AGENDA
Ruckersville Advisory Committee

Tasked with a mission of tracking progress on recommendations of the Plan and following up with responsible parties

September 12, 2019
7:00 pm - 8:00 pm
Four Seasons Clubhouse

1. News/reports/updates [20 minutes]:
   a. In regard to Planning, an outstanding question: Did Jim Frydl initiate a formal request to VDOT representative regarding the removal of extraneous signs on Rt. 29 as part of the beautification process?
   b. In regard to Economic Development & Tourism, these outstanding questions: Has Alan approached the Tourism Council about upgrades to road signage, including adding wording to the back of the Welcome to Greene County signs (aimed at departing motorists)? Has there been a discussion about the possible relocation of the sign at the north end of the county on Rt. 29 to be in front of county water treatment plant? (Downside: plant is unattractive. Corrective possibility: Landscaping to block view of the treatment plant.)
   c. Report from the "low-hanging fruit committee" (Patrick, Diane, and Jim)
   d. Other items from anybody? This is the chance for members to bring up any random items relevant to RAC that have been on their minds.

2. Discussion on ways RAC can contribute to developing a big-picture / long-range plan for what we want Ruckersville to look like [30 minutes].
   a. Goal: To develop a vision that would serve as a guide for future projects, some of which might possibly be funded through VDOT Smart Scale.
   b. As food for thought: Bonnie will distribute copies of a map showing a possible parallel road network in Ruckersville, pulled from the comprehensive plan of the county. She will also offer her thoughts on partnering with Luck Stone -- a massive business in the literal heart of Ruckersville -- in the effort to have significant support from private enterprise for a "big picture."

3. Determination of focus of next RAC meeting [10 minutes].
Ruckersville Advisory Committee
Meeting Notes
8/8/2019

Attending:
Larry Miller, Mike Hammer, Alan Yost, Andrea Wilkinson, Don Brady, Diane Wilson, Patrick Moctezuma, Jim Frydl, Gretchen Scheuermann, Jay Willer, Marianne Shepard, Robbie Morris, Bonnie Lofton

1. News/reports/Updates
Agenda Item 1a. - From County Planning Staff
- Zoning Audit RFP will be released in the next couple of weeks
- Staff are trying to identify appropriate media outlets for advertising the RFP.
- Want to select the “most responsible bid,” that is firms that have the right experience to facilitate organizational transition but are still within budget.

Agenda Item 1b. - From Economic Development and Tourism
- Signs- Allen will bring the following topics for discussion to the Tourism Council.
  - Put “leaving Greene” wording on back of signs, similar to what Madison County does.
  - Possible relocation of sign at north end of county on Rt. 29. Area in front of county water treatment plant is one possibility. Downside: plant is unattractive. Corrective possibility: Landscaping to block view of the treatment plant.
- Tourism Center
  - B.O.S has approved the purchase of the “Taylor House” property on 29 immediately north of 33 for the
relocation of the Visitors Center. Purchase will be financed through a loan from USDA. Payments will be made using TOT funds.
- Parking area for Visitor’s center will extend to Enterprise Drive.
- Gateway, the company that owns the remaining property along Enterprise Drive, has indicated that they will donate approximately 2 acres of additional land to the County, making for a total of three acres for the Visitor Center.
- Since the loan is guaranteed by the USDA, county taxpayers will not assume any risk for this purchase.
- Closing to take place within 45 days. Bids for all remodeling work are already in. Bids are only for the house, not the outbuildings. Expectation is that Center will be open for business in November.

Agenda Item 1c. – Citizen’s Academy
- B.O.S. Chair Bill Martin expressed positive feedback on the idea of having a Citizens Academy but suggested further discussion should be put off until early 2020. (ref: Agenda from Aug 8).
- Use of PVCC facility at Greene County Library was discussed as a possible site for Academy sessions. Also discussed was partnering with PVCC to develop curriculum and facilitate classes.
- Other options discussed were leveraging VACo Training materials or developing our own Citizen’s Academy curriculum.

Agenda Item 1d. – Other Items
- Jim Frydl thanked Allen Yost for a job well done in facilitating the stakeholder group for Recreational Opportunities. The group will present the results of their work to the B.O.S. on or about the second Tuesday in September.
2. Solidification and Clarification of mission of “Low Hanging Fruit” subcommittee

- Patrick asked for clarification on what exactly low hanging fruit is. Something that can be done quickly and inexpensively? What are the specific goals?
- Andrea suggested that a working definition would be anything that could be accomplished inexpensively within 18 months. Committee agreed with this definition.
- One low hanging fruit item discussed was removal of unnecessary signs. Jim Frydl will initiate a formal request to VDOT representative regarding removal of signs in order to get the process going.
- There was some discussion as to whether or not the subcommittee was to bring ideas directly to the board. Andrea felt that the subcommittee should bring ideas to the RAC to further discuss/refine. RAC would then work approved ideas through Planning Dept. to formalize and bring to Board.
- It was recommended that subcommittee meet before the next RAC meeting to generate additional low hanging fruit items.
- It was suggested that the Visitor’s Center parcel could provide an opportunity for a quick beautification project.

