



Landlord Forum 24'

Hosted By: H2O Connected

Thank You To Our Sponsors!

THE IRON EAGLE
BAR & GRILLE

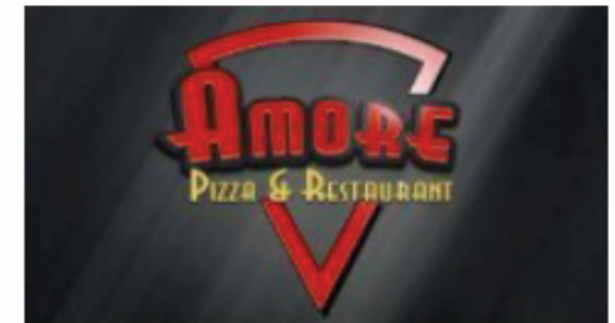
LeakAlertor®



PLAZA AZTECA
RESTAURANTES MEXICANOS

Fulton
Bank

Thank You To Our Prize Donors!



Thank You To Our Partnering Providers!



VA



U.S. Department
of Veterans Affairs



Thank You To Our Partnering Providers!



**Chester County
Drug & Alcohol Services**
Prevention • Treatment • Recovery



DVCCC
DOMESTIC VIOLENCE CENTER OF CHESTER COUNTY
Freedom Through Empowerment
www.dvcccpa.org



