



# ALIGNING

Housing, Agriculture & Economic Development  
to Meet West Virginia's Future Growth

## *Aligning Summit Blueprint*

September 2017

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## Executive Summary

### *...Aligning housing, agriculture, and economic development*

In June 2016, West Virginia experienced a thousand-year flood, leaving its residents and 44 counties in a state of emergency. After the initial disaster relief and recovery efforts, thousands of residents began the long process of rebuilding their lives, homes, businesses, and communities. As rebuilding efforts commenced, CommunityWorks in West Virginia (CommunityWorks) and the West Virginia National Guard identified the need to improve collaboration among entities working on housing and economic development to realize the true potential and transformation of West Virginia communities.

Because housing, economic development, flood recovery, tourism, and agriculture are inherently linked, CommunityWorks and the West Virginia National Guard formed an intentional collaboration with the West Virginia Department of Agriculture, West Virginia Department of Commerce, and West Virginia Oil and Natural Gas Association to better align long-term recovery and community transformation efforts.

CommunityWorks secured funding from the Claude Worthington Benedum Foundation to convene stakeholders at a statewide housing, agriculture, and economic development summit on August 17, 2017 at the Embassy Suites in Charleston, West Virginia. Over 70 leaders and individuals working in the oil and gas industry, agriculture, agribusiness, tourism, housing, flood recovery, and community and economic development participated in the one day **Aligning Summit** to launch a collaborative plan of action to align job creation and housing solutions across West Virginia.

The **Aligning Summit** highlighted the current landscape and key issues associated with growth opportunities in the areas of natural gas production and transmission, tourism, and agriculture; captured strategies to better align efforts and strengthen multi-sector collaboration; identified innovative and unique housing models and solutions for success and promise; and developed policy and planning steps needed to support ongoing collaboration and model implementation.

West Virginia leaders across sectors outlined current developments and future opportunities in the state. Highlights included:

- Current proposals for pipeline projects to be built in and through West Virginia make up one of the single largest private sector infrastructure investments in West Virginia's history.
- Tourism is the third largest industry in West Virginia and has a significant and positive impact on the state's economy.
- The West Virginia Department of Agriculture is using agriculture to impact local economies by expanding food production, advancing agritourism, and expanding efforts to place veterans in career opportunities in agriculture.

- Agritourism is a booming industry and is a great opportunity to foster job creation, attract individuals to move to West Virginia, and maximize the state’s assets.
- The West Virginia Department of Commerce secured \$107,492,000 through the HUD Community Development Block Grant—Disaster Recovery to address unmet needs from the June 2016 floods.
- The West Virginia Housing Development Fund published a Statewide Housing Need Assessment to provide a comprehensive look at the current and anticipated housing needs in all 55 counties.
- The West Virginia National Guard is leading efforts for long-term recovery and economic development in response to the June 2016 floods and is developing creative, innovative housing and economic development strategies to help transform communities.
- CommunityWorks and the Partnership for Elder Living are implementing a Senior Living Project to create better and more affordable housing for the growing elder population in the state.
- CommunityWorks provides effective training and technical assistance to local housing organizations; develops sustainable capital investment in local housing; advocates for sound housing policies; and increases public awareness of local housing issues throughout West Virginia.

Leaders stressed that aligning these resources to have the greatest impact on communities requires proactive, long-term planning across economic development efforts, housing, tourism, and agriculture. It is time to remove barriers to partnerships, work collaboratively to maximize resources, and develop long-term plans across sectors to achieve the best outcomes.

Four (4) regional planning groups were established at the **Aligning Summit** to help communities begin the process of aligning resources and advancing strategies across regions. Regional groups identified a significant number of strengths and assets. True to the “Mountaineer Spirit,” participants were prolific in reframing challenges as potential opportunities. Each region identified possible collaborations to align efforts and capitalize on new and innovative ideas. Each region then selected a priority issue and committed to rapid action planning over the next 30 days to move forward.

Regional priority issues included:

- Region 1 (Northern) will **build upon the regional housing group that began meeting a year ago**. Stakeholders will extend the group to all counties in northern West Virginia and add additional members to the coalition. New members will be invited to the West Virginia Housing Conference to continue these efforts.
- Region 2 (Eastern) is seeking to **increase workforce housing** through:
  - **Policy changes** (property tax abatement, workforce housing subsidies, tax credit for CDFI, CRI, land trust, land zoning reforms);
  - **Development of a replication model;**
  - **Identification and securement of philanthropic resources and stronger connections with the oil and gas industry;** and

- ***Stronger connections with farmers and other agriculture partners to protect farmland.***
- Region 3 (Central) will:
  - ***Recommend convening of meetings to discuss short-term and long-term community and economic development needs in the areas of pipeline development;***
  - ***Connect Community Action Agencies in the region with the agritourism opportunities;*** and
  - ***Convene meeting about potential agricultural pre-apprentice program in Kanawha County.***
- Region 4 (Southern) will:
  - ***Advance outdoor experiences in southern West Virginia;***
  - ***Determine how to make it easy for existing businesses to grow;*** and
  - ***Map the region's businesses and business support resources.***

Going forward, regions will continue to advance strategies identified and create new partnerships and collaborations. They will have the opportunity to convene at the West Virginia Housing Conference to report on progress and plan another 30-day implementation cycle. **Aligning Summit** conveners and partners will back the efforts of the regional groups with resources and support.

## Background of Initiative

*...Setting the stage to align housing, agriculture, and economic development*

On June 22, 2016, severe storms, flooding, landslides, and mudslides struck the state of West Virginia, leaving its residents and 44 counties in a state of emergency. The National Weather Service reported that as much as 8 to 10 inches of rain fell, qualifying the situation as nearly a thousand-year flood. In addition to the tragic loss of 23 lives, West Virginia emergency officials reported that 1,400 homes were destroyed—some were shoved off their foundations and others were completely washed away in the torrents of water. Another 2,300 homes were damaged. Hundreds of businesses were destroyed and flood-related infrastructure damage was significant and widespread.

In the aftermath of the storm, thousands of West Virginians began to rebuild their lives and their homes with assistance from federal agencies, the state government, nonprofit organizations, businesses, faith communities, and countless volunteers. As efforts were underway, conversations to systematically, collaboratively, and proactively transform communities emerged among CommunityWorks in West Virginia and the West Virginia National Guard.

### **CommunityWorks in West Virginia**

CommunityWorks in West Virginia, Inc. (CommunityWorks) is a statewide membership organization made up of 27 local agencies and organizations that provide housing-related services throughout West Virginia. The mission of CommunityWorks is to create housing and community development solutions for all West Virginians through a network of member organizations. The nonprofit organization carries out its mission by providing effective training and technical assistance to local housing organizations; developing sustainable capital investment in local housing; advocating for sound housing policies; and increasing public awareness of local housing issues throughout West Virginia.

### **West Virginia National Guard**

The West Virginia National Guard provides trained, equipped and ready forces capable of mobilizing and deploying in support of federal and state missions. In addition to national and international emergencies, the West Virginia National Guard has responded more than 60 times in the past decade for FEMA-declared state emergencies and is leading efforts for long-term recovery and economic development efforts in response to the June 2016 floods. Employing the expertise of their service members, the West Virginia National Guard has transitioned from emergency relief efforts to economic development initiatives in flood zones across the state.

*The **Aligning Summit** was hosted by CommunityWorks in West Virginia and the West Virginia National Guard. Funding was provided by the Claude Worthington Benedum Foundation.*

Because housing, economic development, flood recovery, tourism, and agriculture are inherently linked, CommunityWorks Executive Director, Mary Skeens, and West Virginia Army National Guard leader, Major General James Hoyer, identified the need to improve collaboration among entities working on housing and economic development in the state and set out to launch a collaborative plan of action to align job creation and housing solutions across West Virginia. CommunityWorks and the West Virginia National Guard formed an intentional collaboration with the West Virginia Department of Agriculture, West Virginia Department of Commerce, and West Virginia Oil and Natural Gas Association to better align long-term recovery and community transformation efforts.

CommunityWorks secured funding from the Claude Worthington Benedum Foundation to convene stakeholders at a statewide housing, agriculture, and economic development summit on August 17, 2017 at the Embassy Suites in Charleston, West Virginia. The objectives of the **Aligning Summit** were to:

- Showcase the current landscape and highlight key issues, including affordable short-term and long-term housing associated with growth opportunities in the areas of natural gas production and transmission, tourism, and agriculture;
- Discover ways to better align efforts and strengthen multi-sector collaboration;
- Identify innovative and unique housing models and solutions for success and promise; and
- Identify policy and planning steps needed to support ongoing collaboration and model implementation.

Over 70 stakeholders attended the **Aligning Summit** and had the opportunity to network; learn about current efforts, innovations, and challenges across sectors; identify regional assets and potential collaborations; and participate in rapid action planning to support ongoing efforts to align housing, agriculture, and economic development across the state.

