YOUR REGIONAL RESOURCE FOR TRANSPORTATION

CENTRAL OHIO TRANSPORTATION SAFETY PLAN 2019

2020–2050 METROPOLITAN TRANSPORTATION PLAN
JUNE-AUGUST 2019 | VOLUME 5
YOUR REGIONAL RESOURCE FOR DATA & INFORMATION

REGIONAL DATA AGENDA 2019–2020

SMART STREETS POLICY

BACKGROUND

In recent years, transportation has been understood primarily as the movement of people and goods over a network of roads and highways. With the advent of new technologies, transportation is being redefined, and the concept of mobility has evolved to include the transportation of information and people.

Communication technologies have revolutionized the way we live and work, and they have also transformed the way we move. The smartphone has become a ubiquitous tool, and the connected vehicle is no longer a futuristic concept.

Data from connected vehicles can provide valuable insights into traffic patterns, congestion, and road conditions. This data can be used to improve transportation planning and infrastructure design.

AmeriHealth must be transformed to improve service delivery, and the quality of a system is in the implementation and quality assurance. A well-implemented system can improve service delivery, and the quality of service can be improved by using data.

Policy-makers must be encouraged to implement new service delivery, and the quality of a system is in the implementation and quality assurance. A well-implemented system can improve service delivery, and the quality of service can be improved by using data.

The background section provides an overview of the current state of transportation and the role data can play in improving service delivery.

BY SONYA

Planner for a mid-sized city government. Analyzes data to find answers to questions and shares insights with stakeholders.

Tools

- Microsoft Excel, Google Sheets
- Tableau for data visualization
- ArcGIS for spatial analysis
- Intermediate SQL skills
- Excel for data manipulation

Needs & Challenges

- Limited budget for data collection and analysis
- Data quality and completeness issues
- Need for more training on data analysis tools

YOUR DATA NEEDS

- Data sources
- Data collection methods
- Data analysis methods
- Data visualization techniques

Smart Streets Policy

The Smart Streets Policy aims to improve transportation in the region by leveraging data from connected vehicles.

Key Features

- Real-time traffic data for traffic management
- Urban planning tools for infrastructure planning
- Safety measures to improve road safety

Conclusion

The Smart Streets Policy provides a framework for improving transportation in the region through the use of data from connected vehicles and other technologies.

MORPC

The MORPC is an independent council that serves as a regional planning organization for the Central Ohio region.

Central Ohio

The Central Ohio region includes the counties of Franklin, Fairfield, Licking, Madison, Muskingum, Perry, Union, and Wayne.

Central Ohio Metropolitan Planning Organization

The Central Ohio Metropolitan Planning Organization (MORPC) is an independent council that serves as a regional planning organization for the Central Ohio region.
YOUR REGIONAL RESOURCE FOR RESIDENTIAL SERVICES

FRANKLIN COUNTY ENERGY STUDY

ENERGY STAR PARTNER
PLANNING FOR GROWTH
Over 450,000 people added since 2000. Central Ohio could be a region of 3 million by 2050.
PREFERENCES ARE CHANGING

We want options.

Smaller Homes  Walkability  Amenities  More Mobility  Green Space
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
WITH MORE MOBILITY OPTIONS
CONTINUED
DEMAND
FOR MULTI-FAMILY
# Housing Trends in Your City

<table>
<thead>
<tr>
<th>City</th>
<th>2000-17 Rent Change (%)</th>
<th>2000-17 Rent Change</th>
<th>2000-17 Owner-Occupied Change (%)</th>
<th>2000-17 Owner-Occupied Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Columbus, Ohio</td>
<td>37%</td>
<td>119,811</td>
<td>4%</td>
<td>15,334</td>
</tr>
</tbody>
</table>

Sources: Governing Magazine, 2017 5-year ACS, 2000 Census
insight2050 ANALYZED

- **SCENARIO A:** PAST TRENDS
  Develop in the same way as in the past

- **SCENARIO B:** PLANNED FUTURE
  Develop according to the community’s plans

- **SCENARIO C:** FOCUSED GROWTH
  Develop with some infill & redevelopment

- **SCENARIO D:** MAXIMUM INFILL
  Develop with maximum infill & redevelopment
WITH LESS WASTE OF...

