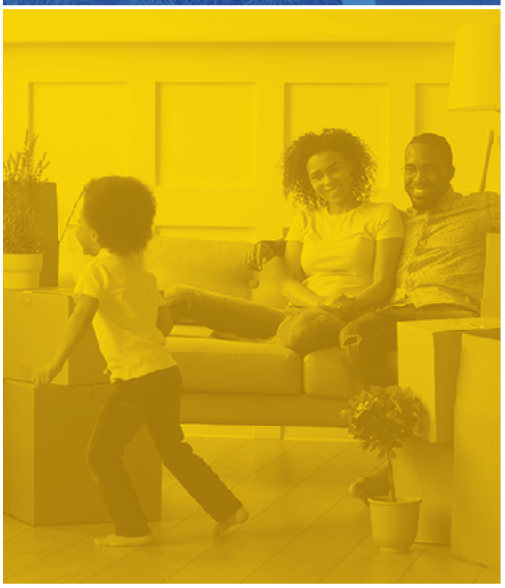
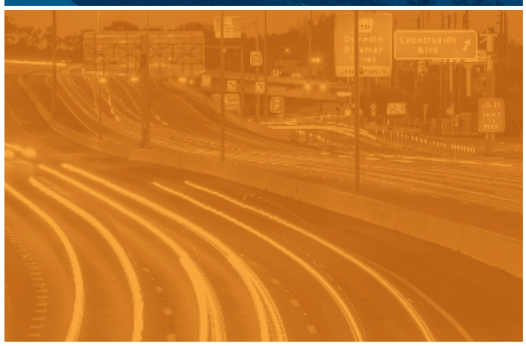
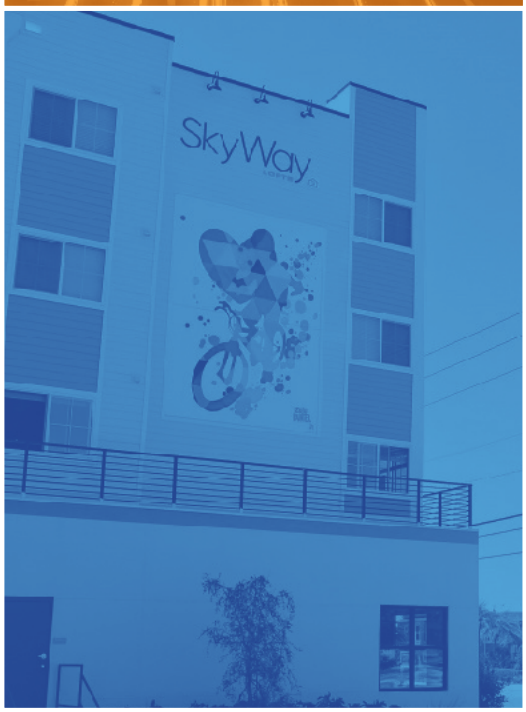
ADVANTAGE PINELLAS HOUSING ACTION PLAN

APRIL 2023







ADVANTAGE PINELLAS
HOUSING ACTION PLAN

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INTRODUCTION

Whether it's teachers, medical assistants, skilled laborers, or hospitality employees, many of our longtime neighbors can no longer afford to call this community home. In fact, 1 in 3 households are struggling to afford housing in Pinellas.[1] That's why the **local governments in the Advantage Pinellas Housing Compact have developed this Housing Action Plan: to *create more housing choices attainable by people at all income levels.***

The Compact sets shared policy goals to increase housing linked to transportation, jobs, schools, workforce development, and other services. This **Housing Action Plan aims to meet those goals over the next 10 years** with a range of actions.

The Action Plan provides **both short- and long-term actions** that Compact members and other community partners can pursue together. Partners work together to address affordable housing needs, but each local government retains authority over local decision-making, including funding, staff, and land-use regulations.

The Action Plan combines local research and lessons from successful housing initiatives across Florida and the United States. It suggests streamlining local regulations, creating new funding sources, opening the door to more diverse housing types, preventing long-time residents from being priced out of the market, and building a broader coalition of public and private partners to collaborate on creative solutions.

[1] In 2020, 34% of Pinellas households were considered "cost-burdened," paying more than 30% of their income on housing; this number has likely increased since this data was collected. For more background see Goal 3.

Let's make sure the people who make Pinellas County work can continue to thrive here in our community!

Compact members agreed on the following goal areas for the Action Plan, calling for specific actions for the short-term (1-3 years) and long-term (10 years):

1. **Corridor Planning**
2. **Healthy Communities**
3. **Opportunities for All**
4. **Resiliency**
5. **Housing Choice**
6. **Community Stakeholders**
7. **Implementation Framework**
8. **Shared Approach**
9. **Communications and Outreach**
10. **Data and Resources**
11. **Regulatory Toolkit**

The final two sections define the timeframe and guidelines for local government implementation across the county.

