

## Wells Fargo Foundation

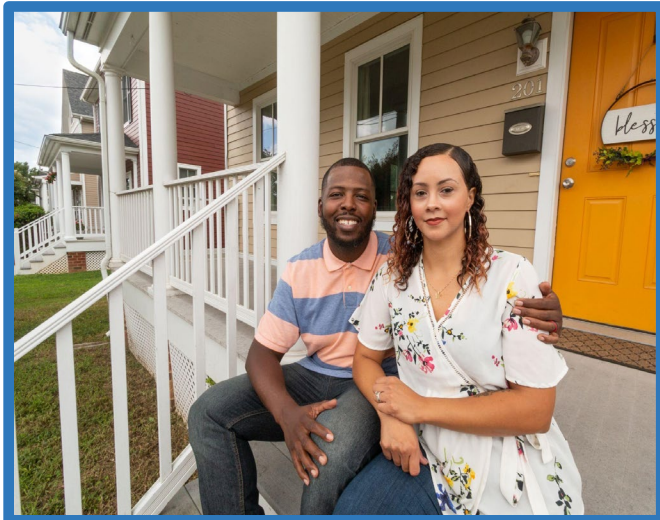
### Wealth Opportunities Restored through Homeownership (W.O.R.T.H) BIPOC Initiative

*Compiled with consulting support from HDAdvisors and Floricane.*

*Richmond, Virginia, has a unique and painful history of racial violence, and is deeply scarred by its major role in the transatlantic slave trade and the Civil War. As the former Capital of the Confederacy, our region, like others throughout the United States, celebrated the Civil War through the “Lost Cause narrative” with commemorative statues and monuments in public spaces. Following this early history, Jim Crow practices with racially enforced segregation – along with redlining, urban renewal, and “white flight” later in the 20th century – demonstrated the long-lasting influence of racism and legally-enforced discrimination that linger to this day.*

*During the racial reckoning in the summer of 2020, these wounds were yet again exposed and the community began coming to terms with its past. Regionally, leadership and community members demonstrated a shared willingness to proactively address the inequities that have hindered our potential as a region. Richmond is at an inflection point of both envisioning and enacting just outcomes for Black, Indigenous, and People of Color (BIPOC): the monuments have been removed, the business community has invested in Black entrepreneurship, and equitable outcomes for disinvested communities is at the forefront.*

*There is no region in the United States where the WORTH Initiative is more apt. Our ambitious plans to redress the extensive wrongs of racial discrimination in Richmond, Virginia, make the WORTH funds more valuable and reparative. This Plan envisions reconciliation and healing through equitable homeownership, wealth building, and economic opportunity.*



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## EXECUTIVE SUMMARY

Richmond is undergoing an ongoing racial reckoning, and housing remains a key part of this movement for a more just future for our region. Richmond is unique because it is still an affordable market to some – the median sales price is affordable to households that would qualify for this WORTH Initiative (“Plan”). This affordability, however, is evaporating quickly. Our Plan allows the Richmond region to seize the opportunity of equitable homeownership and lock in a solid path to a future of racial justice and economic inclusion.

### Our Assets.

Richmond’s regional housing stock primarily is affordable. 80 percent (6,855) of the homes sold in the last 200 days were priced below \$500,000.<sup>1</sup> There has been a 14 point decline in this stock of affordable housing in the last four years.<sup>2</sup> This mid-priced housing drives investment and price increases in Richmond and this housing stock is affordable to households earning under 150 percent of Area Median Income (AMI).

**Richmond is a destination for the new Southern migration of BIPOC residents.** Between 2010 and 2020 the BIPOC population of our region increased by 23 percent (93,565).<sup>3</sup> Black and Hispanic residents make up the largest share of households of color – 80 percent. As Brookings first identified in 2000, there is a “New Great Migration” of BIPOC households back to the more affordable areas of the South.<sup>4</sup>

**Richmond’s homeownership services network is uniquely strong.** Richmond is the headquarters of Housing Opportunities Made Equal (HOME, Inc.), a Collaborative Member and one of the largest, strongest fair housing organizations in the country, as well as the primary homebuyer counseling agency in our region. HOME, Inc. was a lead plaintiff in the landmark Fannie Mae settlement announced last month.<sup>5</sup> Richmond is also home to the largest community land trust in Virginia, Maggie Walker Community Land Trust (MWCLT), which is the only combined Land Trust and Land Bank in the country, and to the Richmond Federal Reserve office and Virginia Housing, the Virginia Housing and Development Authority, a collaborative member.

**Richmond prioritizes housing justice and Virginia commits new funding.** In the last decade, lawmakers have increased the Virginia Housing Trust Fund more than tenfold to \$55 million in the 2022 fiscal year, with a pending increase to \$110 million due this April. Additionally, Richmond’s political climate has become more racial justice-oriented, with BIPOC-led grassroots organizations influencing both local elections and housing policy through demanding change.

### Our Strategy for this Plan.

In 2019, the region created its first Regional Housing Framework, with over 13 regional policy solutions focused on racial equity in housing, and over 50 additional solutions increasing the region’s affordable housing stock. This WORTH Plan directly compliments the Framework and takes the five regional Values

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<sup>1</sup> Central Virginia REALTORS MLS, March 2022.

<sup>2</sup> In 2017 our region partnered with the Reinvestment Fund to create a Market Value Analysis. A 4-year update will be complete on March 31, 2022. This preliminary data is part of that 2022 update. [rmhfoundation.org/resource/mva-tools/](https://rmhfoundation.org/resource/mva-tools/)

<sup>3</sup> U.S. Census Bureau, Population Estimates Program and Decennial Census P.L. 94-171 Redistricting Data

<sup>4</sup> <https://www.brookings.edu/research/the-new-great-migration-black-americans-return-to-the-south-1965-2000/>

<sup>5</sup> Robinson, Mark. “Fannie Mae agrees to \$53M settlement with fair housing groups, including HOME of VA”, Richmond Times Dispatch February 7, 2022.

identified in the framework as its own values – Opportunity, Quality, Equity, Regionalism, and Innovation (more clearly detailed in Appendix A). We are proposing four Strategies designed to: 1) complement existing work and build on existing successes, 2) change the system, 3) target a specific type of homebuyer based on their needs, 4) focus on limiting programs to people of color, 5) include people and communities, not institutions, in the implementation and ideation, 6) focus on the lower AMIs. This strategy progression starts with Awareness and leads to Readiness, followed by support for Transactions and Ongoing Investment.

## II. Market Conditions, Policy Environment, and Systemic Barriers

### This Richmond Regional Housing Market.

Demand for housing in Richmond is increasing rapidly, due in part to its proximity to the expensive markets of Washington, D.C. and Northern Virginia.<sup>6</sup> The region is also supply-constrained, with the average number of active listings dropping from 3,343 in 2017 to 1,554 in 2021. But this has not slowed the number of sales, which increased by 17 percent since 2017. Condos and townhomes have consistently made up only a fraction of those home sales — roughly 15 percent each year since 2018. Overall, last year (2021) our region sold 18,292 homes.

The region’s median sales price peaked at \$325,000 in June 2021, a historic high for the region, but affordable when compared to other markets like Charlotte, North Carolina, or Washington, D.C. In 2018, 48 percent of the homes sold in the region were sold for \$250,000 or less.<sup>7</sup> Over that same period, the share of mid-priced homes (between \$250,000 and \$450,000) sold grew from 37 percent to 45 percent and became the region’s largest market segment.

The majority of home sales between July 2021 and January 2022 have been resale homes (89%) with a median sales price of \$300,000.<sup>8</sup> Much of the market area is already built-out, which hinders new construction in the more urban areas. The majority of new home sales occurred in Chesterfield (64%) and Henrico (22%) counties, where undeveloped land is more prevalent. One in three homes (34%) sold during this time frame were single-family homes built before 1975 – meaning these homes often need additional maintenance and renovation.

### BIPOC Homebuyers.

In the Richmond market area, Black and Hispanic residents make up the largest share of households of color. The Black population is increasing slowly but still represents a third of the region’s population,

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<sup>6</sup> Passy, Jacob. (2021). “The most competitive housing market in the country based on bidding wars is a state capital in the Mid-Atlantic region,” December 25, 2021. MarketWatch.com. Retrieved from <https://www.marketwatch.com/story/this-is-the-most-competitive-housing-market-in-the-country-based-on-bidding-wars-hint-its-not-in-california-or-texas-11639760680>

<sup>7</sup> [rmhfoundation.org/resource/mva-tools/](http://rmhfoundation.org/resource/mva-tools/)

<sup>8</sup> Central Virginia REALTORS Multiple Listing Service. For the cities of Colonial Heights, Hopewell, Petersburg and Richmond, and the counties of Chesterfield and Henrico and dates between July 15, 2021 to January 31, 2022.

while the Hispanic population is experiencing rapid growth — a 63 percent increase from 2010 to 2020. These two groups combined make up 80 percent of the entire BIPOC population in the Richmond area.<sup>9</sup>

Overall, almost one in two (46%) BIPOC households are likely to be a homeowner. As of 2019, BIPOC households make up a third of the homeownership market (33%) — a share that has only grown by two percentage points since 2010. When disaggregated, that gain has not been shared by all BIPOC groups. Black households have lost their share of the homeownership market — down to 23% from 24% in 2010. All other households of color have seen homeownership gains.

According to the Richmond Regional Housing Framework, recent housing cost increases in historically Black neighborhoods are contributing to this loss in the share of the homeownership market. In the City of Richmond, neighborhoods like Jackson Ward and Church Hill have seen significant losses in Black homeowners, while the number of white homeowners have grown exponentially.<sup>10</sup> Whether Black homeowners are becoming renters or turning to homeownership outside the city is largely unknowable with publicly available data. However, the region has seen an overall net increase of 7,996 BIPOC homeowners since 2010 — particularly in the counties surrounding the City of Richmond.

In 2020, BIPOC home mortgages for home purchase or refinancing for a primary residence composed 24% of all loans originated in the defined market area, while a majority (58%) of loans originated were either a white or joint white applicant.<sup>11</sup> The following provides a brief profile of BIPOC homeowners in 2020 based on Home Mortgage Disclosure Act data:

- 85% of loans originated (loans that were approved and closed) for primary home purchase or refinancing among BIPOC applicants were in Chesterfield or Henrico Counties.
- In 2020, only 38% of all BIPOC loans originated were for households under 45 years old, while 47% of loans originated for home purchase among white or joint households were in that same age group.
- For households where income data was collected, BIPOC borrowers are much more likely to have lower incomes (below \$60,000) than their white or joint white counterparts; 34% versus 21%, respectively.

Virginia Housing, a Collaborative Member and the Virginia housing development finance authority, operates a mortgage purchase program, along with down payment and closing cost assistance grants, that significantly help lower income households afford homeownership. In 2021, Virginia Housing served nearly a third (30%) of all first-time buyers in the Richmond region. Over half (54%) of first-time homebuyers participating in its home purchase programs are in the income range of \$20,000 to \$100,000 per year.<sup>12</sup>

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<sup>9</sup> For data analysis, BIPOC includes all non-white households, but the Richmond Collaborative’s strategies focus heavily on Black and Hispanic households — those households that face the greatest disparities in homeownership when compared to their white counterparts (Appendix). This data is disaggregated when important trends are observed

<sup>10</sup> Partnership for Housing Affordability. (2020). *Richmond Regional Housing Framework*. Page 9.

<sup>11</sup> Nineteen percent of loans originated for a principal residence purchase or refinancing have incomplete race or ethnicity data.

<sup>12</sup> Virginia Housing.



From 2016 to mid-December 2021, 42% of mortgage borrowers were a BIPOC household<sup>13</sup> — equating to 4,237 loans over nearly five years. Virginia Housing serves a significant number of BIPOC borrowers with credit scores below 700 (66%), compared to 49% of white borrowers with the same credit scores.<sup>14</sup> When compared to overall HMDA data, Virginia Housing serves a significantly higher share of BIPOC millennial buyers (buyers under 35 years old) — 44% versus 27% for all comparable loans.

