



HOUSING MARKET STUDY UPDATE

CITY OF LAWRENCE

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Presented by

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AGENDA

- Study Methodology
- Preliminary Survey Findings
- Discussion

STUDY ELEMENTS

Assessment of Lawrence Housing Needs

Assessment of Community Culture and Perceptions of Needs

Resident surveys

Employer survey

Landlord survey

Stakeholder focus groups

Our focus today

Barriers Analysis

Action Plan

ASSESSMENT OF COMMUNITY CULTURE AND PERCEPTIONS OF NEEDS

Resident surveys (n=472 and n=1,978)

Employer surveys (n=57)

Landlord surveys (n=392)

• *Data collection complete*

Stakeholder focus groups (scheduled this afternoon/tomorrow morning)

Supplemental interviews (as needed)

Resident surveys include a statistically valid, random phone survey and a supplemental online survey open to all residents

PRELIMINARY RESULTS: FINDINGS FROM THE SURVEY EFFORTS

Respondent characteristics: Phone survey (unweighted)

Homeowners 63%
Employed full time 50%
Full time student 2%
Median household size:
2 people
1 in 4 live with spouse &
children
5% Hispanic
14% income less than
\$25,000

Respondent characteristics: Online survey (unweighted)

Homeowners 26%
Student (full or part
time): 59%
Median household size:
2 people
1 in 10 live with spouse
& children
5% Hispanic
45% income less than
\$25,000

Note: For the analyses, phone survey data are weighted to adjust for city's homeowner/renter proportion and by age

PRELIMINARY RESULTS: FINDINGS FROM THE SURVEY EFFORTS

- What are residents' housing preferences and recent choices?
- What are residents' housing needs and challenges?
- How do residents, employers and landlords perceive the Lawrence housing market?

TOP 3 MOST IMPORTANT FACTORS IN CHOOSING CURRENT HOME

Cost/I could afford it

All Lawrence residents
Homeowners
Renters
Families with children
Seniors
Students
Non-students
Non-student renters

Allows pets/dogs

Non-student renters

Close to college/ university

All Lawrence residents
Renters
Students
Non-student renters

Number of bedrooms

All Lawrence residents
Renters
Seniors
Students
Non-student renters

Like the neighborhood

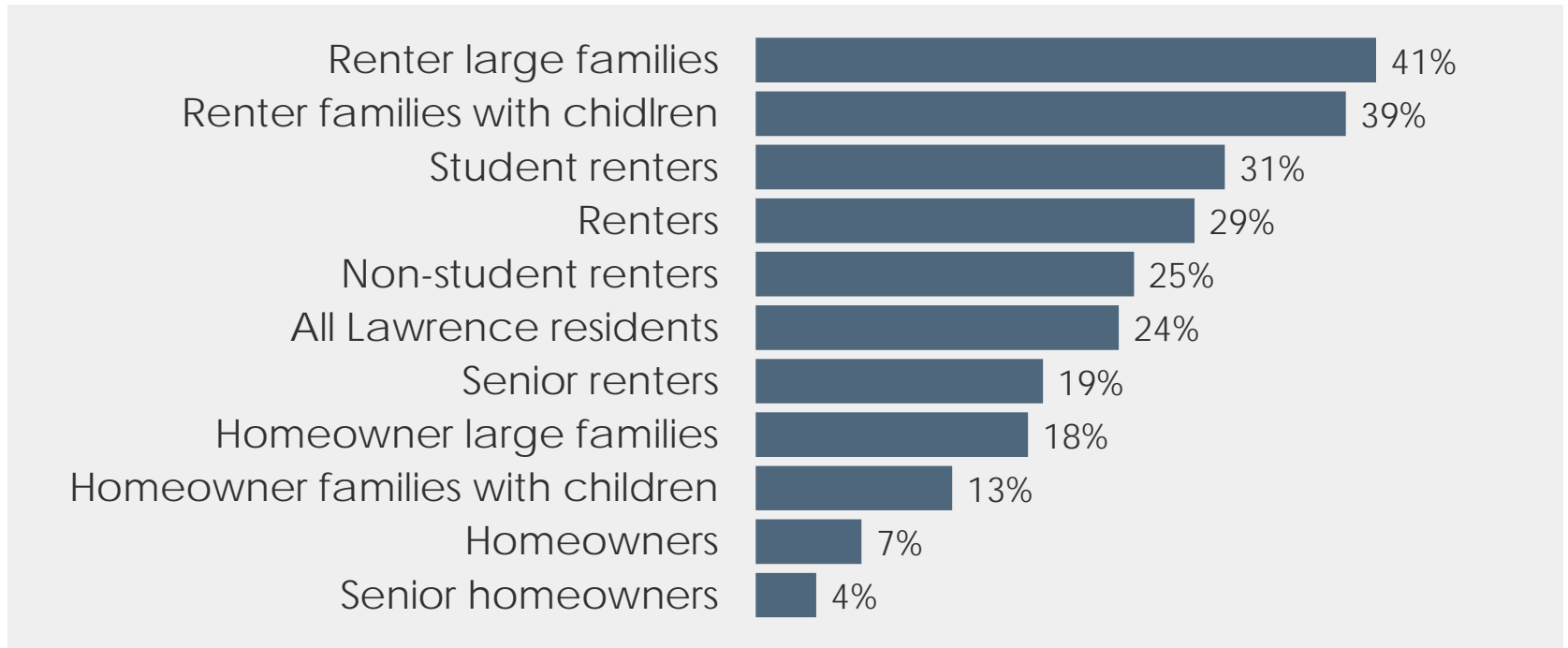
Homeowners
Families with children
Seniors
Non-students

