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City of Missoula Partnership Project: Supporting the Affordable Housing Trust Fund

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City of Missoula Partnership Project:
Supporting the Affordable Housing Trust
Fund

Petra Slater

Honors Capstone Final Artifact

Spring 2022

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Final Artifact

My final artifact is in the form of a webpage prototype that has been passed on to the City of Missoula for future implementation. See the page here:

<https://petraslater0.wixsite.com/ahtfwebpage>

Project Book

The following documents in this Project Book were part of the development of this webpage.

List of Requirements

Version 1

AHTF Webpage Content Requirements as of 2/23/22:

1. Informational section on what the AHTF is, why and when it was funded, and the value it adds to the community
2. Section on who the fund serves: developers, certain types of projects, the broader community of Missoula, & donors
3. More technical section on how Donors and Applicants can apply
4. Donor button that links to easy donation portal
5. History of funding: data from 2020 & 2021, table, charts, or diagrams that show the effects of the fund. Total of \$26,250 awarded in the year. Can include updates for funding awarded on June 1, 2022 and where it goes (when it happens in the future)
6. A table of what type of projects can be funded, with possible links other Funding and Guidelines documents
7. A link to the Engage Page where users can find news articles, updates, and community feedback on the AHTF
8. Link to the city housing policy of “A Place to Call Home”
9. Maybe: a link information on the Fair Housing Law?
10. Section to describe the Reserve Fund and what it can be used for
11. Section on the committee to show that community members are highly involved. Combine with Reserve Fund section to show that if someone has an urgent need for advocating for housing they can apply for this fund, is monitored by the AHROC, the committee awards money

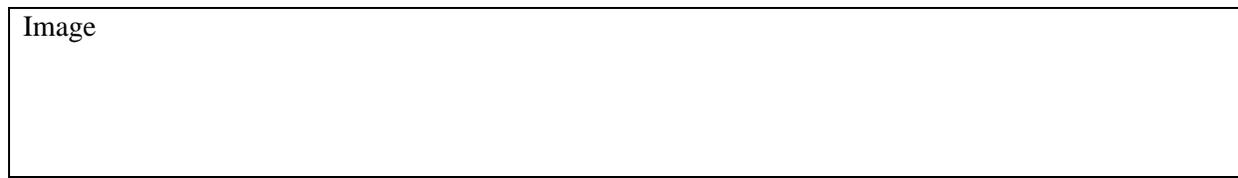
Version 2

AHTF Webpage Content Requirements as of 3/15/22:

12. Informational section on what the AHTF is, why and when it was funded, and the value it adds to the community
13. Section on who the fund serves: developers, certain types of projects, the broader community of Missoula, & donors
 - Community housing services programs
 - Construction and rehabilitation of rental and homeowner housing
 - Development of accessory dwelling units
 - Private donors
14. What We Can Fund (table)
15. Annual Grants Timeline (table)
16. Program Timeline
17. Link to Funding Guidelines page on City of Missoula website under Housing Programs
18. Section on Applying for Funding and Donations
 - a. Donate button that links to donation portal
19. Section on What We have Funded (funding history and outcomes from 2020 and 2021).
 - a. Table from Program Year 2020
 - b. Include description of what will be funded in June, 2022.
20. Link to the Engage Page (to follow how this new funding is awarded until this webpage is updated after June)
21. Section detailing the Reserve Fund. Describe how it is used and the Affordable Housing Resident Oversight Committee
22. Section with links to Other Housing Resources
 - a. City housing policy of “A Place to Call Home”
 - b. The Fair Housing Law

Initial Webpage Design Template in MS Word

The City of Missoula	Government	Departments	Community	Business	How Do I?	Search	Social media icons
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- What We Can Fund
- Funding Guidelines & Documents
- Fair Housing
- Housing Resources in Missoula

The Affordable Housing Trust Fund

Informational section on what the AHTF is, why and when it was funded, and the value it adds to the community. (2-3 paragraphs)

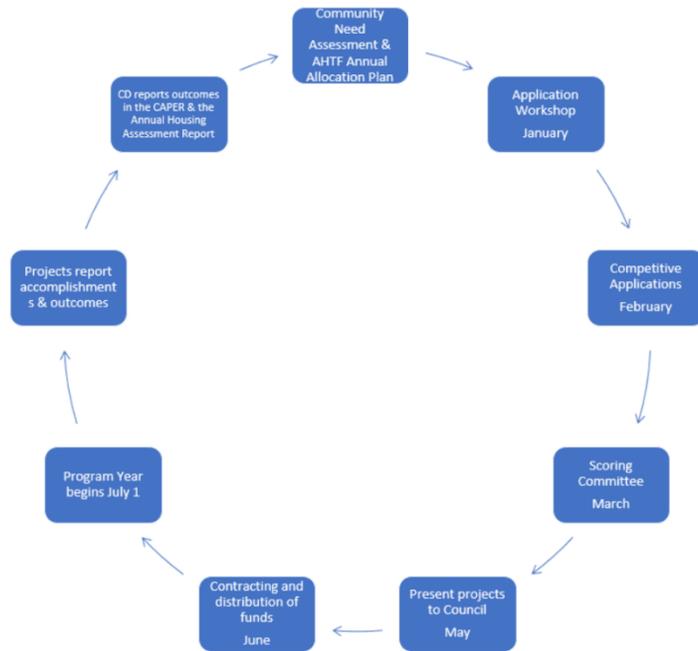
Staff Directory:
Montana James
Emily Harris Shears
Etc.
(Include picture(s))

