

# Housing Advisory Board

## Minutes September 16, 2019

Meeting held at the Housing Resource Center located at 104 N. Witchduck Road, Classrooms B120 & C122, Virginia Beach, Virginia 23462.

**Present:** Ann Crenshaw, Cheryl Davidson, John Georghiou, Jessica Guglielmo, Hunter Hanger, Kevin Kemp, Tim McCarthy, John Olivieri, and Ron Ripley.

**Also Present:** Bob Adams, Karen Prochilo, Victoria Rice, Jill Rinaldo, Sharon Shoff, and Bobby Tajan.

**Absent:** Bob Dyer, Andy Friedman, Bob Miller, Margaret Reyes, and Rosemary Wilson.

The meeting was called to order by Tim McCarthy at 3:06 p.m.

### **Executive Summary of Meeting**

#### Actions Taken by the Board

- The Minutes from the August 19, 2019 meeting were approved.
- Election of Chair and Co-Chair.

#### Presentation

- Workshop Series #3 – Bob Adams – “A Three Act Play: The Role of the Nonprofit Sector. Can We Innovate Our Way to Affordability? Messaging: Why Everything We Say about Affordable Housing is Wrong.”

#### Updates

- Design Services Consultant.

#### Acknowledgement

- Board Members Service.

#### Next Meeting

October 21, 2019 at 3:00 pm at the Housing Resource Center.

### **Detailed Minutes of Meeting**

[Roundtable introductions of all present. It was noted that Andy Friedman was absent as he was attending a DHCD Board Meeting in Richmond.]

#### Minutes

The Board reviewed the Minutes from the August 19, 2019 meeting. Cheryl Davidson made a motion to approve the Minutes and Hunter Hanger seconded the motion. All board members in attendance unanimously approved the motion and the Minutes were accepted as written.

[Ron Ripley arrived after the vote.]

#### Presentation

Workshop Series #3 – “A Three Act Play: The Role of the Nonprofit Sector. Can We Innovate Our Way to Affordability? Messaging: Why Everything We Say about Affordable Housing is Wrong.” (see attached presentation)

Bob Adams, Executive Direct of Housing Virginia, began his presentation by sharing that during his 40+ year career he has become experienced in all aspects of affordable housing both at the state level and in

Washington DC. His current position with Housing Virginia affords him the opportunity to work with a unique group of representatives from various sectors of housing development. Their goal is to broaden the understanding of what constitutes affordable housing and to enlighten others about how housing affects the overall health of a community. Housing Virginia also assembles massive amounts of data that is available to the public. Highlights for consideration from his presentation are as follows:

- Nonprofits are essential to affordable housing because they willingly do the extensive work necessary to compile multiple layers of funding and to educate communities even when faced with nimby opposition.
- The Board was encouraged to attend the Governor's Housing Conference and future Housing X and Virginia Housing Technology Group events as they showcase the latest advances in housing, encourage open discussion, and stimulate new ideas.
- Education is vital to correct public misconceptions and change perception, however, human nature's rapid response mechanism to ideas that contradict one's belief system can be a hindrance. Reframing sentence structure counteracts this mechanism and achieves more receptive responses to new ideas and change.

