



HOUSING ACTION PLAN, YEAR 1

Progress, May 2022 to April 2023

for more details, visit projectketchum.org

2022 NEEDS ASSESSMENT SUMMARY

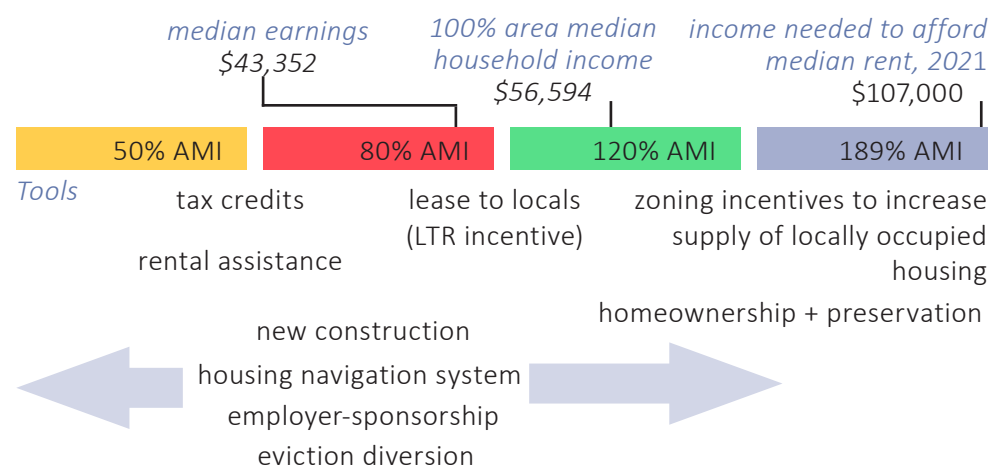
- 1 There is a massive shortage of affordable homes in Ketchum.
660 Need at least 660 preserved, converted, or built homes in Ketchum by 2032.
- 2 Ketchum is losing its workforce and year-round residents because most local people cannot afford to live here.¹
- 3 Our community agrees that there is a housing crisis and wants action.²

TRACKING OUR 1-YEAR HOUSING ACTION PLAN

PROGRESS HIGHLIGHTS SINCE MAY 2022

- 21 community homes in Ketchum constructed, preserved, or converted
- 148 community homes in progress in Ketchum (70 under construction, 78 under review)
- Directly assisted 85 households & increased support for an additional 260 households facing displacement, countywide
- Housing team raised \$1.7 million in funding for housing efforts, countywide

We need housing across income levels, and multiple tools to achieve that goal.³



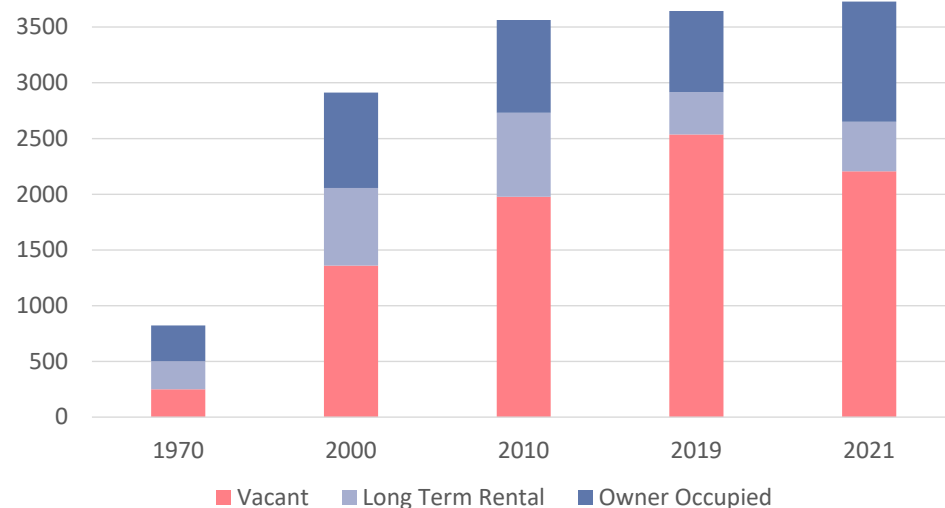
GOAL 1 PRODUCE + PRESERVE HOUSING

Act to create and preserve housing affordable for our local workforce and community housing. Maintain a healthy balance of short-term/visitor lodging and resident-occupied housing.

