

# Webinar

## ULI Home Attainability Index: Putting the Numbers into Practice

Date: March 06, 2024

00:00:02 --> 00:00:03: Hello everyone.

00:00:04 --> 00:00:05: I'm Rick Coy.

00:00:05 --> 00:00:08: I'm the new Executive Director of the ULI Toilager Center for Housing.

00:00:08 --> 00:00:08: for Housing.

00:00:08 --> 00:00:10: As of the start of the year.

00:00:10 --> 00:00:13: The mission of the Toilager Center is to ensure that

00:00:13 --> 00:00:15: everyone can find a home that meets their needs at

00:00:15 --> 00:00:16: a price they can afford.

00:00:17 --> 00:00:19: We aim to achieve our mission by working to create

00:00:19 --> 00:00:23: an environment that unlocks housing production throughout the country.

00:00:24 --> 00:00:27: I'm excited to announce that as part of that effort,

00:00:27 --> 00:00:31: the Twigger Center released the 2024 Home Attainability Index at

00:00:31 --> 00:00:34: the 2024 Housing Opportunities Conference in Austin last month.

00:00:34 --> 00:00:37: And for those of you that were there, you'll get

00:00:37 --> 00:00:39: another view of it and we will be presenting it

00:00:40 --> 00:00:41: for you today on this webinar.

00:00:42 --> 00:00:44: While this is the 4th year for the index, there

00:00:44 --> 00:00:48: really is no comparison with the index from previous years

00:00:48 --> 00:00:51: and this is solely due to our partnership this year

00:00:51 --> 00:00:54: with RCL Co They've created an interactive tool that as

00:00:54 --> 00:00:57: you'll see is incredibly rich with data and capabilities, so

00:00:57 --> 00:01:00: much so that we will be integrating it throughout our

00:01:00 --> 00:01:02: entire program of work.

00:01:02 --> 00:01:05: We view the 2024 index as the base, which will

00:01:05 --> 00:01:08: only grow in value and importance in the coming years

00:01:09 --> 00:01:12: as we gather trending data and potentially new mapping layers

00:01:12 --> 00:01:16: to make the index an indispensable resource for all housing stakeholders.

00:01:16 --> 00:01:17:

00:01:18 --> 00:01:21: The index is available for free to all ULI members

00:01:21 --> 00:01:24: and can be found on Knowledge Finder on the ULI

00:01:24 --> 00:01:26: website, so let's dig into it.

00:01:26 --> 00:01:29: Adam Ducker is the CEO of RCL Co and serves

00:01:29 --> 00:01:32: on the Twiliger Center Advisory Board.

00:01:32 --> 00:01:35: Adam and his team have been a value partner throughout

00:01:35 --> 00:01:37: the process of developing this year's index.

00:01:38 --> 00:01:40: Given the broad applicability of the data in the index,

00:01:40 --> 00:01:42: Adam in the center have had a few test runs

00:01:42 --> 00:01:45: to preview the index and to get some feedback.

00:01:45 --> 00:01:48: So while we're still early in the rollout, today's presentation

00:01:48 --> 00:01:50: reflects some changes based on that feedback.

00:01:51 --> 00:01:53: But we also love your thoughts on how the index

00:01:53 --> 00:01:55: can help you in your work as well as how

00:01:56 --> 00:01:58: we can continue to grow the tool to be even

00:01:58 --> 00:01:59: more helpful for you.

00:02:00 --> 00:02:02: So with that, I'll hand it over to Adam.

00:02:02 --> 00:02:02: Take it away, Adam.

00:02:03 --> 00:02:04: Thanks Rick.

00:02:05 --> 00:02:06: It is a delight to be with everybody.

00:02:06 --> 00:02:08: I I'm looking at the participant list.

00:02:08 --> 00:02:11: I see a a lot of familiar names and not

00:02:11 --> 00:02:14: not so much friendly faces, but friendly folks.

00:02:15 --> 00:02:16: We're delighted to be here.

00:02:16 --> 00:02:20: My colleague Dana Shelly, who's a principal at RCL Co

00:02:20 --> 00:02:23: and Mike Weaver, who's a senior associate or on as

00:02:23 --> 00:02:27: well, we're gonna share the presenting and so I'll introduce

00:02:27 --> 00:02:28: this.

00:02:28 --> 00:02:31: And then we're gonna just to give folks a sense

00:02:31 --> 00:02:32: of the agenda.

00:02:32 --> 00:02:36: We're gonna spend maybe 2025 minutes sharing some

00:02:37 --> 00:02:40: things that

00:02:37 --> 00:02:40: that we've sort of observed in the data for this

00:02:40 --> 00:02:43: year that we think you need to know or at

00:02:43 --> 00:02:47: least that you'll be really interested in knowing we're gonna

00:02:47 --> 00:02:50: go live after that and show you a couple of

00:02:50 --> 00:02:53: the tools that are new this year and how they

00:02:53 --> 00:02:53: work.

00:02:53 --> 00:02:57: And and we'll leave, you know, 1010 or 15 minutes

00:02:57 --> 00:02:59: for questions at the end.

00:02:59 --> 00:03:00: Questions and feedback.

00:03:00 --> 00:03:03: As as Rick said, we are early in beginning to

00:03:03 --> 00:03:06: share this with the ULI community and we are kind

00:03:06 --> 00:03:08: of keen for the feedback.

00:03:08 --> 00:03:13: So either here or afterwards or using the chat, please

00:03:13 --> 00:03:16: do so and thanks for joining.

00:03:16 --> 00:03:19: Maybe Mike, if you move the slides, we'll just sort

00:03:19 --> 00:03:21: of start with the introduction.

00:03:22 --> 00:03:25: As Rick said, this is year four of this tool.

00:03:26 --> 00:03:29: I would be surprised if some of the people on

00:03:29 --> 00:03:32: the call haven't used the tools in the past for

00:03:32 --> 00:03:33: a couple of years.

00:03:33 --> 00:03:37: There was a data set made available by in Excel

00:03:37 --> 00:03:39: and and it's been updated.

00:03:40 --> 00:03:41: It exists on Knowledge Finder.

00:03:42 --> 00:03:46: There has been a a report, a printed report that's

00:03:46 --> 00:03:47: been available.

00:03:47 --> 00:03:49: There's a new version of that which I'll describe in

00:03:49 --> 00:03:49: a minute.

00:03:51 --> 00:03:53: And last year there was a map.

00:03:53 --> 00:03:56: We think there's a an updated and improved map this

00:03:56 --> 00:03:56: year.

00:03:56 --> 00:03:59: But as Rick said, this is our first year of

00:03:59 --> 00:04:02: involvement and kind of together we have a plan of,

00:04:02 --> 00:04:05: of making this set of tools kind of increasingly robust

00:04:05 --> 00:04:07: over the next several years.

00:04:07 --> 00:04:11: Really with this goal of providing you know people in

00:04:11 --> 00:04:15: every corner of you will lie maybe in every corner

00:04:15 --> 00:04:19: of the land use industry access to data and information

00:04:19 --> 00:04:23: that allows us to speak sort of knowledgeably about housing,

00:04:24 --> 00:04:28: some of the challenges of of housing attainability, some of

00:04:28 --> 00:04:31: the trends at a local level and I'll talk about

00:04:31 --> 00:04:35: what local means in a minute and we're kind of

00:04:35 --> 00:04:39: excited where we've gotten to and as well as where

00:04:39 --> 00:04:39: we're going.

00:04:40 --> 00:04:42: So as I started saying earlier the the the big

00:04:42 --> 00:04:45: news is that there's there's more tools and there's more

00:04:45 --> 00:04:47: robust tools which we're gonna share today.

00:04:48 --> 00:04:51: The Excel tool as I I mentioned still exists for

00:04:51 --> 00:04:53: really housing data users.

00:04:54 --> 00:04:56: It's A1 download.