Close to quality public schools/district

Homeowners
Families with children

HOME CONDITION

Percent with homes in *fair or poor* condition



Overall, *weatherization is the top repair need* of Lawrence residents in fair/poor condition homes

75% of homeowners haven't made needed repairs because they cannot afford them

57% of renters have landlords who refuse to make needed repairs

HOUSING COSTS

- **Median monthly rent**

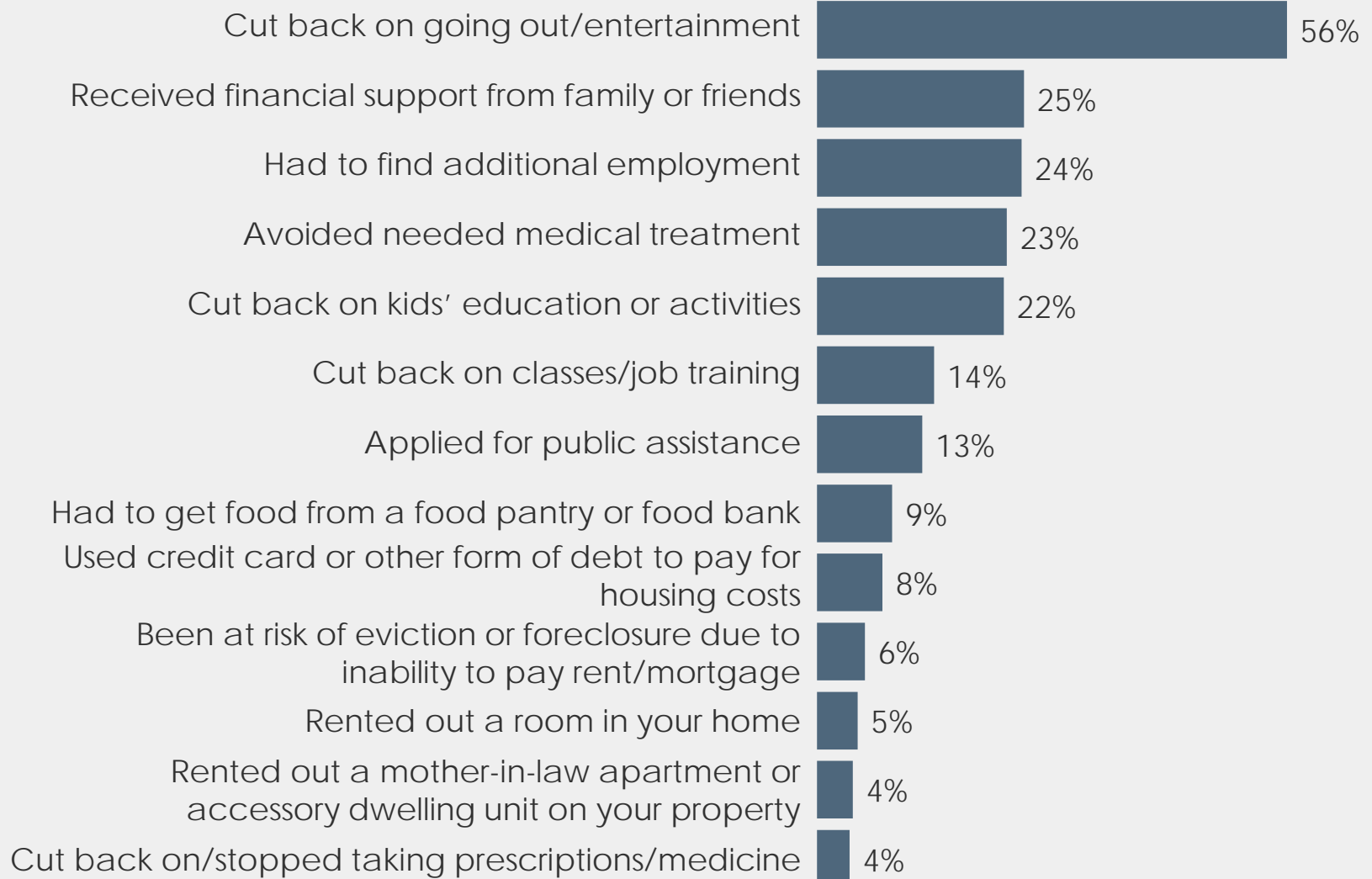
- All renters \$840
- Student renters \$825
- Non-student renters \$750
- Senior renters \$660

