

NOTICE OF STUDY SESSION
Guiding Principles for
Development of a Housing Plan and Communication Plan
VIA VIDEOCONFERENCE
November 9, 2020 at 5:30 p.m.

AGENDA

Requested by the City Manager

1. Meeting called to order
2. Changes to Regular Agenda
3. Housing Plan
4. Communications Discussion
5. Adjournment

Members of the public can view the meeting by one of the following:

Webinar via the link below:

<https://us02web.zoom.us/j/87527744416?pwd=NGJISC80WEaL1lZNzk4MWFmdHJpQT09>
Passcode: 730537

Audio Only Call

Or iPhone one-tap :

US: +19292056099,,87527744416# or +13017158592,,87527744416#

Or Telephone:

Dial(for higher quality, dial a number based on your current location):

US: +1 929 205 6099 or +1 301 715 8592 or +1 312 626 6799 or +1 669 900 6833 or
+1 253 215 8782 or +1 346 248 7799 or 877 853 5247 (Toll Free) or 888 788 0099 (Toll Free)

Webinar ID: 875 2774 4416

International numbers available: <https://us02web.zoom.us/j/87527744416?pwd=NGJISC80WEaL1lZNzk4MWFmdHJpQT09>

Live Stream via YouTube:

https://www.youtube.com/channel/UCyN1EJ_-Q22918E9EZimWoQ

Posted this 6th day of November, 2020.



Council Agenda Item Cover

MEETING DATE: November 9, 2020

AGENDA ITEM TITLE: Comprehensive Housing Program

AGENDA SECTION: City Council Study Session

CAN THIS ITEM BE RESCHEDULED? : Yes

PREPARED/SUBMITTED BY: Clifford Cross, Director of Planning and Development

BACKGROUND REVIEW:

At an upcoming City Council Study Session, the Council will be provided an update pertaining to the development of a new Comprehensive Housing program for the City. Specifically, staff intends to provide City Council an update, of our review of various programs, and staff's thoughts on how to move forward.

The primary purpose, of the study session, is to provide City Council an update on draft strategies and programs that could be utilized as part of a Comprehensive Housing program. The ultimate goal is to obtain feedback and address any questions that the City Council may have concerning a prospective housing program. Prior to the Study Session City Council members are encouraged to review the associated "University City Housing Programs" summary pertaining to the proposal.

Attachments:

1. University City Housing Programs Summary
2. PowerPoint Presentation



Department of Planning and Development
6801 Delmar Boulevard, University City, Missouri 63130

UNIVERSITY CITY HOUSING PROGRAMS

Summary

The Department of Planning and Development is developing a set of housing programs to address some of the issues facing our community. The goal is to preserve and enhance a range of housing options, and to improve the quality of life for residents while maintaining diverse and inclusive neighborhoods.

Staff will seek a variety of funding sources and partnerships to institute these programs. The eventual structure would most likely fall under a new Housing and Neighborhood Services division within Planning and Development. This division will be responsible for neighborhood outreach, administration of housing programs, education of residents on available resources, securing funding and maintaining partnerships with all stakeholders.

The goals of the program would be based upon public input associated with the Comprehensive Plan, the public engagement for the Olive/170 TIF, and neighborhood plans. Further public engagement and data analysis is recommended by staff to tailor programs to the specific needs of U City and to garner public support for the programs, as well as a means of building widespread awareness of the programs.

The Comprehensive Plan update of 2005 has a number of recommendations regarding housing. One of the guiding principles, of the plan, is to “support housing opportunities that are available to all with a diversity of scale, price, style, and...located in safe areas.”ⁱ More specifically, the plan lays out a set of Implementation Actions including the following:

- Consider land banking lots for future development
- Continue the rehabilitation loans/grants for home maintenance for eligible homeowners.
- Continue to develop and implement neighborhood plans
- Expand partnerships with surrounding municipalities with the intention of coordinating the regulation
- Improve neighborhood associations and block units

Secondary goals of the program are:

- Supporting continued improvement of school system performance and reputation
- Long-term stabilization of the local housing market
- Increase public safety through neighborhood stability and resident involvement
- Build social capital and civic engagement through strong and healthy neighborhoods

Proposed Programs

Down Payment Assistance: Use funds to encourage home ownership through down payment assistance. Many residents pay more in rent than the mortgage on the same home would cost. The number of single-family rentals has increased over the last ten years, and this leads to less stable neighborhoods with more transient populations. The down payment assistance program could have several components:

- *Low to Moderate Income:* This program would target residents who would otherwise have difficulty purchasing a home. Up to \$10,000 would be available for down payment and closing costs. The funds could be used as a forgivable loan (contingent on staying in the home for five years) or as a grant for lower income applicants. The City would partner with a non-profit to provide counseling services for the homeowner, as well as home maintenance and financial education.
- *U City/School District Employee:* In partnership with the school district, the City would offer down payment assistance (up to \$5,000) for City or School District staff who purchase a home in University City. This would be a forgivable loan contingent on remaining in the home for five years. The program could be limited to targeted 3rd Ward neighborhoods in order to incentivize investment strategically.
- *U City School Parents:* In partnership with the U City School District, the City and School district would contribute to down payment assistance for parents of school-age children who would attend University City public schools. This would be a forgivable loan of up to \$5,000 and would not be limited to any income range. The loan would be forgiven over three years contingent on the students remaining in U City schools for that time.
- *Wash U/UMSL Down-Payment Assistance:* In partnership with Wash U and UMSL, the City would offer down payment assistance for staff of these two institutions. In the case of Wash U, the assistance would be in addition to the amount already offered by the University in the northeast area of the 3rd Ward. In the case of UMSL, U City would work with the university on a matching amount to be contributed. This would be a forgivable loan up to \$5,000 and would be forgiven over five years if the recipient stayed in their home. The loan would not be limited by income.

- *Neighborhood Plans:* The process of creating neighborhood plans following the Comprehensive Plan is a way to engage residents, get a more granular understanding of local issues, and engender support for and awareness of the programs the City rolls out. These planning processes should happen in the year following the comprehensive plan and coincide with program roll-out. Another benefit of neighborhood planning and engagement is the opportunity to re-establish block groups and neighborhood associations. These organizations have, in the past, been valuable partners in working towards stable and safe neighborhoods.



Housing Program & Policy

City of University City Planning & Development

City Council Study Session - November 9, 2020

Housing and Urban Development (HUD)

- CDBG (Community Development Block Grant)
- HOME (Home Investment Partnerships Program)

■ These are currently administered via St. Louis County as part of 5 Year Consolidated Plan. Sets the framework for the Yearly Action Plan. St. Louis County 2020-2024.

■ \$5,666,736.00 (CDBG) & \$3,623,107.00 (HOME) - 2020

Columbia, Missouri

Entitlement Community

\$974,849.00 (CDBG) & \$606,691.00 (HOME) - 2020

Housing Programs Division

- 1) Home Rehab & Energy Efficiency Program
- 2) Acquisition & Demolition Program
- 3) Homeownership Assistance Program
- 4) Columbia County Land Trust

Funding

CDBG

25-40% Affordable Housing
20-50% Infrastructure
10-50% Economic Development
0-30% Community Facilities
0-5% Fair Housing
0-18% Administration

HOME

15% Community Housing Development Organizations
75% Rehabilitation, New Construction, Homebuyer Assistance
10% Administration

Eligibility is Generally based upon Income limits below 80% the median family income as defined by HUD



Home Rehab & Energy Efficiency Program

(Potential Improvements)

- Roof replacement
- HVAC repair and replacement
- Removing Lead-based paint hazards
- Electrical and plumbing repairs
- Accessibility improvements
- Energy improvements: attic insulation, door and window replacement

Acquisition & Demolition

(Potential Activities)

- Demolition
- HVAC repair and replacement
- Grading
- Repair and replacement of water and sewer connections

