

Action Plan | 2017

Action	Executing Entity	Estimated Cost	Funding Source	Level
Goal #1: Preserve existing and expand the total supply of affordable rental and homeownership opportunities				
1.1	Increase production efficiency and organizational capacity among government partners (Finance Authority of New Orleans, HANO, NORA, City of New Orleans and Louisiana Housing Corporation), non-profits (housing counseling agencies and advocates), and developers to support unit production. Quarterly reviews will be conducted and made publically available.	City of New Orleans, GNOHA, Enterprise Community Partners		Local, State
1.2	UPDATE for 2017: Advocate for public agencies, the City of New Orleans, Orleans Parish School District and Recovery School District to develop a process to reserve land for the development of affordable housing on properties eligible for disposition.	City of New Orleans, Orleans Parish School Board, Recovery School District		Local
1.3	The Louisiana Housing Trust Fund is a proven mechanism for strengthening communities in Louisiana. From job creation and economic impact, to stability for homeless veterans, special needs populations and working families, a sustained investment in the Louisiana Housing Trust Fund will move Louisiana forward. HousingNOLA will advocate for the Louisiana legislature to create a dedicated source of revenue for the Louisiana Housing Trust Fund reserved for demonstrated need.	Louisiana Housing Trust Fund Initiative, Louisiana Legislature, LHA, GNOHA	\$30 million	State
1.4	UPDATE for 2017: The City Council should adopt an ordinance based on the results of the Inclusionary Zoning study, and affirm and/or ammend the density bonus.	City of New Orleans, City Council, GNOHA		Local
1.5	UPDATE for 2017: Implement the study to design a workforce housing strategy for the Greater New Orleans region.	HousingNOLA, GNO, Inc., New Orleans Business Alliance		Local

“There’s not enough retail, groceries, drug stores or restaurants.”
Resident Algiers Point

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1.6	UPDATE for 2017: HousingNOLA will advocate for a study of current zoning regulations that can prohibit the production of affordable housing. This study would advise the City, the Board of Zoning Adjustments and the City council on the removal of such barriers. The study should result in a Council motion.	City of New Orleans, CPC, City Council, GNOHA		Local
1.7	UPDATE for 2017: The City Council should adopt Health and Safety Standards for occupied rental housing in the form of a Rental Registry.	City of New Orleans, City Council, GNOFHAC, GNOHA		Local
Goal #2: Prevent future displacement through development activities and continued study and policy review.				
2.1	The City of New Orleans should study and create a loan fund/loan loss reserve to assist homeowners and landlords with seed funding for property rehabilitation and encourage re-use of vacant lots by current residents and pre-storm residents. The City's 2017 budget should include at least the same allocation (\$500,000) for the fund as the 2016 budget.	City of New Orleans, Assessor's Office, State of Louisiana, GNOHA, GNOFHAC, LHC		Local, State
2.2	The City should explore and draft a proposal for additional property tax relief for low- income homeowners facing increases in property assessments based on how long they have lived in their home and their income.	City of New Orleans, Assessor's Office, GNOHA, GNOFHAC		Local
2.3	The City should investigate other tax relief measures for investor owners who would agree to preserve and create affordable rental units.	City of New Orleans, NORA		Local
2.4	ADDED for 2017: Louisiana should adopt progressive comprehensive tax reform measures in the 2017 Regular Legislative Session in order to ensure state revenues are adequate to fund critical services utilized by low-income homeowners and renters.	Louisiana Legislature, Louisiana Budget Project, GNOHA, Revenue raising coalition		State
2.5	ADDED for 2017: Louisiana should preserve and enhance the state's Earned Income Tax Credit that incentivizes work and helps hard working low-income families make ends meet.	Louisiana Legislature, Louisiana Budget Project		State

