

HIT TOOL KIT



Housing Indicator Tool:

A Dashboard for Measuring Progress Towards Meeting Regional Housing Needs

Our Why: Solving for the Need

In the District alone, despite minimum wage being \$15 – it would take 88 work hours per week to afford a two-bedroom rental, and even higher numbers in Maryland and Virginia at 102 and 130 work hours, respectively. We are all too familiar with the impacts of rising rents and stagnant wages within our communities, which have been exacerbated by the COVID-19 pandemic and economic crisis. Faced with this growing challenge, HAND recognizes that we must work in concert as a region to create communities where everyone can thrive, regardless of income level. The [Housing Indicator Tool \(HIT\)](#) is a resource intended to track local efforts to produce affordable rental housing in the Washington Region. We hope that by tracking local action from a regional lens, the HIT will yield more housing options, and facilitate cross-jurisdictional collaboration and participation from private and philanthropic organizations.

To adequately address our region's affordable housing challenges, an [Urban Institute report](#) calls for the production of **375,000 net new housing units** between 2015 and 2030, **39% of which should be affordable to middle-income households, and 38% affordable to low-income households.**

The targets used in the tool were produced by the Urban Institute, but are benchmarked to locally produced demographic forecasts generated as part of the Metropolitan Washington Council of Government's cooperative forecast. This is important because it means we are not dealing with new information. The tool is using what we already know: there is a severe shortage of housing affordable to low- and middle-income households. Thousands of homes will be needed in the coming decade in these price ranges. The HIT not only demonstrates how the region is collectively faring, but also how things are progressing at the local level. Equipped with the knowledge of where we stand in each jurisdiction, we can effectively pivot to increase the housing supply and create a more equitable region.

Have we seen a tool of this kind developed here in the region?

The HIT is the first-of-its-kind. To date, there has not been a tool like this within our region. Other affordable housing data tools provide information from several sources, but the data does not always capture the full picture of what is occurring within a given year. Additionally, many communities track their affordable housing data over time and display it in wide ranges of annual, bi-annual or five-year reports specific to one jurisdiction. The combination of data from ten local jurisdictions within our region differentiates the HIT from other similar resources.

Key Findings from the HIT

All of the jurisdictions still have a considerable amount of work to do to reach the housing targets, particularly for housing affordable to low- and lowest-income households. This is not something they can do individually; rather it will be critical to have private-sector and philanthropic partners at the table.

- No jurisdiction is meeting all of the targets for the middle-income and below categories.
- There are a few instances of meeting a specific income band target (1: DC – low 2019 130%; 2: Arlington – low-middle 2019 102% & 2020 95%).
- Five jurisdictions are meeting specific income band targets (1: Alexandria – low-middle 2019 60% & 2020 70%; 2: Montgomery County – middle 2019 66% & 2020 46%; 3: DC – low – 2020 52%; 4: Frederick County – low-middle 2019 57%; 5: Loudoun County – low-middle 2019 49%).
- DC is leading the way in the low income band and produced the largest number of units in the lowest income band.
- Arlington is leading the way in the low-middle income band.
- Alexandria is also performing well in the low-middle income band.
- Montgomery County is performing well in the middle income band.
- Of the larger jurisdictions, Fairfax County had the lowest percentages of targets met.

Before jumping into the HIT, we invite you to read ***Compounding Interests, Compounding Inequities: Racism, Housing, and Our Region's Responsibility to Act***. This companion piece provides key context to support the jurisdictional data, highlights on successful models and more. The HIT will allow users to access each jurisdiction's progress and the resources you need to engage decision makers.

**Compounding Interests, Compounding Inequities:
Racism, Housing, and Our Region's Responsibility to Act**

**Housing Indicator Tool: A Dashboard for Measuring
Progress Towards Meeting Regional Housing Needs**



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Download your jurisdiction's scorecards and the contact information for your Elected Officials & Equity Officer.

Instructions

Access the Housing Indicator Tool here: hit.handhousing.org. Select the scorecard for your desired jurisdiction(s) on the left hand side of the screen, and then click the name of the jurisdiction(s) you want to view.

The screenshot shows the main dashboard of the Housing Indicator Tool. The title is "Regional Challenges Require Regional Solutions". Below the title, there is a paragraph explaining the tool's mission and a list of key findings. A sidebar on the left lists various jurisdictions, with Arlington County selected. A map of the region is visible in the background.

Regional Challenges Require Regional Solutions

30 years ago, HAND was born with the mission of equipping industry practitioners with the tools needed to create thriving communities. Three decades and 450 members later, the mission remains the same, but with an even deeper commitment. As a "change association" leveraging the power of our cross-sector collective, HAND members share the common goal of developing and preserving affordable housing in the Capital Region. In spite of the challenges we face and widening gaps in the communities we serve, we commit to navigate these waters with real intention, placing our communities and their humanity at the center of all we do.

