



On the Road Again

Meeting Partners in
Their Communities

04/01/2026



Brief Description

Virginia Housing values our relationship with partners. We have spent years identifying organizations that comprise what we refer to as the Housing Services Delivery Network — made up of redevelopment and housing authorities, community action agencies, local governments, centers for independent living, for-profit and nonprofit developers and more. Numbering in the hundreds, Virginia Housing is consistently looking for new ways to engage and support our partner network, and one technique is our Community Impact Sessions.

The Community Impact Sessions are designed to create an information sharing space with our partners at various locations around the Commonwealth by bringing our tools and resources to our partners to help increase our visibility, highlighting partnership opportunities with Virginia Housing and gathering feedback directly from our network to help inform how we deliver our resources.

Why It Was Undertaken

The goal is simple: make it easier for our partners to understand how Virginia Housing can support their efforts while also engaging in interactive, face-to-face discussion to help expand our partner base and provide us with measures to improve our operations.

What We Accomplished

Virginia Housing just wrapped our third round of impact series sessions. Held every 14 to 16 months, the sessions have enabled us to expand our reach, highlight successful partnerships and gain critical feedback that is used to direct how our programs and resources are designed and utilized by communities and partners. Sessions are capped in terms of registration, typically not exceeding 50 participants per session. This is intentional as we want to provide a high level of touch and maximize the in-person opportunity to meet with partners. For those unable to attend in person, a virtual session is also held. After approximately three years, 18 sessions have been held, with a purposeful gap in between each iteration to allow for sufficient time to incorporate feedback and adapt to the responses provided.

After each session, we send out a survey, and by incorporating a survey mechanism, we have also gained valuable insight into how to better serve our partners — for example attendees have asked for more one-on-one time to discuss project development, as well as expressing a need for enhanced training on the tax credit program. Additionally, programmatic feedback has been received by numerous attendees expressing a desire for a home rehabilitation program. This feedback is consolidated and reviewed, with an eye toward how Virginia Housing can incorporate this into future funding and training opportunities.

Why It Is Meritorious and Meets NCSHA Award Judging Criteria ***Innovation***

This simple yet highly effective engagement strategy is an innovative way to reach partners and build collaborative opportunities with funders. While Virginia Housing has a team dedicated to providing technical assistance and cultivating partnership relationships, the sheer number of active organizations makes it impossible to reach everyone in-person, and this offers the opportunity to connect, have one-on-one conversations and network with other partners in a group setting. The format has evolved with each iteration, based on feedback from participants, as well as internal reflection on the approach.

Cross-Division Collaboration

The Community Impact Sessions have evolved from an information exchange, focused primarily on the capacity building and planning resources available from Virginia Housing, to now incorporating presentations from our Homeownership and Rental Housing divisions. Participants now receive a more robust view of what Virginia Housing has to offer. From the consumer-oriented programs available to support homeownership to the lending programs available through our Rental team, as well as our early-stage development resources through Community Outreach, this expanded format now appeals to a wider range of partners and helps better present how Virginia Housing resources can be brought to bear in a community.

Metro- and Non-Metro Focus

In the initial delivery of the series, sessions were held in the more urbanized areas across the Commonwealth. The intent was to develop an effective strategy to roll out the program and gain the broadest exposure. However, because Virginia Housing serves the entirety of Virginia, the latest round was intentionally focused on smaller, rural areas of the Commonwealth, and we pivoted to focus on those places where we see the need for more developer capacity and more community partners. Benefits of this decision were immediately recognized, as we had participation from organizations we had not previously partnered with, as well as a number of smaller, emerging developers who were also looking to initiate their first project.

Partner Agency Focus

Feedback from prior sessions also surfaced the desire by participants to have other funding partners involved to help expand the resources available and also to help discuss how Virginia Housing and other agencies can layer resources for greater impact. As a result, representatives from both the Virginia Department of Housing and Community Development and the Tobacco Indemnification Commission serve as co-presenters, featuring housing and economic development programs that could also be utilized by participants and in conjunction with Virginia Housing programs.

Replicable

The Community Impact Sessions provide a simple framework that can easily be replicated and even expanded on. The program was developed entirely in-house, utilizing program team expertise for content development along with support from our Communications team, which assisted with design and outreach, and our Policy and Planning associates, which helped design a survey tool and provided an analysis of the results. This effort was expanded this year to include participation from other state funding agencies. Having just wrapped our third iteration, time will be spent reviewing feedback and developing plans for a subsequent series in 2027, with the intent to continue to refine and improve with each round of sessions.

Provides Benefits That Outweigh Costs

The series is a low-cost, high-return effort. Expenses were minimal, with some venues being offered at no charge, and the only significant costs were for associate travel and occasional overnight stays based on the location. However, the return on investment has been outstanding. The feedback is overwhelmingly positive, with participants asking how soon before we can repeat the process. Further, this effort has helped increase our partner outreach, as we have seen many entities not familiar with

Virginia Housing participating, and subsequently, we have been busy scheduling follow-up conversations to focus on more project-level ideas. The effort has also helped strengthen collaboration with other funders, as we anticipate future sessions will continue to include our state agency partners, with the potential to add more as we continually look for ways to improve.