**MENTAL HEALTH / INTELLECTUAL
& DEVELOPMENTAL DISABILITIES**
A Department of Chester County Government





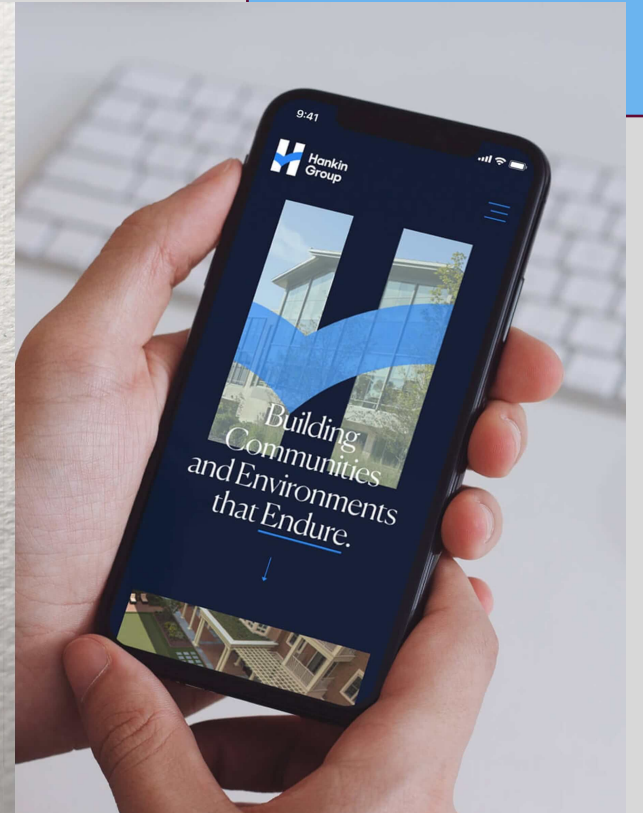
Chester County
Commissioners



Eric M. Roe - Josh Maxwell - Marian D. Moskowitz



Neal Fisher
VP, Hankin Group

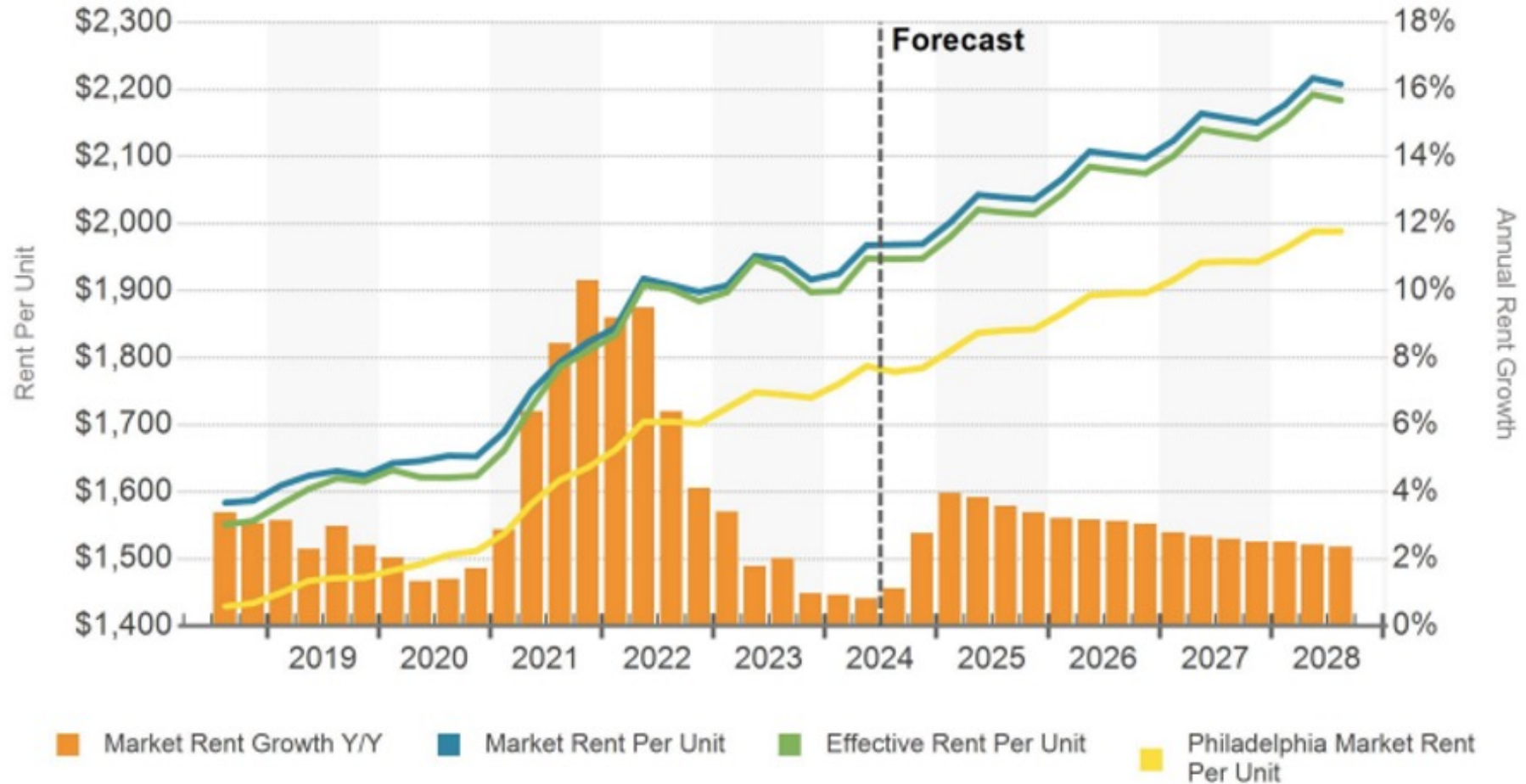




Managing Affordability

Inflation: Multifamily

MARKET RENT PER UNIT & RENT GROWTH



Source: costar

Chester County: An affordability problem

Buy

\$623K

Median Sales Price

\$4,268

Monthly Payment

\$171,720

Min Annual Income for 30% DTI

Rent

\$2,266

Avg Asking Rent

\$81,576

Min Qualifying Annual Income

59% of Chesco makes less than \$150K
/year

<8% of homes were built in last 10 years

Case Study: Hankin Manor



Case Study: Hankin Manor

Not possible without Project Based Vouchers



\$16M

Project Cost

50

Units

8

Project Based Vouchers
(PBV)

	W/ 8 PBV	W/O PBV
NOI	170,000	120,000
Debt Service	140,000	100,000
Cash Flow	30,000	20,000
Allowable Debt (4.5%)	2,400,000	1,500,000
PBV Value	\$900,000	

Sources

Tax Credit Sale	11,750,000
Chester County Home Loan	1,500,000
Borough of Phoenixville Donation	415,000
1 st Mortgage	2,400,000
Total	\$16,065,000