## Current Landscape and Future Outlook

...Key initiatives and growth opportunities to transform West Virginia communities

After an opening welcome by the **Aligning Summit** hosts CommunityWorks and the West Virginia National Guard, Brigadier General Harrison "H.B." Gilliam, Director, Joint Staff, of the West Virginia National Guard, moderated the *Current Landscape and Future Outlook* session and panel discussion. Panelists included leadership from the West Virginia Oil and Natural Gas Association, Hatfield-McCoy Regional Recreation Authority, West Virginia Department of Agriculture's Agriculture and Business Development Division, and West Virginia Department of Commerce's Community Development Division. These leaders all stressed the need to remove silos among efforts and create meaningful collaborations across sectors to realize the true potential and transformation of West Virginia's communities.

West Virginia leaders across sectors stressed that while there are considerable developments in housing, agriculture, economic development, and tourism, intentional collaboration among efforts is needed to truly transform communities.

### Economic Development

#### West Virginia Oil and Natural Gas Association

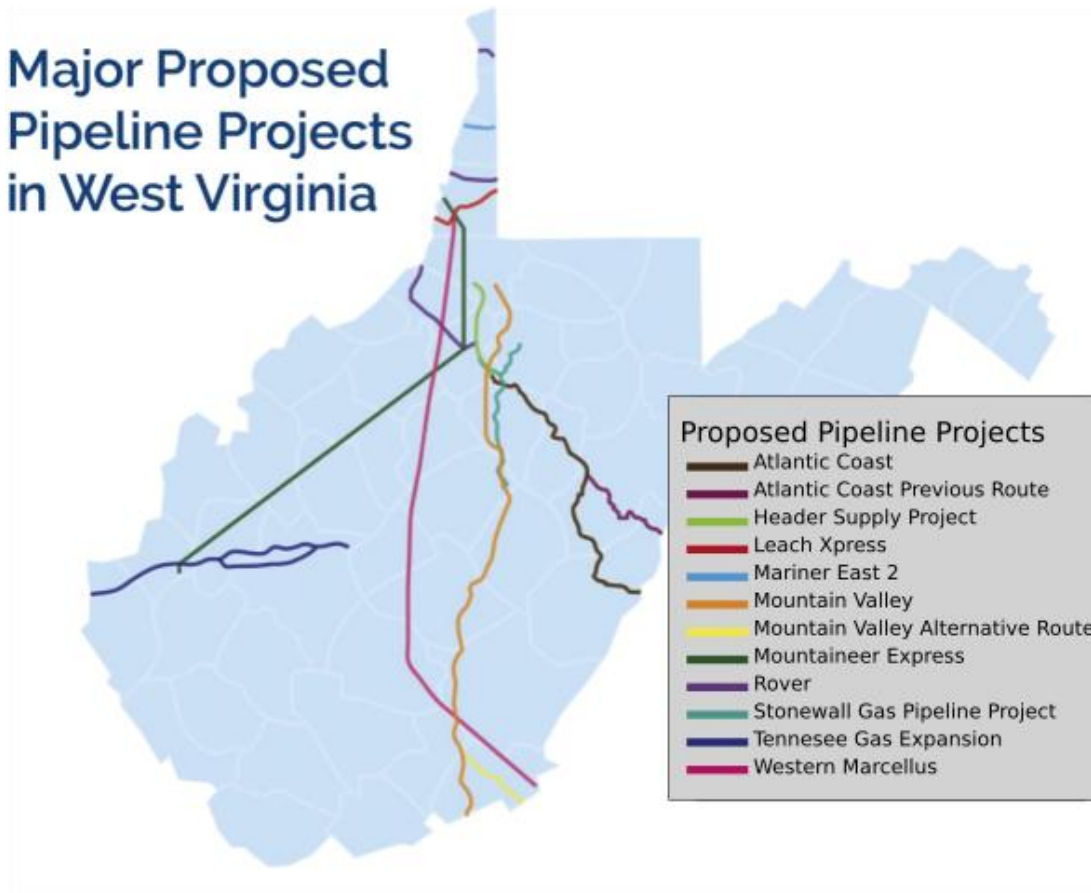
The West Virginia Oil and Natural Gas Association (WVONGA) represents companies in construction, environmental services, drilling, completion, gathering, transportation, distribution, and processing. WVONGA members account for more than 80% of West Virginia's oil and natural gas production, and operate more than 20,000 miles of pipeline across the state.

The Marcellus Shale is the largest source of natural gas in the United States, and one of the largest in the world. West Virginia represents approximately 22% of the acreage among Marcellus states. **Current proposals for pipeline projects to be built in and through West Virginia (see map below) make up one of the single largest private sector infrastructure investments in West Virginia's history.** These projects represent nearly \$5.7 billion in economic impact, over 18,000 jobs, and over \$60 million in estimated capital investment property taxes. Once constructed, these pipelines will provide incentives and opportunities for increased gas development in West Virginia, which will generate more local and state jobs and taxes.

The major pipeline projects include the Leach Xpress Pipeline, the Atlantic Coast Pipeline, the Mountain Valley Pipeline, and the Rover Pipeline.



## Major Proposed Pipeline Projects in West Virginia



### Leach Xpress Pipeline

The Leach Xpress Pipeline is a project of TransCanada that started construction in April 2017 and is expected to be in service in November 2017. The project represents 160 miles of pipeline and compression facilities and an investment of \$1.4 billion. The pipeline will transport 1.5 billion cubic feet of natural gas per day and run through southeastern Ohio and West Virginia's northern panhandle. The project will generate an estimated 955 jobs in West Virginia in construction, hospitality, and food service.

### Atlantic Coast Pipeline

The Atlantic Coast Pipeline is a Dominion Transmission project totaling 600 miles of pipeline that will transport 1.5 billion cubic feet of natural gas per day. The project will begin in Harrison County and move south 81 miles through five (5) counties in West Virginia before crossing into Virginia and North Carolina. The pipeline is expected to be in service by the end of 2019. The Atlantic Coast Pipeline will create significant economic benefits for the state of West Virginia, including:

- Capital expenditures of \$882.6 million
- Construction activity of \$478.7 million and 3,093 jobs
- Tax revenue (construction) of \$661,000 annually
- Operations activity of \$15.6 million annually
- Tax revenue (operations) of \$9.4 million annually

### Mountain Valley Pipeline

The Mountain Valley Pipeline is an EQT project that will develop 303 miles of interstate pipeline from northwestern West Virginia to southern Virginia, resulting in the transportation of 2 billion cubic feet of natural gas per day. The project will generate \$47 million in tax revenues and 4,500 jobs in West Virginia. The project is targeted to be in service by the end of 2018. It is a \$3.5 billion investment.

### Rover Pipeline

The Rover Pipeline is a project of Energy Transfer Partners and will transport 3.25 billion cubic feet per day of natural gas to Ohio, West Virginia, Michigan, and Canada. The 713 mile pipeline will originate in southeastern Ohio, western West Virginia, and southwestern Pennsylvania and continue north across Ohio to Michigan.

As discussed, these private sector infrastructure investments will have a significant impact on the economy of the state and region. Housing and community development issues need to be proactively addressed to capitalize on these investments, increase the sustainability of these efforts, and avoid “boom and bust” economies.

*Proactive, long-term planning across sectors will help communities capitalize on private sector investments and increase economic and community development in the region.*

Staffing and short-term housing for contractors is a complex issue. To ensure local hiring, a project labor agreement was put into place with the union. This agreement will stimulate local economies through employment opportunities and reduce the need for new temporary housing. In addition, housing burdens are reduced by the common practice for welders to bring their own rigs and stay in campgrounds. However, mileage restrictions within contracts require the projects to arrange for housing within a certain distance from the pipe yard. This is easy in some areas and difficult in other areas. ***Developing strategies for short-term housing that supports long-term community development requires proactive discussions among community developers and oil and gas companies.*** Communities can support the industry’s permanent presence in the region by developing long-term plans to make communities attractive to workers—including (but not limited to) shopping, good schools, recreation, and other amenities that increase quality of life.

## Tourism

### Hatfield-McCoy Regional Recreation Authority

***Tourism, the third largest industry in West Virginia, has had a significant positive impact on the state’s economy.*** The Hatfield-McCoy Trail System is one example of this impact. The Hatfield-McCoy Regional Recreation Authority is the governing body for the Hatfield-McCoy Trail System, one of the premier multi-use trail systems in the nation. For 500 miles this trail system meanders through some of the most beautiful, unspoiled, historic territory in the

country. The system can accommodate off-highway motorcycles, all-terrain vehicles (ATVs), horseback riders, mountain bikers, and hikers.

The Hatfield-McCoy Trail System is, and will continue to be, an important factor in the economic development of southern West Virginia and the entire state. An October 2016 report defined the total economic impact of the Hatfield-McCoy Trail System as an increase in output of \$7,776,116, an increase in income of \$2,789,036, and the generation of 146 new jobs. The Hatfield-McCoy Trail System also increases state revenue for West Virginia. Sales taxes created by the system total \$622,752.

