



*livability speaker series*

# *Program*

**JULY 13, 2023 | HOUSING FOR ALL**

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# *livability speaker series*

**July 13, 2023**  
**Housing for All**

## *Program*

### **About the Series:**

The Livability in the Land of Enchantment Speaker Series brings local and national speakers to venues across town once a month. Free public talks focus on making Santa Fe more affordable, sustainable, and vibrant, and are followed by a social hour with food, drinks, and community building.

### **Housing for All: Local and National Models for Affordable Housing**

### **Tonight's Speakers:**

Paul Bradley, President, ROC USA

John Egan, Director, Mountain West ROC Association

Edward Archuleta, Executive Director, St. Elizabeth Shelters & Supportive Housing

Daniel Werwath, Executive Director, NM Inter-Faith Housing

Kurt Krahn, Executive Director, Santa Fe Habitat for Humanity

Jaime Jaramillo, Real Estate Development Planning Director, Homewise



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## **Agenda**

### **6:00pm:**

Welcome by Mike Loftin, CEO, Homewise

8-Minute Presentations from Speakers:

- 1) Paul Bradley and John Egan
- 2) Edward Archuleta
- 3) Daniel Werwath
- 4) Kurt Krahn
- 5) Jaime Jaramillo

Q+A

### **7:20pm:**

Reception with food and drink



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## *Presentation 01*



### **Project: Animas View**

Animas View is owned by the Community Members who live there – a resident-owned community (ROC). The member homeowners of Animas View control the rent and make the rules. On June 21, 2021, the ROC purchased the land and infrastructure, such as the roads and water lines. Now, a democratically elected Board of Directors manages the business of running Animas View MHP Cooperative, Inc. Every Member household in the community has a say in who sits on the Board, how they spend their money, the annual budget, and whether they make changes to the rent.



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## ***Presentation 01***

### **Speaker Bio**

#### **Paul Bradley:**

Paul Bradley founded ROC USA® as a nonprofit social venture in 2008. Throughout his 30 plus-year career, Paul has had direct experience with all aspects of co-op community development and ownership.

Paul began working with homeowners in manufactured home communities in 1988 as a co-op organizer for the NH Community Loan Fund, eventually serving as Vice President for Manufactured Housing. During his tenure, he managed the growth of resident ownership from eight to 88 communities and led the development of single-family lending in resident-owned communities, a program that won the 2009 Wachovia NEXT Award for Innovation in Community Development Finance.

ROC USA is scaling an enduring community-based structural solution that works – limited equity co-op ownership of “mobile home” communities.

Paul received a bachelor's degree in economics from the University of New Hampshire, and in 2007, graduated from Achieving Excellence in Community Development, a joint 18-month Executive Education program with NeighborWorks® America and Harvard University. In 2011, Paul was selected as an Ashoka Fellow, and in 2013, he was selected as the Carsey Institute Social Innovator of the Year. In 2014, he was awarded the Jerry Voorhis Memorial Award by the National Association of Housing Cooperatives. In 2018, Paul was inducted into the Cooperative Hall of Fame, one of the highest honors in the cooperative sector. Paul lives in his hometown of Concord, N.H., with his wife Martha. His mother lives in a nearby Resident Owned Community.



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## *Presentation 01*

### **Speaker Bio**

#### **John Egan:**

John Egan lives in Animas View MHP Cooperative, a resident owned community (ROC) in Durango, Colorado, where he was instrumental in helping his community through the purchase process. He now serves on the ROC USA Board of Directors through his seat as Director for the Mountain West region of the ROC Association.

John has held leadership roles throughout his life. He was the general manager at his family's guest ranch, Rancho Encantado in Santa Fe, New Mexico, for 30 years from the age of 19. While he was in Santa Fe, John served as President of the Santa Fe Lodgers Association, the Santa Fe Chamber of Commerce, Santa Fe Chapter of SKAL (a restaurant club), and New Mexico North Association. He was also elected city councilor in Santa Fe.

