

# Black Home Initiative

Connecting Capital and Community

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Washington Realtors

February 23, 2023



**Black Home Initiative**

NETWORK

## Today's Presenters:



Anna Boone, Zillow



Darryl Smith, HomeSight



Gregory Davis,  
Rainier Beach Action Coalition

BHI is Convened by:



# 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 at  
Housing WA

Mar. 2021

Mar. 2021

July 2021

Sep. 2021

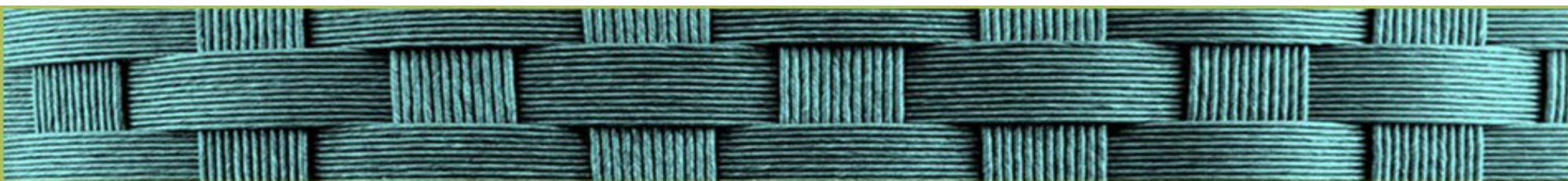
Oct. 2021

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 Center for  
Community Investment 3C Initiative  
named Black Home Initiative (BHI).  
Will Implement Seven Point Plan in  
South Seattle, South King County,  
and North Pierce County



