



HOUSING ACTION PLAN, YEAR 2

October 2023 - September 2024

for more details, visit projectketchum.org

2022 NEEDS ASSESSMENT SUMMARY

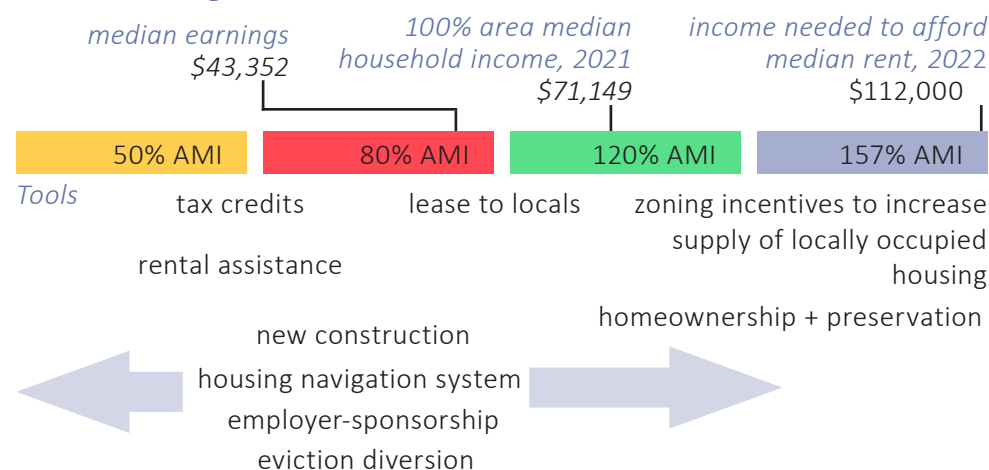
- 1 There is a massive shortage of affordable homes in Ketchum.
 660 Need at least 660 preserved, converted, or built homes in Ketchum by 2032.
- 2 Ketchum is losing its workforce and long-time residents because most local people cannot afford to live here.¹
- 3 Our community agrees that there is a housing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

TRACKING OUR 1-YEAR HOUSING ACTION PLAN

PROGRESS HIGHLIGHTS MAY 2022 - SEPTEMBER 2023

- 41 community housing units in Ketchum constructed, preserved, or converted
- 166 community housing units in progress in Ketchum
- Directly assisted 85 households & increased support for an additional 260 households facing displacement, countywide
- Housing team raised \$1.85 million in funding for housing efforts, countywide

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



GOAL 1

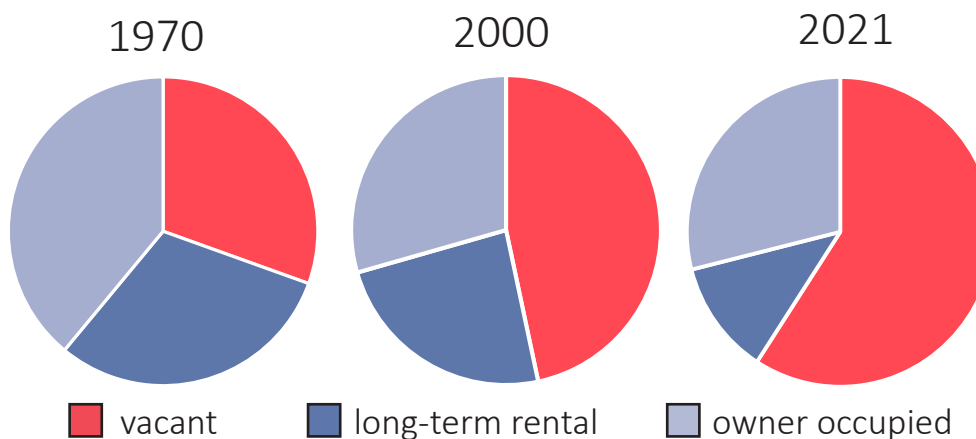
PRODUCE + PRESERVE COMMUNITY HOUSING

Act to create and preserve housing affordable for our local workforce and community. 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 260 "lost" renter households from 2010 to 2021. The minimum demand for Blaine County is 4,700 preserved, converted, or new homes by 2032.

