



# Transportation Advisory Committee

December 4, 2019





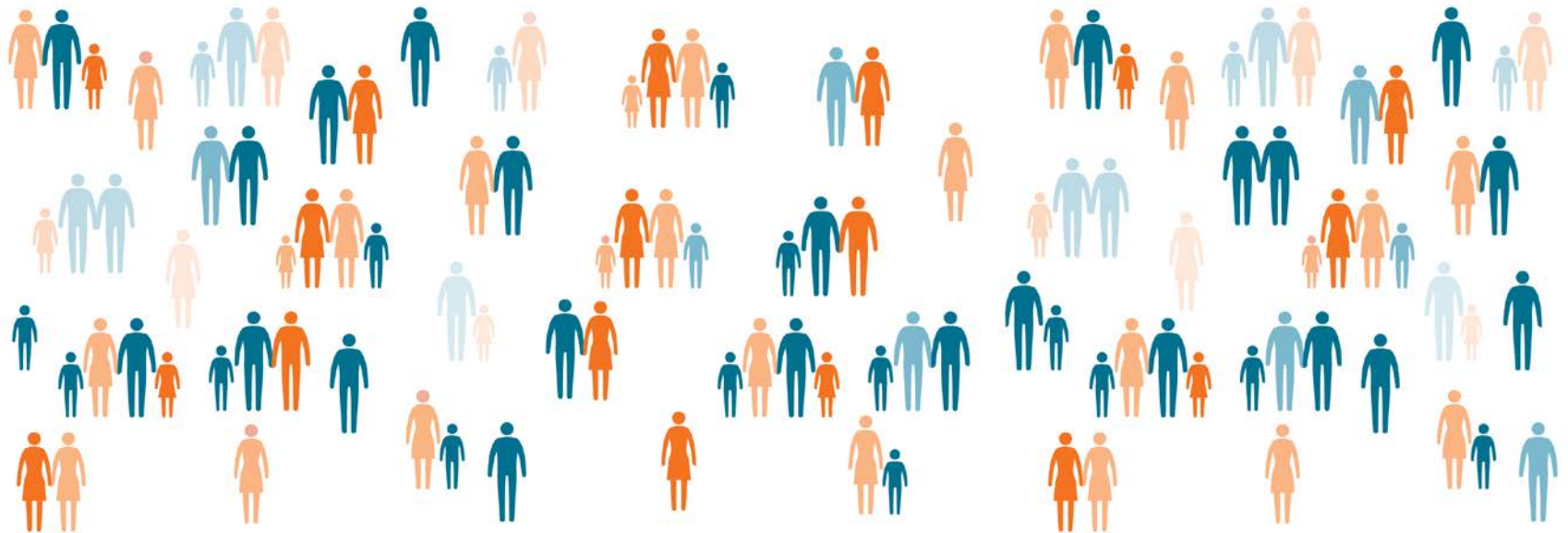
# INFORMATION ONLY

No Action Needed



# Central Ohio is Growing

**450,000** people added **since 2000**.  
**600,000** more expected **by 2050**.



# Housing Preferences Are Changing



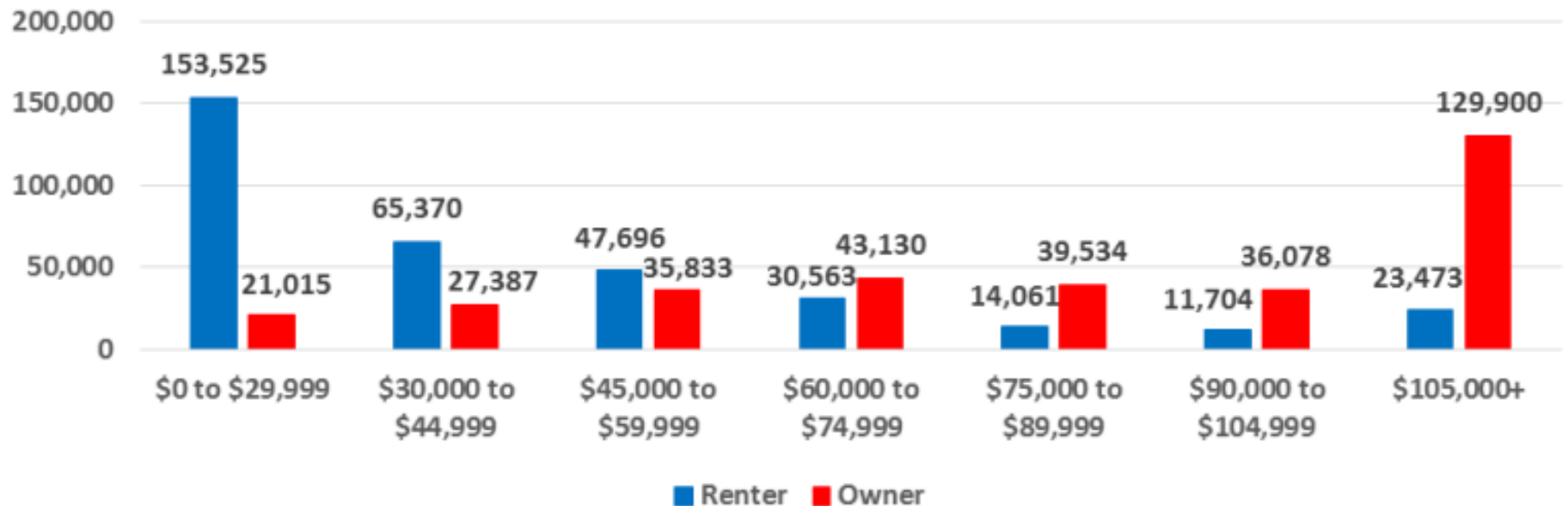
NATIONAL  
ASSOCIATION *of*  
REALTORS®

According to the survey, the majority of Americans, 53 percent, would prefer to live in communities containing houses with small yards but within easy walking distance of the community's amenities, as opposed to living in communities with houses that have large yards but they have to drive to all amenities. This up from 48 percent in 2015.

*Source: National Association of Realtors, 2017 Community & Transportation Preference Survey*

# Housing Demand > Supply

Columbus MSA  
Housing Units Needed by 2050 By Income  
(1.543% Compounded Job Growth: 2010 - 2017 Trend)



Source: Vogt Strategic Insights; Regionomics LLC; Department of Labor Statistics; ESRI

# Regional Housing Strategy

A coordinated housing strategy for the region that develops *investment and policy recommendations* to support mixed-income neighborhoods and regional growth.



# Project Sponsors



- AEP
