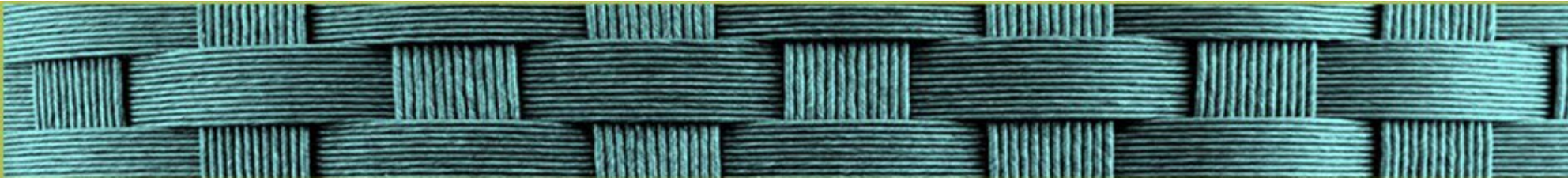


Black Home Initiative

Connecting Capital and Community

Puget Sound Regional Council

September 21, 2023



**Black Home
Initiative**
NETWORK

Civic Commons--Our Work

We Belong Here (WBH)

initiative develops relationships between people and institutions from all sectors, creating bonds that fuse existing power with the expertise of lived experience.

WBH is committed to the values of **belonging**, **love** and **justice** as efforts to bring about systems change through community-driven, cross-sector partnerships.



Scorecard for Shared Prosperity

is a data-driven dashboard designed around a shared vision for equity and prosperity, using a common set of tools and publicly available data to measure five dimensions of prosperity: **Individuals, Households, Communities, Economy, and Democracy.**



Network Weaving which focuses on building deep relationships within and across ecosystems to achieve shared priorities.

An example--Black Home Initiative is cross-sector network making up our region's ecosystem whose primary focus is to increase the number of Black households who successfully become homeowners.



How Did We Get Here?

Convening To Explore Concept
(Washington Roundtable and
Washington Bankers
Association)

Center for Community
Investment (CCI) selects Civic
Commons to convene 3-year
greater Seattle effort

Seven Point Plan Released

Mar. 2021

Mar. 2021

July 2021

Sep. 2021

Oct. 2021

Mar. 2022

Summit to Launch
Development of Seven Point
Plan to Increase Black
Homeownership

Core Team of Seven
Community Leaders Has
Inaugural Meeting

Formal announcement of
Black Home Initiative (BHI).

**Black Home
Initiative**

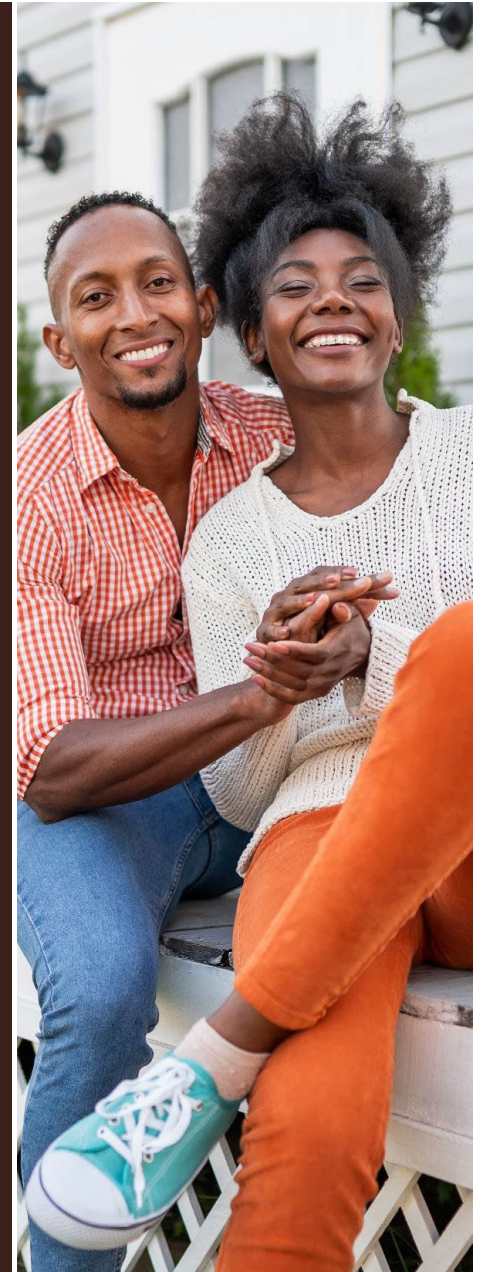
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**BHI Implements the
Seven Point Plan
in South Seattle,
South King County &
North Pierce County
as Pilot Demonstration
Initiative**



