

An aerial photograph of a city skyline, likely Atlanta, Georgia, with a multi-lane highway in the foreground. The image is overlaid with a large yellow arrow pointing right, which contains the main title text. A blue arrow pointing left is located in the bottom right corner, containing the event information.

Using data to shape local conversations

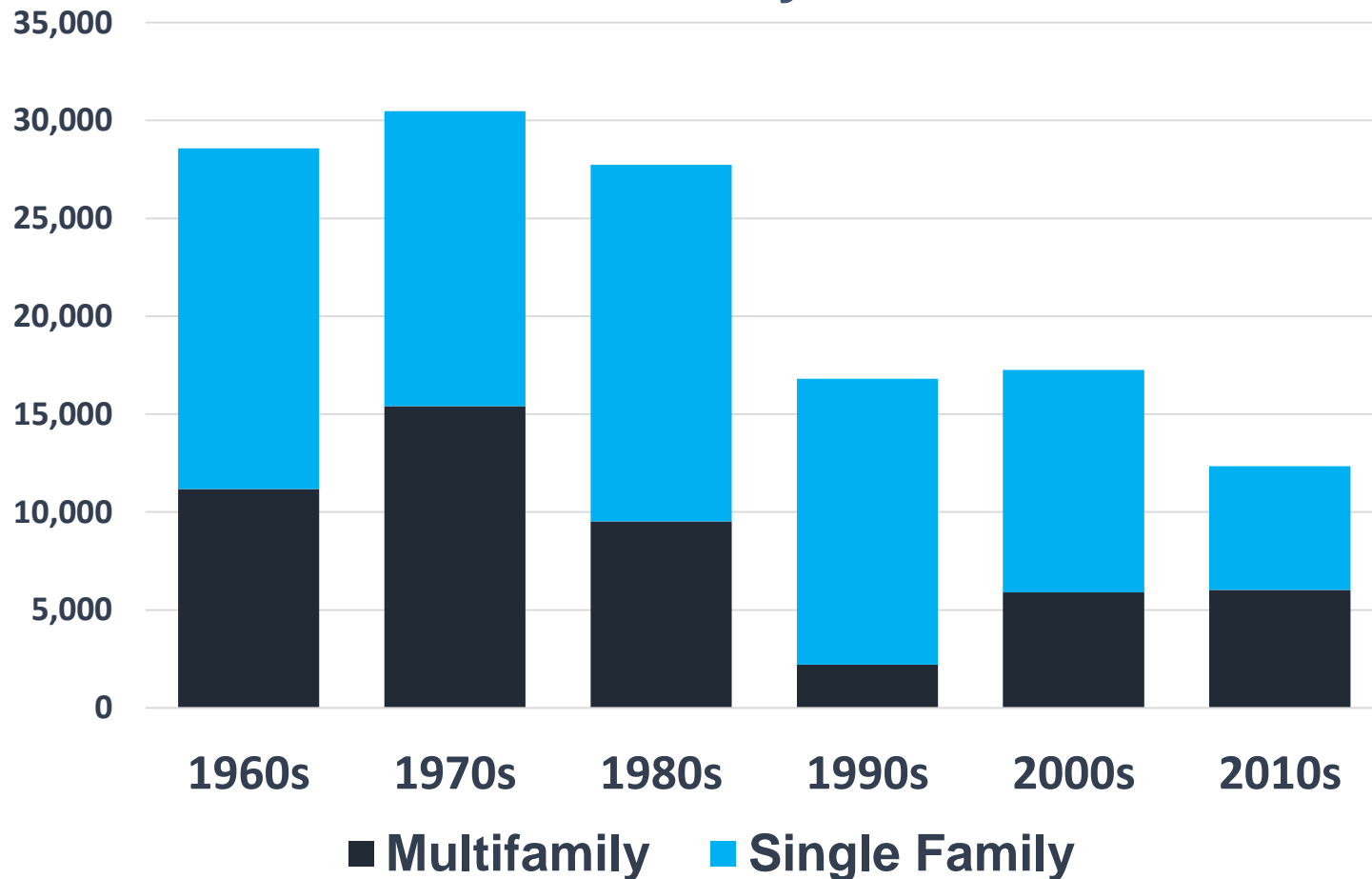
CHAPA 40B Conference
May 4, 2018

CHD Mission

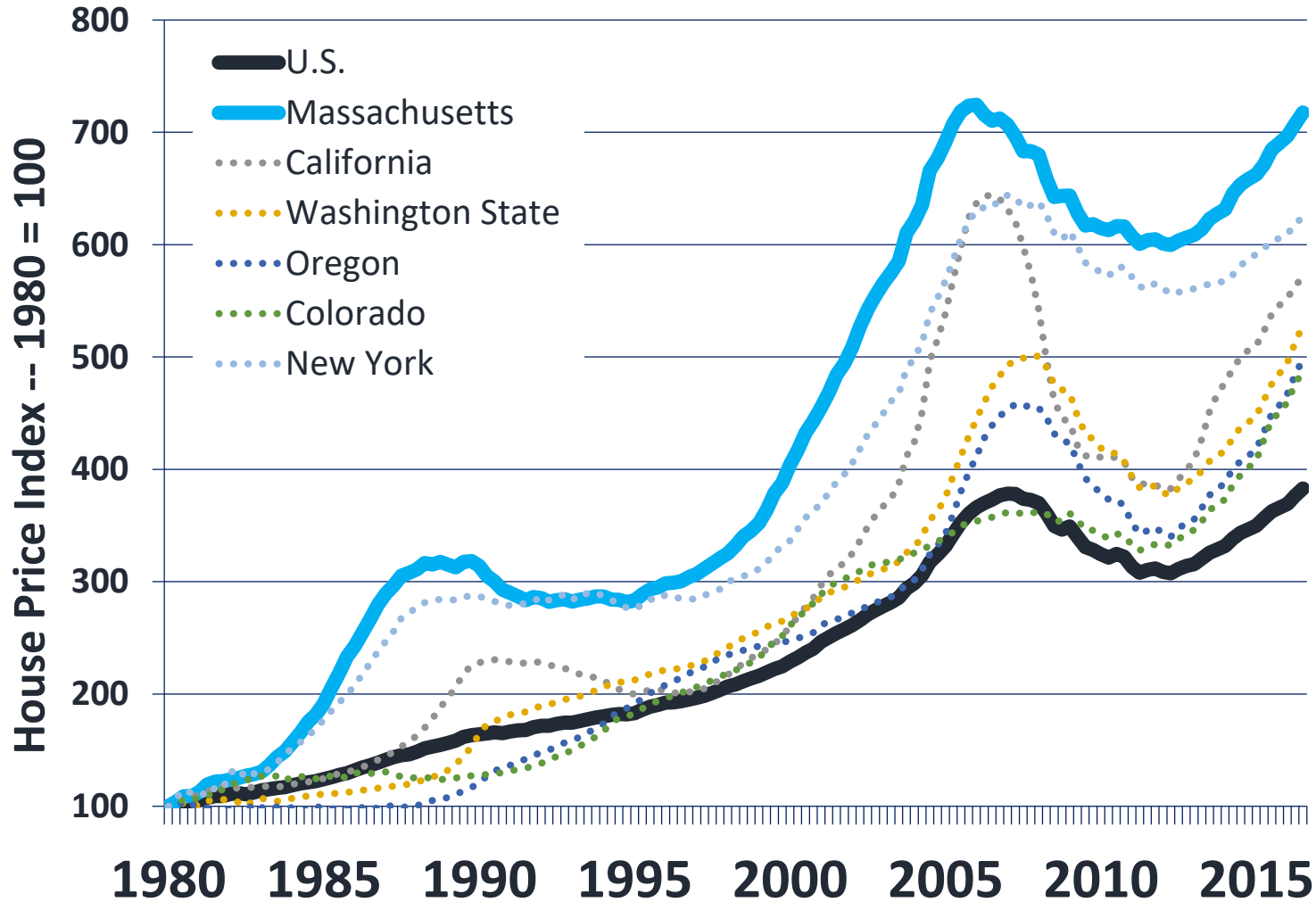
Collect, analyze and share information to drive better conversations around housing policy