James Logan
City Manager, Coatesville





Dolores Colligan
Chester County Department of
Community Development



**CHESTER COUNTY
DEPARTMENT OF
COMMUNITY
DEVELOPMENT**

Messaging and Solutions for Housing Affordability in SEPA



Dolores Colligan
Director

Chester County Department of Community Development



Chester County House America Initiative

House America Initiative

- **HUD initiative** to use the historic investments provided through the American Rescue Plan to address the crisis of homelessness.
- **Two goals:**
 - 1) Rehousing
 - 2) Housing Creation
- **Chester County committed to:**
 - 1) Rehouse 150 households experiencing homelessness into stable housing
 - 2) Create 350 new affordable rental units in the development pipeline

Received National Association for County Community and Economic Development (NACCED) Award of Excellence 2023

- The award, announced at the NACCED conference in Salt Lake City, Utah, was presented to Chester County, citing the efforts of the County's Partnership to End Homelessness initiative to bring together property developers and organizations to find ways to create more affordable housing options.
- The award announcement noted, "Chester County's Affordable Housing Developer Collaborative brought together regional groups to address geographically-specific needs, leading to new partnerships with property developers, non-profits and municipalities to discover opportunities (for affordable housing) that otherwise may have been dismissed."



Chester County Creative Collaboration – Seeking Housing for All

Municipal Flexibility

- Zoning changes
 - ❖ Unified Mixed-Use Development with inclusionary bonuses for affordable housing
 - ❖ Adjusted parking requirements
 - ❖ Addition of public transit stop
- Municipal long-term lease for Affordable Housing
- Infrastructure for Affordable Housing development



Leveraging Funds

- HOME Investment Partnerships Program
- Coronavirus Aid, Relief, and Economic Security (CARES) Act
- American Rescue Plan Act (ARPA)
- Chester County Housing Trust
- Community Revitalization Program (Local funds)
 - ❖ Infrastructure
 - ❖ Housing-focused bonus points



Ongoing Progress

- Convene Affordable Housing Developer Collaborative
- Goal: 1,000 affordable units in 10 years



Starter Home Pilot Project

Desired Outcomes

- Municipal zoning updates
- Model ordinances and zoning language for future municipal implementation
- Construction of new homeownership units priced \$355,000 and under

Process

- Zoning review and recommendations for better practices to develop starter homes
- Example design for identified municipal owned sites
- Free technical assistance from Chester County Planning Commission

Recommendations

- Inclusionary Zoning
- Density Bonus
- Allowance of additional low-density housing types in primarily SFR districts (ADU, Duplex, Twin, Townhome)
- Definition and allowance of Quads and Triplexes in middle density districts
- Reduction of minimal building lot size
- Allowance of additional density



Regional, Local, and Grassroots Affordable Housing efforts in Chester County

Regional and Local Groups

Three groups formed throughout the county:

- 1. Phoenixville Council on Affordable Housing** – Working with Habitat for Humanity to explore Community Land Trust creation.
- 2. West Chester Area Attainable Housing Council** – Working with West Chester Borough Planning Commission on zoning ordinances and changes.
- 3. Southern Chester County Council on Housing Affordability** – Proposed zoning changes to create ADU's and limit short-term rentals (i.e. Airbnb) in Kennett Square.

Grassroots Advocacy

- Members from the faith community have organized to provide Affordable Housing Advocacy
- The main objective of this effort is to recruit advocates to the cause, specifically members of faith communities, to work together and combat NIMBYism (i.e. during conditional use hearings, etc.)
- Created a slide deck, fact sheet, and produced videos to raise awareness on Affordable Housing



Chester County Partnership to End Homelessness

Lived Experience Advisory Board

- Advocacy at public events, with legislators, at conditional use hearing
- Provide invaluable feedback on operational plan, program exit survey, and Continuum of Care policies
- Power sharing: People with lived experience make up ~10% of voting members on CoC Governance Board
- Members are compensated for their time and expertise
- Leadership training with United Way Chester County
- Involvement in CoC application process

Affordable Housing Development Collaborative

- House America kickstarted the Affordable Housing Development Collaborative
- Group of local Developers who work collaboratively to create new strategies and address barriers to creation of affordable housing
- Goal: Create 1,000 new units of affordable housing in 10 years





Susan Springsteen
President, H2O Connected



LeakAlertor[®]



