



# Housing Opportunities for All Workgroup

October 22, 2021

# Meeting objectives & overview

Housing Opportunities for All Workgroup | October 2021

## OBJECTIVES

- Agreement on priorities to guide development of detailed housing production targets.
- A shared understanding of how these targets relate to existing housing needs.

## AGENDA

1. Housing needs in Prince George's County: Key takeaways
2. Open dialogue: Housing production targets
3. Reflection: Agreement on priorities for housing production
4. Next steps & wrap-up



# Public comment

This meeting is being lived streamed  
to Prince George's County residents.

For those watching,  
we'd love to hear from you!

Use this Menti code to weigh in  
throughout the meeting.

To make a comment or ask a question:

- Go to [menti.com](https://menti.com)
- Enter code: 7350 9710

# HOUSING **SNAPSHOT**

## REVIEW OF KEY TAKEAWAYS

# Key takeaways

Data findings about Prince George’s County’s housing landscape

1	Housing options relative to residents’ needs	Prince George’s County’s homes don’t match its populations’ needs and preferences.
2	Limited rental supply	Prince George’s County needs more homes for its lowest income residents, specifically lower-income renters.
3	Housing options	Prince George’s County lacks housing diversity.
4	Housing quality & security	Households continue to face housing instability. Many households are living with housing problems.
5	Affordability	Housing cost burden has become more severe.

SOURCES: HUD CHAS 2000 & 2017, CENSUS 2000 SF3, 2014 and 2019 5YR

# Key takeaways

Data findings about Prince George’s County’s housing landscape

1	Housing options relative to residents’ needs	<ul style="list-style-type: none"><li>• Homes for single-person households (efficiencies and those with one bedroom) have decreased by 22 percent (or 10,244 housing units) since 2000.</li><li>• Housing costs are outpacing income growth for households that work in education, health care and social service jobs.</li></ul>
2	Limited rental supply	<ul style="list-style-type: none"><li>• Extremely low-income renter households comprise 22 percent of the county’s total, yet only 8 percent of rental units (9,975) are priced affordably for them.</li></ul>

SOURCES: HUD CHAS 2000 & 2017, CENSUS 2000 SF3, 2014 and 2019 5YR

# Key takeaways

Data findings about Prince George’s County’s housing landscape

3	Housing options	<ul style="list-style-type: none"><li>Single-family homes experienced constant growth from 2000 to 2019. The county lost small and medium multifamily buildings (2,272 units) triplexes and quadplexes (1,568 units) during the same period.</li></ul>
4	Housing quality & security	<ul style="list-style-type: none"><li>16 percent of residents 62+ years old, a group that grew by 6 percentage points from 2014 to 2019, are in need of homes that meet their need and desire to age in place.</li><li>Over half (57 percent) of homes were build before 1980.</li></ul>

SOURCES: HUD CHAS 2000 & 2017, CENSUS 2000 SF3, 2014 and 2019 5YR

# Key takeaways

Data findings about Prince George's County's housing landscape

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## Affordability

- Between 2000 and 2017, the number of severely cost-burdened households grew by 59 percent (or 17,378 households).
- Nearly 45 percent of Hispanic households, and 51 percent of elderly non-family households are paying more than 30 percent of their income on housing-related costs.



## HOUSING TRENDS

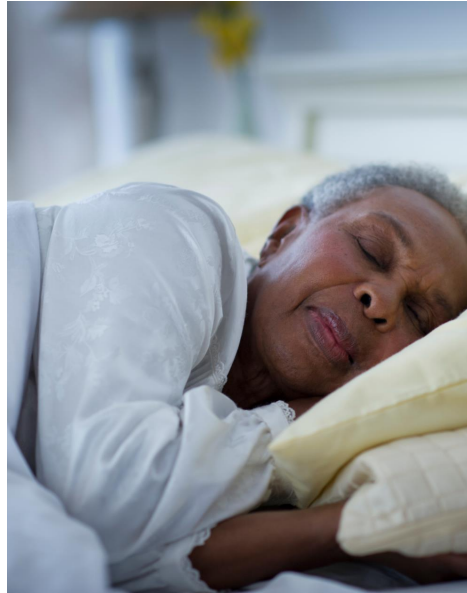
# Stories behind the results

Meet our fictional Prince George's County residents. Their stories highlight the key takeaways from the quantitative data analysis.



### GREG, SHARON & CASEY

A growing family affected by increasing household expenses.



### CONNIE

A senior and long-time homeowner navigating higher tax bills and a home in need of repairs.