We're allowing less housing

Annual Housing Production in Massachusetts by Decade



Home prices have surged

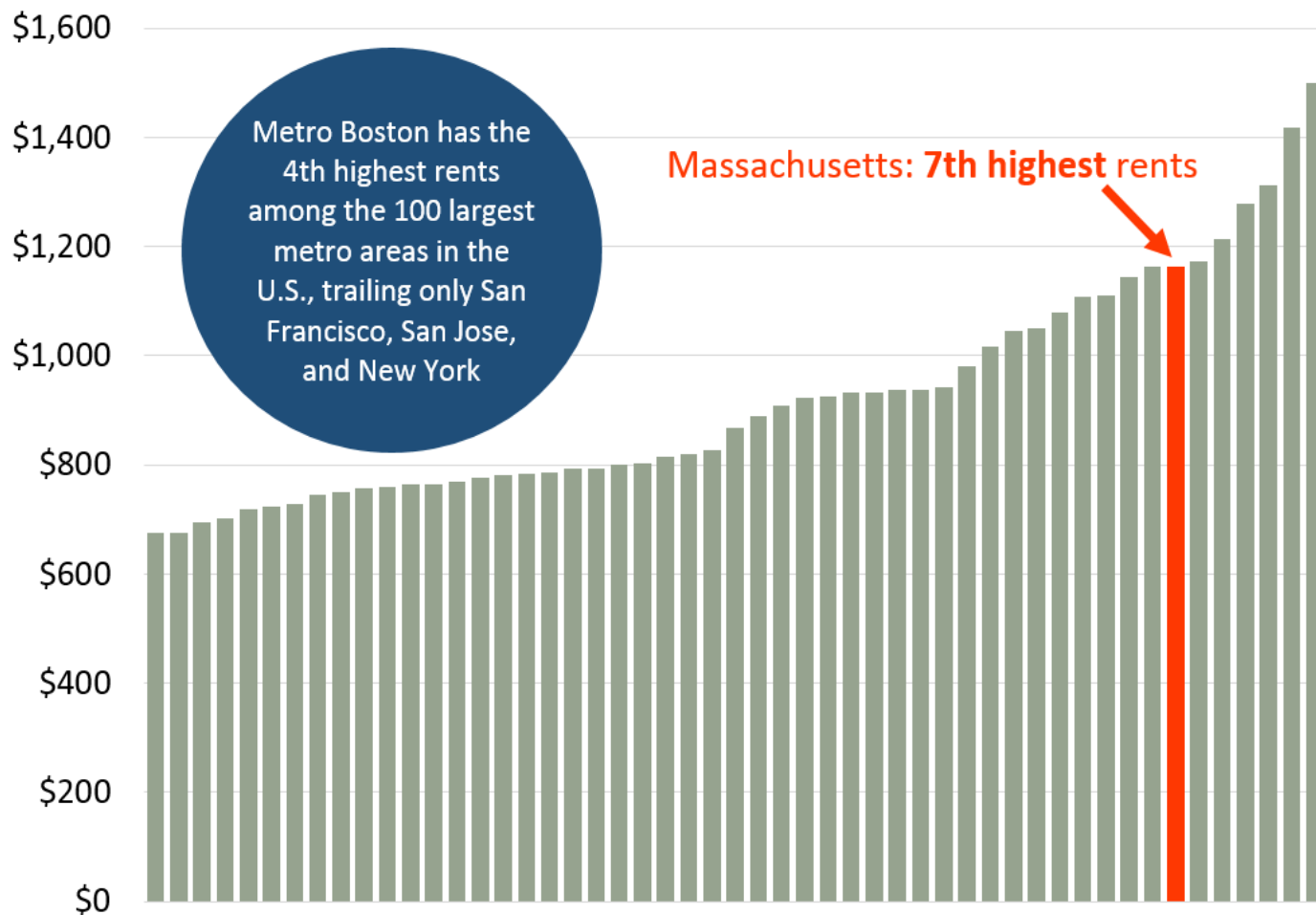


Data source: Federal Housing Finance Agency, House Price Index – All Transactions



