

Community Preservation Project Application

Submission Date: November 13, 2019

Project Title:

Affordable Housing Reserve Funds

Applicant (*note if public or private*): Orleans Affordable Housing Committee

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Federal Tax Identification Number (if non-profit): _____

Contact Person (Name & Telephone): George Meservey (508) 240-3700, x435

Project purpose (*Check all that apply*):

Open Space

Historic Preservation

Community Housing

Recreation

Project Location/Address: _____

Community Preservation Funding Request: \$10,000.00

Brief Project Summary: Request is for educational materials to support public outreach efforts of the Affordable Housing Committee (AHC). With the efforts of the Affordable Housing Trust focused on the development of new housing units, the AHC will focus on the task of developing public consensus and support for continued action on affordable housing. CPA funding is vital to this effort, as the AHC has no budget of its own. Members will conduct workshops, attend community fairs, and make other efforts to educate residents on housing issues. Funding request is for \$10,000 in FY21.

Affordable Housing — Request for Education & Outreach Funds, CPA FY21 Application – 11-13-19

- Detailed Narrative: A complete and detailed description of the project including goals and objectives, consistency with Community Preservation Act goals, compatibility with the Orleans Comprehensive Long Range Plan, and relevance to the community and its needs.

The goals of this application are to build public consensus among Orleans residents about the problem of the lack of affordable housing and the kinds of projects that the Town should pursue to address the issue. The Affordable Housing Committee needs funding to purchase educational materials for general information and specific projects in the future.

The Town has adopted a housing production goal based on the 2017 Orleans Community Housing Study. The study documented that more than 1,000 households in Orleans are experiencing cost stress, either from monthly housing costs or by being “under-housed” due to the lack of reasonably affordable housing options. A goal was approved by the Board of Selectmen to develop 100 units of new housing by 2029, 85% of which will be rental units.

Costs to develop housing are very high in Barnstable County. Orleans land values further increase development costs. The Housing Trust is committed to achieving its housing goal by leveraging State & County funds to the extent practical. However, local support is vital, and public education is needed in order to maintain and demonstrate public support for housing solutions.

Funds will be used for a variety of activities, including:

- education brochures and other printed materials,
- housing workshops and forums,
- newspaper advertisements,
- Town website (organize and include outside links)
- possible public information video (successful in other communities), and
- project-specific mailers to neighbors when a housing development is proposed nearby.

In order to reach into the locations that residents frequent, brochures will be made available at a variety of locations, including Snow Library, local banks/real estate agencies, and public buildings.

The AHC also intends to focus on residents who are “over-housed”, i.e. homeowners with an unused bedroom or seasonal apartment who may benefit from finding a year-round tenant. This outreach will be done primarily through the Council on Aging.

- Financial Data: Provide financial information for the project including total cost, additional revenue sources (public, private or in-kind), basis for the fiscal estimates and any other fiscal details currently available.

An estimated breakdown of projected costs for the various outreach methods is below:

1. Public education materials - \$1,500
2. Housing workshops - \$500 (advertising and workshop materials)
3. Newspaper advertisements - \$500
4. Town website update - \$2,500
5. Informational video – \$2,800
6. Resident mailings - \$2,200 (as needed for a project or 1 bulk mail to all property owners)

- Timeline:

If funded, the AHC intends to utilize all funding by June 30, 2021.