**Black Home  
Initiative**

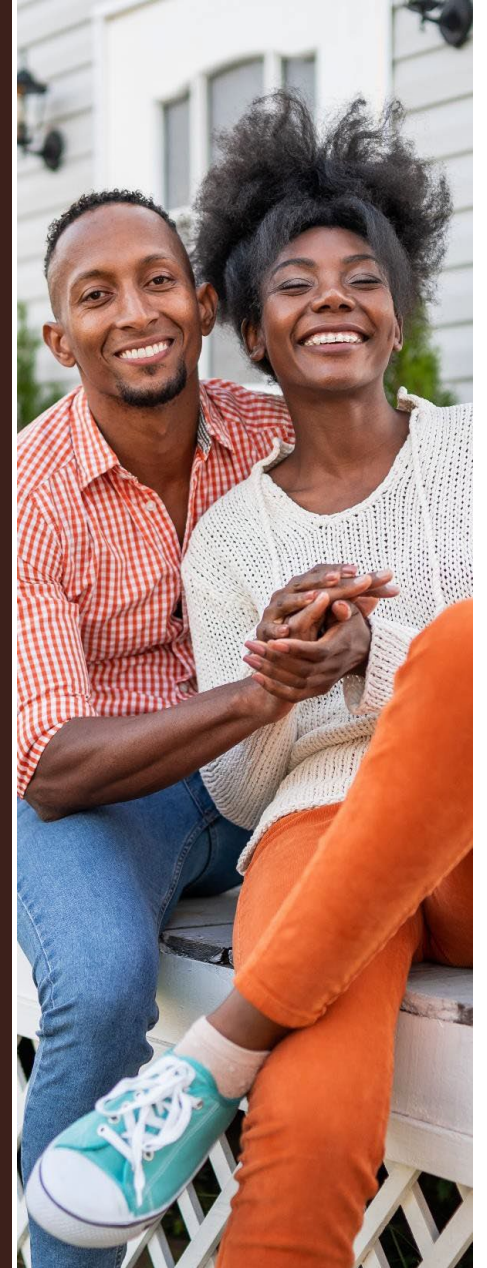
NETWORK

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



# **Increasing Black Homeownership in the Puget Sound Region**

**Initial Plan 2021 by Seven Focus Areas**

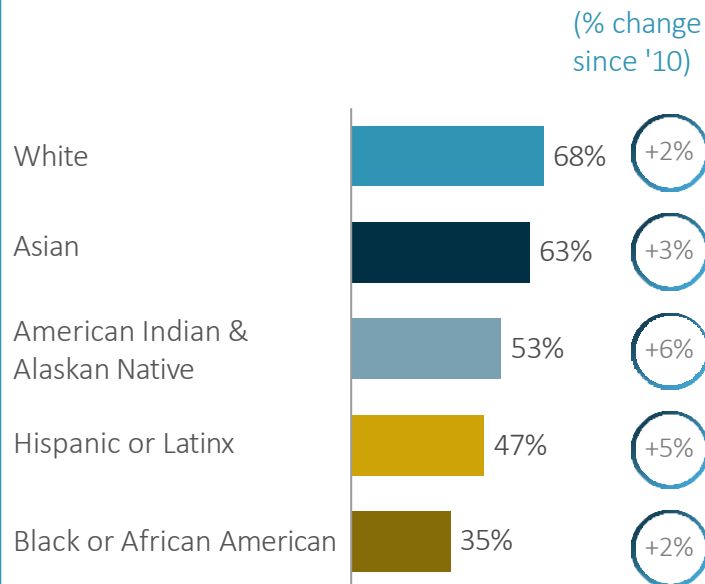


# Housing (un)Affordability Disproportionately Harms People of Color



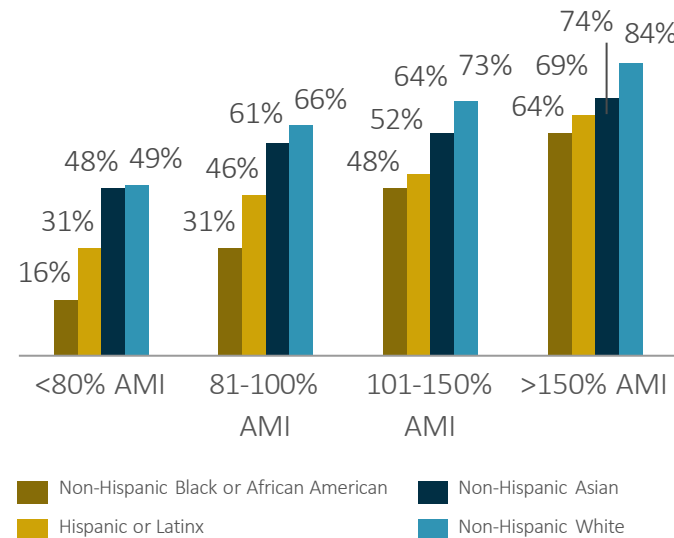
WA homeownership rates much lower for people of color

WA homeownership rates by race



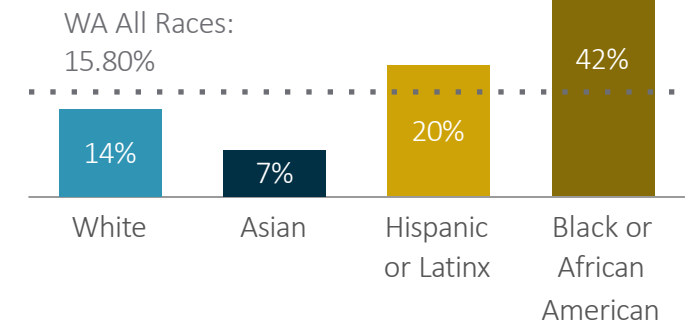
BIPOC<sup>1</sup> homeownership rates lower at every income level

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 cycle<sup>2</sup>*

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 will apply CCI's *capital absorption framework* in six 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 the North Star that guides collaborative work on community investment. It has two parts: an aspiration for how to use investment to bring racial equity to your community and a result that names the specific change and outcome you will work to achieve in service of your aspiration. The aspiration reflects the values of the people who live and work in a place, and the result is accomplished through specific community investment strategies.