Neither the County nor any of the cities can do this alone. We need all of our partners, including local governments, nonprofit agencies, businesses, developers and community advocates to help champion this Action Plan to make it a success. To learn more about how you can be part of the solution, visit HomesforPinellas.org.

The Housing Action Plan was published in April 2023 through coordination by members of the Advantage Pinellas Housing Compact: Pinellas County, Forward Pinellas, and the cities of Clearwater, Gulfport, Largo, Oldsmar, Pinellas Park, St. Petersburg and Treasure Island.

GOAL 1:

Corridor Planning

Prioritize locating affordable housing, jobs, educational opportunities, and workforce development resources along corridors (within ½ mile) planned for high-quality transit service as identified in the Advantage Pinellas Plan.

A. Evaluate the Countywide Plan, local comprehensive plans, land development codes, and internal processes that inhibit the development of affordable housing, missing middle housing, and mixed-use/transit-supportive development. **(1-3 years)**

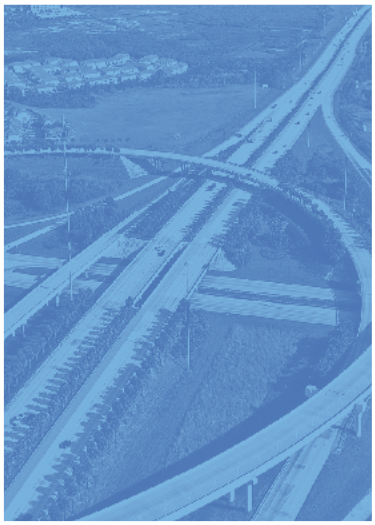
B. Adopt comprehensive plan policy and land development code updates to remedy barriers and incentivize affordable housing, missing middle housing, and mixed-use/transit-supportive development. **(1-3 years)**

C. Adopt local density housing bonus options consistent with the Countywide Plan and Florida Statutes. (**1-3 years)**

D. Implement funding programs, such as the creation of a revolving loan fund, to offer developers loans to promote the development of affordable and workforce housing near transit corridors. **(1-3 years)**

E. Plan for enhanced transit services along priority corridors (e.g.: Alternate U.S. 19; Roosevelt Boulevard/East Bay Drive; and US 19/34th Street – south of SR 60). **(10 years)**

F. Develop multijurisdictional corridor plans with transit supportive density and design solutions. **(10 years)**



Housing and Transportation

Housing and transportation tend to be the largest expenditures for a household.[2] According to the Center for Neighborhood Technology, U.S. neighborhoods are considered unaffordable for the typical household if the cost of housing and transportation is more than 45% of area median household income.[3]

There is a fairly consistent average cost of housing and transportation as a percent of income across Pinellas, Manatee, Pasco and Hillsborough counties, ranging between 51% and 55%.

TABLE 1: AVERAGE COST OF HOUSING AND TRANSPORTATION BY COUNTY[4] (2022)

County	Average Cost of Housing (% of Income)	Avg. Cost of Transportation (% of Income)	Average Cost of Housing and Transportation (% of Income)
Pinellas	31%	22%	**53%**
Manatee	29%	22%	**51%**
Pasco	27%	25%	**52%**
Hillsborough	31%	24%	**55%**

In Pinellas County it takes an average of **53%** of household income to **pay for housing and transportation costs**.[5]

[2] The Center for Neighborhood and Technology (2022). About the Index. Retrieved from https://htaindex.cnt.org/about/