*Communities need to work across sectors to increase creative affordable housing options for areas impacted by tourism—including seasonal workers, tourists, and low-income families.*

Reinforcing WVONGA’s discussion that alignment between industries is essential to increase economic and community development in the region, the Hatfield-McCoy Regional Recreation Authority demonstrates that ***housing and tourism are interwoven and the current supply and demand for housing are unaligned.*** In any given weekend in the service area of the Hatfield-McCoy Trail System, there are “more people than beds.” The area regularly struggles with insufficient short-term housing accommodations for tourists and tourism workers. This gap between housing supply and demand is not unique to southern West Virginia. The same challenges exist in other West Virginia communities that provide casinos and gaming, ski resorts, whitewater rafting, and other tourism options.

Traditionally, tourism workers could rent reasonable housing in the region. However, due to increasing tourism, much of the housing stock has been transformed into bed and breakfast accommodations and AirBnB rentals. While this is a positive income stream for home owners, it leaves insufficient housing for seasonal tourism workers. In addition, this trend has reduced the affordable housing stock for first-time homebuyers and low-income families.

*Agritourism is a booming industry in the nation and state. It is a great opportunity for fostering job creation for residents, attracting individuals to move to West Virginia, and maximizing the state’s assets.*

West Virginia also has an opportunity to increase tourism through retirement communities. The state boasts a pleasant climate, low cost of living, and, in the population centers, access to healthcare. As tourists, “mobile” seniors provide many advantages. They do not need year-round housing, they spend more money, and they are generally a net gain on state resources (they use less services than they access). However, the challenge is that there are not enough housing units to attract a critical mass of seniors and create retirement communities to serve them.

## **Agritourism**

### **West Virginia Department of Agriculture's Agriculture and Business Development Division**

The agriculture landscape is evolving. While crops and cattle traditionally defined an agricultural economy, the industry is expanding to include an emphasis on agritourism and its impact on economic development. ***The West Virginia Department of Agriculture is using agriculture to impact local economies by expanding food production, in addition to capitalizing on the state's natural resources.***

West Virginia consumes approximately \$7 billion worth of food each year, yet the state produces only \$1 billion in food. As a result, food deserts and an import economy increase food costs across the state. One of the primary goals of the West Virginia Department of Agriculture's Business Development Division is to work with and develop agritourism and agribusinesses. The department offers business and marketing plan development, product label development and approval, product packaging development, and sourcing/promotional assistance. It also promotes "West Virginia Grown" products to consumers and provides training and other resources that help producers maximize their productivity and profits. The department also houses the Food Distribution Program, which delivers food to county school systems and agencies that serve low-income families. It also oversees 10,000 acres of state-owned land that is used to grow food for state institutions and provide training and agricultural development programs.

Agritourism is on the rise in the state, and farms and agriculture businesses are now promoted as tourist destinations. This is a great initiative to help foster job creation in the Mountain State. From a farm wedding to a berry-picking excursion for the family, an overnight stay at a working farm to a tour of a winery, agritourism covers a lot of ground. The Business and Development Division has created a one-stop-shop to help farmers create business; form key partnerships; get their message to the masses; and provide experts from agriculture, tourism and the business sectors to focus on marketing, hospitality, management and business collaborations.

## **Flood Recovery**

### **West Virginia Department of Commerce's Community Development Division**

West Virginia was awarded \$107,492,000 through the HUD Community Development Block Grant-Disaster Recovery (CDBG-DR) Program to address unmet needs from the June 2016 floods. The following 12 counties are eligible for assistance through these funds: Clay, Fayette, Greenbrier, Jackson, Kanawha, Lincoln, Monroe, Nicholas, Pocahontas, Roane, Summers, and Webster. The grant requires that 80% of the funds must be spent in Clay, Greenbrier, Kanawha, and Nicholas counties and 70% of the funds must benefit low- to moderate-income (LMI) persons. The funds must be used primarily to address housing needs.

Proposed programs for these funds include:

- Up to Code Housing Restoration Program (Up to Code): \$64,378,950
- Rental Assistance Program (RAP): \$16,000,000
- Hazard Mitigation Grant Program (HMGP) Match: \$12,440,000

- Bridge Home Program: \$2,080,000
- Riverview Rehabilitation Project: \$2,500,000
- State Administration and Planning: \$6,881,050

#### Up to Code Housing Restoration Program (Up to Code)

The objective of Up to Code is to provide housing assistance to LMI individuals. This program has been designated \$64.4 million to address FEMA-designated damages, LMI households, and communities with high or medium scores on the SoVI® (Social Vulnerability Index). Up to Code will serve an estimated 1,000 individuals.

#### Rental Assistance Program

The objective of the Rental Assistance Program is to provide aid to rehabilitate rental stock. This program has been allocated \$16 million to address FEMA designated damages, LMI tenants, and communities with high or medium SoVI® scores. The June 2016 floods impacted approximately 780 rental properties. This project will serve an estimated 300 households.

#### Hazard Mitigation Grant Program (HMGP) Match

The objective of the Hazard Mitigation Grant Program (HMGP) Match is to leverage CDBG-DR funds to provide a 25% match for FEMA HMGP. West Virginia is expected to receive \$60 million in HMGP funds, and the state will contribute \$12.44 million in matching funds. Eligible activities include housing activities, property acquisition and demolition, property elevation, and infrastructure improvements or replacement. The West Virginia Development Office will partner with the West Virginia Division of Homeland Security and Emergency Management to implement this program.

#### Riverview Rehabilitation Project

The objective of the \$2.5 million Riverview Rehabilitation Project is to protect the existing Neighborhood Stabilization Program fund investment targeted at vulnerable populations.

#### Bridge Home Program

The \$2 million Bridge Home Program will fund the repair of privately owned bridges that provide primary access to a residence. Priority will be given to citizens served by one of the housing programs. The West Virginia Development Office will partner with West Virginia Voluntary Organizations Active in Disaster (WVVOAD) to implement this program. The grant limit is \$30,000 per bridge.

*Communities should be aware that West Virginia was awarded \$107,492,000 through the HUD Community Development Block Grant—Disaster Recovery Program to address unmet needs from the June 2016 floods. Contact the West Virginia Development Office for additional information.*

## West Virginia's Housing Environment: Now and the Future

### *...Innovative and unique housing models*

The afternoon panel discussion, *Innovatively Meeting West Virginia's Housing Challenges*, was moderated by Mary Hunt, Program Director at the Claude Worthington Benedum Foundation. Panelists included representatives from the West Virginia Development Fund, West Virginia National Guard, Woodlands Development Group, West Virginia Partnership for Elder Living, and West Virginia Department of Agriculture.

### **Housing in West Virginia**

#### **West Virginia Housing Development Fund**

The West Virginia Housing Development Fund (WVHDF), the state's affordable mortgage finance agency, was established to develop and improve the housing opportunities for West Virginia residents. In 2017, WVHDF conducted a West Virginia Statewide Housing Needs Assessment to provide a comprehensive housing assessment that focuses on the current and anticipated housing need in each of West Virginia's 55 counties. Each county was analyzed and evaluated to determine demographic trends, economic and housing market performance, household income projections, and anticipated market demand. The study provides a specific and detailed report of housing trends and opportunities and challenges at the local, regional, and state levels.

Key takeaways from the report include:

- Senior-renter households are projected to increase in 54 of the state's 55 counties between now and 2019.
- Foreclosure rates are lower than national averages.
- West Virginia has the highest percentage of homeownership in the nation.
- Affordable, subsidized, and tax credit units are in demand. The occupancy rates of these units are 98% or higher in 47 counties.
- The greatest potential in rental housing need appears to be affordable senior housing.

*The West Virginia Housing Development Fund published a West Virginia Statewide Housing Need Assessment to provide a comprehensive look at the current and anticipated housing needs in all of the state's 55 counties.*

The study provides a blueprint to expand programs in West Virginia and develop more effective solutions to give all West Virginians the opportunity for safe, decent, and affordable housing. The full report can be found at <http://www.wvhdf.com/Housing-Needs-Study>.

## Rural Housing Needs and Innovative Ideas

### West Virginia National Guard

The June 2016 floods had an extreme impact on housing in West Virginia. FEMA declared 12 counties as federal disaster areas, 1,400 homes were destroyed, and 2,300 homes were damaged. Now, more than year later, there are many issues impeding housing recovery in the state.

The state's mountainous terrain limits viable community redevelopment opportunities. Populations in need of rural housing are much more likely to represent underserved and vulnerable populations, such as low- and moderate-income individuals, seniors, and those with high needs. Other factors impeding housing recovery include:

- Continuing regional economic downturns have forced families to defer maintenance on their homes;
- Counties and local communities often have not adopted building codes or do not have qualified staff to enforce existing building codes and flood damage prevention ordinances;
- Weak economic and employment circumstances in the flood region are depressing home prices and, as a result, property tax revenues;
- Flood-damaged private access water crossings (bridges) are the sole access between many rural homes and public roads; and
- Counties and communities do not have the fiscal capacity to fund expanded services because of the downturn of the regional coal and timber industries.