#### Discussion (after presentation)

- Hunter Hanger stated he is intrigued by 3D homes and asked Bob Adams to elaborate on his reservations about them.
  - Bob Adams replied that replication of the printing mechanism from factory to site currently is not cost effective for mass production. Often there are also local Code and Zoning issues. Bob conceded that 3D homes are a new concept and trial and error is necessary in beginning stages.
- Ron Ripley agreed that reframing communication is important to changing the "not in my backyard" mentality. In order to make the terminology more relatable for others to understand he suggested showing pictures of the affordable housing depicted in Workshop Series #2 and discussing various workforce incomes relative to housing prices.
  - Bob Adams shared that a Regional Housing Framework with a menu of initiatives is being developed in Richmond. In response Richmond Memorial Health Foundation has partnered with Frameworks to fund a \$250,000 messaging campaign regarding the importance of affordable housing. It is their hope that the campaign will ease pushback against the initiative and improve the political environment.
- John Georghiou questioned if using the term "millennial-friendly housing" would be better received than "affordable housing". He likened the idea to that of marketing to seniors.
- Cheryl Davidson said decision-making processes should have representation from all age brackets.
- Tim McCarthy referenced the late Toni Morrison's quote, "...We speak, we write, we do language. That is how civilizations heal..." adding that we should take time to consider the right words to use in response to concerns. He then referenced the actions of Louis Jones when he stood up at a Crescent Square engagement event before a very upset crowd and stated "This is where I live, and it will be an improvement to my neighborhood. If we can find a way to improve everyone's neighborhood, we'd be a better City for it." Tim praised Louis' courage, right choice of words, and strength to stand against negativity and said the City should consider an annual award to citizens who demonstrate this behavior.
  - Bob Adams replied that Minneapolis spent a year identifying citizens to act as community champions who then went into their own neighborhoods to ease opposition of zoning changes. That grass roots organizing effort was critical to their success.
- Bob Adams (in response to Hunter Hanger's question) answered that housing is complex, but this is basic supply and demand and building more homes would help. He went on to say that most major

cities around the world have faced a dramatic increase in housing prices in the last 20 years. However, in Tokyo rents have remained about the same and presumably a main influencer is that Tokyo is more permissive regarding development and density which has caused increased production of homes.

- Jessica Guglielmo pondered what the discussion would mean in terms of utilization of services, infrastructure for schools and roads, and if the costs would have to be recaptured through taxes. She also comparatively considered the history of Oceana and BRAC.
- Bobby Trajan pointed out that density is not a problem in SGAs, but in other areas of the City there is a delicate balance between citizen expectation and need for housing. Form rather than the use of construction is a tradeoff and perception also plays a strong role in real estate stability. He added that rezoning is more challenging in established communities.
  - Bob Adams shared that he resides in a neighborhood in Richmond that was built between 1880-1925 that is mixed use and highly desirable with high home values. He said that since the 1950's neighborhoods have become homogeneous, but trends are cyclical and returning to mixed use is good but challenging.
  - Kevin Kemp noted that an element of the neighborhood Bob referenced is that people see it as cool. He said it's difficult to recreate that type of atmosphere without the infrastructure. He added that seniors are willing to pay the price to live the lifestyle that others may not be able to afford.
  - Cheryl Davidson suggested revisiting the idea of Princess Anne Plaza for a Pilot Area.
  - Ron Ripley believes that older suburban multi-family dwellings are a great opportunity for the city to partner with for rehabilitation. Additionally, deferring taxes is a great incentive towards affordability.

[Brief refreshment break while Bob Adams prepared to leave/gathered his presentation materials.]

#### Design Services Update

Karen Prochilo advised the Design Consultants' status remains unchanged since the last meeting.

#### Acknowledgement of Board Members Service

Karen Prochilo invited Tim McCarthy, John Olivieri, and Cheryl Davidson to the front of the room to be honored for their service on the Housing Advisory Board. She then read aloud the Certificate of Appreciation and presented them each with a Certificate and small gift bag on behalf of the Department of Housing and Neighborhood Preservation. The retiring members were then given the opportunity to share a few parting words about their experience on the Board which they graciously accepted.

#### Nominations and Election of Chair and Co-Chair

Karen Prochilo informed the Board that due to the term expirations of Tim McCarthy and John Olivieri the positions of Chair and Co-Chair must be refilled effective October 1, 2019. Hunter Hanger nominated Ann Crenshaw for Chair and there were no other nominations. John Georghiou nominated Ron Ripley for Co-Chair and there were no other nominations. Tim McCarthy seconded both nominations. All board members in attendance unanimously approved the nominations of Ann Crenshaw for Chair and Ron Ripley for Co-Chair.

#### Next Meeting Date

October 21, 2019 (3:00-5:00 p.m. at the Housing Resource Center)

The meeting adjourned at 4:39 p.m.

Jill Rinaldo  
Recording Secretary

A Three Act Play  
The Role of the Nonprofit Sector  
Can We Innovate Our Way to Affordability?  
Messaging: Why Everything We Say about  
Affordable Housing is Wrong

Virginia Beach Housing Advisory Board  
September 16, 2019



[www.housingvirginia.org](http://www.housingvirginia.org)

What is Housing Virginia ?

