

An aerial photograph of a city skyline, likely Boston, with a yellow arrow pointing to the right. The skyline includes several tall buildings, including the State House dome and the Prudential Tower. The foreground is filled with dense green trees and a multi-lane highway with cars.

Get your facts straight

A blue arrow pointing to the left, containing white text.

2018 MHP Housing Institute
June 6, 2018

CHD Mission

Collect, analyze and share information to drive better conversations around housing policy

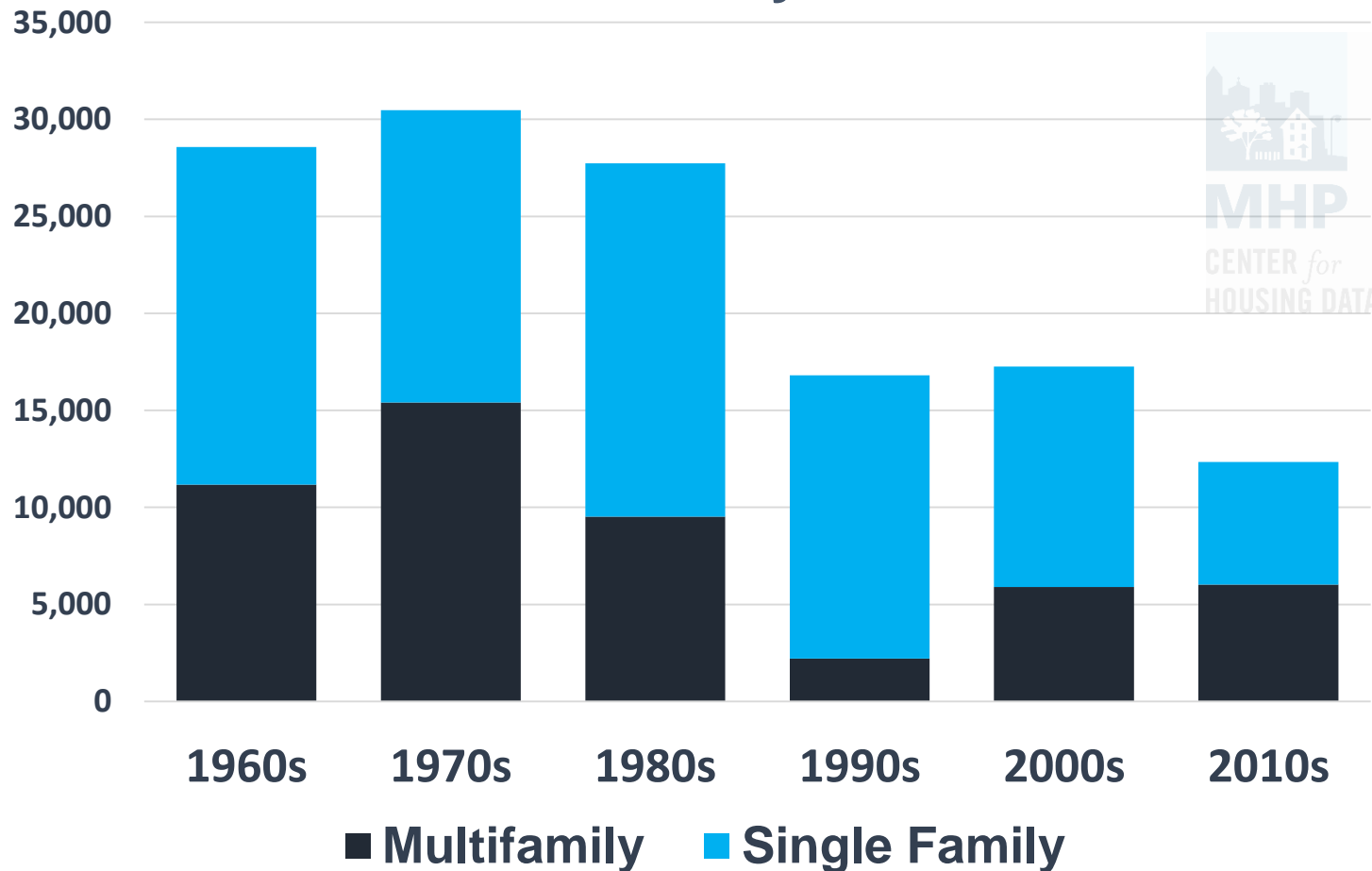
You
are
the
hero



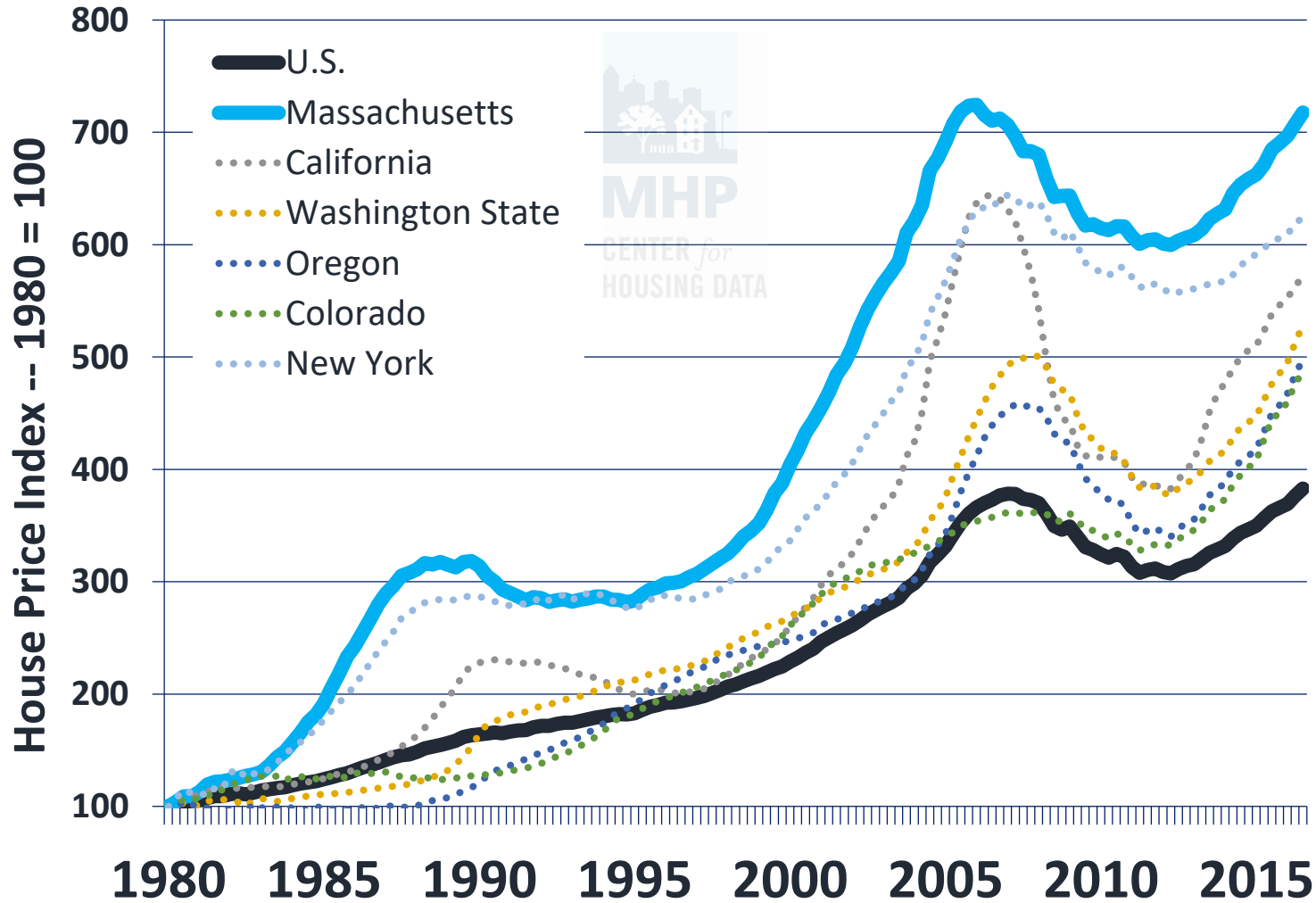
This is us

We're allowing less housing

Annual Housing Production in Massachusetts by Decade



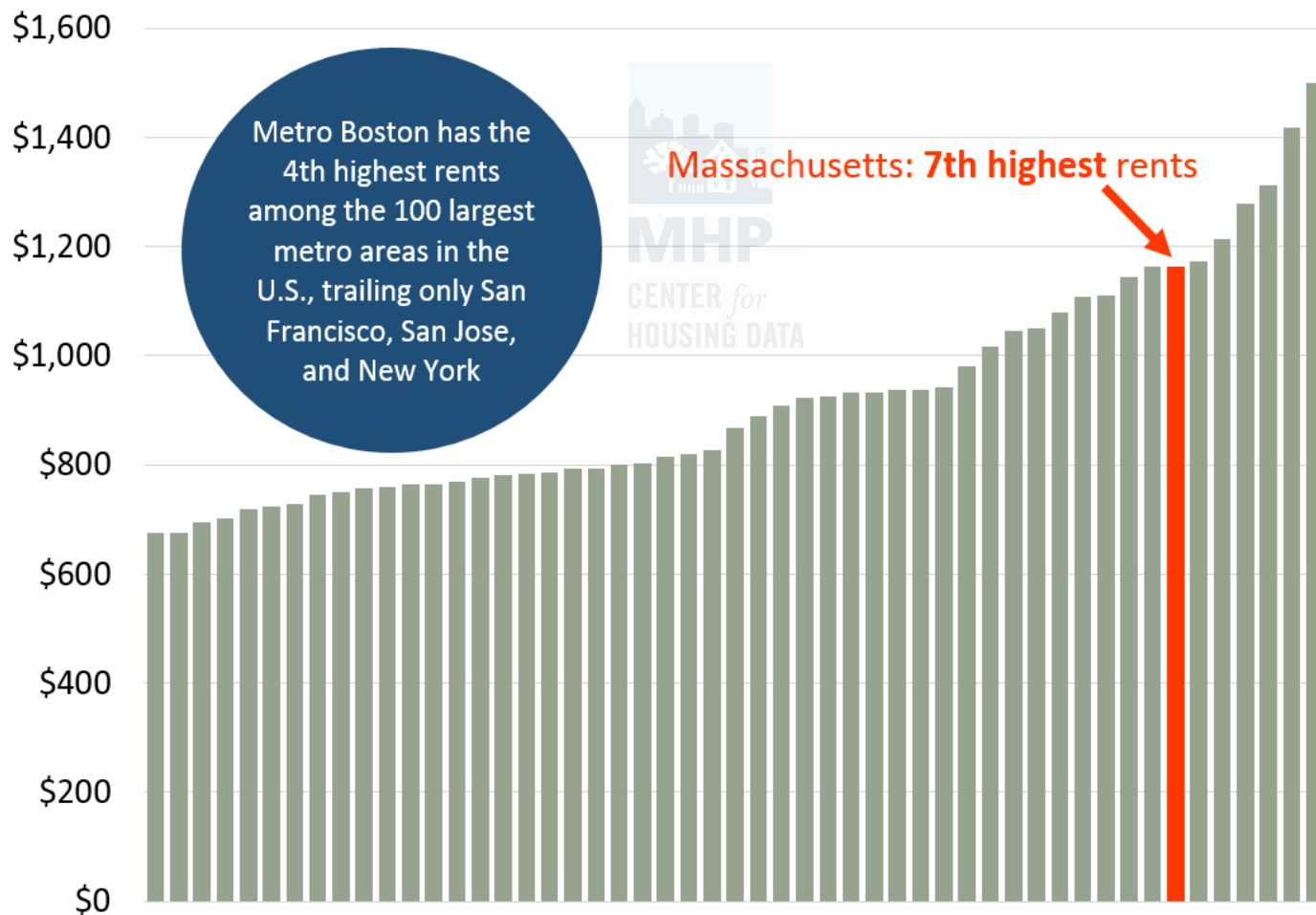
Home prices have surged



Data source: Federal Housing Finance Agency, House Price Index – All Transactions

Rents are high

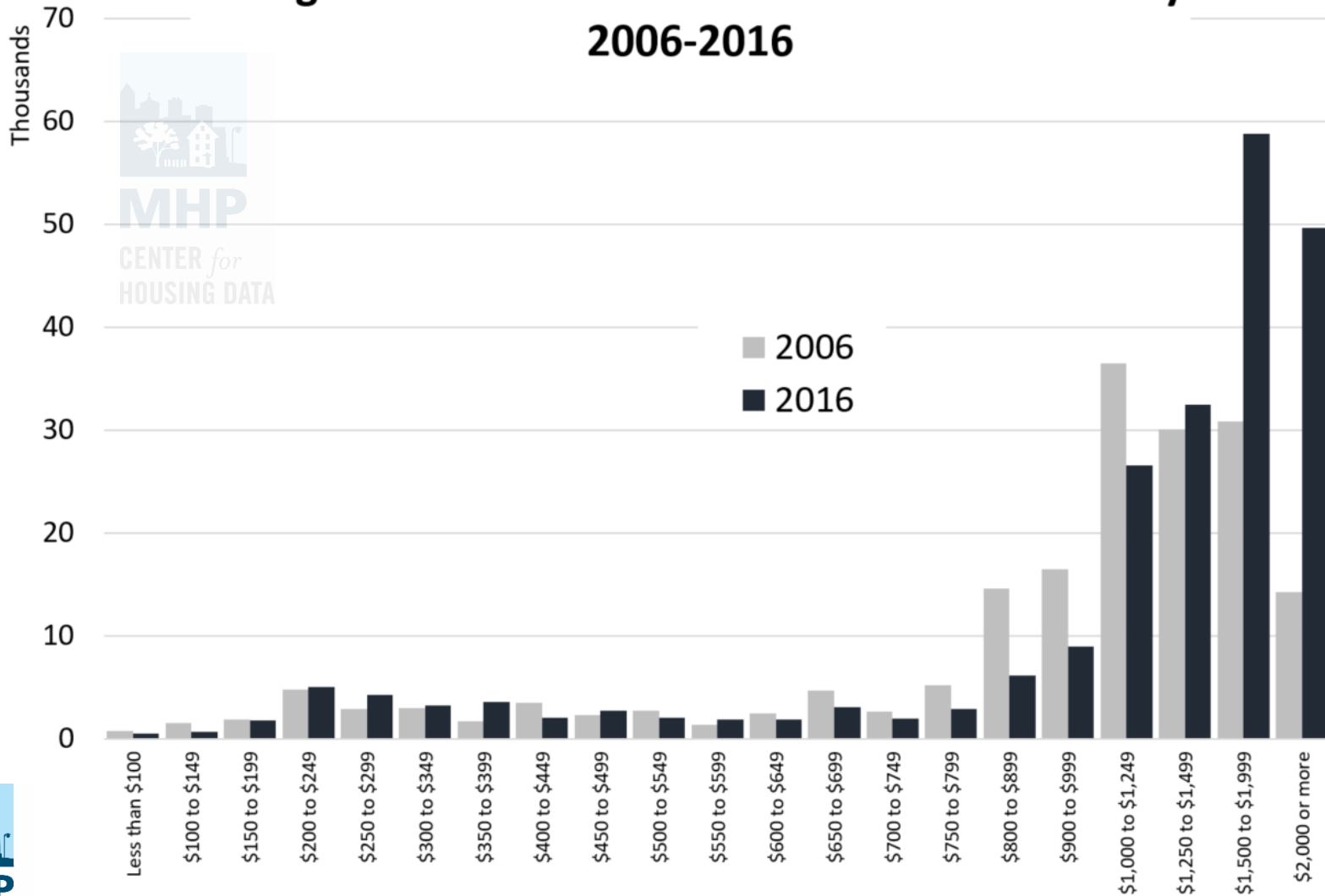
Median Rent by State



State data from U.S. Census Bureau, 2015 ACS;
Metro data from apartmentlist.com, National Rent Report, May 2017

County rents are changing

Change in distribution of rents - Middlesex County 2006-2016



Data source: U.S. Census Bureau, American Community Survey, 1-year estimates: 2006 and 2016



Housing, Migration, and Growth



Boston

versus

Seattle

People

Population	4.79 million	3.80 million	Population
5-yr population change	4.4%	8.6%	5-yr population change
Median Age	38.7	37	Median age
% college-educated	44.6%	39.2%	% college-educated
Walk, bike, public transit to work	18%	15%	Walk, bike, public transit to work



Housing Growth

Total permitted units 2016	13,247 0.7%▲		Total permitted units 2016
	0.5%▲ 1-2 family	5,759	9,903 1-2 family ▲0.9%
	1.1%▲ multifamily	7,488	15,586 multifamily ▲3.3%
			25,489 ▲1.7%

Migration

Domestic migration 2011-2015	127,956 + 136,839 -	net -8,883 ▼	net 15,787 ▲	Domestic migration 2011-2015	+130,121 -114,334
------------------------------	--------------------------------------	------------------------	------------------------	------------------------------	------------------------------------

