# 2023-2025

## MACOMB COUNTY REGIONAL HOUSING PARTNERSHIP STRATEGIC PLAN

September 29, 2023



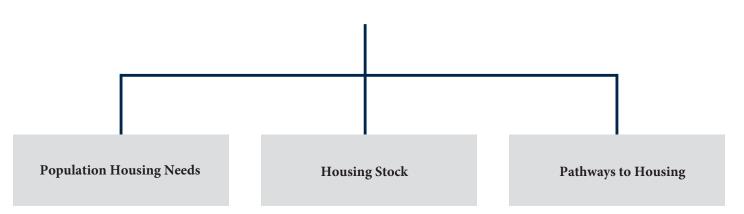
### Macomb County Regional Housing Partnership Organizational Chart



### Task ForceLead Agency: Health & Community Services

### **MRHP Steering Committee**

Committee Chairs, H&CS Representative, and other cross-sector leaders



#### Macomb County Regional Housing Partnership Task Force (MRHP)

#### Strategic Plan

#### **MRHP Vision Statement:**

To create a community that provides choices for safe, healthy, affordable, accessible, and attainable housing for everyone.

#### **MRHP Mission Statement:**

By providing a countywide cross-sector collaborative work to educate the community; create new housing opportunities, reduce gaps and successfully stabilize the housing ecosystem.

#### **MRHP Organization:**

The Region M Regional Housing Plan was facilitated by Macomb County Health and Community Services for the Macomb Housing Partnership Lead. The process started in May of 2023 when MSHDA issued a press release announcing the 15 Regional Housing Partnerships and Macomb County Health and Community Services was designated as the Region M Lead.

On July 12, 2023, Region M, Macomb Regional Housing Partnership (MRHP) hosted a kick-off meeting which included community partners and members of local organizations. The meeting covered organization structure, State Regional Housing Partnership Plan review, Macomb priorities/ideas and next steps. Several members signed up to participate in subcommittees.

In August of 2023, three subcommittees and one steering committee were formed to review the Statewide Housing Plan and its 8 priority areas, 37 goals and 134 strategies with the goal of creating a housing plan tailored to Region M.

#### Link to review the MSHDA Statewide Housing Plan: https://www.michigan.gov/mshda/developers/statewide-housing-plan

#### **Steering Committee:**

The Steering Committee provides for the general oversight, strategic direction, organization and financial initiatives of the taskforce. The Steering Committee is chaired by the Macomb County Department of Health and Community Services (lead agency). It is comprised of the Chairs of the subcommittees, as well as select cross-sector leaders. The Steering Committee chose to focus on Priority Areas: Community and Education and Equity and Racial Justice.

#### Subcommittees:

- 1. Population Housing Needs with Priority Areas: Older Adult Housing and Preventing and Ending Homelessness
- 2. Housing Stock Group with Priority Areas: Housing Stock and Rental Housing
- 3. Pathways to Housing with Priority Areas: Housing Ecosystem and Homeownership

Nine Subcommittee meetings, three Steering Committee meetings and two Task Force meetings were held in the months of August and September. The meetings were held to create working groups to address local and regional barriers to affordable and attainable housing and create the Region M Strategic Plan by the State's deadline of September 29, 2023.

Below is a table which references our Regions' chosen Priority Areas, Goals, Strategies and KPI's. We have hi-lighted five goals in yellow which represent our Priority Goals for the Region. Region M will seek public input on our plan and review it periodically as current goals and strategies develop or are completed, and new goals are identified.