3. Determine Focus for next several meetings.

- There was some discussion of items that were listed on the Agenda as “priorities not yet considered,” such as C-1 Disrepair remediation and C-6 Housing partnerships for affordable housing.
• Regarding C-1, one of the buildings that was considered an eyesore has been torn down. There was some discussion as to what the criteria was for “disrepair”.
• Regarding C-2, TJPDC will be hosting an affordable housing forum in mid September (so Greene Co will be part of a regional affordable housing effort). Date and time to be determined.
• Alan suggested that we should focus on developing a big picture /long range plan for what we want Ruckersville to look like. This would be beneficial in serving as a guide for future projects, some of which might possibly be funded through VDOT Smart Scale.

**Next Meeting:**
• Thursday September 12, 7:00pm at Four Seasons
• Discuss Big Picture Vision for Ruckersville.

*Prepared by Mike Hammer*
**Recommendation:** Streetscape and Beautification Plan

**ID:** C-4

**Category:** Community

**Type:** Initiative

**Description:** Develop a plan to beautify the US 29 corridor in the Ruckersville area, with improved landscaping, new curbs and gutters, consolidation of excessive road signs and consideration of design guidelines.

**Outcomes:** Beautification

**Point of Contact:** Planning Department

**Priority/Timeline:** Immediate (2018-2020)

**Justification:** Immediate Need

<table>
<thead>
<tr>
<th>Steps</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Conduct a meeting of the Ruckersville Advisory Group, to discuss beautification needs in the US 29 corridor (2018)</td>
</tr>
<tr>
<td>2.</td>
<td>Have the planning department prepare a scope of work for developing a beautification plan, to be presented to the Board of Supervisors (2018)</td>
</tr>
<tr>
<td>3.</td>
<td>Hold a Board work session on enforcement of existing sign regulations (2019)</td>
</tr>
<tr>
<td>4.</td>
<td>If granted funding, prepare an RFP for development of the plan (2019)</td>
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<tr>
<td>5.</td>
<td>Select a consultant for developing the work, with the Planning Department managing the process (2019)</td>
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<tr>
<td>6.</td>
<td>Facilitate final delivery of the Beautification Plan (2020)</td>
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**Partner:** Ruckersville Advisory Group | Public Works Department | Planning Department | Economic Development & Tourism

**Sources:** Survey | Open House | Project Team | Goal

**Budget:** TBD
Ruckersville

VDOT Signs
- Locations
- Commuter Info
- No Parking
- No Parking
- Road Names
- No Parking
- Rt. 29 South/Rt. 33 East
- Speed Limit
- No Parking
- Speed Limit
- Watch For Turning Vehicles
- Watch For Turning Vehicles & Wrong Way
- Wrong Way
- No Parking & One Way
- One Way
- Road Intersects & Wrong Way
- One Way
- No Parking
- Shenendoah National Park
- No Parking
- Wrong Way
- One Way
- No Parking
- No Parking
- James Madison's Montpelier
- Wrong Way
- Barboursville Vineyards
- No Parking
- No Parking
- No Parking & Do Not Enter
- No Parking & One Way
- No Parking
- Watch For Turning Vehicles
- One Way
- Watch For Turning Vehicles & One Way
- Stop Sign
- Rt. 616 & One Way
- No Parking
- One Way
- Road Names
- speed limit
- speed limit
- No Parking
- Blue Ridge School
- No Parking
- Rt. 33 West, Rt. 29 North, Rt. 33 East
- Wrong Way
- Locations
- Ruckersville

Sign Pollution
Rt. 29 North, Rt. 33 East & One Way
- Wrong Way
- One Way
- Stop Sign
- Watch For Turning Vehicles & Wrong Way
- No Parking
- Road Names

Temporary Signs
- temp
- ATM
- temp
- gas price
- giant yellow chair
- Olives Grill temp
- red white blue glimmer
- temp
- temp
- temp Pepsi
- temp
- temp
- temp
- temp
- temp
- red white blue glimmer
- temp
- temp
- temp
- land for sale
- temp
- temp
- temp
- temp
- temp
- temp
- temp
- temp
- temp
- business name
- temp
- Olives Grill temp
- temp
- temp
- temp

Business Signs in/near ROW
- Burger King
- gas prices
- business sign
- goodwill
- business row
- self storage and trail motel
- business row
- business row
- business row
- business row
- KFC and taco bell
- wendys
- el agaye
- Countryside Square
- business row x2
Welcome to Ruckersville
Functional Class (Existing), to distinguish the roads on the following map that are existing from those that are planned.
Good afternoon,

I am writing to update you on the TJPDC’s progress on their Regional Housing Initiative and to ask for your assistance in coordinating key stakeholder meetings in your jurisdiction.

First, I would like to share with you the TJPDC’s progress to date:

Next, I would like to share with you what you can expect for your jurisdiction.

In August-September 2019, we would like to facilitate two meetings in your jurisdiction. They include:

1. A meeting with key stakeholders to include (but not limited to) planning staff, elected officials, transit, and economic development staff. At this meeting the outcome will be:
   a. Sharing of regional and county-specific data
   b. Discussion on whether key stakeholders agree/disagree with the data
   c. Listening to concerns and needs related to housing for your county
   d. Identifying a vision for housing in your community
   e. Discussion of what we need to know to draft recommended strategies (obstacles, opportunities, suggested strategies, etc.)