Increasing Black Homeownership in the Puget Sound Region

Initial Plan 2021 by Seven Focus Areas

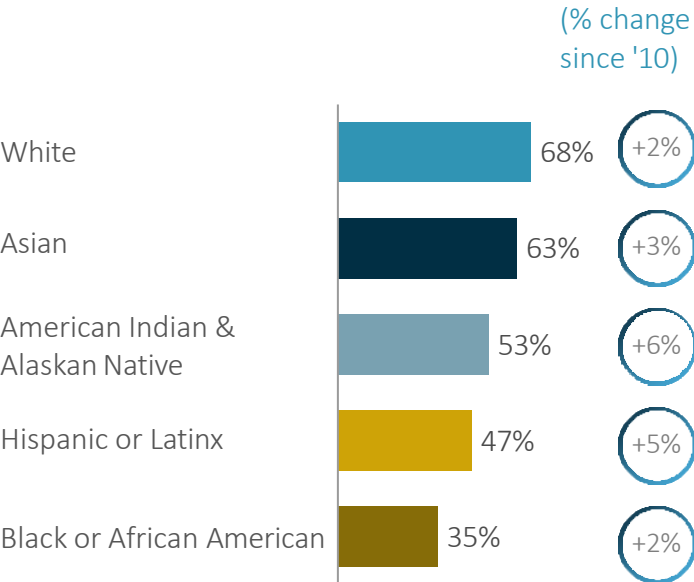


Housing (un)Affordability Disproportionately Harms People of Color



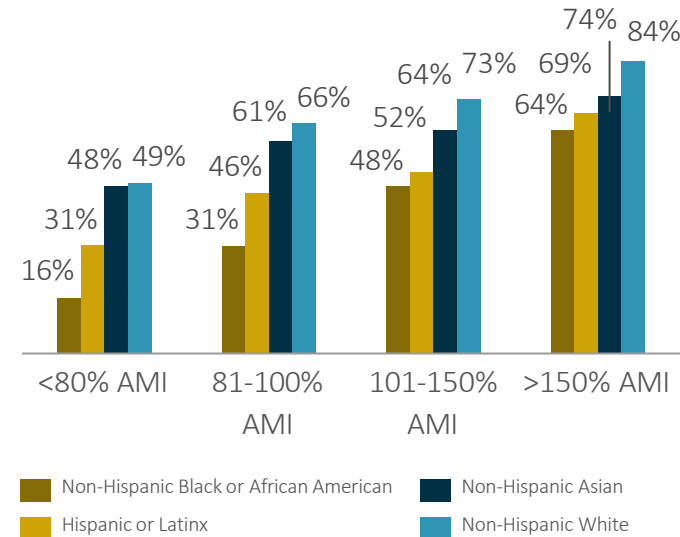
WA homeownership rates much lower for people of color

WA homeownership rates by race



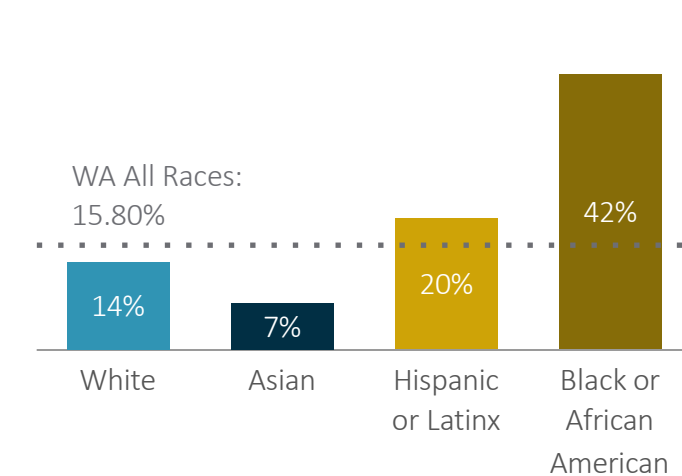
BIPOC¹ homeownership rates lower at every income level