HMDA data also provides information on denials. In the market area, Black, Multiracial, and Another Race applicants had disparately higher denial rates. Denial rates for Black and Multiracial applicants (17%) are nearly double that of white applicants (9%). The principal reason for denial among racial groups varies. When compared to their white or joint applicant counterparts, BIPOC applicants are more likely to have issues with their credit history, credit application, or debt-to-income ratio. Hispanic borrowers also experience similar issues, but debt-to-income ratio ranks highest (31% of all denials among Hispanic applicants).

### Our Core Barriers to BIPOC Homeownership.

*“When we talk about the racial wealth gap and access to homeownership what we are really talking about is access to financial services, access to savings, and access to lending products that are safe and non-predatory.”* – Bill Bynum, CEO of Hope Enterprise

The key barriers faced by all buyers – supply, home prices, savings, and credit – remain the same, but our research indicates unique and pernicious barriers for BIPOC homebuyers. Through analysis of five primary data sources,<sup>15</sup> as well as a series of diverse stakeholder interviews and focus groups, the Collaborative identified the following key barriers to BIPOC homeownership for the Richmond region. While there are significant barriers to maintaining homeownership for BIPOC households, since our region is experiencing a net increase in BIPOC households, the barriers identified below focus on new homebuyers:

#### FINANCIAL BARRIERS

1. Challenged credit that requires long-term, sustained repair through technical assistance, funds, and counseling to improve scores, settle with creditors, remove judgements, and build new credit profiles.
2. Shallow pre-purchase counseling infrastructure in the region that relies on a small number of non-profit counselors.
3. Oversubscribed down payment assistance programs, including the Virginia Individual Development Account (VIDA) program (an 8:1 savings match program paired with intensive financial counseling).
4. Lack of follow-through on the part of all parties after bank loan denials.

#### BELIEF-BASED BARRIERS

1. Distrust of the corporate banking system bred through exploitative past experiences.
2. Feelings of discouragement and defeatism, particularly in today's hyper-competitive market.
3. Lack of marketing of existing, quality loan products with valuable incentives for qualifying buyers.

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<sup>13</sup> Non-white household wherein race and ethnicity information were complete.

<sup>14</sup> There is little difference between Hispanic and non-Hispanic borrower credit scores among Virginia Housing borrowers.

<sup>15</sup> Data used to understand barriers is from: 1) US Census, 2) Home Mortgage Disclosure Act, 3) proprietary data on loan applications and loans serviced by Virginia Housing, our State Housing Finance Agency who administer the majority of BIPOC homeowner loans in our region, 4) Richmond Association of REALTORS Multiple Listing Services data, and 5) 2020 Analysis of Impediments to Fair Housing Choice in the Greater Richmond and Tri-Cities Region.

## **ENVIRONMENTAL BARRIERS**

1. Lack of diversity in builders/home sellers sales teams.
2. Highly decentralized Latinx community, with lack of accessible language programming/services.

## **INVENTORY BARRIERS**

1. Incredibly tight home inventory and increased competition between borrowers.
2. Rapid price appreciation of available housing stock.
3. Lack of capacity within the affordable housing community to meet the demand for affordable units.
4. Rising land and real estate costs, in turn increasing the costs for homes.
5. Merchant and speculative investors acquiring available inventory before affordable developers can.

## **The Policy Environment.**

The Policy Environment in Richmond is improving as a means to address the identified barriers. In a hyper-competitive market, the primary policy barrier unique to BIPOC homeowners is the inability to specifically target BIPOC homeowners to offer redress for past financial harms. This is particularly evident in the current competitive home purchasing market, where cash purchases or the ability to offer well above asking price and/or to forego inspections are necessary to successfully purchase a home. These market conditions disadvantage buyers without familial financial support to be “competitive” in their purchase offer. This policy barrier is also evident in the supply of affordable and income-restricted housing built in the market, primarily by non-profits. Young, white households who are income qualified for this housing often out-compete BIPOC households for this scarce affordable housing resource.

In the last several years, Virginia’s affordable housing trust fund has seen intensive growth. Even within the context of a gubernatorial political shift, this growth appears likely to continue at a robust pace. The state legislature put forward a pilot BIPOC homeownership program modeled off of a reparative housing project in Evanston, Illinois.<sup>16</sup> While the funding has not been identified for that program, we have used that model to develop our “Reparative VIDA” action step in this Plan.

## **Current Regional Strategies.**

The central cities of Richmond, Petersburg, and Hopewell experienced white flight into the surrounding counties in the mid-twentieth century, but in recent decades those areas have seen the strongest growth for BIPOC homeownership. The Richmond region has a robust affordable and equitable housing nonprofit sector that has received significant support from the philanthropic community to tackle affordable housing in the region. For decades, the CDC community focused on neighborhood revitalization and rebuilding neighborhoods that experienced disinvestment, but in recent years has shifted to preserving affordability and preventing gentrification and displacement of existing homeowners. Until recently, this has been piecemeal and fragmented work with each organization setting and executing on its own focus and strategies. This created parallel work and also concentrated the housing work in Richmond’s urban neighborhoods with less attention paid to Chesterfield, Petersburg, Colonial Heights, and Hopewell. This has also meant that, in most instances, most of the new construction and rehabilitation efforts have been small in volume, putting only dozens of affordable properties on the market in a given year, when the regional need is much greater.

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<sup>16</sup> City of Evanston Local Reparations Program [www.cityofevanston.org/government/city-council/reparations](http://www.cityofevanston.org/government/city-council/reparations)

During this same window, while there was a growing recognition that BIPOC buyers were restrained by barriers, our emphasis on affordability meant that we weren't addressing equity and BIPOC opportunity in a focused way. While there is increased policy focus on addressing the displacement of BIPOC households in the urban core, we recognize that BIPOC homeownership is increasing in more affordable, suburban portions of our region.

The City of Richmond and the surrounding counties are also putting unprecedented amounts of funding into affordable housing. The local Richmond REALTOR Association actively advocates for a broad affordable housing platform regionally and in the state legislature. Additionally, the region has two key housing advocacy organizations – Virginia Housing Alliance (VHA) and the Partnership for Housing Affordability (PHA) – advocating for state, national, and local housing policy changes. In 2021, PlanRVA (the Richmond Regional Planning District Commission), a Collaborative Member, undertook a regional Analysis to Impediments of Fair Housing that directly informed this Plan.<sup>17</sup>

### III. Collaborative Members, Partners, and Management



This Richmond Collaborative consists of nine members under the leadership of LISC VA. Since 2021, this group has met bi-monthly and engaged directly with BIPOC homebuyers and the larger stakeholder community via a series of focus groups and meetings. This research formed the basis of the interventions established for this Plan. The graphic above indicates the breadth and depth of Collaborative Partners. Regardless of funding outcomes, the Collaborative plans to implement these initiatives for more equitable outcomes in the region.

The values and mission of this collaborative are grounded in a commitment to racial justice and economic inclusion. The Regional Housing Framework by Collaborative Member, PHA, is our region's method for quantifying, tracking, and promoting affordable housing production goals. PHA will play a

<sup>17</sup> 2020 Analysis to Impediments to Fair Housing Choice in the Greater Richmond and Tri-Cities Region, March 2021 available [planrva.org/wp-content/uploads/](https://planrva.org/wp-content/uploads/)



supporting role to LISC VA in tracking the goals of this Plan. As Actions are implemented, the Collaborative Members acting as Leads will collect data and information to report to the lead organization, LISC VA. LISC VA will then coordinate data collection efforts throughout the process to ensure the 5000 BIPOC homeowners are achieved across all strategies and actions. LICA VA and PHA will regularly publicize this data throughout the region and information-share across Collaborative Members and the broader community.

*Collaborative Lead Partner:* LISC VA, based in the Richmond region, is the Lead Organization for this Implementation Plan. LISC (national) is a CDFI that serves as an intermediary and aggregator of complex dollars with the expertise needed to engage, aggregate, and administer the large-scale funds required and has done so since 1979. LISC is deepening its efforts to address racial gaps in health, wealth, and opportunity through its guiding strategy, called Project 10X, which commits \$1 billion over the next ten years to broadly benefit communities of color nationwide to directly address the nearly tenfold difference in wealth between Black and white households in the United States.

LISC Virginia has worked in the Richmond region for 32 years, equipping communities with the capital, strategy, and know-how to become places where people thrive. Working with local leaders, LISC VA shapes strategies and invests in the interconnected areas of housing, family wealth building, economic development, and lending. LISC VA has also provided Section 4 funding and technical assistance to increase the capacity building of the local affordable housing community and played a key role in helping establish many of the CDC's that still work in the Richmond market today. LISC VA's extensive toolkit includes loans, grants, equity investments, and on-the-ground experience, and makes them an ideal Lead Partner for this Implementation Plan.

This Collaborative is well-suited to implement the Plan because of its experience working on projects like the 2020 Regional Housing Framework. The following list provides examples of past and current partnerships between the members of this expansive collaborative:

- *Southside Community Housing and Development Corporation (SCHDC)*
  - and LISC VA coordinate to offer a regional Financial Opportunity Center (FOC), which provides financial counseling opportunities specifically for homebuyers in both English and Spanish.
  - is an intermediary for the State's Department of Housing Community Development (DHCD) to offer the VIDA (Virginia Individual Development Account) program to savers for home down payment.
- *Virginia Housing*
  - funds DHCD to offer VIDA to people saving for homeownership throughout Virginia.
  - funds SCHDC, BHC, and other area non-profits through its grant and loan programs.
- *Richmond Association of REALTORS*
  - works with the Partnership for Housing Affordability to connect the non-profit sector with regional localities to advocate for housing reform through the Regional Housing Framework.
- *HOME of VA*
  - is funded by the City of Richmond to offer down payment assistance and foreclosure prevention counseling.
- *Better Housing Coalition*
  - works with the Richmond Association of REALTORS to identify ideal parcels of land for affordable multifamily rental and single family homeownership housing development.

- is funded by Virginia Housing through the LIHTC program, allowing BHC to serve lower AMI in the region.
- *PlanRVA and Crater District Commission*
  - created the recent Analysis to Impediments of Fair Housing with HOME of VA and all six local municipalities. This document outlines strategies for increasing BIPOC homeownership.
  - are funded by Virginia Housing to offer the PDC Housing Planning Grant, a new affordable housing grant program.
- *Partnership for Housing Affordability*
  - works with all of the Collaborative Members to offer the Housing Resource Line to the region.
  - developed, tracks and updates the Regional Housing Framework, which guides our region's affordable housing goals and needs.
- *Virginia Department of Housing and Community Development (DHCD)*
  - funds SCHDC, BHC, and other area non-profits through its grant and loan programs.
  - administers the VIDA program, among other programs, that increase access to homeownership and wealth building opportunities.

#### IV. Implementation Approach

Our region is at an inflection point of equitable change in housing. The Collaborative, made up of a group of leaders and housing policy experts, developed these Strategies and Actions in consultation with community stakeholders and BIPOC households, who have personal experience seeking homeownership in this environment. As detailed in *Section VIII. Planning Process*, the Collaborative held focus groups and interviews as a means to create the Plan. Participants informed the Collaborative on the nature and extent of barriers faced by segments of the BIPOC population, what resources currently exist and work well in supporting BIPOC homebuyers, and what our region needs to create to better serve BIPOC homebuyers.

The Strategies and Actions provided in greater detail in the attached Excel *Implementation Table* are grounded in the values established in 2020 by our region's affordable housing community and most of the members of this Collaborative for the creation of the inaugural Regional Housing Framework: Opportunity, Quality, Equity, Regionalism, and Innovation were defined as a guide for our regional housing work (Details of the Regional Housing Framework are attached in *Appendix A*). This Plan is no exception to these values. Specifically, the value of Equity guides this Plan, defined by the Framework as an affirmation that, "We will create a future where race and ethnicity are not predictive of [housing] outcomes."

Based on the four core barriers we identified in *Section II. Market Conditions*, we identified the following four (4) strategies, with a corresponding network of action steps:



The four strategies of Awareness, Readiness, Transactions, and Ongoing Investment are a continuum representing a pathway to homeownership and a place for homebuyers at various levels of readiness to enter and achieve homeownership. Our qualitative and quantitative research indicates that different BIPOC households require many interventions along this pathway, and others who may require fewer. We have connected the Actions so that this process will be as seamless as possible for homebuyers and the homeownership-services industry.