Land

Energy

Limited Public Funds
COMMUNITY REDEVELOPMENT
HOW WOULD FOCUSED GROWTH WITH MORE MOBILITY OPTIONS WORK?
CORRIDOR CONCEPTS

• Representative of corridors across the region
• Some experiencing congestion
• Some primed for reinvestment
WHAT WE LEARNED

All metrics moved in positive direction.
CORRIDOR-WIDE BENEFITS

29% OF TRIPS By Transit, Walking, Biking

30% LESS Greenhouse Gas Emissions

$8500 LESS Costs Per Household

BETTER ACCESS to Jobs
GROWTH DISTRIBUTION

Five corridors accommodate 55% of new, needed households and 60% of new jobs.

More appealing to future generations

Good for our wallets, health and the environment

Keep open spaces intact
REGION-WIDE BENEFITS

$10 BILLION LESS Infrastructure Costs

3x HIGHER Tax Revenues Per Acre
APPLY CONCEPTS TO OTHER CORRIDORS
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
Complicated Economic Recovery

People at 200% of poverty

Unemployment rate

<table>
<thead>
<tr>
<th>Year</th>
<th>People at 200% of poverty</th>
<th>Unemployment rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2008</td>
<td>336</td>
<td>5.5%</td>
</tr>
<tr>
<td>2009</td>
<td>396</td>
<td>8.3%</td>
</tr>
<tr>
<td>2010</td>
<td>418</td>
<td>8.6%</td>
</tr>
<tr>
<td>2011</td>
<td>415</td>
<td>7.5%</td>
</tr>
<tr>
<td>2012</td>
<td>419</td>
<td>6.3%</td>
</tr>
<tr>
<td>2013</td>
<td>416</td>
<td>6.2%</td>
</tr>
<tr>
<td>2014</td>
<td>424</td>
<td>3.8%</td>
</tr>
<tr>
<td>2015</td>
<td>407</td>
<td>4.2%</td>
</tr>
<tr>
<td>2016</td>
<td>402</td>
<td>3.8%</td>
</tr>
</tbody>
</table>

SOURCE: THE KIRWAN INSTITUTE
THE GOAL

To foster a housing market where every household with a full-time wage earner can obtain housing in the private market, and to effectively supplement the market where we cannot achieve that goal.
ENVISIONED OUTCOME

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

**JUL - OCT 2019**
- Develop a baseline understanding of regional housing needs

**OCT 2019 - FEB 2020**
- Build Central Ohio’s regional housing framework for action

**NOV 2019 - FEB 2020**
- Develop support for local action

**JAN - FEB 2020**
- Create a system to track and report implementation progress

**JAN - MAR 2020**
- Develop and deliver Regional Housing Study and 10-Year Strategic Housing Plan

1. Existing conditions
2. Investment strategies and policies
3. Recommendations
4. Tracking progress
5. Community engagement
   - JUL 2019 - MAR 2020
6. Final report
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Executive Director
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wmurdock@morpc.org

KERSTIN CARR
Director, Planning & Sustainability
T: 614.233.4163
kcarr@morpc.org

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Columbus, OH 43215
INSIGHT2050
MORPC Housing Workshop

December 10, 2019

Leah F. Evans, Senior Vice President, Real Estate Development
“Homeport doesn’t just build a home and walk away. They build a community of people. I’ve witnessed it happen, I’ve seen the transformation in neighborhoods, and it’s incredibly inspiring.”