Can Lead to Acquisition of Property For Land Bank or Land Trust



Homeownership Assistance Program

(Potential Activities)

- Down payment / Upfront Cost Assistance (\$10,000 or up to 10% of Purchase Price)

Home Buyer Education Required

Benefits to Homebuyer Education

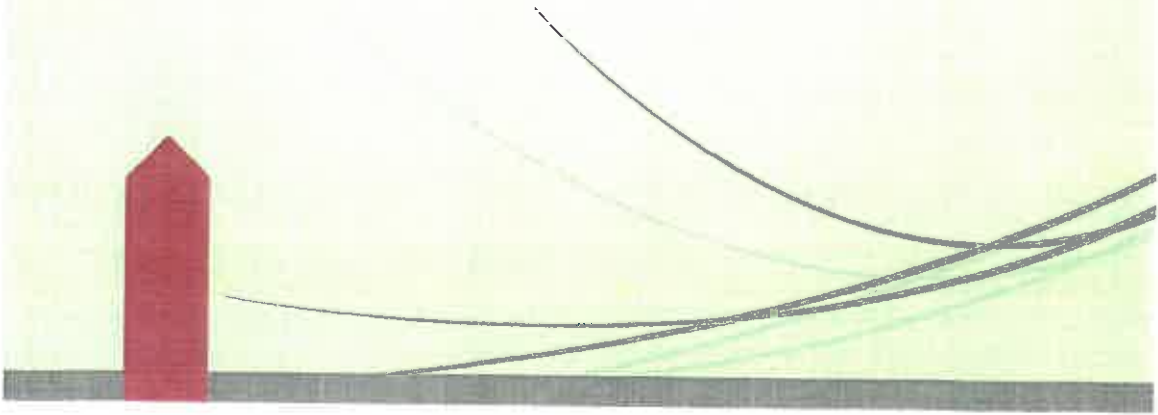
- Homeownership education is a process resulting in a potential buyer's ability to demonstrate an understanding of the following: preparing for homeownership, budgeting and credit management, financing a home, the loan process and timing, selecting a home, maintaining a home and finances, and avoiding delinquency and foreclosure. Education is formal classes, with established curriculum and instructional goals, provided in a group or classroom setting, or other format such as web-based. (realtor.org)
- HUD 2014 five year continuing study:
 - Improved mortgage literacy
 - Greater appreciation for communication with lenders (more likely to call the bank when in default)
 - Improved underwriting qualification-Average credit scores rose to 620 or higher

Where Do We Go

➤ Development of Consolidated Plan

- The Consolidated Plan requirements are designed to help states and local jurisdictions assess their affordable housing and community development needs and market conditions, and to make data-driven, place-based investment decisions. The consolidated planning process serves as the framework for a community-wide dialogue to identify housing and community development priorities and priorities for utilizing funding.
 - Seek Public Input To Create and Administer Programs
 - Will Identify Priorities
 - Will have a yearly Action Plan
 - Annual Performance Report (CAPER)

Thank You





Office of the City Manager

6801 Delmar Boulevard, University City, Missouri 63130, Phone: (314) 505-8534, Fax: (314) 863-9146

November 9, 2020

Council Letter: 1120-45

Honorable Terry Crow,
and Members of the City Council:

In November 2019 former Communications Director Allison Bamberger presented the attached communications strategy (see attachment 1). This study session item is intended to obtain additional direction relative to social media posts.