## PIPELINE:

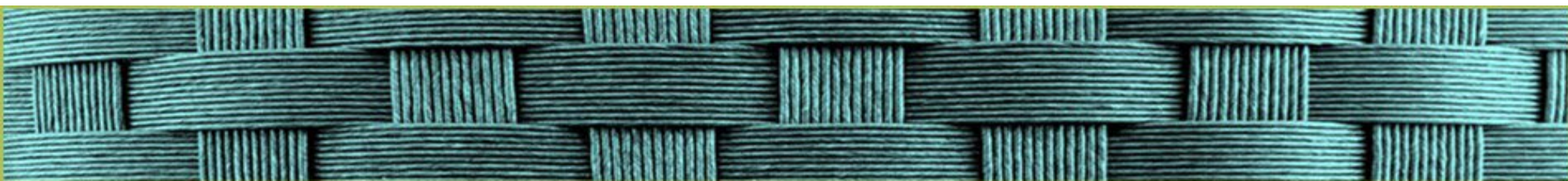
A pipeline is a set of deals and projects that help achieve a community’s shared priority. For instance, if your shared priority focuses on housing stability, your pipeline will include projects related to preserving and building affordable housing. For BHI this is both a supply and demand pipeline effort.

## 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. This ranges from policies, institutional practices, funding sources, and other resources to skills, relationships, and the community’s understanding of its history and future.

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

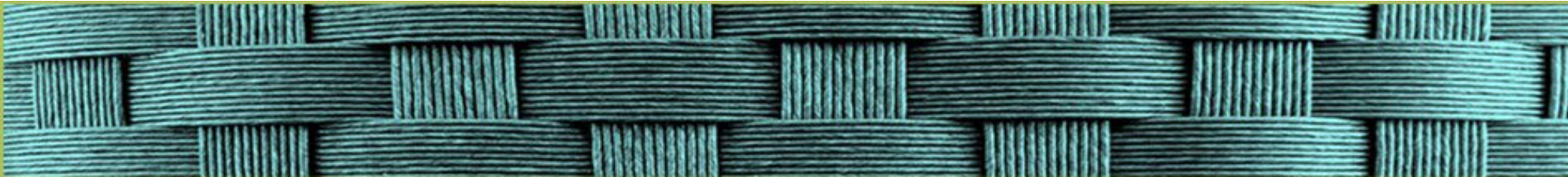
<b>Provisional Result</b>	The opportunity to own a home, and the potential benefits of that asset, are available to low- and moderate-income Black homeowners who desire it.
<b>Geographic Area of Focus</b>	South Seattle, South King County, and North Pierce County, Washington.
<b>Key Performance Indicator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





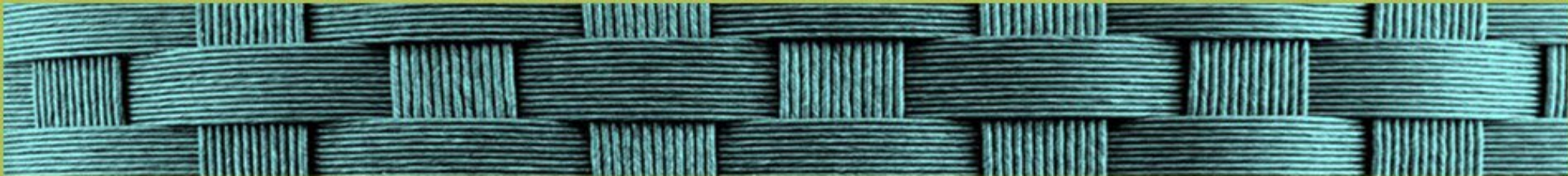
# BHI Shared Priority and Line of Sight (cont.)