### DAVID, GINA & JENNY

Recent immigrants from El Salvador weathering the impact of COVID-19.



### JEREMY

Recent college graduate trying to save for a home while paying the rent.



GREG, SHARON & CASEY  
MARRIED WITH CHILDREN

Newlyweds Greg and Sharon were looking for a place to live.

They were attracted to Prince George's County due to its relative affordability in the region and access to Metro and great parks and natural beauty.

Initially, Greg and Sharon worked at local stores in retail. Shortly after moving, they had a child, Casey, and Sharon decided to stay home to care of him and avoid costly childcare.

While Greg's wages increased largely at the same rate as their rent, their **household expenses have grown and it's becoming hard to cover them.**

**Due to rising costs,** Greg and Sharon are starting to look at other places to live outside of Prince George's County.



CONNIE  
LONG-TIME HOMEOWNER

Connie is proud to have lived in Prince George's County her whole life.

In 1978, she inherited her parents' home at the age of 35. She is a well-loved community member with a strong desire to age in place.

However, it is growing difficult for Connie to live comfortably and safely in her home, as well as keep up with home repairs in her older home.

At the same time, her home value and property taxes keep rising, an additional strain on her fixed income.

Connie may need to decide between making critical repairs or accessibility improvements to help her age in place.

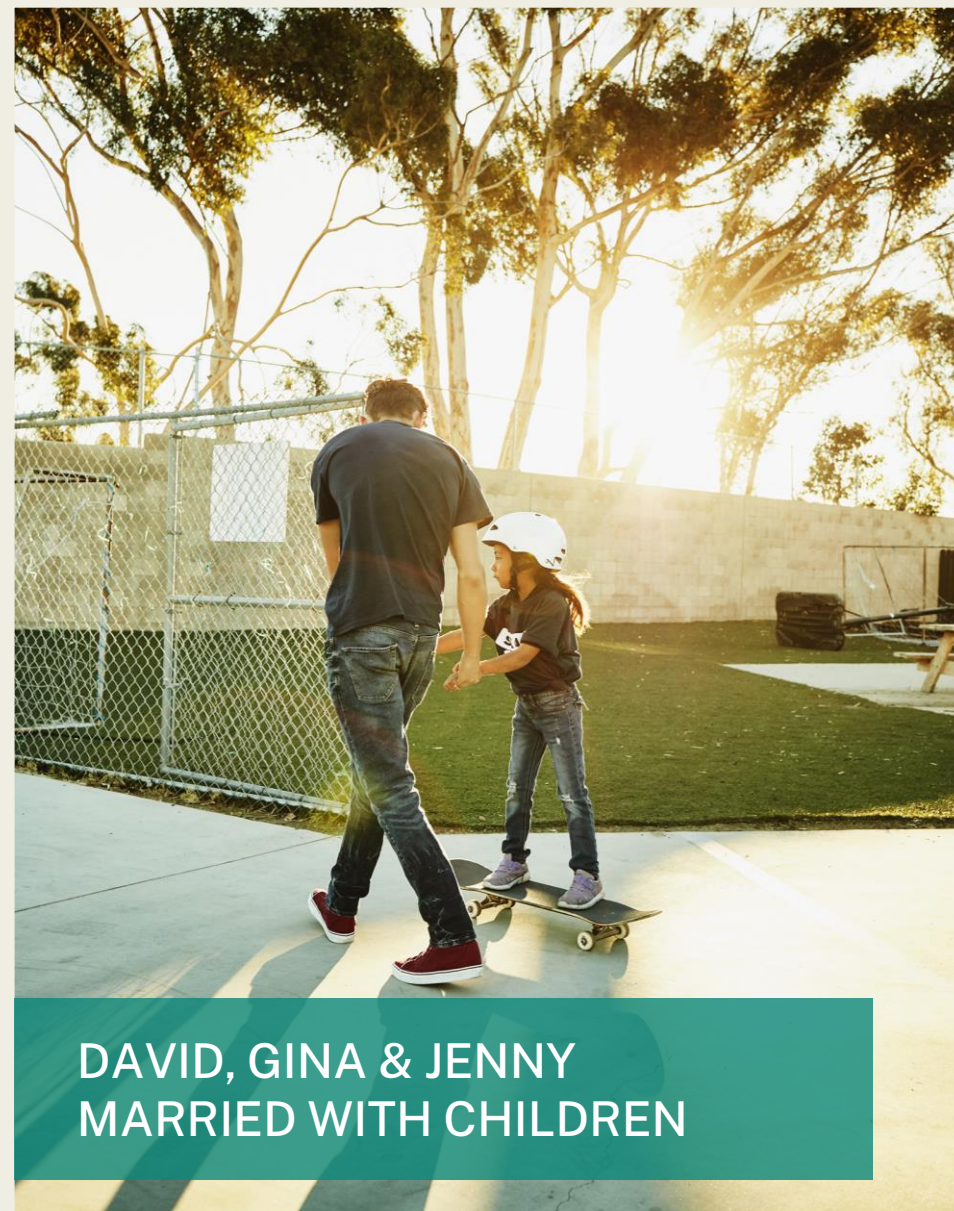


David and Gina and their four-year-old daughter Jenny moved from El Salvador to Prince George's County.

They settled near Prince George's County Plaza for its access to transportation, Hispanic culture and community, and ability to find an affordable apartment.

Their apartment is older and sometimes has pests or things don't work. David and Gina aren't always comfortable reporting these issues to their landlord.

Both David and Gina worked in the hospitality industry until 2020, when the pandemic caused financial hardship for them. They relied on the financial support of family friends, as well as the county's ERAP, to pay their rent and stay in their home.



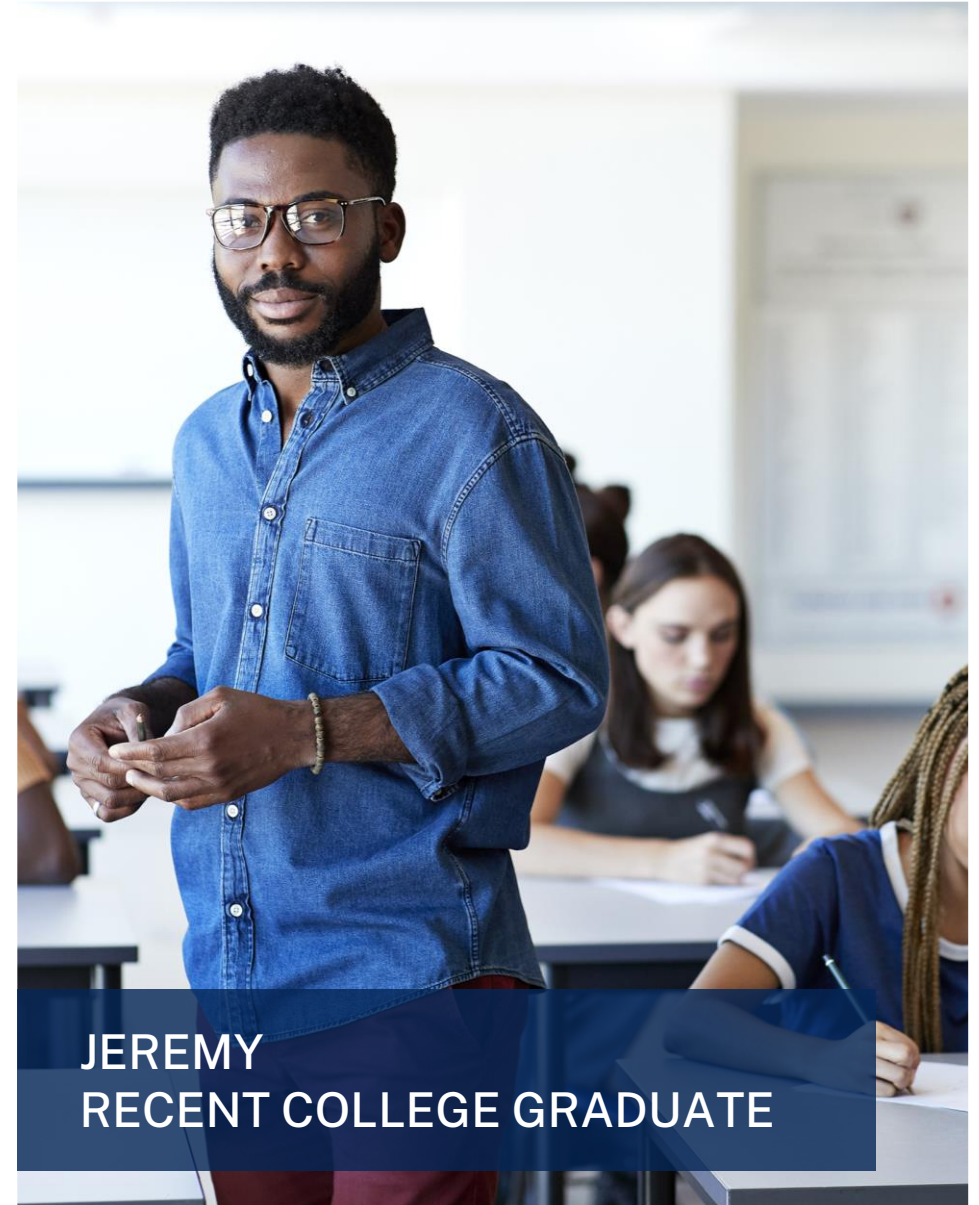
DAVID, GINA & JENNY  
MARRIED WITH CHILDREN