WA homeownership rates by race & income



Disparities in net worth: 42% Black, 20% Hispanic HHs have 0 net worth

% of WA households with zero net worth by race



These disparities create a negative, reinforcing cycle²

1. Black, Indigenous, and people of color 2. See, for example, "Racial Wealth Divide In Seattle" by Prosperity Now; or "The Racial Wealth Gap Is the Housing Gap" by WA Office of the Lieutenant Governor Denny Heck (2021)

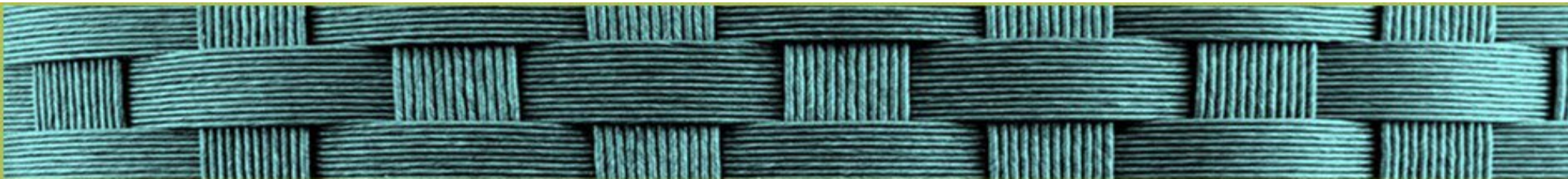
Source: U.S. Census Bureau ACS 1-year, 2019; BCG analysis
Boston Consulting Group "The Conspicuous Crisis" January 2023

What is the Black Home Initiative (BHI)?

The Black Home Initiative is part of *Connecting Capital and Community(3C)*, a national project of the Center for Community Investment (CCI) that targets racial inequities at the core of the housing ecosystem.

With initial seed funding from JPMorgan Chase, this multi-sector effort applies CCI's *capital absorption framework* in five U.S. cities, including the greater Seattle area.

Civic Commons is the convening organization weaving together a cross sector impact network to achieve the BHI shared priority.



The BHI Network is Implementing the “CCI Capital Absorption Framework”

SHARED PRIORITY

A shared priority is our North Star that guides collaborative work on community investment.

PIPELINE:

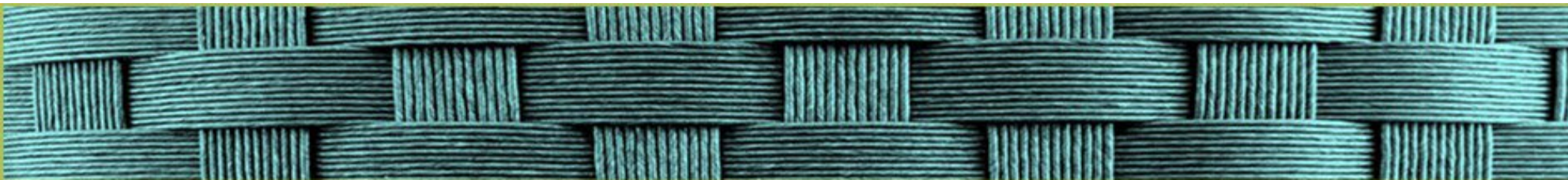
A pipeline is a set of deals and projects that help achieve a community’s shared priority. For BHI this is both a supply and demand pipeline effort.

ENABLING ENVIRONMENT:






The enabling environment is the setting in which community investment takes place. It includes everything that makes it easier or harder to identify a shared priority and develop and fund projects to make that priority a reality.

What are BHI's Shared Priority and Line of Sight?