Our Collaborative has a stated mission to focus on serving households below 80% AMI. Of the 5,000 households served through the Actions below, we estimated 3,800 of the homebuyers we create will be 80% AMI or below. As stated in *Section II. Market Conditions*, our region has had a consistent net gain in BIPOC homeowners in recent years, and therefore, our focus in this Plan is on new homeowners.

### Strategy One - Awareness:

Each year over 18,000 homes and growing are sold in our region. As the focus on the racial wealth gap increases at the Federal and State level, new programs and policies are implemented to bring more households into homeownership opportunities. The Awareness Strategy holds a series of Actions aimed at growing the number of confident, well-informed buyers for the region. Confidence stems from having access to quality, trustworthy information in a format (i.e., language and communication method) and setting that is inclusive and representative for the buyer. Good information stems from having actionable information and choices that serve your household needs. Currently this information exists in our network, but it is not disseminated in a coordinated, comprehensive manner as our Actions under this Strategy provide.

Strategy 1. Action 1 Grassroots Marketing & Education Campaign	# of Homeowners
Grassroots campaign to reach people with reliable, actionable information. Target will be mortgage-ready homebuyers and homebuyers who need other resources to become mortgage-ready. Grassroots organizations (churches, black-led non-profits, community groups) will be the conduit for this campaign. Funded and implemented by lead, Virginia Housing.	1000 (200 of which are at 80% AMI or below)

## Strategy Two - Readiness:

In Richmond, Black households at 100% AMI and higher have greater mortgage denial rates than white applicants with income between 51 – 100 % AMI.<sup>18</sup> The MWCLT found in its approximately 200 applicants, households of color qualified for \$20,000 less for a mortgage on average than their white counterparts at the same income level. BIPOC homebuyers need funds and credit preparation support for loan qualification and the financial obligation of homeownership to combat these disparities between BIPOC and white homebuyers. The Actions in this Strategy take the existing homebuyer counseling infrastructure in our region and amplify it to ensure far fewer households become derailed on that path to homeownership.

<b>Strategy 2. Action 1 Streamlined Counseling</b>	<b># of Homeowners</b>
A financial counseling approach that will offer streamlined services across providers in the region through a shared platform. Target population will be homebuyers with credit and savings challenges who may also need referrals to down payment assistance. HOME of VA, SHCDC, CCC, People’s Advantage Credit Union, Sacred Heart Church, and Virginia Housing will contribute to this initiative.	400 (400 at 80% AMI or below)
<b>Strategy 2: Action 1. a. Attorney Support and Judgment Payoffs</b>	<b># of Homeowners</b>
Grant assistance to help clients of the streamlined counseling break their homeownership barriers by paying off judgments and collections. Legal and attorney support systems would assist these clients to clear the credit report and be a referral source for homeowners needing title and will development. The Richmond Bar Association and Richmond Area Realtors will lead this implementation action step.	Included in numbers above.
<b>Strategy 2: Action 1. b. Homebuyer Clubs</b>	<b># of Homeowners</b>
Educational cohorts of renters living in affordable units throughout the region, offered in conjunction with the streamlined counseling action step. A pilot will be operated by Better Housing Coalition, a Collaborative Member.	400 (400 at 80% AMI or below)
<b>Strategy 2: Action 2 Reparative VIDA Program</b>	<b># of Homeowners</b>
Utilizes resources from municipalities in the Plan to create a pilot VIDA expansion for BIPOC homebuyers in the region. Target population is BIPOC households at 80% AMI or under working to save for a down payment on a home. The Virginia Department of Housing and Community Development (DHCD) will operate this expansion under current infrastructure that is already established, but currently under-funded.	200 (200 at 80% AMI or below)
<b>Strategy 2: Action 3 Employer-Assisted Housing</b>	<b># of Homeowners</b>

<sup>18</sup> Based on an analysis of Home Mortgage Disclosure Act Data for 2020 and a Richmond Metropolitan Statistical Area 2020 Area Median Income of \$89,400.

Offers a model to recruit and retain employees through a benefit that assists with down payment. The City of Richmond would like to be the first to implement this Action with ChamberRVA (the regional Chamber of Commerce) as the Implementation Lead, coordinating a coalition of employers to drive future work.	1000 (500 at 80% AMI or below)
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### Strategy Three - Transactions:

Even equipped with the knowledge and support to become mortgage-ready, the mortgage industry itself needs systemic transformation to provide just products that meet BIPOC households where they are for homeownership opportunities. Our Collaboration has strong relationships with lenders and the Virginia Housing Finance Authority is a Collaborative Member. Strategy Three will break new ground in creating lending products for BIPOC-targeted financial services:

Strategy 3: Action 1 Fannie Mae Pilot	# of Homeowners
Relies on relationships with Fannie Mae to create a pilot special purpose credit mortgage product in the Richmond market that would target BIPOC households and mirror generous underwriting terms like FHA. Target population would be credit-challenged or low-income borrowers who would otherwise qualify with alternative means of credit. Virginia Housing is the lead implementation partner navigating the relationship and negotiation moving forward.	1000 (1000 at 80% AMI or below)
Strategy 3: Action 2 Local Lending Solutions	# of Homeowners
Uplifts special purpose credit programs in the local market. These loans target households based on income or homeownership status, not race, but would likely serve BIPOC households as a result. Funds would support education tied with lending and for marketing the loans that are available. Lead partner is People's Advantage Federal Credit Union, with Fulton Bank and VACU and supporting partners.	500 (500 at 80% AMI or below)

### Strategy Four - Ongoing Investment:

Increasing the supply of affordable housing could be the largest driver for creating BIPOC homeownership. More supply would reduce competition, increase inventory, reduce home prices, and supply each ready and interested household (regardless of race) with a home to purchase. This Plan cannot directly increase housing supply in a significant way but we intend to advocate for more supply with a diversity of product types to strengthen the local affordable housing production infrastructure.

Strategy 4: Action 1 Zoning and Legal Advocacy	# of Homeowners
Funds advocacy for zoning and policy changes across the region to achieve more affordable units, incentives for development, and investment into the affordable housing eco-system. Would leverage the influence of the Partnership for Housing Affordability (lead partner) and Virginia Housing Alliance to bolster these advocacy strategies.	N/A - long-term strategy

<b>Strategy 4: Action 2</b> Increasing Capacity of the Local Affordable Housing Production Ecosystem	# of Homeowners
Creates a strategy for non-profit and affordable housing developers in the region to create a diverse range of affordable product types. Better Housing Coalition will lead this strategy with a new initiative of theirs to develop over 200 units in the region.	600 (600 at 80% AMI or below)

**Complement Existing Work.**

Due to the scarcity of available homes, BIPOC buyers face steep competition in the housing market. The suggested programs seek to advantage BIPOC households in the current high levels of competition.

- The Richmond region has a strong homeowner counseling network with well-trained, certified financial counselors. On the backend, however, there are not enough homes available for the clients and there is a large withdrawal rate from counseling as a result of discouraged and frustrated clients.
- Our region also has a very strong lending network and down payment assistance resources through collaborative members like Virginia Housing, HOME of Virginia, and the Department of Housing and Community Development (DHCD).

**System Change.**

Many of the outlined Strategies and Actions are catalytic tools aimed at changing the current system of homeownership in our region.

- *Strategy 2 Action 3 Employers Housing* can bring the region’s largest employers into the housing provision network. To date, none of these organizations have directly participated in creating housing, but the twin pressures of the competitive labor and housing markets is a driver to focus on these efforts. During our engagement process, major employers expressed enthusiasm about this opportunity. The City of Richmond, an employer of over 4,500 with a strong BIPOC workforce, is interested in piloting this Action. Chamber RVA, the regional Chamber of Commerce, as the lead implementer has agreed to convene the region’s largest (Fortune 500) employers to explore the broader viability of this Action.
- *Strategy 3. Action 2 Local Special Purpose Credit Programming* provides an option to provide needed loan products that are tailored to BIPOC buyers. Some of these products currently exist in our market at a small scale in our region. This action expands these products, by accepting alternative forms of credit and utilizing community lending standards for risk evaluation. Our Action Step will persuade banks to invest in alternative credit evaluation through investing in special purpose credit programming to target the special needs that BIPOC borrowers present in lending.
- *Strategy 4 Action 1 Zoning and Legal Advocacy* has the potential to change housing types by advocating for mixed use and alternative housing models. *Action 2 Preparing Local CDCs* is intended to enable the community development corporation improved infrastructure to



leverage these zoning changes and capitalize on newly available density to create more affordable housing.

### Our Specific Demographic Targets.

In the course of our work and outreach the following market segments for this work in the Plan were identified. Actions in the Plan include components to meet these needs.

- Latinx households need non-institutional, bilingual support from hyper-localized and trusted networks (i.e., our Brazilian population and El Salvadoran populations have differentiated support networks that they receive trusted information from).
- BIPOC millennials need inclusive education regarding what it takes to purchase a home, what housing stock and loans are available, and this information needs to be conveyed through the media and social channels used by this age group. According to NAMMBA (the National Association of Minority Mortgage Bankers of America), 98% of millennial homebuyers, regardless of race or socio-economic status, will first resort to YouTube to learn about the process for buying a home.
- With the competitive nature of the regional housing market, BIPOC households with incomes over 100% AMI need more competitive and flexible resources to make offers on homes. Down payment matches and net-asset evaluation of their program eligibility would make their purchase offers more enticing to sellers, and improve the bidding chances for these borrowers.
- BIPOC households with income at and under 80% AMI need help with clearing judgements, collections, and other unique credit repair items from the report. These households can utilize grant funds to cover the cost of the judgments and also will need pro-bono legal support to clear judgements when they are ready.
- Currently, programs that are only income-restricted still have disproportionate use by white buyers (as reported by Virginia Housing, MWCLT, and CDC's in the region). Through a Down Payment Assistance (DPA) program limited to BIPOC households and grassroots marketing within BIPOC communities, these strategies and actions focus on the needs and desires identified by BIPOC buyers in the region.

### Our Baseline of Current BIPOC Households Served.

The Richmond region is home to over a dozen non-profits providing direct services to BIPOC homeowners, primarily in the realm of building or preserving affordable housing or providing homebuyer counseling services. This existing network collectively served 3,865 BIPOC households in the last three years (Detailed chart in *Appendix F*). This network, primarily represented within the Collaborative, expects to serve 5,426 new households in the next three years.

### Our Data Collection.

The implementation of ongoing data collection planning practices will be managed by the lead collaborator, LISC VA. LISC VA will aggregate data into an annual, regional report that summarizes metrics, budget, program implementation status and learning/feedback, in addition to providing Wells

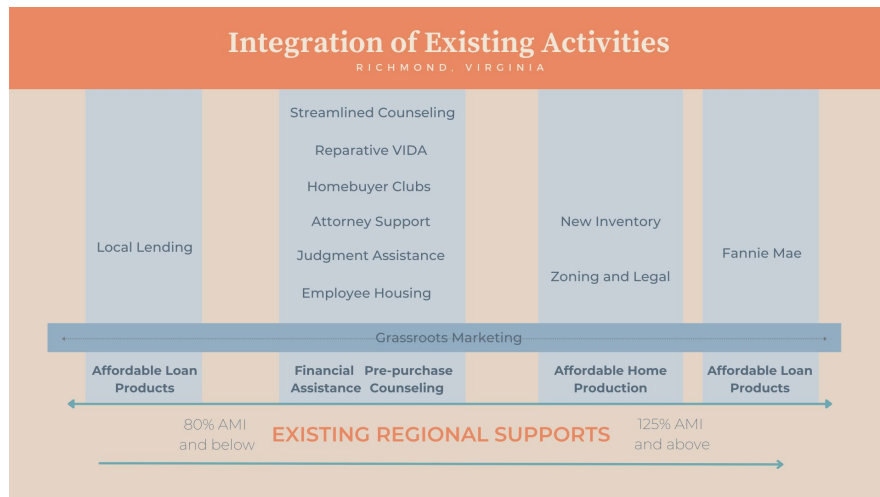
Fargo and the Urban Institute with their required data management. The Partnership for Housing Affordability and PlanRVA can assist with these data collection efforts, as well.