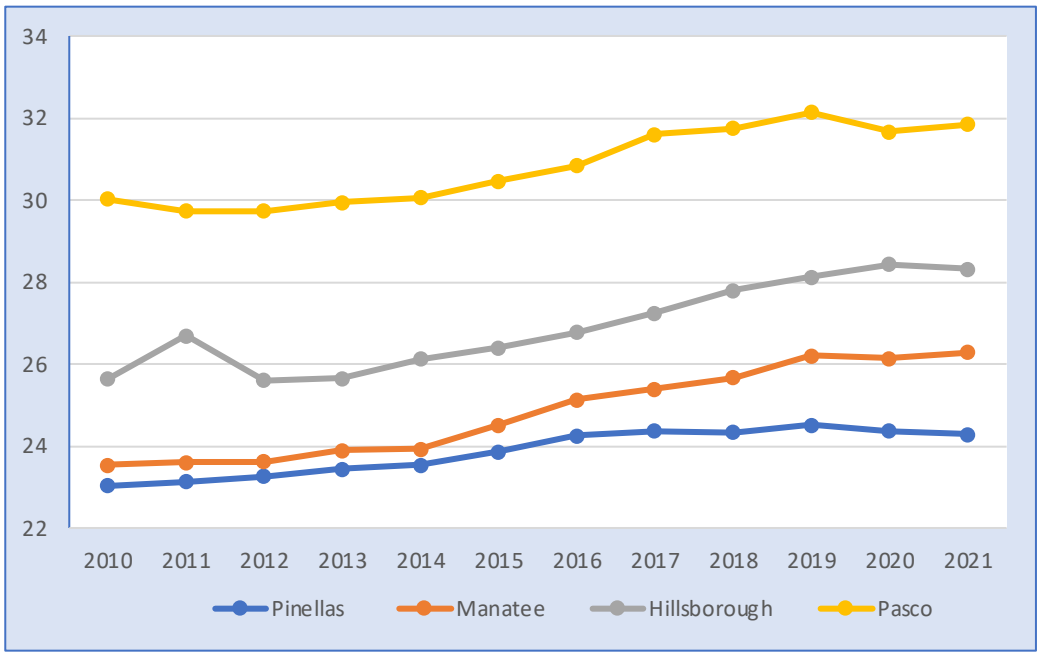
[3] *Ibid, Correspondence from Preeti Shankar Director of Urban Analytics, The Center for Neighborhood and Technology*

[4] The Center for Neighborhood and Technology (2022). H & T Fact Sheet True Affordability and Location Efficiency, Pinellas County. https://htaindex.cnt.org/fact-sheets/, The Center for Neighborhood and Technology (2022). H+T Affordability Index October 2022 Update. Retrieved from https://cnt.org/blog/handt-affordability-index-October-2022-update

[5] The Center for Neighborhood and Technology (2022). H & T Fact Sheet True Affordability and Location Efficiency, Pinellas County. Retrieved from https://htaindex.cnt.org/fact-sheets/?lat=27.91&lng=-82.35&focus=county&gid=3203#fs, https://htaindex.cnt.org/fact-sheets/?lat=27.48&lng=-82.36&focus=county&gid=714#fs, https://htaindex.cnt.org/fact-sheets/?lat=28.3&lng=-82.44&focus=county&gid=1014#fs, and https://htaindex.cnt.org/fact-sheets/?lat=27.9&lng=-82.74&focus=county&gid=930#fs

Chart 1, Mean Commuting Time For Workers (5 Year Estimates) in Tampa Bay Counties 2010-2021, shows a gradual increase of commuting time for workers in Pinellas County. The mean commuting time increased by 1.26 minutes (5.5%) over a 10-year period in Pinellas County. Comparably, Hillsborough County increased 2.69 minutes (10.5%), Manatee increased 2.75 minutes (11.7%), and Pasco increased 1.77 minutes (6.1%) during the 10-year period. Pinellas County has the lowest mean commuting time, and slowest rate of increase over the 10-year period. Strategic planning of development along transit-supported corridors has the potential to further reduce the rate of growth in the future.

CHART 1: MEAN COMMUTING TIME FOR WORKERS (5 YEAR ESTIMATES) IN TAMPA BAY COUNTIES 2010-2021[6]



Prioritizing affordable housing near employment, education, and workforce development opportunities will contribute to lowering the transportation cost, and potentially commute times. As of 2019, **approximately 67% of workers in Pinellas County have a commute time between 10 to 34 minutes**.[7] Comparatively, Manatee, Pasco and Hillsborough Counties had 65%, 53% and 63% of workers respectively in this same time range.

[6] Federal Reserve Bank of St. Louis Economic Data (2022). Mean Commuting Time for Workers (5-year estimate) in Pinellas County, FL Retrieved from https://fred.stlouisfed.org/series/B080ACS012103. For example, multiyear estimates released in consecutive years consist mostly of overlapping years and shared data.

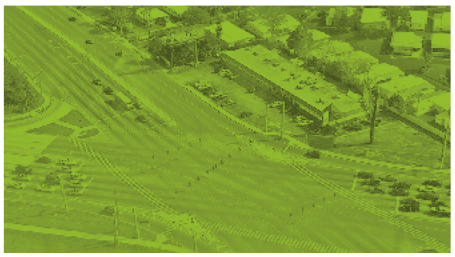
[7] U.S Census Bureau (2019). Travel Time to Work. Retrieved from https://data.census.gov/table?q=Travel+time+to+work&g=0400000US12_0500000US12057,12081,12101,12103&tid=ACSDT1Y2019.B08303

TABLE 2: TOTAL TRAVEL TIME TO WORK BY COUNTY (2019)

