What are the problems we are working to dissolve?

01 Inadequate housing supply for a growing population
02 Disparities in access to housing and homeownership
03 Dramatic price increases at the neighborhood level
Barriers to housing stability are rooted in deeper systems.

- Wages
- Education
- Mental and Physical Health Care
- Systemic Racism
- Mobility Choice
- Safe & Clean Environment
- Material Costs
Kent Co will need **at least 3,581** more rental units by 2025 to satisfy new demand.

<table>
<thead>
<tr>
<th>Income Category</th>
<th>0-30% AMI</th>
<th>30-50% AMI</th>
<th>50-80% AMI</th>
<th>80-120% AMI</th>
<th>120%+ AMI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall Units Needed</td>
<td>266</td>
<td>938</td>
<td>924</td>
<td>1,001</td>
<td>452</td>
</tr>
</tbody>
</table>

Bowen National Research, 2020
The City of GR will need at least **5,340** more rental units by 2025 to satisfy new demand.

### GRAND RAPIDS RENTAL HOUSING NEEDS (2020 – 2025)

<table>
<thead>
<tr>
<th>Income Category</th>
<th>0-30% AMI</th>
<th>30-50% AMI</th>
<th>50-80% AMI</th>
<th>80-120% AMI</th>
<th>120% AMI+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall Units Needed</td>
<td>1,031</td>
<td>895</td>
<td>966</td>
<td>1,469</td>
<td>979</td>
</tr>
</tbody>
</table>

Bowen National Research, 2020
Kent Co will need 9,760 more owner-occupied units by 2025 to meet demand.

<table>
<thead>
<tr>
<th>Income Category</th>
<th>0-30% AMI</th>
<th>30-50% AMI</th>
<th>50-80% AMI</th>
<th>80-120% AMI</th>
<th>120% AMI+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall Units Needed</td>
<td>0</td>
<td>1,793</td>
<td>1,608</td>
<td>3,870</td>
<td>2,489</td>
</tr>
</tbody>
</table>

Bowen National Research, 2020
The City of GR will need \textbf{3,548} more owner-occupied units by 2025 to satisfy demand. 26\% of total county-wide for-sale needs.

\begin{table}[h]
\centering
\begin{tabular}{|l|c|c|c|c|}
\hline
\textbf{Income Category} & 0-30\% AMI & 30-50\% AMI & 50-80\% AMI & 80-120\% AMI & 120\% AMI+ \\
\hline
\textbf{Overall Units Needed} & 254 & 346 & 949 & 1,569 & 430 \\
\hline
\end{tabular}
\caption{Grand Rapids For-Sale Demand Estimates (2020 – 2025)}
\end{table}

Bowen National Research, 2020
3,106 new renter households earning $50k or more by 2025.
The County is expected to gain nearly 12,000 households earning $100k or more by 2025.
### Projected Demographic Shifts
(Kent Co through 2025)

<table>
<thead>
<tr>
<th></th>
<th>0-30% AMI</th>
<th>30-50% AMI</th>
<th>50-80% AMI</th>
<th>80-120% AMI</th>
<th>120% AMI+</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2020</strong></td>
<td>10,438</td>
<td>10,446</td>
<td>10,016</td>
<td>7,260</td>
<td>4,718</td>
</tr>
<tr>
<td><strong>2025</strong></td>
<td>8,887</td>
<td>9,700</td>
<td>10,469</td>
<td>8,399</td>
<td>6,056</td>
</tr>
<tr>
<td><strong>Projected Household Growth</strong></td>
<td><strong>-1,551</strong></td>
<td><strong>-746</strong></td>
<td><strong>453</strong></td>
<td><strong>1,139</strong></td>
<td><strong>1,338</strong></td>
</tr>
<tr>
<td>% Change by 2025</td>
<td><strong>-15%</strong></td>
<td><strong>-7%</strong></td>
<td><strong>5%</strong></td>
<td><strong>16%</strong></td>
<td><strong>28%</strong></td>
</tr>
</tbody>
</table>