As Director of Transportation for Archuleta County, Colorado, John worked to make public transportation for the disabled, low-income, and working-class population more available and reliable by rebuilding and rebranding the local bus system revenues, increasing ridership. While developing the transportation system, he concurrently became involved in affordable housing issues in Archuleta County when he was asked to take over directorship of a county-managed affordable senior housing facility in Pagosa Springs. He has served on that board since 2013.



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## *Presentation 02*



### **Project: Santa Fe Suites**

In a creative response to the COVID-19 pandemic, the City of Santa Fe partnered with Community Solutions (a national organization working to end homelessness and the parent organization to the Built for Zero movement) to purchase and convert an existing hotel into safe, stable, and supportive housing for more than 120 people. Santa Fe Suites is managed by St. Elizabeth Shelters.

Two-thirds of the units are currently leased to individuals in Santa Fe who were either formerly homeless or precariously housed through the use of vouchers and other forms of rental assistance. The remaining units are below market rate, but not subsidized, and support workforce renters with a range of incomes, including those households receiving section 8 subsidy, seniors on fixed incomes, and individuals working on establishing positive rental histories. The property uses “tenant-based management” practices, whereby the social services needs of the tenants are prioritized. Preference is given to veterans in need of permanent housing. In addition, the property continues providing rooms for low-income cancer patients, who must stay locally while receiving treatment from Santa Fe’s Christus St. Vincent Cancer Center adjacent to the property.



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## ***Presentation 02***

### **Speaker Bio**

#### **Edward Archuleta:**

Edward oversees all aspects of St. Elizabeth's multifaceted operations, which include 2 emergency shelters and 3 supportive housing programs, comprising 160 apartment units. A Santa Fe native, Edward has served in various capacities with St. E's over the years – as a volunteer, board member, intern, case manager and now Executive Director. Prior to working with St. E's, Edward served as Project Manager with 1000 Friends of New Mexico, as Assistant to New Mexico Secretary of State Stephanie Gonzales, as a Realtor and with various government agencies. He has also served on numerous civic and non-profit boards.





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## *Presentation 03*



### **Project: Siler Yard: Arts + Creativity Center**

Siler Yard is the first net-zero energy, affordable live/work rental housing for artists and people in the creative industries in New Mexico. The project combines 65 live/work rental units with on-site economic development and resident support programming. All homes within the project are reserved for families earning under 60% of the area median income. The award winning architectural design was created through a unique neighborhood and community input process funded by the National Endowment for the Arts, that centered potential future residents in design decision making processes.



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## ***Presentation 03***

### **Speaker Bio**

#### **Daniel Werwath:**

Daniel House Werwath is a community development professional focusing in the areas of affordable housing, economic development, non-profit management, youth development, and the arts. Daniel is a co-founder of the Santa Fe Housing Action Coalition and the award-winning economic development project MIX Santa Fe. He currently serves as a principal at Werwath Associates, the Executive Director of New Mexico Inter-Faith Housing, and previous as the Acting Executive Director of The Housing Trust and Tierra Contenta Corporation. He is a technical assistance provider for the US Department of Housing and Urban Development through Enterprise Community Partners.

Daniel has worked in affordable housing in Santa Fe since 2003 and has developed and implemented numerous successful community development programs and planning initiatives. His work includes affordable housing planning and program design for communities as varied as Missoula, Montana and Houston, Texas. He has been involved in creation of eight affordable housing development projects in New Mexico and secured millions in funding for non-profit housing, arts, and youth development organizations. Originally from Maine, Daniel studied socio-cultural anthropology at Northern Arizona University and currently resides in Santa Fe, New Mexico.



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## *Presentation 04*



### **Project: Plaza Bonita**

Habitat for Humanity is building on two donated properties in the Plaza Bonita Subdivision located in the southeastern section of the City thanks to the generosity of Borrego Construction. Santa Fe Habitat's home building mission is only possible when there is available land on which it can raise more affordable housing. The nonprofit called out to the community last year in critical need for more properties. It has completed construction on its final lots in the Oshara Village Subdivision on the south side of Santa Fe. Borrego Construction stepped up to the plate by donating two lots – on Calle Bonita and Calle Preciosa – in the Plaza Bonita Subdivision, behind the CHRISTUS St. Vincent Regional Medical Center.