<p><b>10 years from now:</b> <i>What we hope to celebrate (outcomes)</i> <i>(July 1, 2032)</i></p>	<ul style="list-style-type: none"> <li>• 3,000 new Black LMI homeowners (with homes, mortgages, and locations as noted above).</li> <li>• Sustained and meaningful progress along a trajectory that leads to the elimination of:             <ul style="list-style-type: none"> <li>○ disproportionality in homeownership rate between Black and white households</li> <li>○ systemic barriers, including lending underwriting and real estate practices, that have impeded Black household access to homeownership.</li> </ul> </li> </ul>
<p><b>Five years from now:</b> <i>What we hope to celebrate (outcomes)</i> <i>(July 1, 2027)</i></p>	<ul style="list-style-type: none"> <li>• 1,500 new first time Black LMI homeowners (<i>note, independent of sustaining existing buyers</i>)</li> <li>• All systems that have impeded access to Black homeownership have been clearly defined and some have been transformed.</li> </ul>
<p><b>Two years from now:</b> <i>Progress made towards those outcomes</i> <i>(July 1, 2024)</i></p>	<ul style="list-style-type: none"> <li>• We are a strongly aligned impact network delivering on the shared priority and outcomes.</li> <li>• New products--including loans, housing, programs, and resources—are underway.</li> <li>• A policy framework is mapped and enables the shared vision.</li> <li>• At least one policy win.</li> <li>• Strategies to sustain existing buyers are implemented.</li> </ul>
<p><b>In place :</b> <i>Progress is being made towards those outcomes</i></p>	<ul style="list-style-type: none"> <li>• Strong Core Team and group of advisors (Full Team) are in place, and they:             <ul style="list-style-type: none"> <li>○ demonstrate trusting relationships with each other,</li> <li>○ are connected to the community, and</li> <li>○ have honed the project focus, mapped and aligned existing actions, and affirmed the community’s shared priorities and developed a workplan.</li> </ul> </li> </ul>



# Core Team Members

NAME	ROLE	Self-Identified DEMOGRAPHICS	PERSON'S STAKE IN THIS ISSUE	CONCRETE CONTRIBUTIONS
<b>Andrea Caupain</b>	CEO of Byrd Barr Place, a community action agency	Female, Black/African American	Provide thought leadership to advance the ideas from commitment to action	Evangelize the work to stakeholders
<b>Gregory Davis</b>	Managing Strategist, Rainier Beach Action	Male, Black/African American	Passionate leader in Black community	Trusted broker, connected thought leader
<b>Gordon McHenry</b>	CEO, United Way King Co.	Male, Black/African American	Developing a comprehensive multi-year/multi-decade strategy to significantly increase Black wealth in the Puget Sound region through increased homeownership, with support and commitment from philanthropic, business and public sectors	Using relationships, reputation and influence (both personal and United Way's) to ensure needed support and successful outcomes
<b>Michelle Merriweather</b>	CEO, Urban League of Metropolitan Seattle	Female, Black/African American	Passionate leader in Black community	Trusted broker, connected thought leader
<b>Darryl Smith</b>	Executive Director of HomeSight, a local NeighborWorks organization	Male, Black/African American	Passionate leader in Black community	Trusted broker, connected thought leader
<b>Anna Boone</b>	Manager of Government Relations, Zillow	Female, White/Caucasian	Personal and organizational commitment to closing the racial wealth gap through homeownership opportunities	Well-connected within business and political circles; able to leverage robust housing research and data to support the initiative
<b>Felicia Medlen</b>	Manager, Housing Division City of Tacoma	Female, Black/African American	Passionate leader in Black Community in Tacoma	Public sector, connected thought leader