Total Travel Time to work	Pinellas Workers*	Percentage	Manatee Workers*	Percentage	Pasco Workers*	Percentage	Hillsborough Workers*	Percentage
less than 5 minutes	9,606	2.32%	2,028	1.23%	4,936	2.33%	8,513	1.27%
5 to 9 minutes	38,005	9.18%	12,673	8.27%	14,571	6.90%	42,457	6.34%
10 to 14 minutes	54,125	**13.08%**	18,527	**12.09%**	24,926	**11.80%**	74,498	**11.13%**
15 to 19 minutes	72,944	**17.63%**	25,393	**16.57%**	19,027	**9.01%**	89,404	**13.35%**
20 to 24 minutes	64,644	**15.62%**	25,147	**16.41%**	27,663	**13.10%**	103,761	**15.50%**
25 to 29 minutes	30,027	**7.26%**	8,780	**5.67%**	11,291	**5.34%**	42,565	**6.35%**
30 to 34 minutes	56,561	**13.67%**	22,460	**14.66%**	28,988	**13.73%**	108,198	**16.16%**
35 to 39 minutes	13,275	3.20%	7,151	4.66%	8,591	4.06%	27,110	4.05%
40 to 44 minutes	13,444	3.25%	7,085	4.62%	9,587	4.54%	37,085	5.54%
45 to 59 minutes	33,712	8.15%	14,382	9.38%	29,503	13.97%	74,439	11.12%
60 to 89 minutes	18,655	4.51%	7,427	4.87%	25,026	11.85%	46,213	6.90%
90 or more minutes	8,594	2.07%	2,145	1.40%	6,994	3.31%	14,646	2.19%

***Note:** Workers represent those workers who are 16 years and over who did not work at home

Approximately **67%** of workers in Pinellas County have a **commute time between 10 to 34 minutes** to work.



GOAL 2
Healthy Communities

Coordinate the development of affordable housing with planning for healthy communities, including access to parks and recreational resources, pedestrian/bicycle facilities, healthy food sources, and medical care providers.

A. Utilize mapping tools to illustrate the presence/absence of recreational resources, healthy food sources, medical care providers, and other key public health benefit resources in proximity to housing. **(1-3 years)**

B. Improve residential access to healthy foods (e.g., supportive future land use categories; regulatory incentives; transportation improvements; coordinated programs etc.) **(1-3 years)**

C. Allow increased residential densities and encourage affordable housing within ½-mile of parks, schools, groceries (access to fresh foods), medical facilities, pedestrian/bicycle and transit facilities. **(1-3 years)**

D. Expand access to community resources through partnerships with community organizations and social service providers that support healthy communities, with a primary focus on access for affordable housing developments, through the provision of amenities and services (e.g., mobile health fairs; community gardens; park/recreation areas; and other on-site amenities/ services). **(1-3 years)**

E. Identify gaps in safe access to bicycle, pedestrian, and transit facilities that serve as a viable alternative to single occupant vehicles to support mobility of the county's population, especially those who have limited access to personal vehicles, and dedicate funding to closing those gaps. **(10 years)**

Housing and Health

Physical, social, and economic environments in Pinellas County directly influence the health of residents. Quality, affordable, and conveniently located housing can improve health outcomes by encouraging physical activity, supporting reliable mobility options, improving access to healthy foods, boosting mental health, strengthening support networks, and promoting health equity.

The United Way compiles information and data based on research to quantify and describe the number of households that struggle financially as part of the national United for ALICE initiative.[8] This ALICE (Asset Limited, Income Constrained, Employed) information represents households with income above the Federal Poverty Line, but below the basic cost of living (aka ALICE Threshold).

[8] https://www.unitedforalice.org/overview (December 2022)

ALICE households consist of employees that work full-time jobs, or multiple jobs that are essential but are underpaid. Even though they work full time, they are in debt, and struggle to make ends meet. Examples of ALICE workers are office assistants, janitors, waiters, nursing assistants, paraprofessionals, and tourism industry employees.

TABLE 3: ALICE HOUSEHOLDS (2007-2018)[9]

County	ALICE Threshold*
State Average	33%
Pinellas	**35%**
Pasco	32%
Manatee	36%
Hillsborough	28%

*Households with income above the Federal Poverty Line, but below the basic cost of living.

Income limited households are restricted in the level of health care they can afford. Low wage earners are often impacted by chronic stress, have a greater difficulty recovering from illnesses, and are at a high risk of being uninsured. Uninsured adults are four times as likely to delay medical attention.[10]

[9] ALICE Threshold, (2007-2018); American Community Survey, (2007-2018)
[10] United For Alice (2022) Health Care Introduction. https://www.unitedforalice.org/health-care-introduction

GOAL 3:
Opportunity for All

Address racial, social, economic, and geographic inequality in the provision of affordable housing in Pinellas County.

