City of San Marcos

Work Session - Final
City Council

Tuesday, May 21, 2019 3:00 PM City Council Chambers

630 E. Hopkins - Work Session

I.  Call To Order

II.  Roll Call

PRESENTATIONS

1. Receive a Staff presentation and hold discussion regarding workforce housing, and provide direction to Staff.

EXECUTIVE SESSION

2. Executive Session in accordance with the following Government Code Sections:
   A. Section § 551.071 - Consultation with Attorney and Section 551.072 - Deliberations Regarding Real Property, to receive a staff briefing and to deliberate the acquisition of a public utility easement on the Gunnarson property on Ramsey Street at a location adjacent to the Hilltop Electric Substation.
   B. Section § 551.071 - Consultation with Attorney: to receive a staff briefing and deliberate regarding Martindale ETJ matters and Project Big Hat
   C. Section § 551.087 - Economic Development: to receive a staff briefing and deliberate regarding Project Big Hat

III. Adjournment.

POSTED ON THURSDAY, MAY 16, 2019 @ 4:00PM

JAMIE LEE CASE, CITY CLERK

Notice of Assistance at the Public Meetings

The City of San Marcos does not discriminate on the basis of disability in the admission or access to its services, programs, or activities. Individuals who require auxiliary aids and services for this meeting should contact the City of San Marcos ADA Coordinator at 512-393-8000 (voice) or call Texas Relay Service (TRS) by dialing 7-1-1. Requests can also be faxed to 855-461-6674 or sent by e-mail to ADArequest@sanmarcostx.gov
AGENDA CAPTION:
Receive a Staff presentation and hold discussion regarding workforce housing, and provide direction to Staff.
Meeting date: May 21, 2019

Department: Planning & Development Services

Amount & Source of Funding
Funds Required: N/A
Account Number: N/A
Funds Available: N/A
Account Name: N/A

Fiscal Note:
Prior Council Action: City Council Strategic Initiative

City Council Strategic Initiative: [Please select from the dropdown menu below]
Workforce Housing
Choose an item.
Choose an item.

Comprehensive Plan Element (s): [Please select the Plan element(s) and Goal # from dropdown menu below]
☐ Economic Development - Choose an item.
☐ Environment & Resource Protection - Choose an item.
☒ Land Use - Direct Growth, Compatible with Surrounding Uses
☒ Neighborhoods & Housing - Diversified housing options to serve citizens with varying needs and interests
☐ Parks, Public Spaces & Facilities - Choose an item.
☐ Transportation - Choose an item.
☐ Not Applicable

Master Plan: [Please select the corresponding Master Plan from the dropdown menu below (if applicable)]
Choose an item.
Background Information:
Workforce Housing was identified as one of five strategic initiatives in 2018, and 2019. A City Council Workforce Housing Committee was formed to further the goals of the initiative. The Workforce Housing Strategic Initiative identified three primary outcomes: Assemble a Workforce Housing Task Force, Increase Rates of Homeownership, and Maintain Existing Housing Stock in Safe Conditions. A Housing Task Force was formed in August of 2018 with the purpose of assisting the City Council Workforce Housing Committee in developing a Strategic Housing Action Plan aimed at addressing the housing needs in San Marcos. The Housing Task Force will work in tandem with the City Staff and local stakeholders to address our housing challenges through the SMTX 4 All Housing Program. The purpose of this presentation is to update the City Council on the work of the Housing Task Force since September 2018.

Council Committee, Board/Commission Action:
Click or tap here to enter text.

Alternatives:
Click or tap here to enter text.

