

Using data to answer questions about community housing needs

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Objectives


- Provide an overview of housing needs assessments and how they support your local housing work plan.
- Examine common questions and the types of data used to answer these questions.
- Identify free sources of data, resources at UGA
- Understand how to make sense of data for your housing work plan



Starter questions:

What questions do you have about the housing needs/situation in your community?





What information would be most helpful in understanding the housing needs for your community?



What is a housing needs assessment?



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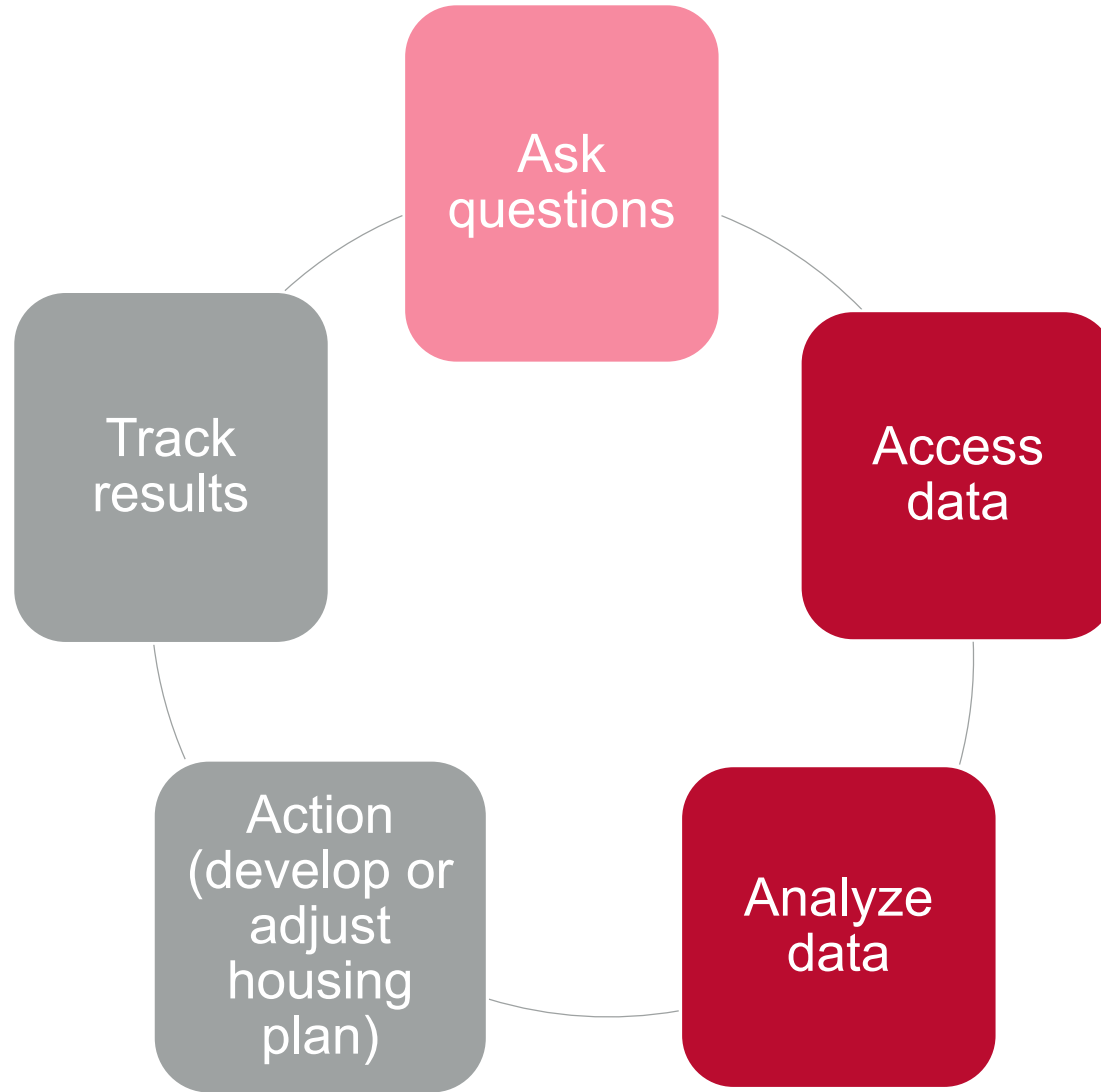
Housing needs assessment

A process of asking and answering questions about key factors that influence current and future housing gaps.