LISC VA will coordinate with each Implementation Partner leading an initiative to track annual home purchases through the use of the programs. In addition to tracking new homeowners served by the Plan, LISC VA will also collect data from collaborative partners on income of the homeowners, race, household size, geography of the home purchase.

### Integration Of Existing Activities.

As part of its annual update, PHA creates an annual *State of Housing in the Richmond Region* report. This report benchmarks and tracks progress on more than 50 policy solutions for local governments, housing providers, and other partners. The plan also included accountability metrics to track completed and in-progress solutions. The WORTH Plan’s metrics and progress will be integrated into this annual report as PHA is a key member of the Collaborative.

The overall strategies and the corresponding action steps are identified directly from expert and community input. In the graphic below, current offerings throughout the region are represented along the x-axis, based on the income requirements of the program. The action steps of this collaborative effort are represented in blocks as an extension of the rich networks of support that are already offered throughout the region.



### V. Budget and Leverage

The total budget for the Plan is estimated to be \$13 million over the four year timeline. The budget includes program administration and overhead and program-related costs. Several of the Actions do not require direct program-related expenses (for example, *Strategy 3 Action 1 Fannie Mae Pilot* does not incur direct costs). Wells Fargo’s investment will leverage funds from local philanthropic, governmental and corporate sources.

**Program Administration and Overhead.** As the lead organization for the implementation phase of our plan, LISC VA commits to providing the resources and staff necessary to carry out the strategies identified. If selected by Wells, the WORTH initiative will be a priority for our LISC VA team. LISC VA will provide at least two full time staff members dedicated to WORTH plan implementation. LISC VA’s

Executive Director, will be devoting approximately 25% of her time leading the implementation. LISC'S national grants management, accounting, knowledge management and housing team will also provide ongoing support in their respective areas throughout the term of the grant. LISC has the systems, infrastructure and expertise to manage the administration and compliance necessary for a grant of this size and scope. LISC national will provide back office support with grant management, accounting, and other administrative functions.

LISC will convene and lead ongoing regularly scheduled meetings of the Collaborative and manage the various assignments stipulated in our plan. This coordination will entail fundraising, internal and external communications, project/program support and reporting. Details of all grant related costs are shown on the attached project budget.

**Strategy 1 Action 1 Grassroots Marketing and Education Campaign.** This Action involves funding Implementation Partners to host, market and communicate content through a variety of paid mediums (advertisements, social media placements etc.). Partners would share a curriculum and prepared marketing materials with approximately 3,500 households over the four year Plan period. The budget assumes a loss rate (i.e., number of attendees at information sessions and other engagement forums who do not move forward with homeownership) of approximately 70%, therefore, this Action aims to create 1,000 new homebuyers. This loss rate is based on the experience of seasoned homeownership counseling and financial education organizations in the region. Costs include the preparation of the curriculum and materials, paid advertising placements and other event or promotional expenses, event hosting expenses and fees to Implementation Partners. This Action leverages \$100,000 from Virginia Housing. Total Expenses: \$500,000

**Strategy 2 Action 1 Enhanced Pre-Purchase Financial Counseling and 1a. Attorney Support and Judgment Payoff.** The budget for this Action would pay for the salaries and overhead for three full-time homeownership counselors at area nonprofits. Currently only one HUD-approved housing counselor in our region is dedicated to pre-purchase counseling. The remaining counselors perform other types of homebuying and foreclosure support. Three new pre-purchase counselors in our region would allow for a caseload of 240 cases per year (80 per counselor), resulting in 720 households served over 3 years. Assuming standard rates of attrition, 400 of these households would become homeowners. Total Expenses: \$1,286,247 This budget is paired with Action 1a, which will be administered through the same new counseling infrastructure. The budget for Action 1a assumes 100 of the 400 homebuyers served through pre purchase counseling require payment for past judgements, which are an average of \$3,000 per household. This budget assumes the attorney assistance is provided pro bono through the Greater Richmond Bar Foundation. Total Expenses: \$300,000

**Strategy 2 Action 1.b Homebuyers Club** The budget for this Action includes the cost of four full-time staff members to run the program and administer three consecutive, year-long cohorts with 500 households through the Homebuyer Club curriculum. The budget also includes a \$1,000 per household stipend for the estimated 400 households who will successfully complete the program and purchase a home. Better Housing Coalition, as the lead collaborator on this initiative, will donate space and staff time at their facilities to host and pilot these cohorts through the region. Total expenses: \$1,189,088 (staff) + \$1,050,000 (program expenses)

**Strategy 2 Action 2 Reparative VIDA Program** The DHCD has an established infrastructure and operating budget for the VIDA program. The Reparative VIDA program is an expansion of this. \$2 million of this budget is devoted to increasing the matched savings for the Richmond pilot from 8:1 to a 20:1 savings commitment. Each of the 200 households who participate in the program will save \$500 over a year and this program will match that savings by \$10,000. A 15% administrative overhead charge will contribute to DHCD's administration of the program and the homebuyer counseling services, which is required as a part of program participation. Homebuyer counseling will be provided by SCHCDC. The City of Petersburg committed \$300,000 towards this. Total Expenses: \$2,450,000

**Strategy 2 Action 3 Employer-Assisted Housing** The budget for this program includes program administration. The Chamber of Commerce (ChamberRVA) will leverage their network to create and promote this program and the City of Richmond will invest as the first employer to pilot this program. It is expected the bulk of the costs for this program (matching funds of up to \$10,000 per employee) will be borne by the employers. Total expenses: \$300,000.

**Strategy 3 Action 1 Fannie Mae Pilot** The cost of this program will be borne by Fannie Mae and other lenders. Collaborative members have leveraged their time and contacts to promote discussion of this idea. No costs are associated with this program from the WORTH budget.

**Strategy 3 Action 2 Local Lending Solutions** The budget for this program includes funding the counseling services for the 500 participants. PAFCU's costs to provide counseling services are \$250 per program participant. An additional \$250 per participant is included as a program financial incentive, to contribute to closing costs or other purchase expenses. VACU and Fulton Banks products and relationships would also be leveraged. Total expenses: \$350,000

**Strategy 4 Action 1 Zoning and Legal Advocacy** This budget provides funding to the two primary organizations involved in advocacy and lobbying at a local and State level. Virginia Housing Alliance is a 501c4 and the funds from this action would contribute to their annual campaigns to change the legislative landscape around zoning and housing in Virginia. Funds would support Partnership for Housing Affordability at a local level for housing policy changes. The WORTH Collaborative would directly influence the legislative agenda via both organizations. Funding will be front-loaded into the earlier years of this Plan, with leveraged support from the Richmond Area REALTORS, who lobby on their own affordable housing platform in Virginia. Total expenses: \$300,000

**Strategy 4 Action 2 Increasing Capacity of the Local Affordable Housing Production Ecosystem** The budget provides capacity-building dollars to each of the five Community Development Corporations (CDCs) that build affordable homeownership opportunities in the region. Through this funding, this group, who collectively produces about 150 units per year, would be able to increase their capacity to build an additional 200 units per year. Funds would contribute to acquisition and construction to allow these organizations to more easily acquire properties that are suitable for more dense housing, like condos or townhomes. Funds can also support the internal capabilities to execute these types of transactions. Total expenses: \$4,000,000

## VI. Consumer Engagement and Wells Fargo Engagement

### Ongoing Homebuyer Engagement.

The Collaborative will engage with BIPOC households to inform and lead this work through their lived experiences. BIPOC homeowners and aspiring homebuyers were included in our ten Focus Groups and follow up Interviews, and their feedback shaped the Strategies and Actions.

One of the key resources for accessing and retaining BIPOC homebuyers and homeowners is our three regional homebuyer counseling programs, which serve an estimated 1,500 clients each year.

Additionally, there are two lease-to-own programs operated by MWCLT and Habitat Richmond, which are also opportunities to engage directly with BIPOC homeowners and buyers.

This collaborative believes programs led by and informed through community members are the most effective, inclusive, and just. LISC VA will create an Advisory Committee of BIPOC Homeowners and Homebuyers with two households represented from each of the six jurisdictions with diverse demographic representation. This committee will meet monthly during the first 12 months of the Plan Implementation and every-other-month during the final 24 months of the Plan Implementation. Committee Members will be compensated \$30/hr for their time and expertise. Committee members will evaluate program criteria, strategies, communication methods, materials, program outcomes, and make recommendations on improvements throughout the process. Specifically, BIPOC homebuyers and homeowners will participate and provide their valuable expertise in the implementation of:

1. Strategy 1: Action 1 Grassroots Marketing and Education Campaign
2. Strategy 2: Action 1. b. Homebuyer Clubs
3. Strategy 2: Action 2 Reparative VIDA Program
4. Strategy 4 Action 1 Zoning and Legal Advocacy
5. Strategy 4: Action 2 Increasing Capacity of the Local Affordable Housing Production Ecosystem

### Wells Fargo Engagement.

Wells Fargo will be directly engaged in the following strategies:

1. *Announcement of Funding:* Wells Fargo will be engaged with consumers in an announcement of award - described in more detail in the public relations and communications section.
2. *Strategy 2: Action 2 Reparative VIDA Program:* Wells Fargo is a strong partner of Virginia DHCD, who administers the existing Individual Development Account program. Wells is the deposit institution for this program, and for this new pilot, that relationship can continue. The infrastructure is in place with Wells Fargo accounts to easily serve VIDA savers, as well.
3. *Strategy 3: Action 1 Fannie Mae Pilot:* Wells Fargo would have an opportunity to service the new pilot loan program once it was established through the region.
4. *Strategy 4: Action 1 Zoning and Legal Advocacy:* Wells Fargo will be an important voice in local advocacy for increasing housing density and support zoning changes to produce more affordable housing units.
5. *Strategy 4: Action 2 Increasing Capacity of the Local Affordable Housing Production Ecosystem:* Wells Fargo will have an opportunity to provide commercial lending products to affordable

housing developers building condominium or townhome products. Currently, Wells Fargo philanthropically supports the majority of these housing non-profits.

6. *Strategy 1. Action 1 Grassroots Marketing & Education Campaign and Strategy 2: Action 1. b. Homebuyer Clubs:* Wells Fargo will have an opportunity to present its consumer banking and loan products during these classes and training.
7. *Strategy 2. Action 1 Streamlined Counseling and Strategy 2: Action 1. a. Attorney Support and Judgment Payoffs:* Wells Fargo can be a referral source for quality and affordable banking products for counseling clients in Action 1. Then, Wells Fargo's in-house Legal staff can provide pro-bono services to individuals who need help clearing past judgments or other legal barriers to homeownership. Wells in-house legal can also provide pro-bono services to existing homeowners who need to clear title.
8. *Strategy 2: Action 3 Employer-Assisted Housing:* Wells Fargo can offer its Richmond region employees employer assisted housing benefits based on the pilot offered through the City of Richmond. Wells Fargo can also contribute to the coalition that ChamberRVA intends to create to implement this strategy.

## VII. Public Relations and Communications

Throughout the five month process Plan development, the commitment of the Collaborative Partners around community engagement, outreach, and communication has been high. We anticipate that this engagement will only increase in the years ahead as we leverage Wells Fargo's and local investment to change the housing landscape in our community. The Collaborative Partners are committed to continuing investment discussions and communicating with the regional philanthropy community and the broad coalition of partners we have convened during this process. Our initial public relations and communications plan, outlined at a high level below, is predicated on the approval of WORTH funds in late Spring 2022.

If selected to move forward, we would work with Wells Fargo (1) to hold a public announcement of the WORTH program and of our shared commitment to reduce the individual and systemic barriers that limit BIPOC homeownership in the Richmond region. The Collaborative Partners would leverage their relationships across the community to ensure the announcement event brought together local officials, business leaders, the nonprofit sector, as well as BIPOC homeowners and homebuyers. As part of this initial phase, we would also (2) formally launch our initiative by engaging local officials, stakeholders, and other community partners around program design for each action step initiative.