- Sandy Doyle-Ahern, President/CEO, EMH&T
Founded in 1987 by

City of Columbus
Columbus Board of Realtors
The Columbus Foundation
Enterprise
Donald W. Kelley
Max W. Holzer
Irving E. Schottenstein
Robert J. Weiler, Sr.
Faith & Community Leaders
Our Mission:
Create strong communities by developing quality, affordable homes on a cornerstone of dignity, security and opportunity.
who we serve

36 Communities
2,380 Apartments & Homes
6,276 Total Residents
3,000 Children
581 Seniors (62+)

73% Of Children Live in Single Parent Homes
Non-Profits and Affordable Housing

- Service Enriched Housing
- Long Term Affordability and Investments
- Community Development
- Innovative Partnership
Rebuilding Neighborhoods

King-Lincoln (NoBo)
Hamilton/Etna (Whitehall)
Milo-Grogan
Linden
“Homeport came in and made every effort to get me up to speed to be a part of the revitalization of the neighborhood...To be a neighbor, it doesn’t cost a lot – just a little bit of friendliness. And now I see that happening in my neighborhood all the time.”

- Charles Minter, North of Broad (KLD) resident
Homeport Impact in King-Lincoln
# North of Broad

**Homeport Homes Construction**  
**2008 - 2018**

<table>
<thead>
<tr>
<th>Homes Developed</th>
<th>Residential Investment(^1)</th>
<th>Neighborhood Investment(^2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>70</td>
<td>$12.8m</td>
<td>$330k</td>
</tr>
</tbody>
</table>

1. Residential investment includes cost to acquire, construct and develop the site.
2. Neighborhood investment includes investment in owner-occupied home repairs, community gardens and neighborhood beautification projects, and business and commercial improvement grants.
“By working with Homeport, we are working towards our goal of offering housing for every resident, of truly becoming a community of opportunity for everyone.”

Zach Woodruff, Whitehall Director of Development
“All of it looks good to me. It is a different place,” said Lynch, a Milo-Grogan resident since 1966.”

Fannie Lynch
Homeport Impact in Milo-Grogan
QUESTIONS?

• Where are we going?
  a) What is our goal for affordable housing in our community and how is that informed?
What are the hurdles in our path?

- Coordination of interests
- NIMBY, BANANAs
- Making affordable housing a priority
- Short term and long-term solutions
- Coordination of stakeholders and programs
Are We There Yet?

- Clear and Identifiable Objective (need)
- Diverse involvement
- Funding and programs
QUESTIONS?

More information is available at homeportohio.org
What does affordable mean?

Rachel Garshick Kleit, PhD
Associate Dean
Professor of City and Regional Planning, Knowlton School

December 10, 2019
Why is housing affordability so confusing?
What does housing cost?
Where does housing support go?
How does cost influence housing choices?
Why is housing affordability so confusing?
Iglesias, Tim. 2009. Our pluralist ethics and public-private partnerships for affordable housing. In Affordable Housing and Public Private Partnerships p. 11-33
• home
  a land use
• economic good
  social order
• human right

We expect housing to solve problems

- Fair Housing
  - Rent or Own
  - Homelessness

- Cost
  - Quality
  - Stability
  - Crowding

- Family Well-being
- Community Vitality
- National Economic Vitality
- Access to Opportunity
- Segregation
- Health
- Education

- Health
- Education
six incompatible measures
1. Tautological: Can’t afford market rent

I CAN’T AFFORD THAT!

2. Relative

Is this market more expensive than other places based on cost and income?

Median Housing Price
Median Income

3. Subjective

I only want to spend $500 a month

4. Behavioral

This is what we spend, so this is what we can afford

5. Residual (shelter poverty)

After housing, is there enough?

6. Ratio (normative standard of cost to income)

30% of income

US Affordability is a **ratio** of cost relative to income within a housing market area.

U.S. Department of Housing and Urban Development (HUD) sets

For **every family size** affordable to a household at a **percent** of area median income (AMI) in a **regional housing market**.