Based on your community's unique characteristics



Housing needs assessment: Process



Asking questions

- Included in the work session process at this retreat
- We will provide examples of types of questions to ask that identify different types of affordable housing needs.

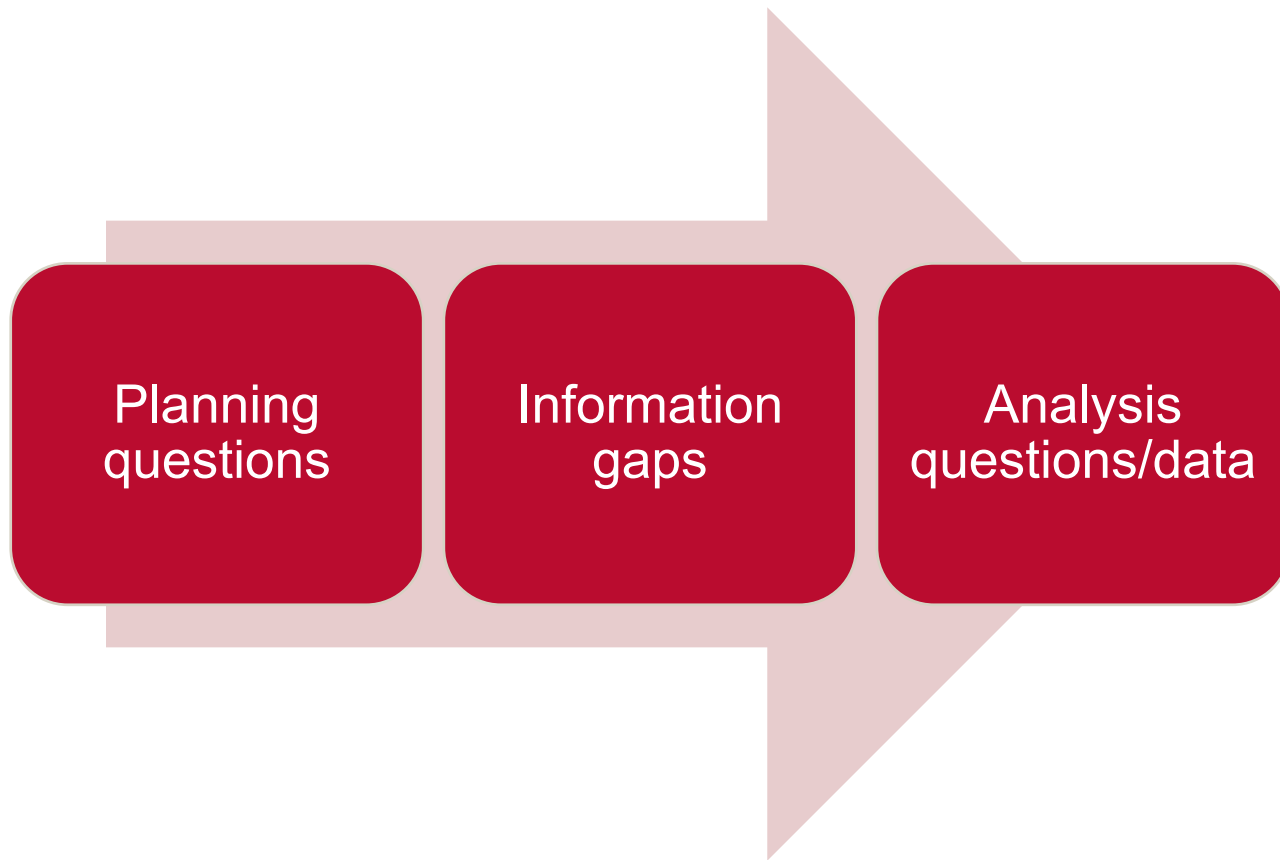
What questions to ask in the planning process

- Who can and cannot afford to live in this community?
- In what direction is our community headed in providing quality housing to a broad spectrum of residents?
- Can young adults afford to remain in, or return to, the community?
- Can those who provide essential services afford to live here?
- Are special-needs populations given adequate housing options?



Questions to ask in the planning process

- Are there substandard, overcrowded, or other undesirable living conditions in the community?
- Are there adequate alternatives for remaining in the community as residents age?
- Do we provide the type of housing that promotes job growth?
- Can you identify any housing trends in your community such as increase in absentee landlords, mortgage foreclosures, decreasing home values and/or increasing housing prices?