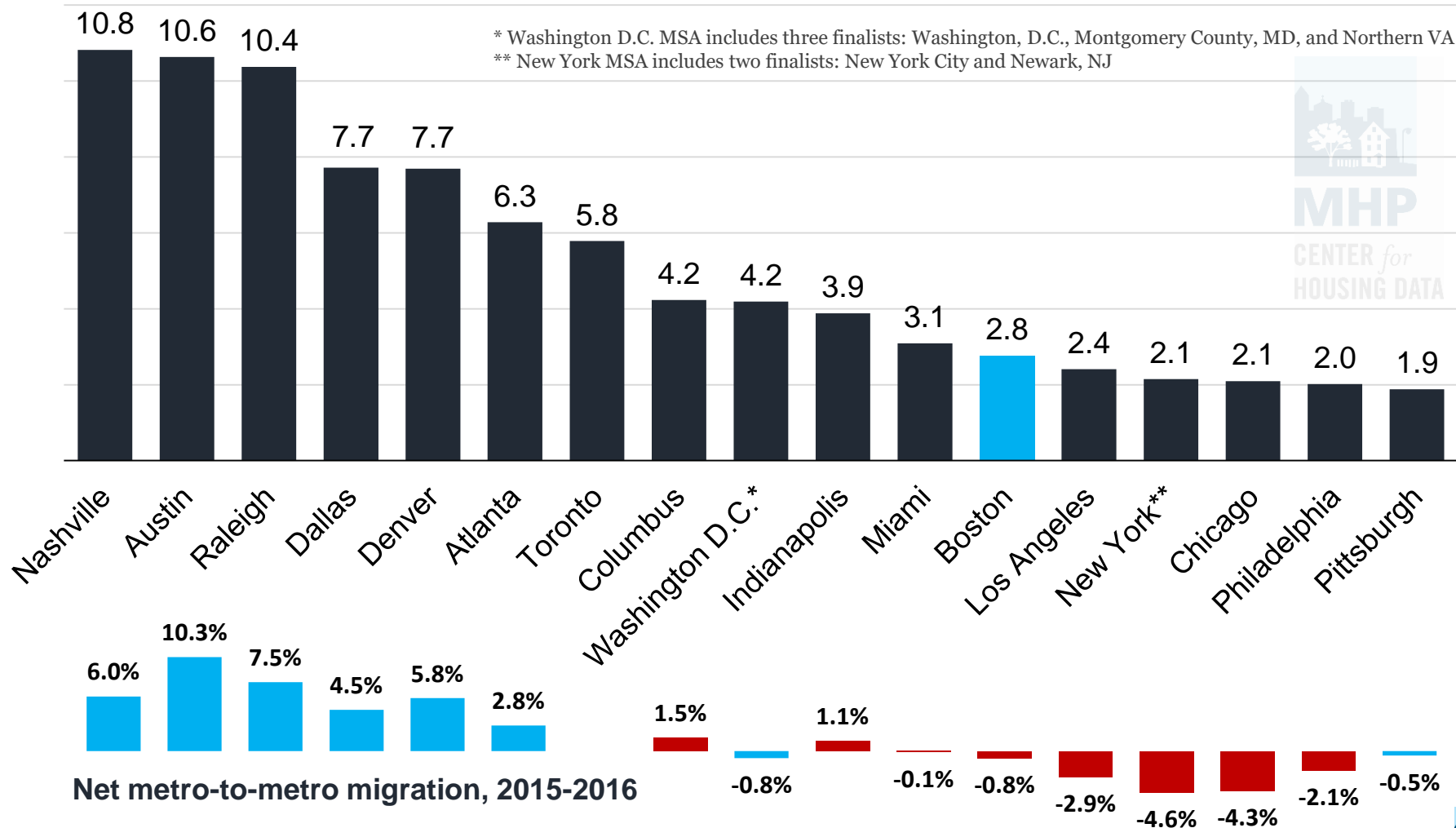
Economic Growth

Job Growth 2011-2015	9.3%	13.4%	Job Growth 2011-2015
Gross Metro Product Growth 2011-2015	9.5%	14.5%	Gross Metro Product Growth 2011-2015



We could lose our edge

Amazon HQ2 finalists - Housing permits per thousand residents, 2016



5

**tips for
using data
to have
conversations
about housing**



1

Start with people



2

Take inventory



3

Identify patterns

Understand how your town has changed, how it is likely to change in the future, and use that information proactively.

How will housing be a part of your plan?

4

Know the facts



5

Learn from others

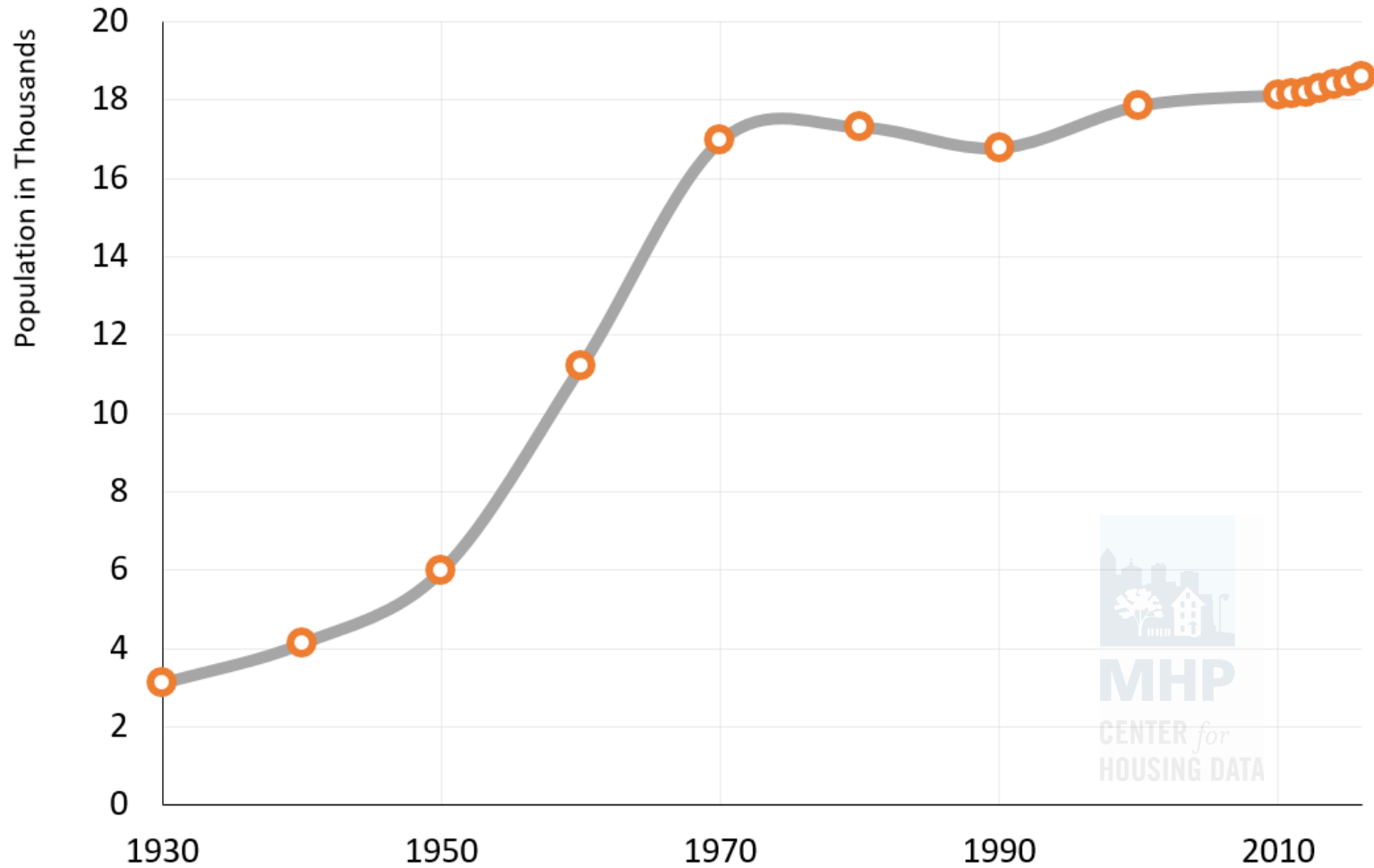




Data in Action
What's your
housing story?