00:04:56 --> 00:05:00: You have information on a bunch of housing metrics in

00:05:00 --> 00:05:04: 119 metropolitan areas around the United States.  
00:05:04 --> 00:05:08: We think it covers somewhere between 80 and 90% of  
00:05:08 --> 00:05:11: Americans, so that's really exciting.  
00:05:11 --> 00:05:16: We're gonna demonstrate this interactive report later in the  
session  
00:05:16 --> 00:05:16: today.  
00:05:17 --> 00:05:20: We think it's it's more fun to use and better  
00:05:20 --> 00:05:25: than just downloading and reading APDF and this interactive  
mapping  
00:05:25 --> 00:05:29: tool that that we've, you know, kind of updated and  
00:05:29 --> 00:05:33: made more functional a bunch of ways are exciting.  
00:05:34 --> 00:05:36: So that's what's coming today.  
00:05:36 --> 00:05:40: And then you know there's, there's more here, there's more  
00:05:40 --> 00:05:44: data, maybe most importantly this year the data that's being  
00:05:44 --> 00:05:47: presented is now down to a a local level, maybe  
00:05:47 --> 00:05:49: you'd even say a hyper local level.  
00:05:50 --> 00:05:53: One of the frustrations that we've had in the past  
00:05:53 --> 00:05:56: is data was available at the metropolitan level, which is  
00:05:56 --> 00:05:57: not really helpful.  
00:05:57 --> 00:06:00: You know a big market quite frankly even a middle  
00:06:00 --> 00:06:01: sized market, right?  
00:06:01 --> 00:06:04: Charlotte, NC is not one housing market, right.  
00:06:04 --> 00:06:07: Even the city of Charlotte is not one housing market.  
00:06:07 --> 00:06:11: It's really many smaller markets and certainly when we  
include  
00:06:11 --> 00:06:15: the large regions the way our, our metropolitans are  
organized  
00:06:15 --> 00:06:16: today.  
00:06:16 --> 00:06:18: So the data is now available down to the county  
00:06:18 --> 00:06:20: level and in fact down to the census rack level  
00:06:21 --> 00:06:22: through the mapping tool.  
00:06:22 --> 00:06:25: And we, we hope some of the tools are are  
00:06:25 --> 00:06:29: are better, easier to use, better visualizations and a lot  
00:06:29 --> 00:06:29: of fun.  
00:06:30 --> 00:06:34: And you know, we're excited to take this forward from  
00:06:34 --> 00:06:35: here.  
00:06:37 --> 00:06:39: So what we've done today is, as Rick and I  
00:06:39 --> 00:06:41: mentioned, we, we've now had a chance to preview this  
00:06:41 --> 00:06:43: with a number of groups.  
00:06:43 --> 00:06:47: And the more time we spend sharing it, the more  
00:06:47 --> 00:06:52: local the discussion is, the more people's eyes widen up.  
00:06:52 --> 00:06:55: It's it's hard to say what's happening with housing in  
00:06:55 --> 00:06:57: America or it's not hard, but we've found that the

00:06:58 --> 00:07:00: generalizations are not really that interesting.

00:07:00 --> 00:07:03: So what we've done today is we've actually hold a

00:07:03 --> 00:07:06: bunch of themes that we think run across the data

00:07:06 --> 00:07:09: and we've highlighted 5 and we're going to talk about

00:07:09 --> 00:07:11: how we see them playing out in a couple of

00:07:11 --> 00:07:13: different metropolitan areas.

00:07:13 --> 00:07:17: So one of the things that's we think really exciting

00:07:17 --> 00:07:19: and the tool and as a sort of focus as

00:07:19 --> 00:07:23: we can into build it out is looking at housing

00:07:23 --> 00:07:28: and housing production, right, the relationship between how

00:07:28 --> 00:07:32: much housing

00:07:28 --> 00:07:32: is getting produced and how it effects affordability or

00:07:32 --> 00:07:34: attainability

00:07:32 --> 00:07:34: or diversity of housing.

00:07:34 --> 00:07:36: And so we're going to look at some of the

00:07:36 --> 00:07:39: Florida cities and and share some of the things we

00:07:39 --> 00:07:41: think that jump out at at us and that are

00:07:41 --> 00:07:42: interesting.

00:07:43 --> 00:07:44: I'll present that one.

00:07:44 --> 00:07:48: Dave is going to present some of the information on

00:07:48 --> 00:07:52: cost of renting and maybe the operative word in this

00:07:52 --> 00:07:56: summary is is and right there's some interesting data here

00:07:56 --> 00:07:59: or I should say the tools allow the user to

00:07:59 --> 00:08:03: look at the comparative cost of owning renting where it's

00:08:03 --> 00:08:07: aligned, misaligned and we're going to look at some high

00:08:07 --> 00:08:08: cost markets.

00:08:08 --> 00:08:11: When we do that, we'll go back to three, you

00:08:12 --> 00:08:15: know workforce housing which is one of the one of

00:08:15 --> 00:08:19: the focal areas of the Terwilliger Center, not the focal

00:08:19 --> 00:08:23: area but but but an area of interest is something

00:08:23 --> 00:08:27: that the tool we hope over time will allow market

00:08:27 --> 00:08:30: participants and observers to track.

00:08:30 --> 00:08:33: Not surprising that access to workforce housing is get is

00:08:33 --> 00:08:35: growing worse in many places.

00:08:36 --> 00:08:38: We're actually going to turn back to Florida for that

00:08:38 --> 00:08:38: discussion.

00:08:38 --> 00:08:41: So it'll be interesting, we're very excited.

00:08:41 --> 00:08:46: There's an interesting data that that we've made available

00:08:46 --> 00:08:50: here

00:08:46 --> 00:08:50: on equality or in or in many cases inequality and

00:08:50 --> 00:08:51: it's a nuanced story.

00:08:51 --> 00:08:53: There are some surprises in there.

00:08:53 --> 00:08:56: We'll share some of that and then we'll end this

00:08:56 --> 00:09:00: part of the program with a a look at some  
00:09:00 --> 00:09:04: of the commute data that's in the database and the  
00:09:04 --> 00:09:07: ability to sort of use it to to help understand  
00:09:07 --> 00:09:11: why the cost dynamics in a given market may be  
00:09:11 --> 00:09:12: sort of different.  
00:09:12 --> 00:09:15: And actually we'll turn to a different markets and we'll  
00:09:15 --> 00:09:17: look at some of the markets in the the middle  
00:09:17 --> 00:09:18: of the country.  
00:09:18 --> 00:09:21: So that's what we're going to March through today.  
00:09:21 --> 00:09:25: And I will say I'm probably not going to spend  
00:09:25 --> 00:09:28: enough for some people talking about data sources.  
00:09:28 --> 00:09:29: We'll get to that a little bit.  
00:09:29 --> 00:09:32: When you look at some of the tools, Needless to  
00:09:33 --> 00:09:36: say, everything that we're sharing is public data and what  
00:09:36 --> 00:09:40: we've built is our tools to access it efficiently.  
00:09:40 --> 00:09:42: And so we might get into some of the details,  
00:09:42 --> 00:09:45: but if but people will probably have that in their  
00:09:45 --> 00:09:47: mind and then maybe we'll park it if it will  
00:09:47 --> 00:09:49: and come back at the end.  
00:09:49 --> 00:09:53: So number one, right, what what do we know about  
00:09:53 --> 00:09:57: about housing production and you know this is, this is  
00:09:57 --> 00:10:00: a a hot topic, I don't like that term, right.  
00:10:00 --> 00:10:03: But we spend a lot of time you know with  
00:10:03 --> 00:10:06: these big broad numbers, right in America we're 4 million  
00:10:07 --> 00:10:10: housing units short, but not it's not, it's not the  
00:10:10 --> 00:10:11: same everywhere.  
00:10:11 --> 00:10:14: And So what this tool has suggested is a simple  
00:10:15 --> 00:10:19: framework between looking at the rate of household growth,  
right,  
00:10:19 --> 00:10:22: how many new households are there in any given place  
00:10:22 --> 00:10:26: over time and the amount of housing that's being delivered.  
00:10:26 --> 00:10:29: So the Y axis here, the up and down access  
00:10:29 --> 00:10:33: is housing permits issued as a percentage of housing stock,  
right.  
00:10:33 --> 00:10:34: right.  
00:10:34 --> 00:10:37: So we had a housing 100 housing units in a  
00:10:37 --> 00:10:39: given town and we added ten.  
00:10:39 --> 00:10:40: That would be 10% growth.  
00:10:40 --> 00:10:43: No, nobody as you can see here is doing more  
00:10:43 --> 00:10:46: than about 1 1/2 percent, although we have some markets  
00:10:46 --> 00:10:48: that are growing quite a bit.  
00:10:48 --> 00:10:50: And here you can see where Tampa sits.  
00:10:50 --> 00:10:52: We're again, we're going to look at a bunch of

00:10:52 --> 00:10:53: Florida markets in this sense.

00:10:53 --> 00:10:56: And Tampa compared to some of its peer cities, which

00:10:56 --> 00:10:57: we're showing here is not bad.

00:10:58 --> 00:11:00: It's a high growth market.

00:11:00 --> 00:11:03: It's growing at, you know between 1 1/2 and 2%

00:11:03 --> 00:11:07: and and it's, it's not terrible in terms of production.

00:11:08 --> 00:11:11: Permitting again as a percent of the existing stock is

00:11:11 --> 00:11:12: about 1.5%.

00:11:12 --> 00:11:14: It's pretty close to the line.

00:11:15 --> 00:11:18: We would expect Tampa to be getting more expensive with

00:11:18 --> 00:11:22: this under their production and it has, but we wouldn't

00:11:22 --> 00:11:25: expect it to be having the runaway challenges of affordability

00:11:26 --> 00:11:29: of a market like Miami, which has both higher growth

00:11:29 --> 00:11:30: and lower production.