Questions for analysis – Population

Housing demand is primarily determined by changes in community demographics.

- Who lives in the community?
- Is the population, especially the population between the ages of 18 and 35, expanding or contracting?
- What portion of the population are age 60 and over?
- How many people are living in poverty?
- What is the typical income?
- What is the average household size?

Questions for analysis – Employment

Economic factors influence the demand for real estate investment.

- What kinds of jobs exist in the community? How much do they pay?
- Who are the major local employers?
- Are local employers expanding or contracting?
- What portion of the population are unemployed?

Questions for analysis - Affordability

- What do workers in the community earn?
- How much do renters and homeowners pay, and how has this changed over time?
- What percentage of their income do renters and homeowners pay to live in the community?
- Can renters afford local rents based on local and regional wages?
- Can potential homeowners afford to buy a home?

Questions for analysis – Rental housing

- What is the rental vacancy rate?
- How much of the community's rental housing stock is subsidized?
- What percentage of housing in the community is rental housing?
- In what types of buildings are rental units located?
- What is the condition of the community's rental housing?
- How long is the waiting list of local residents for existing subsidized housing?
- Have there been any changes in the affordable rental stock in the past several years due to “expiring use” or redevelopment?

Questions for analysis - Homeownership

- What property type and price represents a “starter home” in your community?
- How much income is required to purchase a typical starter home?
- How many renters in your community can afford such a home?
- What is the relationship between home prices and local wages?
- What home sizes (by bedrooms) are available in the community?
- In what types of buildings is ownership housing located?
- How do home values compare to those in neighboring communities?

Questions for analysis – Senior housing

- How much subsidized, independent senior housing exists in the community?
- What is the quality of the existing housing (subsidized and market-rate) for seniors?
- How long is the waiting list for subsidized senior housing?
- Does the community have assisted living facility beds that serve low- and moderate-income residents?
- What housing with supportive services exists in the community for those with mental health or developmental disabilities?
- Are there senior-oriented ownership options available?



Questions for analysis - Other

- Is there a significant number of abandoned, blighted, or sub-standard properties? Where are they and who owns them?
- What is the community's level of foreclosure activity?
- Is the community affected by seasonal housing swings, student housing, etc.?

Finding the questions for your community

- Seek input in the early stages of planning from a wide range of residents.
- Start with the list that addresses concerns.
- Some questions may be more important than others, but do not avoid questions that you may not want answered.

Using data to answer questions



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Primary vs. Secondary Data Sources

Primary data - Collected by the user/community/consultant for a specific purpose

- Examples – housing conditions assessments, community surveys, focus groups

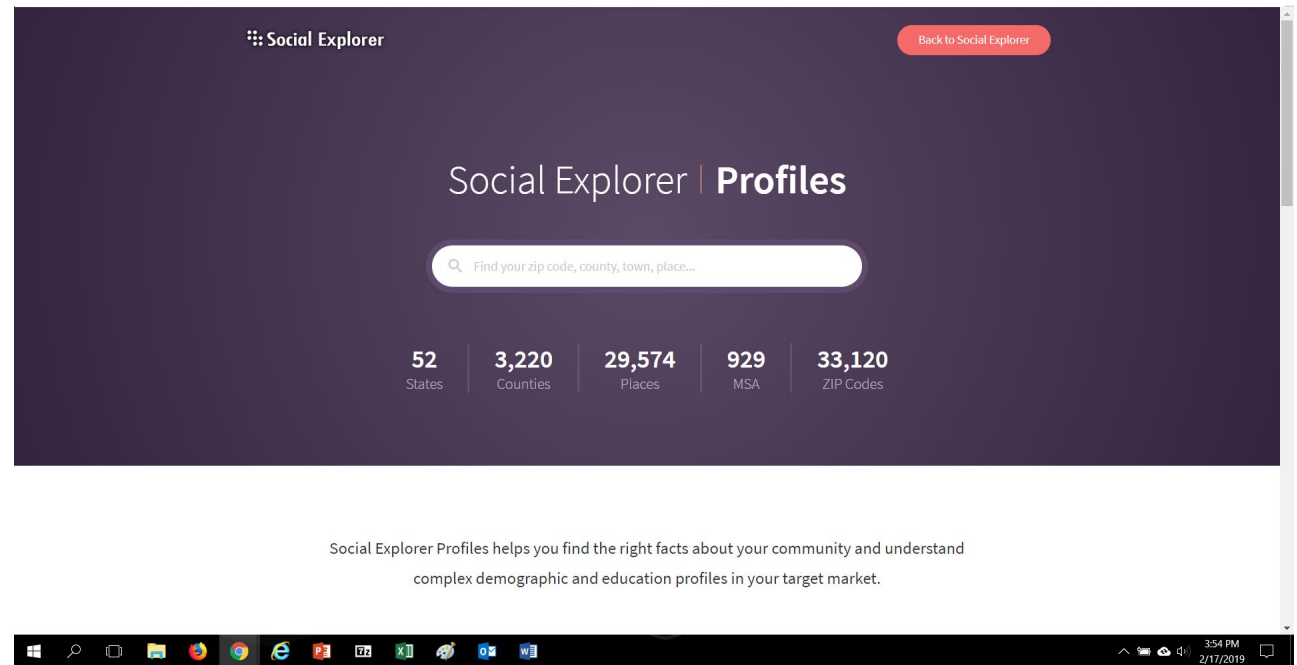
Secondary data – Data collected by someone else for some other purpose.

