

# Communicating Positive Affordable Housing Outcomes

# Key Points

- Sharing housing information across the network
- Communicating with one voice: housing “at the table”
- Using technology to demonstrate impact



HOUSING VIRGINIA

INFORM | CONNECT | UNLOCK

ABOUT US

INFORM

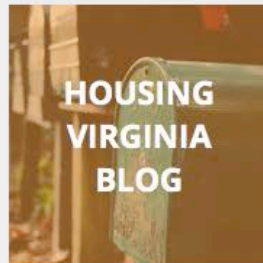
CONNECT

UNLOCK

CONTACT

DONATE

Search Housing Virginia - A Statewide



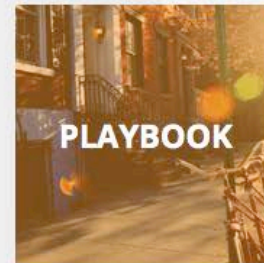
HOUSING  
VIRGINIA  
BLOG



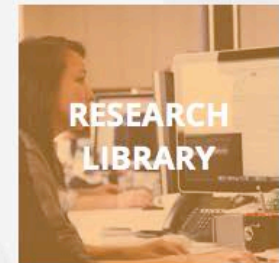
MAPBOOK



SOURCEBOOK



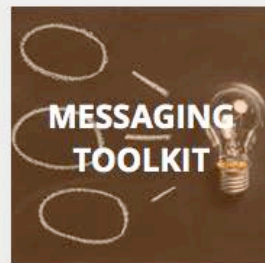
PLAYBOOK



RESEARCH  
LIBRARY



HOUSING &  
SCHOOLS



MESSAGING  
TOOLKIT



BEST  
PRACTICES



HOUSING &  
HEALTH



RURAL  
HOUSING  
INITIATIVE

*There's More To Affordable Housing Than You May Think.*



# 2015 ECONOMIC IMPACT OF THE VIRGINIA HOUSING INDUSTRY

**\$47.8 Billion Economic Activity**



**\$23.3 Billion Value Added to Gross State Product**



**314,299 Jobs**



**\$1.66 Billion State and Local Taxes**



**\$14.2 Billion Labor Income**

**6<sup>th</sup>**

**LARGEST PRIVATE  
SECTOR INDUSTRY**

by Direct Output

This research was commissioned by the **Governor's Housing Policy Advisory Council**, whose members provided invaluable guidance and information to the research project. The full report and companion research projects for Assessing the Importance of Housing for Virginia's Economy can be accessed at [www.virginiahousingpolicy.com](http://www.virginiahousingpolicy.com).

### The Impact of Housing for Virginia's Economy

A new study commissioned by the Governor's Housing Policy Advisory Council shows how vital housing is for our economy. The full report was presented at the Governor's Housing Conference in November 2017. The research was conducted by a coalition of state universities including Virginia Tech, George Mason, VCU and William & Mary. The impact of housing on Virginia's economy is clear. As the sixth largest private sector industry in Virginia, housing is a link to economic opportunity and a major component in determining the quality of life for individuals, families and the Commonwealth's general prosperity. The data provided in this report will help VHDA and our partners focus our combined resources to address the state's most pressing housing needs. The six key findings are shown below. For the full report, please visit [VirginiaHousingPolicy.com](http://VirginiaHousingPolicy.com).