- L Brands
- Mt. Carmel Health
- Nationwide Children's Hospital
- Nationwide Insurance
- OhioHealth
- Rev1 Ventures
- Columbus Chamber



# Project Team



MID-OHIO REGIONAL  
**MORPC**  
PLANNING COMMISSION



**Ice**Miller  
LEGAL COUNSEL



Vogt Strategic  
Insights

**RAMA**  
ENGAGEMENT THAT INSPIRES



# What does a regional housing strategy look like?

- Cross-sector, regional framework
- Aligns recommendations with existing, available, and new/proposed funding sources via a Housing Allocation Portfolio
- Develops Local Housing Action Agendas to demonstrate how the regional framework can be implemented locally
- Measurement plan identifies key metrics and milestones and tracks progress over time

# Project Scope

## Community Engagement

Quantitative  
Analysis

Qualitative  
Analysis

Market  
Types

Community  
Context

- Existing Conditions
- Investment Strategies & Policies
- Recommendations
- Tracking Progress

# Engagement Process



# Guiding Priorities

## Data/Info



- ☐ What does attainable housing look like?
- ☐ What are the opportunities for coordination?
- ☐ What are the gaps in current programming?
- ☐ What are the drivers of housing cost burden?
- ☐ What is Central Ohio's housing investment portfolio, and what should it be?

