



# City of Prescott

## Workforce Housing Committee

November 8, 2023 | 2:30 PM

201 N. Montezuma Street  
Council Chambers, 3rd Floor  
Prescott, AZ 86301

### AGENDA

The following Agenda will be considered by the **Workforce Housing Committee** at their meeting to be held **November 8, 2023**. Notice of this meeting is given pursuant to Arizona Revised Statutes, Section 38-431.02.

**1. CALL TO ORDER**

**2. ROLL CALL**

**3. DISCUSSION & ACTION ITEMS**

- A. Presentation, Discussion & Possible Action Regarding a Public Outreach Plan.  
**Recommended Action: Possible action regarding approval of a public outreach plan to be forwarded to Council for consideration**
- B. Presentation & Discussion Regarding Committee Mission, Vision, and Workforce Housing Definition.  
**Recommended Action: Possible action regarding a motion to approve the Committee mission, vision, and Workforce Housing definition for Council consideration**
- C. Presentation & Discussion Regarding Workforce Housing Committee Goals.  
**Recommended Action: Possible action regarding motion to approve a list of goals for Council consideration**
- D. Presentation & Discussion Regarding Potential Future Agenda Items.  
**Recommended Action: This item is for discussion only. No formal action will be taken.**

**4. UPDATES**

- A. Staff Announcements

**5. ADJOURNMENT**

Upon a public majority vote of a quorum of the Board, the Board may hold an executive session, which will not be open to the public, regarding any item listed on the agenda but only for the following purposes:

- (1) Discussion or consideration of personnel matters (A.R.S. §38-431.03(A)(1));
- (2) Discussion or consideration of records exempt by law (A.R.S. §38-431.03(A)(2));
- (3) Discussion or consultation for legal advice with the city's attorneys (A.R.S. §38-431.03(A)(3));

- (4) Discussion or consultation with the city's attorneys regarding the city's position regarding contracts that are the subject of negotiations, in pending or contemplated litigation, or in settlement discussions conducted in order to avoid litigation (A.R.S. § 38-431.03(A)(4));
- (5) Discussion or consultation with designated representatives of the city to consider its position and instruct its representatives regarding negotiations with employee organizations (A.R.S. §38-431.03(A)(5));
- (6) Discussion, consultation or consideration for negotiations by the city or its designated representatives with members of a tribal council, or its designated representatives, of an Indian reservation located within or adjacent to the city (A.R.S. §38-431.03(A)(6));
- (7) Discussion or consultation with designated representatives of the city to consider its position and instruct its representatives regarding negotiations for the purchase, sale or lease of real property (A.R.S. §38-431.03(A)(7)).

#### **CERTIFICATION OF POSTING OF NOTICE**

The undersigned hereby certifies that a copy of the foregoing notice was duly posted at Prescott City Hall on 11/7/23 at 8:30 a.m. in accordance with the statement filed by the Prescott City Council with the City Clerk.



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Sarah M. Siep, City Clerk



TO: MAYOR AND CITY COUNCIL  
AGENDA: November 8 Workforce Housing Committee Study Session  
DATE: November 8, 2023  
DEPT: City Manager  
ITEM #: 3.A  
SUBJECT: Presentation, Discussion & Possible Action Regarding a Public Outreach Plan.

## ITEM SUMMARY

Community Outreach Manager John Heiney will provide a presentation for Committee discussion regarding a public outreach plan.

## BACKGROUND

The Workforce Housing Committee has previously discussed how to get information out to the community about workforce housing. They requested assistance from our Community Outreach Manager to create a plan to provide education.

## FINANCIAL IMPACT

None at this time.

## RECOMMENDED ACTION

Possible action regarding approval of a public outreach plan to be forwarded to Council for consideration

## ATTACHMENTS

1. Workforce Housing Communications Plan
2. Workforce Housing Talking Points
3. Workforce Housing Fact Sheet



## **Workforce Housing Committee Communications/Community Outreach Plan**

### **Overview**

The Prescott Workforce Housing Committee was established in 2022 to address concerns about availability and accessibility of housing for essential service employees in the community, such as police, firefighters, nurses, and teachers. The committee is comprised of local stakeholders and industry experts, and is working on short and long term goals to address availability and accessibility of workforce housing in Prescott.