Provisional Result	The opportunity to own a home, and the potential benefits of that asset, are available to low- and moderate-income Black homeowners who desire it.
Key Performance Indicator	Number of new Black homeowners who have appropriately affordable mortgages and safe, durable, healthy homes.
Ultimate Desired Impact	The <i>reduction</i> of racial inequity and an <i>increase</i> in intergenerational Black household wealth.



BHI Shared Priority and Line of Sight (cont.)

<p>December 2032: <i>What we hope to celebrate (outcomes)</i></p>	<ul style="list-style-type: none"> • 3,000 new Black LMI homeowners (with homes, mortgages, and locations as noted above). • Sustained and meaningful progress along a trajectory that leads to the elimination of: <ul style="list-style-type: none"> ○ disproportionality in homeownership rate between Black and white households ○ systemic barriers, including lending underwriting and real estate practices, that have impeded Black household access to homeownership.
<p>December 2027: <i>What we hope to celebrate (outcomes)</i></p>	<ul style="list-style-type: none"> • 1,500 new first time Black LMI homeowners (<i>note, independent of sustaining existing buyers</i>)  • All systems that have impeded access to Black homeownership have been clearly defined and some have been transformed. 
<p>July 2024: <i>Progress made towards those outcomes</i></p>	<ul style="list-style-type: none"> • We are a strongly aligned impact network delivering on the shared priority and outcomes.  • New products—including loans, housing, programs, and resources—are underway.  ✓ At least one policy win. • Strategies to sustain existing buyers are implemented. 
<p>In place : <i>Progress is being made towards those outcomes</i></p>	<ul style="list-style-type: none"> ✓ Strong Core Team and group of advisors (Full Team) are in place, and they: <ul style="list-style-type: none"> ○ demonstrate trusting relationships with each other, ○ are connected to the community, and ○ have honed the project focus, mapped and aligned existing actions, and affirmed the community's shared priorities and developed a workplan. ✓ A policy framework is mapped and enables the shared vision.