[www.housingvirginia.org](http://www.housingvirginia.org)

# The Role of the Nonprofit Sector

- Mission Oriented
- Governed by a Volunteer Board
- Transparent
- Accountable to the Community
- Frequently Dependent on Government / Charitable Support

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# The Role of the Nonprofit Sector

- Housing Needs Spectrum
- Direct Services
- Housing Development / Rehabilitation
  - Maybe 20% of production
  - More targeted, more complex
- The Layer Cake
- Overcoming NIMBY

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# The Role of the Nonprofit Sector

- Local vs Regional vs National
- Experienced / sophisticated vs start-ups
- Partnerships with for profit developers
- Public-Private-Partnerships
- Hampton Roads / Virginia Beach
- Housing Authorities

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## Resource Mapping

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# Can We Innovate Out of this Housing Affordability Crisis?

## HousingX: Rethink the Box

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## HousingX: Rethink the Box

- Design
- Construction
- Financing
- Land Use
- Organizational Creativity
- Public Sector
- Communications

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# The Virginia Housing Technology Group

- VHDA
- DHCD
- VCHR at Virginia Tech
- HBAV
- VAMMHA
- Modular Building Institute

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# The Virginia Housing Technology Group

- Virginia has a shortage of housing affordable to a substantial share of households.
- Statewide, one in three households is cost burdened, spending more than 30 percent on their income for housing.
- Nearly 1 in 10 households are severely burdened, paying more than 50% of their household income for housing.
- Virginia will need to house over 350,000 new workers in the next 10 years.

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# The Virginia Housing Technology Group

- Manufactured housing
- Modular housing
- Panelized construction
- Shipping container homes
- 3D printed homes

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# The Virginia Housing Technology Group

MODULAR HOUSING



MANUFACTURED HOUSING



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# The Virginia Housing Technology Group



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# The Virginia Housing Technology Group



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# Reframing: How Housing Supporters Can Tell their Story More Effectively and Avoid Backfires

## Why do we need to make the case?

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### Making the Case for Affordable Housing: Why ?

- Where Housing Ranks as a Public Policy Issue of Concern
  - Jobs / Economy
  - Transportation
  - Health
  - Schools
  - Public Safety / Crime
  - Environment, Terrorism, Racial Justice, Guns, Abortion, Immigration.....

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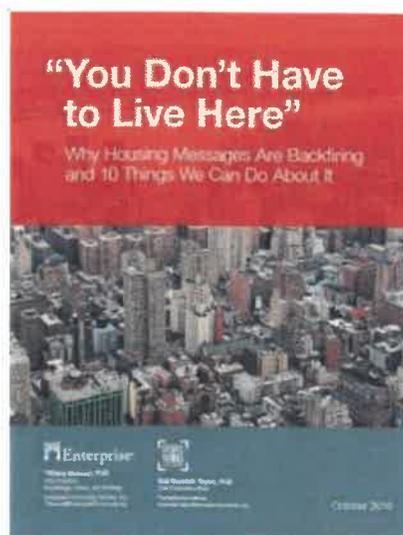
# Making the Case for Affordable Housing

- Who do we need to be talking to?
- What information do we use to tell the story?
- How do we tell the story: **How** can be as important as **What**

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## Making the Case for Affordable Housing: How?

- Enterprise Community Partners and FrameWorks Institute



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# Making the Case for Affordable Housing: How?

## Understanding psychology and “brain science”

- When confronted with facts that contradict a strongly held belief, most people:
  - Try to reconcile the two positions
  - Begin to shift their own beliefs
  - ★ ○ Harden and dig in on their original position

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# Making the Case for Affordable Housing: How?

- Stereotypical Beliefs about affordable housing – “Frames”
  - Dependency
  - Generational poverty
  - Poor quality
  - Crime
  - Lowers nearby property values

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# Making the Case for Affordable Housing: How?

- Frames Matter

**Given the importance of free speech,** would you favor allowing a hate group to hold a political rally?



*85% in Favor*

**Given the risk of violence,** would you favor allowing a hate group to hold a political rally?



*40% in Favor*

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# Making the Case for Affordable Housing: Why?