Respectfully submitted,

Gregory Rose, ICMA-CM, MPA
City Manager

Attachments (1)



UNIVERSITY CITY STRATEGIC COMMUNICATIONS

Communications Director Allison Bamberger

Overview of Presentation

- Communications Philosophy
- Keys to Messaging
- Major Modes of External Communication
- ROARS
- Social Media
- Website
- Videos
- Calendar
- Internal Communications

Communications Philosophy

- Consistent, proactive communication builds trust
- This is true internally and externally
- Communication should be equal among residents, stakeholders and business community
- Communicate with people the way they want to be communicated with
- Listen

Keys to Messaging

- All we do is to the benefit of our residents – messaging should reflect that
- All of our services should benefit residents in efficient, convenient ways
- Information to the public should be clear, concise and free from jargon when possible
- Communication should exist in consistent ways – Website, ROARS, Social Media, etc.
- We should share the most possible information
- We should be responsive in our communication

Major Modes of External Communication

- ROARS Newsletter
- Social Media: NextDoor, Facebook, Twitter, Instagram
- Website/Notify Me
- Public Meetings/Livestream
- Video Update Program
- City Calendar

Major Modes of Internal Communication

- Email
- Staff Meetings

ROARS

Previously

- Mailed to homes every 2 months
- Cost of about \$60,000/year for printing, postage
- Hired design firm for each issue \$24,000

2020

- Mailed to homes every 3 months
- Online “mini” issue every month
- Cost savings of approximately \$10,000 for printing and postage
- Designed in-house for \$24,000 cost savings

Social Media Strategy

- Incredibly popular way to engage with residents and stakeholders
- Good for social listening
- Posts from the city should only come from official city pages
- Build relationships with major social media participants who can help disseminate our messages
- Social Media Archiving Software should be implemented

Social Media: NextDoor

- Began Agency Account in January 2019
- Average 5 posts/week
- Directly sent to more than 8,000 registered residents, which is an estimated 30% of 23,000 households in University City.
- Rated 2nd in most preferred way to get information from the City in the 2019 Citizen Satisfaction Survey

Social Media: Facebook

- Official city page has existed for a number of years
- Post average 5/week
- About 2,700 followers
- Fire Department, Parks and Recreation and a number of Boards and Commissions also have pages.
- Other non-city sponsored pages exist – are monitored but not controlled by us

Social Media: Twitter

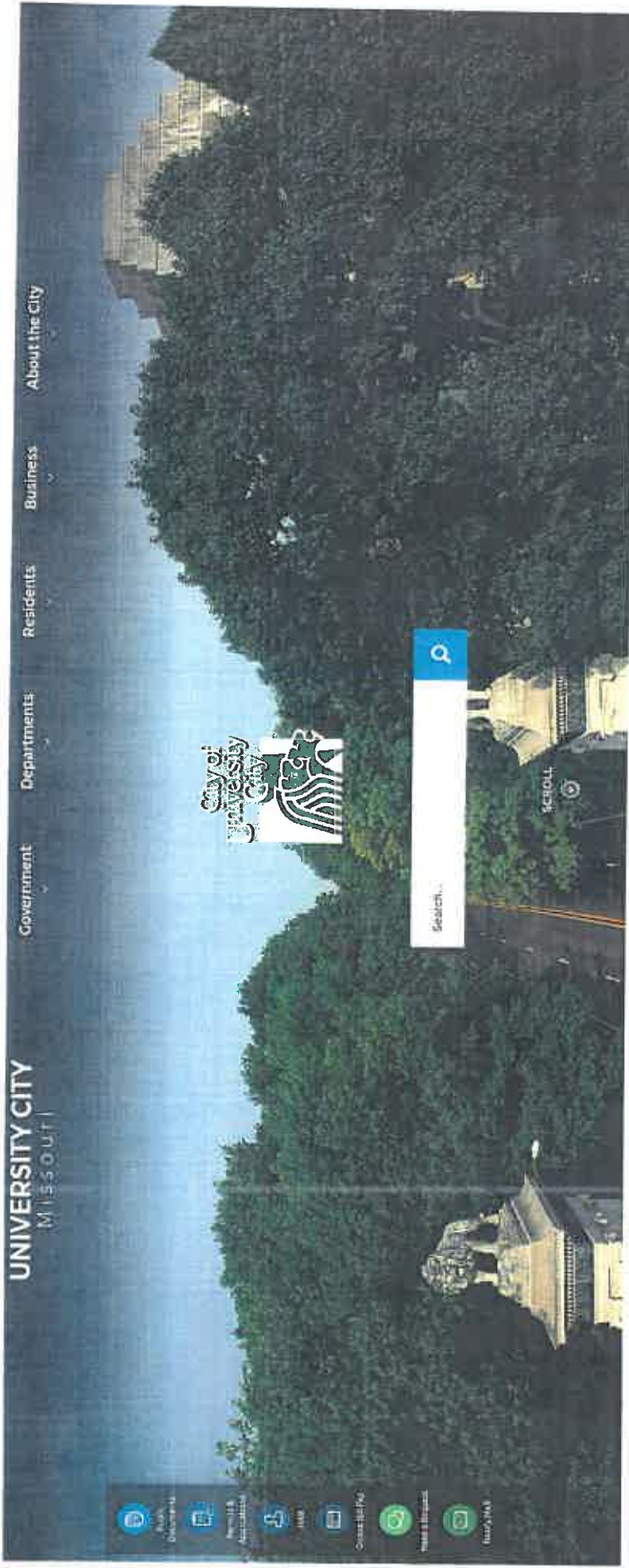
- Re-started in January 2019 – last post before that was in 2017
- Average 5 original posts/week, retweet 20/week – weather, county information, local business info
- 1,700 followers – mostly journalists
- Best use of Twitter is to get media information to local outlets