Long-term rentals have decreased in the last decade and vacant homes are now 60% of Ketchum's housing stock.⁴



10-YEAR PERFORMANCE MEASURES

	MAY 22'	STATUS
• Minimum of 660 preserved, converted, new housing	0	41
• At least 60% of housing stock is long-term occupied	30%	41%
• 40% of Ketchum's workforce can live in Ketchum	7%	8.5%

YEAR 2 ACTIONS

NEW CONSTRUCTION

- Develop new construction pipeline:
 - 1st & Washington (~64 homes)
 - Explore YMCA with parking
 - Identify parcels for acquisition
 - Dialogue w/ significant site owners
- RFP next parcel for development

PRESERVATION

- Pursue historic preservation of Forest Service Park warehouse + 2 homes
- Identify buildings for preservation

- * Explore light preservation program
- * Outreach for right of first refusal

CONVERSION TO LOCALLY OCCUPIED

- Continue Lease to Locals program (17 homes)
- * Create lease template & how-to-guide for prospective landlords

NEW, PRESERVE, OR CONVERT

- Pilot ownership + preservation program (include bargain sale)
- Increase # of occupied ADUs
 - outreach to homeowners
 - pilot incentives

- in progress □ not started
- ongoing * with staff increase

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 2019; Blaine County Housing Authority, fiscal year 2021.

GOAL 2

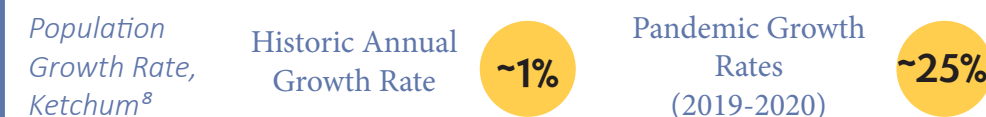
UPDATE POLICY TO PROMOTE COMMUNITY HOUSING

Build a regulatory and policy environment that increases community housing supply while remaining consistent with other community goals identified in the Comprehensive Plan, such as sustainability, diversity, and aging in place.⁵

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.⁶

Residential development has slowed. Nearly half of the existing housing stock was built between 1970 and 1989.⁷

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 and generally does not work locally.



10-YEAR PERFORMANCE MEASURES

- Supports all targets



YEAR 2 ACTIONS

ZONING CODE

- Permanent adoption of aspects of interim ordinance
- 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.
- Monitor progress on Tiny Homes on Wheels in other jurisdictions
- BCHA recommendations and

- comments to local governments
- Update density bonus program

STATE & FEDERAL POLICY

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

SHORT-TERM RENTALS

- Monitor Lava Hot Springs case

STABILITY & ACCESS

- Identify + implement policy changes from analysis of impediments
- * Propose non-discrimination ordinance for rental assistance
- * Propose relocation & displacement ordinance

4. U.S. Census Bureau: ACS 5-Year Estimates (1970, 2010, 2019, 2021)
 5. Ketchum, 2014 Comprehensive Plan.
 6. Blaine County Housing Authority, fiscal year 2019 and 2021. Based on Idaho Mountain

Express advertisements.
 7. U.S. Census Bureau: ACS 5-Year Estimates, City of Ketchum building permit data
 8. U.S. Census: ACS 5-Year Estimates (2013-2019); Decennial Census Redistricting Data



HOUSING ACTION PLAN, YEAR 2

Oct 2023 - Sept 2024

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

Point in Time Count 2023; Blaine County School District; Blaine County Housing Survey 2023; Housing Matters Survey 2022

40%

households countywide are at risk of displacement, because they are

- cost burdened (paying more than 30% of income on housing)
- in substandard housing
- are overcrowded
- are experiencing homelessness
- have verbal or month to month leases

Blaine County Housing Needs, 2023 Update

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

Ketchum Housing Matters interviews of over 30 community members. Nov. 15, 2021-Jan. 3, 2022

10-YEAR PERFORMANCE MEASURES

STATUS

- Prevent displacement and assist 100 households annually

+85 households (complete)
+260 households (in progress)

YEAR 2 ACTIONS

EMERGENCY & HOMELESSNESS

- ☐ Identify + negotiate master leasing opportunities
- * Convert, acquire, or construct new transitional housing
- ☐ Identify + fund manager
- * Implement regional, systems-level approach to planning + response
- * Establish + track shared goals
- * Advocate + expand section 8

- Create common pre-application + waitlist
- Create cheat sheet on how to apply + train case managers
- Continue case conferences
- Create/adopt referral system
- Educate on system, BCHA's policies, housing regulations & laws + housing navigation system
- * BCHA program admin to certify & conduct housing counseling

PROCESSES & EASE OF ACCESS

- * Coordinate funding sources
- * Manage housing navigation system
 - Annually update Resource Guide + one-pager