Recommendation:
Click or tap here to enter text.
City Council Work Session

May 21, 2019
Presentation Outline

1. Project Overview - Abigail Gillfillan
2. Public Outreach - Andrea Villalobos
3. Needs Analysis Findings - Mollie Fitzpatrick
4. Questions / Discussion
OUTCOMES

WORKFORCE HOUSING STRATEGIC INITIATIVE

- Assemble a Workforce Housing Task Force
- Increase the Rates of Home Ownership
- Maintain Existing Housing Stock in Safe Conditions
**Project Launches**
- Task Force Goals
- Initiate Needs Assessment

**Housing Choice Survey**
- Remove Workforce from Title
- Working Groups
- Refine Goals

**Data Brief and Gaps Analysis**
- Refine Strategies
- Actions

**Needs Assessment**
- Development Code Amendments
- Public Outreach Strategy

**Public Outreach**
THE CONTINUUM OF HOUSING

Create different strategies to address housing challenges within each income bracket.

**San Marcos Income Thresholds**

Area Median Income (AMI) = Austin / Round Rock MSA

- **Market Rate**: 10% of households earn 121% AMI or above ($103,000)
- **Extremely Low Income**: 38% of households earn 30% of AMI or less (< $25,800)
- **Low Income**: 24% of households earn 30% - 50% ($25,800 - $43,000)
- **Median Income "Workforce"**: 15% of households earn 50% - 80% ($43,000 - $68,800)
- **Very Low Income**: 13% of households earn 80% - 120% ($68,800 - $103,000)
Five Working Groups:

- Preventing Displacement
- Facilitating New Housing
- Long Term Affordability
- Development Code Amendments
- Public Outreach
Assemble a Workforce Housing Task Force

Increase the Rates of Home Ownership

Maintain Existing Housing Stock in Safe Conditions

Task Force Refinement

Task Force Goals

Leverage Community and Regional Partners

Expand Opportunities for Housing

Preserve and Enhance Existing Housing Stock

Quantify and meet the needs of existing and future residents.
Public Input
- Open House
- Community Conversations
- Housing Story

Draft Housing Action Plan
- Task Force Review
- Council Committee Review

Public Feedback
- Open House
- Community Conversations
- Housing Story

Final Housing Action Plan
- Task Force Final Recommendation

City Council Adoption

Implementation
PUBLIC INPUT

City of San Marcos
Housing Task Force
OPEN HOUSE

Date: Wednesday, May 22
Time: 5:30 - 7:30 p.m.
A Presentation will begin at 6 p.m.
Location: San Marcos Rec Hall, 298 Jowers Access Road
The City of San Marcos invites you to host a

Community Conversation

To Discuss Housing in San Marcos!

San Marcos is developing a Strategic Action Plan aimed at addressing the housing needs in San Marcos. We invite community groups and stakeholders to host a Community Conversation with your neighborhood, school, or business association to learn more and provide input for consideration by the housing task force!

Community Conversations can be facilitated by City Staff or Housing Task Force Members. Please sign up using the link below and staff will contact you to find out more about your organization and schedule a meeting time that works best for you!

sanmarcostx.gov/smtx4all

University Housing Group  5/7
Regional WIC Staffing  5/9
SMCISD Cabinet  5/13
DTA Quality of Life Committee  5/15
Neighborhood Commission  5/20
Hays County Food Bank Staff  5/22
Food Bank Distribution  5/29
CONA  6/17
Neighborhood Enhancement  6/20
ACT Ally Managers  7/11
Share Your Housing Story!

Stories like yours illustrate that housing should be for all people, in all places, for all generations.
Report Organization

I. Demographic Profile
II. Housing Profile and Market Analysis
III. Community Input
IV. Key Findings and Action Plan
Demographic Profile
Population and Households

Change in population by age, 2010-2017

- 15% children
- 39% college age
- 18% young adult
- 8% middle adult
- 12% boomers
- 7% seniors
### Income and Employment

<table>
<thead>
<tr>
<th></th>
<th>Poverty Rate (All People)</th>
<th>Poverty Rate (Excluding Students)</th>
</tr>
</thead>
<tbody>
<tr>
<td>San Marcos</td>
<td>35%</td>
<td>19%</td>
</tr>
<tr>
<td>Waco</td>
<td>26%</td>
<td>20%</td>
</tr>
<tr>
<td>College Station</td>
<td>32%</td>
<td>10%</td>
</tr>
<tr>
<td>Austin MSA</td>
<td>12%</td>
<td>10%</td>
</tr>
<tr>
<td>San Antonio MSA</td>
<td>15%</td>
<td>14%</td>
</tr>
</tbody>
</table>