Cost of 30% of income is affordable.
Columbus Metropolitan Fair Market Rent (FMR) Area 2019
Relative Affordability and Income

<table>
<thead>
<tr>
<th>Columbus Market Area 2019</th>
<th>Income</th>
<th>Affordable Housing Cost (30% of Income)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Annual</td>
<td>Monthly</td>
</tr>
<tr>
<td>Area Median Income (AMI)</td>
<td>$78,000</td>
<td>$6,500</td>
</tr>
<tr>
<td>Low Income (80% AMI)</td>
<td>$62,400</td>
<td>$5,200</td>
</tr>
<tr>
<td>Very Low Income (50% AMI)</td>
<td>$39,000</td>
<td>$3,250</td>
</tr>
<tr>
<td>Extremely Low Income (30% AMI)</td>
<td>$23,400</td>
<td>$1,950</td>
</tr>
</tbody>
</table>

Source: Out of Reach 2019 [http://nlihc.org/oor](http://nlihc.org/oor) and author calculations.
What does housing cost?
Fair Market Rent (FMR) is the 40th or 50th percentile rank rent for given number of bedrooms unit in a given housing market area.

Median sale price/median income

Income and Rental Housing Costs, 2019

Median Income

- Non-Metro Counties
- State of Ohio
- Cleveland HMFA
- Cincinnati HMFA
- Union County HMFA
- Columbus HMFA

Monthly Rent

Source: Out of Reach 2019, https://reports.nlihc.org/oor/ohio
Accessed 12/6/2019
Income and Rental Housing Costs

<table>
<thead>
<tr>
<th>Housing Market Region</th>
<th>Median Income</th>
<th>Monthly Rent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-Metro Counties</td>
<td>$50,000</td>
<td>$1,500</td>
</tr>
<tr>
<td>State of Ohio</td>
<td>$60,000</td>
<td>$2,000</td>
</tr>
<tr>
<td>Cleveland HMFA</td>
<td>$70,000</td>
<td>$2,500</td>
</tr>
<tr>
<td>Cincinnati HMFA</td>
<td>$80,000</td>
<td>$3,000</td>
</tr>
<tr>
<td>Union County HMFA</td>
<td>$90,000</td>
<td>$3,500</td>
</tr>
<tr>
<td>Columbus HMFA</td>
<td>$100,000</td>
<td>$4,000</td>
</tr>
</tbody>
</table>

Source: Out of Reach 2019, [https://reports.nlihc.org/oor/ohio](https://reports.nlihc.org/oor/ohio) Accessed 12/6/2019
Affordable Rent Median Income

Affordable Rent Median Renter Income

Affordable Rent Median Income

Income and Rental Housing Costs

 Affordable Rent Median Renter Income

Fair Market Rent (2 br)

Source: Out of Reach 2019, https://reports.nlihc.org/oor/ohio
Accessed 12/6/2019
Source: Out of Reach 2019, [https://reports.nlihc.org/oor/ohio](https://reports.nlihc.org/oor/ohio) Accessed 12/6/2019
Housing Wages for 100 Largest Occupations in Ohio
2.19 million people

- Below Housing Wage: 36%
  - 790,660 people
- 1 BR Housing Wage: 12%
  - 265,100 people
- Two BR Housing Wage: 27%
- Three BR Housing Wage: 25%

