

City Council – Action Request Form

Date: June 15, 2021

To: Mayor, Mayor Pro Tempore, and Members of the City Council

From: Ben Rowe, Assistant City Manager
Marla Y. Newman, Community Development Director

Council Action Requested:

Resolution Adopting the Final Report on the ForEveryoneHome Program Initiative and Authorizing Implementation of the Report’s Policy Recommendations

Strategic Focus Area: Livable Neighborhoods

Strategic Objective: Expand Housing Assistance Programs

Strategic Plan Action Item: No

Key Work Item: Yes



Summary of Information:

In March of 2019, the Community Development Department applied for and later received a grant through Grounded Solutions Network providing \$225,000 worth of technical assistance over an 18-month period to help mixed-market cities chart a path to inclusive growth through lasting affordability. The initiative, entitled ForEveryoneHome, is a collaboration of municipal officials and community leaders working in cities experiencing renewed growth and investment, which places communities of color at risk of displacement. The goal is to get ahead of the curve, catalyzing action to protect affordability, diversity, and cultural heritage before displacement pressures become too great. The other two cities selected to participate in this initiative are Indianapolis, IN and San Antonio, TX.

The initiative included three stages:

1. Needs assessment – identification of current and emerging housing challenges, as well as causes and consequences;
2. Displacement prevention agenda – development of policy strategies to address the challenges identified in the needs assessment; and

Committee Action:

Committee	CDHGG 6/15/21	Action	Approval
For	Unanimous	Against	
Remarks:			

3. Implementable policy – moving a high-priority strategy in the displacement agenda and creating a detailed plan for immediate action.

Each stage of the process was informed by engagement/feedback from the downtown-adjacent communities most likely to benefit from an inclusive growth and anti-displacement strategy—mostly low-income communities of color, framed through a racial equity lens. These areas included part of Reynoldstown, Northeast Winston, East Winston and Cleveland Avenue Homes.

The Winston-Salem team presented the needs assessment to Council in May 2020. The needs assessment, the anti-displacement agenda, and implementable policy are attached.

Staff requests Council adopt the final report containing the assessment, anti-displacement agenda, and implementable policy, which includes creation of a City-sponsored land bank.

After Council adoption, the assessment, anti-displacement agenda, and implementable policy will be provided to the Affordable Housing Coalition—along with the Technical Assistance Report on vacant, abandoned and deteriorated (“VAD”) properties developed by the Center for Community Progress and the Winston-Salem/Forsyth County Housing Study and Needs Assessment conducted by Enterprise Community Partners to support its work in initiating a community-engaged process to develop a ten-year plan to create and preserve affordable housing.

A portion of the 2018 Housing Bond was dedicated to implementation of the policy recommendations resulting from the ForEveryoneHome initiative and will be used to support the research of policies, procedures, and operational frameworks for establishing a land bank, along with initiating the organizing and planning to create a ten-year affordable housing plan.