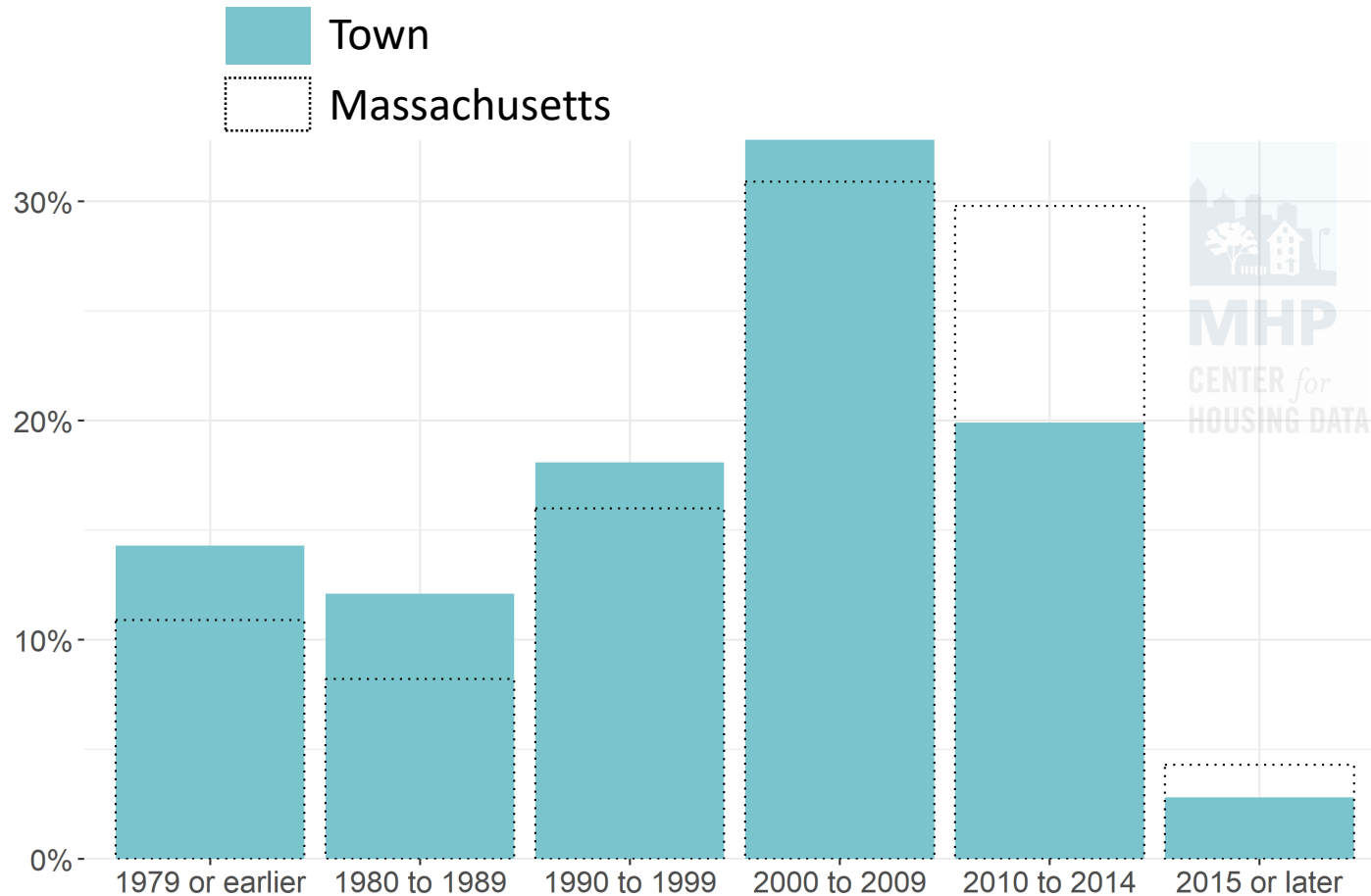


How many people live here? When did we grow?



Have people lived here a long time?

