



Housing for a Resilient New Orleans

Mayor Mitchell J. Landrieu

Jeffrey P. Hebert, First Deputy Mayor

Ellen M. Lee, Director of Housing Policy and
Community Development

Housing Policy: Resolve



“In part because of key strategic investments, our neighborhoods are coming back strong. In the midst of this great economic boom, we must be ever mindful to ensure that New Orleans remains a city that is welcoming to all.

Diversity is our great strength and our proud neighborhoods should be a rich blend of young and old, culture bearers, police officers, teachers, nurses, workers in the tourism industry and persons with special needs. So, moving forward, we’ve got to keep this diversity by ramping up affordable housing production. Through these efforts we will continue to ensure that we make room in all our neighborhoods for all kinds of neighbors.”

Mayor Mitchell J. Landrieu – 2015 State of the City Address

Housing Policy: The Vision



Housing Policy: The Challenge

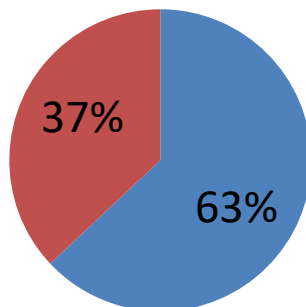


- 26% of Orleans Parish population
 - 39.1% of children under age of 18
 - 35% African-Americans
- Are below the poverty level (2014 ACS Report)

\$40K/Year is the income needed per household to afford current Orleans parish rental rates.

Percentage of Households Paying More than 30% of Income in Rent

■ 30% or More ■ Less than 30%



Housing Wage (2014)			
United States	State of Louisiana	Orleans Parish	Jefferson Parish
\$18.92	\$15.45	\$18.23	\$18.23

Housing Policy: Guiding Principles



- Fair Housing Choice and Access
- Transparency and Accountability
- Leverage Resources for Maximum Impact
- Alignment with Existing Priorities
- Efficiency of Operations and Systems
- Data Informed
- Community Informed
- Capacity Building across Sectors

Housing Policy: Strategies

2 Key Mechanisms to Increase Affordable Housing:



Increase Supply of Affordable Units

1. Increase Targeted Supply of Affordable Units
2. Increase Overall Supply of Housing on Market (General Supply and Demand means **prices** will decrease)



Increase Income for Citizens So They Can Afford More

1. Increase Overall # of Good Paying Jobs
2. Increase Overall # of Residents Working
3. Increase wages

Increase and Preserve Supply of Affordable Housing

Financial Assets:

- Federal, state, and local financial resources to support development.

Real Estate Assets:

- Sherriff sales, tax adjudicated, other publicly owned land (NORA< HANO)

Partnerships:

- NORA, HANO, FANO, CCCLT, LHC, LAOCD, One Table, City Agencies

Development Incentives:

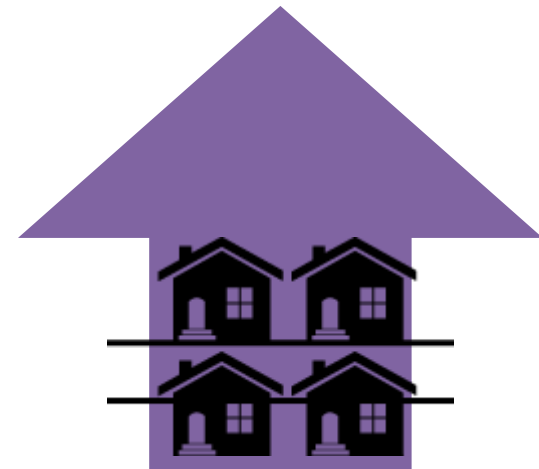
- Zoning, PILOT, RTA

Stewardship:

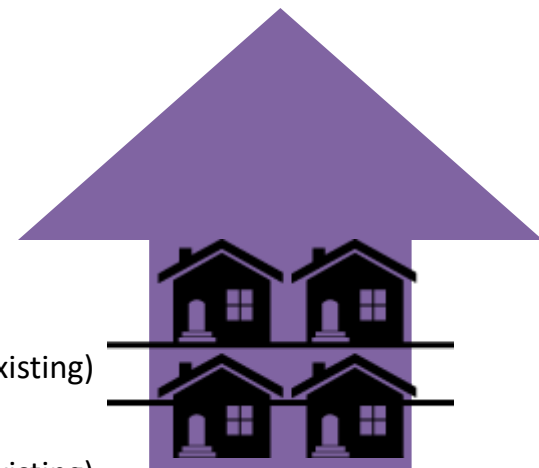
- Transparency, Accountability
- Pursuit of New Funding

Education/Advocacy:

- Federal - National Housing Trust Fund, HUD Funding, Fair Housing, Energy Efficiency, Resliency
- State – LIHTC, State Housing Trust Fund, Energy Efficiency/Weatherization
- Local – Inclusionary Zoning, Rental Registry, Property Taxes, Community Land Trusts



Housing Policy: Programs



Rental Housing Development

- Rehab/New Construction subsidies to non-profit and for-profit developers (existing)

Homeownership Housing Development

- Rehab/New Construction subsidies to non-profit and for-profit developers (existing)

Owner Occupied Rehab

- Income-Based Grants (existing) or Loans (new)
- Major or Minor Repairs (existing)
- Target Population: Low to Moderate Income, Elderly, Special Needs Populations

Investor Owner (Landlord) Rehab

- Income-Based Grants (existing) or Loans (new)
- Major or Minor Repairs (existing)
- Target Population: Low to Moderate Income, Elderly, Special Needs Populations

Homeownership Assistance to Individuals

- Soft Second Mortgage (existing)
- Down-payment and Closing Cost Assistance (FANO)
- Housing Voucher to Homeownership (HANO)

Rental Assistance to Individuals

- Tenant Based Rental Assistance (TBRA) for Special Needs Populations (existing)

Homeless and Other Special Needs Populations

- Operating Subsidy for Shelters, Assisted Living, Transitional Housing (existing)

Housing Policy: Link, Leverage, and Facilitate

The Landrieu Administration will leverage and integrate its financial and real estate assets, policy tools, incentives, partnerships, and infrastructure investments to advance its Housing Vision.

- Office of Community Development
- Office of Place Based Development
- Code Enforcement
- City Planning Commission
- Network for Economic Opportunity
- Office of Neighborhood Engagement
- Cultural Economy
- NOLA for Life

