

# Housing Profile

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# Overview

- Background and Purpose
- Summary of profiles
- Extra data: Map review
- What is next?

# W.E. Upjohn Institute for Employment Research

The Institute is an activity of the W.E. Upjohn Unemployment Trustee Corporation, which was established in 1932 to administer a fund set aside by Dr. W.E. Upjohn, founder of the Upjohn Company.

## MISSION:

The W.E. Upjohn Institute for Employment Research is a private, nonprofit, nonpartisan, independent research organization devoted to investigating the causes and effects of unemployment, to identifying feasible methods of insuring against unemployment, and to devising ways and means of alleviating the distress and hardship caused by unemployment.

# Background

- The Upjohn Institute researches housing policies and their impacts
- Funding from Regional Prosperity grant to create a regional housing toolkit for local communities
- Assisting several counties with full housing plans



# Propose of the Profiles

- Regional perspective
- Clarity on barriers
- Tools to move to the next step

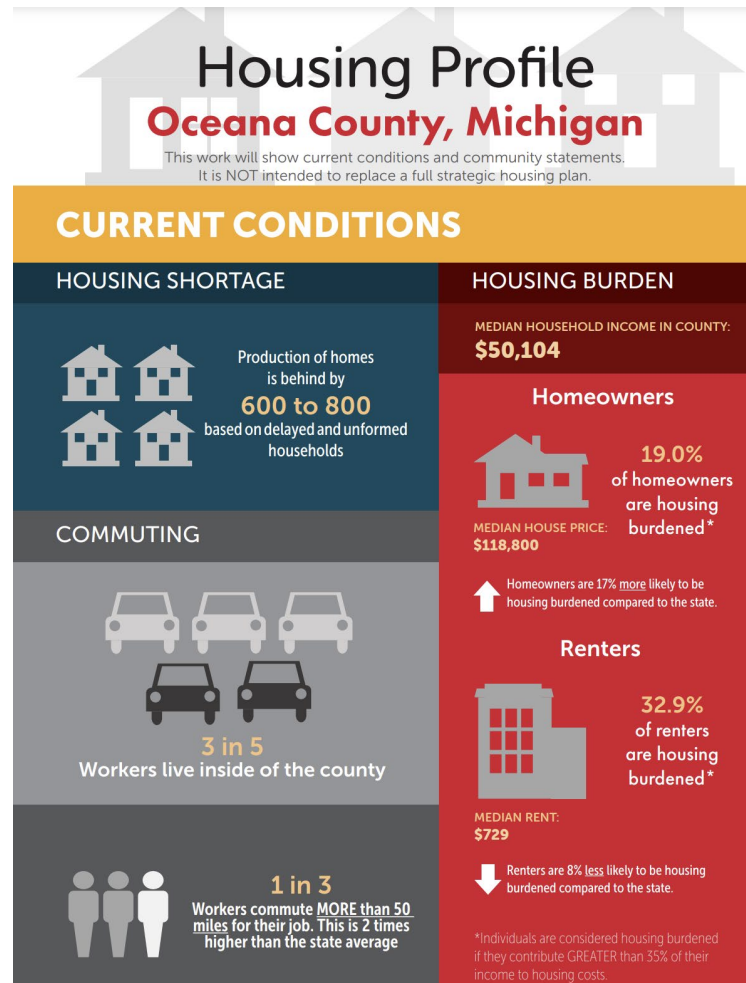


# Regional Observations

- Housing ecosystem and a continuum of housing options
- Cost of materials and labor
- Lack of skilled labor
- Lack of developable sites
- Markets impacted by neighboring Counties
- Financing (public and private)
- State financing barriers (AMI)
- Impacts of short-term rental