2. A public meeting to engage the community in a discussion about housing. At this meeting we would facilitate several activities that will give us feedback that could inform the drafting of recommended strategies, such as:
   a. Sharing of regional and county-specific data
   b. Sharing of feedback from key stakeholder meeting regarding the concerns, needs, vision, and obstacles/opportunities
   c. Activity identifying the current state of housing in your county from a citizen’s perspective as well as a desired future state of housing for your county
   d. Activity initiating the development of a visioning statement specific to your jurisdiction
   e. Survey to identify housing needs, affordability, suggested strategies, etc. from a citizen’s perspective
I would like to ask for your help in coordinating the stakeholder and community meetings. Specifically, I would need your assistance in identifying and confirming meeting locations, dates, and times, as well as identifying the individuals that you would like to invite to each meeting.

Finally, I would like to share the TJPDC’s plan for developing a Regional Housing Plan.

In October – December 2019, the TJPDC will be drafting recommended housing strategies based on data and stakeholder/community feedback that can be included in the housing chapters of each of your comprehensive plans.

In January – February 2020, the TJPDC will solicit feedback/input on the drafted strategies from all jurisdictions and the Central Virginia Regional Housing Partnership (CVRHP). After revisions, the TJPDC will present the drafted strategies to the planning departments of each county.

In March – May 2020, the TJPDC, in conjunction with the CVRHP, will develop a Regional Vision Statement for housing. The visioning task will include comprehensive housing strategies for the region that will compliment and support each locality’s individual housing strategies, while focusing on the intersection of housing, transit, health, and workforce and economic development.

In June 2020, the CVRHP will send the Regional Housing Plan to the TJPDC Commission for their review and consideration for adoption.

Thank you, in advance, for your assistance with this. Please reply at your earliest convenience so that we can begin to schedule meetings for August and September.
Central Virginia
Regional Housing Partnership

August 29, 2019
Greene County Housing Stakeholder Meeting

Central Virginia
Regional Housing Partnership
Thomas Jefferson Planning District Commission

Central Virginia
Regional Housing Partnership (CVRHP)

- Presentation (10 min):
  - Progress of the CVRHP
  - Timeline and Next Steps for Development of a Regional Housing Plan
  - Key Take-Aways from Regional Housing Data
  - Key Take-Aways from County-Level Data

- Discussion Questions (45 minutes):
  - What is your biggest concern for housing in Greene County?
  - What is the biggest need for housing in Greene County?
  - Given the current Comprehensive Plan, is this still the vision for housing in Greene County? If not, what is the county’s vision for housing?
  - What are the internal/external obstacles to meeting the vision for housing in the county?
  - What are the opportunities/strengths in the county for meeting the housing vision?
  - In the Citizen Engagement Meetings:
    - Do you think the citizens’ feedback will reflect what was shared today?
    - What would you like us to share and ask of the citizens?

- Regional Housing Survey and Closing (5 minutes)
**Central Virginia Regional Housing Partnership (CVRHP)**

### Annual Report FY2019

<table>
<thead>
<tr>
<th>Phase 1</th>
<th>Phase 2</th>
<th>Phase 3</th>
<th>Phase 4</th>
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</thead>
<tbody>
<tr>
<td>- Conducted stakeholder meetings for the Regional Housing Study and five-year assessment</td>
<td>- Studied and developed recommendations for the Opioid and Homelessness Task Force</td>
<td>- Finalized draft goals and objectives of the Regional Housing Plan</td>
<td>- Finalized Regional Planning Strategy and Opioid and Homelessness Task Force</td>
</tr>
<tr>
<td>- Hired 10 team members</td>
<td>- Developed and distributed recommendations to OPA, VHA, and Governor</td>
<td>- Finalized draft of the Regional Housing Plan</td>
<td>- Finalized draft of the Regional Planning Strategy and Opioid and Homelessness Task Force</td>
</tr>
<tr>
<td>- Completed regional home tours</td>
<td>- Analyzed data to support Regional Housing Plan recommendations</td>
<td>- Finalized Regional Housing Plan</td>
<td>- Finalized draft of the Regional Planning Strategy and Opioid and Homelessness Task Force</td>
</tr>
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### County-Level Process for Housing Plan

**Outcome:** Recommended Housing Chapter for County Comprehensive Plans

- **Aug ’19 – Sept ’19 - Individual County Steering Committee Meetings**
  - Share County-Level Data, Discuss vision for housing, Identify concerns, needs, obstacles, and distribute survey

- **Aug ’19 – Sept. ’10 - Individual County Citizen Meetings**
  - Share County-Level Data, Discuss vision for housing, Engage community in discussion about housing needs/vision/strategies

- **Jan ’20 – Feb ’20 - Individual County Steering Committee Meetings**
  - Review Steering Committee and Citizen meeting feedback
  - Review Draft of County Housing Plan
  - Receive Feedback

- **Feb ’20 - Draft Plan sent to County Planning Staff**
Central Virginia
Regional Housing Partnership (CVRHP)