To address long-term housing recovery, there is a process underway for the long-term mitigation program in flood areas. Over \$140 million is available in HUD disaster funding. WVVOAD is leading a long-term case management system and team to assist flood victims. Regional long-term recovery groups have been established to help outline housing needs and long-term activities.

Nontraditional projects may help West Virginia address its rural housing needs. Project ideas include:

- The formation of a community land bank;
- Public housing loans for revolving rehabilitation fund;
- Historic tax credits to convert structures to housing (<http://www.wvliving.com/history/historic-tax-credit-toolkit/>);
- Flood insurance assistance programs;
- Challenge architects to design new communities that fit demographics and are affordable (tiny houses for recreational/tourism needs, cargo container homes, 3-D printed homes); and
- Joint elder-youth housing.

A new state demolition law helps communities address dilapidated, abandoned properties by allowing code enforcement agencies to apply for search warrants from a municipal judge to determine the status of a structure. If granted, the agency can inspect the property to see if it is



truly dilapidated. Municipalities can demolish structures that pose serious public safety hazards. Prior to this law, municipalities had to get written consent from the building's owner or obtain consent in circuit court.

### **Woodlands Development Group**

Woodlands Development Group was incorporated in 1995 as a 501(c)(3) nonprofit organization and is a certified Community Housing Development Organization. Woodlands Development Group helps build healthy, viable communities in Randolph, Tucker, and Barbour counties by developing sustainable, affordable housing and supporting economic initiatives. The organization builds homes for low- and moderate-income families, develops rental housing, purchases and renovates older buildings, and assists local communities with downtown redevelopment and public facilities.

In 2011, Woodlands started a new organization, Woodlands Community Lenders, to provide accessible and affordable financing to small businesses and entrepreneurs in its service area. Woodlands Community Lenders arranges loans using funding provided through grants, donations, and federal relending programs.

The organization has been proactive in identifying the unique housing needs of communities in its three-county service area and creating strategies that meet those needs. Additional recommendations include:

- Finding ways to meet the housing needs of low-to-moderate-income households that fall outside of conventional housing subsidies;
- Revitalization of downtowns has proven to provide housing units and stimulate economic activity—but the margins are thin, and the subsidies are few; and
- Homeownership is still the most effective way to build family and community wealth.

## **Senior Housing**

### **West Virginia Partnership for Elder Living**

Addressing senior housing is critical in West Virginia. Every week, nearly 500 individuals in West Virginia turn 65. Many of these seniors are living in homes that are not physically safe to remain in (e.g. old electrical systems, old roofs, or rotted supports) and/or are creating health problems (e.g. faulty heating and cooling, or plumbing systems malfunction). For seniors living on a fixed income, it is challenging to address these housing problems. Therefore, other housing alternatives are important as the senior population continues to grow.

The Senior Living Project is a collaboration of experts in affordable housing, housing development, finance, health and human services, and community development that are working toward better and more affordable housing for the growing elder population in West Virginia. Led by CommunityWorks in West Virginia and the West Virginia Partnership for Elder Living, the Senior Living Project is actively engaged with three (3) communities to provide technical and monetary assistance to become model senior living communities. Over the next few years, the Senior Living Project will be working with these communities to make their proposed visions a reality.



The purpose of the new senior housing is to offer attractive, comfortable, and affordable housing that provides social opportunities and brings services closer to the state's seniors. These senior living communities will address seven (7) key components of a livable community:

1. Mobility
2. Community integration
3. Access to services
4. A mix of housing
5. Adaptability to individual needs
6. Affordability to serve a mix of incomes
7. Supportive community features and services

This project will demonstrate that West Virginia communities can be attractive, safe, and healthy places for elders to live, while identifying best practices, barriers, funding needs, resources, and marketability factors of senior-friendly communities and models.

## **Veterans and Agriculture**

### **West Virginia Department of Agriculture**

West Virginia has one of the highest veteran populations, per capita, in the country. The West Virginia Department of Agriculture recently established a greater commitment to its Veterans and Warriors to Agriculture Program. Under the renewed program, the department is providing additional staff, funding, a new logo, and an increased effort to enroll veterans. The program's mission is to recruit, re-train and mentor men and women currently serving or those who have served the country for new career opportunities in agriculture. From business planning to capital investment, the West Virginia Veterans and Warriors to Agriculture Program will assist service men and women transition from the battlefield to field work.

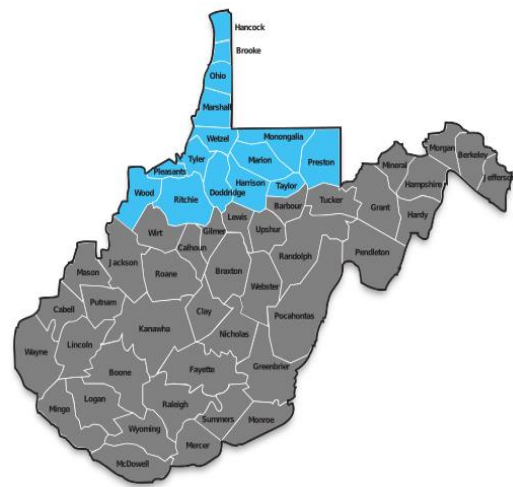
## Summaries of Regional Assets and Plans

*...Beginning of an ongoing process to align agriculture, housing, and economic development*

Summit participants were divided into four (4) groups to discuss regional assets, opportunities for alignment, and identify strategies to better align and strengthen collaborations among agriculture, housing, and economic development. Participants were provided tools to continue their work at the regional level and will be provided an opportunity to meet at the West Virginia Housing Conference on September 20, 2017. Summaries of each region are outlined below. Verbatim responses are available in Appendix 1.

### Region 1: Northern

Region 1 comprised Hancock, Brooke, Ohio, Marshall, Wetzell, Monongalia, Tyler, Pleasants, Wood, Ritchie, Doddridge, Harrison, Marion, Taylor, and Preston counties.



Key regional assets identified to better align and connect housing, agriculture, and economic development included:

- Breweries
- Vacant buildings available for rehabilitation
- New Market Tax Credits
- Community college system
- Training opportunities (energy efficiency, construction, coding)
- Regional housing group (North Central)
- POWER grant opportunities
- People, agencies, rivers, and workforce that is developable

Potential collaborations identified by participants included:

- Mapping downtown inventories of available real estate
- PACE legislation (residential energy efficiency upgrades)
- Oil and gas industry partnering to build permanent housing for more long-term housing development
- Farms coupled with transitional housing
- Hydroponics in vacant buildings
- Manufacturing and processing products
- Leadership development to retain young talent for workforce development
- Private companies paying for community college/trade programs in exchange for a commitment
- Convene contractors who may have stagnant licenses to fill current demand
- Treatment facilities

#### Priority Issue

Region 1 identified the following priority to address and collectively pursue over the next 30 days: ***Build upon the regional housing group that began meeting a year ago.*** Stakeholders will extend the group to all counties in northern West Virginia and adding additional members to the coalition. New members will be invited to the West Virginia Housing Conference to continue these efforts.



## Priority Issues

Region 2 identified the following priority to address and collectively pursue over the next 30 days: **Increase workforce housing** through:

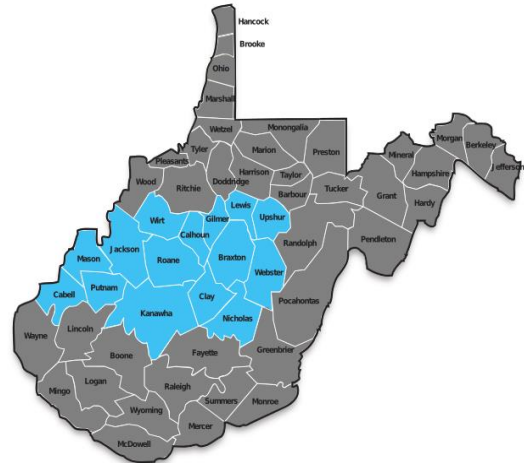
- **Policy changes** (property tax abatement, workforce housing subsidies, tax credit for CDFI, CRI, land trust, land zoning reforms);
- **Development of a replication model;**
- **Identification and securement of philanthropic resources and stronger connections with the oil and gas industry;** and
- **Stronger connections with farmers and other agriculture partners to protect farmland.**

## Region 3: Central

Region 3 comprised Cabell, Mason, Putnam, Jackson, Wirt, Roane, Kanawha, Calhoun, Clay, Braxton, Gilmer, Nicholas, Lewis, Upshur, and Webster counties.