#### Commuting Patterns

- **In-commuters** (employed in San Marcos, living outside): 25,061
- **Out-commuters** (living in San Marcos, employed outside): 12,198
- **Resident workers** (employed and live in San Marcos): 6,704
Housing & Affordability
Units in Structure

- **ALL UNITS** 22,471
  - Single family detached: 38%
  - Condos/townhomes: 4%
  - Duplexes/triplexes/fourplexes: 8%
  - Apartments (5-49 units): 3%
  - Apartments (50+ units): 1%
  - Mobile homes: 5%

- **OWNERS** 6,215
  - Single family detached: 86%
  - Mobile homes: 1%

- **RENTERS** 16,256
  - Single family detached: 51%
  - Mobile homes: 14%

Permits

- Multifamily: University Housing
- Multifamily Student Housing (non-University)
- Multifamily: Non Student
- Single Family

Years: 2007 to 2018
## Renters and Owners

### Total Households

<table>
<thead>
<tr>
<th></th>
<th>Renters</th>
<th></th>
<th>Owners</th>
<th></th>
<th>Ownership Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number</td>
<td>16,256</td>
<td>100%</td>
<td>6,215</td>
<td>100%</td>
<td>28%</td>
</tr>
</tbody>
</table>

### Median Income

- **Renters**: $27,104
- **Owners**: $64,333

### Income Distribution

<table>
<thead>
<tr>
<th>Income Range</th>
<th>Renters Number</th>
<th>Renters Percent</th>
<th>Owners Number</th>
<th>Owners Percent</th>
<th>Ownership Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $25,000</td>
<td>7,490</td>
<td>46%</td>
<td>944</td>
<td>15%</td>
<td>11%</td>
</tr>
<tr>
<td>$25,000 - $50,000</td>
<td>5,000</td>
<td>31%</td>
<td>1,380</td>
<td>22%</td>
<td>22%</td>
</tr>
<tr>
<td>$50,000 - $75,000</td>
<td>2,013</td>
<td>12%</td>
<td>1,407</td>
<td>23%</td>
<td>41%</td>
</tr>
<tr>
<td>$75,000 - $100,000</td>
<td>944</td>
<td>6%</td>
<td>905</td>
<td>15%</td>
<td>49%</td>
</tr>
<tr>
<td>$100,000+</td>
<td>809</td>
<td>5%</td>
<td>1,579</td>
<td>25%</td>
<td>66%</td>
</tr>
</tbody>
</table>

### Age of Householder

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Renters Number</th>
<th>Renters Percent</th>
<th>Owners Number</th>
<th>Owners Percent</th>
<th>Ownership Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Young millennials and students (15-24)</td>
<td>7,193</td>
<td>44%</td>
<td>133</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>All householders 25 and over</td>
<td>9,063</td>
<td>56%</td>
<td>6,082</td>
<td>98%</td>
<td>40%</td>
</tr>
<tr>
<td>Post-college millennials (25-34)</td>
<td>4,456</td>
<td>27%</td>
<td>1,058</td>
<td>17%</td>
<td>19%</td>
</tr>
<tr>
<td>Ages 35-44</td>
<td>1,577</td>
<td>10%</td>
<td>1,128</td>
<td>18%</td>
<td>42%</td>
</tr>
<tr>
<td>Ages 45-64</td>
<td>2,058</td>
<td>13%</td>
<td>2,312</td>
<td>37%</td>
<td>53%</td>
</tr>
<tr>
<td>Seniors (65 and older)</td>
<td>972</td>
<td>6%</td>
<td>1,584</td>
<td>25%</td>
<td>62%</td>
</tr>
</tbody>
</table>