Regional Process for Housing Plan

Outcome: Regional Housing Plan

- March '20 – April '20 – Develop Regional Housing Vision
  - Review County Draft Plans
  - Regional Housing Partnership Work Session for input on Regional Need/Vision
  - TJDPC Staff Develops Regional Vision and Strategies

- April '20 – May '20 – Regional Housing Strategies
  - TJDPC Staff Drafts Comprehensive Regional Housing Strategies for the Region that Compliment and Support Individual County's Strategies
  - CVRHP Reviews Regional Housing Plan

- May '20 – June '20 – TJDPC Commission Consideration
  - CVRHP sends Draft Regional Housing Plan to the Thomas Jefferson Planning District Commission for Review and Considered Adoption

Central Virginia
Regional Housing Partnership (CVRHP)

FY2020 Timeline

Q1: Data Collection
- July-August, 2019
- Hold communityoganizational meetings
- Hold County Housing Needs Session
- Regional Planning Council
- Draft Recommended Housing Strategies for each County

Q2: Local Plan
- Oct-Dec, 2019
- Draft Proposed Housing Plans
- Work with individual Counties
- Regional Planning Council

Q3: Revision
- Jan-Mar, 2020
- Hold Regional Housing Plan
- Work with individual Counties
- Revised Draft Regional Housing Plan
- Regional Planning Council

Q4: Regional Plan
- April-June, 2020
- Develop Regionwide
- Statement of Purpose
- Draft Comprehensive Housing Strategies
- Strategies for the Region that Compliment and Support Individual County's Strategies
- Send Draft Regional Housing Plan to Thomas Jefferson Planning District Commission for Review and Considered Adoption
- Finalize Regional Housing Plan
- Plan for Review and Adoption
Regional Housing Cost Burdens

- Since 1981, HUD defines households as **cost burdened** if costs exceed **30%** of a family’s income for total housing costs.
- HUD defines households as **severely cost burdened** if costs exceed **50%** of a family’s income for total housing costs.
- Using these definitions...
Regional Housing Cost Burdens

- 10,990 – Region's families are **cost-burdened**, paying more than 30% of their income in **rental** housing costs.

- 4,980 – Region's families are **severely cost-burdened**, paying more than 50% of their income in **rental** housing costs.

- 5,420 – Region's families are **severely cost-burdened**, paying more than 50% of their income in **ownership** housing costs.

- Total of 10,400 of Region 10's families are **severely cost-burdened**, paying more than 50% of their income on housing costs!

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**Regional Housing Study & Needs Assessment Key Takeaways**

**Defining Affordability**

The Department of Housing and Urban Development (HUD) defines affordability as not spending more than 30% of a household’s income on housing-related expenses.

- **Affordable**
- **Cost-Burdened**
- **Severely Cost-Burdened**

For this analysis, affordable housing needs are defined by the following four characteristics:

- Households spending more than 30% of their income for housing, particularly those spending more than 50% of their income.
- Replacement of public housing & Section 8-funded housing that have outlived their useful lives.
- Homeless families & individuals & those temporarily doubled up with other family members & at risk of homelessness.
- Substandard units, conservatively estimated based on those lacking complete plumbing fixtures.

**Area Median Income** for a family of four...

<table>
<thead>
<tr>
<th>20% AM</th>
<th>40% AM</th>
<th>50% AM</th>
<th>60% AM</th>
<th>80% AM</th>
<th>90% AM</th>
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<tbody>
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<td>$17,956</td>
<td>$32,920</td>
<td>$29,900</td>
<td>$36,890</td>
<td>$47,800</td>
<td>$29,420</td>
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<td>$22,060</td>
<td>$27,320</td>
<td>$30,720</td>
<td>$34,120</td>
<td>$49,080</td>
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<td>$35,600</td>
<td>$54,600</td>
<td>$61,450</td>
<td>$68,250</td>
<td>$85,750</td>
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**Rental**

- 8,600 **Urban Renters** pay more than 30% of their incomes for housing costs
  - 4,640 pay more than 50%
- 2,700 **Rural Renters** pay more than 30% of their incomes for housing costs
  - 940 pay more than 50%

By 2040, 14,580 Renters households in the region will be cost-burdened.

**Homeownership**

- 7,560 **Urban Homeowners** pay more than 50% of their incomes for housing costs
- 2,680 **Rural Homeowners** pay more than 50% of their incomes for housing costs

By 2040, 6,680 Homeowner households in the region will be cost-burdened.