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



Housing, Migration, and Growth



Boston

versus

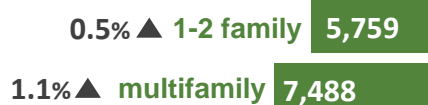
Seattle

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
25,489
▲1.7%

Migration

127,956 +
136,839 -

Domestic migration
2011-2015

net
▼ **-8,883**

net
15,787 ▲

Domestic migration
2011-2015

+ **130,121**
- **114,334**

Economic Growth

Job Growth
2011-2015
Gross Metro
Product Growth
2011-2015

9.3%

9.5%

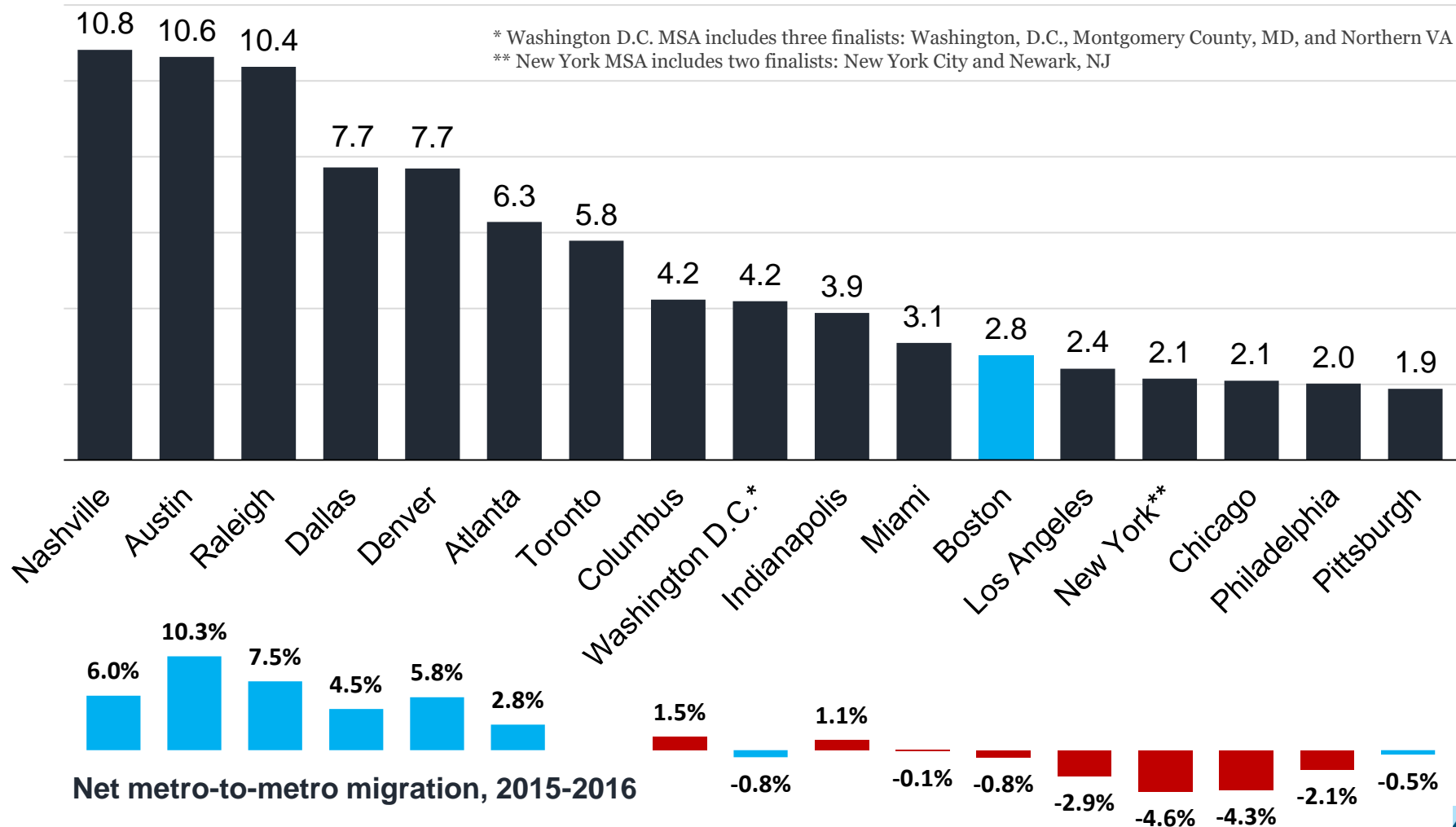
13.4%

14.5%

Job Growth
2011-2015
Gross Metro
Product Growth
2011-2015

We could lose our edge

Amazon HQ2 finalists - Housing permits per thousand residents, 2016



01110001010101000010111000100110011100010101000010111000100110001010100001011100010011
00111000101010100001011100010011001110001010101000010111000100110011100010101010000101110001001
10011100010101010000101110001001100111000101010100001011100010011001110001010101000010111000100
11001110001010101000010111000100110011100010101010000101110001001100111000101010100001011100010
01100111000101010100001011100010011001110001010101000010111000100110011100010101010000101110001
00110011100010101010000101110001001100111000101010100001011100010011001110001010101000010111000
10011001110001010101000010111000100110011100010101010000101110001001100111000101010100001011100
01001100111000101010100001011100010011001110001010101000010111000100110011100010101010000101110
00100110011100010101010000101110001001100111000101010100001011100010011001110001010101000010111
00010011001110001010101000010111000100110011100010101010000101110001001100111000101010100001011
1000100111000101010100001011100010011001110001010101000010111000100110011100010101010000101
1100010011100010101010000101110001001100111000101010100001011100010011001110001010101000010
1100010011100010101010000101110001001100111000101010100001011100010011001110001010101000010
00100110011100010101010000101110001001100111000101010100001011100010011001110001010101000010
000100110011100010101010000101110001001100111000101010100001011100010011001110001010101000010
1000100110011100010101010000101110001001100111000101010100001011100010011001110001010101000010
0101110001001100111000101010100001011100010011001110001010101000010111000100110011100010101
0010111000100110011100010101010000101110001001100111000101010100001011100010011001110001010
0001011100010011001110001010101000010111000100110011100010101010000101110001001100111000101
0101010001001100111000101010100001011100010011001110001010101000010111000100110011100010101
0101010001001100111000101010100001011100010011001110001010101000010111000100110011100010101
0010101010001011100010011001110001010101000010111000100110011100010101010000101110001001100111
0001010101010000101110001001100111000101010100001011100010011001110001010101000010111000100110011
1000101010101000010111000100110011100010101010000101110001001100111000101010100001011100010011001
1100010101010100001011100010011001110001010101000010111000100110011100010101010000101110001001100
1110001010101010000101110001001100111000101010100001011100010011001110001010101000010111000100110
01110001010101000010111000100110011100010101010000101110001001100111000101010100001011100010011
00111000101010100001011100010011001110001010101000010111000100110011100010101010000101110001001
100111000101010100001011100010011001110001010101000010111000100110011100010101010000101110001001
1100111000101010100001011100010011001110001010101000010111000100110011100010101010000101110001001
01100111000101010100001011100010011001110001010101000010111000100110011100010101010000101110001001
001100111000101010100001011100010011001110001010101000010111000100110011100010101010000101110001001
1001100111000101010100001011100010011001110001010101000010111000100110011100010101010000101110001001
01001100111000101010100001011100010011001110001010101000010111000100110011100010101010000101110001001
001001100111000101010100001011100010011001110001010101000010111000100110011100010101010000101110001001