Leveraging relationships from the partner network developed, this collaborative would work to ensure consistent news coverage through local print, television, and social media reporters (and influencers). Our initial public relations and press efforts will center around increasing community awareness of the detriments of the racial wealth gap, the systemic and household challenges BIPOC homebuyers face, and the ongoing and new regional efforts to address these barriers. As the initiative moves forward, we would work with media partners to draw attention to ongoing work from regional partners to increase BIPOC homeownership, on homebuyer and retention success stories, and promote these implementation plan strategies and action ideas.

This collaborative will leverage several areas of investment to ensure we are reaching the greater Richmond region. Our budget includes funding for a new staff role within LISC VA that is focused on outreach – with regular communications and updates delivered to the broader community, our local



partners and funders, and local and media print and TV news. This role will also have some responsibility for regular social media postings and updates.

Wells Fargo is central to several action steps in the implementation plan and staying connected to Wells Fargo throughout the implementation process is an important way to root locally meaningful stories to a larger national context. Wells Fargo will be consulted to provide local and national business perspectives on why increasing access to homeownership among BIPOC communities is important. Where possible, the Wells Fargo logo and its representatives can be present at events related to this collaborative work.

## VIII. Planning Process

WORTH Collaborative Partner engagement began in earnest in November 2021 with a series of half-day working sessions designed to orient the partners to the scope of the final WORTH initiative proposal and a process designed to engage the community around key barriers. A larger group of partners was surveyed in December 2021 in an effort to prioritize BIPOC Homeownership barriers, and identify a broad set of strategies that could best help our region address these barriers. (*The December survey is included in the Appendix.*) Following these efforts, the Collaborative partners met weekly starting in January 2022, as did the WORTH Initiative Project Team (made up of LISC VA, and two consulting partners: HDAdvisors and Floricane).

Diverse and wide-ranging groups of community stakeholders were invited to participate in a series of ten 90-minute virtual focus groups in February, facilitated by Floricane and HDAdvisors. The participants had opportunities to share their perspectives on the barriers to BIPOC homeownership and on strategies and solutions to these barriers. Their responses were recorded and utilized throughout this narrative and the implementation plan matrix to affirm the actions proposed. Participants were then engaged several times afterward with a brief survey to all participants; individual outreach on potential partnership opportunities; and an invitation to stay engaged with the WORTH initiative. (*A copy of the Engagement Invitation is included in the Appendix.*)

With a clear sense of the homebuying ecosystem from community engagement and a set of identified systemic barriers, the overall strategies and action steps were identified. The Collaborative Partners are committed to leveraging new partnerships, convening around each identified action, and changing the systemic roadblocks that complicate the homebuying process for so many BIPOC in our community.

## IX. Appendix

### APPENDIX A: RICHMOND REGIONAL HOUSING FRAMEWORK - LEADING WITH VALUES

Our Collaborative Partners on this Plan have been actively involved in issues related to housing and social equity for many years. In 2020, most of them were catalysts for and active participants in the development of the Richmond Region Housing Framework, a 20 year plan to ensure that every resident can live in an area where they can easily access education, healthy food, employment, health services, and other essential services.

As we began our work on the WORTH plan, the group felt that it was important to center our efforts on the foundation established by the Richmond Region Housing Framework – specifically, the Vision and Values that create a sense of purpose and focus for that plan.

**OUR VISION:** Everyone in the Richmond region will have a stable, healthy, and affordable place to call home.

**OUR VALUES:**

- **Opportunity:** Housing is an essential foundation for families and individuals to thrive economically and socially.
- **Quality:** All homes should meet the standards we have for our own family.
- **Equity:** We will create a future where race and ethnicity are not predictive of outcomes.
- **Regionalism:** Housing challenges and the policies we adopt in our own localities affect our neighbors.
- **Innovation:** We will embrace bold solutions.

By centering our work around a commitment made by all of our Collaborative Partners, many of our Engagement stakeholders, and local government officials representing three of the localities in this Plan, we can build on a set of agreed-upon priorities and initiatives that can be a catalyst for our work. And we can ensure that a common set of values guide all of the housing work in our region.

## APPENDIX B: COMMUNITY FOCUS GROUP/ENGAGEMENT SESSIONS

During the month of February 2022, our Collaborative Partners extended an invitation to 155 key community stakeholders representing 81 organizations to participate in one of 10 Focus Group/Engagement sessions. The facilitated sessions were designed to create space to a) introduce the WORTH initiative to key housing stakeholders, and b) gather anecdotal data and perspective from subject matter experts throughout our region.

Below, we provide a summary of these Focus Group/Engagement sessions, including:

- a) A sample of the email/letter sent to organizations inviting them to participate
- b) A list of organizations who were invited and attended the sessions
- c) A summary of the key themes that surfaced during the sessions

### Focus Group/Engagement Invitation Letter.

We sent individual emails and/or letters to 155 key community stakeholders representing 77 organizations. Below is the sample of the initial invitation letter:

*Good morning,*

*Last fall, the Richmond region was selected as one of 15 U.S. communities invited to submit an application for \$7.5 million in grant funding as part of Wells Fargo Bank’s Wealth Opportunities Restored through Homeownership (WORTH) BIPOC initiative. The initiative is designed to identify barriers and catalyze home ownership opportunities for Black, Indigenous and People of Color.*

*In our region, this effort is being led by LISC Virginia, Better Housing Coalition, Southside Housing & Community Development Corporation, and Home of VA with active support from Virginia Housing, PlanRVA and the Crater Planning District Commission. Over the last several months, a planning team has worked to identify opportunities in five areas – lending; advocacy; outreach, education and awareness, zoning; and home ownership retention with a near-term goal of adding more than 5,000 new BIPOC homeowners regionally, and a longer term commitment to systemic change that reduces home ownership barriers in our community.*

*Over the next several weeks, teams from Floricane and HD Advisors are facilitating a series of community stakeholder work sessions to discuss barriers and ongoing efforts in the five areas identified – and to evaluate key actions and programs that could be created with or supported by Wells Fargo’s grant funding. Our application is due on March 31, so we are moving quickly toward the finish line.*

*You may have already received an invitation to participate in one of the upcoming community stakeholder sessions. If you, or key members of your team, are already registered to attend a session, thank you. If you would like to join us, and share your perspective on this critical topic, please use the Eventbrite link below for the focus/date of the session you will attend. If you are unavailable, please feel free to share this email invitation with someone else from your organization who can speak to these critical barriers to home ownership.*

*Thank you for all you do for our region, and for supporting this important opportunity. Don’t hesitate to reach out with any questions, and have a fantastic week.*

**Focus Group/Engagement Organizations and Participation.**

Of the 155 individuals invited to participate in one of the engagement sessions, 98 attended – a 63% participation rate. Many of these participants signed on to a Letter of Support after the sessions, indicating a desire to stay actively in our implementation efforts. These organizations represent local and Virginia state government; banks, lenders, realtors and other housing-centered businesses; colleges and universities; housing and housing adjacent nonprofits; and BIPOC individuals who had recently been involved in the homebuying process in our area. A complete list of the organizations invited follows:

6PIC Atlantic Union Bank Bank of America Barrett Hardiman Consulting/RRHA	Icon Realty Group LISC National LISC Virginia Maggie Walker Land Trust Mt. Olive Baptist Church	River City Blue Realty Sacred Heart Catholic Church Sacred Heart Center Second Baptist Church Sixth Mount Zion Baptist Church
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<p>Better Housing Coalition BLKRVA Capital One City First Bank City of Petersburg City of Richmond Chamber RVA Chesterfield County Commonwealth Catholic Charities Communities in Schools - Richmond Communities in Schools - Chesterfield Community Foundation Amandia Fund Cowan Realty / Diaz Team Crater Planning District Commission Fulton Hill Properties Richmond Economic Development Authority Empower Richmond Equal Rights Center Federal Reserve Bank First Baptist Church of South Richmond Fulton Bank Habitat for Humanity Henrico County - Planning HOME Home Builders Association Hopewell RHA</p>	<p>New Canaan Baptist (Henrico)  Partnership for Housing Affordability People's Advantage Credit Union  Piedmont Community Land Trust Plan RVA Project Homes Realist Chapter of Richmond / REALTOR Association for African Americans  Rebuilding Together ReWork Richmond Reynolds Community College Richmond Association of Realtors Richmond Black Ministries Association Richmond Community Development Alliance Richmond Mortgage Bankers Assoc Richmond Redevelopment and Housing Authority Rising Mount Zion Baptist Church</p>	<p>St Joseph's Villa St Paul's Baptist Church Southside Community Development Corporation Southern Trust Mortgage Storefront for Community Design Suntrust Bank / Truist Bank Teal House The Cameron Foundation The Community Foundation TowneBank United Real Estate University of Richmond Urban Hope / financial literacy Urban League Village of Faith  Virginia Association of REALTORS Virginia Commonwealth University Virginia Community Voice Virginia Economic Dev Partnership Virginia Housing Virginia Housing Alliance Virginia Poverty Law Center Virginia State University Wells Fargo Bank World Overcomers Family Church (Fulton)</p>
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**Individual Stakeholder Interviews and Meetings.**

An additional aspect of our engagement process involved individual and small group meetings with key representatives with potential partner organizations. These organizations ranged from potential funders (like Virginia Housing) to potential conveners (like Chamber RVA), and include organizations whose active presence in the implementation process is critical.

<p>Altria, Philanthropy Bon Secours, Philanthropy</p>	<p>Henrico County, Planning Department John Randolph Foundation</p>
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<p>Cabell Foundation  Cameron Foundation  Capital One, Philanthropy  Chamber RVA  Chesterfield County, Planning Department  City of Petersburg, Planning Department  City of Richmond, City Council  City of Richmond, Planning Department  City of Richmond, Office of Community Wealth Building  The Community Foundation, Amandla Fund  Dominion Energy, DEI  Federal Reserve Bank, Economic Development</p>	<p>Mt. Olive Church  New Canaan Baptist (Henrico)  Sacred Heart Center  Village of Faith  Virginia Commonwealth University, L. Douglas Wilder School of Government and Public Affairs  Virginia Commonwealth University, Office of Institutional Equity, Effectiveness &amp; Success (IES)  Virginia Union, School of Business  Virginia State University, Advancement  World Overcomers Family Church (Fulton)</p>
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**Focus Group/Engagement Key Themes.**

Over the course of 10 engagement sessions, we captured more than 80 pages of notes reflecting the views, opinions, and lived experiences of 94 individual community stakeholders. We asked each group to share their views on several key questions, including: *What are the biggest barriers you’ve seen in your work or experience?*

For this appendix, we’ve edited comments and perspectives for clarity, and grouped them across a set of key themes or topics that were important to our participants. These perspectives helped our Collaborative Partners clarify, strengthen and prioritize our strategic areas of focus, and the overall plan.

**WHAT ARE THE BIGGEST BARRIERS YOU’VE SEEN IN YOUR WORK OR EXPERIENCE?**

**Consumer Awareness, Knowledge and Education**

- Lack of education of the purchasing process
- Education is the key how do we reach those clients
- People misunderstand the process. [There is] a lack of education. Someone told they didn’t qualify. [There is] a lack of understanding about terminology. They thought they were a contractor and not a full-time employee.
- We need out of the box education, a more wholistic approach to making sure everything is understood and hands on with lenders.
- Lack of education (around process, resources available, the need to talk to lender). Credit repair education. Financial – people don’t understand the minimum savings (many people living from paycheck to paycheck).

**Financial Readiness, Debt and Credit**

- A fund to help people with down payment assistance, remove judgements. It’s important to think about ways to use money to remove financial barriers – judgements, credit issues, etc. Get people out of financial homes to get them out of financial holes and into homeownership.