Demonstrates Effective Use of Resources

This has been a truly collaborative process, bringing together support from other programmatic and support offices, and this has helped strengthen our capacity and improve our cross-training efforts. Since this effort was developed entirely in-house, expenses were nominal. Feedback has been extraordinarily positive, with many comments focused on the appreciation of Virginia Housing's willingness to spend time in their community. This has also opened opportunities for future project development financing with new partners who otherwise would not have known Virginia Housing could support their work.

Achieves Strategic Objectives

The Innovation Grant Program directly supports Virginia Housing's Strategic Plan:

- ***Priority 1 – New Inventory*** | Increase housing inventory through the expansion of new affordable housing opportunities.
- ***Priority 2 – Preservation*** | Increase housing affordability through the preservation of quality, affordable and attainable housing opportunities.
- ***Priority 3 – Statewide Targeted Investment to Support Unaddressed Needs*** | Deploy multiple strategies, housing options and resources to support all areas of the state.

Conclusion

The Community Impact Sessions have been a highly effective means to strengthen our relationship with our partner network. This cross-divisional, cross-agency effort has enabled us to meet directly with new and existing partners to help raise the visibility of our organization. Our partners truly appreciate our willingness to meet in their community and have provided valuable feedback that has informed us not only how we deliver our resources, but how we structure some of our programs.

Alternating between more urbanized, metropolitan areas and rural communities has ensured that our partners across the entirety of the Commonwealth can easily access our sessions. Further, we have included a virtual session in case there is a scheduling conflict with our partners. By incorporating a survey tool, we can collect data and evaluate feedback that has been useful in how we approach our engagement strategy as well as how we structure our resources.

Our housing network is comprised of hundreds of organizations, all of which have a role in providing housing delivery or housing services. The Community Impact Sessions allow us to have the opportunity to directly engage with many of these organizations, some of which we otherwise would not be able to provide such a high level of touch. Feedback from our partners reinforces why this is such an important effort, and Virginia Housing will continue to deliver this form of engagement.

Appendix

Executive Summary

The Community Impact Sessions conducted in late February through early March 2026 were well received with attendees giving high ratings on satisfaction, learning something new, and recommending to a stakeholder or partner. Attendees, generally, liked the topics, the speaker, and the facility. Attendees would like more time for the speakers, the Q&A session, and time on the topics of discussion.

Attendees report that the tools Virginia Housing provides are useful to them, and that Virginia Housing is a great resource. Attendees suggest that Virginia Housing provide more presence in their area, as well as provide more information and instructions on resources and funding available for housing development in their area.

Strategic Housing, within Community Outreach, held Community Impact Sessions from February 24, 2026, to March 5, 2026, at six locations around the Commonwealth including Chesapeake, Kilmarnock, Lexington, St. Paul, South Boston, and Warrenton.

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Highlights

Over 150 housing professionals attended the six sessions held throughout the Commonwealth. Attendees learned something new about Virginia Housing resources and options when it comes to the affordable housing needs in their communities.



Attendees came from a range of industries with half coming from local government or nonprofit housing organizations.



Nine out of ten attendees gave high ratings for overall satisfaction, learning something new, and recommending the sessions.



Nearly nine out of ten attendees report that the tool and resources that Virginia Housing provides are helpful to meet the needs of their community.



Attendees were generally satisfied with location of the sessions and the facility where they were held.



Attendees learned about what resources were available for developing affordable housing.



Attendees learned about land trusts and redevelopment possibilities in their community.



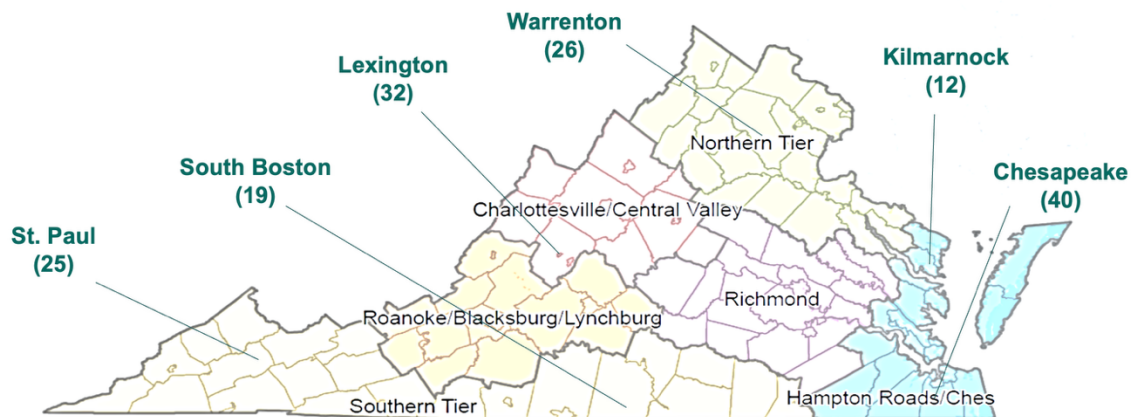
Attendees are very interested in the topics and would like more time for the speakers and the Q&A sessions.