00:11:31 --> 00:11:36: So interesting like if you flip the slide one more,

00:11:36 --> 00:11:41: how does Tampa square up and this is this is

00:11:41 --> 00:11:46: kind of I I think we think this is interesting.

00:11:46 --> 00:11:49: There are markets in Florida, they don't, they don't have

00:11:49 --> 00:11:52: radically higher growth, but they do seem to have a

00:11:52 --> 00:11:53: lot more housing production.

00:11:53 --> 00:11:58: This is Cape Coral, Lee and Collier counties, that's

00:11:58 --> 00:12:04: Southwest

00:11:58 --> 00:12:04: Florida, Orlando and Jacksonville which are actually

00:12:04 --> 00:12:09: producing housing still

00:12:04 --> 00:12:09: at much higher rates, maybe less land constraint, maybe

00:12:09 --> 00:12:11: more

00:12:09 --> 00:12:11: affordable land on.

00:12:11 --> 00:12:16: And just there are some smaller markets in Florida, the

00:12:16 --> 00:12:19: the the Palm Coast, the Daytona which is part of

00:12:19 --> 00:12:22: the Deltona MSA, Pensacola a small market.

00:12:23 --> 00:12:24: We've included a few comparison markets.

00:12:24 --> 00:12:27: So you can see Tampa and and those markets compare

00:12:27 --> 00:12:31: very similarly with Atlanta, another sort of Sunbelt high

00:12:31 --> 00:12:32: growth

00:12:31 --> 00:12:32: markets.

00:12:32 --> 00:12:34: And then you know you can see as we begin

00:12:34 --> 00:12:38: to get into the Miami, it's just how low the

00:12:38 --> 00:12:41: number it gets, right, less than 1% of production per

00:12:41 --> 00:12:45: year and less than 1% is usually considered just even

00:12:45 --> 00:12:48: below the the relative replacement rate.

00:12:48 --> 00:12:52: There's about a 1% just obsolescence factor in any given

00:12:52 --> 00:12:55: year housing that's getting taken out of production.

00:12:55 --> 00:12:58: So in a place like Miami or included San Francisco

00:12:58 --> 00:13:02: maybe it's the it's the proverbial poster child of under  
00:13:02 --> 00:13:03: production.  
00:13:03 --> 00:13:07: You can see producing housing on an annual basis.  
00:13:07 --> 00:13:10: This looks at the last 10 years of of  
00:13:10 --> 00:13:14: less than 3/4 of a percent, Again, maybe not even  
00:13:14 --> 00:13:19: replacing the housing that's being taken out of production as  
00:13:19 --> 00:13:22: things, you know, age or decay or the use has  
00:13:22 --> 00:13:23: changed.  
00:13:23 --> 00:13:25: And so Tampa sort of in the middle.  
00:13:25 --> 00:13:28: I think maybe what's most interesting about Tampa is that  
00:13:28 --> 00:13:29: the trend is not good.  
00:13:30 --> 00:13:33: And so one of the things that we're trying to  
00:13:33 --> 00:13:36: look at is how this is changing over time and  
00:13:36 --> 00:13:39: we we're able to sort of look back, pick pick  
00:13:39 --> 00:13:42: a year 2016 and look at the change in housing  
00:13:42 --> 00:13:46: in Tampa which is the green line compared to the  
00:13:46 --> 00:13:47: average in that year.  
00:13:47 --> 00:13:52: Tampa, this is probably not surprising right was in the,  
00:13:52 --> 00:13:55: you know early part of this study.  
00:13:55 --> 00:13:58: Was was actually a little bit ahead of of its  
00:13:58 --> 00:13:59: historical of the US average.  
00:13:59 --> 00:14:02: And by the way, it was also a little bit  
00:14:02 --> 00:14:04: ahead of the US average in the change in housing  
00:14:04 --> 00:14:07: diversity, which is another thing we're interested in  
measuring.  
00:14:07 --> 00:14:11: Just how diverse is the housing that's being produced in  
00:14:11 --> 00:14:13: any given American area?  
00:14:13 --> 00:14:15: Is it diverse in terms of density, diverse in terms  
00:14:15 --> 00:14:16: of price point.  
00:14:16 --> 00:14:20: And Tampa went from being slightly above the average to  
00:14:20 --> 00:14:23: by 2021, slightly below the average.  
00:14:23 --> 00:14:27: Now somewhat good news, the production is a little bit  
00:14:27 --> 00:14:30: higher, but but you know it hasn't moved up enough  
00:14:30 --> 00:14:33: compared to that 1 1/2 percent growth rate.  
00:14:33 --> 00:14:35: And and if the average is moving up, we we  
00:14:35 --> 00:14:38: still think that the United States is not moving up  
00:14:38 --> 00:14:39: quickly enough.  
00:14:39 --> 00:14:43: But there's some concern that Tampa is falling behind and  
00:14:43 --> 00:14:46: and other markets like Tampa that are, that are seeing  
00:14:46 --> 00:14:49: a lot of growth that are having trouble finding land  
00:14:49 --> 00:14:50: are doing so.  
00:14:50 --> 00:14:54: So this map on the right shows the eastern half



00:14:54 --> 00:14:57: of the United States and we kind of like it  
00:14:57 --> 00:15:00: 'cause just in one visual, you know, can see some  
00:15:00 --> 00:15:04: of the markets that are well below average, right zero  
00:15:04 --> 00:15:08: to 50 that are kind of producing around average for  
00:15:08 --> 00:15:10: the United States, which describes Tampa.  
00:15:11 --> 00:15:15: And then the markets that that really are well behind  
00:15:15 --> 00:15:19: average are are producing at at a far lower rate  
00:15:19 --> 00:15:21: than the United States.  
00:15:21 --> 00:15:23: And again, progress meaning how is it changing?  
00:15:27 --> 00:15:31: So last piece of this section again what we continue  
00:15:32 --> 00:15:35: to find is the more we drill in in terms  
00:15:35 --> 00:15:39: of geography, the more interesting it gets, right.  
00:15:39 --> 00:15:42: So Tampa Bay is a big place, but when we  
00:15:43 --> 00:15:46: look at it at a fine grain level, this is  
00:15:46 --> 00:15:50: showing in a heat map methodology, the census tract level.  
00:15:50 --> 00:15:53: And you know, you can see some of these close  
00:15:53 --> 00:15:57: in historical neighborhoods in Tampa and Saint Petersburg.  
00:15:57 --> 00:16:01: Now we can't really be expecting those neighborhoods.  
00:16:01 --> 00:16:03: Most of them are built out or there's ability to  
00:16:03 --> 00:16:06: add density, but it's only so much ability.  
00:16:06 --> 00:16:08: We wouldn't expect them to have a lot of growth,  
00:16:08 --> 00:16:11: but maybe not surprising, certainly not surprising to people  
00:16:11 --> 00:16:13: who  
00:16:11 --> 00:16:13: are living and work in this market.  
00:16:13 --> 00:16:15: But we can see how dramatic the push to the  
00:16:15 --> 00:16:16: Northeast has been.  
00:16:17 --> 00:16:18: That's land availability.  
00:16:18 --> 00:16:23: There's access to those communities given the freeway  
00:16:23 --> 00:16:27: infrastructure.  
00:16:23 --> 00:16:27: And then similarly you see this push to the Southeast  
00:16:27 --> 00:16:31: and these dark red areas show where the permitting is  
00:16:31 --> 00:16:37: really sort of changing significantly or that's where the  
00:16:37 --> 00:16:41: concentration  
00:16:37 --> 00:16:41: of permitting and you know they are scattered areas, right.  
00:16:41 --> 00:16:44: You know we we use this term infill very loosely.  
00:16:44 --> 00:16:47: You can actually see in dark red some of the  
00:16:47 --> 00:16:51: areas that actually are magnets for infill and it's sort  
00:16:51 --> 00:16:52: of hard to see.  
00:16:52 --> 00:16:55: One thing that's sort of interesting of you kind of  
00:16:55 --> 00:16:59: visually zoom in on downtown Tampa just northwest of the  
00:16:59 --> 00:17:02: lower circle and you can see the areas to the  
00:17:02 --> 00:17:07: West of downtown Tampa, those have historically been  
residential more