Bowen National Research, 2020
## Step-down Effect on Rentals

### Rental Housing Gap Estimates by AMI

<table>
<thead>
<tr>
<th></th>
<th>0-30%</th>
<th>30-50%</th>
<th>50-80%</th>
<th>80-120%</th>
<th>120%+</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gross Potential Growth</strong></td>
<td>704</td>
<td>813</td>
<td>1215</td>
<td>1074</td>
<td>2226</td>
</tr>
<tr>
<td><strong>Step-Down Gain</strong></td>
<td>406</td>
<td>607</td>
<td>537</td>
<td>1113</td>
<td>0</td>
</tr>
<tr>
<td><strong>Step-Down Loss</strong></td>
<td>0</td>
<td>-406</td>
<td>-607</td>
<td>-537</td>
<td>-1113</td>
</tr>
<tr>
<td><strong>Units in Pipeline</strong></td>
<td>-79</td>
<td>-119</td>
<td>-178</td>
<td>-181</td>
<td>-134</td>
</tr>
<tr>
<td><strong>Overall Units Needed</strong></td>
<td>1031</td>
<td>895</td>
<td>967</td>
<td>1469</td>
<td>979</td>
</tr>
</tbody>
</table>

Bowen National Research, 2020
Housing by Percent Income Paid Toward Rent

- Renters
- Owners

Homeownership Rate by Race

- Black: 37%
- White: 77%

Urban Institute, 2018

Bowen Housing Needs Assessment, 2020
<table>
<thead>
<tr>
<th>Occupation</th>
<th>Wage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Software developers, applications</td>
<td>$50.51</td>
</tr>
<tr>
<td>General and operations managers</td>
<td>$49.20</td>
</tr>
<tr>
<td>Registered nurses</td>
<td>$34.97</td>
</tr>
<tr>
<td>Two-bedroom housing wage</td>
<td>$22.96</td>
</tr>
<tr>
<td>One-bedroom housing wage</td>
<td>$18.65</td>
</tr>
<tr>
<td>Medical assistants</td>
<td>$16.38</td>
</tr>
<tr>
<td>Laborers and material movers</td>
<td>$13.78</td>
</tr>
<tr>
<td>Janitors and cleaners</td>
<td>$12.73</td>
</tr>
<tr>
<td>Home health aides</td>
<td>$11.80</td>
</tr>
<tr>
<td>Personal care aides</td>
<td>$11.71</td>
</tr>
<tr>
<td>Waiters and waitresses</td>
<td>$10.62</td>
</tr>
<tr>
<td>Food prep workers, fast food</td>
<td>$10.36</td>
</tr>
</tbody>
</table>
Cost-Burdened Families
>30% of Income Spent on Housing

Grand Rapids
- 17,052 Renters (52%).
- 7,914 Homeowners (19%)

Kent County
- 16,758 Renters (41%)
- 21,575 Homeowners (18%)

Bowen National Research, 2020
Housing is a primary Social Determinant of Health
Critical Housing Plan Elements

**Stability.** Ensure existing residents have access to resources that allow them to remain in their homes.

**Supply.** Ensure the community is prepared to accommodate new residents while leveraging existing infrastructure.

**Subsidies.** Create new programs and supports for those families being left behind.
Critical Housing Plan Elements

01
Support growth to provide for existing population + estimated annual population increase.

02
Equitable Outcomes, Access to Opportunity & Greater Affordability

03
Economically, Socially & Environmentally Resilient and Connected Neighborhoods
Housing Choice
56% of Millennials and 46% of Baby Boomers express strong preference for walkable neighborhoods & less maintenance.
67% of all households across Kent Co. are comprised of just 1 or 2 people.
Making Space for Housing Choice

- Reduced infrastructure costs
- Higher taxable value per acre
- Stronger connectivity to daily services / employment
- Less land intensive
- Supports higher frequency transit service
CREATING LIVABLE & AFFORDABLE NEIGHBORHOODS

- Leverage existing infrastructure
- Begin with under utilized property
- Prioritize people over parking
- The first project is the most difficult
- Make the tools work for your project
- ‘Perfect’ is the worst enemy of ‘good’