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Goal #3: Enforce and promote fair housing policies throughout New Orleans.				
3.1	Expand education programs for property owners that receive home repair grants/ loans and enrollment in education courses with Louisiana Homebuyer Education Collaborative certified counseling agencies that emphasize Fair Housing and other Fair Housing groups. Programs should provide knowledge of city codes, like the Rental Registry, and should be included as a requirement by the City, and other public entities, in their NOFAs, RFPs and other applications for incentives and funding.	GNOHA, LHEC, GNOFHAC, SLLS, Advocacy Center		Local
3.2	GNOHA, HANO and the LHEC will standardize renter education around the Fair Credit Reporting Act (FCRA), and the Fair Housing Act (including protected classes: race, color, religion, national origin, sex, sexual orientation, age & disability).	GNOHA, HANO, LHEC		Local
3.3	ADDED for 2017: Landlord education curriculums should be standardized, and certificates of completion should be offered with an expiration date	GNOHA, HANO, LHEC		Local
3.4	ADDED for 2017: The City and HANO will work with community based organizations to assess bank lending and performance practices in accordance with CRA metrics to ensure that private investments are expanded in low- and moderate-income areas and other underserved areas.	City of New Orleans, HANO, GNOFHAC, GNOHA, HousingNOLA		Local
Goal #4: Encourage sustainable design & infrastructure for all New Orleanians.				
4.1	GNOHA will work with City Planning Commission staff to educate developers on Article 23 of the New Orleans Comprehensive Zoning Ordinance, which requires landscape, stormwater management and screening for development or redevelopment projects. GNOHA will also encourage the CPC to conduct targetted outreach in the form of education sessions to encourage more property owners to meet the article's purpose.	GNOHA, CPC		Local

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4.2	The Alliance for Affordable Energy will lead efforts to track energy efficiency data for GNOHA members' properties, and will advocate for easier access to utility (water, electricity and gas) data. The City of New Orleans will be benchmarking for commercial and public properties.	Alliance for Affordable Energy, City of New Orleans			Local
4.3	Support the implementation of <i>Resilient New Orleans</i> led by the City of New Orleans, Sewage and Waterboard, Public Works and Parks and Parkways by supporting the following strategies: Investing in household financial stability; building social cohesion; reducing property owners' risk by investing in water management strategies; and improving the redundancy of energy infrastructure.	City of New Orleans, Sewage and Water Board, Parks and Parkways			Local
4.4	GNOHA and the Appraisers Association will study and advocate for appraisals to reflect energy efficient and green construction investments.	GNOHA, Appraisers Association			Local
4.5	GNOHA will work with the New Orleans Metropolitan Association of Realtors to include energy efficiency measures on their Multiple Listing Service (MLS) sheets to highlight homes with energy efficiencies.	GNOHA, NOMAR			Local
4.6	GNOHA will advocate for the New Orleans City Council Utility Committee to ensure that Entergy New Orleans increases programming of Energy Smart and other demand-side management programs for multifamily properties.	GNOHA, New Orleans City Council Utility Committee			Local
4.7	GNOHA will support developments with a green certification based upon a national standard (ex. Enterprise Green Communities, Energy Star, LEED) in all multifamily residential developments.	GNOHA			Local
4.8	GNOHA, along with rate-payer advocate groups like the Alliance for Affordable Energy, will work to facilitate policy change that addresses the root causes of New Orleans' high utility costs for homeowners and renters.	GNOHA, Alliance for Affordable Energy, Rate-payer Advocacy Groups			Local

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Goal #5: Increase accessibility for all walks of life, including special needs residents.				
5.1	The City of New Orleans and the Advocacy Center should pursue additional funds to pay for home modifications to increase accessibility for renters and homeowners with special needs.	City of New Orleans, Advocacy Center		Local
5.2	UPDATE for 2017: Advocate for and enforce the existing requirement that all public agencies providing housing programs or services should produce materials in Spanish and Vietnamese and have a language access plan in place.	City of New Orleans, HANO, NORA		Local
5.3	The Greater New Orleans Fair Housing Action Center will provide training for all New Orleans area shelter providers on fair housing obligations related to gender identity and expression.	UNITY of GNO, GNOFHAC		Local
5.4	GNOHA will work with service providers to create a data repository to collect and track data on special needs populations and accessible housing units in New Orleans, and educate landlords on the benefits of housing special needs populations with vouchers.	GNOHA, HANO, City of New Orleans		Local
5.5	ADDED for 2017: Human Relations Commission should put in place transparent tracking and reporting on the number and disposition of fair housing complaints, by protected class, that it receives.	Human Relations Commission		Local
5.6	ADDED for 2017: For criminal background denials and appeals, HANO should put in place transparent tracking and reporting on the number and disposition of cases on HANO and 3rd-party managed properties.	HANO		Local
5.7	ADDED for 2017: For reasonable accomodation requests, HANO should put in place transparent tracking and reporting on the number and disposition of cases.	HANO		Local