Core Team Members



Andrea Caupain
CEO, Byrd Barr Place



Anna Boone
Manager of Government
Relations, Zillow



Darryl Smith
Executive Director,
HomeSight



Felicia Medlen
Manager of Housing Division,
City of Tacoma



Gordon McHenry
CEO, United Way King County



Gregory Davis
Managing, Strategist,
Rainier Beach Action Coalition



Michelle Merriweather
CEO, Urban League of
Metropolitan Seattle

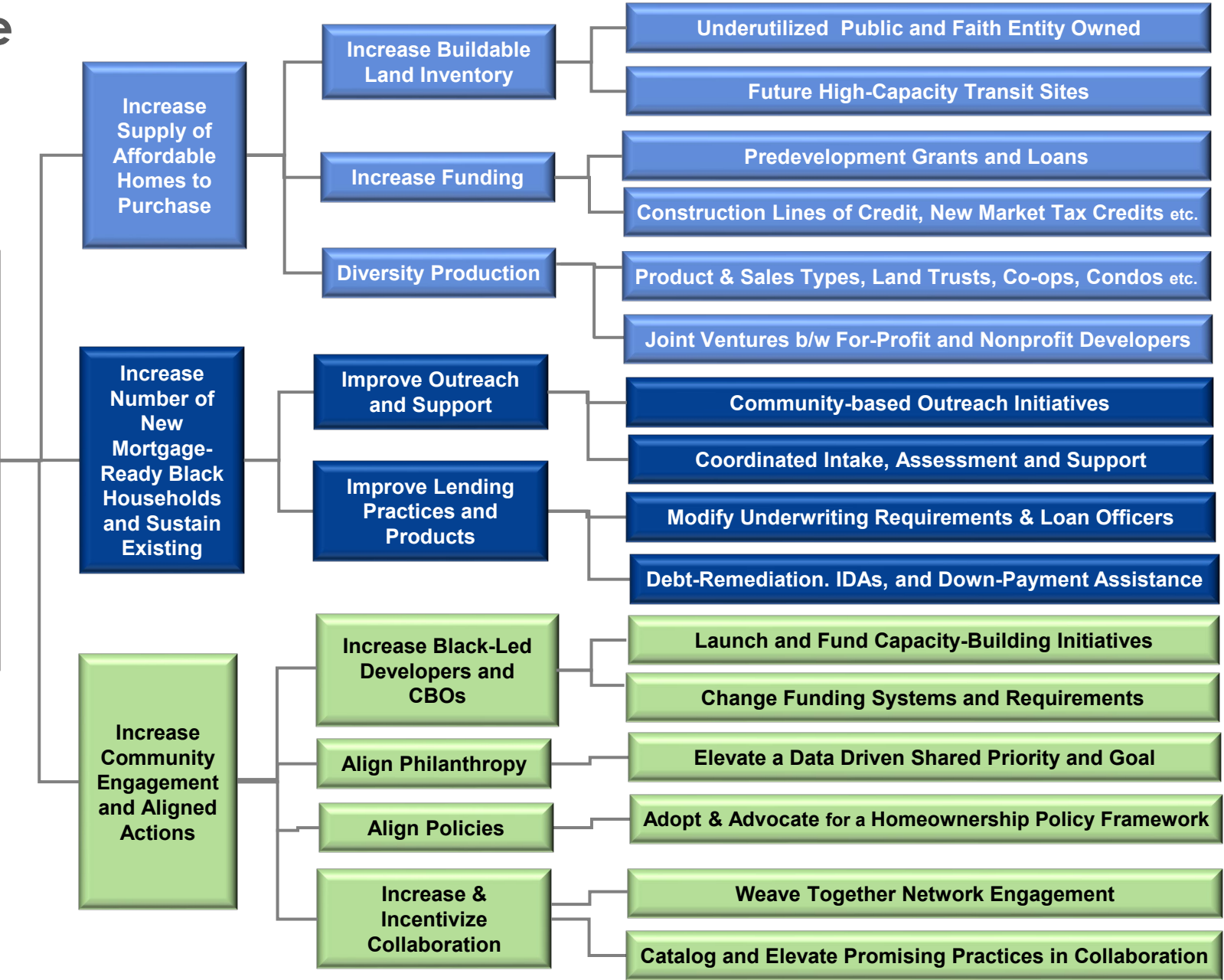


Nicole Bascomb-Green
Chapter President of Western
Washington Realists (NAREB)

The Comprehensive Focus:

BHI's Issue Tree

How can we significantly scale the number of Black homeowners in order to achieve our shared priority?



Pipeline:

Supply

and

Demand

Enabling

Environment:

Aligned

capacity

and

actions

You might be thinking,
“This is nice—but what’s different about this initiative compared to other past attempts?”

A network—led by a network-weaver “weaving on the daily”—has the potential to dismantle systems and enact policy better than any existing methodology.

*- BHI Core Team member Gregory Davis
Managing Strategist, Rainier Beach Action Coalition*

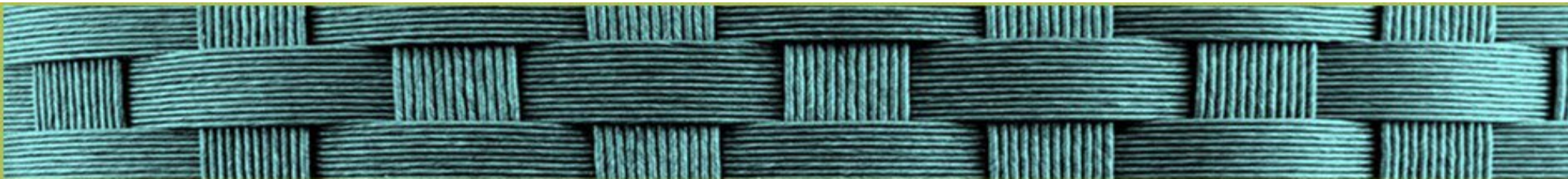
””

We will accomplish the Shared Priority as a BHI Impact Network, with all participants serving as Network Weavers

Less like this...



...and more like this.