Social Media: Instagram

- Began in January 2019
- Average post several times a month
- 200 followers
- Some interest with Millennial and college-aged residents
- Difficult to use to spread information because of algorithms
- Best to use to show off how beautiful the city is

Website 2020

- New, more modern look
- Clearer news and calendar features
- More clear search feature
- Used data analytics to reorganize information
- Will launch in January 2020



CITY NEWS

ELECTRONICS RECYCLING EVENT

October 5th, 2019, 9-noon Electronics Recycling Event! Most items are free to recycle, except the items listed. See you there!

[Add to my calendar](#)

REQUEST FOR PROPOSAL FOR A COMPREHENSIVE MASTER PLAN UPDATE

The City of University City, Missouri is pleased to post the Request for Proposal (RFP) for a Comprehensive Master Plan Update.

MEETINGS & EVENTS

APRIL 2019

| Sun | Mon | Tue | Wed | Thu | Fri | Sat |
|-----|-----|-----|-----|-----|-----|-----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| 15 | 16 | 17 | 18 | 19 | 20 | 21 |

Notify Me

- Currently Notify Me is available on the website to send a message to residents when events/agendas are posted
- NUMBER of residents are currently signed up
- Other options: Nixle, RAVE Alert, Code Red – these can also be used for emergency communications, much more robust, reverse 911 service, Police and Fire could use in emergency situations – cost approximately \$5,000/year

Public Meetings and Livestream

- Currently Livestream all public meetings on the 5th floor of city hall to both YouTube and Facebook
- Changing Facebook software has caused problems
- Older infrastructure, such as microphones will need to be replaced in the future
- Next budget year servers will be replaced

Press Conferences and Ribbon Cuttings

- In 2019 we had three press conferences/ribbon cuttings:
 - 1-70 Redevelopment
 - EMS Service returning
 - Majerus Park
- Goal for 2020 is at least three, but potentially six.
 - Tell our stories, but make sure it's special

Video Program

- Monthly Department Videos
- Updates on projects: Forsyth, Delmar Garage
- City information: Recycling
- More to come in 2020
- Hosted on YouTube
- Most get about 200-250 views

City Calendar

- 2020 – Mannequins on the Loop – Combined information on sustainability with photos of the mannequins to increase education and be another informational resource
- Looking to incorporate more educational and resource material into the calendar
- Will be placing the PDF online

Internal Communications

- Email: Staff has all been switched to Office 365.
 - This includes all police officers. Anecdotally, have heard that detectives are really liking the feature that allows them to share information in real-time to a shared document hosted in the cloud.
 - 365 also resolves issues of maxing out storage space
 - Training will continue in 2020
- Employee Newsletter: Potential to come in 2020

Questions?