- Examples - Census data, HUD datasets

Social Explorer.com

Social Explorer Profiles
under “Resources” (Free):

<https://www.socialexplorer.com/profiles/essential-report/index.html>



PolicyMap.com

The screenshot shows the PolicyMap.com website. The browser address bar displays "https://www.policymap.com". The website has a purple header with the "POLICYMAP" logo, "Sign up" and "Log in" buttons, and a "Public Edition Open Map" button. A navigation menu includes "PRODUCTS", "DATA", "INDUSTRIES", "PRICING", "SUPPORT", "BLOG", "ISSUES", and "ABOUT". The main banner features a collage of various maps and the text "All the data you need. All in one place." Below this, it states: "Easy-to-use online mapping with data on demographics, real estate, health, jobs and more in communities across the US. **Subscribe** to start making maps, tables and reports in minutes." Two buttons, "Subscribe to PolicyMap" (orange) and "Open Map" (purple), are shown with "OR" between them. A testimonial box below reads: "From the classroom to the boardroom, thousands of organizations trust PolicyMap to find the right data for their research, market studies, business planning, site selection, grant applications and impact analysis." The Windows taskbar at the bottom shows various application icons and the system clock indicating 4:02 PM on 2/17/2019.



Rural Data Portal (ruraldataportal.org)

The Rural Data Portal

TAKING STOCK OF PEOPLE, POVERTY, AND HOUSING
IN YOUR COMMUNITY



HAC
Housing Assistance Council



Get Data

About the Data

Maps

Other Data Resources

About HAC

Help/FAQ

GET DETAILED DATA

1. SELECT A GEOGRAPHY



National



State



County

Georgia

Clarke

2. SELECT AN INDICATOR

- ☐ Demographic Data
- ☐ Social Data
- ☐ Economic Data
- ☒ Housing Data
- ☐ Housing Finance Data

- ☒ All
- ☐ Housing Occupancy
- ☐ Housing Tenure
- ☐ Housing Structure Type
- ☐ Housing Year Structure Built
- ☐ Housing Rooms Per Unit
- ☐ Year Householder Moved Into Unit
- ☐ House Heating Fuel
- ☐ Housing Quality

Get Report

INTERACTIVE MAP QUICK DATA SNAPSHOTS

Rollover to see states data, or click on states to see county-level data.

About The Rural Data Portal

The RURAL DATA PORTAL is a simple, easy to use, on-line resource that provides essential information on the social, economic, and

www.ruraldataportal.org/index.aspx



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NLIHC Out of Reach Report (nlihc.org/oor)

Out of Reach 2018

[Out of Reach](#)[About Out of Reach](#)[View State Data](#)[DOWNLOAD
Full Report](#)[OBTAIN
Media Kit & Graphics](#)[PREVIOUS YEAR'S
Report Archive](#)

How Much do you Need to Earn to Afford a
Modest Apartment **in Your State?**

Hourly wage required to afford a two bedroom rental home by state.