Who does the Affordable Housing Trust Fund serve?

- Introduction to who the fund serves.
- Community housing services programs
 - Construction and rehabilitation of rental and homeowner housing
 - Development of accessory dwelling units
 - Private donors
 - See Figure 1 for projects that can be funded

Project Type	Potential Funding Sources		
	Affordable Housing Trust Fund	Community Development Block Grant	HOME Investment Partnerships
Consumer Housing Services	X	X	
New Housing Construction	X	X	X
Housing Preservation	X	X	

Annual Grants Timeline



Program Timeline

Our Program Year runs July 1 – June 30. These timeframes are subject to change.

December-January: Community needs assessment and AHTF allocation plan

January: Application workshop for interested applicants

February: Applications due

March: Scoring committee

May: Chosen projects are presented to council

June: Contracts are signed, funds are distributed

July: Program year begins

July-June: Project outcomes are reported to CD

October: Outcomes are reported in the CAPER and the Annual Housing Assessment Report

For more information on what projects are eligible to be funded, please review the [Funding Guidelines](#) (hyperlinked to page or documents on City website).

Applying for Funding and Donations

Introductory sentence or two.

- Detail Funding Applicant application process in bullet points
- Detail Donor application process in bullet points

**“Donate here” button
links to portal**

What We Have Funded

Include a table, chart, or graph that shows the where the money from the fund has gone. Similar to “Program Year 2020 Project Outcomes (July 1,2020 – June 30, 2021)”



(Insert other visual that displays where the \$26,250 awarded has gone if possible) (or just state that this has been awarded)

“The Affordable Housing Trust Fund will be awarding more money to developers and community members in June of 2022. See below for updates on how this funding is delegated and used to benefit the community.” (\$1 million!)

Want to see the affect the Affordable Housing Trust Fund is having in Missoula? Follow the “Engage Page” (hyperlink to actual Engage Page where news will be posted)

The Reserve Fund

Other Housing Resources

Hyperlink to city housing policy of [“A Place to Call Home”](#)

Hyperlink to information on the [Fair Housing Law](#)

Payments	Meetings	Jobs	Parks & Recreation	Licenses & Permits	Public Safety
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CONTACT US

QUICK LINKS

Project Notes

City of Missoula Partnership Project for the AHTF – Project Notes

2/17/22

Initial meeting with Emily about City of Missoula Partnership Project for Affordable Housing Trust Fund.

Info: looking for support in thinking through and building the best digital tools to create awareness of the City of Missoula’s Affordable Housing Trust Fund

- Trust Fund was made in 2020 by ordinance and it is the only way to create and preserve housing tht is affordable at a wide range of price points
- Awards funding to organizations and developers that are building affordable housing
- 5 year revenue baseline goal of \$10,000,000

- Raised through various strategies including private funding
- Want a landing page to direct people to who are interested in learning more about the fund or donating
- Right now it only exists on the City of Missoula's website which limits their design options and tools (ie. Online donation tools)
 - Looking to primarily build communication and fund-raising tools

Questions:

- Review my understanding of the situation
 - Aubrey and Emily
 - Trust fund adopted in July 2020
 - Housing developers and nonprofits all in the goal of creating affordable housing can access fund
 - Goal is 10 million \$ within first 5 years
 - Finalizing plan around capitalization strategies – worried there isn't a way for the community to learn about the trust fund.
 - First private donation in December. Pres release to celebrate donation, communications director was concerned that there is no website.
 - Still need to use city of Missoula's platform but wants materials that are visual and helps community understand purpose, boundaries and opportunities the fund can provide.
 - Own page on city of Missoula's website
 - Really want community to know that they can help invest – have a donation button
 - Want to houselessness initiatives replicate with info for providers, developers, applicants, and community members. Different pages for different sections
 - <http://ci.missoula.mt.us/2728/Community-Planning-Development-Innovatio>
 - <http://ci.missoula.mt.us/2086/Community-Development>
 - <https://www.engagemissoula.com/community-solutions-housing-displacement>
 - Engage page?
 - We would work on trust fund page
 - Might work with a preapproved consultant for recommendations on the whole aesthetic community development page
- What are your biggest goals for the project?
- Are you looking for a fully built out website, a website template idea that could be passed off to others, or a digital strategy plan?
 - If website or template – do you have a preferred platform to use for building it?
 - Civic plus for website platform – I would have to work
 - Revamp of visual appearance, visuals created and text created
 - Look into site building design tools
 - Think about accessibility of language (donors vs developers and providers)
- What is your desired timeline to have (the deliverable) completed? Is end of April okay?

