

City of Staunton Housing Strategy

Scope of Work

A. Purpose

The City of Staunton’s Housing Strategy will provide a framework that comprehensively describes the approach that the City plans to take to meet its housing objectives.

B. Objectives

The Housing Strategy will:

- Analyze data on current and future housing conditions to illustrate what housing looks like in the City and what housing challenges need to be addressed.
- Conduct a Capability and Capacity Assessment to determine what human capital and financial resources currently exist in the City and what is needed for housing services in the future.
- Provide stakeholder and community engagement opportunities throughout the planning process with creation of a Workgroup, public input sessions, and a brief community survey.
- Define the policies the City hopes to achieve through the Housing Strategy.
- Identify funding sources, current and potential partners, and contingencies.
- Develop an Action Plan for implementing housing policy objectives. The Action Plan will include strategies, a timeline, responsible parties, partnering organizations, funding requirements, and milestones to monitor progress.

C. Time Frame

The planning process to develop the Housing Strategy will take place over an eight (8) month period, September 2024 – April 2025.

D. Activities

1. Workgroup

a. Role

The role of the Workgroup is to assist in the planning process by providing housing expertise and knowledge of the community, as well as, provide input and review sections of the Strategy document as it is developed, participate in public engagement activities, create and prioritize the housing policy objectives in the Action Plan, and quantify the next steps that should occur upon completion of the

Housing Strategy. Members of the Workgroup will be appointed by the City Manager.

b. Meeting Schedule and Agendas

There will be four (4) meetings throughout the eight (8) month planning process, each lasting two (2) hours.

- Meeting #1 – September 2024
 - Housing 101
 - The What and Why of a Housing Strategy
 - Housing Data Review and the Regional Housing Study

- Meeting #2 – November 2024
 - Local Housing Policies 101
 - Development of Draft City Housing Policies based on data review

- Meeting #3 – January 2025
 - Public Engagement Activities Discussion
 - Development of Draft Action Plan

- Meeting #4 – March 2025
 - Review of Draft Housing Strategy and Incorporation of Public Input
 - Discussion of Potential Housing Commission and Next Steps

c. Suggested Workgroup Composition and (Potential Members)

- City Council Member(s)
- Planning Commission Member
- DEI Commission Member
- Workforce Housing Representative (Shenandoah Valley Partnership)
- Affordable Housing /Homeownership Representative (Habitat for Humanity)
- Affordable Housing /Rental Representative (Staunton Redevelopment and Housing Authority)
- Unhoused Persons and Homeless Sheltering Representative (Valley Mission or Valley Community Services Board)
- Permanent Supportive Housing Representative (Valley Supportive Housing or Valley Community Services Board)
- Existing Housing Stock/Home Repair Representative (Renewing Homes of Greater Augusta)
- Market Value Housing/Homeownership Representative (Housing Developer?)

- Market Value Housing/Rental Representative (Property Mgmt. Company?)
- Faith-based Wrap Around Supportive Services Representative (Central UMC)
- Interested Citizens (2)

2. Community Engagement

Opportunities for Community Engagement will occur in February 2025. Potential opportunities for public input include:

1. A short survey that will be available on-line and in paper form.
2. An in-person input session at a location to be determined.
3. Two virtual input sessions – one for housing stakeholders and one for the public.
4. A “Housing 101” presentation for the public at the Public Library on a Saturday.
5. A short presentation that can be given when requested to civic groups and organizations.

3. Strategy Document

The end result of the planning process will be a document that includes housing data for the City, the Capacity and Capability Assessment, summaries of stakeholder involvement and community engagement, public survey results, housing policies, and an Action Plan. For each policy in the Action Plan there will be strategies that include a timeline, responsible parties, partnering organizations, funding requirements, and milestones to help the policies move to the implementation stage. The timeline for each of the strategies will fall into three categories:

Immediate: 3 Months – May to July 2025

Short-term: 6 Months – May to October 2025

Long-term: 18 Months – May 2025 to October 2026

E. Next Steps

- Determine if the creation of a Housing Commission is needed and what it’s role will be.
- Start implementing Strategies in the Action Plan.

F. Conclusion

The goal of this initial City of Staunton Housing Strategy is to clarify the City’s role in housing through a short, targeted planning process that will result in a concise, comprehensive strategy document containing housing policies for the City and an Action Plan that includes strategies that can be implemented over an eighteen (18) month time period. If successful, the Housing Strategy can be revised at a later date to include longer term housing goals that meet the more complex needs of the community.