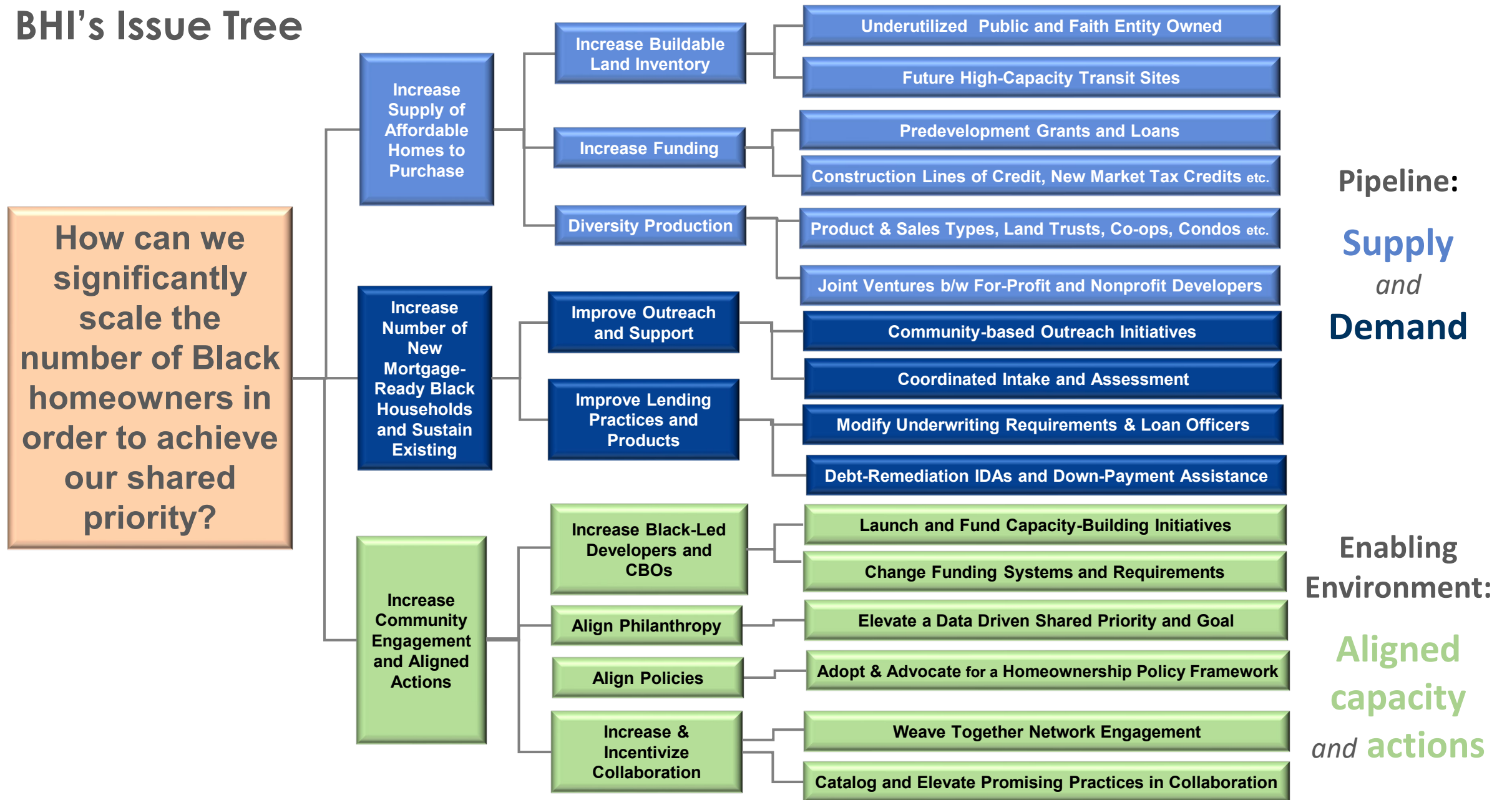
You might be asking—okay this is nice but what is different about this initiative and all other past attempts to do the same...