1

**Virginia has a shortage of housing affordable to a substantial share of households.**



2

**Failure to address affordable housing needs adequately has significantly affected key priorities of state policy.**



3

**Virginia needs to produce substantial new affordable housing to accommodate anticipated workforce growth.**



4

**The homebuilding industry faces major challenges in meeting affordable housing needs.**



5

**Regions with lower combined housing and transportation costs have experienced better economic performance.**



6

**Virginia can no longer rely on the federal government to address critical housing needs.**



Virginia's Housing Partnership

[vhda.com](http://vhda.com) | 877-VHDA-123







Virginia Housing Development Authority

VHDA Home

## Featured Apps



VHDA's Economic Impact by  
Congressional District



VHDA's Economic Impact by  
State Senate District



VHDA's Economic Impact by  
House District



VHDA's Economic Impact by  
Locality / Jurisdiction

**How to use:** Watch our quick video tutorial.

The Virginia Housing Development Authority has provided these Geographic Information System maps and data as a public information service. Every reasonable effort has been made to assure the accuracy of these maps and associated data. However, the maps and data being provided herein are intended for informational purposes only. No guarantee is made as to the accuracy of the maps and the data; and they should not be relied upon for any purpose other than general information.

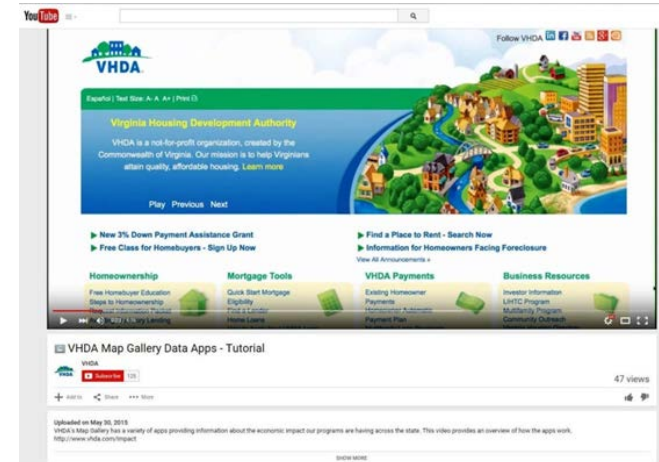
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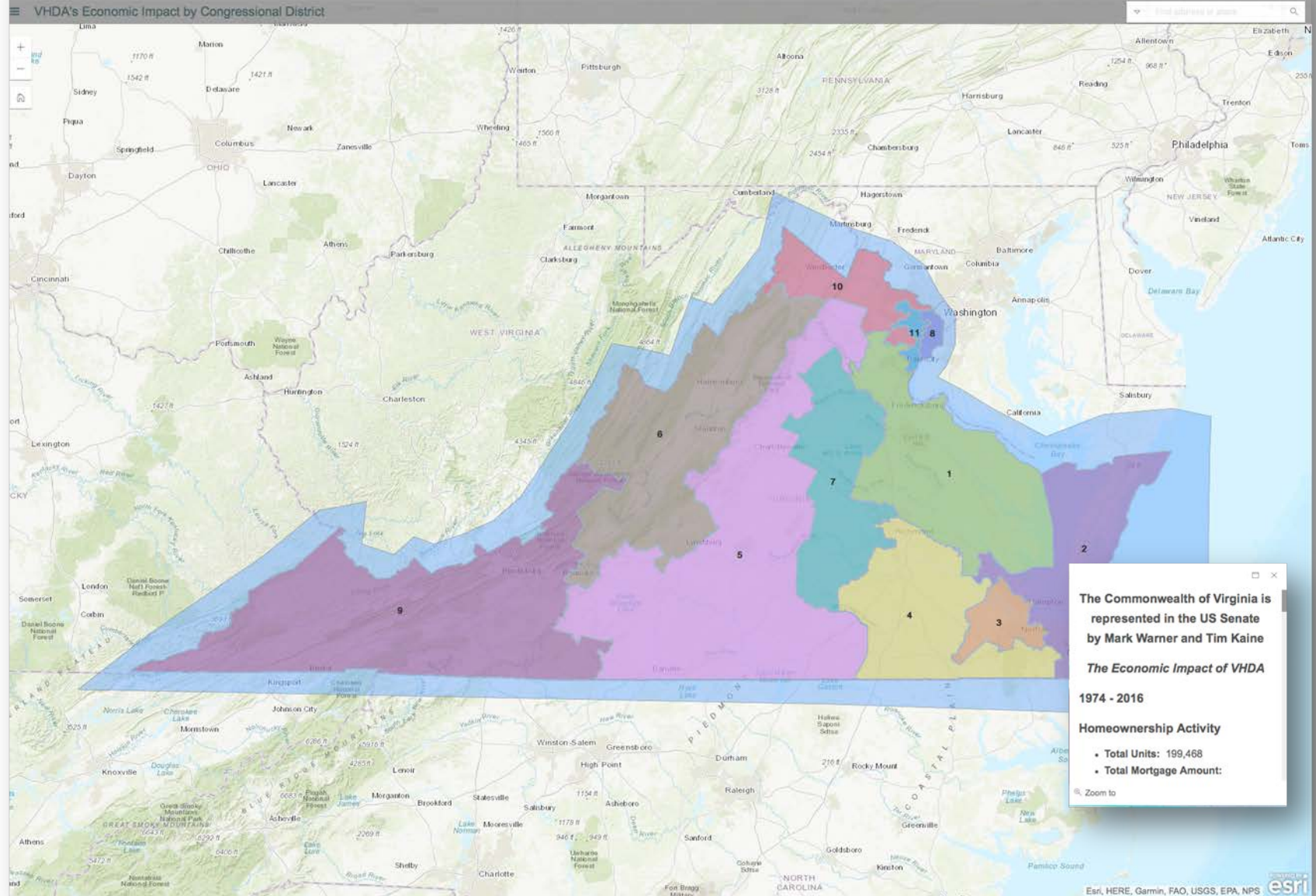
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## Tutorial on YouTube