- Debt to Income is the problem. Another issue is down payment cash.
- Debt to Income. People of color don't have enough income to buy in this market.
- Student loan is the biggest barrier – need down payment assistance.
- We have issues with student loan debt – the way it's factored into credit history, it's increasing their debt-to-income ratio.
- Working with people learning more about their credit. Teaching people about credit and staying with them – support group. Sharing tips, advice to stay on track and move toward positive credit (know the right things to do...).
- Debt ratios are set by the investors and the automated underwriting systems. Some lenders may have "overlays" on the ratios due to concerns about ability to repay. For example, Virginia Housing has a max ratio of 45%. Many of the grant programs, like with HOME, have lower ratios around 43%. In the automated underwriting systems, we can push the ratios. For FHA, we can go to 50%. for VA we can go to 65%. for conventional with 5% or more down payment, we can go to 50%.
- Rent and Savings – when rent goes up, that comes out of your savings. More flexible down payment assistance and more flexible payment options – more than just IDA's beyond what we offer low-income options.
- Type of employment is a barrier. Since we do not have a traditional income (even though we had savings) or W-2, that is a barrier to get your equity out for entrepreneurship. Entrepreneurs trying to reduce tax burden, later that comes back to bite you if you have to show consistent income for mortgage or refinance. We should have enough products out there that takes into consideration different types of income and different way of looking at income.
- Employment relocation packages goes to the top executives. Those who need it the most are in lower tier/lower income jobs. Consider relocation packages for lower wage earners.
- People are paying such high amounts in rents, it's hard to get people the savings for home ownership.
- Families of color, we are sending \$\$ to our family, it's not growing wealth and passing it down to our children and using it. Look at a chance to get an idea of cash on hand and net worth – Net worth based assistance. Assistance based on net worth – not income which unlocks access to assistance.
- Need more information on wealth building – not just homeownership – short term and immediate goals. Maybe goal is not homeownership
- Not having the income and having to pay for health insurance. Health insurance counting toward debt to income and student loans. Not eligible for assistance, because of debt as well as increased income because trying to better self through.
- Student loan debt for Black folks – people have sufficient income, but don't have generational wealth but high debt.
- Debt to Income ratio (geographic background) – set up to work paycheck to paycheck and provide knowledge
- Part of the issue with lending is a lot of people of color are also self-employed borrowers. That causes a lot of the denials.

### Institutional and Process Barriers

- Loan approval is definitely a barrier.



- Data isn't capturing the discrimination BIPOC homeowners face, the reasons why folks were rejected. Some banks don't even submit the application.
- In a recent homebuying process, we had a lot of income in our homebuying experience, but not a lot of cash for closing costs. Assistance programs are based on income but not net worth – made me wish on assistance programs that looked at your net worth and not income – we don't have the cash on hand.
- Trying to do with the inequities in the mortgage system itself – Jacksonville LISC is looking at appraisals and worth and wealth and putting into play.
- The process is daunting – I refinanced and the amount of paperwork was daunting and discouraging.
- Streamline processes for homeownership process.
- Look at communities that have been red lined, encouraged sub-prime loans and been preyed upon – and block and remove those barriers.

### Housing Affordability, Inventory and Variety

- People are really being outbid. Hard to get a property in their price range that would make a dent on the numbers. There is a ton of demand, but there is a supply side problem. NEED MORE AFFORDABLE and First TIME HOMEBUYER inventory.
- All counties and cities have vacant properties. We can make available to first-time homebuyers but investors are buying those up and driving the price up.
- Can we preserve some of those units for workforce housing? All we see are speculators, but localities do not put money where their mouth is...
- Maggie Walker Community Land Trust is one of the only models that is making a difference. Getting people into homes that they wouldn't be able to afford. A way to fix the problem.
- Not a lot of variety in housing type
- To afford a decent house that would meet a federal grant criteria (can't be a fixer upper) is hard at 80%
- There is a supply issue, we are competing with investors for properties, foreclosed properties don't automatically come into affordable housing stock.
- Provide inventory alternatives. We need to think about alternative types of housing types of real estate not just based on equity – like co-housing
- Predatory buyers are really a problem in existing neighborhoods that affordable
- Availability of property (things sell right away and bidding wars). Also, the price of the home being unaffordable for most.
- One person I worked with wanted to live in Chesterfield, but choose Petersburg because she had been searching for months and couldn't find anything affordable in Chesterfield.
- People are having to move further out to afford a home, which then increases other budget items so they end up not being able to afford the home, but not living (increase in gas, disconnection from social supports (child care, etc.) correction--they are able to afford the home, but not everyday living
- I wanted to live in my neighborhood but I couldn't afford my grandmother's house even if I wanted it. Living in Petersburg, I have an extra gas expense working in Richmond.
- Once they are ready, this market is awful and they get outbid or can't afford the home they want and it's hard to stay motivated

- Affordability (where you want to live) – being able to find something you can afford even with good credit and down payment.
- Affordable inventory. Connection with African American and Latino neighborhood less affordable because of gentrification
- Supply side is a serious issue – we are just not building first homes or starter homes – we haven't been for quite a while – some ways to incentivize the production of starter homes, we will be at a continual disadvantage – we make the house more affordable and couple that with down payment.
- You make more money building bigger homes, there is a demand for bigger homes.
- Our zoning is designed for big lots, not smaller homes on smaller lots. We might think about a different product types.
- The city does not incentivize smaller more affordable homes.
- Big companies are coming through and buying homes and removing the inventory, how do you control that inventory. Prevent predatory buying from speculators turning homes into renters
- Inventory is a challenge across economic levels especially on the lower end of the market, hard to create an affordable housing product – requires 100K of subsidy needed to be affordable to someone at 80% AMI. Supply chain and material costs are high. We don't have affordable condos here.
- We don't have inventory that meet variety of needs.
- No inventory under 200K.
- Housing prices go up so fast, even high earners are priced out.

### Consumer Beliefs and Confidence

- Some people self-select out and don't think they have an opportunity to own a home.
- Some people don't think their credit is good enough.
- We see a lot of "belief issues" where members have this thought that home ownership is unattainable. By the time we can build the relationship and get them to apply, there are credit issues. It's often a 2 year journey of financial coaching and debt restructuring to get them to a place that home ownership is affordable and attainable for them. Retaining trust, engagement and excitement on this journey can be a challenge.
- I have been told by my clients that they don't believe they can be homeowners because they will get denied anyway

### Language and Cultural Barriers

- Language access
- Homeownership classes have language accessibility issues – immigrants or Spanish speakers don't understand the jargon, what they are being told. So many components of purchasing.
- Sometimes Spanish – language barriers.
- Language accessibility – a lot of it is being able to access residents in spaces they feel welcomed – a lot of underserved don't feel welcome in government and banking/corporate spaces.
- We have mobile home community – 95% resident are Latino. We have a non-profit that has a trailer space in the community, a resource hub. Partners come in that space and offer services.

### Time, Technology and Transportation Barriers

- A barrier I've seen with a recent Latino client is access to homebuyers' classes. The two factors were that this client a) did not have a computer to attend virtually and b) the in-person class in Spanish was in Nova and the client did not have the time or access to transportation to travel that far
- [The time it takes] to look for homes, find what works, and make an offer
- technology limitations, internet access, device barriers, knowledge of how to utilize
- Black and Brown people are unable to live in the city, purchase their "family home" or choose places that may be more convenient or preferred (due to transportation access) because they cannot afford to live where they may have grown up or where they may feel comfortable due to gentrification, increase in taxes, etc.
- A systemic barrier is access to transportation. Is housing being produced with locations where people can get access to work?

### Property Maintenance/Long-Term Stability

- Property maintenance (look at localities) and how they are working together with real estate industry. Real estate target homes for violation and then buying those homes.
- Maintenance of the home – older, more affordable homes – have associated costs and we need to prepare people for that.
- Need to be leery of pushing lower income people into housing because of the \$\$ needed for maintenance.

### Provider Education and Capacity

- The first line of contact for home buying services of services like realtors, who don't know how the programs work.
- Capacity for non-profits that do the financial literacy required
- Realtors do not have an understanding of how FHA works, USDA loans, how VHDA works.
- Not enough assistance based programs that look at wealth, assets vs liabilities, net income
- One thing we are seeing with that is there's a bottleneck of housing counseling services. SCDHC has two HUD-certified housing counselors, one of which is our CEO so she isn't full time for the program, but we have hundreds of people looking for homes.
- New housing counselors need to train for months before they can get their certification as well.

### Lack of Trust in Systems, and Use of Alternative Systems

- Bigger systemic issues that lead to mistrust in banks, like unfair lending practices.
- Young people do not want to use bank account, and are using Venmo
- Banking system is still predatory
- Lack of banking relationship.
- Building trust with institutions – relationship building is crucial.
- Fear and distrust about predatory practices

### Trust and Reliability

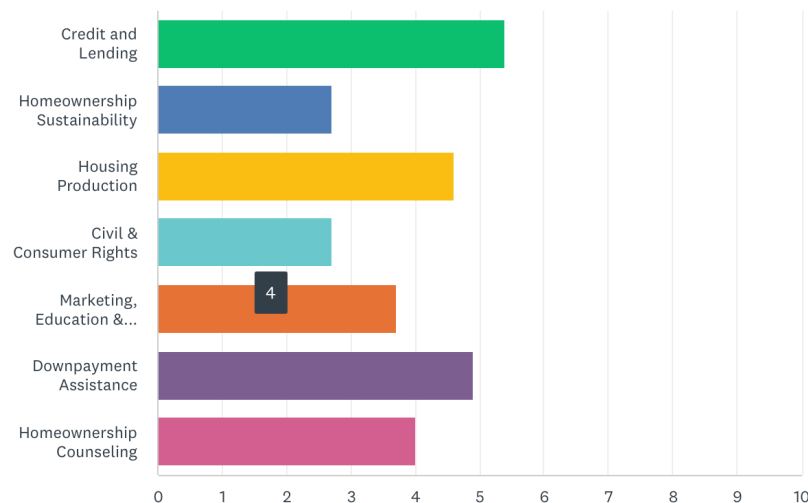
- Trust and reliability are a big thing with our clients.
- They search for different areas but stay within "their" areas. These are the places that they know and are comfortable in because they expect discrimination and injustice somewhere else.

- Having easy access to someone you trust, explain a big life step is life changing and empowering.
- In some communities – loans are not how you get things done – folks need a trusted source for getting financial information.
- What are the institutions and gathering spaces – decline of the church being that central institution – where are people gathering and the trusted spaces for BIPOC groups and doing the boots on the ground works to connect, education and outreach.
- Credit and warm connection and relationships with people that offer services – build a community network of resources.

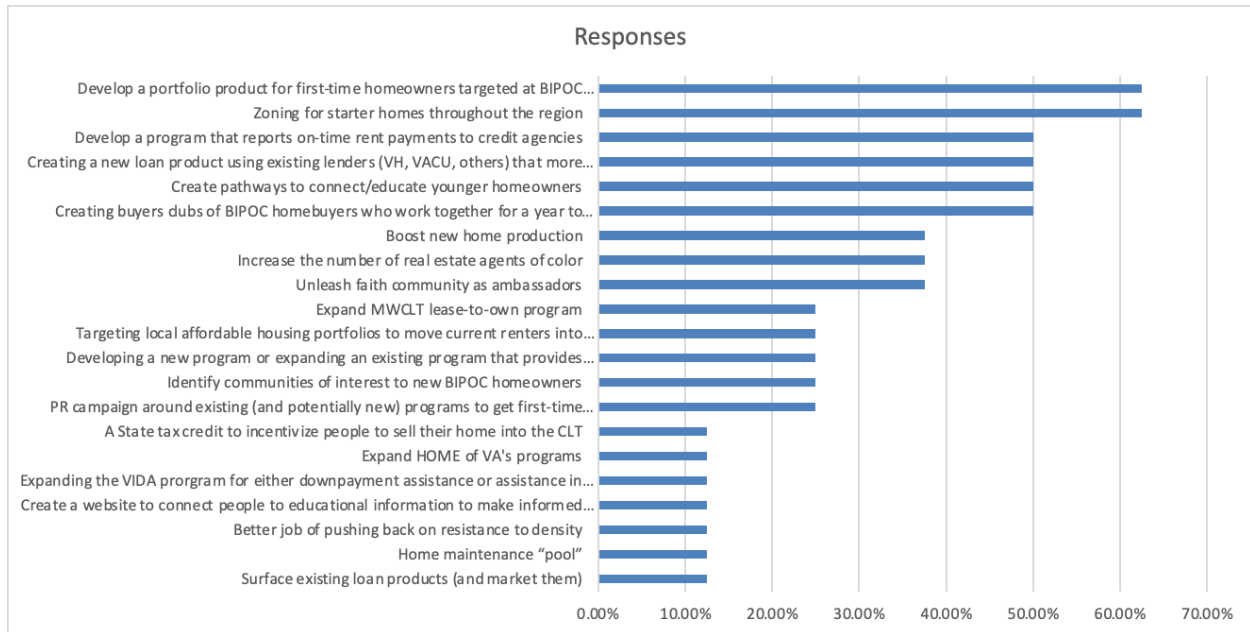
## APPENDIX C: COLLABORATIVE PARTNERS PRIORITIZATION SURVEY

In December 2021, soon after the formation of the nine-organization Collaborative Partners group, we surveyed the Steering Committee to help put some initial shape around areas of impact and potential strategies that would increase BIPOC home ownership in our region. We used the data from this survey as a starting point for our community engagement activities – identifying community stakeholders who could speak to the emerging priorities, and framing questions that would generate additional clarity and perspective.