Priorities	Goals	Strategies	KPI Chosen		Ownership/Source for KPI	KPI Goal	Collection Cadence (Monthly, Quarterly, Annually, Event Based)
EQUITY AND RACIAL JUSTICE	Goal 1.2: Research and review current housing policies and practices to identify any barries across the housing continuum for BIPOC, immigrants, migrants, refugees, people with disabilities, LGB(0+. Those with low incomes, and other marginalized populations. As needed, advocate for changes.	Strategy 1.2.E: Extend education outreach programs to landards and property developers concerning the unique strengths and needs of BIPOC. Immigrants, refugees, migrants, people with distallistis, LSBT-v. Thase with low income and other marginalized populations and the factors that unfairly prevent them from satisfying the usual housing qualifications.	Create an educational tool/document and provide that tool through a varifety of formats such as public websites, speaking requests, meetings, etc.	As of Q3 2023 no tool exists within our region.	Steering Committee and H&CS DEI Director		Statu sydates provided quarterly fill tool is completed. Educational outreach will be continuous.
	Goal 1.4: Increase access to housing for returning citizens and justice-involved individuals, including those who have disabilities.	Strategy 1.4.A: Enhance collaboration between housing agencies and the criminal justice system to house returning citizens.	Include a representative from the RHP in the Safe & Healthy Macomb initivative.	H&CS Director is currently a member of the Safe & Healthy Macomb initiative.	H&CS Department	Continue membership on the team and advocate for housing serivces to be included in discussions regarding wap around services.	Provide regular updates to the RHP Task Force on a continuous basis.
COMMUNICATION	Goal 8.1: Increase education and awareness of the importance and benefits of accessible, affordable,and attainable housing, as well as the existing housing programs and services throughout Macomb County.	Strategy 8.1 A: Build engagement and support from regional planning commissions, local elected and appointed officials, Tibal Nations, neighborhaod residents, institutions of higher learning, and other local decision-makers as well as providers, general public, etc.	Incorporate goal in the MRHP mission and vision statement. Provide educational tool and public outreach opportunities.	As of Q3 2023 mission and vision statement exist for Macomb RHP but needs to be revised. No educational tool exists nor does public outreach.	Steering Committee and H&CS Department	Mission and Vision statements updated Q1 2024. Educational tool completed by Q3 2024. Public outreach starts Q4 2024	Status updates provided quarterly until tool is completed. Educational outreach will be continuous.
		Strategy 8.1.8: Meet people where they are when communicating with them through culturally oppropriate, accessible delayery formats (including for people with disabilities), languages, and messengers.	Incorporate goal in the MRHP mission and vision statement. Provide educational tool and public outreach opportunities.	As of Q3 2023 mission and vision statement exist for Macomb RHP but needs to be revised. No educational tool exists nor does public outreach.	Steering Committee and H&CS Department	Mission and Vision statements updated Q1 2024. Educational tool completed by Q3 2024. Public outreach starts Q4 2024	Status updates provided quarterly until tool is completed. Educational outreach will be continuous.
	Goal 8.4: Assist Michigan residents to increase housing stability through financial literacy and wealth-building.	Strategy 8.4.A: With additional funding, expand the network of and outreach from providers who deliver financial literacy to support housing stability.	Create a Financial Empowerment Center to provide outreach, education, support, etc.	As of Q3 2023 Macomb County is in the process of establishing an FEC.	H&CS Department	Provide funding and staff for FEC by Q3 2024. Networking, education, etc. to start Q4 2024.	Quarterly status updates provided on a continuous basis.
		Strategy 8.4.8: Connect HCV holders to HUD-certified housing counselors to provide counseling and education services.	Create a Financial Empowerment Center to provide outreach, education, support, etc.	As of Q3 2023 Macomb County is in the process of establishing an FEC.	H&CS Department	Provide funding and staff for FEC by Q3 2024. Networking, education, etc. to start Q4 2024.	Quarterly status updates provided on a continuous basis.
		Strategy 8.4.C: Help those people who are unbanked to establish relationships with financial institutions.	Create a Financial Empowerment Center to provide outreach, education, support, etc.	As of Q3 2023 Macomb County is in the process of establishing an FEC.	H&CS Department	Provide funding and staff for FEC by Q3 2024. Networking, education, etc. to start Q4 2024.	Quarterly status updates provided on a continuous basis.