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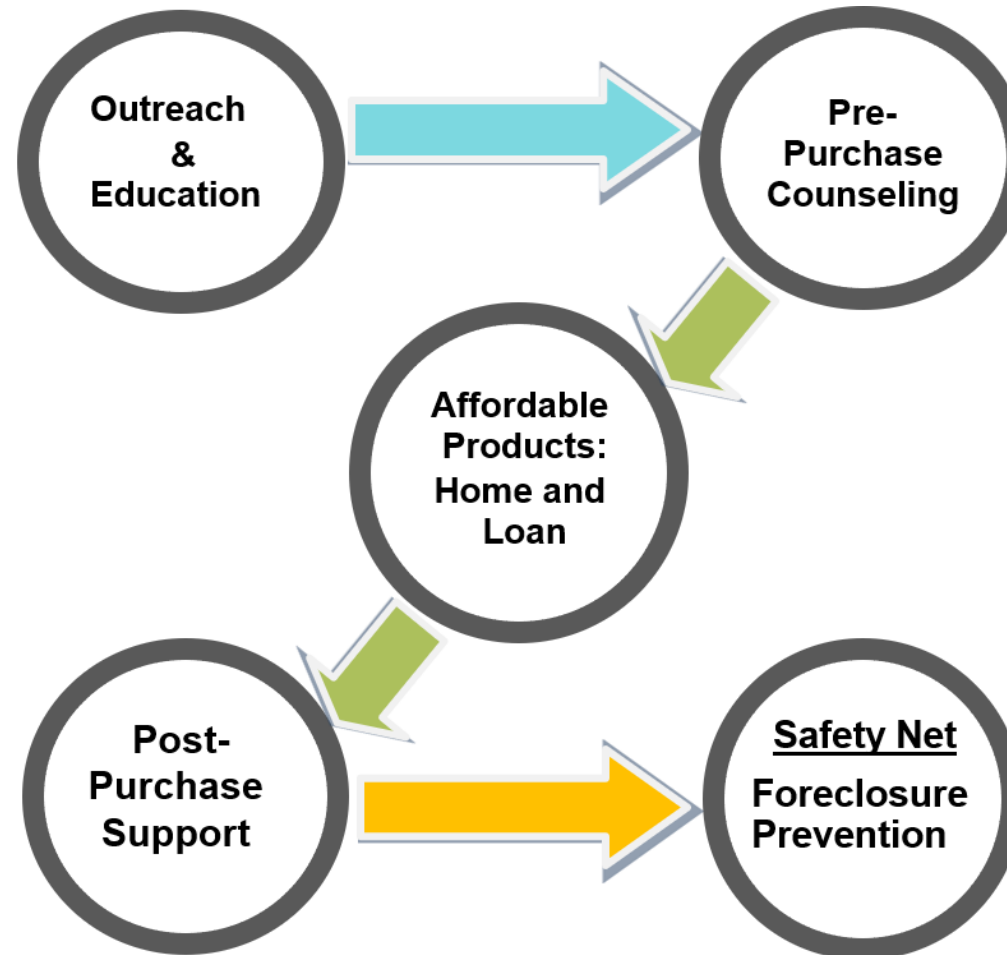
Homeownership is not an event...