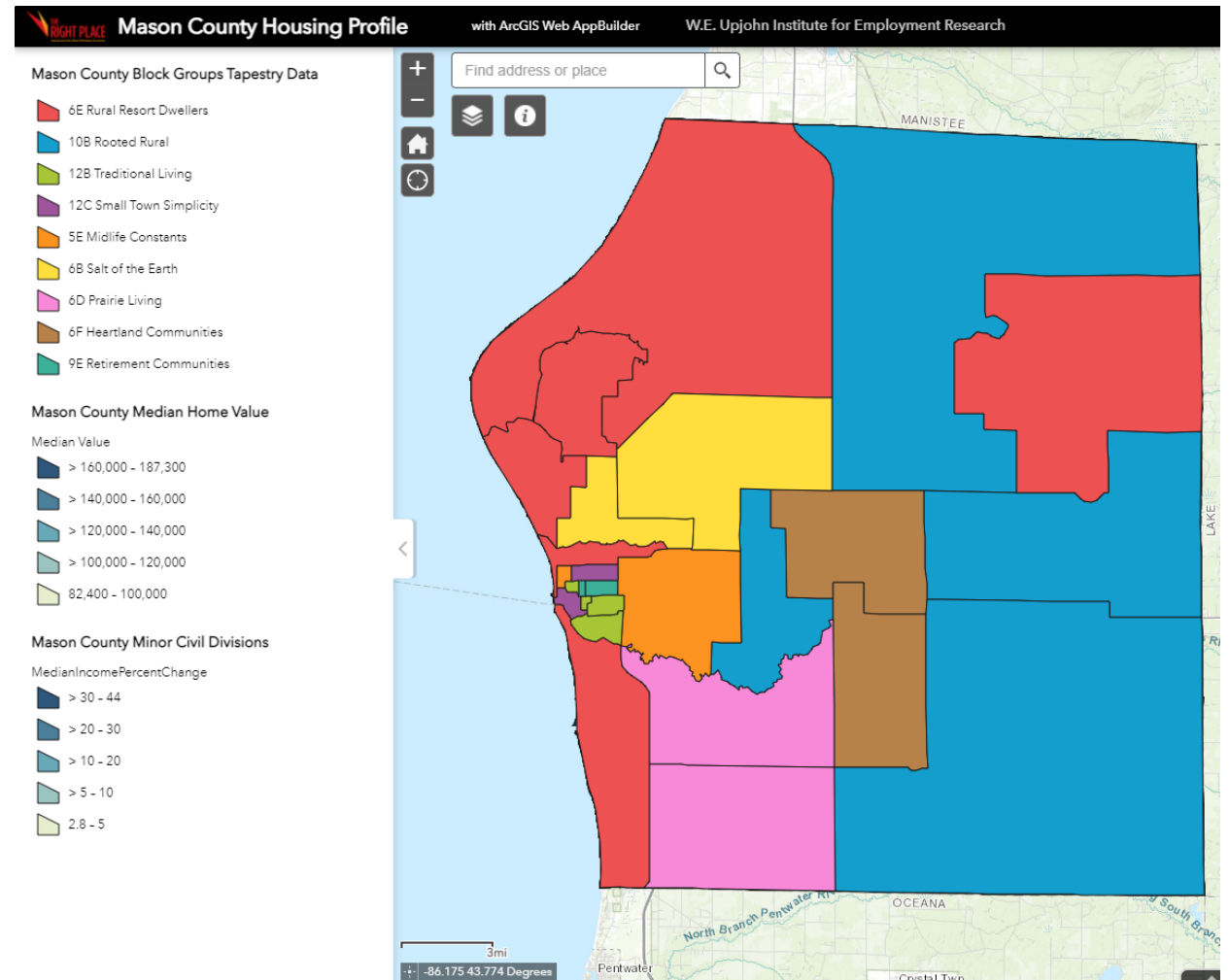
# Summary of Profiles





# Online Mapping Review

<https://upjohn.maps.arcgis.com/apps/webappviewer/index.html?id=8994211cc96849e793cd087388abddf>