Year householder moved into unit



WRITE ME

CALL ME

EMAIL ME

TEXT ME



**BABY
BOOMERS**

X

Y

Z

Boomers
1946 - 1964

Generation - X
1965-1980

Generation - Y
1981 - 1994

Generation - Z
1995 - 2005

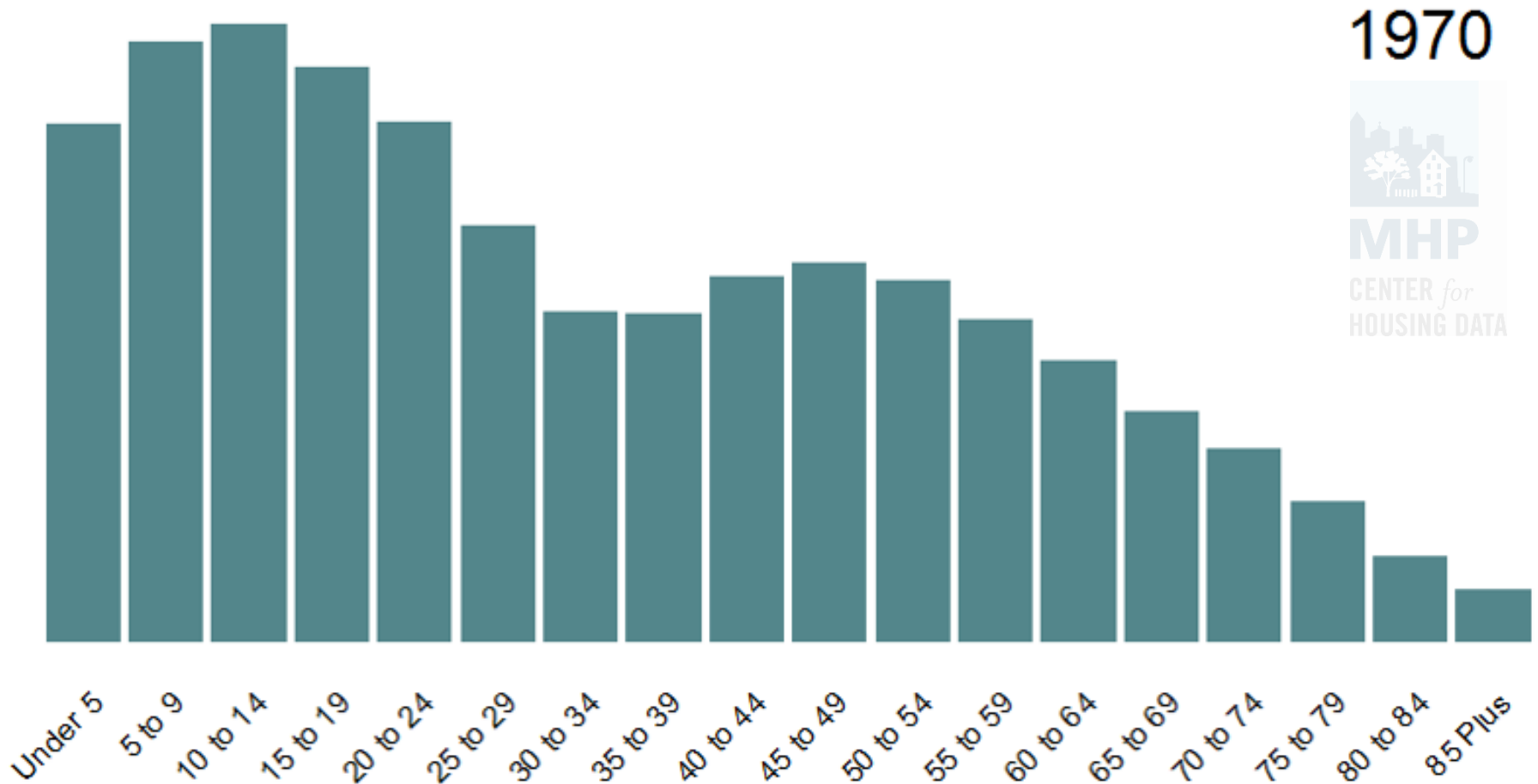


MHP

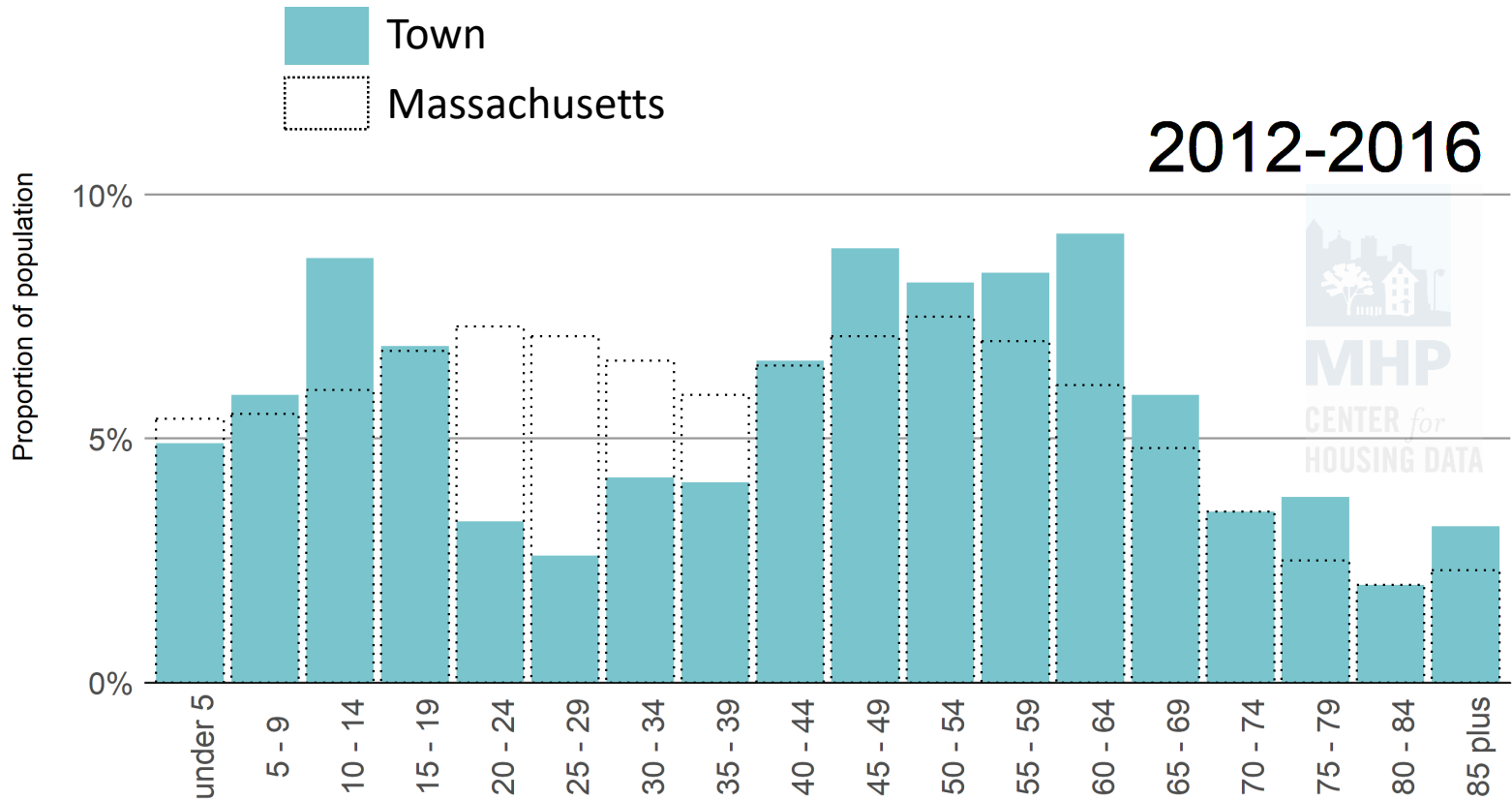
CENTER for
HOUSING DATA

Silver Tsunami

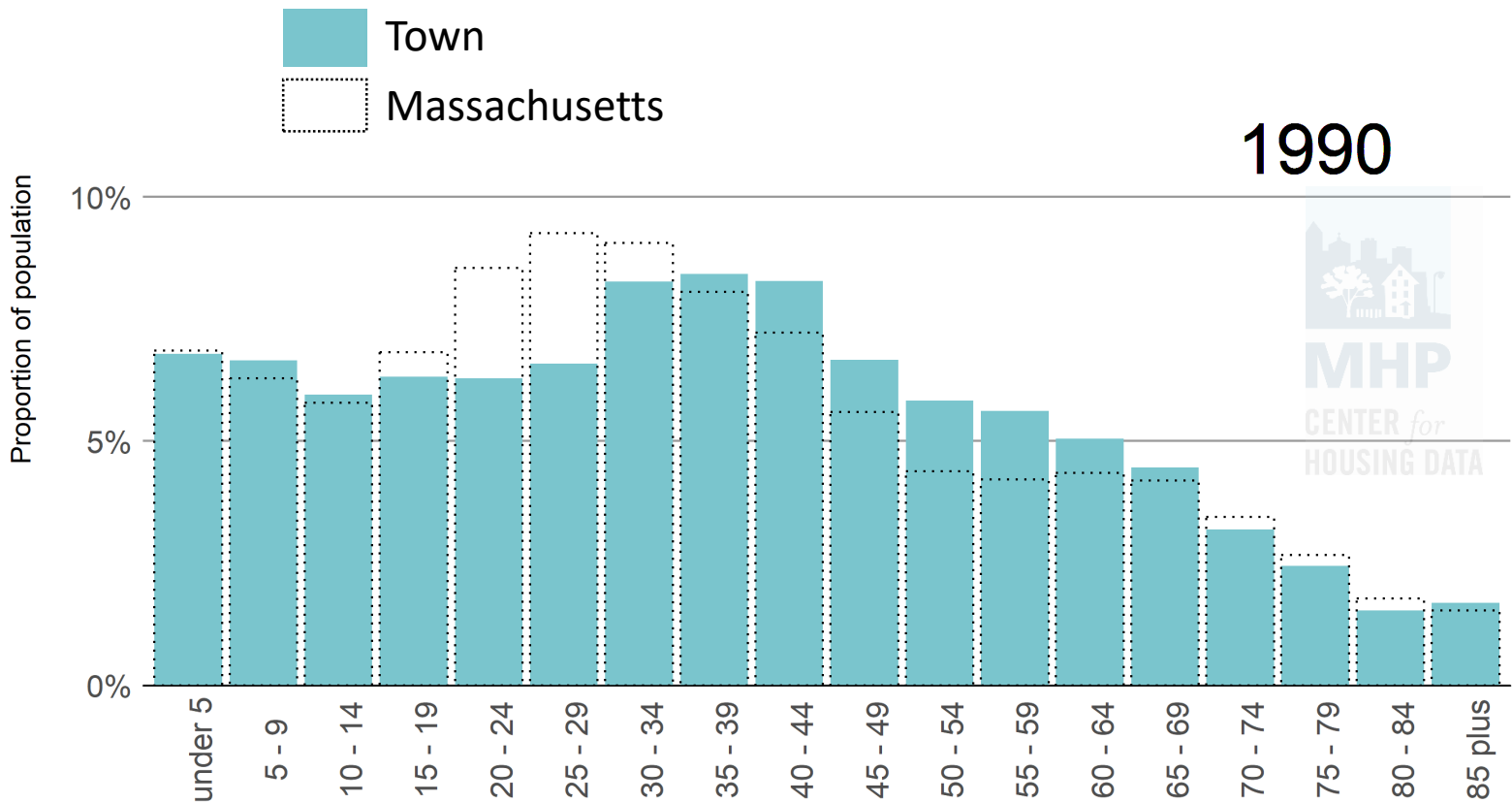
Massachusetts population by age cohort by year: 1970 to 2016



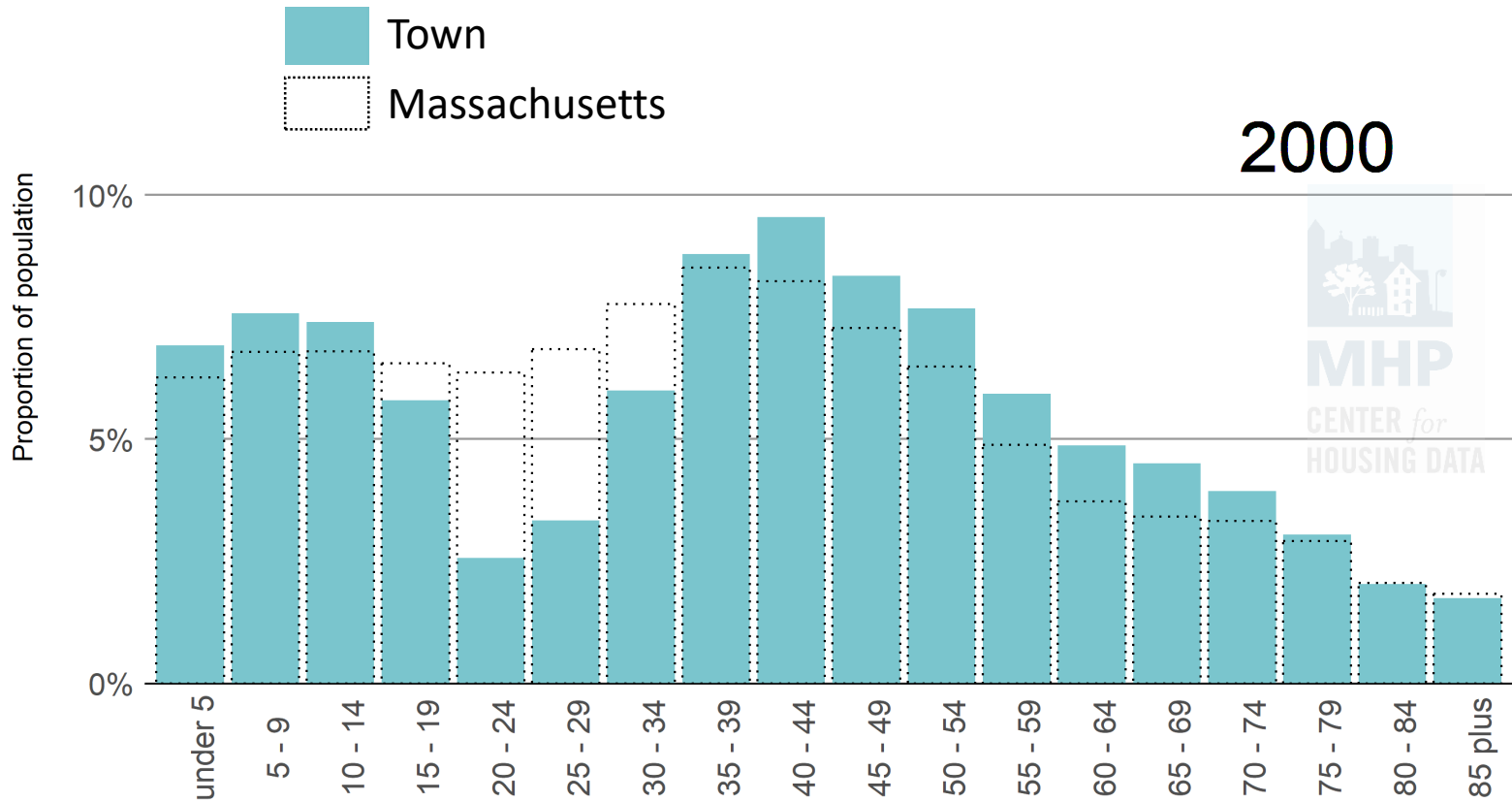
Which age groups are dominant? Has this always been the case?