00:17:07 --> 00:17:10: often, higher end neighborhoods, very little building.  
00:17:10 --> 00:17:13: And then actually we see some of those neighborhoods east  
00:17:13 --> 00:17:15: of downtown, those are formerly industrial areas.  
00:17:15 --> 00:17:18: So we can see the permanent activity and some of  
00:17:19 --> 00:17:23: the infill that's happening around there or jump across the  
00:17:23 --> 00:17:25: the Beta Saint Petersburg.  
00:17:25 --> 00:17:28: And this is unusual for sort of an urbanized area  
00:17:28 --> 00:17:31: that we see this very quirky patchwork of almost no  
00:17:31 --> 00:17:35: building the lightest yellow and and actually in some places  
00:17:35 --> 00:17:39: really kind of meaningful supply additions in the dark red.  
00:17:39 --> 00:17:42: So that kind of quirky pattern in deep red is  
00:17:42 --> 00:17:45: or in mixed yellow and red is unusual.  
00:17:46 --> 00:17:46: OK.  
00:17:48 --> 00:17:51: So that's maybe the 1st place or as an example.  
00:17:51 --> 00:17:55: And again we're describing this as the kinds of things  
00:17:55 --> 00:17:59: that we help local communities, either you know, individuals  
using  
00:17:59 --> 00:18:03: these terms or maybe the district councils sort of using  
00:18:03 --> 00:18:07: this data to organize discussions at the local level, might  
00:18:07 --> 00:18:10: use the tool to help ask some questions, provide the  
00:18:11 --> 00:18:15: community with some information and then stimulate a  
conversation.  
00:18:16 --> 00:18:19: Dana, I'm going to turn over to you and maybe  
00:18:19 --> 00:18:21: walk through the next section of this.  
00:18:23 --> 00:18:23: Great.  
00:18:24 --> 00:18:24: Thanks, Adam.  
00:18:27 --> 00:18:31: So as Adam mentioned on the kind of key finding  
00:18:31 --> 00:18:35: slide, we're focusing on five kind of key takeaways and  
00:18:35 --> 00:18:39: trying to sort of localize the trends to different areas  
00:18:39 --> 00:18:43: of the country, just given that we found there's a  
00:18:43 --> 00:18:46: lot of nuance in the housing data for those who've  
00:18:46 --> 00:18:48: joined more recently.  
00:18:48 --> 00:18:51: And the second thing we really wanted to touch on  
00:18:52 --> 00:18:54: is just you know the cost of housing.  
00:18:54 --> 00:18:58: I think we're all aware it's real estate industry of  
00:18:58 --> 00:19:03: especially in terms of workforce households right here we're  
looking  
00:19:03 --> 00:19:07: at 80% of area median income in this chart.  
00:19:07 --> 00:19:11: So comparing a lot of major cities, where is it  
00:19:11 --> 00:19:14: most affordable to buy and and rent?  
00:19:14 --> 00:19:18: And as Autumn mentioned, you know, our first key take  
00:19:18 --> 00:19:22: away here was really about housing production compared to  
household

00:19:22 --> 00:19:23: growth.

00:19:23 --> 00:19:27: And when we look at a city like San Francisco,

00:19:27 --> 00:19:31: right, he mentioned that out of all the major cities,

00:19:32 --> 00:19:36: they've really seen a lack of housing production and that

00:19:36 --> 00:19:42: is related certainly to affordability, right, because they haven't even

00:19:42 --> 00:19:46: been able to really replace their housing stock.

00:19:46 --> 00:19:51: They've suffered a massive affordability crisis that's really peaked in

00:19:51 --> 00:19:52: the in the past decade.

00:19:52 --> 00:19:56: And I think given what's going on commercially with the

00:19:56 --> 00:19:59: office market in San Francisco and a lot of open

00:19:59 --> 00:20:03: questions about the tech industry there, we'll certainly see how

00:20:03 --> 00:20:06: that shakes out, whether housing in San Francisco continues to

00:20:07 --> 00:20:09: be kind of the most expensive, one of the most

00:20:09 --> 00:20:12: expensive in the country going forward.

00:20:12 --> 00:20:16: But you can see here compared to a lot of

00:20:16 --> 00:20:18: markets like Chicago.

00:20:18 --> 00:20:23: Atlanta that are more Chicago certainly in the Midwest something

00:20:23 --> 00:20:28: we've really found across the board is that coastal especially

00:20:28 --> 00:20:33: Northeastern markets and California markets like if you could just

00:20:33 --> 00:20:38: go back to me, sorry are certainly the most expensive

00:20:38 --> 00:20:42: in the country compared to more inland cities like Chicago,

00:20:42 --> 00:20:44: Atlanta and others.

00:20:44 --> 00:20:46: And and you can see that something we like to

00:20:46 --> 00:20:49: think about and real estate and really pans out of

00:20:49 --> 00:20:52: the data is that you know the for sale market

00:20:52 --> 00:20:55: is related to the rental market, right.

00:20:55 --> 00:20:58: These things tend to move in tandem sometimes with some

00:20:58 --> 00:20:59: time lags.

00:20:59 --> 00:21:02: But you can see here sort of the rank order

00:21:02 --> 00:21:04: of the largest a lot of these cities is is

00:21:04 --> 00:21:07: the same for buying this chart on the left.

00:21:07 --> 00:21:09: You know most expensive in San Francisco.

00:21:09 --> 00:21:12: And that really holds true too when you look at

00:21:12 --> 00:21:14: the trends for renting as well.

00:21:16 --> 00:21:18: Just to chime in, I'll say Dina, that was a

00:21:18 --> 00:21:21: it's intuitive, but I had never actually seen the comparison.

00:21:22 --> 00:21:22: Yeah.

00:21:23 --> 00:21:25: I thought it was interesting and you said it exactly  
00:21:25 --> 00:21:25: right.  
00:21:25 --> 00:21:25: How?  
00:21:26 --> 00:21:28: How closely they line up, I wasn't sure it was  
00:21:28 --> 00:21:29: going to be as close, but.  
00:21:30 --> 00:21:34: Yeah, I know it's great how, how correlated that trend  
00:21:34 --> 00:21:34: is.  
00:21:34 --> 00:21:37: And I guess just to highlight right, how we can  
00:21:37 --> 00:21:38: localize this data.  
00:21:40 --> 00:21:43: When you look at this map, you can really see  
00:21:43 --> 00:21:48: that trend spatially, right, just highlighting you know that  
North  
00:21:48 --> 00:21:51: East Coast and and the West Coast as well.  
00:21:51 --> 00:21:54: And just not only you know what share of housing  
00:21:54 --> 00:21:57: is affordable to the workforce, but but just looking at  
00:21:57 --> 00:22:00: something as simple as median home values, right.  
00:22:00 --> 00:22:04: The same thing really pans out when looking at the  
00:22:04 --> 00:22:07: data in this simple way as well, which is just  
00:22:07 --> 00:22:11: that despite some migration to the Sunbelt and markets, the  
00:22:11 --> 00:22:15: coastal markets tend to be very expensive and you can  
00:22:15 --> 00:22:19: see that here again, right, looking at at the Midwestern  
00:22:19 --> 00:22:23: and some of the Sunbelt markets, they do remain relatively  
00:22:23 --> 00:22:24: affordable.  
00:22:24 --> 00:22:27: Again, I think our team is super curious to see  
00:22:27 --> 00:22:30: how this pans out in the next five years or  
00:22:30 --> 00:22:34: so, right as as people settle and this household growth  
00:22:34 --> 00:22:39: and the Sunbelt really exceeds how the permitting levels,  
what's  
00:22:39 --> 00:22:42: going to happen in terms of affordability changes.  
00:22:45 --> 00:22:48: So again you know part of the tools that we're  
00:22:48 --> 00:22:52: excited about not only thinking about market level, housing  
costs  
00:22:52 --> 00:22:56: and affordability, but but really what's happening at the local  
00:22:57 --> 00:22:57: level, right.  
00:22:57 --> 00:23:01: So here we looked at a couple of examples.  
00:23:02 --> 00:23:06: We looked at DC and San Francisco and this really  
00:23:06 --> 00:23:09: holds true in a lot of major U.S.  
00:23:09 --> 00:23:13: cities, which our team thinks, you know is is kind  
00:23:13 --> 00:23:18: of a bummer just how economically segregated places tend  
to  
00:23:18 --> 00:23:22: be, which you know is is different across cities.  
00:23:22 --> 00:23:25: But you can see here those of you who are  
00:23:25 --> 00:23:28: familiar with the DC area, a lot of wealth to