A. Through coordinated, geographically-based data analysis and mapping, understand the social/environmental justice areas across the county **(1-3 years)**:

- Low-income population and population below poverty line
- Minority population
- Percent of population cost-burdened and severely cost burdened
- Single and multifamily home distribution
- Home costs

B. Acknowledge and identify areas of gentrification/displacement in the county through the years, identify current areas of displacement, and develop strategies for how areas can be redeveloped without displacement from a racial, social, and economic context. **(1-3 years)**

C. Consider partnering with the Foundation for a Healthy St. Petersburg and/or other community groups to organize a roundtable discussion to acknowledge racism as a public health deterrent and to empower the community with solutions moving forward. **(1-3 years)**

D. Maintain a Tenant's Bill of Rights to respond to the number of increased evictions, require advance notice of rental increases, and prohibit discrimination solely based on source of income. **(Ongoing)**

E. Create and implement policies/tools/criteria that will discourage the displacement of residents as a result of redevelopment. **(1-3 years)**

F. Identify and define targeted solutions and/or investments for areas of historic disinvestment. **(1-3 years)**

G. Enable homeowners to stay in their homes by remedying code violations through available grants and funding. **(1-3 years)**

H. Recognize that mobile/manufactured home parks are both a significant source of naturally occurring affordable housing and particularly vulnerable to displacement by redevelopment, and develop programs to prevent or mitigate displacement. **(1-3 years)**

Cost-Burdened Households

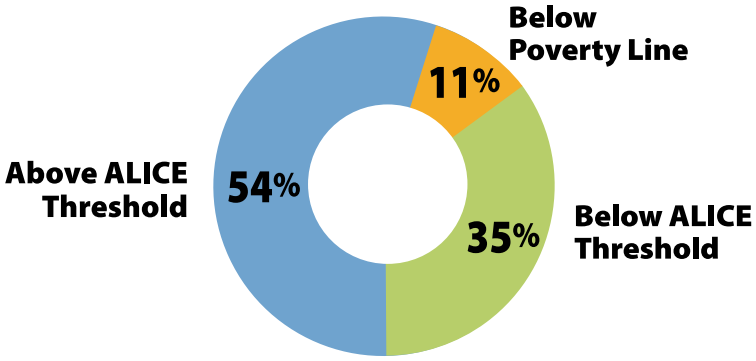
Housing is generally considered affordable if it costs no more than 30% of a household's income. Households that pay more than this amount are considered "cost-burdened," and those that pay more than 50% are considered "severely cost-burdened".

Approximately **34%** of all households in Pinellas County **are cost-burdened** or **severely cost-burdened**.[11]

Being cost-burdened can occur at various levels of household income and can unfortunately affect residents who work full-time, and even those who have multiple jobs. As noted under Section 2, ALICE (Asset Limited, Income Constrained, Employed) households earn above the Federal Poverty Level, but struggle to afford necessities of a household budget. According to the 2018 ALICE report, 11% of Pinellas County's households lived below the federal poverty level, and another 35% were above the federal poverty level, yet continued to struggle to afford basic household expenses.[12]

In 2018 in Pinellas County, approximately 53% of Hispanic and 57% of Black households fell below the federal poverty level or the ALICE Threshold.[13]

CHART 2: PINELLAS COUNTY POVERTY AND ALICE HOUSEHOLDS (2018)



***2018 Federal Poverty Levels by Household Size**: 2018 Poverty Guidelines | ASPE (hhs.gov)*

[11] http://flhousingdata.shimberg.ufl.edu/affordability/results?nid=5200&nid=5206&nid=5209&nid=5212&nid=5215&nid=5218&nid=5221&nid=5224&nid=5227&nid=5230&nid=5233&nid=5236&nid=5239&nid=5242&nid=5245&nid=5248&nid=5251&nid=5254&nid=5257&nid=5260&nid=5263&nid=5266&nid=5269&nid=5272&nid=5275&nid=5299

[12] United Way (2022). Florida State overview. Retrieved from https://www.unitedforalice.org/state-overview/Florida

[13] Florida | UnitedForALICE

32% of whites, non-Hispanic households and **41%** of people-of-color households **are cost-burdened** or **severely cost-burdened**.[14]

Median Home Prices and Increases

In addition to the wage gaps that are evidenced through the poverty rate and the ALICE Threshold, there has been an exponential increase in the price of homes in comparison to incomes that has added to the affordability challenge.