660

Preserve, convert, or build at least 660 homes in Ketchum by 2032. This estimated demand is based on historic growth rates but is primarily comprised of community members who are at risk of displacement or are unhoused. It does not include the 335 “lost” renter households from 2010 to 2019. The minimum demand for Blaine County is 4,700 preserved, converted, or new homes.

Long-term rentals and owner-occupied homes have decreased.⁴



10-YEAR PERFORMANCE MEASURES STATUS

- Minimum of 660 preserved, converted, new housing: 21
- At least 60% of housing stock is long-term occupied: 41%
- 40% of Ketchum’s workforce can live in Ketchum: 8.5%

YEAR 1 ACTIONS: RESULTS TO DATE

NEW CONSTRUCTION

- Support Bluebird Village (51 homes)
- Develop new construction pipeline:
 - 1st & Washington (~64 homes)
 - Explore YMCA with parking
 - Identify parcels for acquisition
 - Dialogue w/ significant site owners



CONVERSION TO LOCALLY OCCUPIED

- Implement Lease to Locals program (13 homes)

PRESERVATION

- Explore Forest Service Park for transitional or employee housing
- Identify buildings for preservation

NEW, PRESERVATION, OR CONVERSION

- Ownership + preservation program
- Increase # of occupied ADUs

- complete
- in progress
- ongoing
- not started

1. U.S. Census Bureau: ACS 5-Year Estimate 2019; Blaine County Housing Authority, fiscal year 2021.
 2. Ketchum Matters Community Housing Survey + Stakeholder Interviews, Nov. 2021-Jan.2022.
 3. U.S. Census Bureau: ACS 5-Year Estimate 2021; Blaine County Housing Authority, fiscal year 2021.

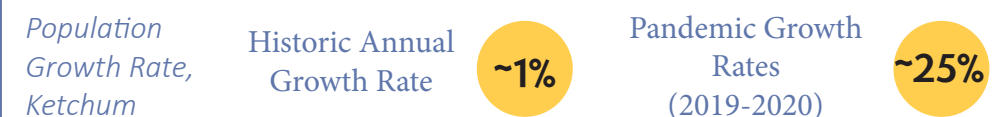
GOAL 2 UPDATE POLICY TO PROMOTE HOUSING

Build a regulatory and policy environment that increases housing supply with an emphasis on workforce and community housing development while remaining consistent with other community goals.

Only upper-income households can really afford the ‘market.’ Given current, high housing for-sale and rental prices in Ketchum, market-rate housing is only affordable to upper-income households. Median (market) Ketchum rent is only affordable to households earning more than \$107,000 annually.⁵

Residential development has slowed. Nearly half of the existing housing stock was built between 1970 and 1989.

Pandemic population boom accelerated trends. The first year of the pandemic saw a severe acceleration of negative trends for housing locals, along with a substantial increase in year-round population that appears to remain. (Exception: short-term rentals have seen some near-term declines year over year in the past two years.)



10-YEAR PERFORMANCE MEASURES

- Supports all targets



YEAR 1 ACTIONS: RESULTS TO DATE

ZONING CODE

- Enact interim ordinance to increase housing supply
- Develop code change work plan
- Audit existing code in relation to HAP
- Meet regularly with partners to obtain feedback for process improvements
- Explore priority processing and incentives for projects that serve the Housing Action Plan
- Establish annual accountability metrics for application, permit, etc.