More information can be found at thbd.org/2014/09/regional-housing-partnership
Percentage of Cost Burdened **Renters** (>30%) in Region 10 by Locality

Percentage of Cost Burdened **Homeowners** (>30%) in Region 10 by Locality
Percentage of Severely Cost Burdened **Homeowners** (>50%) in Region 10 by Locality

<table>
<thead>
<tr>
<th>Locality</th>
<th>Percent</th>
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</thead>
<tbody>
<tr>
<td>City of Charlottesville</td>
<td>7%</td>
</tr>
<tr>
<td>Albemarle County</td>
<td>8%</td>
</tr>
<tr>
<td>Fluvanna County</td>
<td>8%</td>
</tr>
<tr>
<td>Greene County</td>
<td>12%</td>
</tr>
<tr>
<td>Nelson County</td>
<td>10%</td>
</tr>
<tr>
<td>Louisa County</td>
<td>9%</td>
</tr>
<tr>
<td>Planning District 10</td>
<td>9%</td>
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</tbody>
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**Total** Percent of Severely Cost Burdened Households (>50%) in Region 10 by Locality

<table>
<thead>
<tr>
<th>Locality</th>
<th>Percent</th>
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</thead>
<tbody>
<tr>
<td>City of Charlottesville</td>
<td>19%</td>
</tr>
<tr>
<td>Albemarle County</td>
<td>13%</td>
</tr>
<tr>
<td>Fluvanna County</td>
<td>13%</td>
</tr>
<tr>
<td>Greene County</td>
<td>9%</td>
</tr>
<tr>
<td>Nelson County</td>
<td>10%</td>
</tr>
<tr>
<td>Louisa County</td>
<td>9%</td>
</tr>
<tr>
<td>Planning District 10</td>
<td>13%</td>
</tr>
</tbody>
</table>
### Rental Market Conditions

#### Rental Rates are Increasing

- **2016:** $1,158
- **2017:** $1,224
- **2018:** $1,321

A 3-person household at 50% AMI would afford a net rent no greater than $220 a month.

### Publicly Assisted Rental Housing

#### Urban
- **1.65%** below low income
- **3.7%** very low income
- **3.1%** extremely low income

#### Rural
- **1.1%** below low income
- **2.1%** very low income
- **2.3%** extremely low income

#### Wait times are typically 5-6 years
- **28** Unsheltered
- **134** In Emergency Shelters
- **21** In Transitional Housing
- **102** In Permanent Supportive Housing

### Severely Cost-Burdened Renters

- 4,880 renter households in the region spend more than 50% of their income on housing.
  - **4,048** Households in the Urban Jurisdictions
  - **832** Households in the Rural Counties

Cost burdens vary highest among renters with the lowest incomes.

#### AMI: Area Median Income

- **Extremely Low Income:** (Less than 30% AMI) 53%
- **Very Low Income:** (30% to 50% AMI) 38%
- **Low Income:** (50% to 60% AMI) 7%

### Homeownership Market Conditions

#### Median Single-Family Sales Price

- **$348,000** Urban Area: median sale price in 2018
- **$325,000** Urban Area: median sale price in 2017

#### 12% Urban Area Houses sold below $200k in 2018

48% of Rural Area houses sold below $200k in 2018

- **$165,480** Rural Area: median sale price in 2018
- **$184,000** Rural Area: median sale price in 2017

### Severely Cost-Burdened Homeowners

- 6,420 owner households in the region spend more than 50% of their income on housing.
  - **2,640** Households in the Urban Jurisdictions
  - **2,860** Households in the Rural Counties

#### AMI: Area Median Income

- **Extremely Low Income:** (Less than 30% AMI) 47%
- **Very Low Income:** (30% to 50% AMI) 29%
- **Low Income:** (50% to 60% AMI) 11%
Average Housing Plus Transportation (H+T) Cost as a Percentage of Household Income in Regional 10 by Locality

- City of Charlottesville
- Albemarle County
- Fluvanna County
- Greene County
- Nelson County
- Louisa County

Homeownership Market Conditions

Homewonership Rates By Locality

Occasional Use

6,342 units in the region are held for occasional use making them unavailable for full-time occupancy & dwelling units from the housing supply. Occasional Use Units consist of:

- AirBnb Rentals
- 2nd Homes
- Seasonal Homes

Share of Locality Housing Stock Held for Occasional Use

1,200 to 1,600 More Units priced $150,000 to $300,000

The Economic Impact of Unaffordability

Interventions Available to Address Affordability Include:

- Supportive Housing
- Policy Housing
- Community Land Trusts
- Homebuyer Counseling
- Down Payment Assistance
- Accessory Dwelling Units
- Employee-Assisted Housing
- Housing Counseling
- Zoning & Regulatory Reform
- Financial Assistance
- Proof-of-Development Sites
- Inclusive Infrastructure
- Affordable Housing Funds
- One-Stop Center for Housing Assistance
Fair Market Rent and Affordability

- HUD estimates that a modest 2-bedroom apartment rents for an average of $1,325 per month in Greene County.
- To meet the 30% of income housing cost standard, an individual or family would need to earn $53,000 per year – or $25.48 per hour.
## Workforce Salaries and Housing Affordability: $1,325 = avg. rent

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Median Salary</th>
<th>Hourly Wage</th>
<th>Affordable Monthly Rent (30% of Income)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>School Bus Driver</strong></td>
<td>$21,120</td>
<td>$10.15</td>
<td>$360.73</td>
</tr>
<tr>
<td><strong>Home Health Aide</strong></td>
<td>$30,720</td>
<td>$14.77</td>
<td>$768.00</td>
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<tr>
<td><strong>Teacher</strong></td>
<td>$48,470</td>
<td>$23.30</td>
<td>$1,130.10</td>
</tr>
<tr>
<td><strong>Electrician</strong></td>
<td>$49,980*</td>
<td>$24.03</td>
<td>$1,249.50</td>
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</tbody>
</table>

*Per the Bureau of Labor Statistics for Greene County's MSA.