Key regional assets identified to better align and connect housing, agriculture, and economic development included:

- Main Street programs
- Kanawha Valley Collective
- Three major interstates
- Two major population centers
- POWER grants in the region
- Two water trails
- Lakes
- Public hunting areas
- All counties are covered by Regional Planning and Development Councils
- Banks, lending institutions, West Virginia Housing Development Fund
- Strong universities and community college system
- Small business incubator at Charleston Area Alliance
- Small Business Administration
- Major pipelines
- Mountaineer Food Bank
- Facing Hunger Foodbanks
- Aggregation centers
- State parks
- Airports
- State government
- Hospitals, medical care, physicians
- Extension presence in all counties
- Innovation Center (Upshur County)



Potential collaborations identified by participants included:

- Start conversations to connect housing into Economic Development Plans.
- Include local food production into housing plans (raised beds, high tunnels, hydroponics, community gardens, etc.). Make sure these gardening plans are included in multi-housing complexes.
- Develop pre-apprenticeship programs to instill work ethics in youth. Connect them to a list of job opportunities or additional training opportunities after apprenticeships are completed.
- Advance housing in current abandoned buildings for “new use” or “re-use.” This could include new housing for oil and gas industry workers, tourism, or new businesses. Push for comprehensive plans with financial rewards to change laws.
- Incorporate more regional assets in Economic Development Plans.

## Priority Issues

Region 3 identified the following three (3) priorities to address and collectively pursue over the next 30 days:

- ***Recommend convening of meetings to discuss short-term and long-term community and economic development needs in the areas of pipeline development;***
- ***Connect Community Action Agencies in the region with the agritourism opportunities;***
- ***Convene meeting about potential agricultural pre-apprentice program in Kanawha County.***

## Region 4: Southern

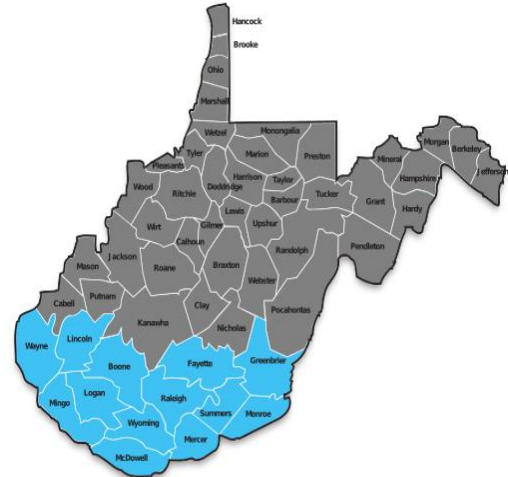
Region 4 comprised Wayne, Mingo, Lincoln, Logan, Boone, Wyoming, McDowell, Raleigh, Fayette, Mercer, Summers, Monroe, and Greenbrier counties.

Key regional assets identified to better align and connect housing, agriculture, and economic development included:

- Develop main streets
- Hatfield-McCoy Trail
- River trails
- Outdoor recreation
- Available land
- Collaboration
- Utilize downtown buildings, vacant buildings, school buildings
- Farms owned by older people ready to retire (establish a shared-multi-generational learning and transition planning process between new farmers and experienced farm-owners)
- Lots of outside investment (Appalachian Regional Commission's and Economic Development Administration's POWER grants, foundations and West Virginia Department of Commerce)
- Strong Community and Technical College System
- Workforce training in the schools (agriculture) with the opportunity to expand (oil and gas and emerging fields)
- Simulated Workplace model in West Virginia's Technical and Vocational Schools
- Post mining sites (for farming produce, livestock and other agriculture products)
- Coalfield Development Corporation

Potential collaborations identified by participants included:

- Focus on the positive. Attract retirees since we are the "oldest" state with the most rapidly growing senior population. Focus on housing, agriculture, healthcare, broadband, tourism, arts and culture. Become a retiree mecca.
- Cultivate workforce development. Do this through: agriculture expansion focused on defining the end market. Scale product development by working backward to the end market. Example: Talk with an Ohio cannery to see how many tomatoes they could use then work to grow them. Think beyond an exportation mindset. When does West Virginia build the cannery that provides product? Define the end market. Expand workforce training in high schools to include oil and gas, and emerging fields. Explore expansion of the Simulated Workplace model.
- Develop and share a vision for southern West Virginia's new, emerging and diverse economic future. Highlight the diversified economy that is already underway. Show people what is happening in many different fields and offer them a pathway to connect to the new economy. Develop a strategy that connects people to training for jobs just





before and as they become available. Create a “pathway to jobs pipeline” that includes awareness, training and application support to the job.

- Develop community gardens on public property to train people in food cultivation. Use FEMA-owned land.
- Identify successful projects. Connect, share and build out from there.

#### Priority Issues

Region 4 identified the following three (3) priorities to address and collectively pursue over the next 30 days: **Advance outdoor experiences in southern West Virginia**; **Determine how to make it easy for existing businesses to grow**; and **Map the region’s businesses and business support resources**. Specific issues to address to pursue these priorities include:

- Advance outdoor experiences in Southern West Virginia. Answer the questions: How do we keep people longer? How do we engage the whole family (ATV trail riders, non-riders, infants to seniors)? How do we create a Disney-like experience for people of all ages? Could we use a camp-type activity model to keep people engaged in the region?
- Determine how to make it easy for existing businesses to grow. Example: Fruits of Labor is a social enterprise based in Rainelle. It is a bakery that trains recovering addicts in culinary arts while delivering sought-after, high quality products. It is reported that they want to grow and have experienced barriers. Work together with the business to define desired growth, identify funding and technical support needs, match and package funders and providers to help Fruits of Labor grow.
- Map the region’s businesses and business support resources.
  - Map out regional businesses. Who are they and where are they?
  - Ask businesses to define their desires for growth and what they need to grow.
  - Map out existing business funders and technical assistance providers in the region. Who are they, where are they, and what they do/do not provide?
  - Package technical assistance and funding to meet individual businesses and their growth needs.

## Appendix 1: Verbatim Regional Responses

### Region 1: Northern

#### Q1: Reflecting on the panel presentation...what assets does our region have to better align and connect housing, agriculture and economic development?

- Breweries
  - Housing, tourism, agriculture
- Certificate programs
- Brownfield re-use
- Space to be converted (downtown)
- New Market Tax Credits
- Energy—Training on energy efficiency
  - Next level codes
  - Efficiency = increased profit
- Existing Housing Team in Fairmont
  - WVU
  - Along I-79 corridor to address housing
  - Includes bankers, realtors, contractors, etc.
  - Connection in various counties
- Ritchie County
  - Contractors
  - Affordable housing
- Community College Connections
  - New training programs
  - Curriculum development
  - High school students are automatically accepted
- POWER grants
  - Coal impacted counties
- Business Development Classes
- People
  - Connections
  - People in Recovery
  - CommunityWorks in WV
- Monongahela River
  - New riverboat with 240 seating capacity for events
  - Funding – EDA (public infrastructure)
- Second Chance Legislation
- Contractors—don't know the opportunities
- Company SIP Panels
- New hotel in Ritchie County (60 rooms) – 100% occupancy
- Regional team working on housing issues now involving bankers, realtors, contractors

- Empty buildings downtown
- Breweries (production, farming, higher ed.)
- Vacant buildings for rehab (mixed-use)
- Capability to do New Market Tax Credit projects
- Training on energy efficient building
- Regional housing group meeting (tri-county)/WVU
- Housing stock is old
- Storefronts empty for rehab
- Community College System
- POWER grant (new round upcoming)
- People/agencies are assets
- Rivers (Monongahela River) – riverboat purchase
- Workforce
- Breweries supply chain of opportunities
- Defense industry opportunities
- Energy Industry – electric; oil and gas
- Need for housing
- River (Monongahela and others) – riverfront redevelopment
- Lack of affordable housing
- Lack of contractors to build
- Funding or lack thereof
- Space – storefronts
- New Market Tax Credits
- Team
- Schools Community College
- POWER
- People
- Training – contractors and workers in energy code construction
- Technical Assistance Assessment for companies and property owners to make homes and buildings more energy efficient
- Housing

**Q2: Listing assets does not go far enough – opportunities emerge when we connect our assets. Imagining new horizons for collaborative action, What could we do together to better align housing with the future growth in agriculture, tourism and economic development in our region?**

- PACE – property owners
- Find a way to bring jail/prison inmates back into the workforce by providing opportunities
- Mapping downtown inventories of buildings
- PACE legislation (residential energy efficiency upgrades) – Energy Efficient WV
- Oil and gas industry pitching in to finance housing development for workers
- Converting short-term oil and gas housing into long term housing
- Farms coupled with transitional housing

- Hydroponics in vacant buildings
- Hemp manufacturing, growth, dispensing
- Need to grow contractors – Regional trainings from Fairmont Community Development Partnership (CHDO)
- Drug treatment facilities
- Be creative
- Collaborate
- Community involvement
- Energy
- Storefront inventory
- PACE – LEAP
- Medicinal Mary Jane
- Mod Housing
- Log Housing
- Pass PACE legislation to produce funding to property owners for energy efficiency upgrades
- Has inventory been mapped?
- “Be-More Green” example program for people with felonies
- Educate legislators to pass PACE –
  - for property owners to do energy upgrades
  - 100% financing
  - Energy savings covers payment
  - Energy Efficient WV
  - LEAP
- Oil and Gas – talk with Oil and Gas industry
  - Long term affordable housing
  - Convert campgrounds to orchard
    - Prison workers
    - Barrack style housing for workers
    - Camp Dawson/National Guard
- Hydroponics in Marion County – vacant buildings
- Pharmaceutical marijuana
  - Production, growth, dispensing
  - Growing not yet permitted, but can produce it
  - Pharmaceutical companies – region 1
  - Research opportunities
    - Production
    - Legislation to grow
    - Industrial hemp
- Modular housing
- Log housing kits to address need
- Leadership development programs to engage young people in the region
- Youth Entrepreneurship Program / Incubator
- Regional training for contractors: Bid package