SUPPORTIVE SERVICES

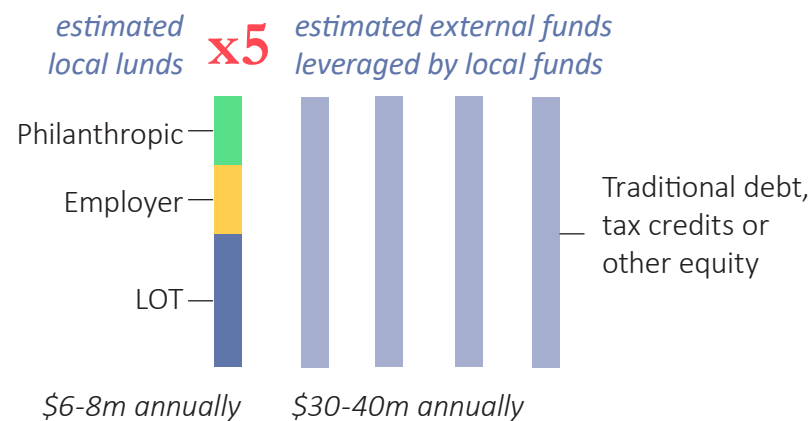
- Continue mediation program

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

+~\$1.85 m

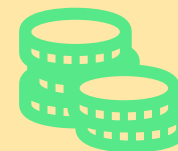
YEAR 2 ACTIONS

LOCAL GAP / MATCH FUNDS

- ☐ Map vacant and Naturally Occurring Affordable Housing (NOAH) inventory
- Coordinate philanthropic efforts
- * Facilitate employer-sponsored housing
- ☐ Secure additional lodging LOT funds
- ☐ Update in-lieu fee

LEVERAGE OTHER RESOURCES

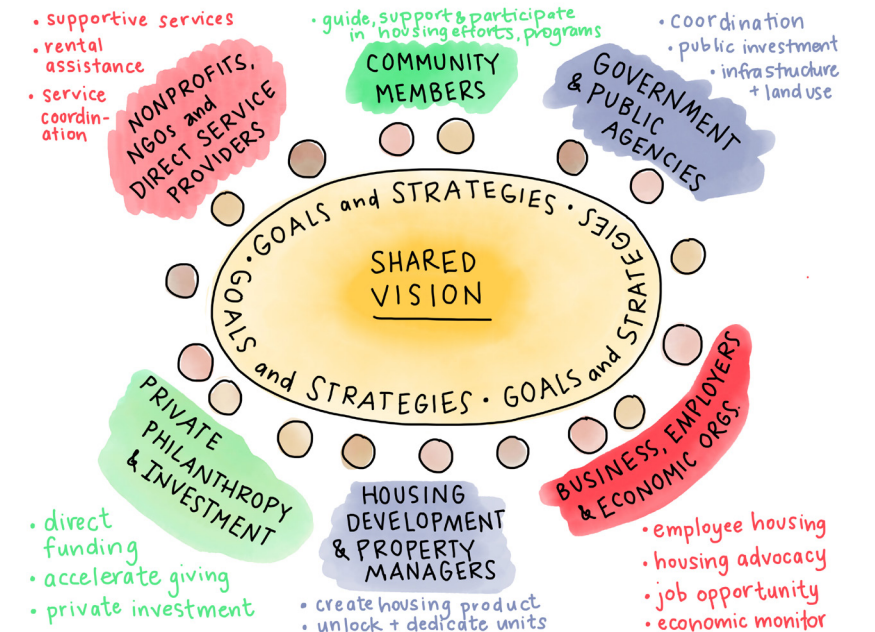
- Secure state/federal/county funds
- ☐ Contract for + use grant-writing services



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

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

STATUS

38%
(online & in-person)
~20%

YEAR 2 ACTIONS

COORDINATE

- Continue quarterly implementation partner meeting

COMMUNITY FEEDBACK

- Determine perception on efforts
- * Table at events + in preparation of developing on public land

IMPLEMENTATION VISION + CAPACITY

- ☐ Create Year 3 Housing Action Plan
- ☐ Increase staff capacity
- ☐ Enhance BCHA board engagement
- * Create countywide scorecard

COMMUNITY EDUCATION

- Transparent budgeting, annually
- Quarterly progress report + monthly City Council updates
- Continue speaker series, trainings
- * Develop education and calculator for in-lieu fee
- * Outreach + education to HOAs with and without community housing
- ☐ Support employee generation study
- * Create Idaho Mountain Express insert, Blaine County housing report
- * Fund staff or organization that focuses on community education