Annual Income and Housing Costs, Central Ohio 2018

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Annual Income Needed (3% Down)</th>
<th>Annual Income Needed (10% Down)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nurse (Registered)</td>
<td>$72,390</td>
<td>$51,153</td>
</tr>
<tr>
<td>Food Service Manager</td>
<td>$69,481</td>
<td></td>
</tr>
<tr>
<td>Secretary</td>
<td>$44,553</td>
<td></td>
</tr>
<tr>
<td>Longhaul Truck Driver</td>
<td>$43,256</td>
<td></td>
</tr>
<tr>
<td>Customer Service Rep.</td>
<td>$40,540</td>
<td></td>
</tr>
<tr>
<td>Office Clerk</td>
<td>$36,588</td>
<td></td>
</tr>
<tr>
<td>Affordable Housing Occupancy Specialist</td>
<td>$35,140</td>
<td></td>
</tr>
<tr>
<td>Food Prep Worker</td>
<td>$28,702</td>
<td></td>
</tr>
<tr>
<td>Retail Salesperson</td>
<td>$28,438</td>
<td></td>
</tr>
<tr>
<td>Cashier</td>
<td>$22,479</td>
<td></td>
</tr>
<tr>
<td>Needed to Afford 3BR</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Needed to Afford 2BR</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Needed to Afford 1BR</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Annual Income Needed (3% Down)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Annual Income Needed (10% Down)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

2018 Median Housing Price: $175,000

Source: National Housing Conference Paycheck to Paycheck Database [https://www.nhc.org/paycheck-to-paycheck/]  Accessed 12/6/2019
A worker in Central Ohio would have to earn $18.40 an hour to afford Columbus’ market rate of $957 for a two-bedroom for herself and her son – or more than double her income earning minimum wage.

Central Ohio 2018

Households earning $20,000 or less paying more than 30% of income for housing:

between 25,700 and 32,700 homeowners

between 46,000 and 66,000 renters

(between 40,000 and 52,000 renters pay more than 50% of their incomes)

Source: ACS 2018 1-year estimates
Where does housing support go?
Federal Spending for Housing 2014 and 2019

Tax Expenditure for Homeownership

Deduction for Mortgage Interest  
Deduction for Property Taxes  
Capital Gains Exclusion

Capital Gains Exclusion

Year

2014

2019 est

Affordable Housing Spending

Public Housing  
Low Income Housing Tax Credit

Housing Choice Voucher Program & Project-based Rental Assistance  
Other Housing Programs

Billions of Dollars

16 Million Households Needing Federal Rental Assistance Do Not Receive It Due to Funding Limits

Note: In need = households earning 80 percent or less of the local median household income and paying more than 30 percent of monthly income for housing and/or living in overcrowded or substandard housing. 
Source: Department of Housing and Urban Development (HUD) custom tabulations of 2017 American Housing Survey and CBPP tabulations of HUD and Agriculture Department data.

https://www.cbpp.org/research/housing/research-shows-rental-assistance-reduces-hardship-and-provides-platform-to-expand

75% of those who qualify for assistance do not get it.
How does cost influence housing choices?
Except for job change, divorce, travel

Mobile Young Adult

Urban Married Couple

Family with Children

Down-sizing Empty Nesters

Housing moves are the resolution of stress between housing needs and housing characteristics.

Youth Living with Parent

Responses to household dissolution, abuse, corrupt landlords, discrimination, disruptive neighbors, lack of safety and debt

Households in poverty have more exposure to stressful aspects of housing.

Voluntary?

Single Parent

Grand family

Impoverished Senior

Continued Instability?

Move decisions & neighborhood quality

In 2017 there were 105,160 eviction filings statewide: 6.7% of all renter households. As of 2016, Ohio's eviction filing rate was slightly higher than the national average. At the county level, Butler, Clark, Cuyahoga, Franklin, Hamilton, Lucas, Marion, and Richland had the highest rates of eviction filings.

(construction $) > (affordable rents)

Not enough subsidies
No source of income protections
Conflicting uses of housing

Which housing paradigm? Affordable to whom?
Questions?
STATE AND LOCAL POLICY TRENDS

Emily Lundgard
State and Local Policy Director, Ohio
December 10, 2019
Enterprise is a national nonprofit with over 35 years of experience working with low- and moderate-income communities across the country. Since 1982, we have invested over $36 billion in communities resulting in over:

- 529,000 homes
- 4.2 million sq. ft of community space
- 16,200 educational seats
- 590,000 patient visits
- 500,000 jobs

SOCIAL ENTERPRISE

OUR HISTORY
What sets us apart is how we work together

Tackling all aspects of systems change, we make a difference in communities. As we convene and collaborate with nationwide partners, our impact grows.