All donations to Santa Fe Habitat exceeding \$500, including the donation of land, are eligible for New Mexico Affordable Housing Tax Credits – where 50% of each donation is returned to the donor in the form of Tax Credits through the New



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## *Presentation 04*

### **Speaker Bio**

#### **Kurt Krahn:**

Kurt Krahn is the Executive Director of Santa Fe Habitat for Humanity in New Mexico. His professional work is focused on the importance of fair and safe housing as an ethical responsibility and urban development necessity. His affordable housing and non-profit experience are in housing management, program management, strategic planning, and community engagement.

Kurt's interest in community development was heavily influenced while serving as a Peace Corps volunteer in Nicaragua where he focused on environmental education and business development. He has over 20 years of leadership of non-profits having led and managed affordable housing programs in Cincinnati, Northern Kentucky, Chicago and now New Mexico. Kurt was raised in the Chicago suburbs, studied Community Planning at the University of Cincinnati, and serves on several non-profit boards



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## *Presentation 05*



### **Project: El Camino Crossing**

The El Camino Crossing community is unlike anything in the surrounding area. The development includes 40 single-family homes, 33 condominiums and live-work units, and two commercial buildings that will house neighborhood-friendly businesses. ECC is centrally located on the historic Camino Real with easy access to walking/biking paths, and close to restaurants, stores, breweries, and entertainment venues in the rapidly revitalizing Siler and Agua Fria corridor.



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## ***Presentation 05***

### **Speaker Bio**

#### **Jaime Jaramillo:**

Jaime Jaramillo has a multidisciplinary background that includes land use planning, site design, applying zoning and development codes, and managing multidisciplinary teams. At Homewise she focuses on strategic land use and site planning, entitlements, pre-acquisition due diligence and analysis, and project management. She is part of a team that increases the number of successful homeowners and builds strong communities and neighborhoods throughout New Mexico.



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## **About Homewise:**

The Homewise mission is to help create successful homeowners and strengthen neighborhoods so that individuals and families can improve their long-term financial wellbeing and quality of life. Since 1986, Homewise has been helping people achieve their homeownership goals. We do this by focusing on our customers and placing their long-term financial wellbeing as the highest priority. We share in our customers' challenges and successes, using those experiences to build a better way to buy a home. We believe that strong homeowners help build healthy, vibrant communities.

<https://homewise.org>

**Thank You to Councilors Jamie Cassutt and Carol Romero-Wirth for their collaboration on this series.**

## **Livable Santa Fe Officials Cohort:**

Councilor Jamie Cassutt  
Councilor Carol Romero-Wirth  
Councilor Renee Villareal  
Councilor Chris Rivera  
Planning Commissioner Gurushabad Mirando  
Planning Commissioner Jessica Eaton Lawrence  
Planning Commissioner Phil Lucero

## **Livability Series Partners:**

Santa Fe Housing Action Coalition, MASS Design Group, Women's International Study Center, Friends of Architecture Santa Fe, Urban Land Institute, Santa Fe Chamber of Commerce, Santa Fe Art Institute, Lifelink, Metropolitan Planning Organization, and the City of Santa Office of Affordable Housing.



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## **Livability Series Sponsors**

### Platinum Sponsors:

Santa Fe Community Foundation  
Women's International Study Center/ Acequia Madre House  
City of Santa Fe Office of Affordable Housing  
Santa Fe Housing Action Coalition

### Gold Sponsors:

Adams Crowe  
Affordable Solar  
McCune Foundation

## **Next Session:**

Do We Have Enough Water to Support New Housing?:  
Congresswoman Melanie Stansbury and  
Jesse Roach, Director of City of Santa Fe Water

September 14th, 6-8pm

Registration link: <https://homewise.org/livability-speaker-series/>