Using data to inform local conversations



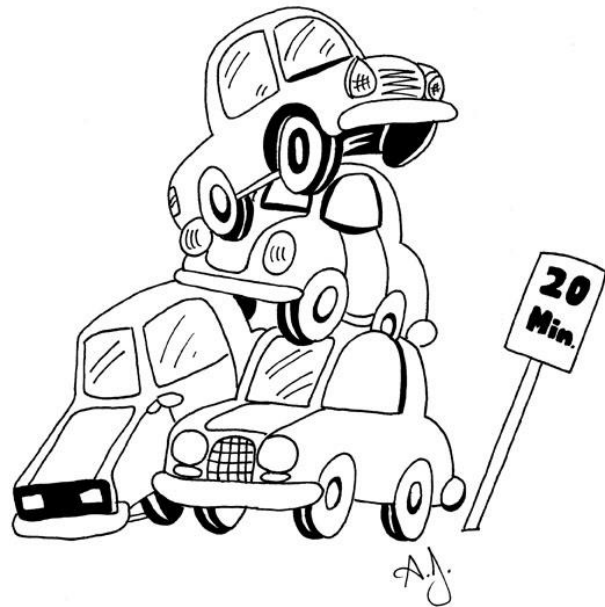
Five tips for using data to tell your town's housing story

- 1 Start with people, not development



Five tips for using data to tell your town's housing story

2 Anticipate ancillary issues



Five tips for using data to tell your town's housing story

3 Make connections between people and housing



Five tips for using data to tell your town's housing story

- 4 Make comparisons to other towns, and take lessons.



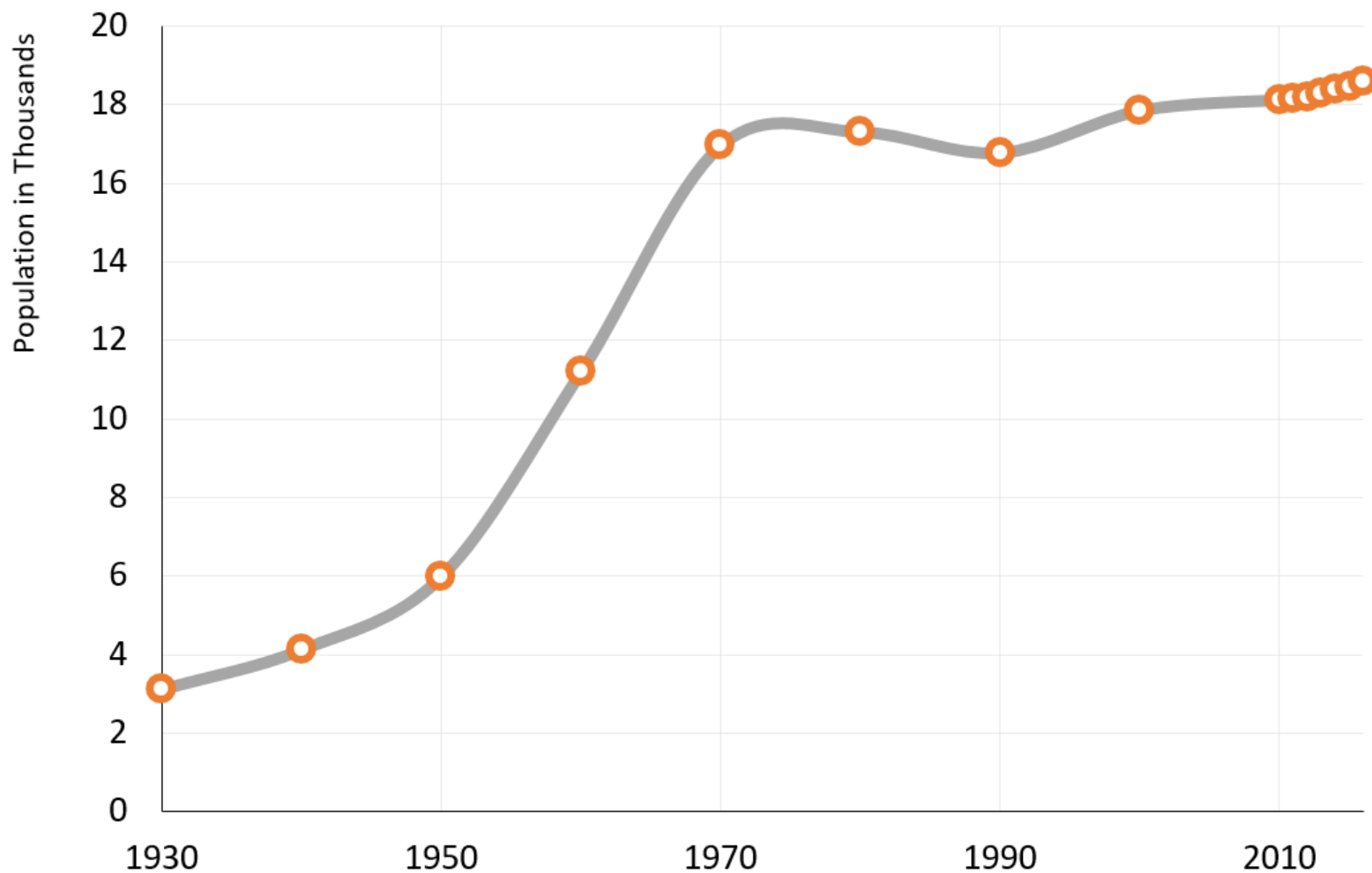
Five tips for using data to tell your town's housing story

- 5 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?