Priorities	Goals	zies Checklist for Regional Housing Partnerships, <mark>REGION M</mark> Strategies	KPI Chosen	KPI Baseline and Date	Ownership/Source for KPI	KPI Goal	Collection Cadence (Monthly, Quarterly, Annually, Event Based)
HOUSING STOCK	Development Goal A1: Increase the supply of the full spectrum of housing that is affordable and attainable to Macomb County residents, including missing middle, workforce housing, and preservation/rehabilitation of existing housing stock. ****Goals 4.1, 4.4, 4.6 are combined	Strategy 4.1.A: Advocate at the federal and state levels for increased funding, including gap funding, to support affordable and attainable housing ranging from small- to large-scale housing development.	Create advocacy plan.	As of Q3 2023, no such plan exists	Subcommittee	Draft complete by Q2 2024 with final due end of Q3 2024	Guartery review until complete with annual review thereafter.
		Strategy 4.1.D: Incentivize holistic, environmentally just development that provides equitable access to transportation (roads, non-motorized facilities, and/or public transit), child care, economic apportunity, education, and amenities in neighborhoods.	Align regional/county plans and awards criteria with MSHDA LIHTC qualified allocation plan.	As of Q3 2023, there are some existing plans; however, additional plans need to be developed.	Planning and Economic Development	Draft complete by Q3 2024 with final due end of Q1 2025	Quarterly review until complete with annual review thereafter.
		Strategy 4.1.E: Use best practices from other states to apply tax increment financing and other incentives to encourage housing production and transformational market-driven development.	Research and determine best practices.	As of Q3 2023, there are some existing plans; however, research & review needs to be started.	Subcommittee	Draft complete by Q2 2024	Quarterly review until complete with annual review thereafter.
		Strategy 4.4.8: Support the establishment and use of guidelines for assessing the quality of housing stock.	Review current property standards and review recommendations.	As of Q3 2023, there are some existing plans; however, research & review needs to be started.	Subcommittee	Complete by Q2 2024	Quarterly review until complete with annual review thereafter.
		Strategy 4.4.C: Support the innovative conversion or repurposing of unused residential properties, commercial space, and other buildings, with accessibility modifications wherever possible.	Research templates/ordinances	As of Q3 2023, there are some existing ordinances; however, research & review needs to be started.	Planning and Economic Development	Complete by Q1 2025	Monthly updates provided in 2024 until completed.
		Strategy 4.5.4: Provide more incentives and fund income and appraisal gaps to support the development of missing middle housing types and workforce housing.	Collaborate with the Community Development Program to pointifize dedicated funds that focus on investing in missing middle and workforce housing projects. These funds can come from a combination of public, private, and nonprofit sources.		Planning and Economic Development	Complete by Q1 2025	Quarterly review until complete with annual review thereafter.
		Strategy 4.6.8: Increase quality, affordable housing options with access to amenities for seasonal and migrant laborers and farm workers, as well as year-round agricultural and food- processing workers.	Research the need for demand and determine if best practices exists.	As of Q3 2023, no such plan exists within the region.	Subcommittee & Planning and Economic Development	Complete by Q4 2024	Quarterly review to start.