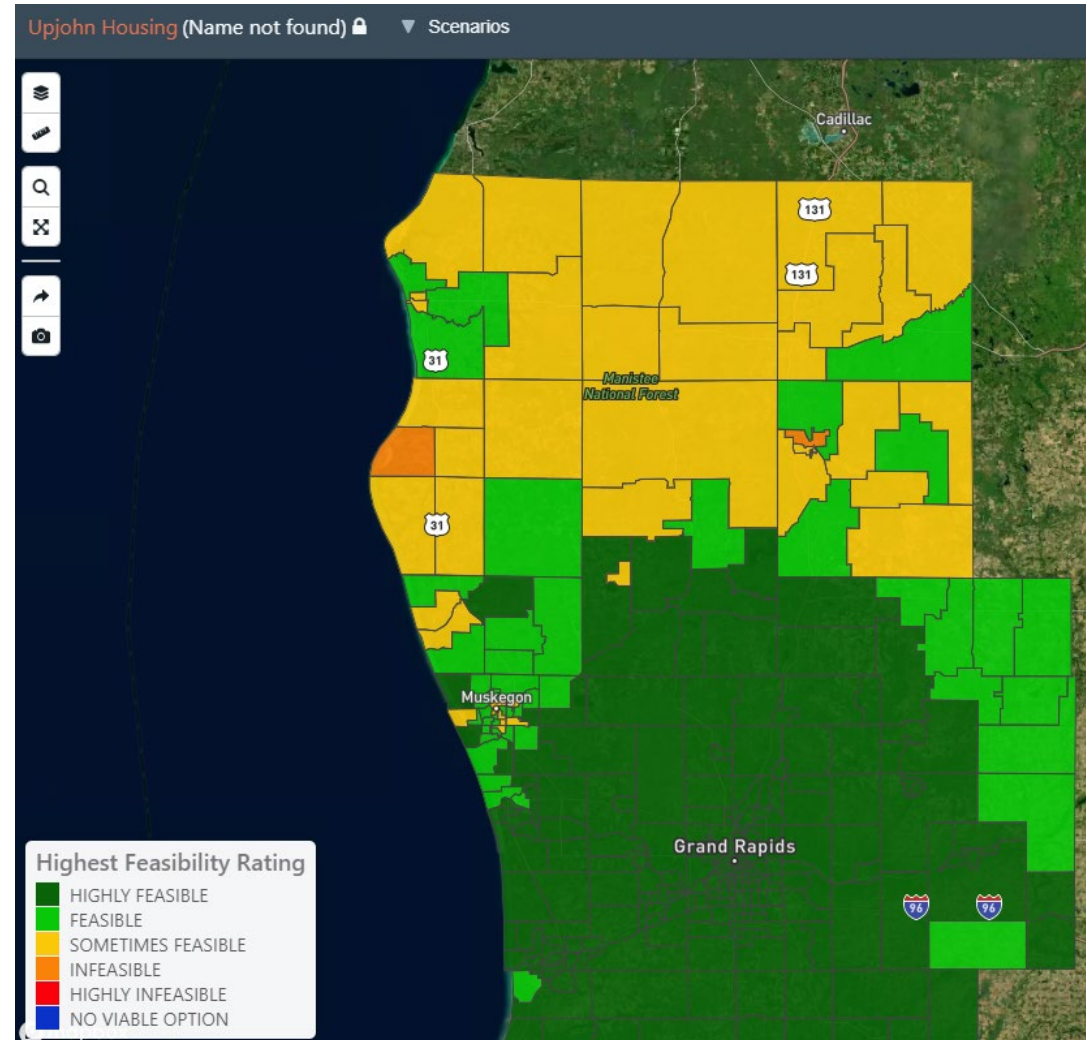


# The plan moving forward

<https://www.plan4housing.org/>

# Housing Toolkit – Plan4housing.org

- Housing related data
- Menu of housing best practices
- Housing development feasibility
- Resources for developing local plans
  - Housing plan blueprint
  - Contract work performed by Upjohn Institute Staff



# Housing Plan Blueprint

- Foundation: **Alignment**
  - Establish/strengthen working relationships
  - Understand the existing roles and responsibilities of all partners
  - Create an inventory of secured funding
- Ground floor: **Design**
  - Implement an inclusive strategic planning process
  - Gap analysis
  - Clear and well-defined roles for all partners
  - Gather relevant data
  - Create a market demand profile
  - Create an inventory of potential funding

# Housing Plan Blueprint

- Second Floor: **Empower**
  - Implement strategies by:
    - Collectively gathering and distributing resources
    - Coordinating non-monetary support community-wide
  - Cultivate a culture of shared success
- Roof: **Measure and celebrate success**
  - Measure success and hold partners accountable for their commitments
  - Make adjustments to plan
    - Make adjustments for parts of the plan that are not successful
    - Set new goals when the current ones are outdated or accomplished



# Plans

- The Upjohn Institute is working with a few communities to create local plans
- Example data

# Change in Ownership Demand by City and Price

City	<\$60,000	\$60,000-100,000	\$100,000-150,000	\$150,000-225,000	> \$225,000
Kalamazoo city	-127	-72	10	159	712
Kalamazoo charter township	-100	-116	-31	84	484
Portage city	-120	-105	-116	-24	1,040
Oshtemo charter township	-44	-49	-53	36	495
Texas charter township	-41	-33	-69	-35	490
Comstock charter township	-60	-55	-48	29	378
Remainder of Kalamazoo County	-235	-189	-114	-205	1,676



# Change in Rental Demand by City and Price Level

City	<\$500	\$500-875	\$875-1,250	\$1,250-1,875	> \$1,875
Kalamazoo city	-473	-49	114	197	250
Kalamazoo charter township	-117	-74	-22	40	119
Portage city	-154	-99	-60	41	188
Oshtemo charter township	-146	-73	20	52	123
Texas charter township	-10	-15	-3	-5	5
Comstock charter township	-62	-49	-35	8	66
Remainder of Kalamazoo County	-151	-78	-31	-13	79



**Questions or Comments?**