**Question 1:** Below are 7 tangible areas that have impact on the ability of the BIPOC community in our region to become homeowners. Thinking about our potential communities of focus for this initiative, please rank them in priority based on your perception of each area's level of influence on home ownership in the BIPOC community. (In other words, which ones do you think can help create 5,000+ new BIPOC homeowners over the next 3 years.)



**Question 2:** In our meeting on December 13, we collectively identified almost two dozen strategies or tactics that could have a positive impact on BIPOC home ownership in our region. Of those listed below, pick 6 that you believe can have the biggest net positive impact on BIPOC home ownership in our region.



**Question 3:** Describe any specific local or state policy/legislative actions that could significantly move the affordable home ownership needle that we should be considering in our work.

- *Eliminating disparate systemic barriers, increasing resources housing counseling services, and purging biased real estate industry practices.*
- *Inclusionary zoning/ housing policies. tax abatement for affordable housing, Housing Policy matrix in Northern Virginia Study what AMAZON is doing Affordable Housing Development/Investment fund Accessory Dwelling Units ordinances Developer contributions to an affordable housing fund USE TIFs as a means for supporting affordable housing Affordable housing and other community benefits on public land conveyances*
- *I don't know that we've talked about this, but it occurs to me that housing advocates should support investment in school facilities. It's mind-boggling to me that most localities cannot afford to build a new elementary school. Would it be fair to say that the schools and districts in most dire need of investment are in communities of color? Would not investment in those schools make home ownership and housing investment more attractive?*
- *A home ownership tax credit that could provide down payment and closing costs assistance to eligible buyers.*
- *Equitable credit assessment and lower requirements for BIPOC*
- *Zoning changes that allow for greater density, smaller starter homes. Dedicate a percentage of the state's Trust Fund to downpayment assistance; provide these dollars as grants to nonprofits who can demonstrate a focus on BIPOC home ownership.*
- *Increased state funding through the Housing Trust Fund targeted to deep DPA assistance for first-generation homebuyers with an initial pilot targeted to the Richmond Region to leverage*
- *Inclusionary zoning*

## APPENDIX D: LETTER OF SUPPORT FROM FOCUS GROUP/ENGAGEMENT SESSION PARTICIPANTS

After the conclusion of our Community Engagement sessions, we invited participants to add their names to a Letter of Support, indicating their desire to remain engaged in the design and implementation of the Plan's strategies.

*March 28, 2022*

*Jane Ferrara, Executive Director*

**Re: Collaborative Member Letter of Support for the Wells Fargo W.O.R.T.H. Project**

*Dear Jane,*

*Thank you for the opportunity to add our organization's name to this letter of support for the Wells Fargo **Wealth Opportunities Restored Through Homeownership (W.O.R.T.H.)** initiative that is seeking to substantially increase BIPOC home ownership within metropolitan Richmond. As this process has demonstrated, our region has no lack of organizations - - representing diverse communities and multiple sectors - - who see and are committed to increasing home ownership, and increasing equity, in our region.*

*As one of many signatories to this letter, we are confirming our excitement about and our commitment to the opportunity to partner with LISC Virginia and your partners as you work through the design and implementation of the initiatives outlined in your WORTH Plan.*

*We look forward to serving as a Collaborative Member, and understand that you will reach out to us, and other signatories, as you begin to move toward the design and implementation of specific strategies and initiatives this spring and summer. We understand that there will be additional opportunities for our organization to support your work, or possibly be a lead partner on a solution, as planning commences.*

*Sincerely,*

*Brian Koziol, Virginia Housing Alliance*

*Brian Anderson, ChamberRVA*

*Robert Linkonis, Credit Restoration Institute*

*Michael Haggins, Homeowner*

*Tarvaris McCoy, The Real McCoy Companies*

*Shekinah Mitchell, Richmond resident*

*Nikki D'Adamo-Damery, Maggie Walker Community Land Trust*

*Jennifer Cox, Jenn Cox Realty, LLC*

*Yolunda Harrell, New Hill Development Corporation*

*Mary Kay Huss, Richmond Metropolitan Habitat for Humanity*

*Julia Seward, Julia Seward Consulting*

*Desiri Walker, Commonwealth Catholic Charities*



*Madeline Petrie, project:HOMES*  
*Reginald Tabor, City of Petersburg*  
*LaToya Gray-Sparks, VCU Wilder School*  
*Amanda Habansky, Peoples Advantage FCU*  
*Carolyn McCrea, Financial Success Center at VCU*  
*Jovan Burton, Partnership for Housing Affordability*  
*Stephanie Glenn, Community Foundation*

## **APPENDIX E: LETTERS OF SUPPORT - COLLABORATIVE PARTNERS AND OTHER PARTNERS**

This Collaborative has seen vast regional and national support for the strategies and actions proposed in this implementation plan. As such, a separate document of letters of support and letters of commitment has been prepared and will be uploaded to the “Additional Documents” section of the grants portal.

# APPENDIX F: BASELINE DATA

## Regional Baseline and Future - WITHOUT WELLS FARGO - Financial and Production Projections

### COUNSELING

### HOME PRODUCTION

### RETENTION

(foreclosure prevention, accessibility, home repair)

Organization (major CDCs operating in the region)	# of BIPOC Homebuyers served through homebuyer counseling programs				# of BIPOC Homebuyers served the construction of affordable housing				# of BIPOC Homeowners preserved (foreclosure prevention, accessibility, home repair)										
	2019	2020	2021 Est	2022 Est	2023 Est	2024 Est	2019	2020	2021 Est	2022 Est	2023 Est	2024 Est	2019	2020	2021 Est	2022 Est	2023 Est	2024 Est	
1 Better Housing Coalition	0	0	0	0	0	0	9	5	5	10	15	20	0	0	0	0	0	0	0
Southside Housing & Community Development Corp.	891	655	1074	1200	1300	1400	11	9	14	20	20	20	10	5	10	20	20	20	20
3 HOME of VA	315	297	227	264	298	315	85	61	43	70	75	80	0	0	0	0	0	0	0
4 ProjectHomes	0	0	0	0	0	0	12	13	12	12	12	12	1815	2150	\$513	\$500	3500	3500	3500
5 Mogle Walker Community Land Trust	0	0	0	0	0	0	10	15	30	40	60	80							
Richmond Metropolitan Habitat for Humanity	0	0	0	0	0	0	7	3	4	8	10	10	7	11	19	21	25	25	26
7 Commonwealth Catholic Charities	15	17	25	25	25	25	0	0	0	0	0	0	8	10	15	10	10	10	10

### ESTIMATED AWARDS OF FUTURE AFFORDABLE HOMEOWNERSHIP FUNDING

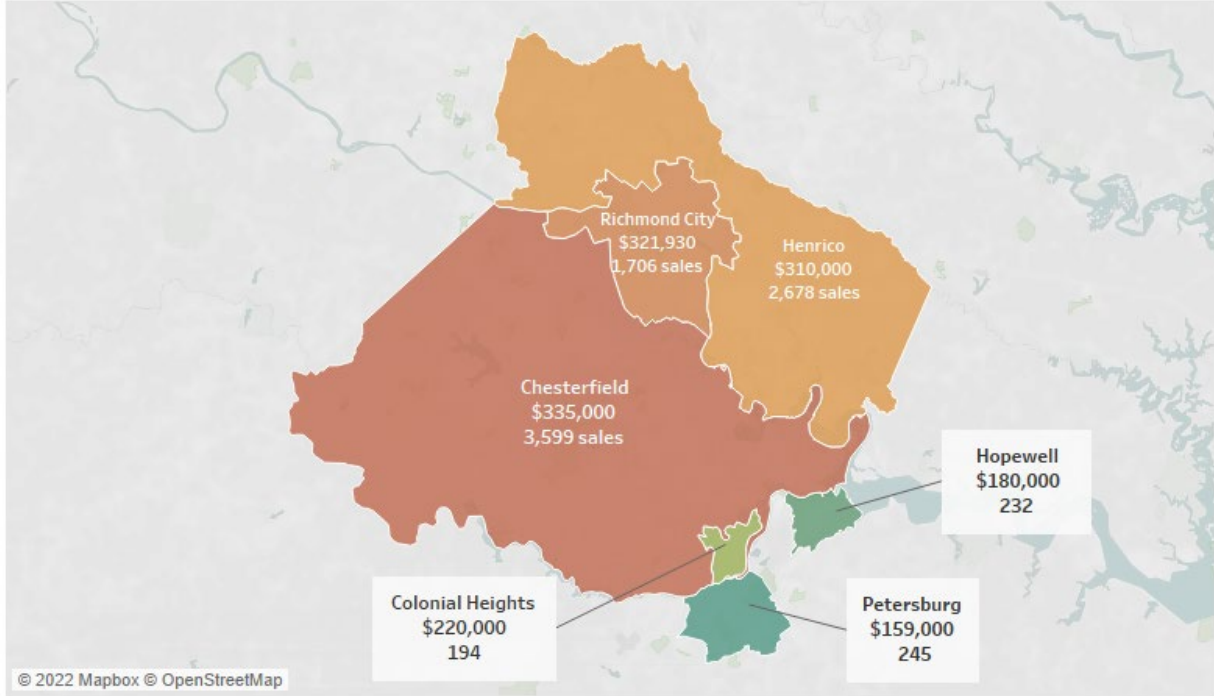
The following are estimates from each Richmond-based CDC of the funding they will apply for and receive for new BIPOC homeownership work, outside of the WORTH Wells Fargo project.