		Strategy 4.6.C: Research existing grant funds and other funding sources to offer opportunities for subsidizing lot rent and offer low-cost loans to those who purchase new or used mobile/manufactured homes.	Research & review current funding sources.	As of Q3 2023, there are many existing programs.	H&CS	By Q3 2024 complete research & host informational program for Task Force members.	Quarterly updates with annual review thereafter.
	Toning Geol 47: Expand the use of equilable and holistic local planning and zoning practices to increase housing supply.	Strategy 47.2: Provide capacity in the form of housing-related technical support for smaller municipalities.	Develop model land use policies that prioritize the inclusion of missing middle and workforce housing in urban planning and development. This can involve updating zoning codes and comprehensive plans to explicitly allow and encourage these housing types.	As of 03 9023, some communities have implemented these standards, but additional outrach and assistance needs to be done	Planning and Economic Development	Complete by Q1 2025	Monthly updates with annual review thereafter.
		Strategy 4.7.8: Provide education, including but not limited to local planning officials and attorneys, elected officials, and the public, about discriminatory zoning and the benefits of equitable zoning reform.		As of Q4 2022, some communities have implemented these standards, but additional outreach and assistance needs to be done	Planning and Economic Development	Complete by Q1 2025	Quartetly updates until complete.
		Strategy 4.7.C: Continue to provide funding for equitable and inclusive community master planning and zoning updates through the MEDC's Redevelopment Ready Communities program technical assistance match funding.	Within the model zoning language, encourage mixed- use zoning that allows for a combination of commercial and residential spaces. This can increase the feasibility of including mixing middle and workforce housing in areas with high demand for both housing and services.	As of Q3 2023, some communilies have implemented these standards, but additional outreach and assistance needs to be done	Planning and Economic Development	Complete by Q1 2025	Quarterly updates until complete. Education may be continuous.
		Strategy 4.7.0: Develop model language for zoning amendments or overlays that remove obstacles to increasing the housing supply.	Assit communities in implementing Zoning and Regulatory Reforms: - Jupdate soning codes to allow for mare flexible and mixed-use development. - Streamtine permitting processes to reduce time and costs associated with development. - Adjust minimum to sizes, - adjust minim	As of Q4 2022, some communities have implemented these standards, but additional outreach and assistance needs to be done	Planning and Economic Development	Complete by G1 2025	Quarterly updates until complete. Education may be continuous.
		Strategy 4.7.E: Award additional points for grants/project applications or steamline approvals in communities that facilitate medium - b higher-density development in areas targeted for economic recovery.	Encourage communities to offer tax incentives or to lower or where development impact less for projects that focus on missing middle and workforce housing. Examples include: fax abotements or reductions for developers who build missing middle or workforce housing.	As of Q3 2023, some communities have implemented these standards, but additional outreach and assistance needs to be done	Planning and Economic Development	Complete by Q1 2025	Quarterly updates until complete. Annual review thereafter.