00:23:29 --> 00:23:33: the Northwest, which isn't surprising and and the East really  
00:23:33 --> 00:23:34: lags behind.  
00:23:34 --> 00:23:38: And then in San Francisco too, you can kind of  
00:23:38 --> 00:23:42: see the economic disparity with Marin County kind of a  
00:23:42 --> 00:23:46: lack of of accessibility there, continuing to really have strong  
00:23:46 --> 00:23:50: home values as well as downtown San Francisco and and  
00:23:50 --> 00:23:52: parts of the East Bay.  
00:23:52 --> 00:23:55: So definitely some stark contrast there.  
00:23:55 --> 00:23:58: And unfortunately we do see that in a lot of  
00:23:58 --> 00:23:59: a lot of U.S.  
00:23:59 --> 00:23:59: cities.  
00:24:02 --> 00:24:05: But just another way to drill into the kind of  
00:24:05 --> 00:24:08: local level data and I'm going to pass it back  
00:24:08 --> 00:24:11: to Adam I think to talk about our next finding  
00:24:11 --> 00:24:12: here.  
00:24:12 --> 00:24:16: Yeah, we're actually going to go back to the Tampa  
00:24:16 --> 00:24:19: Bay area and just it's I always find that when  
00:24:19 --> 00:24:22: we talk about the workforce to give a sense of  
00:24:22 --> 00:24:26: who exactly we're talking about in terms of the household  
00:24:26 --> 00:24:29: composition and what their annual wages are.  
00:24:29 --> 00:24:33: And so we're going to look at data describing households  
00:24:33 --> 00:24:37: making 80% of median income or less and you can  
00:24:37 --> 00:24:42: see what what the, you know, composition of of that  
00:24:42 --> 00:24:43: might look like.  
00:24:43 --> 00:24:47: And then even up to 120% of median income which  
00:24:47 --> 00:24:51: some people use that range 80 to 120 to describe  
00:24:51 --> 00:24:53: the workforce in America.  
00:24:53 --> 00:24:57: Sometimes people use 60% to as high as 160%, which  
00:24:57 --> 00:25:02: sociologists also sometimes use to describe the middle class  
00:25:02 --> 00:25:03: of  
00:25:02 --> 00:25:03: America.  
00:25:03 --> 00:25:07: But, but in that range of 80 to 120%, you  
00:25:07 --> 00:25:13: know you can see we're talking about two income  
00:25:13 --> 00:25:19: households  
00:25:13 --> 00:25:19: who might be earning 60,000 at the higher end, seventy  
00:25:19 --> 00:25:20: \$80,000 incomes.  
00:25:20 --> 00:25:23: And you know it's exactly who we always describe right.  
00:25:23 --> 00:25:29: Healthcare workers and teachers and you know are are kind  
00:25:29 --> 00:25:35: of critical frontline kind of employees in any given market.  
00:25:35 --> 00:25:38: And so with that in mind, you know we can  
00:25:38 --> 00:25:43: ask the question like well how much housing accessibility do  
00:25:43 --> 00:25:44: they have in their market.  
00:25:45 --> 00:25:49: Mike, if you transit things and again we're looking at

00:25:49 --> 00:25:54: Tampa and you know we could ask the question well  
00:25:54 --> 00:25:57: at that 80% level what share of homes in a  
00:25:57 --> 00:26:00: given market are available to buy.  
00:26:00 --> 00:26:05: And it's again kind of interesting the the markets in  
00:26:05 --> 00:26:09: Florida all kind of line up in a relatively narrow  
00:26:09 --> 00:26:13: band about 41% can afford to to buy the median  
00:26:13 --> 00:26:18: home not, not terrible right that's that's less than half.  
00:26:18 --> 00:26:23: So certainly not ideal by, by all means it compares  
00:26:23 --> 00:26:28: very favorably to to to San Francisco and and high  
00:26:28 --> 00:26:29: cost markets.  
00:26:29 --> 00:26:32: Again we're using San Francisco just as an example of  
00:26:32 --> 00:26:33: a higher cost market.  
00:26:33 --> 00:26:38: Interesting that you know other large markets in in Florida  
00:26:38 --> 00:26:44: are still relatively attainable compared to the San Francisco,  
Miami  
00:26:44 --> 00:26:45: and Orlando.  
00:26:45 --> 00:26:49: I wonder, I wonder why, I'm not sure why, why  
00:26:49 --> 00:26:53: Orlando has become less affordable to buy compared to  
Tampa  
00:26:53 --> 00:26:57: when when we look at the same analysis on the  
00:26:57 --> 00:27:01: right, but now we're looking at 120% they're they're now  
00:27:01 --> 00:27:03: in a very tight range.  
00:27:03 --> 00:27:05: You can see almost all these Florida markets.  
00:27:05 --> 00:27:09: It interesting I guess maybe just Orlando is a little  
00:27:09 --> 00:27:13: further along its evolution in which you know at 80%  
00:27:13 --> 00:27:13: at AMI.  
00:27:13 --> 00:27:16: If you think back to that slide, we're talking about  
00:27:16 --> 00:27:20: households that you know make somewhere around fifty  
\$60,000.  
00:27:20 --> 00:27:24: Is there people trying to find a \$200,000 house and  
00:27:24 --> 00:27:28: you know maybe that's just no longer available in metro  
00:27:28 --> 00:27:29: Atlanta up to 120.  
00:27:29 --> 00:27:32: Again, we're getting at 75, almost 80,000.  
00:27:32 --> 00:27:35: So maybe now we're up to \$300,000 houses.  
00:27:35 --> 00:27:39: That is that is still a fair fairly high percentage  
00:27:39 --> 00:27:43: of the houses in most of these Florida markets, but  
00:27:43 --> 00:27:44: a big difference.  
00:27:46 --> 00:27:51: And if you flip the slide again, so what's the  
00:27:51 --> 00:27:52: trend?  
00:27:53 --> 00:27:56: And we've used the map tool here and this is  
00:27:56 --> 00:27:58: we thought this was quite shocking.  
00:27:59 --> 00:28:03: So let me describe the metric it's, it's slightly different  
00:28:03 --> 00:28:07: than what we looked through on the last slide, but

00:28:07 --> 00:28:11: it's the percentage of households in each of these income  
00:28:11 --> 00:28:14: ranges or I guess in this case it's just 50  
00:28:14 --> 00:28:18: to 75, although the data set also includes 35 to  
00:28:18 --> 00:28:19: to to 50,000.  
00:28:19 --> 00:28:24: So this is again what we described as that workforce  
00:28:24 --> 00:28:28: and the percentage in each of these maps are are  
00:28:28 --> 00:28:33: shown as the percentage of people in that court or  
00:28:33 --> 00:28:38: cost burden meaning like they really are not able to  
00:28:38 --> 00:28:42: afford rents in their particular.  
00:28:42 --> 00:28:45: This is showing census tracts or or the cost of  
00:28:45 --> 00:28:48: of what it costs to rent in their census tract  
00:28:48 --> 00:28:51: will require more than 30 or 35% of their income.  
00:28:51 --> 00:28:55: And what we're showing here is 2 maps, same geography  
00:28:55 --> 00:28:59: just between the short time span of 2020 and 2023.  
00:28:59 --> 00:29:03: And just eyeballing from the left to the right, you  
00:29:03 --> 00:29:07: can see not a tremendous amount more of deep red  
00:29:07 --> 00:29:08: census tracts.  
00:29:08 --> 00:29:11: But if you look at those oranges, just a lot  
00:29:11 --> 00:29:12: of oranges popping up.  
00:29:13 --> 00:29:15: And again, not just in, you know, this kind of  
00:29:15 --> 00:29:19: core downtown or urban markets, also in suburban markets  
it's  
00:29:19 --> 00:29:22: actually even a little worse than just the the head  
00:29:22 --> 00:29:26: you know from side to side analysis suggests because the  
00:29:26 --> 00:29:28: the scale is a little bit different.  
00:29:28 --> 00:29:32: So I think what we're interested in tracking is just  
00:29:32 --> 00:29:37: how quickly this, this phenomenon of increasing challenge to  
home  
00:29:37 --> 00:29:42: attainability is happening in markets like Tampa markets  
where there's  
00:29:42 --> 00:29:46: just not enough building where the the, the the pace  
00:29:46 --> 00:29:50: of migration is really putting pressure on the existing  
residents  
00:29:50 --> 00:29:52: to find a place to live.  
00:29:52 --> 00:29:56: And you know you can see those orange census tracts  
00:29:56 --> 00:29:57: beginning to pop up.  
00:29:58 --> 00:30:01: One of the the plans for this tool going forward  
00:30:01 --> 00:30:04: is to be able to go further back into history  
00:30:04 --> 00:30:06: and and to be able to sort of compare a  
00:30:07 --> 00:30:10: little bit more simply but but the but the evidence  
00:30:10 --> 00:30:13: jumps off the page at least you know using this  
00:30:13 --> 00:30:15: map you know I'll go back to you for a  
00:30:15 --> 00:30:16: racial inequality.

00:30:17 --> 00:30:18: Yeah, Great.

00:30:18 --> 00:30:18: Thanks.

00:30:19 --> 00:30:22: So I think you know, we talked a lot about

00:30:22 --> 00:30:26: economic inequality, those with the cost of housing as well

00:30:26 --> 00:30:29: as what Adam was just touching on in terms of

00:30:29 --> 00:30:32: workforce housing specifically.

00:30:32 --> 00:30:36: But I think another topic we're really excited to let

00:30:36 --> 00:30:40: people explore more in this tool is just the racial

00:30:40 --> 00:30:41: inequality aspect, right.

00:30:42 --> 00:30:46: And one thing that is maybe not super surprising is

00:30:46 --> 00:30:50: that the markets that are facing the most challenges in

00:30:50 --> 00:30:55: terms of economic inequality are not the same markets that

00:30:55 --> 00:30:59: are facing the most challenges in terms of racial inequality.

