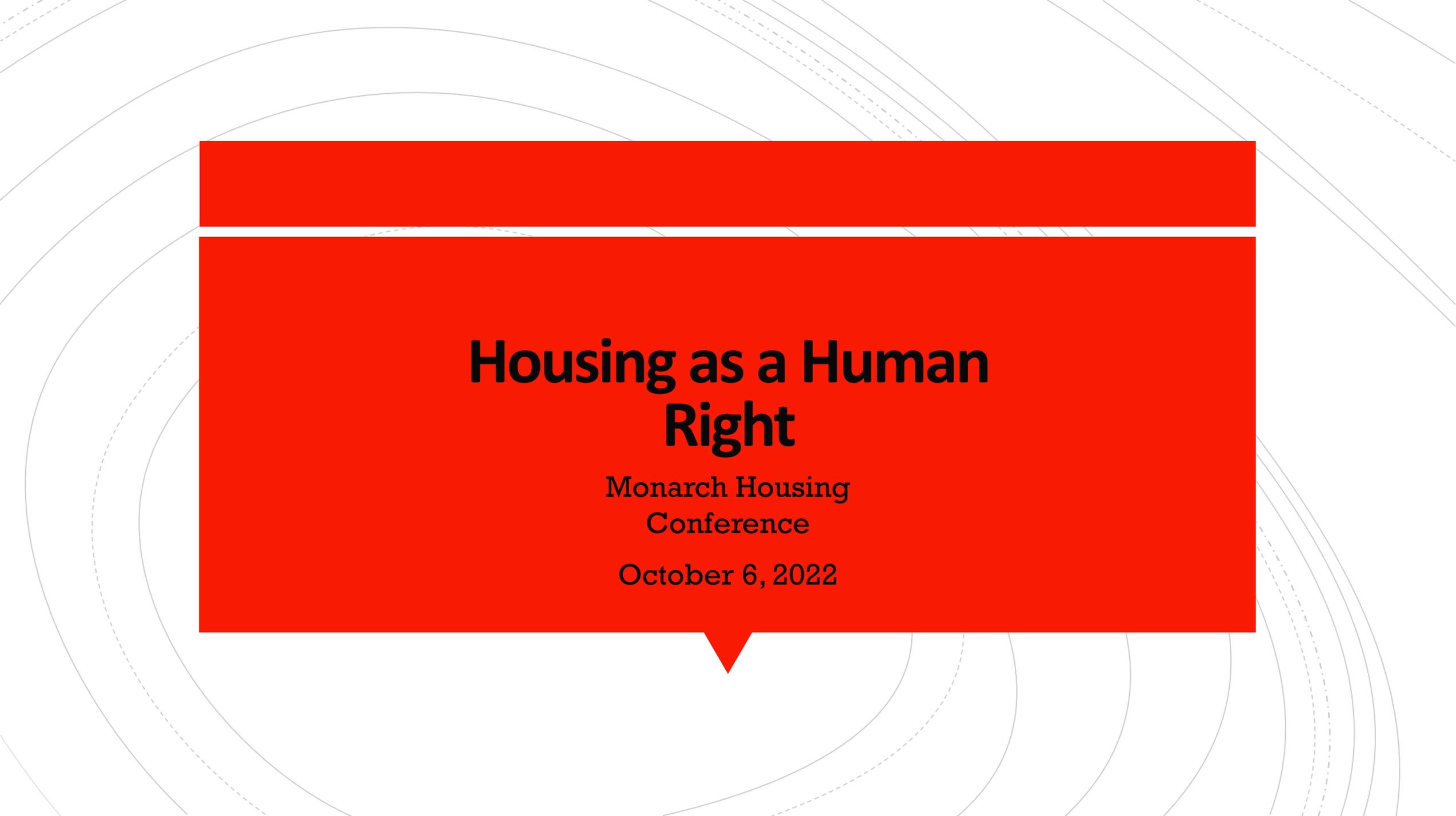


Establishing a city-wide landlord collaborative

- Developing a centralized landlord network
- OHS was recently awarded a competitive City grant to develop a robust coordinated approach to housing navigation and landlord engagement to improve access to quality apartment units in Philadelphia
- Partners include –OHS, CEO, L & I, Health and Human Services, DHCD, PHDC, SDP, PHA, Reentry, DBH, Reentry Partnerships, Commerce and Revenue, and DHS
 - Roles:
 - OHS: recruitment, homeless prevention, monetary assistance
 - HHS: eviction diversion, court navigation and facilitation with landlords, courts and tenants
 - DHCD: community resources and landlord outreach
 - L & I: licensure, education, enforcement
 - CEO: education and focus groups

Q & A



The background features several concentric circles of varying radii, some solid and some dashed, centered around the text. A large red speech bubble shape is overlaid on the circles, containing the text. The speech bubble has a small triangular tail pointing downwards.