- **Median monthly mortgage + insurance/taxes**

- All homeowners \$1,500
- Seniors \$865

STRATEGIES TO AFFORD HOUSING COSTS

In order to afford housing costs in the past year, have you...



STRATEGIES TO AFFORD HOUSING COSTS

In order to afford housing costs in the past year, have you...

- **Students**

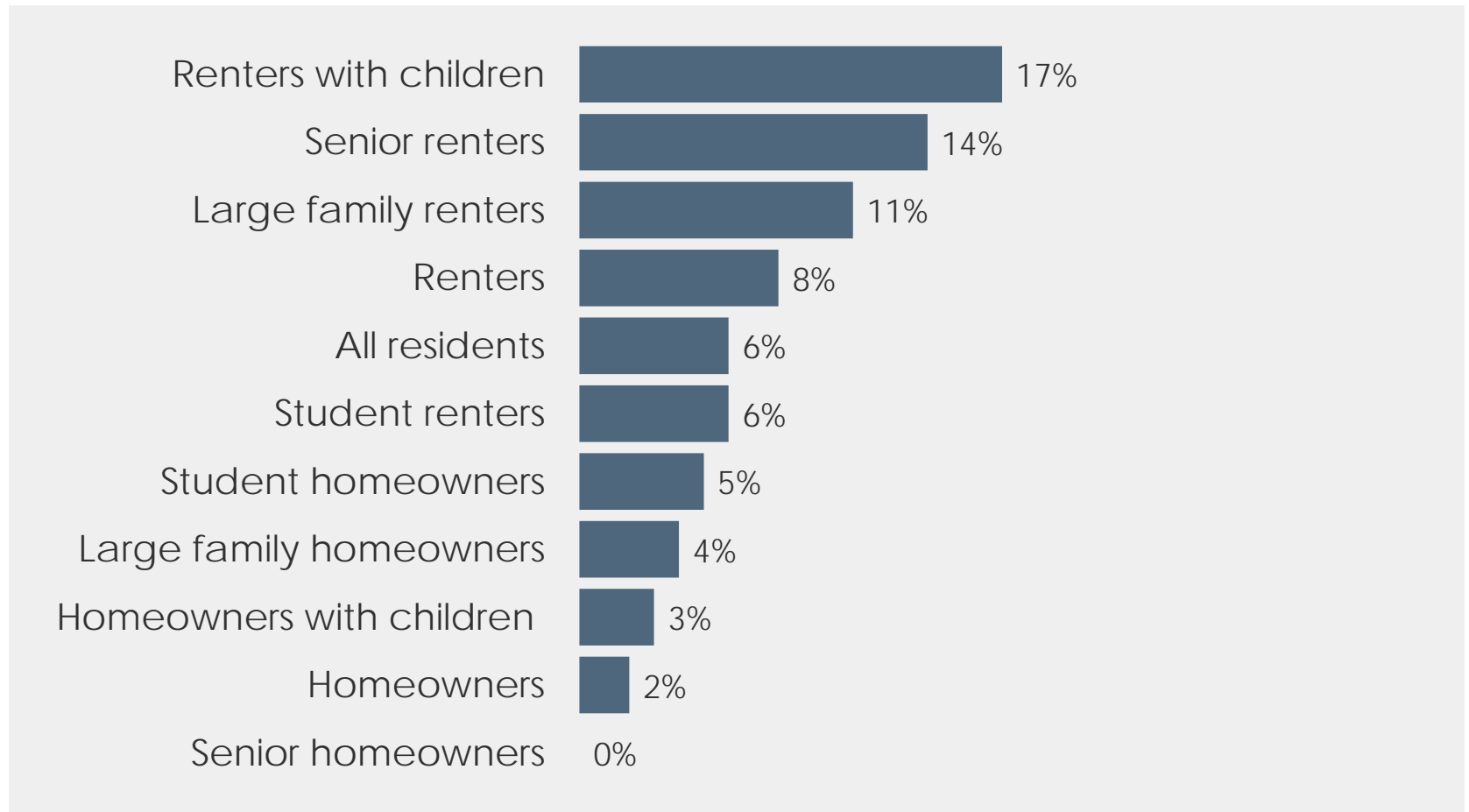
- 1 in 5 have sufficient resources to cover housing costs
- 1 in 5 sought additional employment
- More than 1 in 10 (13%) used a credit card or other debt
- 1 in 10 avoided needed medical treatment

- **Seniors**

- 1 in 2 have sufficient resources to cover housing costs
- 1 in 4 cut back on entertainment
- 1 in 10 avoided needed medical treatment

DISPLACEMENT

*In the past three years, have you had to move out of a home in Lawrence **when you didn't want to move?***



DISPLACEMENT

What is the *primary reason* you had to move?

All residents

- 32% for personal reasons
- 16% owner sold rental unit
- 12% rent increased/couldn't afford to stay

Families with children

- 42% rent increased/couldn't afford to stay
- 27% cost of utilities

EMPLOYER PERSPECTIVES

How *easy or difficult* is it for your employees to find...

Housing to rent

- 10% very easy
- 52% easy
- 38% difficult
- 0% very difficult

Housing to buy

- 5% very easy
- 24% easy
- 43% difficult
- 29% very difficult

1 in 5 employers have had trouble recruiting employees due to housing conditions in Lawrence

LANDLORD PERSPECTIVES

Most participating landlords (76%) own 5 or fewer rental units.

- 52% of landlords rent available units in *less than 1 week*
- Median # of applications/unit = 3
- 33% increased rents in 2017; 36% plan 2018 increases
- Median 2018 increase expected to be 1% - 5%
- Many would like to see 3-unrelated rule increased to 4-unrelated
- Many are concerned rental market is being overbuilt

QUESTIONS ABOUT THE PRELIMINARY SURVEY FINDINGS?

DISCUSSION

Goal: Share your perspectives on Lawrence's housing market and housing needs of all residents, low income residents, and residents with special needs. Discuss solutions to meet identified needs.

- In your opinion, **what price points** for rental housing **are most in demand** in Lawrence? What unit types or sizes? What is most in demand for housing to buy?
 - Is the private market meeting this demand?
- What are the **three greatest challenges** your clients, consumers or customers have **in finding housing?** What about for residents with special needs?
- **How is designing, developing, or selling housing** in Lawrence **different** from other communities, if at all? Do barriers exist in Lawrence that you don't encounter elsewhere?