**GLENWOOD RIDGE APARTMENTS**  
100 WINDSOR, VA 22096-1111

## **Petition circulating to stall proposed Glenwood Ridge apartments**

10/12/2017 8:58 AM BY JOHN M

Folks along Glenwood have launched a petition to stall the proposed Glenwood Ridge apartment complex:

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# Making the Case for Affordable Housing: What?



**Martha Looney**  
4 wks ago

This is the apartment to nowhere. Even the bus doesn't actually take you anywhere. It takes you to a transfer station Downtown before you can board a bus to a destination. Sounds like a 3 hour walmart trip. Additionally the management company frightens me with their lack of responsiveness... [Read more](#)

♡ 1

[Report](#)



**Sharon Larkine-Pederson**  
4 wks ago

please use common sense and oppose this project

♡ 2

[Report](#)



**Michael Roach**  
4 wks ago

This is a ridiculous project that will continue to lower property value and quality of life for those investing in their homes and communities in the area in hopes of making it a better place. I live within ear shot of the frequent shootings in other low income housing developments as well, and... [Read more](#)

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# Making the Case for Affordable Housing: What?



**Jennie Dotts**  
4 wks ago

Why are we destroying history and an opportunity for better land use when alternatives haven't been fully & publicly explored?

♡ 0

[Report](#)



**Brooke Schmerge**  
4 wks ago

82 units is entirely too many! We've proven over and over that this model of concentrated poverty does not work! Why do we keep trying to replicate it?!?!?

♡ 0

[Report](#)



**Diana Mathews**  
4 wks ago

I live on Government road and do not think this development would be an asset to this area. We need responsible development, not poorly planned buildings.

♡ 1

[Report](#)

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# Making the Case for Affordable Housing: What?

**Harry M**

*11/09/2017 at 2:59 AM*

I don't want to be that neighbor... But who said housing has to be affordable for everybody? You have the right to life, liberty and the pursuit of happiness... Not affordable housing for everyone everywhere. If it's too expensive, pick a different neighborhood. But the idea that neighbors that can afford certain pricing should have diminished abilities in order to force a mixture, can't be the answer. Some neighborhoods are just expensive and others aren't. It's not even about section 8 or the projects... It's the idea that certain people think every type person should live in a every neighborhood. Why is

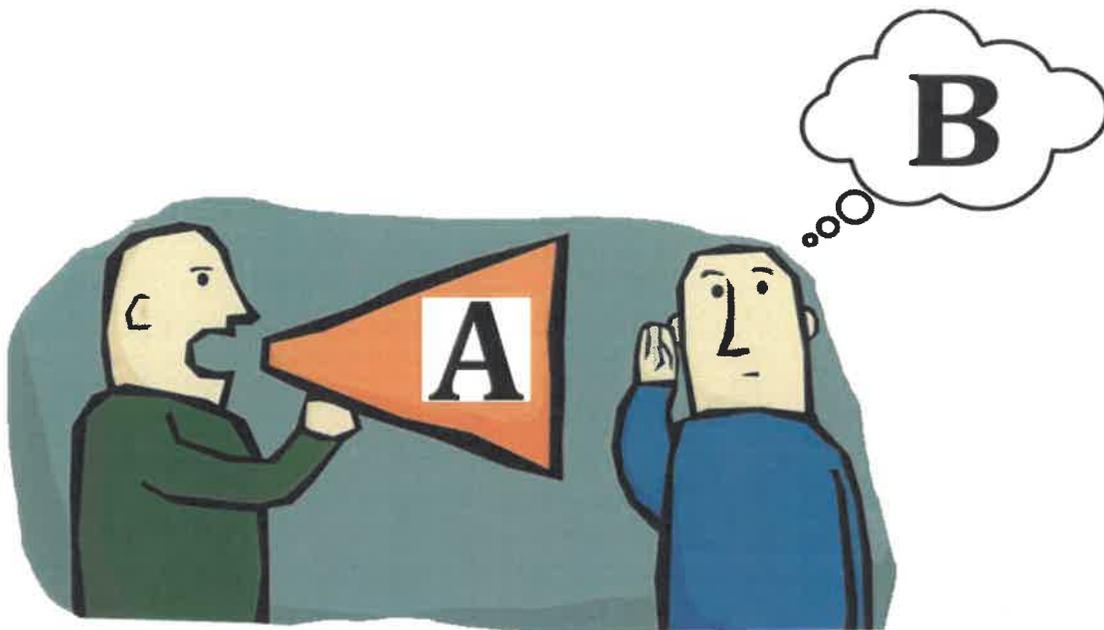
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# Making the Case for Affordable Housing: How?

