

EXECUTIVE ORDER NO. 3-25
H.O.M.E. Initiative: Housing Opportunities Made Easy

WHEREAS, the City of Philadelphia, Commonwealth of Pennsylvania, and the United States of America are currently experiencing a housing crisis due to a limited supply of housing options serving all levels of income; and

WHEREAS, homeownership and access to quality affordable housing has decreased over time, adding financial burdens to those least able to afford housing and making the American Dream even more elusive; and

WHEREAS, the average national expenditure on home repairs and maintenance has risen at a rate far in excess of the income of typical homeowners, forcing many homeowners to defer or ignore critical repairs in order to meet other financial obligations; and

WHEREAS, housing costs often exceed 30% of household income, resulting in risk of housing instability, homelessness and reduced spending on other necessities, and limiting economic activity throughout the City; and

WHEREAS, Governor Josh Shapiro issued Executive Order 2024-03 on September 12, 2024, acknowledging the critical nature of the current undersupply of housing stock within the state and directing the Department of Community and Economic Development to prepare a Housing Action Plan for Pennsylvania; and

WHEREAS, Philadelphia's housing shortage deepens disparities between our low-, moderate-, and middle-income neighborhoods and communities across the city, resulting in significant inequities in health, wealth, and well-being; and

WHEREAS, the City currently has in place longstanding development-related administrative policies and processes that were created with the intent of advancing resident interests, public health, efficient urban layout, and high-quality design, but have sometimes proven to have certain negative consequences, including unnecessarily delaying and impeding the creation and preservation of housing units; and

WHEREAS, Philadelphia strives for a future in which there is an abundance of new housing construction and the preservation of existing housing throughout the City, giving residents a diverse supply of high-quality, affordable, and accessible options in which to live; and

WHEREAS, the City must respond to the dire housing needs of its various, diverse, and most vulnerable constituencies, including, but not limited to, low-wage workers, under-employed or unemployed workers, municipal workers, union workers, seniors, veterans, individuals with disabilities, and domestic violence survivors as well as those who are unhoused or in need of transitional, recovery, or supportive housing, who can all benefit from a program that creates and preserves housing; and

WHEREAS, the Parker Administration's commitment to creating and preserving 30,000 units of new and existing housing cannot be achieved without leveraging local, state and federal resources and relying on strong public-private partnerships; and

WHEREAS, partnership with reputable financial institutions is necessary to develop a range of mortgage products that serve homebuyers with limited access to funds, while protecting lending institutions from losses, through creative solutions such as loan loss reserve funds that increase lender flexibility; and

WHEREAS, the commitment to creating and preserving 30,000 units of housing will be driven by input from stakeholders across several industries and sectors, in collaboration with community partners like Community Development Corporations, the Philadelphia Housing Authority, for-profit developers, minority developer programs, the building trades in partnership with other union leadership, along with philanthropic organizations; and

WHEREAS, the City needs an over-arching strategy to continuously improve development policies and processes and to streamline and incentivize housing development and preservation without sacrificing the health and safety of builders or residents; and

WHEREAS, the Parker Administration is committed to implementing best practices for addressing the housing affordability crisis and has met with representatives from several peer cities from across the country who have led similar housing initiatives, including Atlanta, Chicago, Cleveland, Los Angeles, Minneapolis, and Pittsburgh; and

WHEREAS, all City agencies and land holding agencies are hereby directed to explore how their purview, initiatives, real estate, and the constituencies they serve could have a positive impact on increasing supply of quality housing in Philadelphia; and

WHEREAS, the City and its partner land holding agencies own close to 8,000 parcels and properties, most of which can be used to construct housing, green spaces, or other community benefits for the residents of Philadelphia; and

WHEREAS, the City, by working closely with the Philadelphia Land Bank, will acquire and assemble land that could be used for developing future housing; and

WHEREAS, by breaking down unnecessary barriers, Philadelphia can ensure that all City residents, including over 25,000 City employees across 1,000 different job categories have the ability to unlock long-term homeownership opportunities; and