Attendees are very interested in working with Virginia Housing to meet the affordable housing needs in their community.

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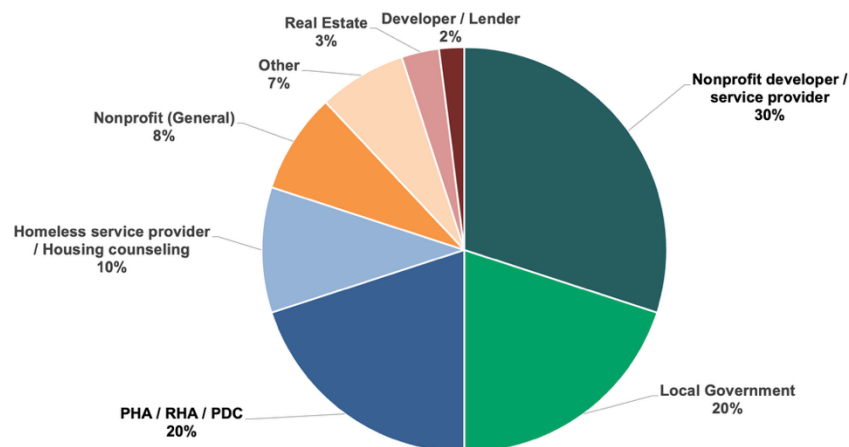
Community Impact Sessions – Locations



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Community Impact Grants – Profile of Attendees

Half of the attendees were nonprofit developers / service providers or from local governments



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Community Impact Sessions – Overall Impressions

Attendees were generally satisfied with the session they attended, feel that their understanding of the topic improved, and are likely to recommend a session to their stakeholders and other partners.

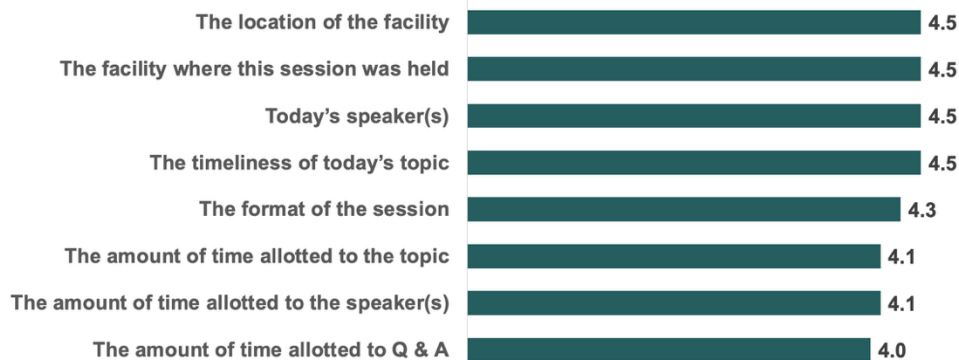


Note: Responses were weighted on a scale of 0 – 5 with 5 being the highest rating.

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Community Impact Grants – Ratings of Sessions

Attendees generally liked all aspects of the Community Impact Sessions. They would prefer more time for the topics, the speakers, and the Q & A session.



Note: Responses were weighted on a scale of Excellent = 5, Very Good = 4, Good = 3, Fair = 2, and Poor = 1.

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Appendix: Methodology

- ❖ The Community Impact Session Satisfaction Survey was sent to 154 individuals.
- ❖ There were 79 responses to 123 opened surveys for a 64% response rate.
- ❖ Surveys were sent to attendees of the six Community Impact Sessions between February 24, 2026, and March 5, 2026:
 - ❖ Chesapeake (N = 40, n = 17, Representative Sample = 43%)
 - ❖ Kilmarnock (N = 12, n = 9, Representative Sample = 75%)
 - ❖ Lexington (N = 32, n = 11, Representative Sample = 34%)
 - ❖ St. Paul (N = 25, n = 10, Representative Sample = 40%)
 - ❖ South Boston (N = 19, n = 15, Representative Sample = 79%)
 - ❖ Warrenton (N = 26, n = 17, Representative Sample = 65%)
- ❖ Data were analyzed from March 17, 2026, through March 20, 2026.
- ❖ The analysis includes quantitative and qualitative data from the survey. This analysis employs a mixed-methods approach with a storyboard presentation.

Note: N = Total Attendees, n = survey respondents. Representative Sample = n/N.