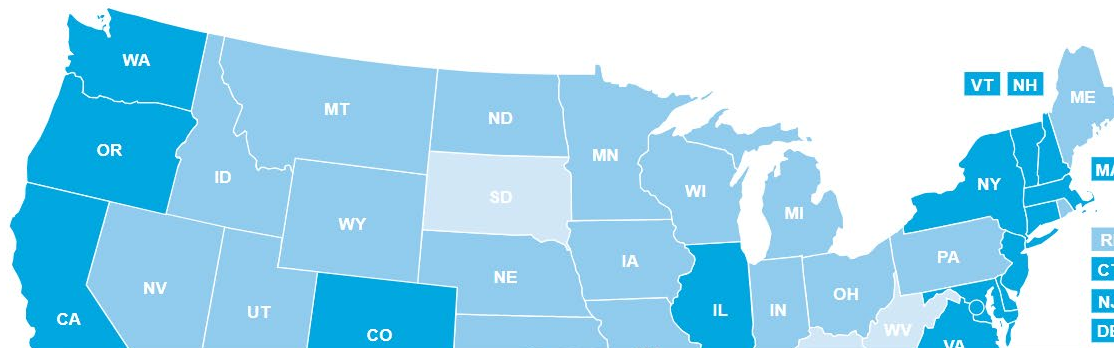
Below \$15.00



\$15.00 - \$20.00



Above \$20.00



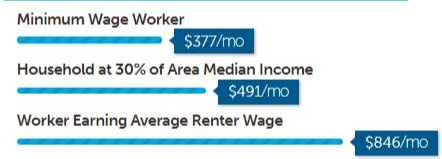
#27 Georgia  View State Map

SELECT STATE: Georgia ▼

State Facts

MINIMUM WAGE	\$7.25
AVERAGE RENTER WAGE	\$16.28
2-BEDROOM HOUSING WAGE	\$17.53
NUMBER OF RENTER HOUSEHOLDS	1,345,295
PERCENT RENTERS	37%

Affordable Rent for Low Income Households



Fair Market Rent



 Working at minimum wage

\$7.25/hr

 Each week you have to work

83 HOURS!

 To afford a modest 1 bedroom rental home at Fair Market Rent

DOWNLOAD State Report >>

CONNECT TO NETWORK Georgia >>



Compare Jurisdictions

SELECT JURISDICTION: Georgia ▼

SELECT JURISDICTION: Appling County ▼

State Georgia Appling County

Number of Households

Making sense of data



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What do workers in the community earn?

How is this data helpful for housing planning?

Demographics

Education

Economics

Households

Housing

Income

Per Capita Income

\$15,936

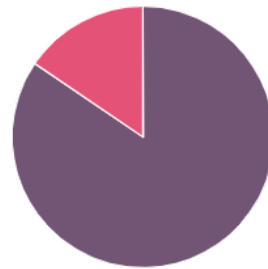
Median Household Income

\$33,927

Gini Index 

0.45

Unemployment Rate

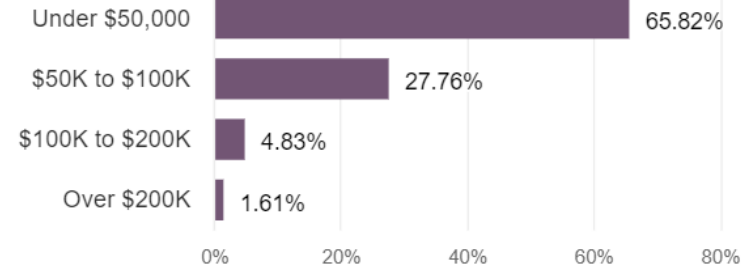


■ Employed 84.51%

■ Unemployed 15.49%

*Universe: Civilian Population In Labor Force 16+

Household Income



*Universe: Households

[Show data](#)

Who lives in the community?

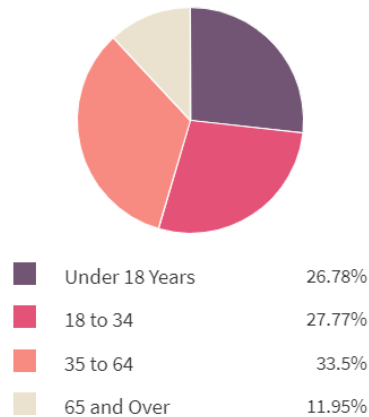
Who lives in this community?

What does this tell us about potential housing needs?