STATE & FEDERAL POLICY

- Identify state-level policy changes
- Identify federal-level policy changes

SHORT-TERM RENTALS

- Create business license for STRs
- Explore methods to verify health, safety, welfare in STRs

STABILITY & ACCESS

- Clarify Fair Housing and Affirmatively Furthering Fair Housing requirements
- Propose non-discrimination ordinance for rental assistance
- Propose relocation & displacement ordinance

4. U.S. Census Bureau: ACS 5-Year Estimates (1970, 2010, 2019)
 5. Blaine County Housing Authority, fiscal year 2019 and 2021. Based on Idaho Mountain Express advertisements.

6. U.S. Census: ACS 5-Year Estimates (2013-2019); Decennial Census Redistricting Data (2020)



HOUSING ACTION PLAN, YEAR 1

May 2022 - April 2023

GOAL 3 EXPAND + IMPROVE SERVICES TO CREATE HOUSING STABILITY

Address immediate needs of unhoused and people at risk of displacement in our community. Integrate, improve and expand supportive services, rapidly rehouse, and prevent future displacement throughout the region.

1%

Local residents experiencing homelessness (unhoused)

Ketchum Matters Community Housing Survey, Nov. 2021-Jan. 2022

436

Ketchum households are at risk of displacement, because they are

- cost burdened (paying more than 30% of income on housing)
- in substandard housing
- are overcrowded
- are unhoused

U.S. Census: ACS 5-Year Estimates for 2019

Housing instability is creating financial, social, and emotional challenges for residents across the valley.

"This is what we are hearing from our clients: Fear of the unknown, stress of abandoning other people who they might be leaving behind if they move and confusion about what the relocation may look like. It's really hard for them to navigate the system as well."

- Brittany Shipley of NAMI Wood River Valley

10-YEAR PERFORMANCE MEASURES

STATUS

- Prevent displacement and assist 100 households annually

85 households (complete)
260 households (in progress)

YEAR 1 ACTIONS: RESULTS TO DATE

EMERGENCY & HOMELESSNESS

- Expand capacity of Lift Tower Lodge (8 units)
- Provide displacement support to McHanville residents
- Identify + support emergency and transitional housing options

PROCESSES & EASE OF ACCESS

- Coordinate funding sources
- Analyze compliance processes and enforcement
- Convene one-stop-shop

- Coordinated entry
- Identify and fill service gaps (legal services)
- Coordinate rapid rehousing
- Convene + coordinate local providers
- Facilitate housing-specific education

SUPPORTIVE SERVICES

- Define key terminology, identify and seek implementation partners
- Prioritize supportive services

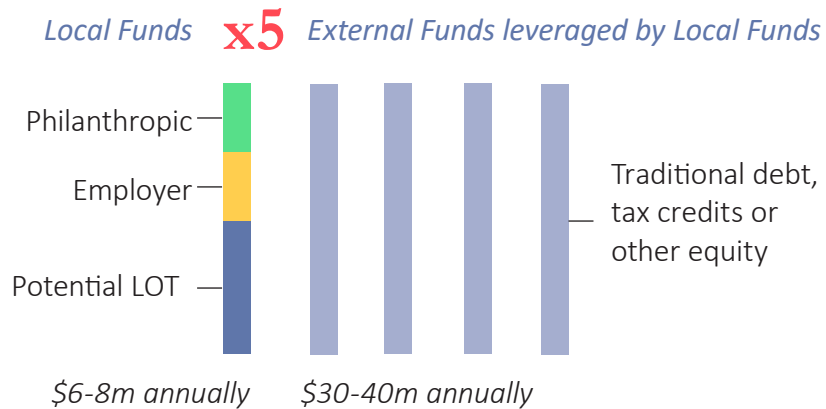


GOAL 4 EXPAND + LEVERAGE RESOURCES

Increase resources - both funding and land - to support Action Plan Goals from a range of public and private sources.

Need \$6-8 million annually, or \$60 million total.

The more local resources devoted to housing, the more investment can be leveraged.



20%

20% of City housing funds to be allocated for significant county-wide developments or programs.