To adequately address our region's affordable housing challenges, an Urban Institute report "Meeting the Washington Region's Future Housing Needs" calls for the production of **375,000 net new housing units** between 2015 and 2030, about 77% of which should be affordable to households with middle-income levels and below. To meet this target, jurisdictions will need to collectively produce **approximately 25,000 net new housing units per year**. The Urban Institute targets serve as the foundation of the Housing Indicator Tool for several important reasons:

- **Specific price bands:** A key characteristic of the Urban Institute forecasts is granularity. Each housing target is broken down into specific monthly cost price bands that are based on affordability by household income. This level of detail is critical for local policy makers as it sheds light on the quantity and affordability of housing needed in each local housing market.
- **Jurisdiction-level targets:** Within the Urban Institute study was regional, the targets within the analysis were at the jurisdiction level. This is important because the HIT is designed to be a regional tool that is driven by collective local action.
- **Consistent methodology for all localities:** The targets for each jurisdiction were created using the same methodology and data sources. This allows for an "apples to apples" comparison over time. Each jurisdiction is being measured using a standardized analysis of future housing need.
- **Benchmarked to 9.1 Cooperative Forecasts:** The Urban Institute targets are benchmarked to the 9.1 MRCOG Cooperative Forecasts. This is significant because it connects the targets directly to locally produced forecasts within each jurisdiction.

DISPLAY BY: PERCENTAGE # OF UNITS

Filter all jurisdictions

- Arlington County
- Chesapeake Bay
- City of Alexandria
- District of Columbia
- Fairfax County
- Frederick County
- Loudoun County
- Montgomery County
- Prince George's County
- Prince William County

Stay Connected!
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Click the "print page" button at the top of the page. You also have the option to email the page. Follow your device's prompts to print or download the document as a PDF.

The screenshot shows the detailed page for Arlington County. It includes a map of the county, a list of officials, and specific data points regarding housing targets and population.

Arlington County

Housing affordability is a major challenge facing Arlington County, this is particularly true with renter households. Census data suggests that while the overall proportion of housing cost burdened renters has been inching down since 2016, it remains relatively high at 36%. A household is considered burdened if their housing costs are 30% or more of their income. At \$1,993, the median gross rent in the County is the highest in the DC region, and the median rent has been climbing between 1% and 4% over the past few years. The County has put a wide range of policies in place to help address these housing affordability challenges, from adopting an Affordable Housing Master Plan to utilizing zoning tools like density bonuses for affordable housing, to managing a growing Housing Trust Fund. These policies and programs will continue to be a critical part of the solution in making housing available all along the price spectrum in Arlington County.

Jump to Section:

Officials | Policy Status | Housing Outcomes | Affordability Context

Adopted Targets

By 2040, 12.7% of rental housing stock to be affordable at 60% of AMI or less, and 28.4% of new ownership housing stock to be affordable between 80% and 120% of AMI.

Population

236,842 (2019 estimate)

Officials

- Samia Byrd**
Chief Race and Equity Officer
- Matt de Ferranti**
Chair
- Katie Cristol**
Vice Chair
- Christian Dorsey**
Member

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We need your voice! Use the below template to email your elected officials about the importance of prioritizing the regional housing targets. Remember, you can find your elected official's contact information on your jurisdiction's scorecard here: hit.handhousing.org

[ELECTED OFFICIAL NAME]

[ELECTED ADDRESS LINE 1]

[ELECTED ADDRESS LINE 2]

RE: An Important Reminder on our Regional Housing Targets

Dear [ELECTED OFFICIAL NAME],

My name is [YOUR NAME] and I am a resident of [NEIGHBORHOOD] in [JURISDICTION]. I love living in this region, and everyday I'm amazed at how much growth we're experiencing, but I'm very concerned about the supply of affordable housing available for my neighbors and I. I understand that in September 2019, the Metropolitan Washington Council of Government's (COG) Board of Directors adopted a resolution which established collective housing targets for the region. Around the same time, the Urban Institute released a report which underscored the importance of government, business, nonprofit, and philanthropic leaders working collectively towards shared targets, committing to evidence-based actions to achieve a healthy housing market, and ensuring that the housing market supports economic prosperity for all of its residents. I commend you and your colleagues for championing these targets, which are so urgently needed in our jurisdictions.