Age

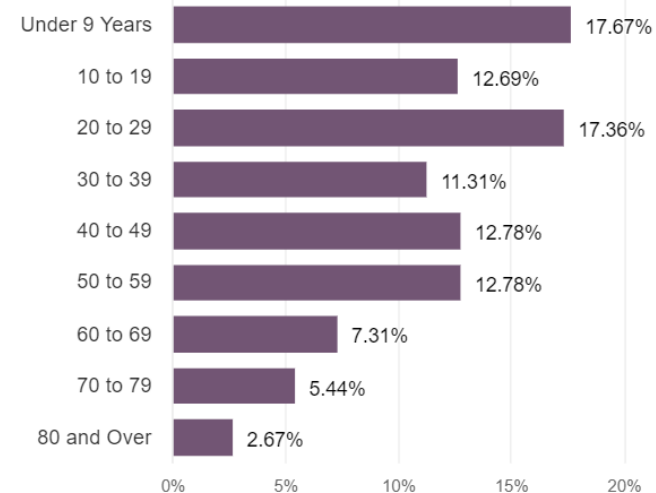
Median Age
32.3 years

Population By Age



[Show data](#)

Population By Age (Detailed)



[Show data](#)

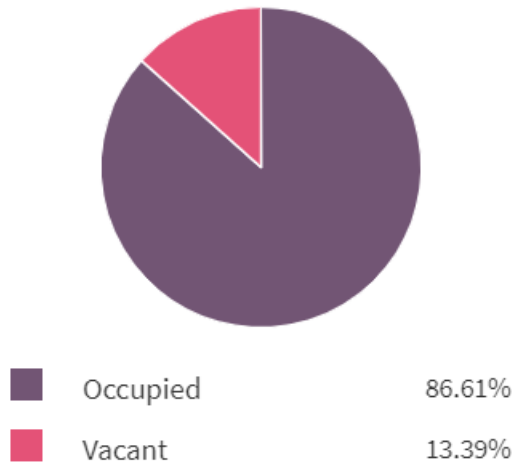
What portion of households rent/own?