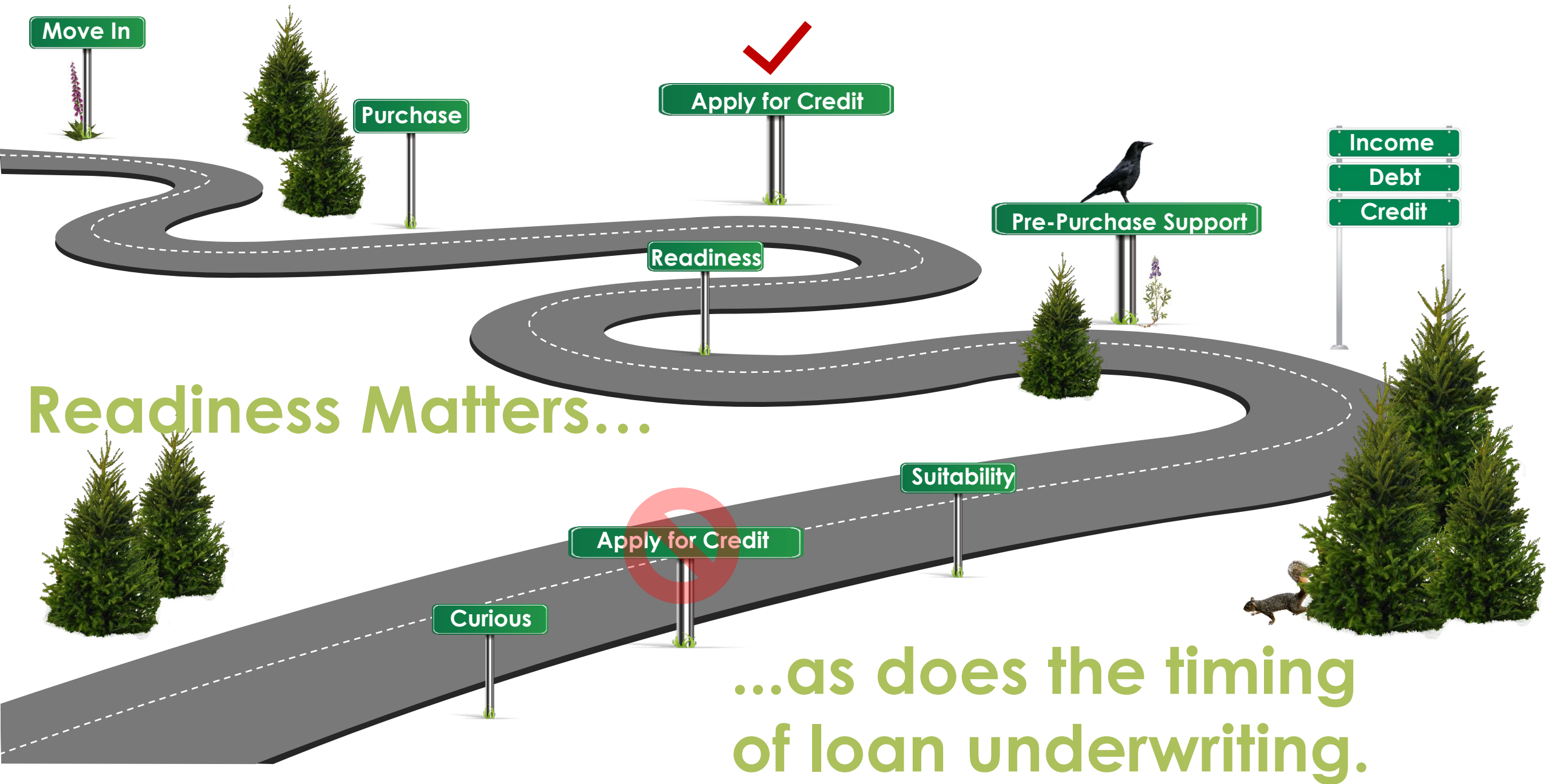


...it's a journey.



Homeownership: Steps to Success





Capturing Interested Households



On the Journey...

...we walk alongside each prospective homeowner on their unique homeownership journey and say, if necessary, ***“not now”*** rather than **“no”** or **“never.”**