- Drug Treatment Facilities
- Recovery Housing
- Shared Living

**Q 3. Reflecting on our work this morning and the presentations this afternoon...what is one priority will we address and collectively pursue after we leave the Summit today to better align housing, agriculture and economic development?**

- Housing inventory
- Complete a market study to determine the need for new housing
- Build on an existing Regional Housing Team
- County by county research
- Expanding on the regional housing group who already meets quarterly and includes EDAs, realtors, bankers, WVU, developers, contractors, housing authority (Lisa Sharp)
  - USDA
    - Donna Martino (Andrea)
    - Wheeling? Jake Daugherty (KRESGE)
    - Change Inc. (CHDO Jim Bowman)
    - Kevin O'Connor
    - Jamie (invite Lou)
    - Mark Miller (Weirton) (Andrea)
    - (RED) Brian Komaraski
- County by county
- Regional housing
- New Market Tax Credits
- Rural Development – Lisa
- Main Street
- Think regionally
- County by county research/reporting
- Inventory what has already been done
- Build on Regional Housing Group – Invite them to WV Housing Conference
  - New Markets Tax Credits
  - Rural Development
  - Main Street Wheeling
  - Change Inc.
  - Kresley Development – Wheeling
  - Look at all groups who invite NMTC

**Q 4: What action(s) can we undertake in the next 30 days to move us toward the priority we identified?**

- Email invitations to others
- Try to host conference call prior to West Virginia Housing Conference
- Invite members to reconvene at WV Housing Conference

## Region 1 Rapid Action Planning Template

Planning Steps	Person/Team Responsible	Time-Frame
Short-term results or quick wins <ul style="list-style-type: none"> <li>Expand existing regional housing group that meets quarterly</li> </ul>	All	By next quarterly meeting
Action steps to reach short-term results <ul style="list-style-type: none"> <li>Invite new partners (below)</li> <li>Invite existing group members to the WV Housing Conference</li> </ul>		September 20, 2017
New partners to invite: <ul style="list-style-type: none"> <li>West Virginia Housing Development Fund</li> <li>Rural Development</li> <li>Harrison County Housing Authority</li> <li>Weirton Contacts</li> </ul>	<ul style="list-style-type: none"> <li>Andrea to invite Donna Martino (West Virginia Housing Development Fund)</li> <li>David to invite Lisa Sharp (Rural Development)</li> <li>Jamie to invite Lou Argonis (Harrison County Housing Authority)</li> <li>Andrea to invite Mark Miller and Travis Glasser (Weirton)</li> </ul>	September 20, 2017
Identify a knowledge keeper for the next meeting:	Andrea Fleming will schedule a call before the West Virginia Housing Conference if possible	
Next meeting date, location, venue		September 20, 2017 West Virginia Housing Conference Embassy Suites, Charleston, WV

## Region 2: Eastern

### Q1: Reflecting on the panel presentation...what assets does our region have to better align and connect housing, agriculture and economic development?

- New employers: Proctor and Gamble, Amazon (economic growth)
- Education/training providers
- Contractors
- Community engagement – economic development through people development
- Highway infrastructure
- Housing work group and HHSC trying to bring businesses to the table
- Pockets of economic growth in the region, that can bring opportunities
- A growing recognition among economic development entities of the importance of small business development and of housing
- Small, intact downtowns that are becoming or could become contributors of economic activity/housing opportunities
- Incoming moderate income seniors
- Planning and development councils
- Economic development organizations
- Farm Bureau
- SCS
- Farmer's markets
- Good banks
- Churches
- Corridor H
- Land
- Natural gas
- Community colleges
- Land
- People
- Partnerships
- Natural resources
- Water and rivers
- Colleges/universities
- Close to other states such as Virginia, Maryland
- Forestry
- Funding
- Knowledge/education within a specific county and/or region
- Gas pipeline connector to agricultures opportunities (hydroponic) possibility include public facilities et: nursing home, schools
- Community college system, mainly western part of our eastern region – large need to build out – prepare workforce
- "Farmacy" idea – connect to housing/health along with enriched housing
- NCIF and WCL together
- Vacant space and vacant buildings – how connected to economic development?

- Coding and software development – for ag. industry?
- Corridor H – connector to DC/Baltimore
- Available land?
- Land
- Strip-mind land
- Temporary workers coming through
- Local workers that need jobs
- Markets for food among retirement populations/communities
- Markets for food among the temporary workforce/transient workers
- Knowledge to produce food
- Knowledge to build homes
- Workforce training programs
- Corridor H
- Woodlands
- Easter CC
- People
- History of collaboration

**Q2: Listing assets does not go far enough – opportunities emerge when we connect our assets. Imagining new horizons for collaborative action, What could we do together to better align housing with the future growth in agriculture, tourism and economic development in our region?**

- Connecting business with education/training to educate the job force
- Bring developers/contractors/businesses together to ensure housing being constructed for all areas of need
- Build partnership/bringing business to the table/increase housing stock for 120-140% of poverty
- Conduct local market analysis and connect with local employers
- Find models that maintain affordability for workforce dev. (land trusts)
- State policies– historic tax credits, tax credit for CDFI, property taxes (uneven around the state)
- Clear connectors/pathways to updated resources
- Businesses to the table
- Models
- Property tax policy
- Historic tax credit
- Land \_\_\_that continues with farmland
- Workforce training, agriculture and construction and hospitality – train workers where contractors scarce with transition plan in mind
- Incentivize increased agricultural production to meet food needs in rural areas “deserts” and also to supply tourist regions
- Develop market connectivity with farmers and tourism opportunities like Air B & B
- On farm housing options? How can farmers be part of housing solutions?
- Campgrounds



- Increase financial support for workforce housing for 120 – 140% of poverty level. Provide non-profit status
- Public/private partnership for workforce housing
- Create short term housing options for local workers e.g. dorm housing for ski industry workers and students
- Clear pathways and contacts for businesses and people

**Q 3. Reflecting on our work this morning and the presentations this afternoon...what is one priority will we address and collectively pursue after we leave the Summit today to better align housing, agriculture and economic development?**

- Complete workforce housing
- Get bill in committee on non-profit support for workforce housing
- Build shared locations for ext. orgs
- Get bill for historic tax credit - how to turn Air B&B issue into opportunity for ag. and farmers
- Potential opportunity to pair services/produce boxes?
- Subsidies for workforce housing on farms?
- Create or enhance sources of subsidized financing for workforce housing development (CDFI Tax credit, CDBD fund, Increase historic tax credit)
- Establish a partnership meeting or meetings to focus on specific areas – housing (workforce) agriculture opportunities
- Identify and support non-profit developers for workforce development housing
  - Push for legislation for property tax abatement for workforce housing
  - Subsidized financing (greater than 60%)
- Farmland preservation/protection
  - Succession planning
  - Technology training/education
  - Zoning reform
- The idea of a land trust. Working with other areas in other states who have developed and found success
- Oil and gas industry – Philanthropy WV – housing for workers to be donated to nonprofit in future
- Ag- farmland protection – housing needs for transitional workers – onsite dorm style or tiny home like housing options
- Poultry housing – diversity – lower income rental housing
- Eastern Panhandle subdivisions – inclusionary housing/zoning
- Price point – how to drive price point down for affordable senior and what type of senior housing?
- Determine how to build the partnerships between workforce development, businesses, nonprofit developers and contractors to build toward the construction of workforce housing throughout the region

## Region 2 Rapid Action Planning Template

Planning Steps	Person/Team Responsible	Time-Frame
Short-term results or quick wins <ul style="list-style-type: none"> <li>• Schedule a regional call</li> </ul>	Lindsey Teets <a href="mailto:Lindsey.Teets@Easternnwv.edu">Lindsey.Teets@Easternnwv.edu</a> 304-777-0914	September 30, 2017
Action steps to reach short-term results <ul style="list-style-type: none"> <li>• Collect information from Philanthropy WV</li> <li>• Research the CDFI tax credit</li> </ul>	Karen Jacobson will contact Paul Daugherty Dave Clark will research	September 30, 2017
New partners to invite <ul style="list-style-type: none"> <li>• Farmland Preservation</li> </ul>	Mary Oldham will contact	September 30, 2017
Identify a knowledge keeper for the next meeting Roles include: <ul style="list-style-type: none"> <li>• Capturing information using the Rapid Action Planning guide</li> <li>• Distributing information to team members, and</li> <li>• Handing off information to the next knowledge keeper</li> </ul>	Lindsey will organize a regional call	
Next meeting date		Not yet scheduled

## Region 3: Central

### Q1: Reflecting on the panel presentation...what assets does our region have to better align and connect housing, agriculture and economic development?