Units & Occupancy

Number of Housing Units

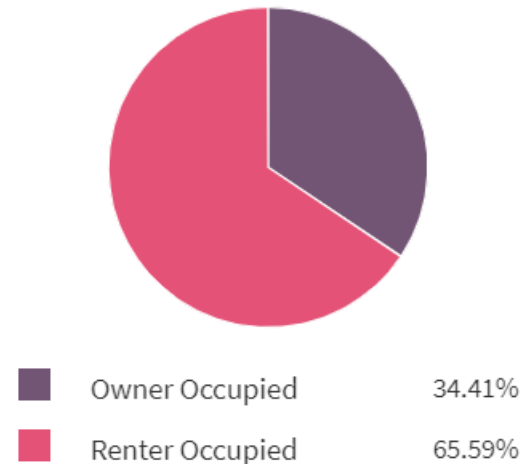
5,379

Occupancy Status



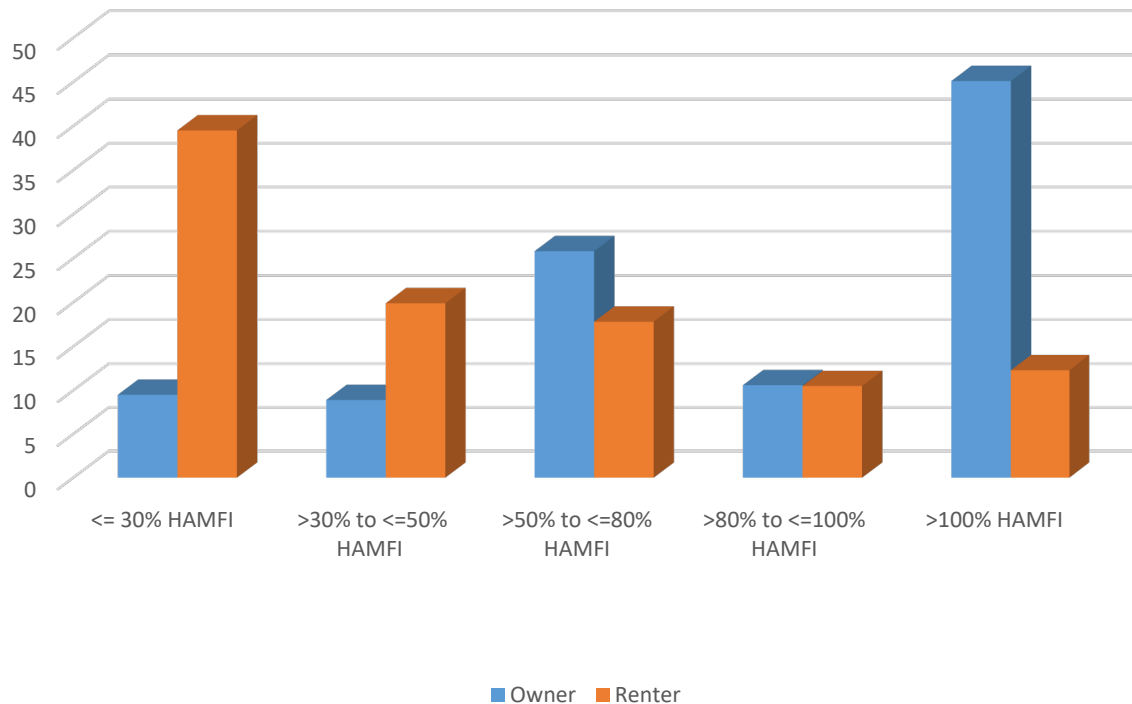
*Universe: Housing Units

Occupied Housing Units

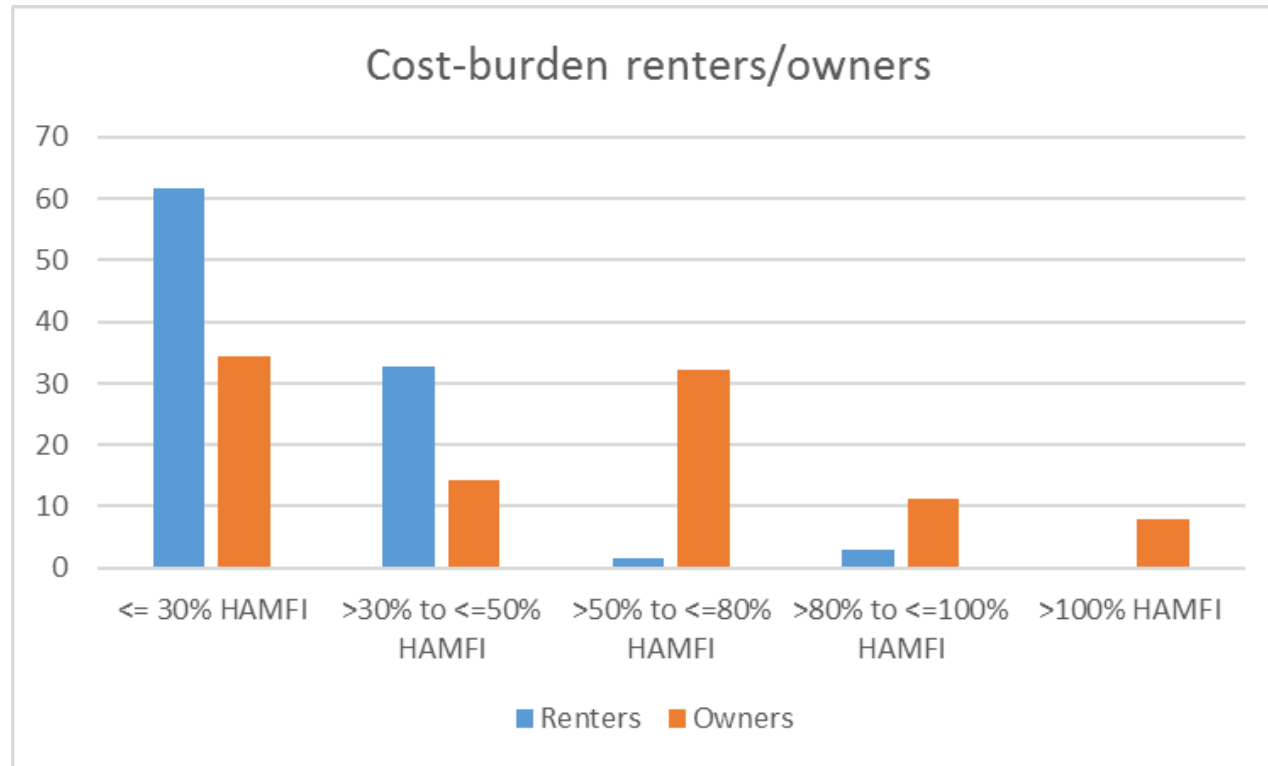


*Universe: Occupied Housing Units

What portion of renters/owners are low or moderate income?



