Get your facts straight

2018 MHP Housing Institute
June 6, 2018
Collect, analyze and share information to drive better conversations around housing policy.
You are the hero.
We’re allowing less housing

Annual Housing Production in Massachusetts by Decade

Data source: U.S. Census Bureau, Building Permit Survey
Home prices have surged

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

Median Rent by State

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
County rents are changing

Change in distribution of rents - Middlesex County
2006-2016

Housing, Migration, and Growth

Boston versus Seattle

**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>
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</thead>
<tbody>
<tr>
<td>Total permitted units 2016</td>
<td>13,247</td>
<td>25,489</td>
</tr>
<tr>
<td>0.7% ▲</td>
<td></td>
<td>▲ 1.7%</td>
</tr>
<tr>
<td>0.5% ▲ 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>
</tr>
</thead>
<tbody>
<tr>
<td>Domestic migration 2011-2015</td>
<td>▼ -8,883</td>
<td>▲ 15,787</td>
</tr>
<tr>
<td>127,956 + 136,839 -</td>
<td>130,121 + 114,334 -</td>
<td></td>
</tr>
</tbody>
</table>

**Economic Growth**

<table>
<thead>
<tr>
<th></th>
<th>Boston</th>
<th>Seattle</th>
</tr>
</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
- The Brookings Institution, Metro Monitor 2017
We could lose our edge

Amazon HQ2 finalists - Housing permits per thousand residents, 2016

- Nashville: 10.8
- Austin: 10.6
- Raleigh: 10.4
- Dallas: 7.7
- Denver: 7.7
- Atlanta: 6.3
- Toronto: 5.8
- Columbus: 4.2
- Washington D.C.: 4.2
- Indianapolis: 3.9
- Miami: 3.1
- Boston: 2.8
- Los Angeles: 2.4
- New York*: 2.1
- Chicago: 2.1
- Philadelphia: 2.0
- Pittsburgh: 1.9

* 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

- Nashville: 6.0%
- Austin: 10.3%
- Raleigh: 7.5%
- Dallas: 4.5%
- Denver: 5.8%
- Atlanta: 2.8%
- Toronto: 1.5%
- Columbus: 1.1%
- Washington D.C.: -0.8%
- Indianapolis: -0.1%
- Miami: -0.8%
- Boston: -2.9%
- Los Angeles: -4.6%
- New York*: -4.3%
- Chicago: -2.1%
- Philadelphia: -2.8%
- Pittsburgh: -0.5%

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
5 tips for using data to have conversations about housing
1 Start with people
2 Take inventory
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
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

- Town
- Massachusetts

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

Massachusetts population by age cohort by year: 1970 to 2016

Data source: U.S. Census Bureau, Population Estimates Program
Which age groups are dominant? Has this always been the case?

U.S. Census Bureau, Decennial Census and American Community Survey
Which age groups are dominant?
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Which age groups are dominant? Has this always been the case?

U.S. Census Bureau, Decennial Census and American Community Survey
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.
Do you have a diverse set of housing options?

Households by Tenure

- Owner Households: 85.6%
- Renter Households: 14.4%

Housing units by building type

- Single Family, detached: Town (80%)
- Mobile Homes: Massachusetts (40%)
- Other units: Town (20%)

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

i support more housing, but...

there's not enough parking, it will cause traffic jams. we need a shadow study, it will block my views, this building is historic, it will alter neighborhood character. what about businesses, what about existing housing, what about my property values, there will be too many people, it's not affordable. expensive, there's too much about this long term.

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, it's not enough, there's not enough of what it is 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 skilled, we need to local culture, this neighborhood people raise a live there, stack i wouldn't want to displace people, this the city is trying to our throats, this is white people, what the city is ignoring city is ignoring this does not 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.

neighbors for more neighbors (.org)
talk to your friends about zoning
Know your school enrollment

Five Year Change

**Total Enrollment**
7% decline

**Elementary**
11% decline

**Middle School**
2% decline

**High School**
1% decline

MA Department of Education: http://www.doe.mass.edu/infoservices/reports/enroll/#
Are other towns in the same situation?
Of course.

MHP analysis of U.S. Census Bureau, American Community Survey 2012-2016, 5-year estimates
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.
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
"He said he was for affordable housing, then he wanted to downzone my block."
Tell your story

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

FACT:
A nursing assistant’s average annual pay is $23,400. 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.houston.tx.gov/housing/SayYes

SOURCE: www.dhs.gov/oepp-reports/dhs_264220.htm#tr-00850
e: 704-4180 10.28.17
Housing Toolbox.org

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

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