Priorities	Goals	zies Checklist for Regional Housing Partnerships, REGION M Strategies	KPI Chosen	KPI Baseline and Date	Ownership/Source for KPI	KPI Goal	Collection Cadence (Monthly, Quarterly, Annually, Event Based)
PREVENTING AND ENDING HOMELESSNESS	Goal 3.2: Increase access to stable and affordable quality housing options for households with extremely low incomes.	Strategy 3.2.B: Invest in homelessness prevention and diversion efforts to keep households from entering shelter or staying in unsheltered situations in order to reduce trauma.	Create a Financial Empowerment Center to provide outreach, education, support, etc.	As of Q3 2023 Macomb County is in the process of establishing on FEC.	H&CS Department	Provide funding and staff for FEC by Q3 2024. Networking, education, etc. to start Q4 2024.	Quarterly stotus updates provided on a continuous basis.
	Goal 3.3: Improve the quality of the homelessness response system to be client- centered, flexible, grounded in respect, trauma informed, and aware and inclusive of the cultural values, beliefs, and	Strategy 3.3.C: Promote broader adoption of person- centered, trauma-informed, and Housing First approaches by providing standards, definition, guidance, and support for homeless service providers. ***Strategy 3.3.C needs to be addressed first before 3.38	Develop model land use policies that prioritize person- centered, trauma informed and Housing First approaches in urban planning and	As of Q3 2023, there are no locally organized training sessions.	RHP Subcommittee	Hold 4 trainings sessions by the end of Q4 2025.	Training sessions to be held quarterly on an on going basis.
	of the cultural values, beliefs, and practices of those they serve.	can be completed.	development. This can involve updating zoning codes and comprehensive plans to explicitly allow and encourage these housing types.				
		Strategy 3.3.8: Support organizations operating shelters to be low-barrier, focused on reducing harm, and trauma informed. *** Strategy 3.3.8 needs to be listed after 3.3.C as 3.3.C needs to addressed before 3.3.8.	Develop model policies.	As of Q3 2023, some standards and policies exist but additional outreach and assistance needs to be done.		By Q4 2024 standards will be completed.	Quarterly updates until complete with annual review thereafter.
		Strategy 3 Other: Identify available bed capacity through available data sources. ***Strategy added.	Assemble and analyze data from Point in Time (PIT) Count.	As of Q3 2023, multiple data sets exist.	RHP Subcommittee	Count completed in January of each year; pull data for Q4 2024	Event based
	Goal 3.5: Use qualitative and quantitative data to better understand and meet the housing and service needs of households at risk of and experiencing homelessness.	Strategy 3.5.C: Track supportive housing unit creation and annually re-evaluate unit projections by population to set and monitor unit production goals.		As of Q3 2023, RHP does not have a count of supportive housing units in Macomb County.	RHP Subcommittee	Determine the inventory of existing units by end of Q2 2024 and set goals for additional units. Survey supportive housing providers to determine current inventory of units.	Quarterly with annual review of unit goals.
		Stategy 3.5.D: Support the CoCs to understand local supportive housing and rapid rehousing needs in order to set housing goals by population.	Complete review of existing data for supportive housing and Rapid Rehousing Plan.	As of 03 2023, RHP does not have a comprehensive report on supportive housing and Rapid Rehousing Plan.	RHP Subcommittee	By end of Q3 2024, use data from survey of existing supportive housing units and review of data to develop a report on supportive housing and Rapid Rehousing Pan. Survey supportive housing providers and RRH providers regarding existing services and demand.	Guarterly until completed with annual review thereafter.
OLDER ADULT HOUSING	Goal 5.2: Promote the ability of older adults to age in a place of their choice.	Strategy 5.1.A: Review and modify housing programs to remove barriers to expanding and improving older adult housing.	Develop listing of senior specific income qualified in Macomb County.	As of Q3 RHP does not have a comprehensive listing of affordable senior housing in Macomb	RHP Subcommittee	By end of Q3 2024 list of affordable senior housing in Macomb County will be established	Quarterly until completed with annual review thereafter.
		Stategy 5.2.A: Develop or enhance local aging-in-place education and resources for older adults, their acregivers and families, and landards through housing counseling agencies. Area Agencies on Aging, hanne and community vervices agencies, Program of Al-Inclusive Care for the Elderly, and services that are near their homes or otherwise easily accessible.	Complete review of senior services available in Macomb that offer in-home support services.	As of Q3 RHP does not have a comprehensive listing of affordable senior housing in Macomb (services that support independent fiving will be defined)	RHP Subcommittee	By end of Q2 2024 list of services that provide in-home support services that support independent living for seniors will be complete.	Quarterly until completed with annual review thereafter.
		Strategy 5.2.8: Expand funding opportunities that would allow older adult homeowners and landlords to make madifications to units to support aging in place, accessibility, and visitability.	Review funding opportunities that support home modifications -identify current available services and identify gaps.	As of Q3 RHP has not reviewed potential funding opportunities	RHP Subcommittee	By end of Q3 potential funding opportunities will be identified.	Quarterly until completed with annual review thereafter.
		Strategy 5.2.D: Support programs aimed at transitioning older adults out of nursing homes, as medically appropriate, and into housing where they can receive in-home care services.	Research current programs available for transitioning individuals out of nursing homes.	As of Q3 RHP does not have listing of current available services which asist individuals transitioning out of nursing home.	RHP Subcommittee	By end of Q3 list of available transitional services for individuals re-integrating into the community following nursing home stay will be identified.	Quarterly until completed with annual review thereafter.