Credit: Robert Lukeman

# The Comprehensive Focus:

## BHI's Issue Tree



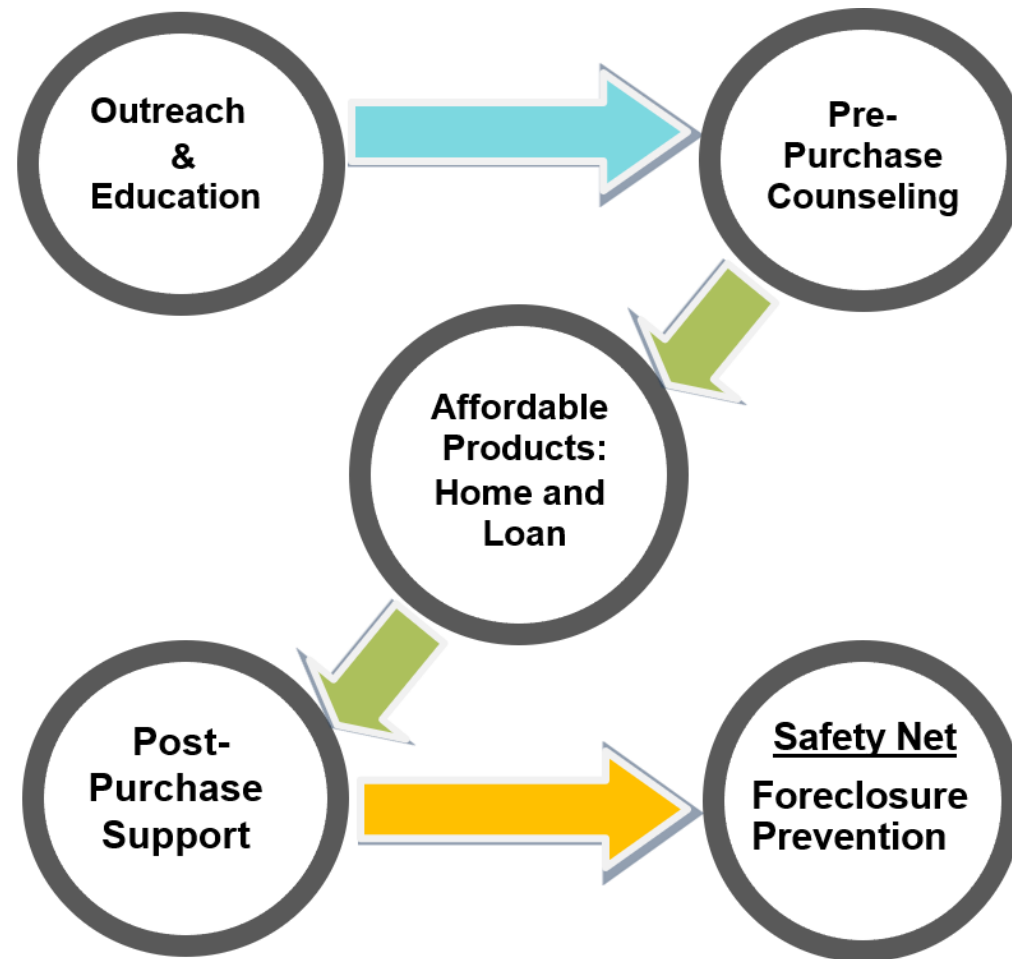
Homeownership is not an event...