The Committee has established the need for a communication and community outreach plan, to better engage the community and share important messages related to the Committee's work.

Here is a proposed communications and community outreach plan.

### **Phase 1 - Now**

Creation of FAQ/Fact Sheet which includes the mission/vision statements, defined need for the committee, and overview of why workforce housing is needed in Prescott, then short and long term goals for the committee. Creation of a communication plan.

### **Phase 2 – Following Council Review and Approval**

Begin regular communications including but not limited to:

1. Press releases
2. Social media posts (Facebook and Instagram)
3. Letters to the editor from the board chair
4. Radio PSAs for specific, timely projects such as a local survey, or special event

## **Key Messages**

- Mission and Vision statement for the Workforce House Committee
- Why Workforce Housing Makes Sense for Prescott
  - Stabilizes Community
  - Creates better quality of life for residents
  - Allows essential service workers to live in the community they work in
  - Does not diminish home values
  - Positively impacts local education system
  - Mitigates traffic concerns – less commuting long distances
  - Promotes economic development by providing a local, stable workforce
  - Fosters a Diverse Community
  - Supports Small Businesses



### ***Talking Points***

#### **Some Reasons Why A Workforce Housing Program Prescott Makes Sense In Prescott**

The Prescott Workforce Housing Committee was established in 2022 to address concerns about availability and accessibility of housing for essential service employees in the community, such as police, firefighters, nurses and teachers. The committee is comprised of local stakeholders and industry experts, and is working on short- and long-term goals to address availability and accessibility of workforce housing in Prescott.

Workforce housing plays a crucial role in creating diverse, vibrant, and sustainable communities. Here are several compelling arguments for how it enhances a community without negatively affecting home values:

- **Stabilizes the Workforce:** Workforce housing ensures that essential workers, such as teachers, healthcare professionals, and first responders, can live near their workplaces. This reduces commuting times, increases job satisfaction, and ultimately leads to a more stable and reliable workforce. This, in turn, benefits local businesses and institutions.
- **Promotes Economic Growth:** A stable, well-housed workforce is vital for economic development. When workers have affordable housing options, they are more likely to remain in the area, reducing turnover costs for employers. Additionally, when employees have more disposable income due to lower housing costs, they tend to spend more in the local economy, thus stimulating economic growth.
- **Fosters a Diverse Community:** A mix of income levels and backgrounds enriches the fabric of a community. Workforce housing allows for a diverse population, contributing to a more inclusive and dynamic neighborhood. This diversity can lead to a stronger sense of community and a wider range of perspectives and talents.
- **Supports Educational Systems:** Teachers and other education professionals are essential to a thriving community. Having affordable housing options near schools helps to attract and retain high-quality educators, which in turn leads to improved educational outcomes for children.
- **Supports Healthcare Systems:** Doctors, nurses, and other healthcare professionals provide an important service to our community. Providing affordable housing options near medical facilities helps attract and retain high-quality medical professionals, which in turn leads to improved healthcare delivery.
- **Encourages Civic Participation:** When people live close to their workplaces, schools, and community amenities, they are more likely to engage in local activities and events. This fosters a

sense of belonging and encourages civic participation, leading to a more engaged and active community.

- **Maintains Property Values:** Well-maintained, thoughtfully designed workforce housing can actually have a positive impact on property values. Studies have shown that when affordable housing developments are properly integrated into neighborhoods, they do not necessarily lead to a decrease in surrounding property values. In fact, they can help stabilize property values by reducing blight and vacancy rates.
- **Mitigates Traffic and Environmental Impact:** When workers can live close to their workplaces, there is a reduction in traffic congestion, which leads to fewer environmental impacts as well as reduced stress on the public safety infrastructure.
- **Addresses Housing Shortages:** Many communities face housing shortages, which can lead to inflated home prices and limited availability. Workforce housing initiatives can help alleviate some of this pressure by increasing the overall supply of housing options.
- **In summary,** workforce housing is not only a social imperative but also an economic and community-building asset. When thoughtfully planned and integrated into a community, it can enhance the quality of life for all residents without negatively affecting property values. It contributes to a more inclusive, economically vibrant, and sustainable community for everyone involved.



