THE OPPORTUNITY

Meeting the diverse housing needs of all residents, current and future, in a large metropolitan county with varied market conditions

THE SETTING

Dynamic and multi-faceted, Prince George’s County borders the eastern portion of Washington, D.C.

- Urban, suburban and rural areas
- Varied housing needs and conditions for residents with low, middle and upper incomes
- Diverse residents and businesses
- Transit-accessible neighborhoods
- Major universities and federal employers

COUNTY CHARACTERISTICS

- High-cost region, creating affordability challenges for many county residents
- Slower growth than in the surrounding region– but with major growth projected due to the construction of a new light rail line and Amazon’s second headquarters in the region
- Growing housing market-strength poses risk of displacement for long-time and/or vulnerable residents
- Limited diversity of housing types, aging housing stock and housing quality issues
- Varied submarket conditions and pathways to opportunity*

* Pathways are shaped by the interactions between people, their homes, their neighborhoods and the policies and systems in place. Through targeted housing investments, we can improve the circumstances that lead to positive outcomes for people.
THE PROJECT

In March 2016, the Prince George’s County Council adopted a resolution to create a comprehensive housing strategy to guide the county over the next 10 years and to inform investments from the county’s recently funded Housing Investment Trust Fund.

ADVISORS’ ROLE

Enterprise Advisors partnered with the county to develop the county’s first comprehensive housing strategy, Housing Opportunity for All,* to realize the county’s aspirations – all in the face of multiple market dynamics, including displacement pressure along the new light rail line, lingering effects of the 2008 housing collapse and aging housing.

OUR APPROACH

- Detailed analysis of county-wide demographic trends and housing market conditions
- Multipronged stakeholder engagement and communications strategy
- Capacity-building strategies to increase collaboration within and outside county government
- Expanding the county’s toolbox to address the full spectrum of housing needs and market conditions
- Leveraging Enterprise’s Opportunity360 platform to develop housing strategies that increase access to opportunity
- Targeted, sequenced strategies and actions to leverage new local capacity

RESULTS

- Engaged the county and its communities in new ways, building trust between residents and their local government
- Advanced crucial conversations, such as inclusionary zoning, tenant rights and additional funding for affordable housing
- Positioned the county to implement strategies and actions
- The Prince George’s County Council established an ongoing working group of cross-departmental and cross-sector partners to guide implementation
- Created housing strategies and actions to increase access to socioeconomic opportunity

KEY TAKEAWAYS

- Building technical capacity – as well as trust among partners – are key to delivering plans that can be implemented successfully
- In a dynamic region, tools and strategies must be available to address changing and varied market conditions
- Ensuring a range of housing options – through both new production and preservation activities – should be considered an essential component of any community’s plans for economic growth
- Strategies and actions must account for and be tailored to the unique character and identity of place

*https://bit.ly/2OC93d1

ABOUT ENTERPRISE ADVISORS

Enterprise Advisors is a mission-based consultancy, focused on improving communities and people’s lives, in partnership with the public, private and nonprofit sectors. We are a catalyst for community success. While national know-how is critical to solving the toughest challenges, creative and effective solutions require more. That is why we supplement our expertise with community-level data and insights, building on and enhancing strengths in every community.

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