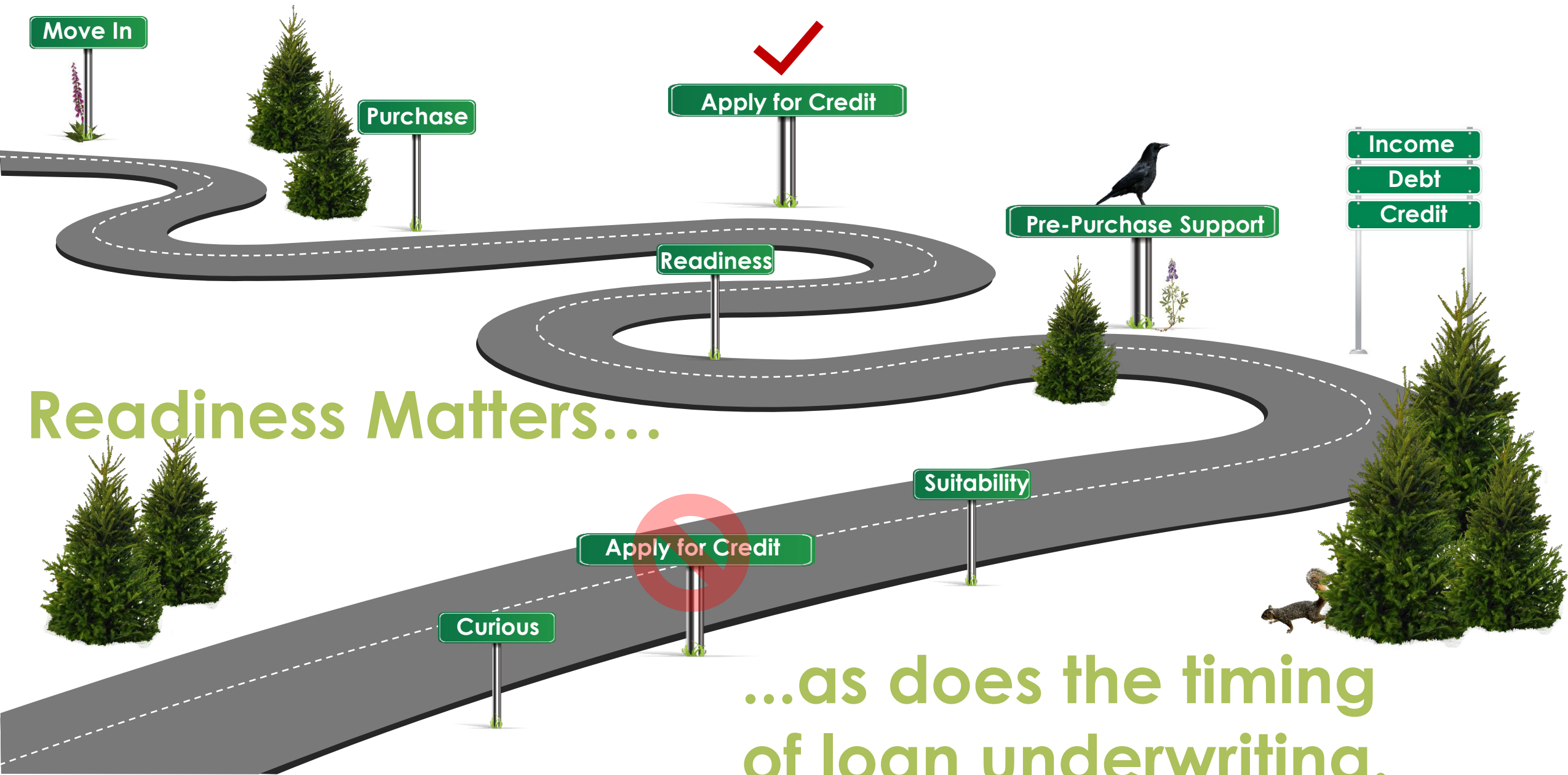
STOPPING HERE

...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.”**



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

**Black Home Initiative NETWORK**  
CIVIC COMMONS Center for Community Investment

**Black Home Initiative Network:  
Network Partner Pledge**

Primary Contact:  
Marty Kooistra [M.Kooistra@civic-commons.org](mailto:M.Kooistra@civic-commons.org)  
206.430.2800

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### What is Black Home Initiative?

The primary purpose of [Black Home Initiative \(BHI\)](#) is to increase the number of BIPOC households who successfully secure homeownership. The ultimate impact we aspire to is the reduction of inequity and an increase in intergenerational household wealth. Our initial emphasis, and our shared priority, is on Black households; within five years, the goal is to make the opportunity to own a home, and the potential benefits of that asset, available to 1,500 new low- and moderate-income Black homeowners in South Seattle, South King County, and North Pierce County. The initiative will concurrently focus on the essential work of clearly defining, and transforming, the systems that have impeded access to homeownership for Black households in our area.