Organization	2022		2023		2024		2025	
	\$	\$	\$	\$	\$	\$	\$	\$
1 Better Housing Coalition	500,000	750,000	500,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000
2 Southside CDC	500,000	500,000	500,000	500,000	500,000	500,000	500,000	500,000
3 HOME of VA	1,731,000	1,800,000	1,800,000	1,900,000	1,900,000	2,000,000	2,000,000	2,000,000
4 ProjectHomes	10,000,000	10,000,000	10,000,000	10,000,000	10,000,000	10,000,000	10,000,000	10,000,000
5 MWGLT	1,500,000	1,800,000	1,800,000	2,100,000	2,100,000	2,500,000	2,500,000	2,500,000
6 Habitat	2,585,357	3,273,000	3,273,000	3,442,650	3,442,650	3,893,453	3,893,453	3,893,453
7 Commonwealth Cath. Char.	85,000	85,000	85,000	85,000	85,000	85,000	85,000	85,000
9 Crater CDC	1,000,000	800,000	800,000	-	-	-	-	-


## APPENDIX G: MARKET DATA GRAPHICS

### Sales in Richmond area

Median sales price and number of sales from mid-July 2021 to January 31, 2022

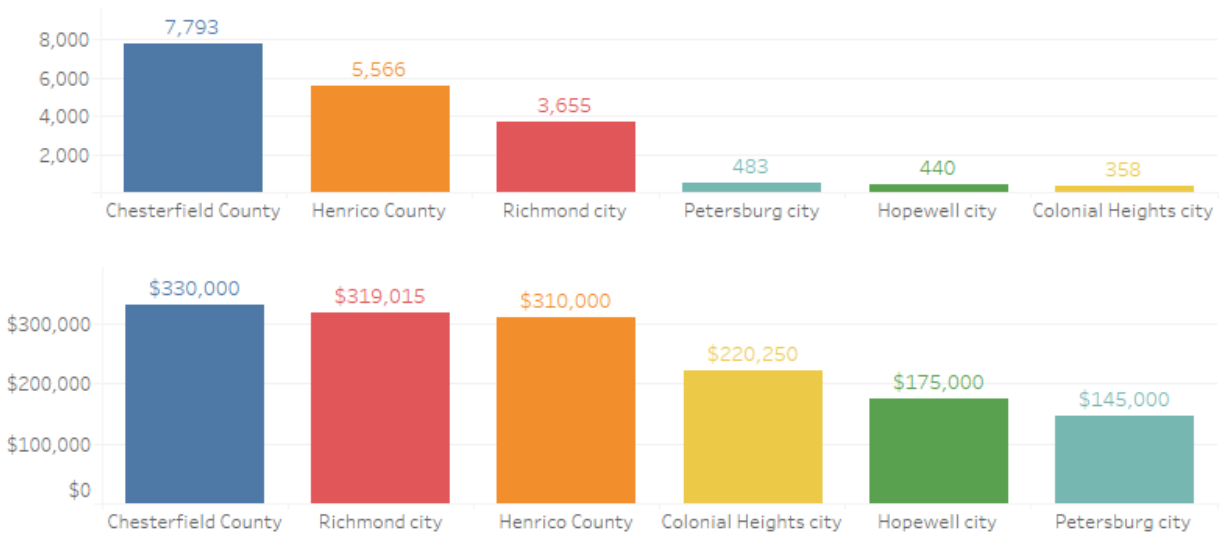


Source: Central Virginia Regional Multiple Listing Service.

Median Sales Price  
\$159,000  \$335,000

## Total home sales and median prices

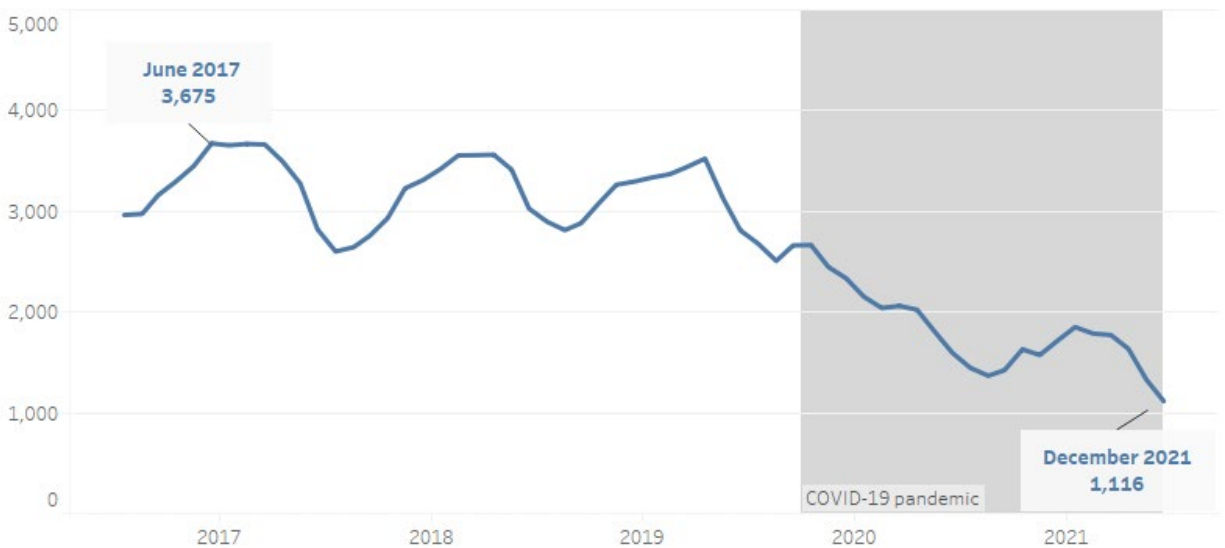
Number of closed sales and median sales price in 2021



Source: Central Virginia Regional Multiple Listing Service.

## Active listings

Total number of active listings in Richmond Collaborative area



Source: Central Virginia Regional Multiple Listing Service. For the cities of Colonial Heights, Hopewell, Petersburg, and Richmond, and counties of Chesterfield and Henrico.

## Homeownership rate

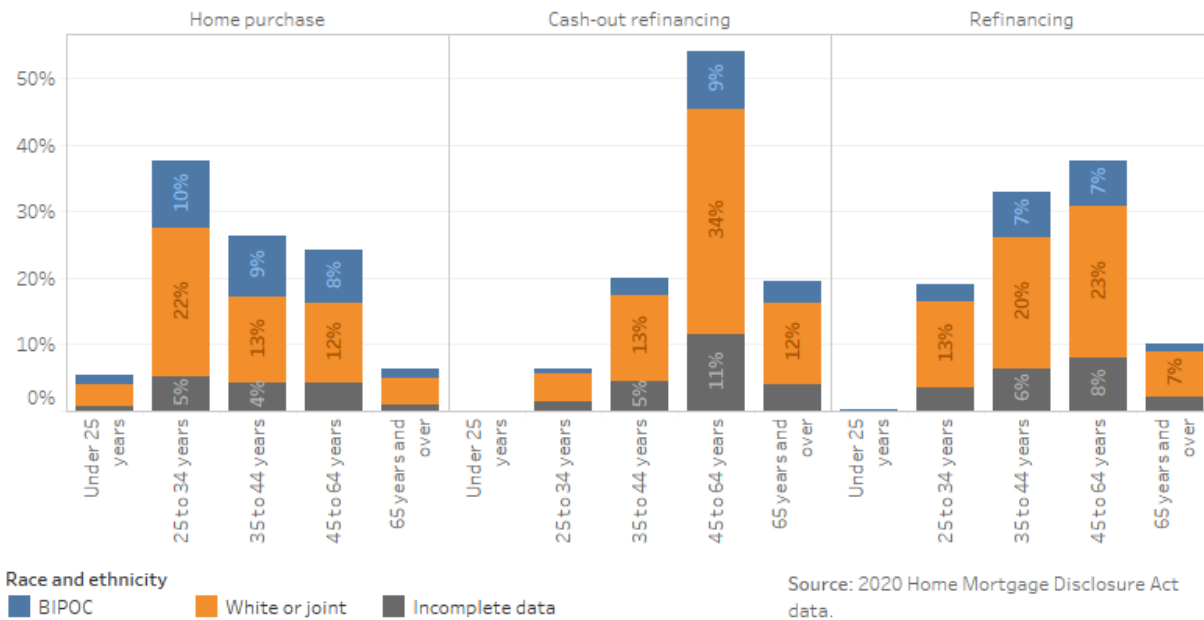
Homeownership rate in 2019 by race, ethnicity, and locality

	Chesterfield	Colonial Heights	Henrico	Hopewell	Petersburg	Richmond	Overall
Another race	56.5%	25.6%	29.4%	10.3%	46.1%	25.4%	39.5%
Black or African American	60.9%	20.2%	50.4%	30.7%	35.9%	33.8%	45.2%
Hispanic or Latino	56.2%	22.8%	37.4%	48.0%	47.6%	19.3%	42.4%
Multiracial	72.4%	33.3%	44.8%	33.3%	19.2%	27.3%	45.9%
Asian	76.8%	90.1%	58.1%	24.6%	58.2%	40.3%	61.5%
White, non-Hispanic	82.4%	72.2%	71.7%	61.0%	50.2%	53.5%	71.8%

Source: U.S. Census Bureau, American Community Survey, 2010-2019 5-year estimates, Table B25003B-I.

## Loan purpose by age

Percent of total loans by loan purpose and applicant age in 2020



## Denial rates by race/ethnicity and locality

Denial rate by race/ethnicity and locality in 2020

	Black or African Ameri..	Hispanic or Latino	Asian	Joint	Another race/multiracial	White, non-Hispanic
Chesterfield County	17%	15%	15%	9%	17%	7%
Colonial Heights City	14%	14%	8%	13%		9%
Henrico County	18%	13%	10%	12%	11%	7%
Hopewell City	19%	21%		30%		14%
Petersburg City	28%	28%	33%	13%	33%	13%
Richmond City	22%	11%	6%	10%	16%	7%

Source: 2020 Home Mortgage Disclosure Act data.

Note: The Richmond MSA AMI in 2020 was \$89,400. Denial rate is the total number of loans denied versus total number of loan applications excluded applications withdrawn or applications closed for incompleteness.

## Share of loans by race/ethnicity and income

Share of total loans originated in 2020

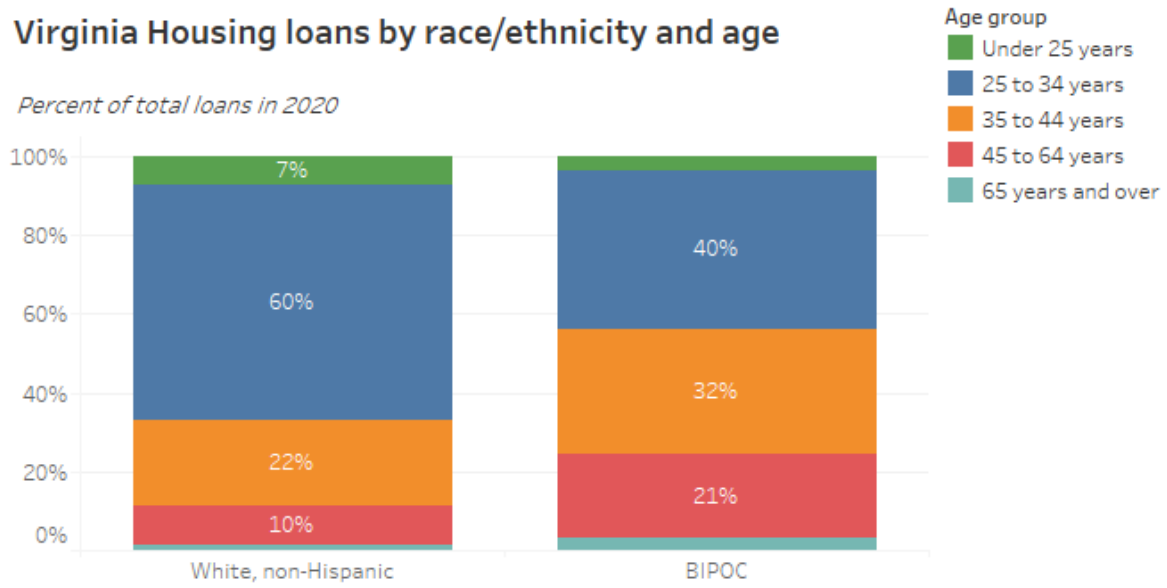
	White, non-Hispanic	Black or African American	Hispanic or Latino	Asian	Joint	Multiracial	Another race
50% AMI or below	5.8%	2.6%	1.3%	0.4%	0.1%	0.0%	0.1%
51% to 80% AMI	16.5%	5.6%	1.8%	0.8%	0.5%	0.1%	0.2%
81% to 100% AMI	9.2%	2.6%	0.5%	0.8%	0.4%	0.0%	0.1%
101% to 120% AMI	8.3%	1.6%	0.3%	1.0%	0.5%	0.0%	0.0%
121% to 150% AMI	9.5%	1.2%	0.3%	1.6%	0.6%	0.0%	0.0%
151% AMI or above	19.7%	1.5%	0.4%	2.4%	1.4%	0.0%	0.1%

Source: 2020 Home Mortgage Disclosure Act data.

Note: The Richmond MSA AMI in 2020 was \$89,400.

## Virginia Housing loans by race/ethnicity and age

Percent of total loans in 2020



Source: Virginia Housing.