MICHIGAN STATEWIDE HOUSING PLAN - Priorities/Goals/Strategies Checklist for Regional Housing Partnerships, REGION M Path	ways to Housing Subcommittee

Priorities	Goals	gies Checklist for Regional Housing Partnerships, REGION M Strategies	KPI Chosen	KPI Baseline and Date	Ownership/Source for KPI	KPI Goal	Collection Cadence (Monthly, Quarterly, Annually, Event Based)
HOUSING ECOSYSTEM	Information and Collaboration Goal 2.1: Increase the efficiency and effectiveness of the housing ecosystem by enhancing collaboration on housing among state agencies, philothropoy, local governments, Tribal Nations, education, and the wide variety of private-sector organizations that make up the housing ecosystem. Also increase the evailability of regional data on housing needs and opportunities to inform and improve decision making. Goals 2.1 & 2.2 are combined.	Stategy 21.4: Address systemic inequilites remove barriers, and collaborate on housing plans and project; assess capacity of regional networks on a regular basis and fill gaps where appropriate.	GIS Mapping, Resouch what exists, So factor kppe in each community8 Single housing, missing middle scl Verify zoning within the municipalities.	Data exists but not consolidated.	Subcommittee	Complete by Q4 2024.	Guarterly until completed with annual review thereafter.
		Strategy 2.1.C: Bring technical resources to communities to help them become ready for new housing development.	Develop education plan for Community Leaders and Planners for assistance in Zoning Amendments and opportunities.	Programs and Consultation opportunities exist from MSHDA Macomb County, and private firms. Consolidate and disseminate information to community leadership.	Steering Committee	Complete by Q3 2024.	Monthly until end of Q3 with annual review thereafter.
		Strategy 2.2.A: Assess Maccomb County's housing needs on a regular basis and share the results throughout the system.	Collect data from all communities and loop into 2.1 A GIS Mapping	Some Zoning amendments and creative housing solutions exist in some communities- need to compile individual community efforts into one cohesive map/document	Communities to assess based on Subcommittee request- Recommendations to come from Subcommittee/PED to map?	Start Q2 2024- with Q4 2024 Deadline for Data Dashboard/Report/Mapping	Quarterly until completed with annual review thereafter.
		Strategy 2.2.8: Develop centralized access to public- private, non-profit, and open-source platforms for housing data, including available land for acquisition.	One-Stop Website with County/Regional Mapping and Data	Much of the reporting and data exists already or will exist from RHPs, compilation into one site doesn't exist as of 08/2023	STATE (MSHDA) or Regional Cohort Lead	Building to begin in Q4 2024- Completion by Q3 2025	Monthly reporting on data gathering until Q3 2025.
	Construction Industry and Licensed Skilled Tradespersons Goal 2.3: Support an expansion of housing that is affordable and fairly assessed by increasing the availability and demographic diversity of workers in the construction, planning and zoning, and real estate industries.	Strategy 2.3.C: Provide resources to help underepresented entrepreneurs launch and grow construction, planning and zoning, and real estate businesses.	Year-over-Year Growth reported in Sectors	As of Q 3 2023 unknown if demographic data has been compiled/exists	Subcommittee to collaborate with MIWorks and Velocity, other Accelerators/incubators locally- but should be a Statewide Initiative (MSHDA) for funding assistance. Subcommittee to develop Survey for data collection.	Begin collaboration and research Q2 2024- Annual data collection Q4 2025 and beyond	Guarterly until completed with annual review thereafter.
HOMEOWNERSHIP	Goal 7.1: Create homeownership equity among different races and ethnic groups.	Strategy 7.1.A: Expand programs that help households (home) navigate the home-buying process with personalized, culturally responsive assistance.	Create a Financial Empowerment Center to provide outreach, education, support, etc.	As of Q3 2023 Macomb County is in the process of establishing an FEC.	H&CS Department	Provide funding and staff for FEC by Q3 2024. Networking, education, etc. to start Q4 2024.	Quarterly status updates provided on a confinuous basis.
	Goal 7.2: Increase homeownership among households with low to moderate income.	Stategy 72.C: Continue and expand pracetive outreach and markeling strategies for HUD certified housing courselors to identify and assist people with incomes lower than normally considered for homeownership in need of housing stability and financial empowerment, including those with housing vouchers.	Revision of Checklists/Booklets that currently exist for ease of reference and use.	FEC and MCA programs and guides exist as of 08/2023- need to be fine-luned, updated and made more cohesive	Subcommittee to administer process and make recommendations to entities for revision(s).	Subcommittee review Q1 2024, recommendations to entities Q3 2024	Monthly reporting until revisions have been made with annual review thereafter.
	Gool 7.4: Stabilize and sustain homeownership.	Strategy 7.4.4: Connect people to workforce training programs, adult education, postsecondary education, and entrepreneurship training so they can continue to increase their earnings. Strategy 7.4.8: Develop a coaching program to assist homeownes regardless of race or ethnicitly. Strategy 7.4.4 at 7.4.8, 7.4 Other are combined.	Gather information on existing MSUE, MCC, MCA/MCHCS Programs, MSHDA, and private programs and consolidate into one platform.		Subcommittee/FEC	Complete by Q1 2025	Monthly reporting until date is gathered, then quarterly review thereafter.