00:31:00 --> 00:31:03: So if you think back to that kind of home

00:31:03 --> 00:31:06: values map we were looking at, right, and where homes

00:31:06 --> 00:31:10: values are the highest, it was really red kind of

00:31:10 --> 00:31:14: dark swatches on both coasts and here you see a

00:31:14 --> 00:31:16: very different story, right.

00:31:16 --> 00:31:19: So just to kind of describe this metric shown in

00:31:19 --> 00:31:23: the map here, we look at the gap between home

00:31:23 --> 00:31:27: ownership rates for white home owners and then black home

00:31:27 --> 00:31:28: owners.

00:31:28 --> 00:31:32: So for example, if you know white home ownership rates

00:31:32 --> 00:31:36: were 70% in a market and black home ownership rates

00:31:36 --> 00:31:41: were only 30%, that gap would be 40% which unfortunately

00:31:41 --> 00:31:44: is not out of the realm of of the data

00:31:44 --> 00:31:44: set here.

00:31:44 --> 00:31:48: And as you can see a lot of these markets

00:31:48 --> 00:31:52: in the Midwest are the ones that have the most

00:31:52 --> 00:31:56: stark gaps in terms of home ownership rates by race

00:31:56 --> 00:32:02: and and also neighborhood level segregation which we'll talk

00:32:02 --> 00:32:03: about

00:32:02 --> 00:32:03: more in a minute.

00:32:04 --> 00:32:05: And those were actually the markets.

00:32:05 --> 00:32:10: When we think about affordability and and economic access

00:32:10 --> 00:32:14: where

00:32:10 --> 00:32:14: housing actually is the most affordable yet they see the

00:32:15 --> 00:32:17: greatest racial challenges.

00:32:19 --> 00:32:21: So that was actually that was in fact very surprising

00:32:21 --> 00:32:23: to us, or at least was surprising to me, I

00:32:23 --> 00:32:23: think.

00:32:24 --> 00:32:25: Yeah, it it was.



00:32:25 --> 00:32:28: Just assumed that you know some of the markets you  
00:32:28 --> 00:32:32: know, given their history maybe in the Sunbelt and other  
00:32:32 --> 00:32:36: places were at higher levels of neighborhood, you know lack  
00:32:36 --> 00:32:40: of integration and and in fact like there's some of  
00:32:40 --> 00:32:43: the most like integrator at least in terms of the  
00:32:43 --> 00:32:47: home ownership rates and other metrics that we looked at.  
00:32:49 --> 00:32:52: And I think the take away really is just that  
00:32:52 --> 00:32:56: you know each market is, is facing its own different  
00:32:56 --> 00:33:01: types of housing challenges, whether it be racial oriented  
challenges  
00:33:01 --> 00:33:02: or economic challenges.  
00:33:02 --> 00:33:05: And I think that's what we're hoping the audience takes  
00:33:05 --> 00:33:08: away from this, right, is, is these tools can really  
00:33:08 --> 00:33:12: help practitioners unpack what are those biggest challenges  
that you're  
00:33:12 --> 00:33:15: facing in your local market and hopefully use these to  
00:33:16 --> 00:33:17: help mitigate those challenges.  
00:33:18 --> 00:33:21: So here I think we looked at a couple racial  
00:33:21 --> 00:33:22: metrics.  
00:33:23 --> 00:33:27: Another one is, is the Feel Index, Teal Index, which  
00:33:27 --> 00:33:31: looks at racial inequality between groups.  
00:33:31 --> 00:33:33: You know, how even is the mix of races in  
00:33:33 --> 00:33:34: a neighborhood?  
00:33:36 --> 00:33:41: So a lower teal index would actually indicate less racial  
00:33:41 --> 00:33:44: disparity by neighborhood.  
00:33:44 --> 00:33:47: So being kind of lower on that Y axis is  
00:33:47 --> 00:33:47: better.  
00:33:48 --> 00:33:50: And then also you would you would ideally want you  
00:33:51 --> 00:33:53: know less of a gap between white and black ownership  
00:33:53 --> 00:33:54: rates.  
00:33:54 --> 00:33:58: So, yeah, as Mike is kind of highlighting here, these  
00:33:58 --> 00:34:02: Sunbelt and Western markets that are really low on both  
00:34:02 --> 00:34:05: metrics are the ones that are doing well.  
00:34:05 --> 00:34:09: Whereas kind of a lot of those Midwest N markets,  
00:34:09 --> 00:34:14: Rust Belt markets have some of the most racial challenges  
00:34:14 --> 00:34:18: both at the market level with the overall home ownership  
00:34:18 --> 00:34:22: rate gap as well as you know neighborhood by neighborhood  
00:34:23 --> 00:34:26: see a lot of segregation and you can see that  
00:34:26 --> 00:34:28: highlighted here, right.  
00:34:28 --> 00:34:32: So we we aggregated this metric by kind of market  
00:34:32 --> 00:34:36: type just for simplicity and you can see that the  
00:34:36 --> 00:34:41: West decided having some of the highest housing cost  
performs

00:34:41 --> 00:34:46: the best in terms of neighborhood level racial integration.

00:34:46 --> 00:34:51: So really interesting and and there are some markets like

00:34:51 --> 00:34:57: Boston and Chicago that you can see are are particularly

00:34:57 --> 00:34:59: challenged racially still.

00:35:00 --> 00:35:03: And I think you know on the next slide we

00:35:03 --> 00:35:07: even highlight how detailed we can get in terms of

00:35:07 --> 00:35:09: looking more locally, right.

00:35:09 --> 00:35:14: So where is this segregation occurring in a given market?

00:35:15 --> 00:35:16: What are the most challenging reasons?

00:35:17 --> 00:35:21: And I think this was another surprising finding that we

00:35:21 --> 00:35:25: have right is, you know, you might expect urban Boston

00:35:25 --> 00:35:27: to seem more segregated.

00:35:27 --> 00:35:29: But when we really looked at the data, this is

00:35:29 --> 00:35:31: true in a lot of markets.

00:35:31 --> 00:35:35: There are, you know, on the periphery of the metro,

00:35:35 --> 00:35:38: some really affluent counties.

00:35:38 --> 00:35:43: And you can see here, like Concorde, Mass, right,

00:35:43 --> 00:35:47: highlighted

00:35:47 --> 00:35:51: in red, where these kind of affluent areas that are

00:35:51 --> 00:35:53: more suburban or even rural actually have some of the

00:35:54 --> 00:35:55: most racial disparity.

00:35:55 --> 00:35:58: I mean this is a great one.

00:35:58 --> 00:36:01: Again, if you flip to the prior slide, you might

00:36:01 --> 00:36:05: look at the metro level data and be like, oh

00:36:05 --> 00:36:09: gosh, Boston where we're describing a place, but really we're

00:36:09 --> 00:36:12: describing a metro is off the charts, you know, segregated

00:36:12 --> 00:36:15: and actually you dig in, well it's a it's a

00:36:15 --> 00:36:19: story of of places that are relatively integrated and and

00:36:19 --> 00:36:20: yellow and places that are extremely segregated in terms of

00:36:20 --> 00:36:22: dark.

00:36:22 --> 00:36:26: So it really is not even a Metro story, it's

00:36:26 --> 00:36:28: a very local story, but that was a great example.

00:36:28 --> 00:36:28: Great.

00:36:28 --> 00:36:30: Well, I think we're gonna turn it over to Mike

00:36:30 --> 00:36:33: now to talk about our last key point of kind

00:36:33 --> 00:36:35: of commuting and cost challenges.

00:36:36 --> 00:36:36: Yeah.

00:36:36 --> 00:36:36: Thanks, Dana.

00:36:36 --> 00:36:39: I'm going to talk through this and then we can

00:36:39 --> 00:36:41: do the final part of this discussion, which is those

00:36:41 --> 00:36:41: tools.