WHEREAS, the Philadelphia Housing Opportunities Made Easy (H.O.M.E.) Initiative will create an additional and unique opportunity for recruiting and retaining a diverse workforce, playing a significant role in creating opportunities for long-term financial stability, reducing turnover rates, reducing commuting costs, attracting national and global talent, and encouraging local investment by having a competitive affordable housing advantage across the region; and

WHEREAS, the City estimates it will require approximately 41,500 full-time equivalent construction jobs and corresponding job training programs to prepare our workforce to implement the Mayor’s housing goals;

NOW, THEREFORE, I, CHERELLE L. PARKER, Mayor of the City of Philadelphia, by the powers vested in me, do hereby ORDER as follows:

SECTION 1. Establishment of the Philadelphia H.O.M.E. Initiative.

1. The Philadelphia Housing Opportunities Made Easy (H.O.M.E.) Initiative is hereby established for the purpose of convening all relevant stakeholders to review and provide recommendations to reform government policies, in order to achieve the City’s goal of preserving and creating 30,000 units of housing and maintaining a commitment to sound principles of planning.
2. The H.O.M.E. Initiative shall be overseen and managed by the Director of Planning and Development.

SECTION 2. Establishment of an Advisory Group.

1. The H.O.M.E. Initiative Advisory Group (“Advisory Group”) is hereby created.
2. The Advisory Group will provide guidance, recommendations, and insight on the H.O.M.E. Initiative.
3. The following community partners shall be members of the Advisory Group:
 - (a) Building Industry Association (BIA);
 - (b) General Building Contractors Association (GBCA);
 - (c) Eastern Atlantic States Regional Council of Carpenters;
 - (d) Community Development Corporations (CDCs);
 - (e) Philadelphia Building and Construction Trades Council;
 - (f) Philadelphia Housing and Development Corporation (PHDC);
 - (g) Philadelphia Housing Authority (PHA);
 - (h) Philadelphia Works;
 - (i) Private sector developers;
 - (j) Reinvestment Fund; and
 - (k) Any additional agencies, organizations or entities designated by the Mayor or the

Director of Planning and Development.

SECTION 3. City Entities Responsible for Implementation.

The following departments and offices are responsible for providing input and helping to implement the City's H.O.M.E. Initiative:

1. Commerce Department;
2. Philadelphia Commission on Human Relations;
3. Philadelphia Energy Authority;
4. Law Department;
5. Department of Licenses and Inspections: Inspections, Safety, and Compliance;
6. Department of Licenses and Inspections: Quality of Life;
7. Managing Director's Office;
8. Mayor's Business Roundtable;
9. Department of Planning and Development;
10. Department of Parks and Recreation;
11. Department of Public Property;
12. Department of Records;
13. Department of Streets;
14. Office of the Director of Finance;
15. Office of Homeless Services;
16. Office of Human Relations;
17. Office of Innovation and Technology;
18. Office for People with Disabilities;
19. Office of Philly Stat 360;
20. Office of the Chief Administrative Officer;
21. Office of Community Empowerment and Opportunity;
22. Office of Sustainability;
23. Office of Transportation Infrastructure and Systems;
24. Philadelphia Water Department;
25. Procurement Department; and

26. Any additional agencies, boards, or commissions designated by the Mayor or the Director of Planning and Development.

SECTION 4. Quasi-Governmental Land Holding Entities Responsible for Implementation.

The following agencies whose function is to acquire and dispose of vacant surplus properties are responsible for providing input and helping to implement the City's H.O.M.E. Initiative:

1. Philadelphia Housing and Development Corporation;
2. Philadelphia Land Bank; and
3. Redevelopment Authority.

SECTION 5. Non-Profit Partners.

The Director of Planning and Development shall solicit input from the following types of organizations whose function is to provide direct assistance to residents of Philadelphia, to help the City implement the H.O.M.E. Initiative:

1. Community and economic development organizations;
2. Legal aid organizations;
3. Affordable housing organizations;
4. Housing and credit counseling agencies; and
5. Lending institutions and fiscal sponsors.

