

Housing Proposal by CDA 2030

To be rebranded with a focus on housing and connecting community members as a neutral convener to make positive impact within Kootenai County communities

CDA 2030, Inc. is a local 501c(3) nonprofit organization formed in 2013. The organization was created to bring together community members to create a vision for the greater Coeur d'Alene area for the next 20 years with a vision and implementation plan for how to achieve those priorities. CDA 2030 has a full-time Executive Director and a volunteer board. Currently the board of directors includes individuals representing organizations throughout Kootenai County connected to the six focus areas and three liaisons representing the City of Coeur d'Alene, ignite cda (Coeur d'Alene's urban renewal agency) and the Coeur d'Alene Tribe.

The CDA 2030 Board of Directors is charged with guiding and supporting the CDA 2030 vision by raising awareness of the Implementation Plan and ensuring the sustainability of the nonprofit organization by broadly engaging the community. Each year dedicated community leaders are selected to serve on the Board of Directors, chosen from businesses, government agencies, education, and civic and community-based organizations to represent the broad interests and talents of the community.

The board of directors met on November 11 and December 2, 2022 for a Strategy Workshop led by local attorney Luke Malek, Smith + Malek Attorneys to figure out the future of the organization. As part of the Strategic Planning effort, the organization came up with a new Vision and Mission. The board of directors also had an in-depth discussion about a merger with the Regional Housing and Growth Issues Partnership (RHGIP) and future priorities.

CDA 2030's new Mission and Vision Statements follow:

Mission Statement: ***We connect Kootenai to create a better tomorrow.***

Vision Statement: ***Everyone has the opportunity to belong, thrive, and make a positive impact.***

CDA 2030 is also in the process of expanding to become a regional organization focused on all Kootenai County communities. The organization will be rebranding with a new name to reflect the larger focus area and remove any date references.

At the Strategy Workshop, the board voted in favor of taking over the RHGIP's mission and efforts starting in January 2023. Below is a proposal for how CDA 2030 will merge with RHGIP and carry forward the mission of RHGIP to make a positive impact, **To**

increase the availability and affordability of housing for local workers in Kootenai County.

RHGIP Scope of Work:

- CDA 2030 would merge with RHGIP and make housing a priority project, similar to how the Envision Coeur d'Alene project was a priority for 2+ years.
- Over the next 18 months, the Executive Director would dedicate a maximum of 40 hours each month to this effort.
- Board members would also commit a significant amount of time to the housing priority and have an Executive Committee member as a liaison to the Working Group.
- There would be biweekly coordination meetings comprised of the Executive Director and key board members that also serve on the Working Group to focus on housing and continuing/expanding the work of the RHGIP.

- **Specific Tasks would include:**
 - Coordination and facilitation of Working Group and Advisory Group 2x monthly meetings (at least initially and then the organization may transition to a new and improved format for meetings/forums and regional coordination).
 - Conduct a regional survey in January 2023 of Pressing Growth Issues/Priorities to compare to the 2021 survey results. CDA 2030i would work with the Advisory Group to spread the word about the survey, write a press release and coordinate with the CDA Press on the survey and share broadly on social media, asking Advisory Group and Working Group to share it as well.
 - Survey the Working Group and Advisory Group to strategically reorganize the structure of the meetings, format, frequency, content, etc. (Questions that may be asked include: *What works? What doesn't work well? How could the Advisory Group be utilized more effectively? What value have they added? What have they personally learned/gained? What have they brought back to their organization that was meaningful? Would they continue to serve on the Advisory Committee with a new and improved format for meetings and input?*) One possible option for a strategic reorganization of the meeting format would be to transition to quarterly Advisory Group meetings that take place in-person with a brief presentation and then a more interactive dialogue to get input on priority efforts. The Working Group will determine how often and if they would continue to meet on a monthly basis, and how to coordinate with CDA 2030's board on this mission.