## *Fact Sheet*

### **Workforce Housing in Prescott**

Introduction: Prescott, Arizona, a picturesque city nestled in the heart of Yavapai County, boasts a rich history, stunning natural beauty, overall excellent quality of life, and a vibrant active and engaged community. However, the availability of affordable and attainable workforce housing is a critical issue that requires attention.

For this reason, the City of Prescott has established a Workforce Housing Committee, with local stakeholders and industry experts, to learn about the issue, establish short and long-term goals, and make recommendations to City staff and elected officials for future policies and programs

This fact sheet outlines the importance of affordable and accessible workforce housing in Prescott and provides compelling reasons for its implementation. This document also outlines the City of Prescott Workforce Housing Committee Mission, Vision, short and long term goals.

### **What Is Workforce Housing?**

Workforce housing refers to residential properties, such as apartments or homes, that are designed to be affordable for individuals and families who are employed within a specific area.

The term "workforce" implies that these properties cater to people who work in essential jobs, like teachers, nurses, police officers, firefighters, and other professions that are critical to a community's functioning.

The goal of workforce housing is to provide affordable housing options for individuals and families who face challenges in finding housing that is reasonably priced within their means. This type of housing often targets a specific income range, making it more accessible for individuals who are part of the local workforce but might be priced out of the broader housing market.

Generally, based on HUD and ULI definitions plus local statistics and research, we define workforce housing as about 80% of the area's median income.

Governments, non-profit organizations, and private developers may be involved in creating and managing workforce housing initiatives. These projects can take various forms, including rental apartments, condominiums, or single-family homes, and they often involve partnerships between public and private sectors to address the housing needs of a community's workforce.

## **Compelling Reasons for Establishing Workforce House Availability and Accessibility in Prescott.**

Workforce housing plays a crucial role in creating diverse, vibrant, and sustainable communities. Here are several compelling arguments for how it enhances a community without negatively affecting home values:

- **Stabilizes the Workforce:** Workforce housing ensures that essential workers, such as teachers, healthcare professionals, and first responders, can live near their workplaces. This reduces commuting times, increases job satisfaction, and ultimately leads to a more stable and reliable workforce. This, in turn, benefits local businesses and institutions.
- **Promotes Economic Growth:** A stable, well-housed workforce is vital for economic development. When workers have affordable housing options, they are more likely to remain in the area, reducing turnover costs for employers. Additionally, when employees have more disposable income due to lower housing costs, they tend to spend more in the local economy, thus stimulating economic growth.
- **Fosters a Diverse Community:** A mix of income levels and backgrounds enriches the fabric of a community. Workforce housing allows for a diverse population, contributing to a more inclusive and dynamic neighborhood. This diversity can lead to a stronger sense of community and a wider range of perspectives and talents.
- **Supports Educational Systems:** Teachers and other education professionals are essential to a thriving community. Having affordable housing options near schools helps to attract and retain high-quality educators, which in turn leads to improved educational outcomes for children.
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- **Maintains Property Values:** Well-maintained, thoughtfully designed workforce housing can actually have a positive impact on property values. Studies have shown that when affordable housing developments are properly integrated into neighborhoods, they do not necessarily lead to a decrease in surrounding property values. In fact, they can help stabilize property values by reducing blight and vacancy rates.
- **Mitigates Traffic and Environmental Impact:** When workers can live close to their workplaces, there is a reduction in traffic congestion, which leads to fewer environmental impacts as well as reduced stress on the public safety infrastructure.
- **Addresses Housing Shortages:** Many communities face housing shortages, which can lead to inflated home prices and limited availability. Workforce housing initiatives can help alleviate some of this pressure by increasing the overall supply of housing options.
- **In summary,** workforce housing is not only a social imperative but also an economic and community-building asset. When thoughtfully planned and integrated into a community, it can enhance the quality of life for all residents without negatively affecting property values. It contributes to a more inclusive, economically vibrant, and sustainable community for everyone involved.