H2O Connected, LLC

Revolutionizing Water Management
Save Every Drop ~ Save Every Dollar

Water Waste Hidden In Plain Sight

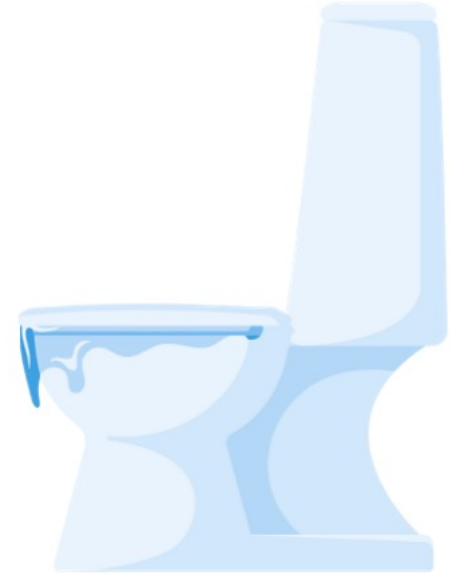


Toilets are the #1 cause of unexpected high water & sewer bills.

- Running toilet can waste 7,000 gal/day
- Toilet leak/faulty fill valve 50-200 gal/day
- Inefficient flush volumes 15-30 gal/day
- Possible overflows = water waste + property damage
- Low-flow toilets still waste water – they leak