- Messaging
  - How you tell the story is more important than the facts that you present

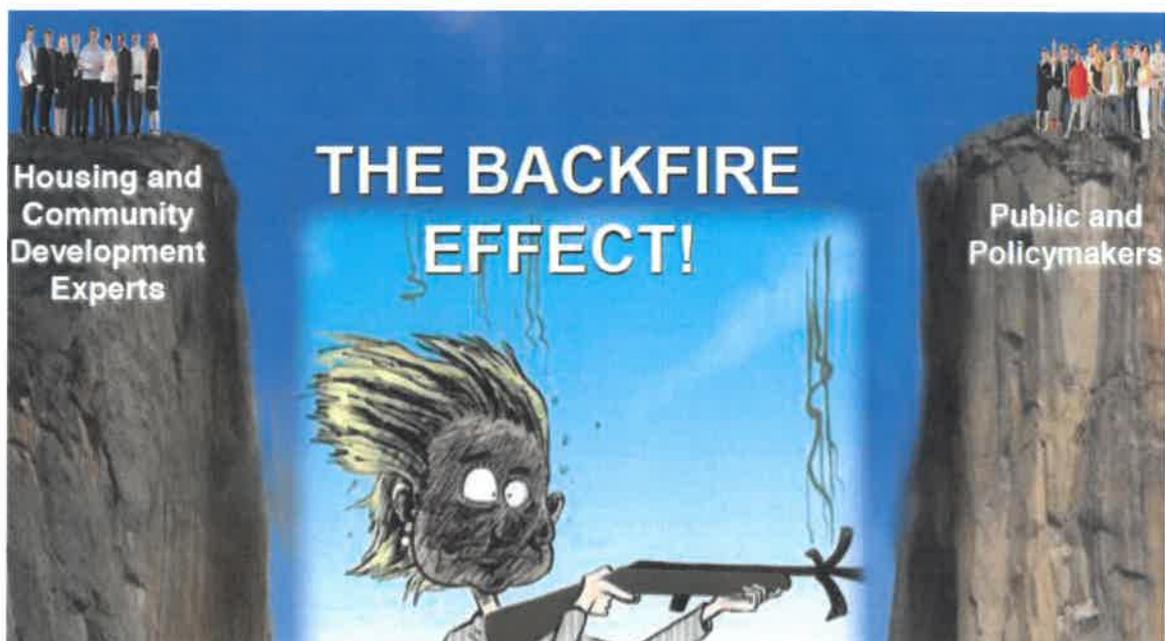
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## What Could Go Wrong?



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## Making the Case for Affordable Housing: How?



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## Making the Case for Affordable Housing: How?

- The **backfire effect** occurs when, in the face of contradictory evidence, established beliefs do not change but actually *get stronger*.

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## Making the Case for Affordable Housing: How?