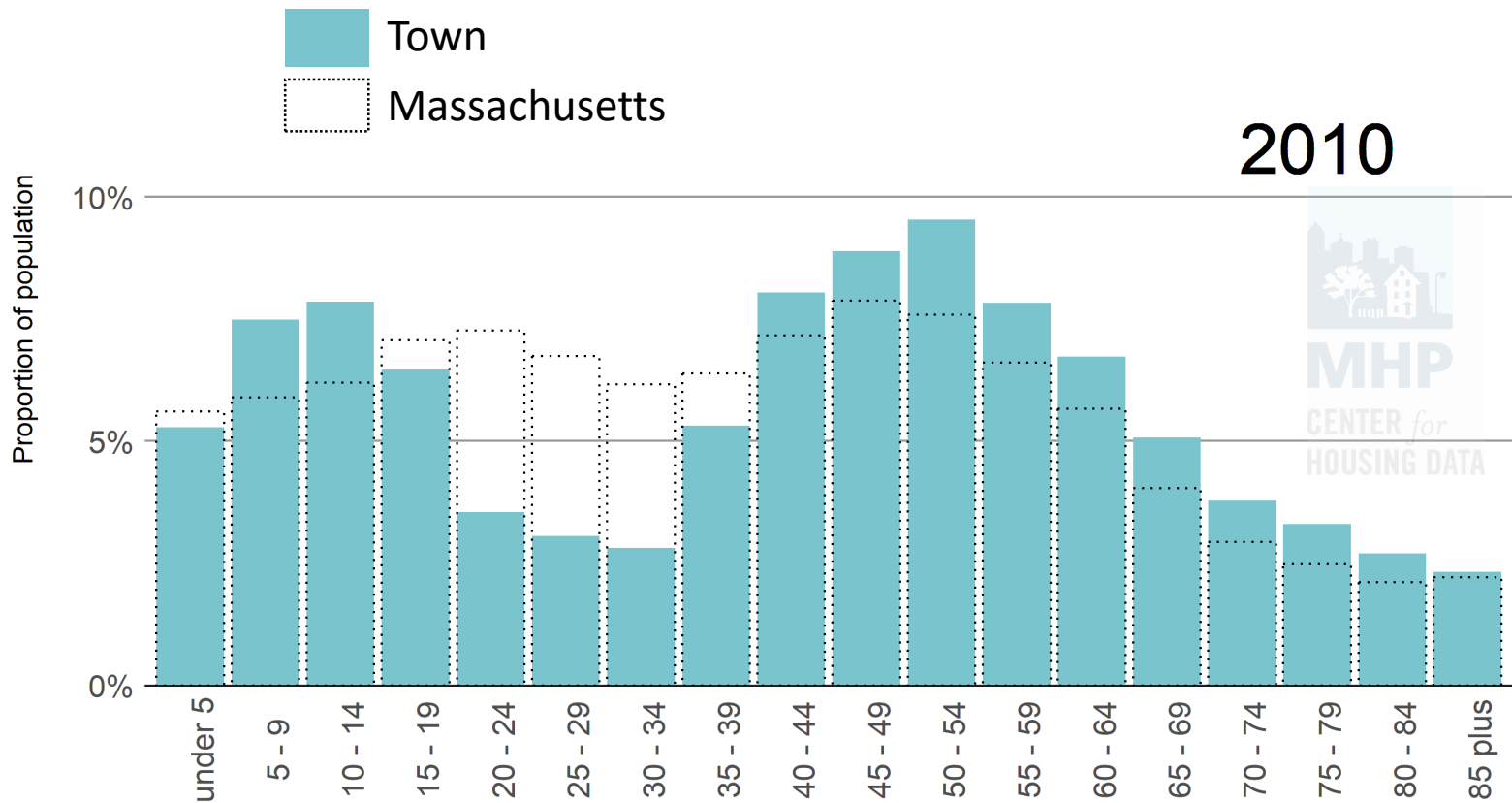
Which age groups are dominant? Has this always been the case?



Which age groups are dominant? Has this always been the case?



Which age groups are dominant? Has this always been the case?



The kids are gone, but their boomer parents can't afford to downsize

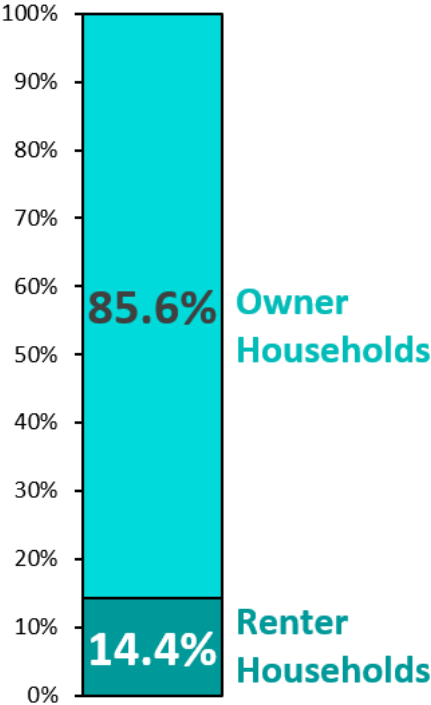
In the Boston area housing market, there's no longer an upside to downsizing for many empty nesters.



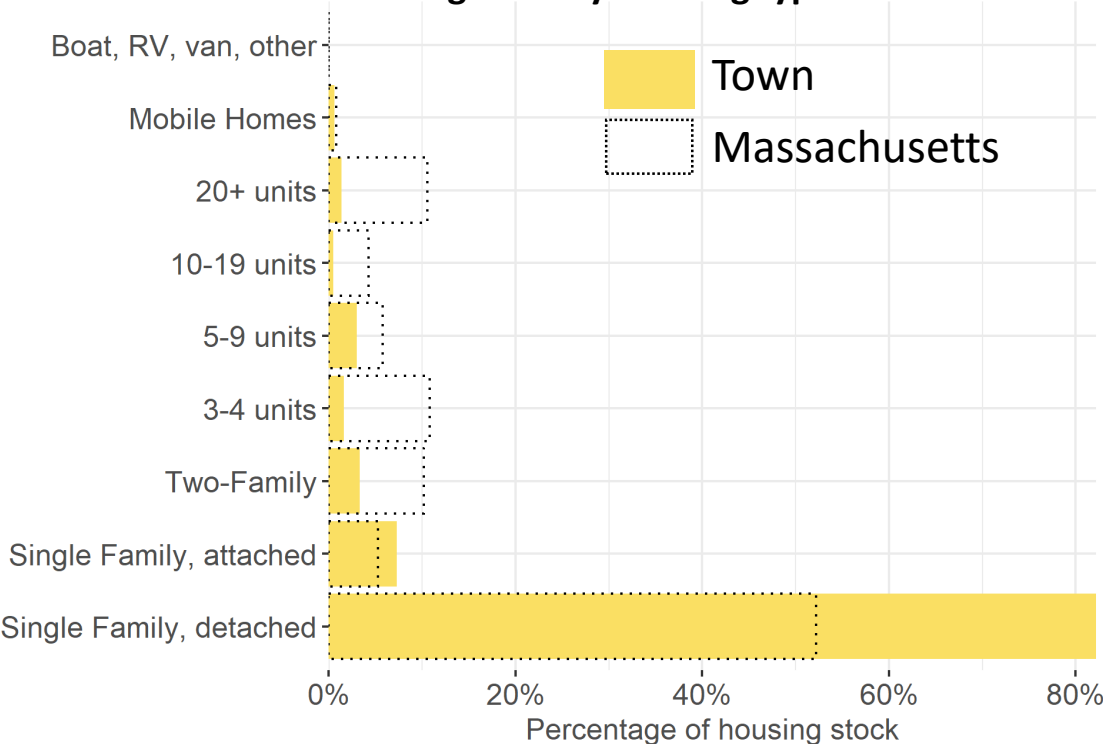
ILLUSTRATION BY DAN PAGE

Do you have a diverse set of housing options?