00:36:41 --> 00:36:45: But our key take away #5 is the strong correlation

00:36:45 --> 00:36:50: that we're seeing between commute times and affordability.  
00:36:51 --> 00:36:53: And when we think about it, it really makes sense  
00:36:53 --> 00:36:56: that the places that have the longest commutes also have  
00:36:56 --> 00:36:59: some of the most cost burdened households.  
00:37:00 --> 00:37:03: And we believe it's because these places like San Francisco  
00:37:03 --> 00:37:07: and Washington DC, it's so unaffordable that people have to  
00:37:07 --> 00:37:10: move out to the suburbs and move far away to  
00:37:10 --> 00:37:12: find a place to live and that in turn moves  
00:37:12 --> 00:37:14: up their commute time.  
00:37:14 --> 00:37:18: So we're seeing a strong correlation here and and we're  
00:37:18 --> 00:37:22: seeing that affordability is at the centre of economic  
happiness  
00:37:22 --> 00:37:25: and what's best for a business core and and is  
00:37:25 --> 00:37:28: really pushing people out if if they don't have those  
00:37:28 --> 00:37:29: options.  
00:37:29 --> 00:37:32: So I think again we took that macro lens and  
00:37:32 --> 00:37:34: we kind of brought it down to a local level  
00:37:34 --> 00:37:35: to see what was happening.  
00:37:35 --> 00:37:39: And unsurprisingly when we see places that are really, really  
00:37:39 --> 00:37:43: connected like the western side of Saint Louis, they also  
00:37:43 --> 00:37:45: tend to be the most expensive.  
00:37:45 --> 00:37:48: So people who want to work downtown and want to  
00:37:48 --> 00:37:50: be in those connected areas maybe can't and they get  
00:37:50 --> 00:37:52: priced out of those markets.  
00:37:52 --> 00:37:54: And and that's what we believe is causing that correlation.  
00:37:57 --> 00:37:58: And that was short and sweet.  
00:37:58 --> 00:38:02: But I think that's the end of our static presentation.  
00:38:02 --> 00:38:04: And despite this Q&A section right here, I think we  
00:38:04 --> 00:38:07: might hold off on questions for just a moment, so  
00:38:07 --> 00:38:10: that we can introduce two of the tools that we've  
00:38:10 --> 00:38:13: built and then we'll open it up to everybody to  
00:38:13 --> 00:38:15: do more of like AQ and a discussion.  
00:38:16 --> 00:38:19: As you do that, I'll I'll give the group the  
00:38:19 --> 00:38:19: charge.  
00:38:20 --> 00:38:22: Mike's going to demo these things again.  
00:38:22 --> 00:38:25: They are available on the Knowledge Finder site on the  
00:38:25 --> 00:38:28: OLAI website and the the charge is to go play  
00:38:28 --> 00:38:29: around with them.  
00:38:30 --> 00:38:30: It's.  
00:38:31 --> 00:38:32: Fun to flip through.  
00:38:32 --> 00:38:35: You can zoom in on your community and Mike will  
00:38:35 --> 00:38:37: give a little demonstration.

00:38:38 --> 00:38:39: Yeah, that's exactly right.

00:38:39 --> 00:38:42: And I think we like the the presentation that we

00:38:42 --> 00:38:46: just gave, but it's a static presentation that kind of

00:38:46 --> 00:38:50: highlights a few key metro areas specifically Tampa, San Francisco

00:38:50 --> 00:38:53: and Saint Louis there at the end.

00:38:53 --> 00:38:56: But what we recognize is that a lot of people

00:38:56 --> 00:38:59: aren't interested in Tampa or San Francisco or Saint Louis

00:38:59 --> 00:39:02: and they're interested in the market that they live in.

00:39:02 --> 00:39:05: So what we've done is we've taken all of this

00:39:05 --> 00:39:10: data and we've put it in another presentation called Flourish

00:39:10 --> 00:39:12: that's really interactive.

00:39:12 --> 00:39:15: And what it allows you to do is it allows

00:39:15 --> 00:39:18: you to take those, those racial data points or those

00:39:18 --> 00:39:22: gap in home ownership or the cost burdened whatever and

00:39:22 --> 00:39:26: kind of zone into whatever target market you're living in

00:39:26 --> 00:39:29: you want to move to, you're invested in and see

00:39:29 --> 00:39:31: exactly how your market stacks out.

00:39:32 --> 00:39:34: So I'm not going to go slide by slide because

00:39:34 --> 00:39:36: a lot of the story with this presentation is similar

00:39:36 --> 00:39:37: to the one we just shared.

00:39:38 --> 00:39:41: Instead, I think I'm just going to showcase some of

00:39:41 --> 00:39:43: the like functional data aspects.

00:39:43 --> 00:39:45: You can see as you like blow over some of

00:39:45 --> 00:39:49: these data points, it highlights exactly which markets are there

00:39:49 --> 00:39:51: and what some of those key statistics are.

00:39:54 --> 00:39:57: You also can search by market.

00:39:57 --> 00:40:00: So when we talk about something like housing production, we've

00:40:00 --> 00:40:03: got this national trend that housing production isn't keeping up

00:40:03 --> 00:40:05: with demand, but maybe that does or doesn't stack up

00:40:06 --> 00:40:07: with your market in particular.

00:40:07 --> 00:40:10: So we can see for Austin, a lot of household

00:40:10 --> 00:40:13: growth which is sort of our demand side, not quite

00:40:13 --> 00:40:17: as much new permitting activity, which is the supply side.

00:40:17 --> 00:40:21: So Austin definitely fits this mold of under producing and

00:40:21 --> 00:40:25: potentially this could be the reason for increase in home

00:40:25 --> 00:40:27: prices and a decrease in home retainability.

00:40:28 --> 00:40:31: You know I live in Washington DC so I'm just

00:40:31 --> 00:40:34: going to put that in and surprise, surprise, it's the

00:40:34 --> 00:40:35: exact same.

00:40:35 --> 00:40:38: In fact, demand is going up by about twice as  
00:40:38 --> 00:40:39: much as supply.  
00:40:40 --> 00:40:42: So you can see how you could use this tool  
00:40:42 --> 00:40:45: to kind of like hook around with your market and  
00:40:45 --> 00:40:47: learn something about your own neighborhood or your own  
the  
00:40:47 --> 00:40:48: place you grew up.  
00:40:50 --> 00:40:51: So there's a lot here.  
00:40:51 --> 00:40:54: I think most of it generally follows the same framework  
00:40:54 --> 00:40:58: and order that we talked about earlier, talk about housing  
00:40:58 --> 00:41:00: production, talking about affordability.  
00:41:01 --> 00:41:04: You know, if you want to know which markets are  
00:41:04 --> 00:41:07: the most affordable, you can come to some of these  
00:41:07 --> 00:41:11: slides and you can say, OK, how does Washington DC  
00:41:11 --> 00:41:14: stack up And you can kind of quickly download all  
00:41:14 --> 00:41:18: of these these home, home affordability metrics that will help  
00:41:18 --> 00:41:22: you understand what it's like to live in Washington, DC  
00:41:22 --> 00:41:25: You know, as a point of reference, I grew up  
00:41:25 --> 00:41:28: in Greensboro, NC, so maybe I want to check that  
00:41:28 --> 00:41:29: one out.  
00:41:30 --> 00:41:33: And this probably isn't a surprise either, but it's instantly  
00:41:33 --> 00:41:36: more affordable than DC at around \$1000 a month for  
00:41:36 --> 00:41:38: for most of these different housing types and options.  
00:41:40 --> 00:41:42: So that's just kind of how we're expecting people to  
00:41:42 --> 00:41:42: use this.  
00:41:43 --> 00:41:45: Just to chime in for a second, Mike, I was  
00:41:45 --> 00:41:48: going to offer that we're, we're using a lot of  
00:41:48 --> 00:41:52: language today around questions around housing equity and  
housing attainability.  
00:41:52 --> 00:41:56: But there's of course people within the Uli community that  
00:41:56 --> 00:41:59: will use these tools we hope to sort of drive  
00:41:59 --> 00:42:01: their business strategy, right.  
00:42:01 --> 00:42:05: You may have a a hypothesis around investing in housing  
00:42:05 --> 00:42:09: markets where the cost to rent is you know very,  
00:42:09 --> 00:42:13: very low and maybe there's room to increase the revenue.  
00:42:13 --> 00:42:17: You know Youngstown OH might be the market for you.  
00:42:17 --> 00:42:20: And so I I wanna make sure that we're just  
00:42:20 --> 00:42:23: using the idea of housing opportunity as part of this  
00:42:23 --> 00:42:24: right.  
00:42:24 --> 00:42:28: These are tools that we hope can drive people's strategy.  
00:42:28 --> 00:42:32: We we think adding adding housing in Youngstown OH may  
00:42:32 --> 00:42:35: be an opportunity to do to do good and to