### Household Type

<table>
<thead>
<tr>
<th>Type</th>
<th>Renters Number</th>
<th>Renters Percent</th>
<th>Owners Number</th>
<th>Owners Percent</th>
<th>Ownership Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family household without children</td>
<td>2,063</td>
<td>13%</td>
<td>2,588</td>
<td>42%</td>
<td>56%</td>
</tr>
<tr>
<td>Family household with children</td>
<td>2,794</td>
<td>17%</td>
<td>1,721</td>
<td>28%</td>
<td>38%</td>
</tr>
<tr>
<td>Nonfamily household - living alone</td>
<td>5,848</td>
<td>36%</td>
<td>1,439</td>
<td>23%</td>
<td>20%</td>
</tr>
<tr>
<td>Other nonfamily household</td>
<td>5,551</td>
<td>34%</td>
<td>467</td>
<td>8%</td>
<td>8%</td>
</tr>
</tbody>
</table>

### Race/Ethnicity of Householder

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>Renters Number</th>
<th>Renters Percent</th>
<th>Owners Number</th>
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<th>Ownership Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-Hispanic white</td>
<td>8,802</td>
<td>54%</td>
<td>3,729</td>
<td>60%</td>
<td>30%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>6,002</td>
<td>37%</td>
<td>2,219</td>
<td>36%</td>
<td>27%</td>
</tr>
<tr>
<td>Black or African American</td>
<td>771</td>
<td>5%</td>
<td>153</td>
<td>2%</td>
<td>17%</td>
</tr>
<tr>
<td>Other minority</td>
<td>681</td>
<td>4%</td>
<td>114</td>
<td>2%</td>
<td>14%</td>
</tr>
</tbody>
</table>

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### Ownership Rate Charted

- **Renters**: $27,104
- **Owners**: $64,333

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<td>Hispanic</td>
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</tr>
<tr>
<td>Black or African American</td>
<td>17%</td>
</tr>
<tr>
<td>Other minority</td>
<td>14%</td>
</tr>
</tbody>
</table>
List/Sale Price 2017-18

21% < $200,000
59% $200,000-$350,000
20% >$350,000

Attached vs Detached
Rental Market

median rent:
$966 in 2017
$622 in 1999

55% increase in rent compared to 37% increase in median income

Conventional vs Student Rentals

<table>
<thead>
<tr>
<th></th>
<th>Conventional Apartments</th>
<th>Student Apartments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Units</td>
<td>5,300</td>
<td>5,900</td>
</tr>
<tr>
<td>Average Rent per Unit</td>
<td>$1,043</td>
<td>$1,827</td>
</tr>
<tr>
<td>Average Rent per Sq Ft</td>
<td>$1.27</td>
<td>$1.48</td>
</tr>
<tr>
<td>Average Size of Units (Sq Ft)</td>
<td>824</td>
<td>1,237</td>
</tr>
<tr>
<td>% of units that are 3+ bedrooms</td>
<td>7%</td>
<td>58%</td>
</tr>
<tr>
<td>% change in rent 2010 to 2018</td>
<td>36%</td>
<td>39%</td>
</tr>
</tbody>
</table>

Rental Distribution
### Market Gaps

Compared the supply of housing at various price points to the number of households who can afford such housing.