Households by Tenure



Housing units by building type



dear city councilmember, **i support more housing, but...**

there's not enough parking, it
it will cause traffic jams, we
it will block my views, this
building is historic, it will
what about businesses, what about existing housing, what
about my property values, there will be too many
people, it's not affordable
enough green space,
expensive, there's
there's too much
me about this long
it should go in
tearing down this
is injurious, this
environment, cookie
need to stop building
what about all the
greedy developers are
city is corrupt, there are worse
there's not enough houses, these
my property value, we have
why can't they get a job, property

will cause crime,
need a shadow study,
part of town is historic, this
alter neighborhood character,
what about existing housing, what
about my property values, there will be too many
enough, there's not
it's too cheap, it's too
not enough of it,
of it, no one told
enough in advance,
THAT neighborhood,
house is bad, it
will pollute the
cutter design, we
luxury housing,
toilets it will bring,
doing it for money, the
problems, this is gentrification,
are prison cells, this will lower
enough people already, too tall,
rights, too loud, too much traffic,

what about the
environmental impact, these are
cheap materials, it has ugly exteriors,
it's boxy, this will decrease the quality of
life, people for
it are developer
preserve the unique
is not what the
wants, how will
family, no one will
and pack housing,
live there, this will
will raise my rent,
shove this one down
white housing for
about immigrants,
stakeholders, the
long-time residents,
conform to the
didn't agree to this
small area plan, i
when i moved here 40 years ago, why aren't
businesses paying their employees more,
we already said yes to that
other thing

be careful how you voice support
complaints add up.