BHI Network Partner Pledge Created; 77 partners signed on to date



Black Home Initiative
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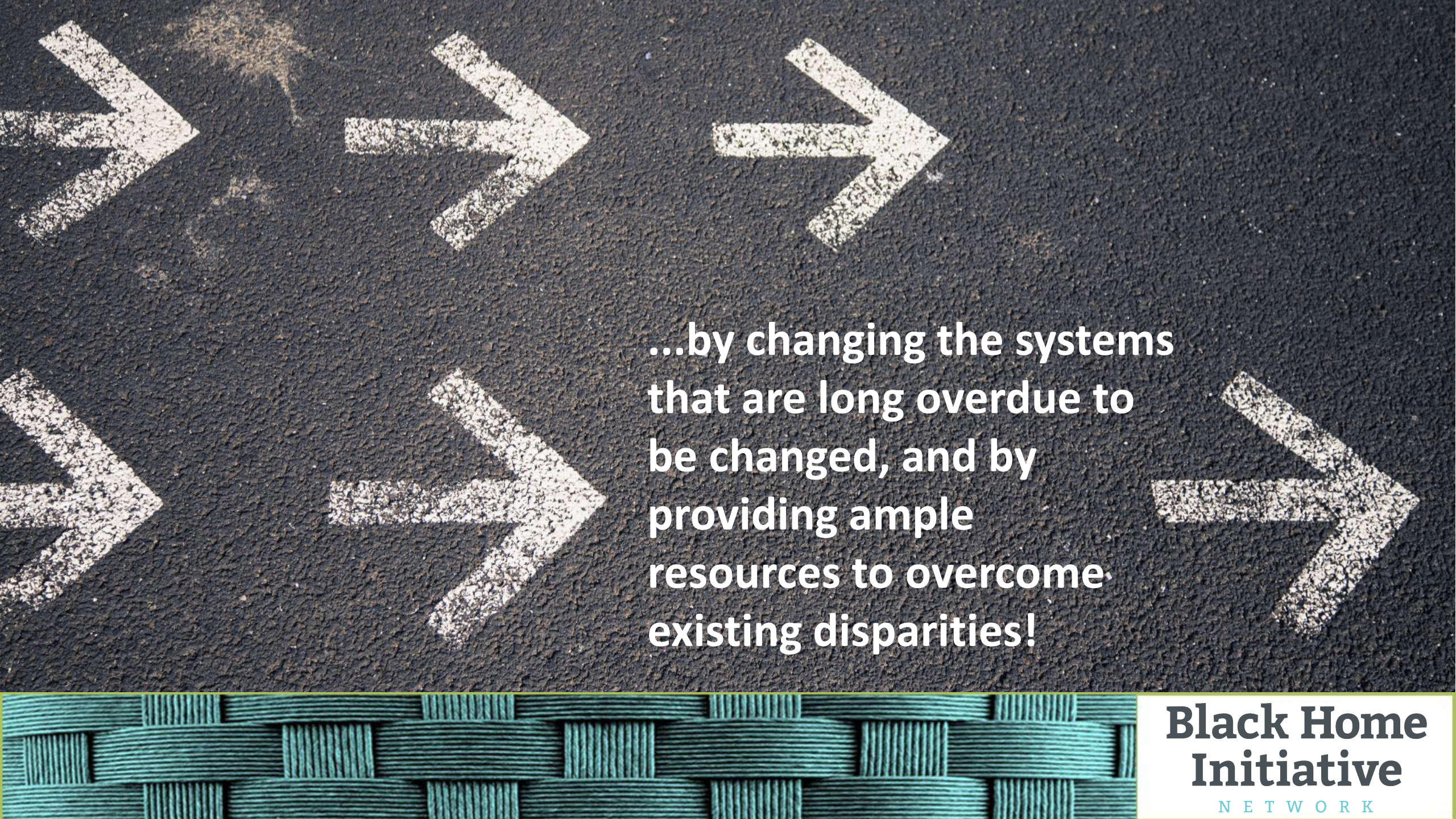
Upcoming BHI Funds Being Launched

- **Black Homeownership Legacy Fund** (capacity building) This fund is housed at the Great Tacoma Community Foundation.
 - *Launched in September*
 - *Grant Committee Formed and ready to evaluate applications*
- **Field Order 15 Fund** (pre-development) This fund is being set up by HomeSight and Green Canopy Node.
 - *Will include technical support navigator*
 - *Launch in November*




How can we
together
“Meet the
Moment”...





...by changing the systems
that are long overdue to
be changed, and by
providing ample
resources to overcome
existing disparities!



and by aligning our
resources and actions
toward this shared
priority!

Again: “What’s different about this initiative?”

It is not incumbent on or possible for one group to carry this work. To combat the centuries of discrimination against the Black community, it will take a network of committed individuals to drive the work to achieve the outcomes we aspire to see.

- BHI Core Team member Nicole R. Bascomb-Green
President- Western WA Realtist and
Owner/Designated Broker- Bascomb Real Estate Group



Reactions and Questions



thank
you



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