Jeremy is a recent college graduate, ready to tackle his first job as a teacher at an elementary school and move into his own place in Prince George's County.

He wants to live in an apartment to rent that didn't eat up too much of his paycheck and is also near public transportation. After some searching, he finds a 1-bedroom rental near New Carrollton Metro station.

He wants to become a homeowner, but his rent has been raised significantly each year, with more of his paycheck going toward it.

He has looked for a more affordable place to rent but apartments in his price range are hard to find or come off the market quickly. He may move back in with his family to save money.



JEREMY  
RECENT COLLEGE GRADUATE

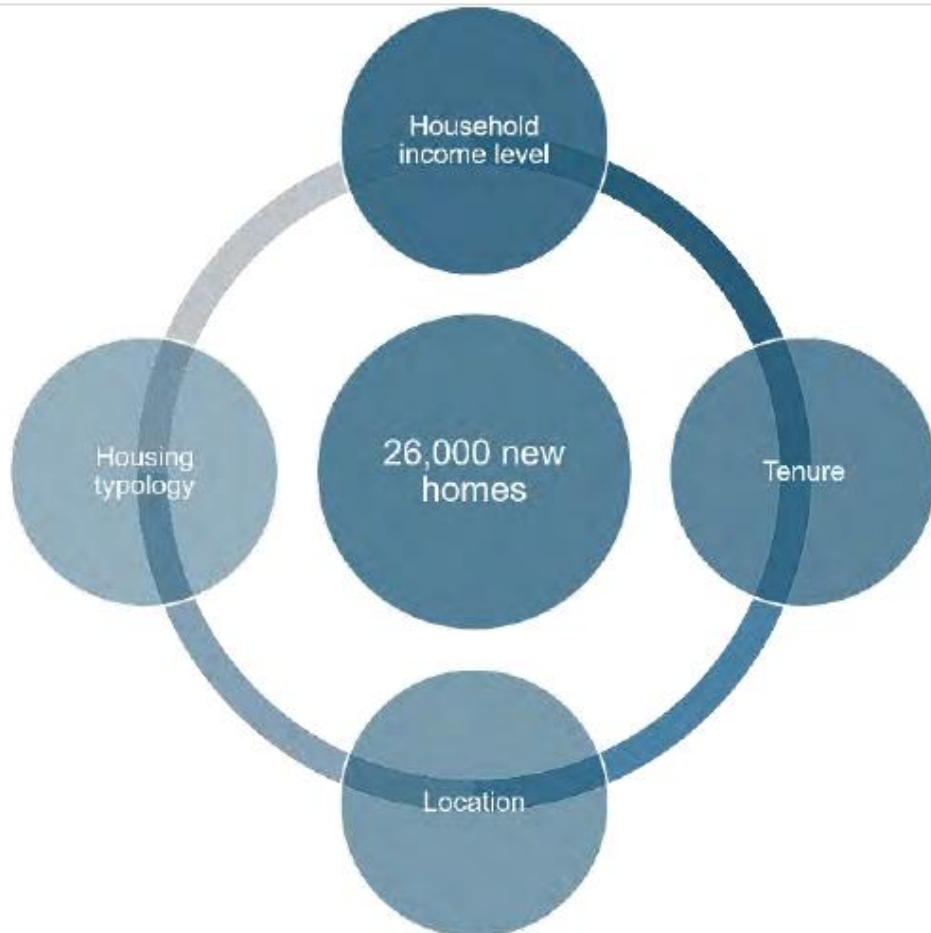
# OPEN DIALOGUE

## PRIORITIES FOR HOUSING PRODUCTION



# Initial priorities for housing production

Guiding framework for setting priorities



- **INCOME LEVEL:** How should new committed affordable units be allocated across the income spectrum (for households earning up to 120 percent AMI)?
- **TENURE:** How should overall production, including committed affordable units, be allocated by tenure?
- **LOCATION:** Among the locations identified, which are priorities for overall production? Committed affordable units?
- **HOUSING TYPOLOGY:** Are there specific types of multifamily development that are priorities to achieve as new construction occurs?.