## **About The City of Prescott Workforce Housing Committee**

### **Mission:**

Plan and Preserve Workforce Housing Opportunities and Solutions to Promote a Healthy, Vibrant Community for All.

**Vision:**

Provide Housing Options to Attract and Retain Quality Employees and Lead to Improved Service Delivery and Quality of Life for our Residents and Workforce.

**Short Term Goals (1-3 years):**

These are goals to recommend to Council to direct staff to pursue.

1. General Plan Housing Element Draft
2. Create Incentive Packet – For Developers/Builders and Workforce End-User
3. Financial Programs
  - a. Down Payment Assistance
  - b. Mortgage Assistance
  - c. Rental Assistance
  - d. Rent to Own
4. ADU Code Revision
5. Hold a Developer, Builder, and Landowner Stakeholder Meeting to Determine the Best Process to Get them Involved in Creating Workforce Housing
  - a. Discuss the Legality of Requiring a Percentage of New Development be Allocated to Workforce Housing
6. Create a City-ran Program similar to the Yavapai County Home of My Own Program
7. Quarterly Outreach
  - a. Creating an Education Packet
8. Set Up a Fund Account for Workforce Housing

**Long Term Goals (3-5 years):**

9. Formalize a Third-Party Stakeholder Group
10. Build a Tangible Product
11. Create a Strategic Plan
12. Identify the Number of Units Needed

For additional information and resources on workforce housing in Prescott, go to \_\_\_\_\_.



TO: MAYOR AND CITY COUNCIL  
AGENDA: November 8 Workforce Housing Committee Study Session  
DATE: November 8, 2023  
DEPT: City Manager  
ITEM #: 3.B  
SUBJECT: Presentation & Discussion Regarding Committee Mission, Vision, and Workforce Housing Definition.

## ITEM SUMMARY

Review the WHC Mission, Vision, and Definition.

## BACKGROUND

The WHC has given revisions and comments on the Mission, Vision, and Definition so staff has come back with a collaborative result. Please refer to the Fact Sheet attachment reviewed under the previous agenda item.

## FINANCIAL IMPACT

None at this time.

## RECOMMENDED ACTION

Possible action regarding a motion to approve the Committee mission, vision, and Workforce Housing definition for Council consideration

## ATTACHMENTS

None



TO: MAYOR AND CITY COUNCIL  
AGENDA: November 8 Workforce Housing Committee Study Session  
DATE: November 8, 2023  
DEPT: City Manager  
ITEM #: 3.C  
SUBJECT: Presentation & Discussion Regarding Workforce Housing Committee Goals.

## ITEM SUMMARY

The Workforce Housing Committee will review and discuss goals that will possibly become recommendations to Council.

## BACKGROUND

In October, the WHC had a Study Session to create short-term and long-term goals. This meeting is to review and refine those goals. Please refer the Fact Sheet attachment reviewed under the Public Outreach Plan agenda item.

## FINANCIAL IMPACT

None at this time.

## RECOMMENDED ACTION

Possible action regarding motion to approve a list of goals for Council consideration

## ATTACHMENTS

None



TO: MAYOR AND CITY COUNCIL  
AGENDA: November 8 Workforce Housing Committee Study Session  
DATE: November 8, 2023  
DEPT: City Manager  
ITEM #: 3.D  
SUBJECT: Presentation & Discussion Regarding Potential Future Agenda Items.

### ITEM SUMMARY

The Workforce Housing Committee will discuss future agenda topics.

### BACKGROUND

None.

### FINANCIAL IMPACT

None at this time.

### RECOMMENDED ACTION

This item is for discussion only. No formal action will be taken.

### ATTACHMENTS

None