#### Rental

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $5,000</td>
<td>$125</td>
<td>2,045</td>
<td>13%</td>
<td>49</td>
<td>0%</td>
<td>(1,996)</td>
</tr>
<tr>
<td>$5,000-$9,999</td>
<td>$250</td>
<td>1,187</td>
<td>7%</td>
<td>68</td>
<td>0%</td>
<td>(1,119)</td>
</tr>
<tr>
<td>$10,000-$14,999</td>
<td>$375</td>
<td>1,496</td>
<td>9%</td>
<td>212</td>
<td>1%</td>
<td>(1,285)</td>
</tr>
<tr>
<td>$15,000-$19,999</td>
<td>$500</td>
<td>1,264</td>
<td>8%</td>
<td>297</td>
<td>2%</td>
<td>(968)</td>
</tr>
<tr>
<td>$20,000-$24,999</td>
<td>$625</td>
<td>1,498</td>
<td>9%</td>
<td>916</td>
<td>6%</td>
<td>(583)</td>
</tr>
<tr>
<td>$25,000-$34,999</td>
<td>$875</td>
<td>2,445</td>
<td>15%</td>
<td>4,163</td>
<td>26%</td>
<td>1,718</td>
</tr>
<tr>
<td>$35,000-$49,999</td>
<td>$1,250</td>
<td>2,555</td>
<td>16%</td>
<td>6,354</td>
<td>40%</td>
<td>3,799</td>
</tr>
<tr>
<td>$50,000-$74,999</td>
<td>$1,875</td>
<td>2,013</td>
<td>12%</td>
<td>2,660</td>
<td>17%</td>
<td>647</td>
</tr>
<tr>
<td>$75,000+</td>
<td>$1,875+</td>
<td>1,753</td>
<td>11%</td>
<td>1,167</td>
<td>7%</td>
<td>(586)</td>
</tr>
<tr>
<td><strong>Total/Low Income Gap</strong></td>
<td></td>
<td><strong>16,256</strong></td>
<td><strong>100%</strong></td>
<td><strong>15,884</strong></td>
<td><strong>100%</strong></td>
<td>(5,950)</td>
</tr>
</tbody>
</table>

#### Ownership

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $25,000</td>
<td>$80,192</td>
<td>7,490</td>
<td>46%</td>
<td>4</td>
<td>0%</td>
<td>-46% n/a</td>
</tr>
<tr>
<td>$25,000 to $34,999</td>
<td>$112,271</td>
<td>2,445</td>
<td>15%</td>
<td>16</td>
<td>1%</td>
<td>-14% -14%</td>
</tr>
<tr>
<td>$35,000 to $49,999</td>
<td>$160,388</td>
<td>2,555</td>
<td>16%</td>
<td>74</td>
<td>5%</td>
<td>-11% -25%</td>
</tr>
<tr>
<td>$50,000 to $74,999</td>
<td>$240,584</td>
<td>2,013</td>
<td>12%</td>
<td>524</td>
<td>34%</td>
<td>21% -3%</td>
</tr>
<tr>
<td>$75,000 to $99,999</td>
<td>$320,779</td>
<td>944</td>
<td>6%</td>
<td>521</td>
<td>34%</td>
<td>28% 24%</td>
</tr>
<tr>
<td>$100,000 to $149,999</td>
<td>$481,171</td>
<td>654</td>
<td>4%</td>
<td>287</td>
<td>19%</td>
<td>15% 39%</td>
</tr>
<tr>
<td>$150,000 or more</td>
<td>$481,172+</td>
<td>155</td>
<td>1%</td>
<td>121</td>
<td>8%</td>
<td>7% 46%</td>
</tr>
</tbody>
</table>
## Worker Affordability