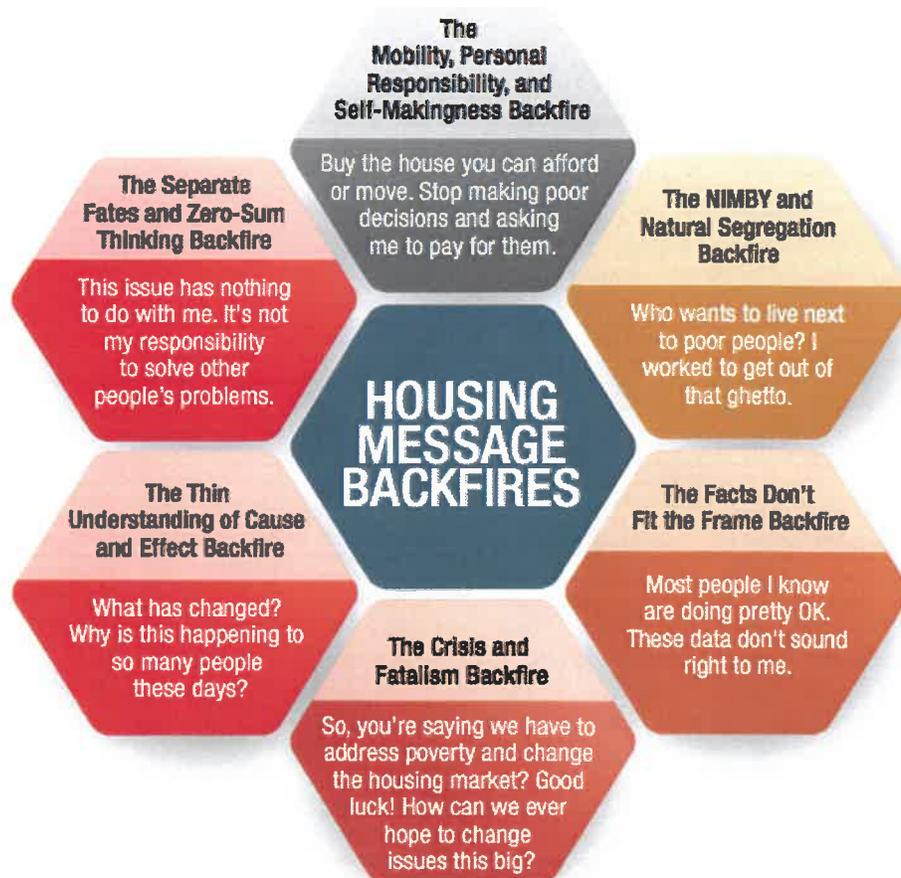
- The **backfire effect** has been demonstrated empirically in a multitude of studies, where people are given data that either reinforces or goes against their existing biases – their confidence in their prior position *increases regardless* of the evidence they were faced with.

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# Making the Case for Affordable Housing: How?

- **REFRAMING** – taking people out of the normal frame that they use to think about an issue. Slow down the “rapid response” mechanism.
- Approaching an issue from a different direction can result in changed attitude.

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## Making the Case for Affordable Housing: How?

**The Message:** Housing Cost Burden is Growing. More than half of all renters are housing cost burdened

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## Making the Case for Affordable Housing: How?

**What the Public Thinks:** People are poor because they make bad choices. Why don't people move to places where housing costs are lower. They don't need to live here.

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## Making the Case for Affordable Housing: How?

**Reframe:** Our economy hasn't been producing enough high paying jobs and many Americans have seen their incomes level off or decline in the past decade. In the same period, housing costs have continued to rise.... **Put it in terms people can relate to**

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## Making the Case for Affordable Housing: How?

**The Message:** John and Mary found themselves homeless after John lost his job. They were on and off the street for a year and Mary developed a problem with drug addiction. They need a stable home to get a new start.

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## Making the Case for Affordable Housing: How?

**What the Public Thinks:** I sorry about John and Mary but they are not my problem. I can only afford to help the people I know.

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## Making the Case for Affordable Housing: How?

**The Reframe:** Widen the lens. The growing number of homeless in our community is affecting all of us and changing the way people think about our city. We will all be better off when we work together to solve this challenge. Here's one way to start...

**Make it about US...not THEM.**

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# Making the Case for Affordable Housing: How?

**The Message:** We have a crisis in affordable housing. If we don't do something soon, we are all in for big trouble.

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# Making the Case for Affordable Housing: How?

**What the Public Thinks:** Another Crisis? Everything is a crisis now. These problems are too big to solve. I'm just keeping my head down and taking care of my family.

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# Making the Case for Affordable Housing: How?

**The Reframe:** Lots of young people are having a hard time finding places to live that they can afford. It's a big problem, but there are things we can do right now to make it better. Here are three steps we can take.... **Make it something people can relate to**

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## Making the Case for Affordable Housing

### **The 20 / 80 Rule**

**Spend 20 % of the time talking about the problem and 80% talking about solutions.**

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# Housing Virginia

## housingvirginia.org

- Messaging Toolkit
- Overcoming NIMBY Workshops
- Re-Framing Training

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