SECTION 6. Objectives and Responsibilities Under the H.O.M.E. Initiative.

1. The entities designated in Sections 2, 3, 4, and 5 shall, under the leadership of the Department of Planning and Development:
 - (a) Identify key barriers and opportunities within the housing and commercial development process that impact housing development timelines, costs, and predictability, including consideration of permitting requirements, land use approvals, building codes, design review and environmental review processes, zoning, technology, and financing;
 - (b) Recommend solutions to streamline government processes and incentivize the creation and preservation of safe, healthy, quality housing for all City residents, including affordable housing to rent and own; and
 - (c) Promote the creation of "Affordable Luxury" everywhere, to eliminate the divide in quality between affordable housing and luxury housing, by encouraging affordable

housing options that feature modern livable design and quality fixtures and finishes.

2. All recommendations must include:

- (a) Suggested implementation plans, through a data-driven approach with key milestones and analyzed outcomes, iterative assessment criteria and processes, including but not limited to the estimated quantitative and qualitative benefits of change, and expected completion timelines;
- (b) Identification of City entities and external stakeholders that are necessary to successfully implement each recommendation, including the role each is expected to play; and
- (c) An estimate of the fiscal impact of regulatory and process impediments identified as recommendations, as directed by this Executive Order.

3. The Director of Planning and Development, or their designee, shall have the following additional duties:

- (a) Coordinate meetings and solicit input from all City members of the H.O.M.E. Initiative, as well as from external partners and community stakeholders;
- (b) Furnish an internal report to the Mayor within 30 days of this Order based on recommendations from City entities responsible for implementation, with a list of recommendations and a plan for implementation. After this initial internal report has been submitted, submit reports to the Mayor every six months concerning implementation progress and performance measures;
- (c) Lead City efforts to implement reforms identified during the review and consultation process;
- (d) Provide a public report outlining the recommendations, process for implementation, and progress toward key goals of the H.O.M.E. Initiative;
- (e) Meet with City partners, external partners, and community stakeholders on a quarterly basis to assess the effectiveness of the implementation process; and
- (f) Provide periodic recommendations to the Mayor with proposals for inclusion in upcoming budgets to support expedited housing and commercial development and preservation.

SECTION 7. External Partners.

The Department of Planning and Development shall request assistance from the following external partners related to achieving the objectives of this Executive Order:

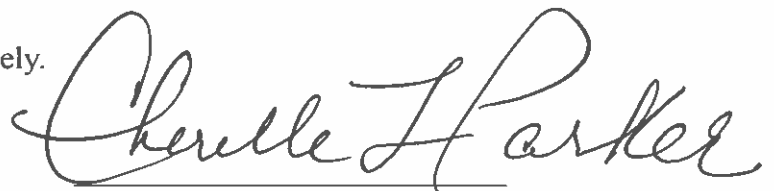
1. Colleges, universities, and institutions of higher learning;
2. Comcast;
3. Federal National Mortgage Association (FNMA);
4. Federal Home Loan Mortgage Corp. (FHLMC), commonly referred to as “Freddie Mac”;
5. Government National Mortgage Association (GNMA), commonly referred to as “Ginnie Mae”;
6. PECO;
7. Pennsylvania Department of Community and Economic Development;
8. Pennsylvania Housing Financing Agency (PHFA) ;
9. Philadelphia City Council;
10. Philadelphia Gas Works (PGW);
11. Philadelphia Housing Authority (PHA);
12. Philadelphia Industrial Development Corporation (PIDC);
13. Philadelphia Sheriff’s Office;
14. U.S. Department of Veterans Affairs (VA);
15. U.S. Department of Housing and Urban Development (HUD);
16. Verizon; and
17. Any additional external partners designated by the Mayor or the Director of Planning and Development.

SECTION 8. Effective Date.

This Order shall take effect immediately.

2/19/25

Date



Cherelle L. Parker, Mayor