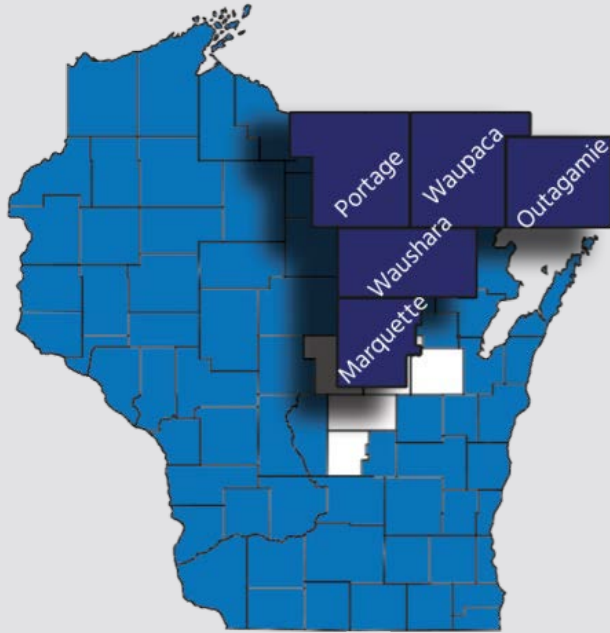




# Websites

- Housing Virginia: [housingvirginia.org](http://housingvirginia.org)
- HPAC: [virginiahousingpolicy.com](http://virginiahousingpolicy.com)
- VHDA Map Apps: [VHDA.com/Impact](http://VHDA.com/Impact)





*Transforming People  
and Communities*

CAP Services is a private, nonprofit Community Action Agency, transforming people and communities since 1966.

CAP's mission is to transform  
people and communities to  
advance social and economic justice.

# *Challenges in our communities*



Every three years CAP Services conducts a needs survey to help identify emerging needs within low- and moderate-income communities.

In 2016, the top three issues are:

1. Income and financial stability
2. Dental costs
3. Safe and affordable housing

# *Interconnected solutions*



## *Impact*



More than 900 individuals have graduated from our Skills Enhancement program, increasing their annual income by an average of \$11,400 over the past 25 years.



CAP has provided early childhood education to nearly 11,500 children, resulting in better learning outcomes throughout their lives.



CAP's Family Crisis Center has provided over 74,000 nights of shelter since 1978, keeping families affected by domestic violence safe.