Thousands of individuals are flocking to our communities for employment opportunities, aging seniors are in desperate need of housing that fits within their limited budgets, and everyday hard-working people like you and I are struggling to keep their heads above the waters of rising rent. I urge you to keep the housing targets as a priority for our jurisdiction by working with your colleagues to allocate the appropriate funding and strengthening the public policy necessary to meet our goals.

[JURISDICTION NAME] has a number of tools at its disposal as we work toward these targets, and with the help of resources like the Housing Indicator Tool, we have the ability to learn from other communities and track our progress on producing and preserving housing. Our communities have so much to offer, and safe, affordable housing located near transit should be considered a right, and not a luxury. Thank you in advance for your dedication to this matter, and I look forward to a more equitable, inclusive jurisdiction for years to come.

*Sincerely,
[YOUR NAME]*

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Let's keep the conversation going! We recognize that any progress in addressing housing affordability will require collaboration across the board. Engage your fellow peers in an open dialogue about the Housing Indicator Tool findings and the actions needed to push the needle forward.

USE HASHTAGS:

#HIT
#affordablehousing
#housing
#communitydevelopment

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Twitter

1) Introducing #HIT, the first ever #HousingIndicatorTool! A report card for the #DC region, on the path to produce affordable housing while also measuring each jurisdiction's commitment to increasing production: <https://bit.ly/2PB9rJF>

[INSERT GRAPHIC - [DOWNLOAD HERE](#)]

2) Lack of access to #affordablehousing in our region is the result of negligent policies enforced to keep BIPOC out of housing institutions. #HIT offers community comparisons of affordable housing goals. This can make a difference in the lives of millions of residents and families: <https://bit.ly/2PB9rJF>

3) #HIT will be a critical resource for policymakers. Why?

- Data allows our region to use #housing as a tool to address racial inequities
- Shows major challenges in providing #affordablehousing
- Examines effectiveness of housing policies & initiatives

<https://bit.ly/2PB9rJF>

4) It's a #HIT! This revolutionary tool will change the way the Capital region focuses on achieving its #housing affordability goals: <https://bit.ly/2PB9rJF>

5) The region is only at 12% of its goal to produce 375K new, affordable homes by 2030. #HIT identifies conditions required to build #affordablehousing and measures our commitment to increasing production, while highlighting the importance of preservation: <https://bit.ly/2PB9rJF>

6) #HIT measures #affordablehousing across 10 jurisdictions in the DC region. None are reaching their housing targets for the middle-income and below categories. Tracking from a regional lens through #HIT will lead to more affordable housing: <https://bit.ly/2PB9rJF>

7) To date, there isn't another tool like #HIT in the country. Other #affordablehousing data doesn't capture the full picture. Based on 2 years of #HIT data, DC has the largest number of units in the lowest income band with Arlington leading the low-middle income band: <https://bit.ly/2PB9rJF>

8) #HIT is emphasizing what we already know: there is a severe shortage of housing affordable to low- and middle-income households. Given the knowledge of where we stand in each jurisdiction, we can work more effectively toward creating a more equitable region: <https://bit.ly/2PB9rJF>

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9) Want to see how your jurisdiction is doing on the affordable housing front? Visit this link to find out: <https://bit.ly/2PB9rJF> @HANDHousing #HousingIndicatorTool

Facebook

1) With the #HousingIndicatorTool, we will be able to help increase affordable housing by:

- Holding corporations, jurisdictions, and the philanthropic sector accountable for their expansion efforts
- Showing the biggest challenges in providing #affordablehousing
- Examining the effectiveness of local affordable housing policies and initiatives

<https://bit.ly/2PB9rJF>

2) @HANDHousing's first-of-its-kind Housing Indicator Tool (#HIT) will serve as a report card for 10 jurisdictions in the DC region. HIT will be able to identify requirements to produce #affordablehousing while also measuring each jurisdiction's commitment to increasing production. <https://bit.ly/2PB9rJF>

3) A lack of access to #affordablehousing in the #DC region is the result of negligent policies enforced to keep #BIPOC out of housing institutions. #HIT data will allow our region to use #housing as a tool to address racial inequities and examine the effectiveness of local affordable housing policies and initiatives; making #HIT a critical resource for policymakers and leaders as they decide where to develop and how to approach funding. <https://bit.ly/2PB9rJF>

4) Today, the region is only at 12% of its goal to produce 375K new, affordable homes by 2030. #HIT can identify the conditions required to build affordable housing, measure the jurisdiction's commitment to increasing production and ensure the preservation of affordable housing: <https://bit.ly/2PB9rJF>

In the video below, hear from HAND Members & stakeholders on how they are working to address the region's housing affordability challenges, how the HIT plays a role in this important work, and the charge to our industry.



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