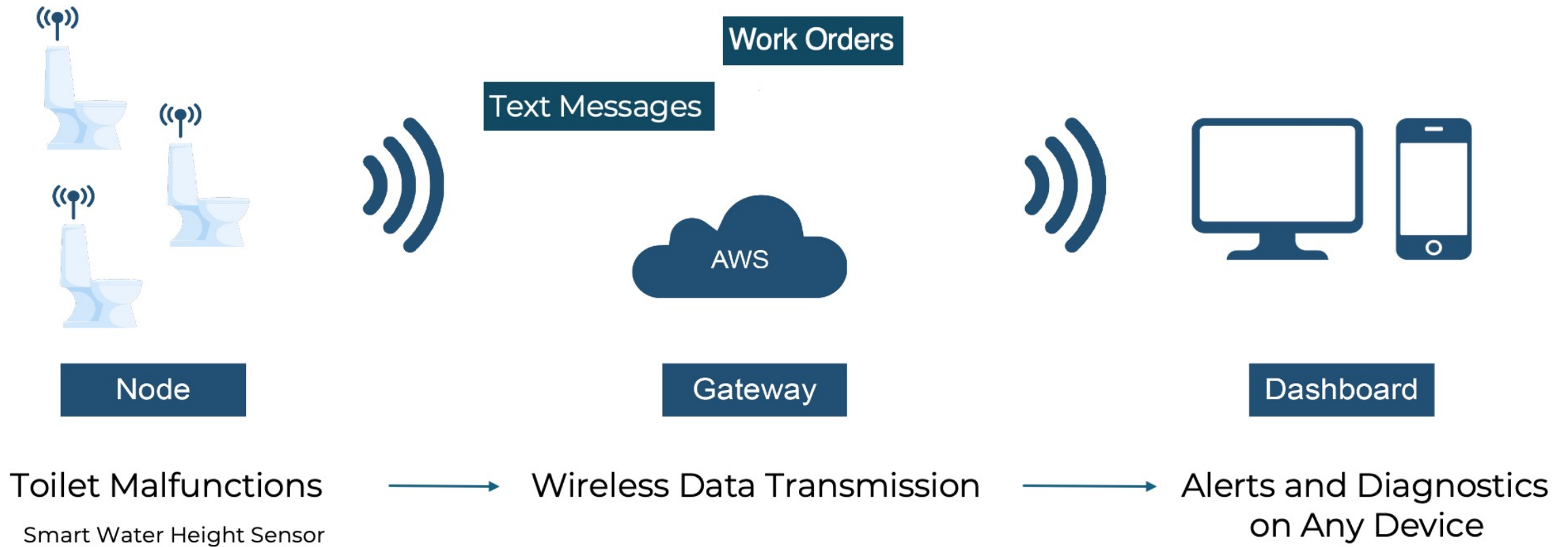


- No visible water on the floor
- Tenants and guests do not report the problem



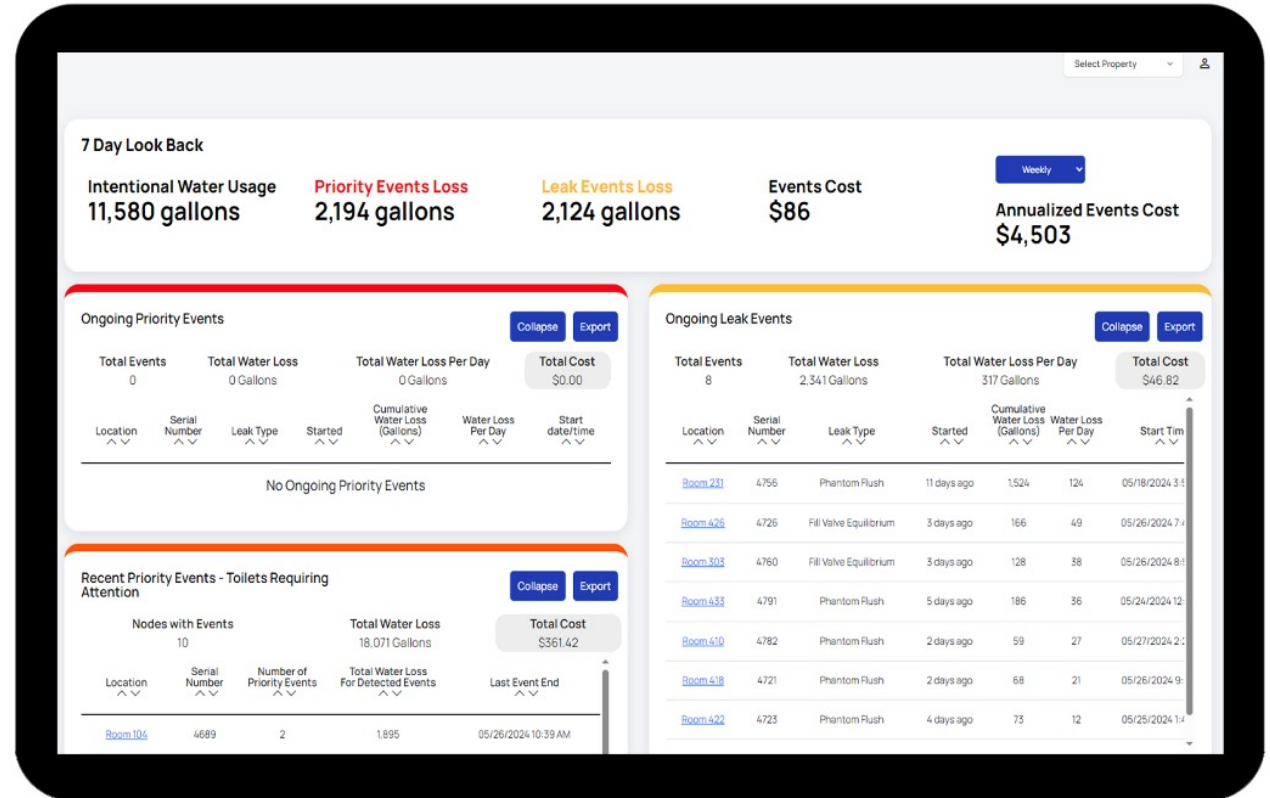
LeakAlertor Wireless PRO

The only system to locate, differentiate, and quantify water waste via tank toilets.



Analytics– At A Glance

- Diagnosis
- Location
- Severity
- Frequency
- Cost
- Predictive AI
- And More!