<table>
<thead>
<tr>
<th>Industry</th>
<th>Average Annual Wage</th>
<th>Max Affordable Rent</th>
<th>Can Afford Median Rent?</th>
<th>Max Affordable Home Price</th>
<th>Can Afford Median Home Price?</th>
<th>Can Afford Median Home Price with 1.5 earners per household?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Goods Producing (Private)</td>
<td>$53,612</td>
<td>$1,340</td>
<td>yes</td>
<td>$171,978</td>
<td>no</td>
<td>yes</td>
</tr>
<tr>
<td>Natural Resources and Mining</td>
<td>$56,264</td>
<td>$1,407</td>
<td>yes</td>
<td>$180,485</td>
<td>no</td>
<td>yes</td>
</tr>
<tr>
<td>Construction</td>
<td>$50,752</td>
<td>$1,269</td>
<td>yes</td>
<td>$162,804</td>
<td>no</td>
<td>no</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>$56,680</td>
<td>$1,417</td>
<td>yes</td>
<td>$181,820</td>
<td>no</td>
<td>yes</td>
</tr>
<tr>
<td>Service Producing (Private)</td>
<td>$34,216</td>
<td>$855</td>
<td>no</td>
<td>$109,759</td>
<td>no</td>
<td>no</td>
</tr>
<tr>
<td>Trade, Transportation, and Utilities</td>
<td>$33,644</td>
<td>$841</td>
<td>no</td>
<td>$107,924</td>
<td>no</td>
<td>no</td>
</tr>
<tr>
<td>Information</td>
<td>$56,420</td>
<td>$1,411</td>
<td>yes</td>
<td>$180,985</td>
<td>no</td>
<td>yes</td>
</tr>
<tr>
<td>Financial Activities</td>
<td>$54,652</td>
<td>$1,366</td>
<td>yes</td>
<td>$175,314</td>
<td>no</td>
<td>yes</td>
</tr>
<tr>
<td>Professional and Business Services</td>
<td>$46,956</td>
<td>$1,174</td>
<td>yes</td>
<td>$150,627</td>
<td>no</td>
<td>no</td>
</tr>
<tr>
<td>Education and Health Services</td>
<td>$38,740</td>
<td>$969</td>
<td>yes</td>
<td>$124,271</td>
<td>no</td>
<td>no</td>
</tr>
<tr>
<td>Leisure and Hospitality</td>
<td>$16,900</td>
<td>$423</td>
<td>no</td>
<td>$54,212</td>
<td>no</td>
<td>no</td>
</tr>
<tr>
<td>Other Services</td>
<td>$35,568</td>
<td>$889</td>
<td>no</td>
<td>$114,096</td>
<td>no</td>
<td>no</td>
</tr>
<tr>
<td>Total Private Employment</td>
<td>$37,752</td>
<td>$944</td>
<td>no</td>
<td>$121,102</td>
<td>no</td>
<td>no</td>
</tr>
<tr>
<td>Total Employment</td>
<td>$39,572</td>
<td>$989</td>
<td>yes</td>
<td>$126,940</td>
<td>no</td>
<td>no</td>
</tr>
</tbody>
</table>
Households paying >30% for housing are "cost burdened"

Households paying >50% for housing are "severely cost burdened"
Community Input
Resident Survey and Stakeholder Focus Groups
Top 3 Most Important Factors in Choosing Current Home

<table>
<thead>
<tr>
<th>SAN MARCOS HOMEOWNERS</th>
<th>IN-COMMUTER HOMEOWNERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Liked the neighborhood</td>
<td>1. Large yard/size of yard</td>
</tr>
<tr>
<td>2. Cost/I could afford it</td>
<td>2. Cost/I could afford it</td>
</tr>
<tr>
<td>3. Type of home/layout of home</td>
<td>3. Quiet area</td>
</tr>
<tr>
<td>4. Close to work/job opportunities</td>
<td>4. Liked the neighborhood</td>
</tr>
<tr>
<td>5. Large yard/size of yard</td>
<td>5. Low crime rate/safe</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SAN MARCOS RENTERS</th>
<th>IN-COMMUTER RENTERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Cost/I could afford it</td>
<td>1. Cost/I could afford it</td>
</tr>
<tr>
<td>2. Close to college/university</td>
<td>2. Allow pets/dogs</td>
</tr>
<tr>
<td>3. Close to work/job opportunities</td>
<td>3. Number of bedrooms</td>
</tr>
<tr>
<td>4. Allow pets/dogs</td>
<td>4. Quiet area</td>
</tr>
<tr>
<td>5. Number of bedrooms</td>
<td>5. Type of home/layout of home</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SAN MARCOS STUDENT RENTERS</th>
<th>IN-COMMUTER STUDENT RENTERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Close to college/university</td>
<td>1. Cost/I could afford it</td>
</tr>
<tr>
<td>2. Cost/I could afford it</td>
<td>2. Number of bedrooms</td>
</tr>
<tr>
<td>3. Number of bedrooms</td>
<td>3. Allow pets/dogs</td>
</tr>
<tr>
<td>5. Liked the type of home/apartment (tie) Low crime rate/type of home/close to college/university</td>
<td>5.</td>
</tr>
</tbody>
</table>
Incommuter Preferences

