Using data to shape local conversations
Collect, analyze and share information to drive better conversations around housing policy
Annual Housing Production in Massachusetts by Decade

Data source: U.S. Census Bureau, Building Permit Survey

We’re allowing less housing
Home prices have surged

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

Metro Boston has the 4th highest rents among the 100 largest metro areas in the U.S., trailing only San Francisco, San Jose, and New York.

Massachusetts: 7th highest rents

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

### People

<table>
<thead>
<tr>
<th></th>
<th>Boston</th>
<th>Seattle</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>4.79 million</td>
<td>3.80 million</td>
</tr>
<tr>
<td>5-yr population change</td>
<td>4.4%</td>
<td>8.6%</td>
</tr>
<tr>
<td>Median Age</td>
<td>38.7</td>
<td>37</td>
</tr>
<tr>
<td>% college-educated</td>
<td>44.6%</td>
<td>39.2%</td>
</tr>
<tr>
<td>Walk, bike, public transit to work</td>
<td>18%</td>
<td>15%</td>
</tr>
</tbody>
</table>

### Housing Growth

<table>
<thead>
<tr>
<th></th>
<th>Boston</th>
<th>Seattle</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total permitted units 2016</td>
<td>13,247</td>
<td>25,489</td>
</tr>
<tr>
<td>1-2 family</td>
<td>5,759</td>
<td>9,903</td>
</tr>
<tr>
<td>1.1% ▲ multifamily</td>
<td>7,488</td>
<td>15,586</td>
</tr>
</tbody>
</table>

### Migration

<table>
<thead>
<tr>
<th></th>
<th>Boston</th>
<th>Seattle</th>
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</thead>
<tbody>
<tr>
<td>Domestic migration 2011-2015</td>
<td>-8,883</td>
<td>15,787</td>
</tr>
<tr>
<td></td>
<td>127,956</td>
<td>130,121</td>
</tr>
<tr>
<td></td>
<td>136,839</td>
<td>-114,334</td>
</tr>
</tbody>
</table>

### Economic Growth

<table>
<thead>
<tr>
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<th>Boston</th>
<th>Seattle</th>
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</thead>
<tbody>
<tr>
<td>Job Growth 2011-2015</td>
<td>9.3%</td>
<td>13.4%</td>
</tr>
<tr>
<td>Gross Metro Product Growth 2011-2015</td>
<td>9.5%</td>
<td>14.5%</td>
</tr>
</tbody>
</table>

Sources: U.S. Census Bureau, American Community Survey and The Brookings Institution, Metro Monitor 2017
We could lose our edge

Amazon HQ2 finalists - Housing permits per thousand residents, 2016

* Washington D.C. MSA includes three finalists: Washington, D.C., Montgomery County, MD, and Northern VA
** New York MSA includes two finalists: New York City and Newark, NJ

Net metro-to-metro migration, 2015-2016

U.S. Census Bureau, Building Permit Survey and Population Estimates Program: census.gov
Statistics Canada, Building Permits (64-001-X) and Population Estimates and Projections: statcan.gc.ca
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

- 2015 or later
- 2010 to 2014
- 2000 to 2009
- 1990 to 1999
- 1980 to 1989
- 1979 or earlier
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
- 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

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
Messaging examples

WHO’S COOKING YOUR FOOD?
No one, without more year round housing.

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.

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

Medford Conversations
Every voice enriches the conversation.
Topics covered:

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