## Minimum Wage and Housing Affordability

Workers in lowest paying jobs struggle the most to afford local housing prices

A full-time worker earning the federal minimum wage of $7.25/hour would need to work:

- **140** hours per week
- the equivalent of **3.5** full-time jobs
Affordability Profile:

**Defining Affordability**

The Department of Housing and Urban Development (HUD) defines affordability as not spending more than 30% of one household's income on housing-related expenses.

- **Affordable**
  - <30%
  - $30,700

- **Cost-Burdened**
  - 30% - 50%
  - $30,700 - $51,200

- **Severely Cost-Burdened**
  - >50%
  - $51,200

For this analysis, affordable housing needs are defined by the following four characteristics:

1. Households spending more than 30% of their income for housing, particularly those spending more than 50% of their income.
2. Residents of public housing & Section 8-funded housing that have maintained their childhood homes.
3. Homeless families & individuals who typically live with relatives or friends & are at risk of homelessness.
4. Residents with health issues or disabilities who are under-housed or living in overcrowded conditions.

**Regional Median Income**

- For a family of four: $60,800
- Greene Median Income: $52,052

<table>
<thead>
<tr>
<th>Income Level</th>
<th>30% AMI</th>
<th>40% AMI</th>
<th>50% AMI</th>
<th>60% AMI</th>
<th>80% AMI</th>
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</thead>
<tbody>
<tr>
<td>Income Level</td>
<td>$17,090</td>
<td>$21,920</td>
<td>$27,820</td>
<td>$35,800</td>
<td>$47,900</td>
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<tr>
<td>Income Level</td>
<td>$21,400</td>
<td>$29,900</td>
<td>$39,700</td>
<td>$49,100</td>
<td>$61,300</td>
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<tr>
<td>Income Level</td>
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<td>$36,800</td>
<td>$48,400</td>
<td>$59,800</td>
<td>$72,700</td>
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<td>Income Level</td>
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<td>$44,600</td>
<td>$56,600</td>
<td>$69,200</td>
<td>$82,500</td>
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<td>Income Level</td>
<td>$40,600</td>
<td>$53,400</td>
<td>$66,100</td>
<td>$78,800</td>
<td>$92,400</td>
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<tr>
<td>Income Level</td>
<td>$47,900</td>
<td>$62,600</td>
<td>$77,100</td>
<td>$89,300</td>
<td>$102,100</td>
</tr>
</tbody>
</table>

**Affordability Gap**

- **Total Housing Units in 2015: 8,344**
- **200 Renter Households** pay more than 30% of their income towards housing costs
  - 210 pay more than 50%
- **430 Owner Households** pay more than 50% of their income towards housing costs
  - By 2040...
  - 250 Renter Households will pay more than 30% of their income towards housing costs
  - 270 will pay more than 50%
- **630 Owner Households** will pay more than 50% of their income towards housing costs

**Severely Cost-Burdened Households**

<table>
<thead>
<tr>
<th>Renter Households</th>
<th>2016</th>
<th>2040</th>
</tr>
</thead>
<tbody>
<tr>
<td>130</td>
<td>80</td>
<td>170</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Ownership Households</th>
<th>2016</th>
<th>2040</th>
</tr>
</thead>
<tbody>
<tr>
<td>146</td>
<td>168</td>
<td>180</td>
</tr>
</tbody>
</table>

- **GREENE COUNTY**

**Inflow/Outflow of Job Counts**

An estimated 1,815 people are employed in Greene County who live elsewhere & commute in. 1,213 people are both employed & reside within Greene County. 6,714 people live in Greene County but are employed outside of the County. *2015 Census Data: On the Map Tool*

**Greene = AvgkV1**

**The Economic Impact of Unaffordability**

These housing problems have many consequences for the region's economy. Employers report difficulties in recruiting & retaining workers. Turnover & absenteeism are higher than desirable. In part, because of the burden of high commute costs. Those who must travel long distances for work report difficulties in recruiting new business due to concerns about their ability to move & attract workers to a market with such high housing costs. The many workers forced into long commutes generate air pollution. The causes & forces perpetuating the mismatch between housing costs & incomes are many. They cut across geographies – both urban & rural areas – families & individuals burdened with high housing costs, living in overcrowded or substandard conditions or homelessness.

**Difficulty Recruiting & Retaining Workers**

**Increased Turnover & Absenteeism**

**Non-Competitive Salaries**

**Long Commutes that Generate Pollution**

**Difficulty Recruiting New Businesses**

**Drive Until You Qualify**

Transportation costs for commuters add significantly to the cost of living in areas where the only transportation options are driving alone or carpooling. Based on data from the U.S. Census, the map tool, residents of Greene County are commuting to the geographies below. Differences are based on averages & may not fully capture actual commute mileage.