- Housing I could afford was lower quality and/or needed repairs.
  - Non-Student: 34%
  - Student: 49%

- I couldn't find an affordable home to buy.
  - Non-Student: 30%
  - Student: 30%

- I couldn't find a house/apartment I liked in San Marcos.
  - Non-Student: 22%
  - Student: 23%

- I chose schools outside of San Marcos.
  - Non-Student: 19%
  - Student: 2%

- I couldn't find an affordable apartment to rent.
  - Non-Student: 17%
  - Student: 62%

- Housing I could afford was too small.
  - Non-Student: 16%
  - Student: 23%

- Housing I could afford was older than what I prefer.
  - Non-Student: 15%
  - Student: 25%

- Commute between housing I liked in San Marcos and work/schools was too long.
  - Non-Student: 2%
  - Student: 13%
Condition and Repair Needs

Percent Rating Their Home in *Fair or Poor* Condition:

- Renter families with children: 49%
- Renter with a disability: 44%
- Living in student housing/dorms: 43%
- Student renters: 40%
- All San Marcos renters: 37%
- Low income renters: 35%
- Non-student renters: 33%
- All San Marcos residents: 28%
- Non-White Non-Hispanic residents: 25%
- Large families: 24%
- Homeowners inc. $25,000 to $50,000: 24%
- Hispanic residents: 24%
- White residents: 22%
- Homeowner with a disability: 18%
- Homeowners: 15%
- Senior residents: 8%
- Homeowner families with children: 7%
- In-commuter renters: 7%
- In-commuter homeowners: 3%

Most important owner repairs needed:
- Roof
- Weatherization
- Wiring/electrical
- Interior walls/cracks

Most important renter repairs needed:
- Interior walls/ceilings
- A/C or cooling system
- Kitchen appliances
- Bathroom plumbing
- Weatherization
Accessibility Improvements

16% of non-student hh and 13% of student hh include a member with a disability

1/3 of those have accessibility needs in home (1/4 for students)

Two in five San Marcos residents with disabilities and in-home accessibility needs (43%) live in housing that does not meet their accessibility needs.

Among the residents whose homes need accessibility modifications, the three most common modifications needed are:

- Ramps;
- Grab bars in bathroom; and
- Wider doorways.
# Renter and Owner Costs by Years in Current Home

| Number of Years in Current Home | Renter Households | | Homeowners | | |
|---------------------------------|-------------------|------------------|
|                                 | San Marcos | In-Commuters | San Marcos | In-Commuters |
| **Non-Students**                |            |                 |            |             |
| Less than 1 year (2018-present) | $1,050     | $1,200          | $1,400     | $1,550      |
| 1 year up to 5 years (2013-2018)| $1,000     | $1,100          | $1,500     | $1,540      |
| 5 years up to 10 years (2008-2013)| $982   | $825            | $1,300     | $1,400      |
| 10 years or more (Prior to 2008)| $994       | -               | $1,200     | $1,200      |
| **Students**                    |            |                 |            |             |
| Less than 1 year (2018-present) | $1,050     | $1,200          |            |             |
| 1 year up to 5 years (2013-2018)| $750       | -               |            |             |
| 5 years up to 10 years (2008-2013)| -     | -               |            |             |
| 10 years or more (Prior to 2008)| -          | -               |            |             |
On a scale of 1 to 10, how important to you is it that San Marcos’s housing supply includes the following types of homes?