- What are the time requirements on my end? Anything in specific that you would like me to do or attend?
- Am I working on this with others or alone?
- Who are the main stakeholders I would be in contact with?
- Because this is a class assignment – is there an option of a stipend? (Fine either way)
- Specify other classes and projects. I may only have ~ 5 hours or so a week to spend on this. Is that okay?
- Could I present my final deliverable at the end of the semester?
- If we decide to go ahead, how often would you like to meet? In person or on zoom?
- How will we keep track of project status over the next few months (status reports, milestones, deliverables, etc.)

In the future: have Aubrey join us in a meeting

- 9 AM on Wednesday to meet: go over what we talked about and set up milestones

2/22/22

- Can find info on AHTF through Community Development -> Housing Programs (only one paragraph though. <http://ci.missoula.mt.us/2605/Housing-Programs>)
- Content to keep or add on new page:
 - o Paragraph on Housing Programs page:

Local Affordable Housing Trust Fund

In 2019, the City of Missoula adopted its housing policy “A Place to Call Home,” which called for the creation and funding of the Affordable Housing Trust fund (AHTF) to meet the urgent housing needs in the City of Missoula. In the summer of 2020 the Missoula City Council adopted the Affordable Housing Trust Fund ordinance and a funding commitments resolution. The trust fund mechanism plays a role in nearly all the program development activities of the adopted housing policy and enables the City to secure and reinvest community contributions to housing, as well as capture the value created by land use incentives and other City-driven programs that produce below-market housing.

- o On the side of Housing Programs page is a menu bar with options, click “what we can fund.” Need to address what project types the AHTF can fund (in table format)
 - Keep the “what we have funded section”: program year 2020 project outcomes – is there a way we could make a new table with more recent data?
 - Keep annual grants timeline diagram and monthly descriptions
- o On the side of Housing Programs page is a menu bar with options, click “Funding guidelines and documents.”

- Include all Annual Unified Application Documents that are relevant to the AHTF
 - Include the application timeline diagram
 - Describe what the Annual Housing Report is
 - Keep the section on “Affordable Housing Trust Fund Annual Allocation Plan 2022”
 - Need relevant Guiding Plans and Documents linked as well
 - Include section on the Fair Housing Law (side of Housing Programs page) as it applies to AHTF
 - Probably include a section on Housing Resources in Missoula (side of Housing Programs page) as well for those who are in need or concerned about housing.
- On Community Development page <http://ci.missoula.mt.us/2086/Community-Development>
- Include section on “COVID 19 Housing Assistance Program” -> “Emergency Housing Assistance Program” for people who are In need or concerned about housing.
- Question: do we want the page to be only about the AHTF specifically and not include sections on COVID 19 housing, emergency assistance or housing resources for those in need?
- Audiences: donors and builders?
 - Are the only people awarded money building places for people to live? Or is it families too in order to buy a new house/apartment?
- NEED donor button... not seeing any info on how to donate
- **Must haves for new page:**
23. Informational section on what the AHTF is, why and when it was funded, and the value it adds to the community (audience: everyone)
 24. Section on who the fund serves: developers looking for funding to build affordable housing, community members who become applicants for money, and donors (audience: everyone)
 - a. Funds projects that get built , broader community, technical section on how to apply for developers and nonprofits orgs
 25. Donor button that links to easy donation portal (audience: donors)
 26. History of funding – data from 2020 and 2021, table, charts, diagrams that show the effects of the fund (audience: developers, applicants, donors)
 27. What type of projects can be funded, and other funding and guidelines documents (audience: developers)
 28. Describe the Fair Housing Law on the bottom of page (I assume this law has its own pages, but would be good to mention quickly on this one as well so people know AHTF comes from it) (audience: everyone)
 29. Maybe: a section on Housing Resource and COVID 19 Housing Assistance Programs? (Audience: applicants/those in need of housing or concerned about their current situation)

30. Maybe: a section on news and updates regarding the fund (ie. Could broadcast the first private donation in December)

2/23/22

- Initial website planning meeting with Aubrey and Emily:
 - o Engage page: set up to play and are mini websites
 - o Submit news articles to engage page
 - For frequent uploads could link to engage page
 - o Section on website linked to city housing policy of place to call home
 - o Page should be slotted under the city-wide housing policy
 - o 9 AM Wednesday weekly meetings
 - o Start putting together content – make list of requirements
 - Email them list of requirements
 - Look for more data from them
 - Look for invite to meet with outside consultants
 - o Make template congruent with CoM website
 - Possible site builder options: PowerPoint for Website design, word, Wix