Improves Maintenance Efficiency and Lowers Labor Costs

Case Study – Fairfield Inn

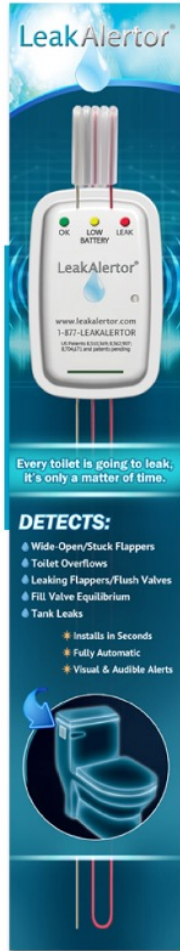


Number of Toilets	107
1st 30-Day water waste (gal)	83,845
# toilets with problems	88%
Annual cost of water waste	\$15,545
Positive ROI	8.1 mo



LeakAlertor 6000

83 Million Homeowners with 166 Million Toilets

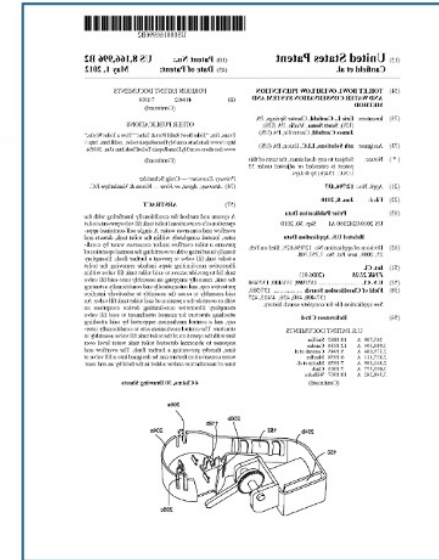
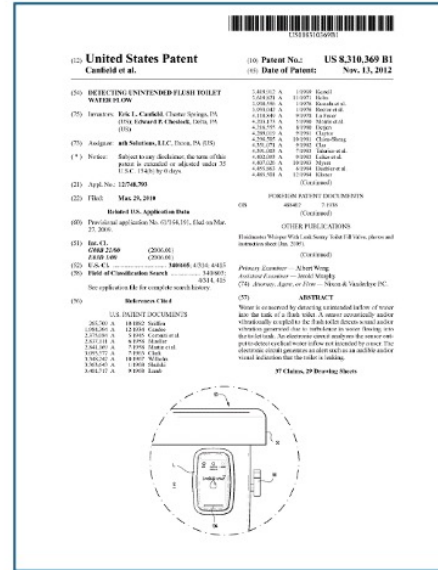
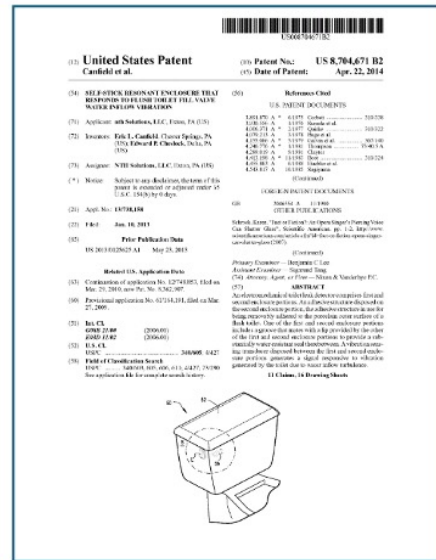
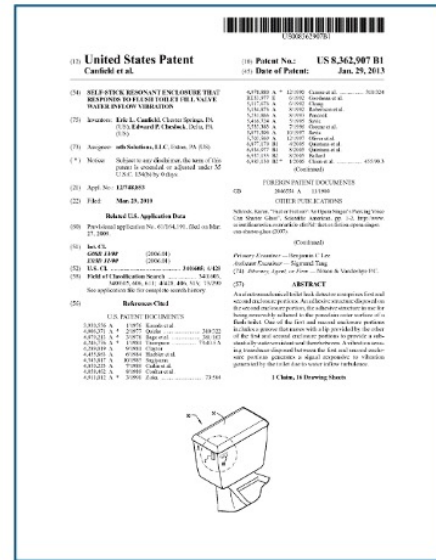
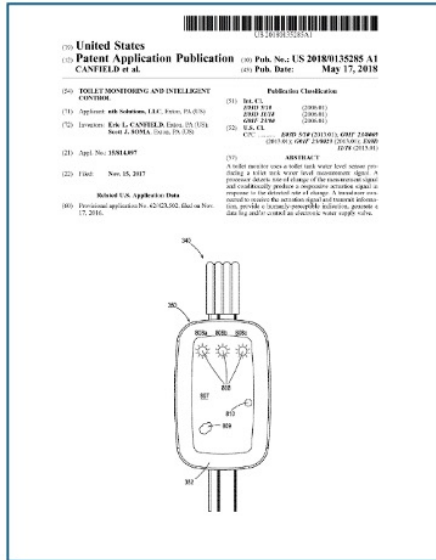