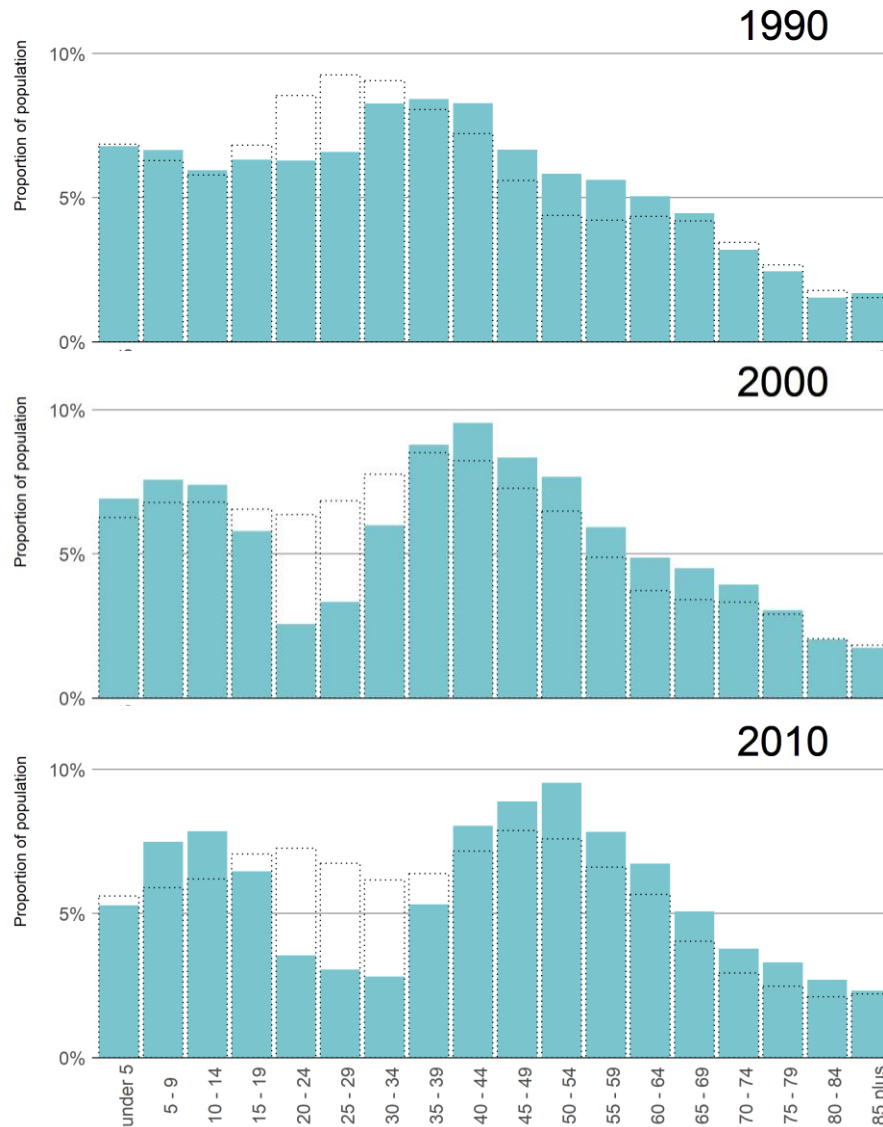
When did your town grow?

U.S. Census Bureau, Population Estimates Program



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

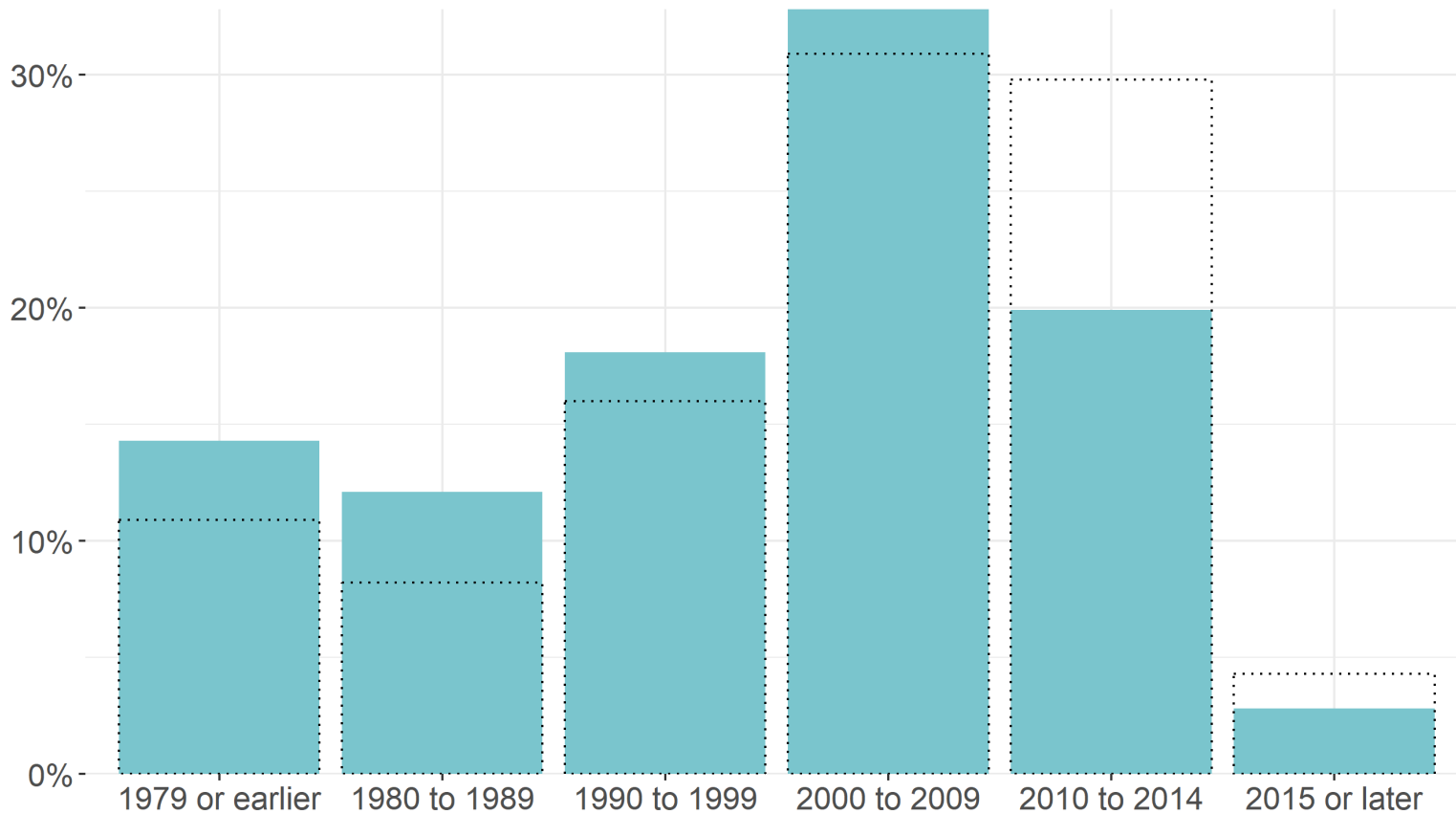
U.S. Census Bureau, Decennial Census and American Community Survey



Have people lived here a long time?