## *Impact*



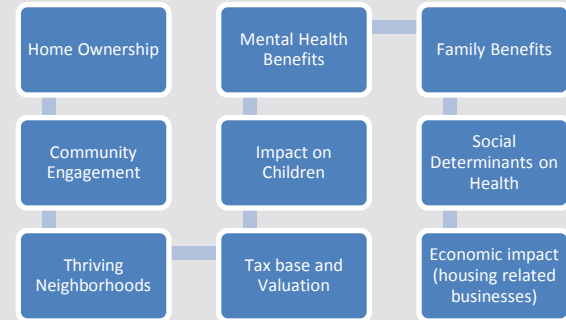
More than \$6.5 million in small business lending since 1997, resulting in over 300 businesses started and 600 jobs created.



Since 1991, more than 1,600 low-cost housing loans made, totaling over \$20 million and over 750 units of affordable housing developed



# Challenges and Opportunities for Diverse Business Lines



# *Challenges and Opportunities for Collaboratives*



## *Poverty Outcome Indicator Network Team (POINT) Initiative*

- *Education*
- *Economic Stability*
- *Health & Wellness*
- *Family Support & Social Connectedness*
- *And evolving!*

## *Challenges and Opportunities for Collaboratives*



*Action!*

What comes next?

Thank you!

**CAP SERVICES**

capservices.org

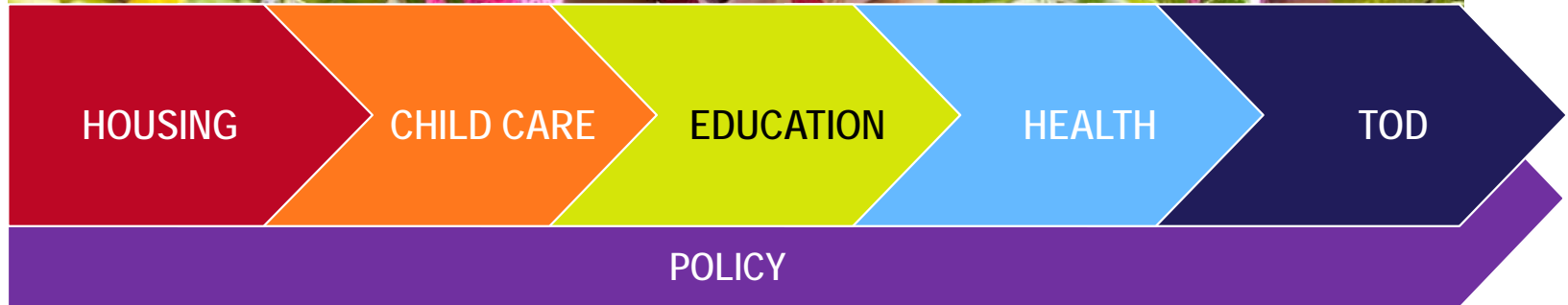


**CAP**  
**SERVICES**



# Low Income Investment Fund

LIIF's investments in people and places create social and financial returns for families, our investors and the economy.





# Our Impact

**\$2.2 BILLION**  
invested to date

**2 MILLION**  
people served

**\$57 BILLION**  
generated in family &  
community benefits

# Smart Investments. Deep Impact.



**73,900** homes



**269,000** child care slots



**92,300** spaces at schools



**31 million** square feet of  
community space



**143,000** jobs

**AAA +1**  
AERIS rating

**100% investor  
repayment**

**Strong and consistently  
increasing net worth**





LIIF's Social Impact Calculator is a tool to assess how we're achieving our mission and changing lives.