# Initial priorities | All new units

Reporting back on flash poll results, Housing Opportunities for All Workgroup, September 2021

This table highlights the main **areas of agreement** across flash poll responses for all **new housing units** in Prince George’s County from 2021 through 2030.

1	Tenure	Workgroup and audience members support a more even <b>split between renters and homeowners</b> (relative to existing tenure) for new units.
2	Housing type	Workgroup and audience members identified <b>small and medium multifamily buildings</b> and <b>townhomes</b> as priorities for new homes.
3	Location	Workgroup and audience members identified <b>Purple Line stations</b> as a priority location for new homes.



OPEN DIALOGUE: HOUSING TARGETS

## Initial priorities | All new units

What would these priorities mean?

**2,889**

TOTAL UNITS  
annually

**1,329**

RENTAL UNITS  
annually

**1,560**

HOMEOWNERSHIP UNITS  
annually

### FIVE-YEAR TRENDS: 2014-2019

**3,300**

TOTAL UNITS  
annually on average

**2,042**

SINGLE FAMILY PERMITS  
annually on average

**471**

MULTIFAMILY PERMITS  
annually on average

Sources: Plan2035 Five-Year Evaluation (2019); U.S. Census Building Permit Survey, 2014-2019, and Housing Opportunities for All workgroup input via flash polls (September 2021).

PROPOSAL:  
ALL NEW HOMES

# **New homes** in Prince George's County through 2030 will be...

Achieved through an even mix of rental and homeownership units

Achieved through a mix of small and medium-scale multifamily buildings and townhomes

Prioritized along the Purple Line

# Initial priorities | New committed affordable units

Reporting back on flash poll results, Housing Opportunities for All Workgroup, September 2021

This table highlights the main **areas of agreement** across flash poll responses for all **new committed affordable housing units** in Prince George’s County from 2021 through 2030.

1	Tenure	Workgroup and audience members support a more even <b>split between renters and homeowners</b> (relative to existing tenure).
2	Housing type	Workgroup and audience members identified <b>multifamily buildings, clustered single-family homes, and "gentle density"</b> (duplexes, triplexes, and fourplexes) as priorities.
3	Location	There was limited consensus on location of new committed units.
4	Income level	Workgroup and audience members prioritized production for <b>households at or below regional area median income</b> , with similar shares of production across income groups.

# Initial priorities | New committed affordable units

What would these priorities mean?

**2,167**  
TOTAL UNITS  
annually

**1,083**  
RENTAL UNITS  
annually

**1,083**  
HOMEOWNERSHIP UNITS  
annually

TOTAL NEW COMMITTED AFFORDABLE UNITS: 2021-2030

**+13%**  
  
**2,145**  
UP TO 30% AMI

**+27%**  
  
**2,096**  
31-50% AMI

**+6%**  
  
**2,048**  
51-80% AMI

**+11%**  
  
**2,096**  
81-100% AMI

**-**  
  
**1,365**  
101-120% AMI

Sources: HUD’s Comprehensive Housing Affordability Strategy (2017) and Housing Opportunities for All workgroup input via flash polls (September 2021).

PROPOSAL:  
NEW COMMITTED AFFORDABLE HOMES

# New committed affordable homes in Prince George's County through 2030 will be...

Achieved through an even mix of rental and homeownership units

Largely distributed in terms of price points up to households earning the region's area median income

Designed to produce similar numbers of units for households earning up to 120% AMI

Achieved through a mix of multifamily buildings of all sizes  
and gentle density

# Discussion overview

Evaluating and building agreement on initial priorities

## Purpose:

Evaluate proposals of initial priorities for detailed housing production targets, drawn from flash poll responses.

## Discussion topics:

1. Relationship to housing needs
2. Policy and budget considerations
3. Overall agreement on initial priorities
4. Priority locations relative to agreed upon proposal

# NEXT STEPS

## NEXT STEPS

# Next Housing Opportunities for All Workgroup meeting

### Meeting date & time:

Friday, November 19, 2021 | 1.30-3.30 PM

*Please note different meeting date & time.*

### Meeting topic:

Permanent housing advisory board: Options to explore



# Thank You