### Why is BHI Needed?

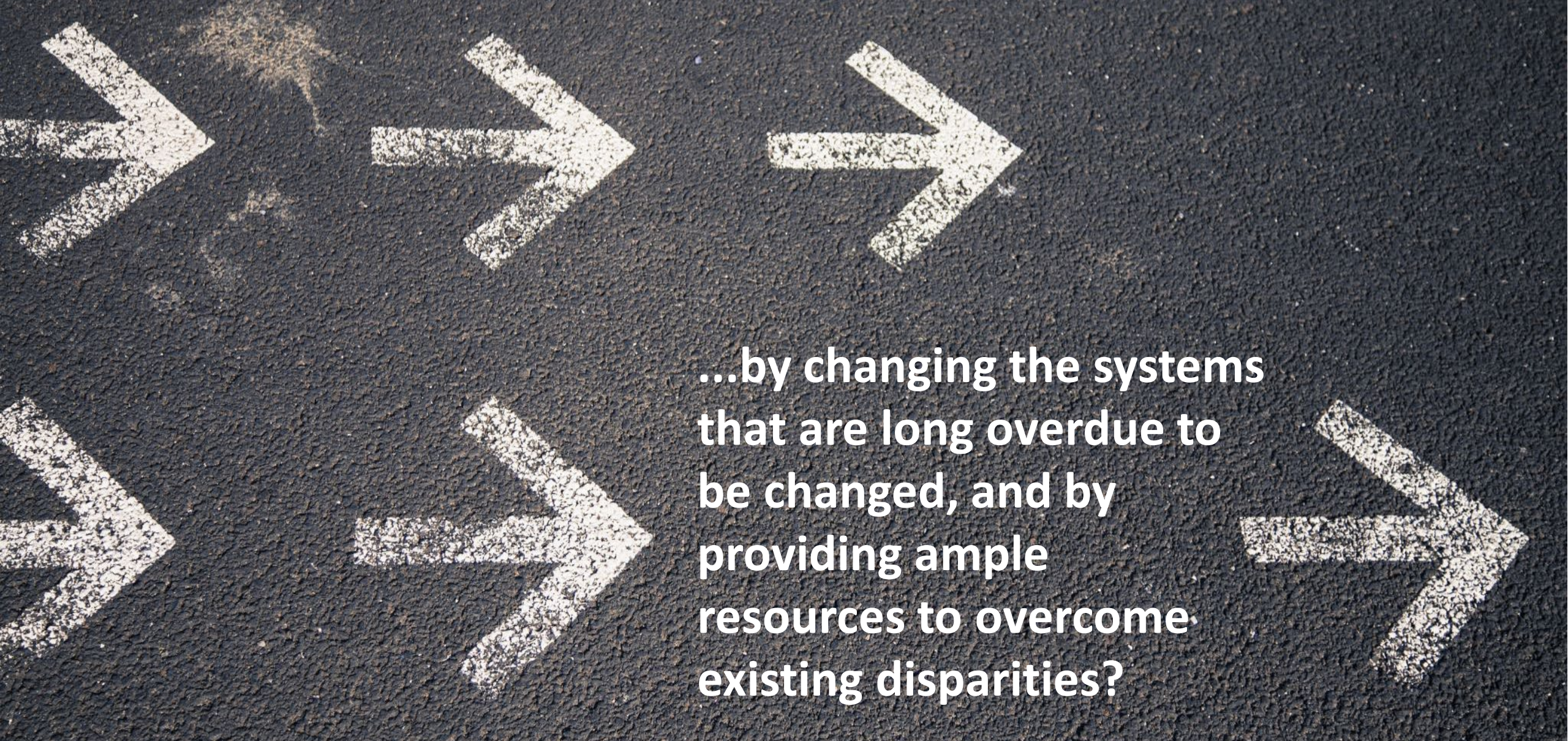
Rising costs have made purchasing a home a challenge for many people in this region. However, historical structural racism and persistent institutional racism and exclusion mean this goal is even less attainable for Black households. In Seattle, the homeownership rate among Black households is 26%, roughly half the rate among white households (51%). The homeownership rate among Black households in Tacoma is 35%, compared to 64% among white households. (1)

### Why is a BHI Network Needed?

Making BHI's shared priority a reality requires change in many aspects of several intersecting systems. This involves the biggest-picture principles, the most detailed metrics, and the large, complex web of policies and practices in between. No single organization, no matter how determined or well-resourced, can do it alone. This shared priority needs an approach that breaks with traditional ways of approaching affordable homeownership work. Breakthrough success will only come from doing three things:

- **Bringing together the people who make decisions for, and carry out the work of, many relevant sectors;**
- **Elevating the voices of the community members impacted by that work; and**
- **Combining the depth and breadth of their diverse experience, expertise, tools, resources, and commitment.**

This is a *shared* priority. So the key will be shifting our mindset away from working as bright but separate stars and towards working like a highly connected constellation. By aligning ourselves in a network, our joint impact can be far greater than the sum of our individual efforts. If our intent is to increase affordable housing supply, prepare Black homebuyers for their journey, support them along the way, and facilitate their ability to live out their homeownership dreams, then our target is systemic change that rights the wrongs of the past and the present and ensures equitable access to opportunity in the future. Impact networks offer us the power and the pathway we need to achieve that kind of fundamental and lasting transformation.



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

# Reactions and Questions



thank  
you