[liifund.org/calculator](https://liifund.org/calculator)

 @liifund

 [facebook.com/liifund](https://facebook.com/liifund)

# Why Measure Impact?

- **Self-assessment:** Determine how well we are achieving our mission
- **Communication:** Develop better ways to express the value of our work
- **Capacity building:** Stay current with latest work and research on impact

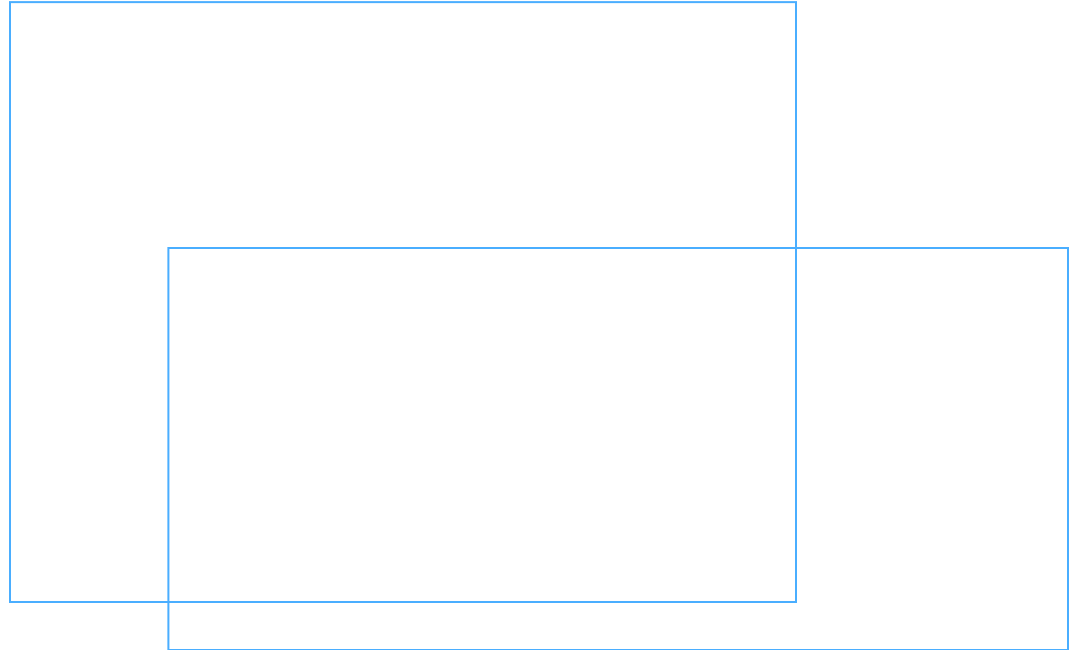


# Objectives and Approach

- Case-making tool to powerfully express impact in dollar terms
- Easy to use and practitioner-friendly
- Leverage existing evidence base
- Advance a broader conversation, beyond LIIF

# Social Impact Calculator

- Impact by proxy approach
- 11 metrics across LIIF program areas
- Free, open source tool on LIIF website



[liifund.org/calculator](https://liifund.org/calculator)

# Impact of Projects LIIF Has Financed

Income Boosts	\$22 Billion
Health Value	\$11 Billion
Societal Benefits	\$24 Billion
<b>Total Social Impact</b>	<b>\$57 Billion</b>

as of Dec 2017

# Breakdown of impact:

Benefit Type	Impact Pathway
<b>Income Boosts</b>	Income boosts from affordable housing
	Lifetime earnings increases from high-performing schools
	Lifetime earnings increases due to greater cognitive achievement
<b>Health Value</b>	Adult metabolic health improvements due to affordable housing
	Increased food expenditures
	Weight loss due to equitable transit oriented development
	Metabolic health improvements due to early childhood education
	Medical cost savings due to community health centers

# Breakdown of impact:

Benefit Type	Impact Pathway
<b>Societal Benefits</b>	Housing as a vaccine for the homeless
	Societal benefits from early childhood education
	Societal benefits from high-performing schools
<b>Non-Monetized</b>	Income boosts from using public transit
	Improved mental health due to affordable housing
	Improved physical health due to access to healthy foods
	Carbon emission reductions due to use of public transit



# Advantages and Limitations

- Works for LIIF's institutional context and case-making purpose
- Evidence base that qualifies for this approach is limited (many criteria)
- Directional, not precise outcomes