00:42:35 --> 00:42:38: do well but that's for that's for the you need  
00:42:38 --> 00:42:39: to figure out.  
00:42:39 --> 00:42:42: And then one last thing to highlight, you go to  
00:42:42 --> 00:42:44: one of the slides that has some of the market  
00:42:44 --> 00:42:44: breakdowns.  
00:42:44 --> 00:42:49: People will notice that we're using both some areas where  
00:42:49 --> 00:42:54: you can break elastic here these this framework of backbone  
00:42:54 --> 00:42:59: established and magnet comes from UL is emerging trends  
reporting.  
00:43:00 --> 00:43:04: Those are much loved and incredibly valuable reports and  
this  
00:43:04 --> 00:43:07: framework of describing geographic markets we've kept.  
00:43:07 --> 00:43:10: So people who have used that or been interested in  
00:43:10 --> 00:43:14: that this data allows people to group markets using that  
00:43:14 --> 00:43:17: framework which has been nice and and the data also  
00:43:17 --> 00:43:20: lets people group markets just by geographic regions.  
00:43:20 --> 00:43:23: We've looked at on some of these slides, northeast or  
00:43:23 --> 00:43:23: Southeast.  
00:43:25 --> 00:43:27: Yeah, I think that's exactly right.  
00:43:27 --> 00:43:28: And those are both great points.  
00:43:30 --> 00:43:32: And I think how you want to use this best  
00:43:32 --> 00:43:35: really depends on what your role is in the real  
00:43:35 --> 00:43:37: estate space and what you're trying to get out of  
00:43:37 --> 00:43:37: it.  
00:43:37 --> 00:43:40: But I think for most people and for most every  
00:43:40 --> 00:43:42: market, there's something here to be learned.  
00:43:42 --> 00:43:44: So I put the link in the chat.  
00:43:44 --> 00:43:47: And again, I'm not going to go through every single  
00:43:47 --> 00:43:49: slide and all of our key takeaways.  
00:43:49 --> 00:43:51: But you might learn something if you go to these  
00:43:51 --> 00:43:54: slides and you just kind of poke around and say,  
00:43:54 --> 00:43:56: OK, well, which one's the most segregated?  
00:43:56 --> 00:43:58: You know, it's these Northeastern ones.  
00:43:58 --> 00:43:59: And which ones are the least segregated?  
00:43:59 --> 00:44:01: And you can kind of go down here and see  
00:44:01 --> 00:44:03: that maybe it's some of the Sunbelt stuff.  
00:44:08 --> 00:44:08: Cool.  
00:44:09 --> 00:44:11: So we really like this and we think it tells  
00:44:11 --> 00:44:13: a compelling and interesting story.  
00:44:13 --> 00:44:15: But I think one of the challenges is that it's  
00:44:16 --> 00:44:18: only zoomed out at that macro level.  
00:44:18 --> 00:44:21: And as we learned earlier, the local story gives us  
00:44:21 --> 00:44:25: a lot of context and really helps us better understand

00:44:25 --> 00:44:27: what's going on in these markets.

00:44:27 --> 00:44:31: And so in addition to this tool, we've also built

00:44:31 --> 00:44:35: a mapping tool that can map these variables at a

00:44:35 --> 00:44:39: broader level or at a more localized level for a

00:44:39 --> 00:44:41: variety of years.

00:44:42 --> 00:44:44: And I'm gonna let Dana do a little bit of

00:44:44 --> 00:44:46: talking about what this tool is and how it can

00:44:46 --> 00:44:46: be used.

00:44:47 --> 00:44:48: Yeah, thanks Mike.

00:44:48 --> 00:44:53: So Mike was really our superstar in building this tool

00:44:53 --> 00:44:53: out.

00:44:53 --> 00:44:56: But what we've really done is maybe if you click

00:44:56 --> 00:45:00: that first drop down rate, this is this is really

00:45:00 --> 00:45:03: her user to play around with and you can get

00:45:03 --> 00:45:05: really as local as you want.

00:45:05 --> 00:45:09: So we've built in the, the ability and you saw

00:45:09 --> 00:45:12: it on some of our slides to be able to

00:45:12 --> 00:45:15: look at data on the market, the county or as

00:45:15 --> 00:45:18: granular as the census tract level.

00:45:19 --> 00:45:22: So really how it works is you kind of select

00:45:23 --> 00:45:24: your market of interest.

00:45:25 --> 00:45:29: Yeah, maybe say it's, I don't know, we could go

00:45:29 --> 00:45:33: to back to Greensboro or really anywhere in Austin.

00:45:33 --> 00:45:34: Sure, let's do that.

00:45:34 --> 00:45:37: And then say you want to look, yeah, at the

00:45:37 --> 00:45:38: tracked level.

00:45:39 --> 00:45:43: We also loaded numerous years of data in into this

00:45:43 --> 00:45:46: tool so you can visualize any given year.

00:45:46 --> 00:45:51: If you're curious about, you know, mapping progressive

00:45:51 --> 00:45:53: changes over time, that's a very cool thing to do.

00:45:54 --> 00:45:56: You know, looking at the same map view, but how

00:45:56 --> 00:45:59: things have changed year by year And then a number

00:45:59 --> 00:46:04: of variables that relate to housing attainability, housing

00:46:04 --> 00:46:06: opportunity that we've outlined in our implicitation.

00:46:07 --> 00:46:10: So say you want to look at, you know, the

00:46:10 --> 00:46:14: cost burdened households in that, yeah, middle income

00:46:14 --> 00:46:16: range.

00:46:14 --> 00:46:16: You can kind of select that.

00:46:17 --> 00:46:21: It takes a moment, but the map then loads.

00:46:21 --> 00:46:24: If you click load map and you can see not

00:46:24 --> 00:46:29: surprisingly in a city like Austin where there's a lot  
00:46:29 --> 00:46:33: of wealth on the on the West side that that's  
00:46:33 --> 00:46:38: a area where you know concentrated house cost burdens  
are.  
00:46:38 --> 00:46:42: So this tool really allows practitioners to to dig into  
00:46:42 --> 00:46:46: the data develop their own story and as Autumn mentioned,  
00:46:46 --> 00:46:49: right can also relate to your strategy.  
00:46:49 --> 00:46:53: Maybe you're thinking about you know, investing in in Austin  
00:46:53 --> 00:46:57: and workforce housing, looking at some of those tracks  
where  
00:46:57 --> 00:47:01: there are high cost burdens for instance, could be a  
00:47:01 --> 00:47:03: very valuable strategy.  
00:47:03 --> 00:47:07: So we're hoping that this tool can really help with  
00:47:07 --> 00:47:13: decision making, data exploration and just curiosity about  
what's going  
00:47:13 --> 00:47:16: on at the market and local level.  
00:47:18 --> 00:47:21: Yeah, I could not have said it better myself and  
00:47:21 --> 00:47:24: I've put the the link to the flourish and now  
00:47:24 --> 00:47:27: to this mapping tool in the chat, so if anybody's  
00:47:27 --> 00:47:31: interested in poking around on those, that's where you can  
00:47:31 --> 00:47:31: find those.  
00:47:32 --> 00:47:32: There was there.  
00:47:32 --> 00:47:34: I've been responding to some of the questions in the  
00:47:35 --> 00:47:35: chat.  
00:47:35 --> 00:47:36: There was one that I would share with the group.  
00:47:36 --> 00:47:39: It was a question we probably should have said this  
00:47:39 --> 00:47:39: at the beginning.  
00:47:39 --> 00:47:42: I think for the for the moment we still are  
00:47:42 --> 00:47:45: talking about the 5th, the the, the the US, so  
00:47:46 --> 00:47:47: only the 50 U.S.  
00:47:47 --> 00:47:47: states.  
00:47:48 --> 00:47:50: It would be great to be able to add Canada,  
00:47:50 --> 00:47:51: which we're going to look into.  
00:47:51 --> 00:47:54: I'm afraid it's not there yet, but we we probably  
00:47:54 --> 00:47:56: should have mentioned up at the front that we are  
00:47:56 --> 00:47:59: talking about the US at least for the time being.  
00:48:04 --> 00:48:08: Other questions thoughts, observations.  
00:48:08 --> 00:48:15: People can feel free to use the chat, or if  
00:48:15 --> 00:48:22: not, we'll thank people for joining us.  
00:48:22 --> 00:48:23: We hope.  
00:48:23 --> 00:48:27: We hope people do find ways to use it, use  
00:48:27 --> 00:48:32: it professionally, use it socially, use it, lose it for  
00:48:32 --> 00:48:34: your own interest and thanks.



00:48:34 --> 00:48:38: I think we're getting some people finding some some links.  
00:48:38 --> 00:48:43: We'll we'll make sure that everything is is running properly.  
00:48:46 --> 00:48:47: And back to you, Rick.  
00:48:47 --> 00:48:49: Thanks for introducing today.  
00:48:49 --> 00:48:51: Yeah, thank you all.  
00:48:51 --> 00:48:52: Hopefully we can get the A link working.  
00:48:52 --> 00:48:55: It looks like there might be some issues with with  
00:48:55 --> 00:48:57: with the link actually working.  
00:48:57 --> 00:49:00: Thanks everyone for attending the webinar today.  
00:49:00 --> 00:49:04: Please join us next Friday at 11:00 AM Pacific.  
00:49:04 --> 00:49:07: That's not this Friday, but next and 2:00 PM Eastern  
00:49:07 --> 00:49:10: for our next webinar which will cover the growing interest  
00:49:10 --> 00:49:12: in build to rent communities.  
00:49:12 --> 00:49:16: The webinar is a one-on-one presentation providing a great  
overview  
00:49:16 --> 00:49:17: of this emerging housing type.  
00:49:18 --> 00:49:21: And Rosie, if it's possible to put a link to  
00:49:21 --> 00:49:23: that, there you go, there should be.  
00:49:23 --> 00:49:24: Hopefully that link works for everybody.  
00:49:25 --> 00:49:26: There is a link in the chat.  
00:49:26 --> 00:49:28: Again, thanks for joining us and have a great day.  
00:49:30 --> 00:49:30: Thanks everyone.  
00:50:21 --> 00:50:21: OK.

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