U.S. Census Bureau, American Community Survey 2012-2016, 5-year estimates

Year householder moved into unit



Know your school enrollment

MA Department of Education: <http://www.doe.mass.edu/infoservices/reports/enroll/#>

Five Year Change

Total Enrollment

7% decline

Elementary

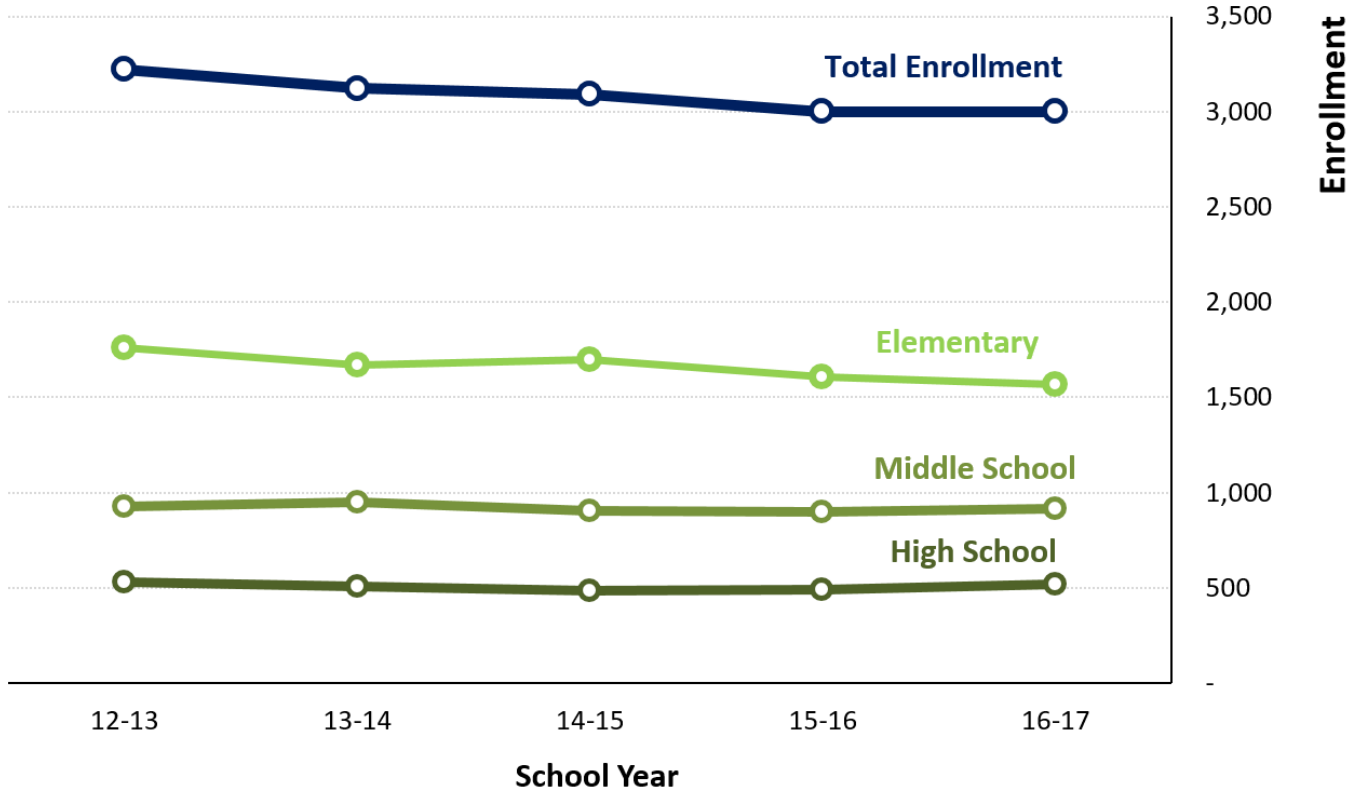
11% decline

Middle School

2% decline

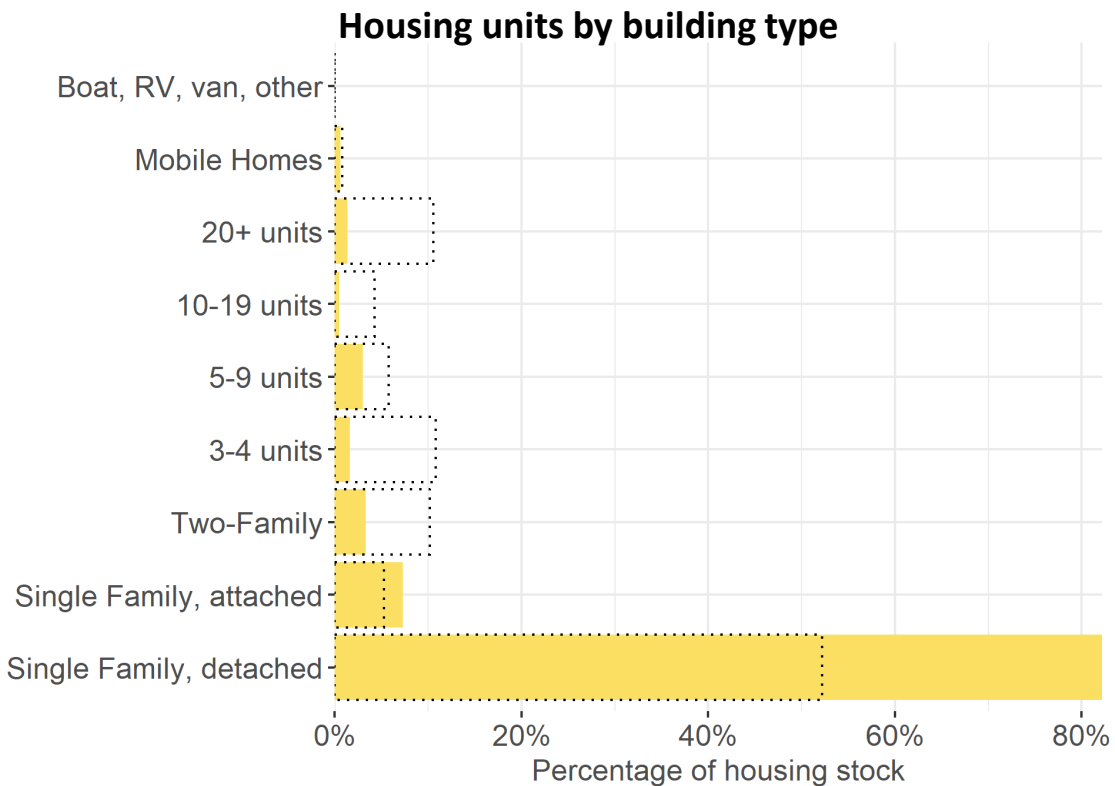
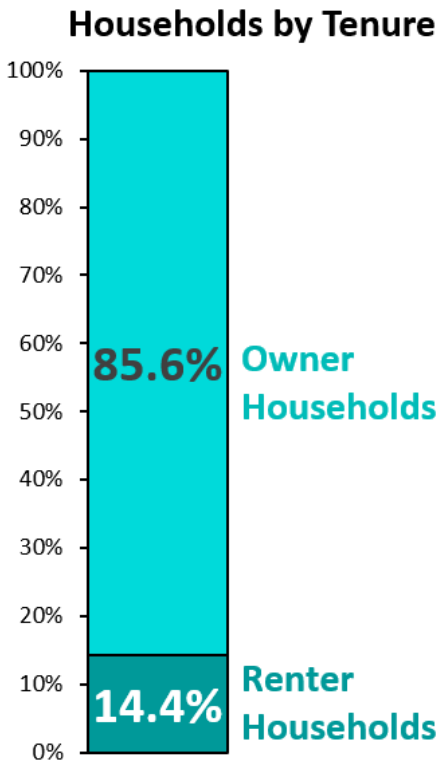
High School