- Affordable to public servants
- For middle class families
- Affordable to retail workers
- For low- and moderate-income families
- Affordable on a fixed income
- First-time homebuyers
- Starter apartments (non-student)
- Accessible/no stairs
- Move up from starter home
- Downsize options
- Apts/condos that appeal to seniors
- Multigenerational housing
- For large households (4+ BR)
- Apts/condos that appeal to millennials
- Apts/condos that appeal to college students
- Executive level housing

The chart shows the importance ratings by homeowners (blue) and renters (green).
Appetite for Density
Housing types residents considered appropriate in their neighborhood:

**Single Family Home Size**
- Small homes (< 1,500 sqft)
- Medium single family homes (1,500-3,000 sqft)
- Large single family homes (5,000 sqft+)

**Lot Flexibility**
- Duplex homes (same lot size as single family homes)
- Townhomes (same setback, height as neighboring homes)
- Small lots (< 5,000 sqft)
- Medium lots (6,000-10,000 sqft)
- Large lots (quarter acre or more)
Appetite for Density
Housing types residents considered appropriate in their neighborhood

**Apartment Buildings**
- Owners:
  - Small apartments with < 10 units: 48% (9%)
  - Apartment buildings up to 5 stories by bus/major roads: 39% (29%)
  - Apartment buildings with 5+ stories by bus/major roads: 39% (39%)
- Renters:
  - Small apartments with < 10 units: 52% (39%)
  - Apartment buildings up to 5 stories by bus/major roads: 52% (29%)
  - Apartment buildings with 5+ stories by bus/major roads: 39% (39%)
- Students:
  - Small apartments with < 10 units: 52% (29%)
  - Apartment buildings up to 5 stories by bus/major roads: 39% (39%)
  - Apartment buildings with 5+ stories by bus/major roads: 39% (39%)

**Emerging Products**
- Owners:
  - Tiny homes (< 500 sqft): 23% (47%)
  - ADU/granny flat occupied by workers: 34% (32%)
  - ADU/granny flat occupied by students: 29% (29%)
  - ADU/granny flat occupied by family: 15% (17%)
- Renters:
  - Tiny homes (< 500 sqft): 39% (29%)
  - ADU/granny flat occupied by workers: 29% (32%)
  - ADU/granny flat occupied by students: 29% (29%)
  - ADU/granny flat occupied by family: 15% (17%)
- Students:
  - Tiny homes (< 500 sqft): 40% (29%)
  - ADU/granny flat occupied by workers: 15% (32%)
  - ADU/granny flat occupied by students: 37% (29%)
  - ADU/granny flat occupied by family: 17% (17%)
Top Needs
Why do we have affordable housing needs?

1) Additional affordable rentals for residents earning less than $25,000

2) Displacement prevention

3) Starter homes and family homes priced near or below $200,000 and increased ownership product diversity.

4) Improve condition and accessibility of existing housing stock.
QUESTIONS

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Root Policy Research
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www.rootpolicy.com
mollie@rootpolicy.com
AGENDA CAPTION:
Executive Session in accordance with the following Government Code Sections:
   A. Section § 551.071 - Consultation with Attorney and Section 551.072 - Deliberations Regarding
      Real Property, to receive a staff briefing and to deliberate the acquisition of a public utility
      easement on the Gunnarson property on Ramsey Street at a location adjacent to the Hilltop
      Electric Substation.
   B. Section § 551.071 - Consultation with Attorney: to receive a staff briefing and deliberate
      regarding Martindale ETJ matters and Project Big Hat
   C. Section § 551.087 - Economic Development: to receive a staff briefing and deliberate
      regarding Project Big Hat

Meeting date: 5/21/2019

Department: City Clerk's Office on behalf of the City Council

Amount & Source of Funding
Funds Required: Click or tap here to enter text.
Account Number: Click or tap here to enter text.
Funds Available: Click or tap here to enter text.
Account Name: Click or tap here to enter text.

Fiscal Note:

Prior Council Action: Click or tap here to enter text.

City Council Goal: [Please select goal from dropdown menu below]
Choose an item.
Choose an item.
Choose an item.

Comprehensive Plan Element(s): [Please select the Plan element(s) and Goal # from dropdown menu
below]
☐ Economic Development - Choose an item.
☐ Environment & Resource Protection - Choose an item.