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5.8	ADDED for 2017: CPC should put in place transparent tracking and reporting on the number and disposition of reasonable accommodations requests in the new CZO.	CPC			Local
5.9	Explore additional services aimed at those with mental illness and/or drug addiction and facilitate better coordination of services	City of New Orleans, State of Louisiana, GNOHA, LHC			Local, State
5.10	HANO should reinstitute voucher set-asides for survivors of domestic violence and survivors transitioning to independence.	HANO, SLLS, GNOFHAC			Local
5.11	Advocate that the Louisiana Department of Public Safety and Corrections change their policies to allow more than one person on parole to live together to reduce the cost of housing and lower barriers for ex-offenders to secure housing.	State of Louisiana, LHC			Local
5.12	ADDED for 2017: Support the implementation of UNITY's 2016 "Bold Plan of Action To Sharply Reduce Homelessness By Taking Evidence-Based Practices to Scale."	UNITY			Local
5.13	Engage youth service providers to collect data and develop policy recommendations to support their housing needs	GNOHA, Urban League, Orleans Parish School Board			Local
5.14	Engage Latino, Vietnamese and other immigrant population to address language access barriers with housing resources	City of New Orleans, GNOHA, University of New Orleans			Local
5.15	ADDED for 2017: Engage special needs communities to collect data and develop policy recommendations that support their identified housing needs	GNOHA, HousingNOLA. Advocacy Center, VOTE			Local

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5.16	ADDED for 2017: Engage artist and culture bearer communities to collect data and develop policy recommendations that support their identified housing needs	GNOHA, HousingNOLA		Local
Goal 6: Strategic Goals				
6.1	UPDATE for 2017: Implement support system for Community Development Corporations (CDCs) that creates a comprehensive capacity building initiative, create a certification for CDCs, and analyze the industry to identify gaps and redundancies in the community development sector.	HUD, GNOHA, Enterprise, Whitney Bank, JP Morgan Chase, GNOF, NeighborWorks		Local
6.2	Study market conditions that could affect construction costs and work with home builders to review pricing and discuss solutions to contain costs.	GNOHBA, GNOHA, UNO, Tulane		Local
Goal 7: Improving Quality of Life in New Orleans Neighborhoods				
7.1	Focus on transit-oriented development overlay in areas with high levels of investment in underserved communities, such as Canal Street at the Bio District, Lafitte Greenway, and the St. Claude Corridor.	City of New Orleans, CPC, HousingNOLA, GNOHA		Local
7.2	Encourage coordination among affordable housing developers, New Orleans Regional Transit Authority (RTA) and the City to position more transit opportunities near affordable housing in order to increase access for residents.	Housing Developers, New Orleans Regional Transit Authority, City of New Orleans		Local
7.3	Reduce blight and vacancy in underserved communities by promoting alternate land use by creating new neighborhood amenities such as community gardens, playgrounds, and pocket parks.	City of New Orleans, NORA, NORDC		Local
7.4	Reduce blight and vacancy by working with community groups to track conditons.	City of New Orleans, BlightSTAT		Local
7.5	Reduce blight and vacancy by exploring programs to put blighted and vacant properties into the hands of private owners.	City of New Orleans, NORA, Blights Out		Local
7.6	Promote partnerships between housing developers and community service providers to create programs beyond housing.	GNOHA		Local

2016

Looking Forward

HousingNOLA directs efforts around the following special projects to advance its 2017 Action Plan, which codifies policy and production goals that should impact New Orleans' housing market: Inclusionary Housing Tiger Team; Healthy Homes Initiative (Dampness/Mold); Assessor Working Group; Insurance Task Force; Lenders Roundtable; and Workforce Housing Council.

Highlights around HousingNOLA's next 12 months will include:

- Advocating for the creation of dedicated resources to create more housing;
- Studying the creation of a loan fund/ loan loss reserve to assist homeowners and landlords with seed funding for property rehabilitation and encourage re-use of vacant lots by current residents and pre-storm residents;
- Expanding education programs that promote financial literacy and homeownership;

- Facilitating policy change that addresses the root causes of New Orleans' high utility costs for homeowners and renters;

- Assisting HANO in implementing a "mobility counseling" program, which will provide low-income families with financial literacy that helps them move to, and stay in, safer neighborhoods with stronger schools and better jobs;

- Implementing a support system for Community Development Corporations (CDCs) that creates a comprehensive capacity building initiative, and

- Promoting partnerships between housing developers and community service providers to create programs beyond housing.

It is clear that eleven years after Hurricane Katrina, New Orleans is on its way to equitably address the housing needs of all.

2017



2018

Housing Snapshot

Data	2014	2015
Median Home Value	\$192,000	\$216,800
Median Rent	\$907	\$947
Population	384,320	389,617
Unoccupied Homes	20,333	21,547
Renters with Cost Burden	61%	56%*
Homeowners with Cost Burden	33%	31%*

*Please note, these small percentage changes fall within the margin of error.



“I live in a historical housing project, which makes me feel connected to the city even though I’m a transplant.”

Jessica Rogers, Bienville-Basin