- Visual and Audible Alerts
- Installs In Seconds Without Tools
- Unique Alerts identify the Problem
- Over 20,000 Installed



Amazon 5-STAR Reviews
154 out of 214

Intellectual Property



5 Issued Utility Patents
 95+ Trade Secrets
 2 Trademarks



Pricing Options

LeakAlertor PRO System	Price
Gateway (1 per building)	\$650
Node (1 per toilet)	\$65 each
Monitoring/Reporting (per toilet)	\$2.25 per month
or	
Monthly Monitoring, Reporting, System	15 cents per day per toilet
Gateway and Onboarding	\$650 + \$500
LeakAlertor 6000	\$37.75



Customers



Pipeline



Bluerisk



FERGUSON

Marriott INTERNATIONAL

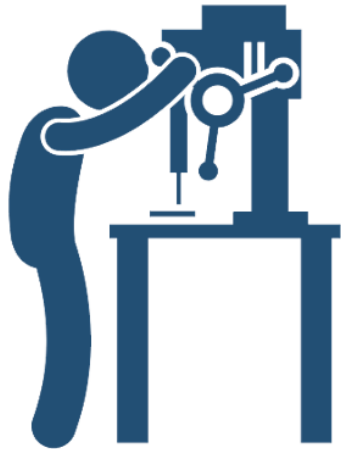


WCU WEST CHESTER UNIVERSITY



Made in the USA

- On-site production facility
- Network of local partners' production capability 2 million units annually
- In-house machine shop for creation of assembly tooling and QA Testing



Direct Community Impact

- Products made by returning citizens and those in recovery
- Offers STEM high school student internships
- Provides mentorship for community micro-business owners



Let's Get Started!

Susan Springsteen

President

190 West Lincoln Highway

Coatesville, PA 19320

susan.springsteen@h2oconnected.com

610-594-2191





Paul Diggs
Executive Director
The Housing Authority
County of Chester



Intro



- Paul Diggs
 - Previously:
 - City of Baltimore Housing Authority
 - Currently:
 - Executive Director/CEO - The Housing Authority County of Chester
 - Take the organization to its highest level to combat the seemly never-ending increase in homelessness and housing inequality

Who We Are & What We Do



- We serve the Chester County community, helping our residents whose incomes do not meet the thresholds to adequately live in Chester County.
- We operate under the Equal Opportunity Act.

How We Are Funded



- Federal Funding Through HUD
- State Funding
- County Funding
- Grants
- _____ Exciting news to come!

What We Provide To The Community



- Operating budget of \$23 Million
- 2,500 (HCV) Housing Choice Vouchers
 - which provides housing assistance to lower-income families by subsidizing a portion of their rent for decent, safe, and sanitary housing.
- 3,000 families served
 - Waiting list of 10,000*****
 - This is not a small issue; it is a real problem affecting many in our community, NOT just a select few...
- Working relationships with over 600 landlords
 - 10,000 on a waiting list and just 600 landlords... BIG OPPORTUNITIES!

Who We Help



- Veterans- VASH
- Families
- The Disabled
- Children & Transitioning Orphans
- Individuals not meeting the income threshold

Who We Help



- We mentioned helping Veterans
 - VASH Funding- Veteran's Affairs Supportive Housing
 - Veterans make up 7% of the US pop.
 - However, Veterans are 13% of the homeless pop.
 - Veteran will pay no more than 30-40% of their gross income.
 - We have received an additional \$160,000 in VASH Funding.
 - Help us house 100 Veterans in 100 days!

Who We Help



- The Chester County Community & Economy
 - Did you know a single mom needs to make \$100,000 a year to live in Chester County?
 - Workers can't afford to live near/where they work, pushing them to other counties (Berks)
 - If they continue to work in CC but live in another county, their spending tax dollars aren't spent in CC, and less money spent at our businesses.
 - Vehicle costs and commutes will push them to take jobs in other counties.
 - Leaving more jobs in CC vacant.
 - Eventually, CC citizens will have the services and way of life they're accustomed to diminished.
 - Less employees at your local Wawa, Lowes, Home Depot, Restaurants & Bars, etc.
 - The relatively small subsidy returns to CC by keeping taxable spending and jobs here.