## Perspectives



- ☐ People experiencing housing instability
- ☐ Educational institutions
- ☐ Seniors and persons living with disabilities
- ☐ Development community

## End Users



- ☐ Policymakers
- ☐ Employers (including economic development prospects)
- ☐ Media
- ☐ Local governments and other organizations creating plans/strategies within the region

# Preliminary Findings

- The location of homes matters to residents of Central Ohio. Respondents believe **housing should be safe and near good schools, shopping, and other amenities.**
- A majority of residents living in Central Ohio own their homes (61%). It is **increasingly difficult to become a homeowner in Central Ohio**, especially if you are a person of color.
- Today, on average, **homeowners are spending 19% of their income on housing costs while renters spend 27%.**

# Preliminary Findings

- Housing availability since 2011 largely kept pace with growth, but due to a tight vacancy rate (2%), **new construction will be critical** in meeting the region's ongoing housing needs.
- **Impediments to developing more housing** include politics, policies and neighborhood perception; costs for labor and materials are also significant factors.
- A majority of developers (65%) shared that **financing and access to debt are two critical factors** in making their projects work. Local, state, and federal resources are being used to support residential development in Central Ohio.

# Planned Public Involvement



**Focus  
Groups**



**Speaker  
Series**

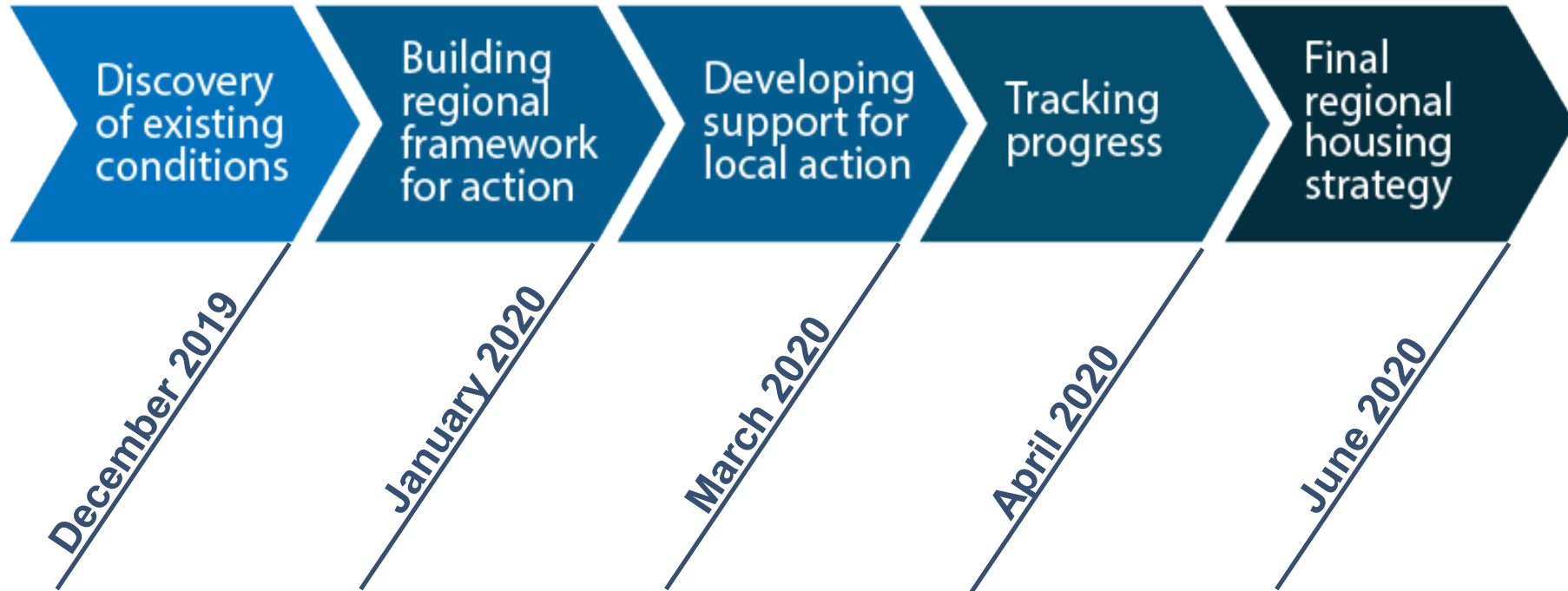
**Interviews &  
Surveys**



**Regional  
Workshops**



# Project Schedule





MID-OHIO REGIONAL  
**MORPC**  
PLANNING COMMISSION

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