



Centralina Council of Governments

GROWING Jobs and Our Economy | CONTROLLING Cost of Government | IMPROVING Quality of Life

# Community-Based Housing Strategy

## The Challenge

Communities rarely have sufficient data or time to develop a detailed, localized housing strategy that will guide public and private development and redevelopment dollars in their community and provide a clear message about the housing needed to support current and future residents. The result is not having enough of the right kind – quantity, type, price point, and location – of housing.

## Helping Communities Re-think Housing

A community-based housing strategy will help communities develop specific strategies and actions to ensure the right mix of housing – quantity, type, price point, and location – to meet the demands of the entire community, employers and an aging population.

A community-based housing strategy will support: local and regional growth of jobs and the economy, attracting and retaining employers with housing consistent with employer's needs, life-cycle housing that enables resident to age in place in their communities, and resident mobility and access by ensuring that housing is located near jobs and community amenities.

Our staff will work with you to develop a customized housing strategy for your community through:

- **Providing and synthesizing critical data:**
  - Existing and new demographic and housing needs data
  - Existing data and information from the Regional Analysis of Impediments and Fair Housing Equity Assessment
  - Consideration of factors that influence housing decisions (e.g., land costs, financing, economic development)
- **Creating a disciplined, inclusive community engagement process**  
Involving a diverse group of stakeholders including: residents, policy leaders, local government staff, public housing authorities, home builders, developers, real estate professionals, bankers, major employers, economic development commissions, chambers of commerce, and other non-government and non-profit organizations that serve the region.
- **Identifying relevant strategies for your community**  
Strategies that align with your community's housing needs that can fit into existing community plans, and that will meet your community's future goals.

*"The CONNECT Our Future regional housing assessment provides a wealth of useful data that will serve as a strong foundation for local housing strategies."*

– **Mike LaRuffa, President of Builder Services Inc., Allen Tate Company**

This service can be incorporated with another planning process, such as a comprehensive land use plan update, a downtown master plan, or a small area plan, or it can be a stand-alone assessment for an entire jurisdiction or targeted areas.

**For more information contact:**

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