Housing as a Human Right

**Monarch Housing
Conference**

October 6, 2022

Creation of Affordable Housing



Affordable Housing



- Housing, the payment for which leaves the occupant with the finances to afford other necessities like food, healthcare and transportation.
- Government generally classifies housing as affordable if it consumes no more than 30% of a household's income.

Council on Affordable Housing (COAH) – a history lesson

- Now defunct, COAH was a State agency responsible for ensuring that all 566 NJ municipalities provided their fair share of low- and moderate-income housing.
- It was created legislatively in response to the Fair Housing Act of 1985 and a series of NJ Supreme Court rulings that are known as the Mt. Laurel Doctrine, but effectively dismantled under the Christie administration.
- In 2015, the Supreme Court ruled that the judicial system will regulate affordable housing.
- Municipalities have been settling with the watchdog organization, Fair Share Housing Center, on their “fair share” affordable housing obligation.
- In 2021, a court stated that more than 155,000 affordable housing units needed across the State.

In Middlesex County



In 2019, 20 % of households experienced at least one of four severe housing problems:

- 1) overcrowding;
- 2) severe cost burden,
- 3) lack of kitchen facilities, or
- 4) lack of plumbing facilities

[MiddlesexCountyNeedsAssessmentReport2020.pdf \(nj.gov\)](#)

MIDDLESEX COUNTY



- County population approx. 825,062; total of 303,457 housing units.
- 94.2% are occupied; 5.8% vacant
- 63% are owner occupied; 36.5% are renter occupied
- Median rent in the county for all size units is \$1,527/mo.
- 2-bedroom fair market rent (FMR) rate at \$1,753/mo. (2022: \$1851 but LLs seeking and getting more)

HOUSING BURDENED

- 72.3% of renters living in Middlesex County pay more than 20% of their household income on housing costs
- 38.8% spend 35% or more of their household income on housing costs.
- 17% spend more than 50% of their income on housing



Architectural blueprints are shown on the left side of the slide, featuring various floor plans with dimensions and annotations. The blueprints are rolled up, with some sections unrolled to show detailed drawings of rooms and structures. The background is a light blue gradient with faint white lines.

Local Housing Need Calculation

- 285,005 HH in County (US Census 2019)
- 17% severely cost burdened
- 457 Homeless HH (2021 PIT) (2022 PIT: 426 HH; 586 persons)
- Approximately 49,000 units of affordable housing needed in Middlesex County
- Can be met through new construction or somehow easing the cost burden of those with currently unaffordable rent

Homes for Homeless Program

- *Desire to be proactive*
 - Worked with CoC PSH Committee
 - Let's catalyze the creation of affordable housing
- *Reconnaissance* (Summer 2013): Developers, Municipal leadership; Social Service Providers; Financiers
- *Development of Program*
 - Creation of downstream subsidiary LLC: CHM Development
 - RFQ for Developers (Jan 2014; 9)
 - Push v. Pull Projects

H4H in Operation



- Fits and starts
- 2 main AHD partners
- Adding a third
- 6 projects in different stages: 35 units for homeless

Funding for Creation of Affordable Housing

Housing First Capital Funds (County)

National Housing Trust Fund (DCA – State)

Affordable Housing Trust Fund (DCA – State)

Special Needs Housing Trust Fund (HMFA – State)

Federal Home Loan Bank of New York (FHLB NY)

Low Income Housing Tax Credits (LIHTC – State)

HOME \$\$\$ (County and City)

Local Affordable Housing Trust Funds (Some municipalities)

New Jersey Community Capital and other traditional financing (Banks, Credit Unions, etc.).

Private mortgages

Fundraising



HOW TO FIND PROPERTIES

- Search listing sites
- Speak with realtors
- Drive around the communities
- Spread the word that looking for properties, ask for referrals



Expanding Housing Opportunities in Homeless Systems

Questions?

Thank you for attending the panel!

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