- **How Commuting Impacts Housing Affordability**
  - *Assuming a cost of 35 cents per mile for 20 days a month*

- **Biltmore**
  - -$201 (20 mi)

- **Concordville**
  - -$301 (13 mi)

- **Charlotteville**
  - -$384 (16 mi)

- **Orange**
  - -$417 (14 mi)

- **Huntsville**
  - -$928 (43 mi)

- **Waynesboro**
  - -$98 (63 mi)

**The Economic Impact of Unaffordability**

These housing problems have many consequences for the region's economy. Employers report difficulties in recruiting & retaining workers. Turnover & absenteeism are higher than desirable. In part, because of the burden of high commute costs. Those who must travel long distances for work report difficulties in recruiting new business due to concerns about their ability to move & attract workers to a market with such high housing costs. The many workers forced into long commutes generate air pollution. The causes & forces perpetuating the mismatch between housing costs & incomes are many. They cut across geographies – both urban & rural areas – families & individuals burdened with high housing costs, living in overcrowded or substandard conditions or homelessness.
Discussion

**Question 1:**

What is your biggest concern for housing in Greene County?

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Discussion

**Question 2:**

What is the biggest need for housing in Greene County?
Question 3:
Given the current Comprehensive Plan, is this still the vision for housing in Greene County? If not, what is your vision for housing in the County?

Question 4:
What are the internal/external obstacles to meeting the vision for housing in the county?
Discussion

**Question 5:**
What are the opportunities/strengths in the county for meeting the housing vision?

Discussion

**Question 6:**
In the Citizen Engagement Meetings:
- Do you think the citizens’ feedback will reflect what was shared today?
- What would you like us to share and ask of the citizens?
Regional Housing Survey

www.tinyurl.com/CVRHP-RegionalHousingSurvey

Central Virginia
Regional Housing Partnership (CVRHP)

Thomas Jefferson Planning District Commission

401 East Water Street
Charlottesville, VA 22902

Christine Jacobs
Housing Coordinator
cjacobs@tjpdc.org
The availability of decent, affordable housing for all residents is an important goal for Greene County. This challenge becomes particularly relevant for the elderly population and others with limited means or special housing needs.

- Support affordable housing initiatives in the county
  - Coordinate affordable housing needs with the county's housing arm, Skyline Community Action Program
  - Encourage participation in tax relief program for low-income property owners
  - Support Habitat for Humanity home construction projects
  - Encourage residential development of affordable housing in or near Stanardsville.

- Encourage more private medical facilities in the county, including comprehensive walk in and emergency health care services

- Expand services for seniors in the county
  - Assist in finding appropriate location for service-enriched independent senior living facility
  - Work with JABA to design new programs and housing initiatives

- Enhance a robust library system in Greene County.

- Encourage more accessible housing to meet the special needs of people with disabilities.
  - Publicize the benefits and features of Universal Design.
  - Work with Regional Disabilities Service Board.
  - Work with Skyline CAP and the HOME Consortium to include the construction and rehabilitation of Universal Design features in affordable housing.
The Ruckersville Area Plan was approved by the Board of Supervisors on June 12, 2018. The plan is a ten-year to-do list for the Greene community and includes 26 recommendations to fulfill the vision that the community developed. The recommendation, C-2, Marketing and Branding for Recreation Opportunities (attached), supports the goal of increasing Ruckersville’s unique sense of place and to enhance Ruckersville as a destination for residents and visitors alike.

The first task of the C-2 recommendation was to assemble a group of stakeholders that would develop a strategic plan for our community’s recreational needs and opportunities. The strategic plan process included the following:

- Identify Stakeholders (completed)
- Develop a Vision (completed)
- Gap Analysis: what do we have v/s what do we want (next step)
- Write S.M.A.R.T. Goals (draft, next step)
- Monitor Progress (ongoing)

The stakeholder’s group has been identified and has developed a draft strategic plan, titled “Community Recreational Opportunities 2030” for your review and consideration.

The next steps for the implementation of the strategic plan will be to:

- Expand the existing stakeholder committee to include other community members.
- Hold a community input session and develop/distribute a needs survey to the entire community to identify the strength, weakness, and opportunities associated with recreation in Greene County.
- Conduct an activities/facilities audit with public and private stakeholders.
Recommendation:
Marketing and Branding for Recreation Opportunities

ID: C-2
Category: Community
Type: Initiative

Description:
Develop marketing and communication strategies for existing programs within the County’s Parks and Recreation office, as well as other leagues and organized sports opportunities. An established public/private partnership will assemble to identify joint opportunities between the County and private sports leagues/businesses. An established public/private partnership will assemble to identify joint opportunities between the County and private sports leagues/businesses.