What's In It For YOU!



- Vacancy Rates are rising- Longer fill times
 - We have a waiting list of renters.
- Reliable Payments
 - After entering a HAP (Housing Assistance Payment) Contract, HACC guarantees its payment to landlords as long as the family remains in the residence and the unit meets HQS/NSPIRE and state and local inspection requirements.
- Landlord Risk Reduction Fund
 - HACC will provide landlords up to \$5,000 for damages sustained during the tenant's tenancy.
 - Proof of damage and costs of repairs will be verified.

What's In It For YOU!



- Rent Increases
 - 60 days before lease renewal, the HCV program allows for rent increases as regulations allow.
- Free Inspections
 - Property inspections are FREE.
 - Possible costs for landlords will be any lead inspections on homes built before 1978 or municipality rent licensing requirements.
- We are here to help
 - Tenants who give our programs a bad reputation or strain our landlord relationships are not tenants we want in our program.
 - If this crisis is to be solved, we need good landlord relationships, and under my leadership, that will be a top priority.

What's In It For YOU!



- You Stay In Control
 - Applicant Screening
 - Landlords retain complete control over the screening and selection process.
 - Robust Owners Portal
 - HACC is changing its platform to allow landlords to view and print HAP information, schedule inspections, request rent changes, and many more features.
 - Implementation of the YARDI platform will be in March 2025.
 - Know Your Properties Worth
 - HACC implemented SAFMRs for families in the HCV program in all Chester County zip codes to allow families to move to areas of opportunity.

What's In It For YOU!



- HOP- Housing Opportunity Program
 - **What is HOP?**
 - A streamlined referral and intake process
 - Housing search assistance
 - Lease-up assistance
 - Case management for up to a full calendar year to help individuals and families secure and maintain safe and affordable housing

What's In It For YOU!



- HOP- Housing Opportunity Program
 - **Benefits For Landlords**
 - Superior customer service experience
 - Dedicated leasing coordinator
 - Expedited processing of paperwork
 - Landlord-Tenant mediation
 - Case management for increased housing stability
 - Information, resources, and referral services
 - **\$1,000 Landlord signing bonus per annual lease signed**

What's In It For YOU!



- HOP- Housing Opportunity Program
 - **Eligibility Criteria**
 - Referrals must be submitted by a Chester County service provider
 - Income must be below 50% AMI
 - Household must have a rental subsidy or sufficient income to afford rent
- Contact Info:
 - Tanja Van Den Tol- Program Director
 - 610-482-3047 or email- ttol@haccnet.org
 - Bianca Salgado- Service Coordinator
 - 610-235-4021 or email- bsalgado@haccnet.org
 - Noemi Villalva- Leasing Coordinator
 - 484-207-1408 or email- nvillalva@haccnet.org

What We Need From You



- Under Fair Housing- An owner must not discriminate against anyone based on race, color, religion, sex, national origin, age, familial status, or disability in connection with the HAP contract.
- Owner must cooperate with HACC or HUD in conducting equal opportunity compliance reviews and complaint investigations concerning the HAP contract.

What's Next



- For Landlords Looking Purchase/Invest
 - We know other opportunities and opportunity zones exist in other areas of the country. We are working diligently on out-of-the-box initiatives that will continue to sweeten the deal. WE WANT YOU HERE...
 - We are working on funding for a Landlord sign-on bonus.
 - We are open to any ideas to advance our cause as we work with the county, municipalities, etc., i.e., possible tax breaks, rezoning...

What's Next



EXCITING THINGS IN THE WORKS

- Commercializing- Becoming less reliant on government funding.
 - Bigger news on that to come!
 - This will allow us to finance more opportunities and incentives and help more of our neighbors in need.
- Webinars & Podcast
 - As we enter a new age and transition from decades-old stigma, we will be rolling out our new initiatives via webinars and a podcast series, so stay tuned!

Thank You For Attending

- Please stay and enjoy:
 - Music
 - Food
 - Prizes
 - Meet our providers