1% decline



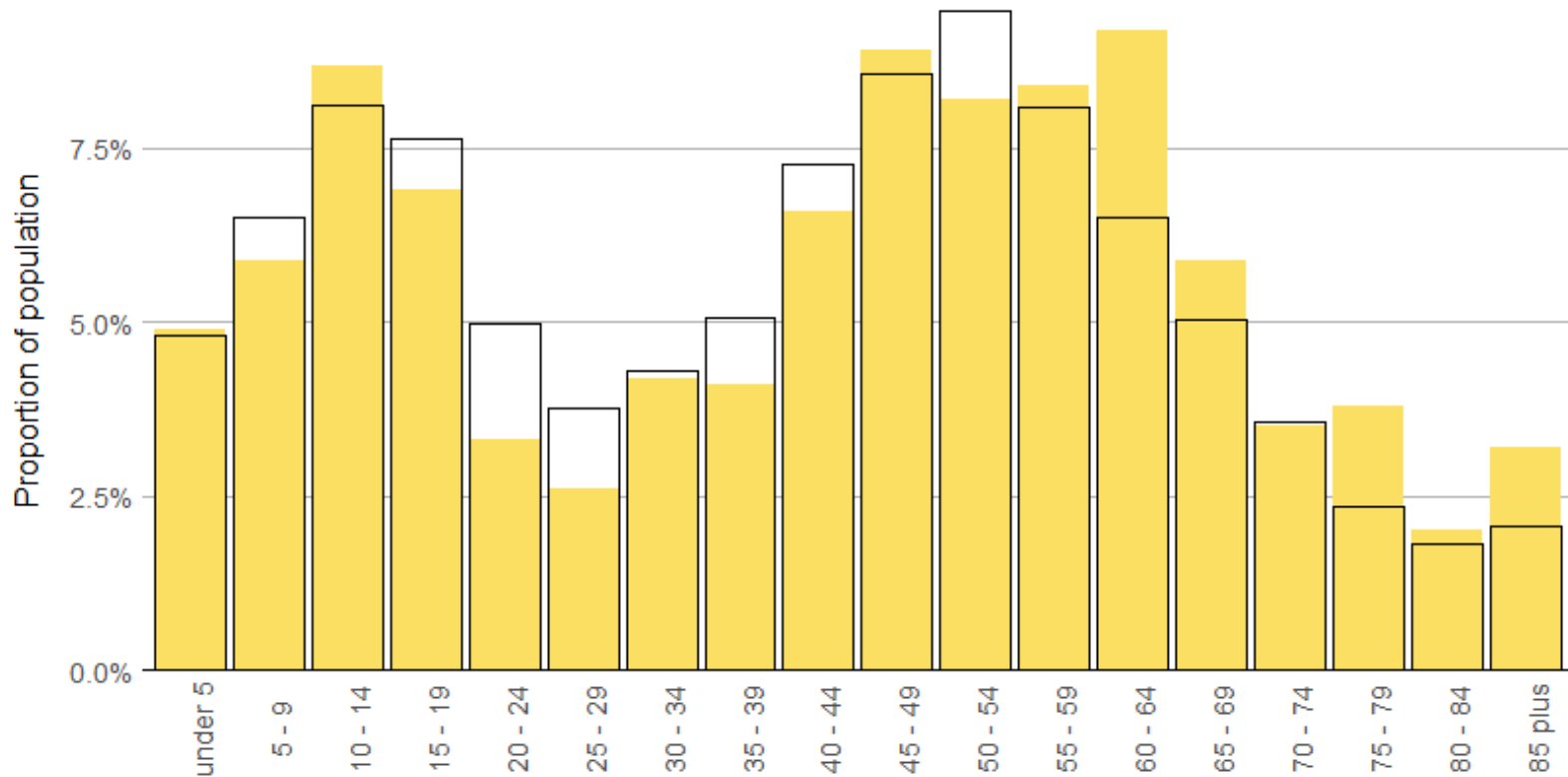
Do you have a diverse set of housing options?

U.S. Census Bureau, American Community Survey 2012-2016, 5-year estimates



Are other towns in the same situation? Of course.

MHP analysis of U.S. Census Bureau, American Community Survey 2012-2016, 5-year estimates



Summing it up – what's the story?

- 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

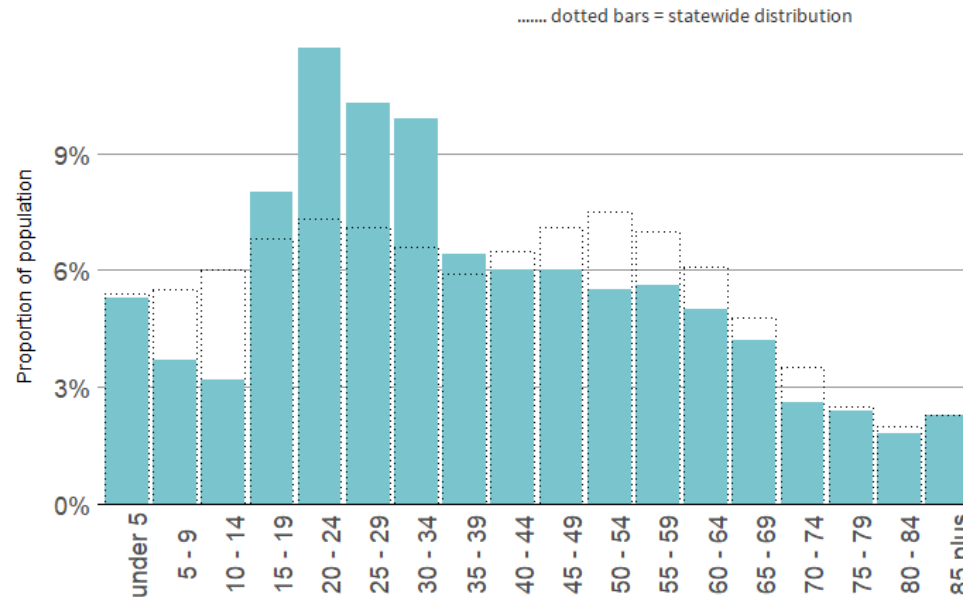
Employment

Occupations and Industries

Commuting

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

Age distribution: Waltham versus state - 2012-2016 ACS



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

Messaging examples

photos: Randi Bard

WHO'S COOKING YOUR FOOD?