Outcomes:
Marketing and Communications Plan | Public/Private Partnerships

Point of Contact:
Parks & Recreation Department

Priority/Timeline:
Immediate (2019)

Steps:
1. Assemble a group of County officials, local sports leagues and sport-related businesses (2018)
2. Have this group assemble a report on all existing sports and recreational activities and marketing efforts (2019)
3. Identify opportunities for public/private cooperation and make a report to the Board of Supervisors (2019)
4. Invest in a continuing program to market existing opportunities and create new recreational programs for residents of all ages, particularly for children and teens (2019)

Sources:
Comprehensive Plan | Survey | Goal

Notes:
Recommendation costs will be determined in step #4. Steps 1 through 3 will rely on County staff and volunteer time from attending meetings. Steps 1 through 3 will rely on County staff and volunteer time from attending meetings. Steps 1 through 3 will rely on County staff and volunteer time from attending meetings. Steps 1 through 3 will rely on County staff and volunteer time from attending meetings.
## Recreational Opportunities Committee
### Participant List

<table>
<thead>
<tr>
<th>Name</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alan Yost, Greene County Economic</td>
<td><a href="mailto:ayost@gcva.us">ayost@gcva.us</a></td>
</tr>
<tr>
<td>Development and Tourism</td>
<td></td>
</tr>
<tr>
<td>Chris Wilson, GFC (Travel Soccer)</td>
<td><a href="mailto:engnrn@gmail.com">engnrn@gmail.com</a></td>
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<tr>
<td>Diana Gamma, Greene County Economic</td>
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<tr>
<td>Development and Tourism</td>
<td></td>
</tr>
<tr>
<td>Ginny Reese, JMRL</td>
<td><a href="mailto:reese@jmrl.org">reese@jmrl.org</a></td>
</tr>
<tr>
<td>Gretchen Scheuermann, Highlands Golf Park</td>
<td><a href="mailto:GretchenLPGA@gmail.com">GretchenLPGA@gmail.com</a></td>
</tr>
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<td>Jeff Billker, Greene County Parks and</td>
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<tr>
<td>Recreation Department</td>
<td></td>
</tr>
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<tr>
<td>Department</td>
<td></td>
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<td>Kathy Alstat, VA Extension Office</td>
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<td>Larry Dudding, Greene Hills Club</td>
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</tr>
<tr>
<td>Sally Hurlbert, SNP</td>
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<tr>
<td>Sandra Davis, JABA</td>
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</tr>
<tr>
<td>Sean Sweeney, Greene County Parks and</td>
<td><a href="mailto:ssweeney@gcva.us">ssweeney@gcva.us</a></td>
</tr>
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</tr>
<tr>
<td>Stephanie Golon, Greene County Planning</td>
<td><a href="mailto:sgolon@gcva.us">sgolon@gcva.us</a></td>
</tr>
<tr>
<td>Department</td>
<td></td>
</tr>
</tbody>
</table>
Greene County: Community Recreational Opportunities

March 25, 2019

Brainstorming notes:

- Enhance the quality of life for our citizens
- Community and visitors knowledge of what is available
- Ten-year vision
- Designation of recreation - visitors and residents
- Diverse activities for diverse citizens
- Overcome obstacles ($$, transportations, parents working outside county)
- Affordability, inclusive, accessible, welcoming
- Health and quality

Brainstorming Notes:

- Create SMART Goals (Specific, Measurable, Attainable, Results-oriented, and Time-bound)
- Facilitate public/private partnerships
- Enhance the community's knowledge of recreational opportunities
- Establish a process to assess strengths and opportunities to
- Identify opportunities for new activities and facilities
- Have a plan to build a community of effort public and private
- Accountability
- Equality (economic)
- Communication and informing

Recreational Activities Brainstorming Notes:

- Wineries breweries
- Festival of the book
- Golf
- Sports
- Biking
- Swim
- Fishing
- Civic groups
- Rock climbing
- Book club
- Bird watching
- Cooking
- Art classes
- Heritage tours/history
- Agri-tourism
- Artisan tourism
- Viticulture
• Film
• Boating
• Hiking
• Sports
• “how to” groups
• Running
• Gardening
• Quilting
• Shooting
• Group fitness (yoga, tai chi)
• Horseback riding
• Farming
• Disc golf
• Ranger programs
• Cultural opportunities/programs
• Dance
• Organized trips
• Beading suggested itineraries
• Environment conservation (trash clean-up)
• Volunteering
• Music
COMMUNITY RECREATIONAL OPPORTUNITIES 2030

PURPOSE:

The development of this document is a result of the recommendation included in the Ruckersville Area Plan, “Marketing and Branding for Recreation Opportunities” (recommendation C-2). The recommendation included assembling stakeholders to strategize recreational opportunities through public/private cooperation. This document serves as a strategic plan for the community and the recreational opportunities working group to progress toward accomplishing the goals of the C-2 recommendation.

VISION STATEMENT:

Every community member will have the opportunity for a high quality of life through diverse, affordable, quality recreational activities facilitated by strong public/private partnerships.

STRATEGIC S.M.A.R.T. GOALS:

1) Sustain a community working group devoted to strategizing recreational opportunities.
2) Facilitate public/private partnerships for all three phases of the strategic plan (analysis, planning, implementation).
3) Establish a process to assess gaps between current recreational opportunities and the community’s desires.
4) Through partnerships, create new recreational opportunities identified from gap analysis.
5) Create a coordinated strategic multi-media communications tool to ensure all residents are well informed of community activities.

TACTICS:

* Create and distribute a community recreational needs survey
* Conduct an activities audit
* Conduct a facilities audit
* Document policies and/or create a virtual calendar for space rentals
* Conduct a marketing and branding audit (how are current recreational opportunities marketed)