Between 2021 and 2022, existing home sales prices for the Tampa Bay region increased by 26%. Nationally, this increase was 11%.[15]

The median rent for a one-bedroom apartment in the region was $1,302 a month, a 26% change from the previous year.[16]

[14] http://flhousingdata.shimberg.ufl.edu/affordability/results?nid=5200&nid=5206&nid=5209&nid=5212&nid=5215&nid=5218&nid=5221&nid=5224&nid=5227&nid=5230&nid=5233&nid=5236&nid=5239&nid=5242&nid=5245&nid=5248&nid=5251&nid=5254&nid=5257&nid=5260&nid=5263&nid=5266&nid=5269&nid=5272&nid=5275&nid=5299, People of Color Households refers to all ethnicities other than white, non-Hispanic (African American, American Indian or Alaska Native, Asian, Pacific Islander, Hispanic, and Other non-Hispanic).

[15] Tampa Bay Partnership's 2023 Regional Competitiveness Report, Page 8

[16] http://flhousingdata.shimberg.ufl.edu/market-rent-trackers/results?nid=5200

GOAL 4:
Resiliency

Plan for greater resiliency by reducing impacts to current and future housing stock through diverse and localized adaptation and building strategies designed to reduce risks from flooding, major storms, and other natural hazards.

A. Through coordinated, geographically-based data analysis and mapping, understand housing stock vulnerability across the county **(1-3 years)**:

- Repetitive loss areas
- Building age and condition
- Conformity with resilient building codes / Housing in Special Flood Hazard Areas
- Impacts of sea level rise

B. Protect the existing housing stock through the pursuit of programs, such as:

- the creation of rehabilitation grant programs targeted at hardening existing affordable housing against climate change impacts and for accessible additions
- the provision of grants or low-interest loans to property owners to bring structures up to code, focusing on areas of special flood hazard
- the provision of grants or low-interest loans to property owners to upgrade homes with accessible design features (e.g., chair lifts, roll-in showers, lower countertops and light fixtures, etc.) **(1-3 years)**

C. Create a guide for homeowners containing building strategies that can be utilized to reinforce the resiliency of their homes. **(1-3 years)**

Housing Vulnerability

Upkeep of existing housing stock provides a sustainable source of accessible housing. The age of one's home does not directly indicate its condition; however, the overall age of a community's housing stock can indicate that there are certain challenges that exist. Some issues can impact overall "affordability" of a home. Older homes may need significant upgrades that can be costly to homeowners (e.g., roof repair; foundation issues; etc.) Older structures may be less energy efficient, driving up associated costs. Structures that are located within the Coastal High Hazard Area have unique challenges and are subject to threat of wind and storm surge.

Nearly **60%** of Pinellas County's housing units **were built prior to 1980** (42 years or older)[17]

[17] B25034: YEAR STRUCTURE BUILT - Census Bureau Table

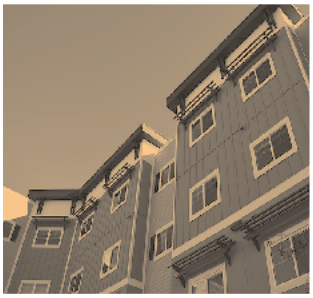


TABLE 4: PINELLAS COUNTY (AS OF 2021), YEAR STRUCTURE BUILT[18]

Year Built	Housing Unit Estimate	Percent of Total Households
Built 2020 or later	2,001	0.39%
Built 2010 to 2019	23,525	4.5%
Built 2000 to 2009	38,479	7.4%
Built 1990 to 1999	50,795	9.8%
Built 1980 to 1989	102,890	19.9%
Built 1970 to 1979	128,943	24.9%
Built 1960 to 1969	70,952	13.7%
Built 1950 to 1959	68,813	13.3%
Built 1940 to 1949	13,504	2.6%
Built 1939 or earlier	17,873	3.5%
TOTAL:	517,775	-

According to the Property Appraiser's Office, **30.6%** of Pinellas County's living units are located **within the Coastal High Hazard Area.**[19]

56.3% of Pinellas County's living units that are **in the Coastal High Hazard Area**, are **40 years or older.**[20]

[18] B25034: YEAR STRUCTURE BUILT - Census Bureau Table
[19] Based on Pinellas County Property Appraiser Office's use codes that include living units and FEMA's Coastal High Hazard Zones.
[20] Based on Pinellas County Property Appraiser Office's use codes that include living units, FEMA's Coastal High Hazard Zones, and Living Units in the 2021 CHHA with Year Built 40 Years or Older.

GOAL 5:
Housing Choice

Provide safe, quality housing that is accessible to residents of diverse ages and abilities, and that provides both rental and ownership opportunities.