3/1/22

- Info from Aubrey:
 - o Previous funding: In the Innovation Round of PY 2021 United Way was awarded \$26,250 for Consumer Housing Services. This is our only funding history thus far.
 - o Likes these three documents for wording and how to describe the trust fund
- Documents sent from Aubrey:
 1. Affordable Housing Resident Oversight Committee Charter
 - o This committee helps guide the strategic direction of the AHTF and provides expert resident input on specific issues and allocation priorities. Advises on...
 - Development of goals and programs related to the use of the AHTF resources
 - Allocation priorities for AHTF resources
 - o Guiding principles:
 - Diversity: a healthy housing market includes options and resources for all Missoulians
 - Innovation: a commitment to innovation will ensure that responses are as dynamic as the community it aims to serve
 - Collaboration: Missoula’s housing policy relies on the collaborative spirit of this community and strong public/private partnerships
 - Achievability: while the goals of the housing policy are ambitious, they are also achievable. The Oversight Committee will support the

advancement of the housing policy by pushing ambitious and achievable advancement.

2. Housing Landscape Assessment 2021
 - Missoula’s first comprehensive city wide housing policy of A Place to Call Home: Meeting Missoula’s Housing Needs, was approved on June 24, 2019.
 - Attempts to spur and harness the market to better provide housing at a wide range of entry points and to ensure that all Missoulians can obtain safe and decent homes.
 - Gives data and info about Missoula citizens and housing
3. Missoula Affordable Housing Resident Oversight Committee
 - Committee rules and standards for meeting
 - Reserve Fund (per Aubrey):
 - “within the authority allowed and consistent with any and all city plans and policies adopted by the Missoula City Council, the Affordable Housing Resident Oversight Committee shall: set the reserve fund balance annually through the Allocation Plan and oversee the use of the balance by voting on project proposals.”
 - Wants section on this on the webpage
- Questions for tomorrow’s meeting:
 - Will I need to work with or reach out to anyone on the Affordable Housing Resident Oversight Committee?
 - Can you tell me more about the Reserve Fund? I only saw the section above in the document
 - Is the \$26250 the only money the AHTF has given away yet? Explain more?
 - What would you like to see me working on this week?
 - For the design, are you hoping that I write out actual content in my designs or that I just leave spaces and indicate what each section will be?

3/2/22

- Meeting Notes:
 - Reserve Fund: if someone has an urgent need for advocating for housing they can apply for this fund, is monitored by the AHROC, the committee awards money
 - Section on committee on the website too. Good to see that community members are making decision.
 - Reserve fund is a part of the AHTF (20%)
 - \$26,250 is the only award that we have given
 - Awarding more money June 1 to 11 different applicants
 - Can add where the money is going in this round – over 400 units being built
 - Meeting with Montana, the director, to discuss what she wants
 - Just organize info that they have given
 - Start by making sections and placeholders for things on site, then eventually write content later.

3/8/22

- For meeting tomorrow: Go over requirements list again. Ask for info on upcoming meeting to be sent over.
 - o Do they want requirements 8 and 9 on my list?
 - o Added section for committee (combined with RF)
 - o For next week: would like to meet with Montana and the consultant (Strategies 360) if possible. Will start making visuals if no more requirements.

4/6/22

- Questions for tomorrow's meeting as I design the site:
 - o Which AHTF description is better? (first section)
 - Keep the second one
 - o Do I need to have Figure 1 and Figure 2 on the page? Or should it be more specific to the AHTF (these are already on a different page in the "Housing Programs" section of the site)
 - Could include Annual Allocation Plan chart instead
 - Maybe get rid of figure 1
 - Likes the planning and allocation plan
 - Keep program timeline
 - o More info on how to apply for funding and donate?
 - No info on donations – Emily is presenting to a committee about the ability to donate\
 - The city can't directly take online donations so it would have to be done through someone else
 - o Should the Annual Allocation Plan chart be under Funding and Outcomes or under Funding allocations?
 - Need more for funding and outcomes section
 - Keep purple chart up top
 - Would be awesome to have a chart of what we are currently funding
 - o Should I include info on what the Annual Housing Assessment Report and Community Feedback – Community Needs Assessment? For the annual allocation plan paragraph in my AHROC section
 - Describe what exactly the reserve fund is
 - o Any other sections I am missing?
 - Reserve fund section and description, add Aubrey's name (info is in her signature)
 - Figure out how to share wix page

4/20/22

- Publish link and send to Emily and Aubrey