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- Rebrand the RHGIP website and merge with CDA 2030 to have focused housing information available for the community, and update the website monthly working with a media company
- Consider a new communication format as progress to respectively blend websites and merging of the two organizations.
- Post weekly updates on the website and social media.
- Create and distribute a monthly newsletter with housing updates, data and news.
- Manage the Working Group and continue to evaluate partnership opportunities with the Kootenai County jurisdictions, NIBCA, regional REALTORS, and other partners related to the Tool Kit. Report on Tool Kit accomplishments and new Tool Kit opportunities being explored by the Working Group and others.
- Continue adding new members to the Working Group to assist with the effort and workload.
- Continue forming new Subcommittees as new opportunities/solutions arise.
- Actively work with community partners to identify new solutions for the Tool Kit and willing participants to solve housing challenges. This can be done through the monthly Advisory Group meetings and through CDA 2030's outreach and partner meetings, Working Group members, NIBCA and others.
- Explore the feasibility of Developer Incentives with NIBCA and Working Group and schedule a Developer Forum in partnership with the municipalities and NIBCA for March 2023 to discuss the Tool Kit Items and feasibility of developer incentives list.
- Create City Partner Meetings to take place quarterly focused on the cities to discuss their housing needs/issues/solutions
- Create Major Employer Partner Meetings to take place biannually to evaluate housing needs, challenges, and possible solutions.
- Work with local planners to coordinate and schedule biannual Joint Planning Commission and City Council/County Commission meetings with jurisdictions within Kootenai County
- Conduct an annual Rental Housing Survey, following the 2022 survey methodology.
- Kiki, and other Working Group partners, will support Greta, staff and board members in education and execution of housing and growth issues goals.
- Kiki will assist with the transition effort through April 2023.

- **Possible Tasks to evaluate with Working Group and Advisory Group, depending on available funding and capacity:**
 - Work with PAHA, CDAEDC and NIBCA to evaluate feasibility of regular updates to the Housing Needs Study (ideally update Executive Summary on an annual basis and update the full study every 5 years – to be funded by partner organizations or new sponsors)
 - Explore the possibility of a Housing Strategy/Committee (possibly in lieu of the Advisory Group) – see [McCall Housing Strategy](#)

CDA 2030 will prioritize the RHGIP effort, like it did the Envision Coeur d’Alene project. The Executive Director and board members are committed to its success. Initially, the organization is committed to allocating 20-25% of the total effort of the Executive Director being focused on RHGIP, which equates to approximately 40 hours of time per month. Board members and volunteers will supplement the ED’s time to help the Working Group and Advisory Group move the needle forward. There will be weekly meetings and time dedicated to the effort. **(Please Note: If additional funding can be generated for the effort, CDA 2030 is committed to growing the organization and hiring staff or contractor(s) to assist with the effort and make the time and deliverables scalable.)**

CDA 2030 will help facilitate and support the work of other groups, such as HomeShare Kootenai County, ROC (Resident Owned Communities, and Panhandle Affordable Housing Alliance) and others as they are developed.

The current Implementation Plan (adopted in 2022) has goals, objectives and action items tied to affordable and workforce housing (see pages 11, 19, 20, 29, and 30). There are seven action items related to housing: Community Identity: **CI31.J01** and **CI31.J02**, Education and Learning: **EL3.3.J01** and **EL4.2.J01**, and Growth and Development: **GD1.1.J01**, **GD1.1.J02**, and **GD1.1.J03**.

Throughout the 2022 Implementation Plan it is clear that housing is a priority. Housing affects whether or not we attract and keep teachers, police officers, nurses, students, young families, new businesses and the ability to run their businesses in our area. Housing is the foundation of our community composition and will keep our community culture alive. If we become the “silver city” then our culture as we have known it will be gone.

Taking on housing as a priority issue would benefit CDA 2030 in the following ways:

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- Expansion of the work we are already doing with partnerships that overlap and will add additional partnerships through people and organizations in support of housing.
- Sustainability – Broader funding sources-Bring regional presence to our organization, providing an initial housing platform to eventually bring them under each focus area-creating value and deliverables for additional funding.
- Support – Measurable results in an area the region is fully supportive of and in dire need
- Platform – To grow regionally as a valued organization facilitating positive change where people can *“belong, thrive, and make a positive impact.”*
- Clarity – As the region's premier collaborative, tackling future goals and issues affecting positive change.

What CDA 2030 will continue to do:

- Focus Group/Partner meetings for all six of the focus areas-
 - Create updates (much like RHGIP's updates) for our community partners.
 - Select action items from each focus group-born out of current actions and chosen by our partners through the meetings.
 - Monitor and report progress on each pillar's actions we are working on-post on the website.
- Regional outreach to discuss (pillars) items of importance to other communities in roundtable fashion with governmental, business, and community organizations
- Act as a local convener for priority issues in Kootenai County.
- Identify possibly three other priority actions from the implementation plan for the organization based on community needs and willing partner organizations.
- Monitor and report progress.

CDA is the right organization to take on the RHGIP effort for the following reasons:

- A merger with CDA 2030 and RHGIP is the most viable path forward for RHGIP to continue momentum and not create a duplicate organization that requires time, money, staffing and volunteers to get started.
- The organization has been around since 2013 and has created community support for the mission.
- The board has expertise with housing and municipal issues (existing and new board members, including three that serve on the RHGIP Working Group)
- CDA 2030 has connections with builders, realtors, organizations, major employers, municipalities and community members to carry the effort forward and make a positive difference.