A. Coordinate with other local governments that have experienced success with housing incentives that could be implemented locally. **(1-3 years)**

B. In accordance with Goal 11, develop a common set of regulatory and funding strategies for local governments, including **(1-3 years)**:

- A menu of regulatory incentives to encourage affordable housing construction, improvements, adaptation, redevelopment, and preservation.
- Regulatory strategies for encouraging market-rate housing that is diverse and affordable to a broader range of incomes, including nontraditional options such as accessory dwelling units, "missing middle" housing, tiny homes, and mixed-use buildings; and
- Design standards that promote sustainability and energy efficiency, encourage healthy environments and lifestyles, and make it possible to travel safely and conveniently using walking, biking, and transit.
- Potential incentives for affordable housing development to incorporate additional Universal Design components or additional ADA accessibility in units (grab bars, roll-in showers, the types of handles used, etc.)
- Financial incentives to support affordable housing development (e.g., TIF rebates; brownfields incentives; gap financing; etc.)

C. Create enhanced incentives for developments that are permanently affordable (e.g., shared equity homeownership developments) to ensure the preservation of affordable housing. **(1-3 years)**

D. Develop programs that can be used to incentivize/recapitalize affordable housing that is nearing the end of affordability periods. **(1-3 years)**

E. Provide "development templates" or pre-approved building and site plans for affordable housing to expedite local approval processes. **(1-3 years)**

F. Establish priority areas for investment and potential pilot programs to support the retention and development of affordable housing. **(1-3 years)**

G. Explore consistent regulatory and process changes to simplify/expedite affordable housing development across jurisdictions. **(1-3 years)**

Community Land Trusts (CLT) create positive outcomes for low- to moderate-income homeowners

According to the National League of Cities:[21]

- CLT homeowners accumulate approximately $14,000 in equity when they sell their home.
- Almost 60 percent of CLT homeowners go on to purchase a market-rate home after selling.
- CLTs serve generations of homeowners and help cities exit the revolving door of subsidies for affordable housing.
- Interesting facts about Pinellas County's CLT
    - The Pinellas County CLT program offers rental and single-family homeownership opportunities.
    - The County owns the land, the CLT is operated by the Pinellas County Housing Finance Authority, and the CLT is funded by the Penny for Pinellas Housing program.
    - Most of the participant households in the program are at 60% or below the AMI.
    - In Pinellas County, there are 642 Multifamily units and 73 single family homes participating in the CLT program, for a total of 715 units.[22]

[21] National League of Cities (2022). Community Land Trusts: A Guide for Local Governments. Retrieved from https://www.nlc.org/resource/community-land-trusts-a-guide-for-local-governments

[22] Kathryn Driver, Executive Director; Housing Finance Authority of Pinellas County. Housing Finance Authority of Pinellas County - Pinellas County

GOAL 6:
Community Stakeholders

Partner with affordable housing developers, community groups, citizens, and other stakeholders related to the implementation of the Housing Compact.

A. Create a coalition of public, private, and nonprofit sector stakeholders to support the Housing Compact and participate in its implementation. **(Ongoing)**

B. In addition to the partner local governments, invite other stakeholders to formally sign on as supporters. **(Ongoing)**

C. Coordinate and expand implementation of §274.05 F.S., and work with our local partners to use surplus lands for affordable housing. **(1-3 years)**

D. Identify local private and nonprofit stakeholders who can support and fund affordable housing construction. **(3 years)**

E. Consider creating an advisory board to give stakeholders a formal role in the process. **(1-3 years)**

F. Develop options for the involvement by other stakeholders to take part in implementing the Housing Action Plan (e.g.: land donation, employer-based rent/homeownership assistance programs; nonprofit home goods collections for low-income residents moving into housing units; etc.) **(Ongoing)**

The Importance of Partnerships

- Total project cost for affordable housing projects approved in Pinellas County since 2021 is $317,043,678. Of this total, private investors provided $145,384,108 (45.6%), Pinellas County provided $27,130,000 (8.6%), and other federal, state, and local governments provided $145,529,570 (45.6%).
- There were over 1,100 new affordable housing units approved, under construction or built in Pinellas County in 2022.
- As of spring 2023, there were 1,066 new affordable housing units countywide for people at all income levels approved for funding or under construction.

GOAL 7:

Implementation Framework

Create an Affordable Housing Action Plan to serve as a common, coordinated framework for addressing affordable housing needs while respecting the autonomy of each local jurisdiction.