- Advantage Valley Metro Areas
- Interstates (77, 79 and 35)
- Elk River Water Trail
- Tech Park
- County EDAs, Chambers, Regional PDCs
- Possible Central ATV
- Little Kanawha Water Trail
- Lakes
- Cedar Lakes
- WVSU, UC, MU
- Dark Sky in Calhoun
- Mountaineer Food Bank
- Pipeline projects
- Every county covered by regional council who prepares a Comprehensive Economic Development Strategy with input from local committees, business leaders, and elected officials
- Every county has as a resource a small business loan fund that will assist with financing for startups or expanding small businesses—including ag-related businesses and rental properties
- Natural resources (oil and gas and tourism)
- Berea Gardens—Calhoun County: Trains farmers of the future with progressive techniques
- Pipeline projects passing through the area
- Mountaineer Food Bank is thriving after a few tough years
- Colleges and Community and Technical Schools
- Dark Sky project in Calhoun County
- Healthcare is a booming business in many counties
- Development of retirement communities hold a great deal of potential with Charleston and Huntington
- Organizations with housing expertise
- Ag opportunities—local food hubs, aggregation facilities
- Upshur County Innovation Center
- Funds through EDA POWER grant
- Wendling's—Local food distributor moving toward becoming a food hub; provides "value add" agriculture project
- Broadband grant—collaboration to create "central economic development" with Upshur, Randolph, and Barbour to bring broadband to unserved
- Atlantic Coast Pipeline and others will flow through Upshur County

- Mountain CAP is a Community Action/Community Development Corporation primarily serving Upshur, Braxton, and Webster Counties with focus on housing development, business lending, etc.
- People
- Create Buchannan
- West Virginia Wesleyan College
- Glenville College
- WVU Extension
- Water Trails
- Lakes
- Proposed Central West Virginia ATV Trail
- CommunityWorks in West Virginia
- West Virginia Housing Development Fund
- West Virginia Affordable Housing Trust Fund
- Upshur County Development Authority
- West Virginia Wildlife Center—Upshur County
- Chemical and Hardwood Alliance Zones
- WVDA Warehouse

**Q2: Listing assets does not go far enough – opportunities emerge when we connect our assets. Imagining new horizons for collaborative action, What could we do together to better align housing with the future growth in agriculture, tourism and economic development in our region?**

- Complete comprehensive plans for all counties
- Participate/coordinate with regional council programs, always looking for public involvement. They can assist with land use planning/comprehensive planning/zoning.
- Develop plan for senior housing to complement natural resources or food hub areas
- Promote more seasonal housing for tourism (summer) and snow birds (winter) use
- Link health care/senior housing/agriculture in same communities. Senior volunteers are a great overlooked asset.
- Dilapidated buildings issue—many communities have available properties it is just owned by out-of-state people who have let property go and it needs rehab and to turn back into livable units
- Merging all opportunities, including housing, into regional and local long range plans
- Housing incorporated in urban/commercial areas—use/repurpose old buildings.
- Ensure housing is included as a part of regional economic development plans and other aspects such as healthcare, education, etc.
- Green/garden space to be included in housing development plans
- Develop pre-apprentice programs that target youth aged 18-24 (that pay), connected with actual jobs
- Focus on downtown areas, blight etc. Count assist with housing needs (tourism, gas and oil)
- Comprehensive plans for counties that capitalize on regional assets

**Q 3. Reflecting on our work this morning and the presentations this afternoon...what is one priority will we address and collectively pursue after we leave the Summit today to better align housing, agriculture and economic development?**

Group chose to have large group discussion—all ideas included in summary.

**Region 3 Rapid Action Planning Template**

<b>Planning Steps</b>	<b>Person/Team Responsible</b>	<b>Time-Frame</b>
Recommend economic development groups and others convene meetings to discuss short-term and long-term community and economic development needs in the areas of pipeline development	Group	Today Report
Connect Community Action Agencies in the region with the agritourism opportunities through Central Appalachia Empowerment Zone of West Virginia's (CAEZ-WV) trail development	Kathy McMurray Connie Lupardus	One month
Convene meeting about potential agricultural pre-apprentice program in Kanawha County	Robert Hardy Reggie Jones	One month
Identify a knowledge keeper for the next meeting Roles include: <ul style="list-style-type: none"> <li>• Capturing information using the Rapid Action Planning guide</li> <li>• Distributing information to team members, and</li> <li>• Handing off information to the next knowledge keeper</li> </ul>	Reggie Jones will serve as knowledge keeper until the next meeting	
Next meeting date		West Virginia Housing Conference

## Region 4: Southern

### Q1: Reflecting on the panel presentation...what assets does our region have to better align and connect housing, agriculture and economic development?

- Reliable land to sustain agriculture growth
- Natural and developed tourist destinations
- Wayne County Farmers' Co-op
- Farm plant -Fort Gay
- Heartland Intermodal Facility
- HAWC properties for community farms
- Community gardens throughout Wayne County
- Hatfield-McCoy in region coming to Wayne County
- Refresh Appalachia's pop-up Farmers' Markets
- Transitioning Economy
- Main streets
- Ag and Ag land prevalent in the eastern part of the southern region
- Available housing, single family pretty available in many areas especially in Mercer County
- Significant out migration in western coal counties
- In Rainelle, we have been blessed with tons of community partners and organizations Ex. United Way, CAM, Neighbors Helping Neighbors, many local churches, VOAD, etc.
- We've been fortunate to work with several skilled contractors
- Mayor Pendleton is an incredible asset to Rainelle and WV
- Housing needed for specific groups and elderly
- Re-stabilize neighborhoods – local groceries= food needed and Ag
- Housing for workforce
- Share-cropping for young farmers working with older farmers to take over farms but co-live to reduce costs for all
- Land available for development of new industry
- A lot of small agricultural businesses in the area
- Communities band together well
- Good collaboration
- Hatfield-McCoy trails
- Bringing in outsiders for the Hatfield-McCoy – this opens up need for places to stay and eat
- Teaching schools to grow food
- Need to learn how to work for oil and gas construction need schools to teach trades if no WV won't benefit from open jobs
- Funding
- Money made available
- Natural gas
- Land but no city water and sewer
- Older homes – elderly, need repaired some homes are left empty and no one wants them. City has condemned them and is improving property

- Senior living communities are in process
- Money is coming into state
- People used to collaborating
- WV HUB
- There is an interest in better food
- Agriculture and land
- Good people and collaboration
- Lots of vacant main street buildings
- Viable tourism economy that needs more lodging and beds
- Miners who could be put to work building homes, lodges and cabins
- Coalfield Development Corporation
- Surface mines that are vacant
- Tourism, Ag, River Trails
- Farms – housing with farmers to introduce young farmers, share crofting, housing and ag
- Old/abandoned properties
- Land
- Coalfield Development Corporation
- Hatfield-McCoy Trail Authority
- Famer organizations
- Students-schools
- Training – workforce
- Many of our local people have grown up with small farms
- SALS – high tunnel
- SALS – strong connection with the communities
- Land available for orchards
- Reclamation of abandoned mine sites to be used for agricultural projects, solar and wind farms
- Using abandoned lots in communities to create community gardens and to build homes
- Land, water, responsive agencies to address needs, workforce development, small business, networking organizations, Hatfield-McCoy trails, tourism, SW technical assistance, Coalfield Development Corporation, Collaboration, Post-mine land
- Hatfield-McCoy trails
- Southern WV Community and Technical College
- Tri-river Transit bus system
- Coalfield Development Corporation
- Rock Creek Development
- Outdoor recreation opportunities – rivers, trails
- Entrepreneurial opportunities through tourism
- Southern WV Community and Technical College – 5 campus locations to grow talent and skills
- Hatfield-McCoy trails – customers coming to WV in mass
- Economic transition – usually seen as a challenge but truly is an opportunity
- Vacant buildings
- Existing farmers and co-living opportunities

- Share crofting
- Post-mining projects
- Recreation opportunities
- Coalfield Development Corporation

**Q2: Listing assets does not go far enough – opportunities emerge when we connect our assets. Imagining new horizons for collaborative action, What could we do together to better align housing with the future growth in agriculture, tourism and economic development in our region?**

- Raise awareness to local residents about potentials for their land and/or buildings/entrepreneurship and small business opportunities not previously realized
- Use successful businesses and locals as spokespeople for connecting these ideas
- Communicate, communicate, communicate in ways that resonate using vehicles appropriate for the local culture
- Combined marketing plan and execution
- Emerging leaders
- Igniting passion
- Positive versus negative attract more aging and build an industry around it
- Some professional marketing mechanism for the assets
- Regional leadership initiative
- Further development of trail
- Connectivity and ability to collaborate
- Technical assistance
- Professional marketing materials
- Regional leadership coalition
- Raise awareness of local residents
- Promote passion for younger generations to see the availability for a future HERE
- Create economic opportunities within rural areas
- Rehabbing homes, redevelop land that is condemned for agriculture
- Focus on positive – retirees
- Workforce
- Workforce development – train our young people for careers that keep them here
- Which comes first when aligning housing, economic development and agriculture
- Buildings and downtowns
- Find ways to integrate main street building development, Zen stay housing, first story tourism and retail, value-added ag
- Workforce development
- Develop ag markets
- Senior living communities
- Advanced parks, zip lines made for higher ranges
- Develop zip lines near trail rides, weekend camps for children and families with activities
- Plan to apply for various funds to get help in bringing teaching into schools – getting grants for greenhouses, letting community members teach and help each
- Coal community transfer into housing of like towns to market