What portion of owners/renters are cost-burdened?





Taken together, what do these data points say about housing need in this community?



Numbers are not the only path to information: Gathering input from residents



Community visioning:

Purpose: To develop a common view of where the community is headed

- Broad goals and strategies
- Focuses on assets rather than needs
- Guide for subsequent planning
- Helps residents focus on actions to reach a desired end state

What do people want to preserve in the community?

What do people want to create in the community?

What do people want to change in the community?

If we achieve our goals, what will this community look like in 25 years?

Other ways to gather input/community needs

Housing assessments

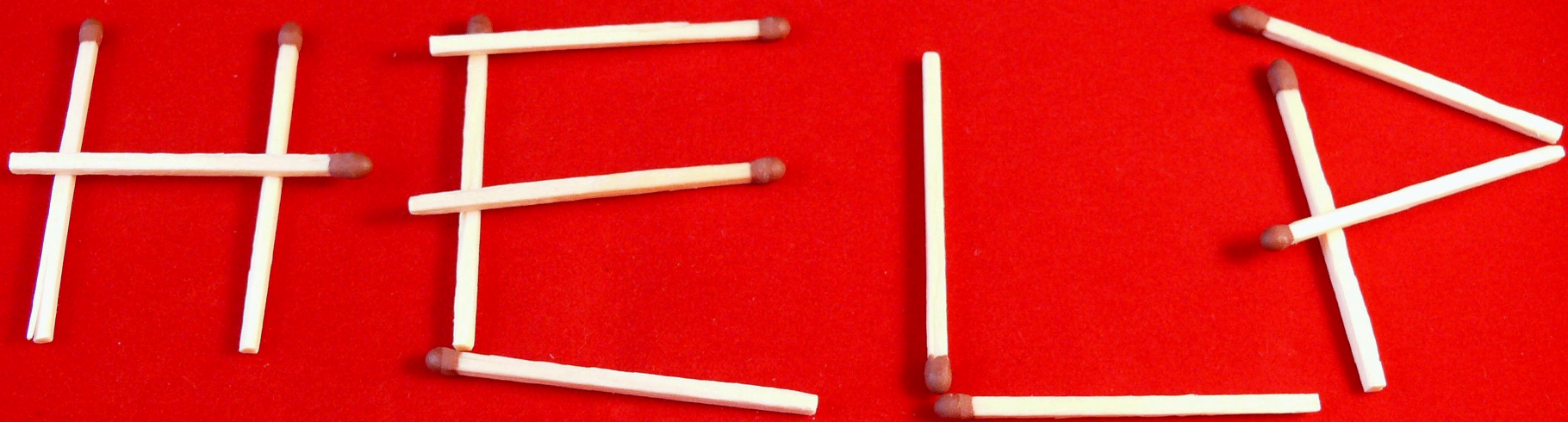
Focus groups

Surveys

Charrettes

Community input meetings





Support and resources: We can help!



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UGA Housing and Demographic Research Center



A resource for:

- community-based housing research
- student engagement
- capacity-building technical assistance.

The Center helps communities identify and address housing needs and highlights emerging housing issues in the state of Georgia.

Support from UGA's Housing and Demographic Research Center

Housing and Demographic Research Center

Dr. Kim Skobba, Director

kskobba@uga.edu

706-542-4951

- Community-based research and technical assistance projects related to housing conditions, workforce housing surveys, local housing preferences, issues research.
- Undergraduate and graduate student support
- Associate Directors: Dr. Jerry Shannon, Jermaine Durham

Plug for current research project

Looking participants who are:

- Low-income homeowners or renters in rural towns or counties
- Living in housing that has problems (substandard or 1 or more problems that interfere with quality of life)

Need to have trusting relationships with potential participants.

Interview participants will receive a \$50 Walmart gift card.

The goal of this research is to better understand how rural housing conditions intersect with the well-being and housing stability of rural renters and homeowners.

Results for individuals will be confidential and grouped with all communities but results from the overall study will be provided to the communities and may help provide a better understanding of how rural housing conditions intersect with the well-being and housing stability

For more information about having your community involved in this study, please contact me: kskobba@uga.edu or 706-542-4951 or talk to me after this session!

Resources:

Local Housing Solutions (www.localhousingsolutions.org)

Housing Toolbox for Massachusetts Communities (www.housingtoolbox.org)