**CAPITAL**
Matching financial tools with investors to yield responsible returns and measurable impact for communities

**SOLUTIONS**
Testing and scaling new programs to meet urgent housing, community and economic development challenges

**POLICY**
A trusted voice for communities with a strong presence in Washington and statehouses and city halls nationwide
MARKET REACH

LOCAL PRESENCE
NATIONAL TRENDS
More jurisdictions are expressing a willingness to have the rent control conversation. In 2019, that included:

- **OREGON**: Passed
- **NEW YORK**: Passed
- **CALIFORNIA**: Passed
- **BOSTON**: Under consideration
- **WASHINGTON**: 2020
- **ILLINOIS**: 2020
Tenant protection laws are gaining nationwide momentum beyond just rent stabilization:

- **Source of Income Protections**
- **Healthy Living Conditions**
- **Eviction Prevention**
- **Property Tax Abatement**
UP-ZONING

MINNEAPOLIS: City-wide upzoning

SEATTLE: Upzoning in 27 core neighborhoods, possibly more to come

OREGON: Statewide upzoning

CALIFORNIA: SB 827 (2018), SB 50 (2019) failed, may come up again in 2020

WHO’S NEXT: Charlotte, DC, Los Angeles, Austin, Berkeley, Philadelphia
**FINANCIAL INCENTIVES:** Leveraging existing programs and appropriations to incentivize certain types of projects or target certain zones

**REGULATORY RELIEF:** Offering regulatory relief to incentivize affordable housing development, such as expedited permitting, waiving fees or density bonuses

**TAX RELIEF:** Providing additional tax relief at the local level for projects that meet certain requirements, such as meeting affordability targets

**LAND USE:** Addressing zoning laws and other land use regulation to allow for or encourage multi-family development

**FIRST LOSS:** Backstopping certain high-risk investments to encourage investors to put money in struggling communities

**POLICY:** Mitigating the risk of displacement through policies such as tax abatement, preservation, and eviction prevention for low-income families
“WORKFORCE” HOUSING

Intensity of Support Required
Public Dollars Spent

Level of Income Needed

Below Market Housing
Supportive Housing
Emergency Shelters and Transitional Housing
Subsidized Rental Housing
Attainable Homeownership Housing

Market Housing
Rental Housing
Homeownership Housing

Housing Players
Non-profits and service agencies
Advocacy groups and community-based organizations
Municipal, provincial, and federal governments
Attainable home ownership providers
Rental and home ownership providers and industry associations
OTHER STATE & LOCAL ISSUES

- Elections, Ballot measures
- Housing Trust Funds
- Leveraging publicly-owned parcels
- Polling results for AH
- Racial Equity
- Wage Stagnation
- Resilience

- Regulation of Short-Term Rentals
- Private partnerships (Kaiser, Microsoft)
- Health care partnerships
IN OHIO...

Home Matters to Ohio: Statewide group advocating for more affordable housing resources, foremost including the Ohio Housing Trust Fund.

Affordable Housing Learning Exchange: Statewide group coalescing on local housing concerns like long-term homeowner protections, local housing funds, and housing planning.

Family Homelessness: Seeking support for families, youth, and pregnant women.
IN CLEVELAND...

**Fair Housing:** Affordable housing, fair housing, and community development experts advocating for SOI protections, voucher mobility programming, and right to counsel.

**Equitable Community Development:** Three-pronged equitable community development and housing strategy for the City of Cleveland.

**Lead Poisoning Prevention:** The Lead Safe Cleveland Coalition launched in January 2019, a public-private partnership founded to address lead poisoning through a comprehensive and preventative approach.
THANK YOU