No one, without more year round housing.



Workforce Housing Partnership
an ISLAND HOUSING TRUST initiative

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

Medford NOWHERE

ISLAND SOURCE

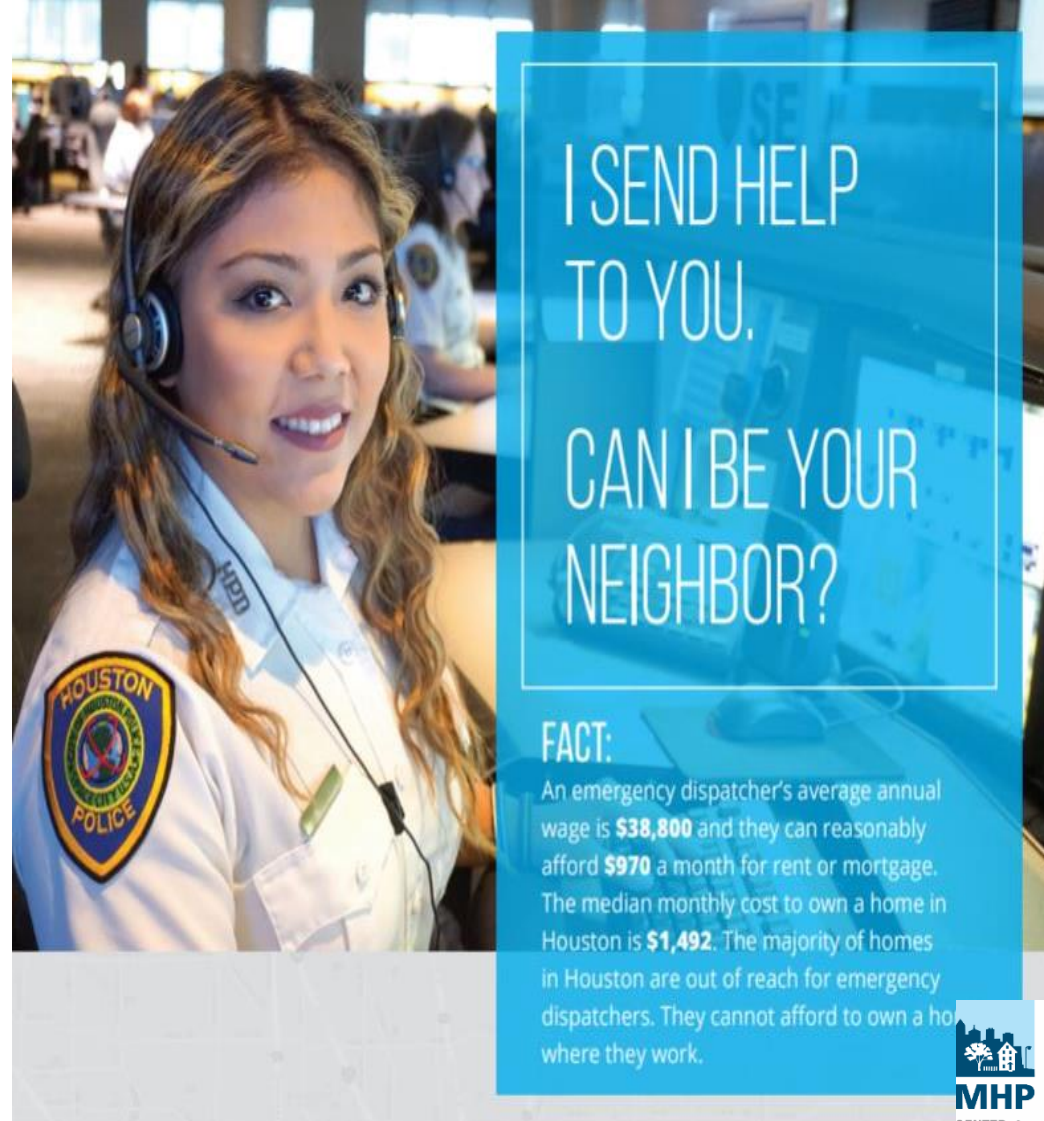
FEINER REAL ESTATE

EDGARTOWN NATIONAL BANK
your island bank

Medford Conversations



Every voice enriches the conversation.

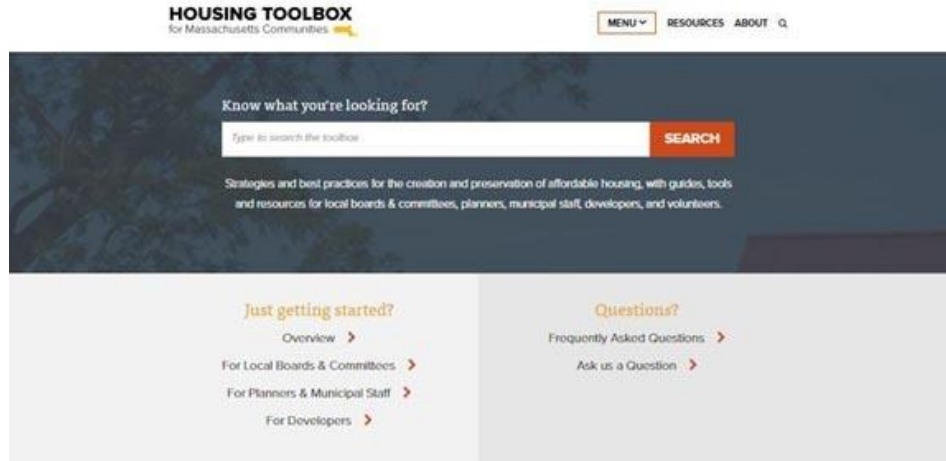


I SEND HELP TO YOU. CAN I BE YOUR NEIGHBOR?

FACT:
An emergency dispatcher's average annual wage is **\$38,800** and they can reasonably afford **\$970** a month for rent or mortgage. The median monthly cost to own a home in Houston is **\$1,492**. The majority of homes in Houston are out of reach for emergency dispatchers. They cannot afford to own a home where they work.

MHP
CENTER for HOUSING DATA

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.

Topics covered:

- 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](#)



MHP

CENTER *for*
HOUSING DATA