- Capitalize off of HMT make cabins, open restaurants, give people something to do
- Start with buyer and market before deciding what to produce – work backwards. It is more than just training
- Bring in new developments for tourism to align each community
- Broadband and cell service
- Highlight positive
- Workforce Development
- Identify markets to sell products outside the area
- Match young farmers with existing or latent farmers
- More ag/tourism designed for mine lands with value-added opportunities
- Come up with small biz templates that could be supported in small towns – grocers, insurers, daycare, tutors, artisans, handy-persons, etc.
- Use money for housing in flood to build construction capacity in energy efficient, small homes
- Develop new tourism experiences that are 'natural' not commercial assets
- Broadband!
- Cell service
- Take advantage of volunteer and nonprofit resources
- Utilize SWV college students and faculty to complete projects
- Use public properties
- Mitigated green space for gardens, cluster wastewater systems, etc.
- Use public property for community farms
- Use existing farms to transition from old to young farmers
- Use co-op to expand opportunities
- Companies provide funding for teachers for their production needs
- Accentuate the positive – elderly focus
- Marketing the products then get farmers on board
- Retrain for staying here
- Create a plan to determine an estimated housing need in each area and address with potential investors and tourist companies

**Q 3. Reflecting on our work this morning and the presentations this afternoon...what is one priority will we address and collectively pursue after we leave the Summit today to better align housing, agriculture and economic development?**

- Help people who are interested connect with those who can help them; senior housing project, rural transportation, design competition, downtown building restoration
- Support for publishing success stories or connections e.g. Local Foods Local Places
- Match generation WV chapters when possible with ideas in the community
- Need to get more activity on improving housing
- Need to get more money actually used on dilapidated structures and use it as job creation
- Use the information received today. I will be better able to fold these topics into the project I am leading and creating

- All of these elements touch – so with POWER money coming into the region, we can use this information to strengthen what we create at SWCTC
- As I do site visits for my program, I will inquire more about available properties and properties for rehabilitation
- Coordinate the list of who is doing what in our region
- Logan County is working on putting in a zip line and rental cabins near the trails
- Add an Adventure park for children – water rides and slides (consider indoor/outdoor for year-round use)
- Senior living and farming development. Create opportunities with all areas represented so that applications for collaborative grants can be done – identify properties for housing, create small acreage farming places, create a business plan to ensure options
- Determine demand for potential agriculture areas; what areas are reliable, is there demand for the production and processing and sale of goods in the region, nation and world?
- Determine overflow of tourist communities. Do workers have consistent, affordable housing? Are the hotels at capacity during peak season? Is proper infrastructure in place to expand if needed?
- The major thing I think is important is to develop a shared vision. Our region has the Hatfield and McCoy Trail. We need to do a full review on how to grow from that. Where do we need places to stay and eat? What businesses can be placed where to maximize money?
- Bringing in parts of Mercer County to really grow the trail and communities.
- Move forward with housing projects but keep the potential for agriculture and gardening in mind
- Talk to Department of Ag about active training classes and how to offer those in our area
- Look at the need for senior housing in our area and some ways to address those needs
- Using new green space for community gardens or parks
- Compile specific barriers to small business growth
- Develop shared vision for Hatfield/McCoy Trail
- Infrastructure to expand?
- Broadband
- Fruits of Labor expansion or replication
- Local Foods Local Places

## Region 4 Rapid Action Planning Template

Planning Steps	Person/Team Responsible	Time-Frame
Short-term results or quick wins <ul style="list-style-type: none"> <li>Identify Fruits of Labor's (Rainelle's social enterprise serving recovering addicts and the community with baked goods) desire to grow, expand or replicate</li> </ul>	Amanda Smarr and Region 4 Align Team	September 30, 2017
Action steps to reach short-term results <ul style="list-style-type: none"> <li>Phone conference to convene business technical assistance and funding providers</li> </ul>	Amanda Smarr	September 30, 2017
New partners to invite <ul style="list-style-type: none"> <li>Greenbrier Valley Economic Development Corporation (GVEDC), Region 4 Planning and Development Council, DHHR, Department of Corrections, Benedum, GVEDC business coach, USDA</li> </ul>	Region 4 Align Team members – Amanda Smarr and Mary Hunt	September 30, 2017
Identify a knowledge keeper for the next meeting Roles include: <ul style="list-style-type: none"> <li>Capturing information using the Rapid Action Planning guide</li> <li>Distributing information to team members, and</li> <li>Handing off information to the next knowledge keeper</li> </ul>	Hold conference call with Region 4 Align Team to follow-up	Following conference call
Next meeting date		Not yet scheduled

## Appendix 2: Summit Participants

Rocky Adkins, Logan County Community Development Authority  
William Austin, Southern Appalachian Labor School  
Erika Bailey, West Virginia Small Business Development Center  
Tiffany Bailey, West Virginia Office of Energy  
Kenna Bass, Southern Appalachian Labor School  
Marie Beaver, Rea of Hope  
Anne Blankenship, West Virginia Oil and Natural Gas Association  
Erica Boggess, West Virginia Housing Development Fund  
Cassey Bowden, West Virginia Department of Agriculture  
Cody Campbell, United Bank  
David Cain, West Virginia Department of Agriculture  
Dave Clark, Woodlands Development Group  
Brad Cochran, West Virginia State University Extension Service  
David Cole, E L Robinson Engineering  
Mallie Combs, Hardy County Rural Development Authority  
Terrell Ellis, Terrell Ellis & Associates, Inc.  
Brian Farkas, West Virginia Conservation Agency  
Park Ferguson, Wayne County Economic Development Authority  
Samme Gee, Jackson Kelly PPLC  
Kathy Gentry, Safe Housing and Economic Development, Inc.  
Brigadier General Harrison Gilliam, West Virginia National Guard  
Kelley Goes, Jackson Kelly PPLC  
Robert Hardy, Charleston Economic and Community Development Corporation  
Belinda Harness, Housing Authority of Mingo County  
Mike Herron, Lewis County Economic Development Authority  
Major General James Hoyer, West Virginia National Guard  
Mary Hunt, Claude Worthington Benedum Foundation  
Carol Jackson, Mid-Ohio Valley Regional Council  
Karen Jacobson, Randolph County Housing Authority  
Marten Jenkins, Natural Capital Investment Fund, Inc.  
Anne Jones, Tucker County Development Authority  
Brett Jones, Housing Authority of Wayne County  
Reggie Jones, Kanawha Institute for Social Research and Action  
Robin Kees, Telamon Corporation  
Patrick Kirby, Northern West Virginia Brownfields Assistance Center  
Karen Lasure, West Virginia Division of Energy  
Rachel Lester, Office of Coalfield Community Development  
Marlo Long, Branch Banking and Trust  
Diane Ludwig, Little Kanawha Area Development Corporation  
Connie Lupardus, Central Appalachia Empowerment Zone of West Virginia  
Jeffrey Lusk, Hatfield-McCoy Regional Recreation Authority  
John Mallet, Charleston Area Medical Center

Larry Malone, West Virginia National Guard  
Kathy McMurray, Mountain CAP of West Virginia  
Jamie Metz, Harrison County Economic Development Corporation  
Bruce Murphy, West Virginia Department of Agriculture  
Mary Oldham, Natural Capital Investment Fund  
Kristina Oliver, Southern West Virginia Community and Technical College  
Steve Parks, Ritchie County Economic Development Authority  
Debra Payne, Religious Coalition for Community Renewal  
Eric Preston, United Bank  
Ted Ranson, Huntington Bank  
Lorna Rosenberg, EPA/FEMA  
Mark Sadd, Lewis, Glasser, Casey & Rollins PPLC  
Andrea Salina Fleming, Fairmont Community Development Partnership  
Susie Salisbury, Charleston Area Alliance  
Mary Skeens, CommunityWorks in West Virginia  
Amanda Smarr, Region 4 Planning and Development Council  
W.D. Smith, E L Robinson Engineering  
Della Spencer, WoodForest National Bank  
Larry Stutler, Lincoln County Economic Development Authority  
Russell Tarry, West Virginia Department of Commerce  
Lindsey Teets, Small Business Development Center  
Nancy Tyler, West Virginia Partnership for Elder Living  
Kevin Waldo, Jackson Kelly PLLC  
Hannah Whited, Region I Planning and Development Council  
Lisha Whitt, PRIDE Community Services  
Payton Williams, Appalachia Service Project

#### **Facilitation Team**

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