A. Produce a summary Action Plan document that outlines the agreed to actions by the Compact Partners. **(Ongoing)**

B. Allow full participation and input from each partner. **(Ongoing)**

C. Recognize each partner's contributions to the Compact's goals. **(Ongoing)**

D. Provide participation and input in drafting the Action Plan. **(Ongoing)**

E. Commit to implementing the Action Plan as a commitment to countywide goals and as appropriate for the community. **(Ongoing)**

F. Utilize the Forward Pinellas Board, whose members represent each of the local jurisdictions, to guide and sustain implementation of the Housing Compact. **(Ongoing)**

GOAL 8:

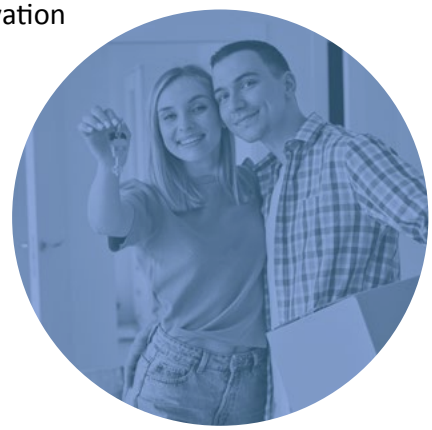
Shared Approach

Develop specific goals to meet housing needs as well as shared terminology and definitions addressing affordable housing.

G. Establish and monitor numerical targets for yearly market, affordable, and preserved housing units based upon coordinated data and analysis. **(Ongoing)**

H. Compact partners and stakeholders will use common regulatory definitions and terminology to reduce hurdles for affordable housing developers. **(Ongoing)**

I. Track the creation and preservation of affordable housing within the community and consider setting local targets in coordination with the countywide goal. **(Ongoing)**



GOAL 9:
Communications and Outreach

Create a joint communications and outreach program, including developing a website to serve as an information portal for residents, local businesses, developers, nonprofit community organizations, and other stakeholders.

A. Develop a media strategy and a means to evaluate its effectiveness and refine as needed. **(Ongoing)**

B. Use the Forward Pinellas Board to guide the countywide communications and outreach strategy. **(Ongoing)**

C. Organize a coordinated communications team to promote centralized, consistent messaging. **(1-3 years)**

D. Maintain a centralized website. **(Ongoing)**

E. Using storytelling, videos and interviews, document and communicate positive outcomes and success stories that were influenced by the Housing Compact. **(Ongoing)**

F. Develop presentation materials for the Housing Compact and Housing Action Plan tailored for a variety of stakeholders (businesses, nonprofits, community groups, etc.) **(1-3 years)**

G. Hold a biennial Countywide Housing Summit to provide updates on Housing Compact initiatives and offer opportunities for stakeholder collaboration. **(Ongoing)**

H. Encourage broad local government participation in the communications team to help amplify its messaging. **(Ongoing)**

I. Provide up-to-date information for the portal (e.g., contact info, list of surplus parcels available for affordable housing development, link to affordable housing regulations). **(Ongoing)**

GOAL 10:

Data and Resources

Develop a centralized data repository and performance metrics to identify needs and measure progress toward the Action Plan.

A. Use consistent, reliable sources for data-driven analysis, including data resource and analysis methodologies. **(Ongoing)**

B. Share analysis and findings among Compact members to understand countywide needs. **(Ongoing)**

C. Provide up-to-date data on affordable housing units constructed, lost, preserved, or updated. **(Ongoing)**

D. Use countywide mapping tools to inform local housing efforts. **(Ongoing)**

GOAL 11:

Regulatory Toolkit

Develop a usable regulatory toolkit for local governments.

The toolkit will include a menu of regulatory incentives to encourage affordable housing construction, improvements, adaptation, redevelopment, and preservation. **(Ongoing)**

Include regulatory strategies for encouraging market-rate housing that is diverse and affordable to a broader range of incomes, such as:

- Eliminating minimum lot and unit sizes
- Reducing or eliminating minimum parking requirements
- Allowing density to be regulated by floor area ratio
- Allowing increased densities for affordable housing
- Allowing accessory dwelling units
- Allowing multiple dwelling units on a single lot
- Reducing setbacks and buffer requirements between residential uses
- Providing density bonuses to incentivize transit-friendly, energy-efficient and resilient housing
- Allowing administrative approvals for affordable housing developments
- Reducing or waiving fees for affordable housing developments
- Using fees as incentives for location efficiency and production goals

LOCAL IMPLEMENTATION GUIDELINES

This Compact is an expression of intent and commitment to work together on a countywide level to address the critical need for affordable housing in Pinellas County but acknowledge that the governing body of each Compact Partner retains authority over local decision-making, including, but not limited to, financial and staff resources and land use regulations.

TIMEFRAME

The Compact takes effect upon full and proper execution and remains in place for 10 years and until all Partners agree to terminate. Any Partner may individually terminate its participation in the Compact upon 30 days' written notice to all remaining Partners. The termination by one Partner shall not affect the commitment of the Compact's remaining Partners. ■