10-YEAR PERFORMANCE MEASURES

STATUS

- Secure \$6-8m annually of local funds, including 20% to be used countywide

~\$1.7 m
(by Ketchum housing team)

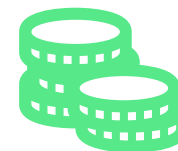
YEAR 1 ACTIONS: RESULTS TO DATE

LOCAL GAP / MATCH FUNDS

- Create criteria for city fund allocation
- Review priorities with partners
- Inventory and analyze land and properties
- Coordinate philanthropic efforts
- Clarify employer-sponsored housing
- Secure LOT funds
- Update in-lieu fee

LEVERAGE OTHER RESOURCES

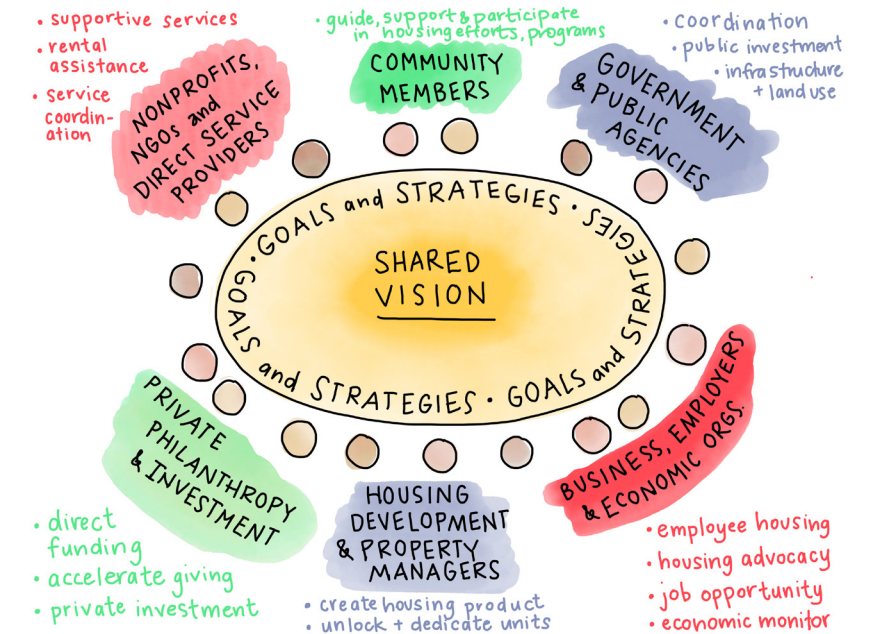
- Secure state/federal/county funds
- Explore funds for barrier removal programs
- Explore bonding capability and access to specific federal funds



GOAL 5 INFORM, ENGAGE + COLLABORATE

Invest in building local capacity and regional partnerships to make informed decisions about, and execute on, housing action. Support ongoing communications to increase coordination and effectiveness, targeting the public, other jurisdictions and implementation partners.

Coordination around a shared vision is imperative.



10-YEAR PERFORMANCE MEASURES

STATUS

- Achieve minimum of 51% satisfaction/public approval of action, coordination and results
- Allocate 20% of City housing funds county-wide

38%
~20%

YEAR 1 ACTIONS: RESULTS TO DATE

COORDINATE

- Launch county-wide housing coordination
- Launch coordination process with implementation partners

- initiate speaker series, trainings
- initiate community call to action
- Develop education and calculator for in-lieu fee

COMMUNITY EDUCATION

- Transparent budgeting, annually
- Quarterly progress report + monthly City Council updates
- Implement strategic communication plan to support partner network
 - develop housing brand
 - develop education materials
 - develop shared messaging

COMMUNITY FEEDBACK

- Determine perception on efforts
- analyze economic link 2024 HAP

IMPLEMENTATION VISION + CAPACITY

- Finalize Housing Action Plan + needs assessment
- Update HAP for 2023-2024
- Maintain staff capacity
- Initiate bi-monthly check-ins with comparable ski areas