Know your school enrollment

Five Year Change

Total Enrollment

7% decline

Elementary

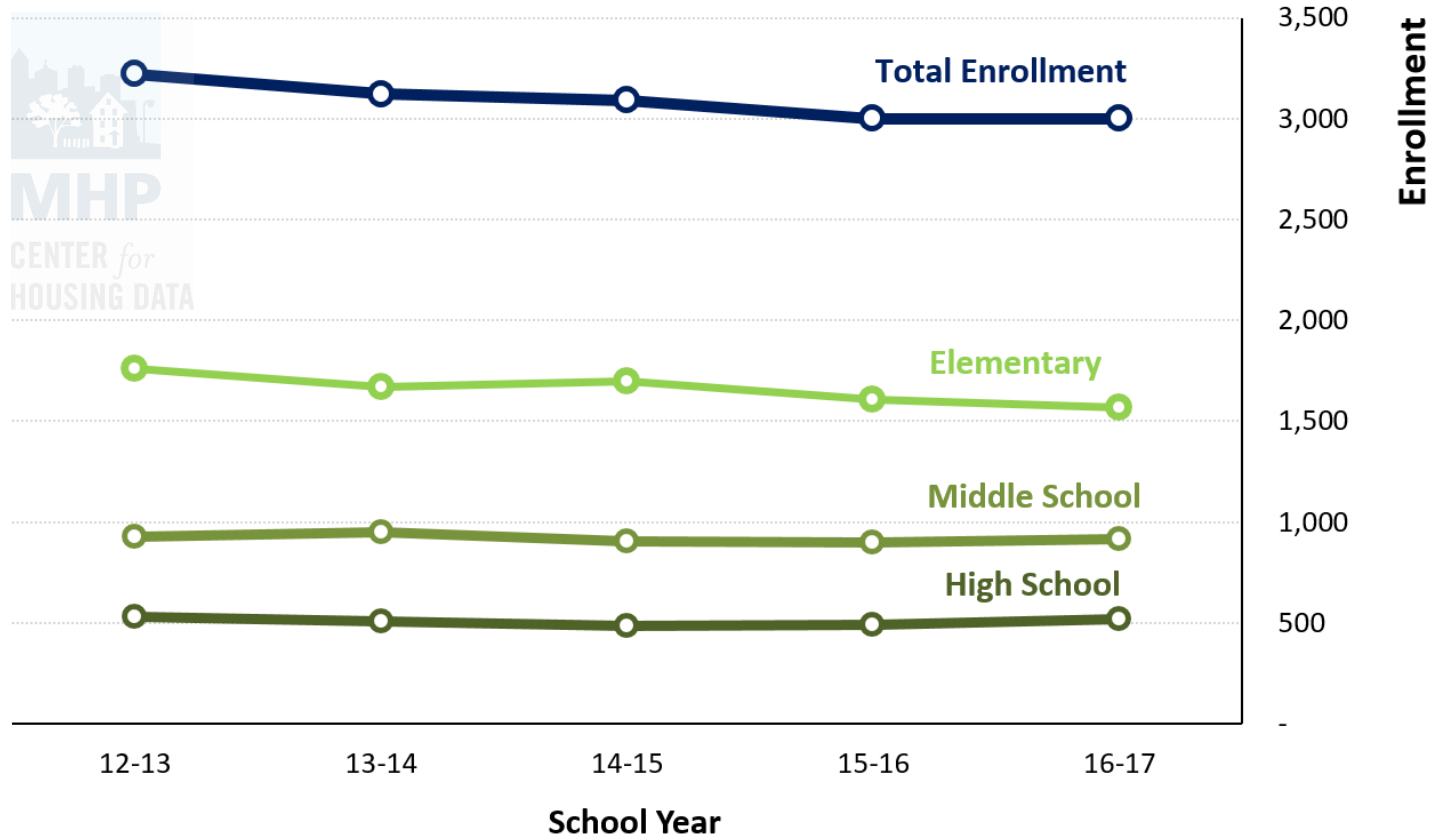
11% decline

Middle School

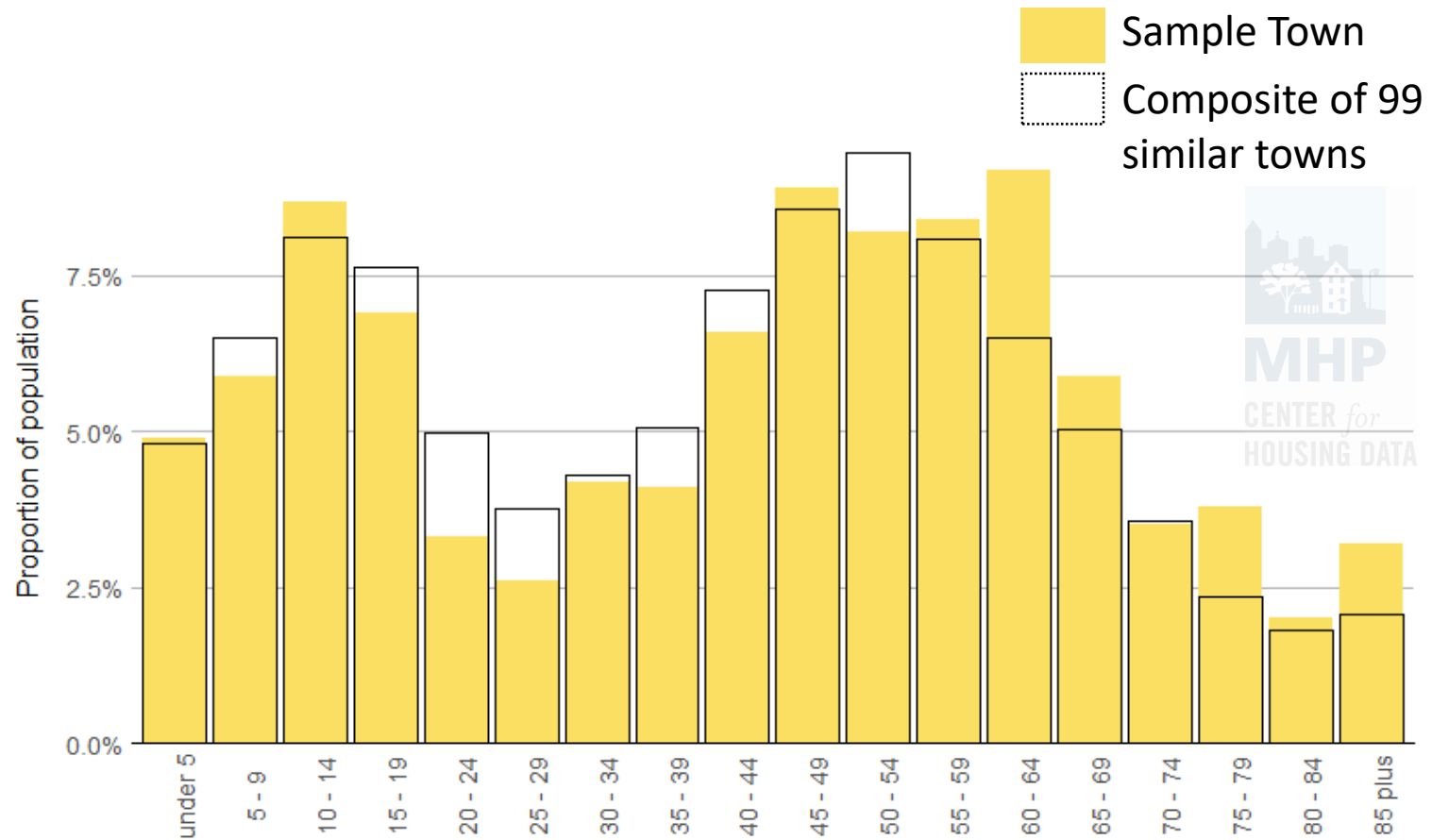
2% decline

High School

1% decline



Are other towns in the same situation? Of course.



Pull it all together to drive conversation

As this town's senior population grows, will their housing needs change? Can these long-time residents find those options within the community?

As the community ages, if young people can't or don't want to move in, do seniors become the primary tax base? Is that sustainable?

The town might want to pursue housing strategies that provide the kind of housing that both young people and down-sizing adults both want. Consider density in town centers, walkable locations, or near transit.

Sneak peek: Profiled Housing Information for Localities

P.H.I.L. (Profiled



Choose your community

Waltham

Home

Housing stock

Housing and your community

Inventory

Affordability

Production

Demographics

» Why demographics matter

» Age

» Income

» Race

Jobs and Labor Force

» Housing and the Labor Force

» Employment

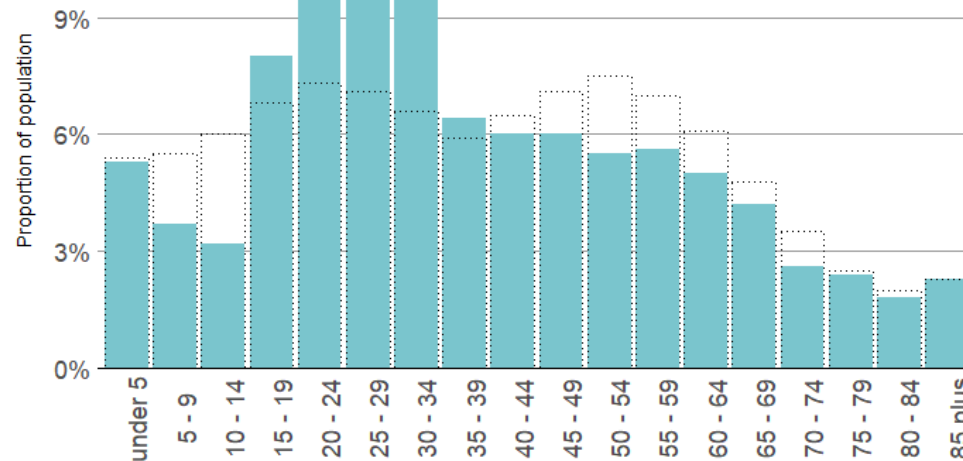
» Occupations and Industries

» Commuting

How is your community's age distribution related to housing?

Age distribution: Waltham versus state - 2012-2016 ACS

..... dotted bars = statewide distribution



Explore over time

- 1990
- 2000
- 2010
- 2012-2016 ACS



Local resources



Merrimack Valley
Planning Commission
*plan * develop * promote*



CAPE COD
COMMISSION



MAPPC
METROPOLITAN AREA PLANNING COUNCIL



UMASS
DONAHUE
INSTITUTE



Catalyst for Regional Progress

PVPC

Talk to friends & family

"He said he was for affordable housing, then he wanted to downzone my block."

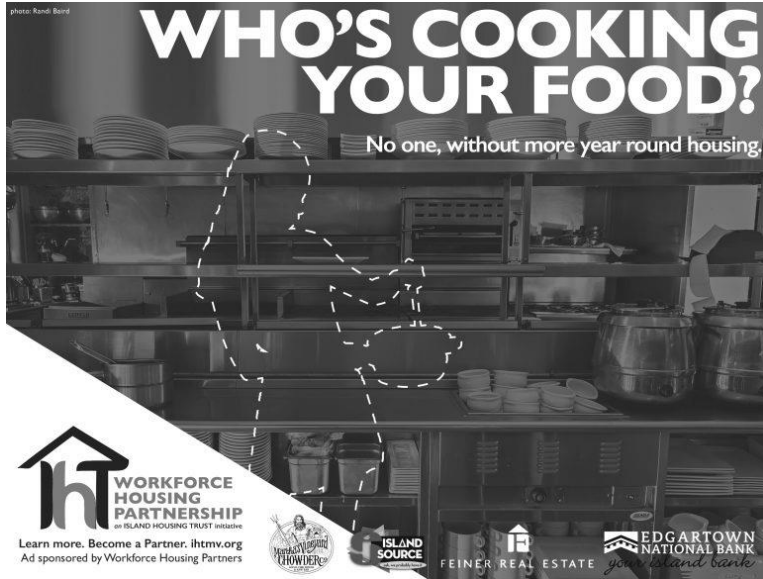
↑ Neighbors for more neighbors | **Talk to your friends about zoning.**

Tell your story

photos: Randi Bard

WHO'S COOKING YOUR FOOD?

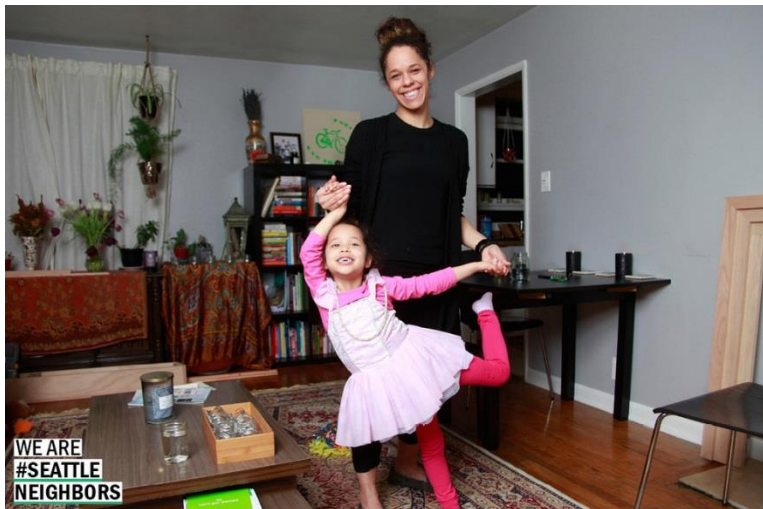
No one, without more year round housing.



WHP WORKFORCE HOUSING PARTNERSHIP
an ISLAND HOUSING TRUST initiative

Learn more. Become a Partner. ihtmv.org
Ad sponsored by Workforce Housing Partners

ISLAND SOURCE
FEINER REAL ESTATE
EDGARTOWN NATIONAL BANK
your island bank



WE ARE #SEATTLE NEIGHBORS

I SAVE LIVES. CAN I BE YOUR NEIGHBOR?

FACT:
A nursing assistant's average annual pay is **\$25,400**. She can reasonably afford **\$635** a month in rent. Houston's median rent for two-bedroom units is **\$910**. Most two-bedroom rental units are out of reach for nursing assistants. They cannot live where they help people.



SAY YES TO QUALITY HOMES FOR ALL INCOMES, IN ALL AREAS!

Learn more at www.houstontx.gov/housing/SayYes

SAY YES



CITY OF HOUSTON HOUSING AND COMMUNITY DEVELOPMENT

SOURCE: www.bls.gov/oes/current/oes_26420.htm#29-0000
© COH-HCDD 02.28.17



HousingToolbox.org



This toolbox was developed by Citizens' Housing and Planning Association and the Massachusetts Housing Partnership as part of a statewide initiative to support local officials and volunteers in their efforts to provide more affordable housing opportunities in their communities.

- Assessing Needs
- Local Support
- Zoning & Land Use
- Fair Housing
- Development Process
- Financing & Funding

Questions and discussion

Callie Clark, Co-Director

Center for Housing Data

cclark@mhp.net

Tom Hopper, Co-Director

Center for Housing Data

thopper@mhp.net

<http://www.mhp.net/data>

@mhpdata

@mhphousing

