

A nighttime photograph of a waterfront city, likely Alexandria, Virginia. The scene features a large, brightly lit Ferris wheel on the right side, with its lights reflecting on the water. In the background, several modern buildings with illuminated windows are visible. The sky is a deep blue, suggesting dusk or dawn. The overall atmosphere is vibrant and urban.

Prince George's County Comprehensive Housing Strategy

Public kickoff meeting

Oxon Hill High School
Prince George's County, MD
October 11, 2017

Meeting overview

1. Welcome & introductions
2. Opening remarks
3. Presentation & Q&A:
Project overview & snapshot of existing housing conditions
4. Breakout activity #1: Who needs housing?
5. Breakout activity #2: Our housing values
6. Wrap-up
7. Adjourn

Meeting objectives

- Introduce the *Comprehensive Housing Strategy* planning process and discuss ways for you to stay involved.
- Outline key trends and existing conditions that affect housing within Prince George's County.
- Discuss housing needs among persons who live in Prince George's County.
- Discuss why housing matters to you and other County residents.

Project overview

Project overview:

Strategy development approach & timeline



Comprehensive Housing Strategy

Phase 1

Existing & future conditions analysis
June 2017 – January 2018

Phase 2

Development of principles, goals, & targets
January 2018 – May 2018

Phase 3

Strategy development & delivery
May 2018 – September 2018

Ongoing public & stakeholder engagement
Ongoing

Project overview:

Outreach & communications activities

- Outreach & communications activities include:
 - Comprehensive Housing Strategy webpage
 - Social media
 - Direct public engagement (public meetings, focus groups, individual interviews, and two surveys)
 - Media outreach
 - Messaging toolkit

Comprehensive Housing Strategy webpage
mypgc.us/housingstrategy

Project overview:

Ways to stay involved

- How can you stay involved in this process?
 - Follow the project on social media.
 - Review updates & project materials on the *Comprehensive Housing Strategy* webpage.
 - Join us at future public meetings.
 - Participate in the surveys (if selected/eligible).

Comprehensive Housing Strategy webpage
mypgc.us/housingstrategy

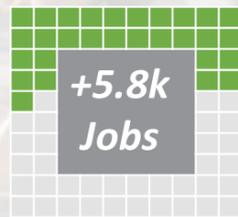
Snapshot of existing housing conditions

Snapshot of existing housing conditions:

Understanding housing's role

Prince George's County Comprehensive Housing Strategy

- In recent years, Prince George's County economy has shown **signs of strength**:



In 2015

Unemployment
has dropped to



In 2015

8%
increase in total
population



2007 - 2015

- How the County and its partners invest in existing and future housing needs will influence the County's ability to **capitalize on this economic strength** and **capture new growth**.

SOURCES: 2007 & 2015 1-YEAR AMERICAN COMMUNITY SURVEY; BUREAU OF LABOR STATISTICS

Snapshot of existing housing conditions:

Key findings

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- Housing needs and preferences among Prince George's County residents are changing, shaped by demographic changes.
- The County may not offer enough housing options—for a range of income levels, preferences, and phases of life—to meet its existing and future housing needs.
- Some County residents cannot keep pace with rising housing costs.

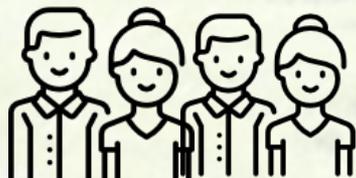
Snapshot of existing housing conditions:

Housing needs & preferences are changing.

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- **Changing housing needs & preferences are shaped by:**
 - Aging residents
 - Rise in Hispanic households and immigrants
 - Fewer families, more unrelated persons living together
 - Smaller households
 - Limited growth in middle-income households

CHANGE IN TOTAL POPULATION



+3%

CHANGE IN PERSONS 65+ YEARS

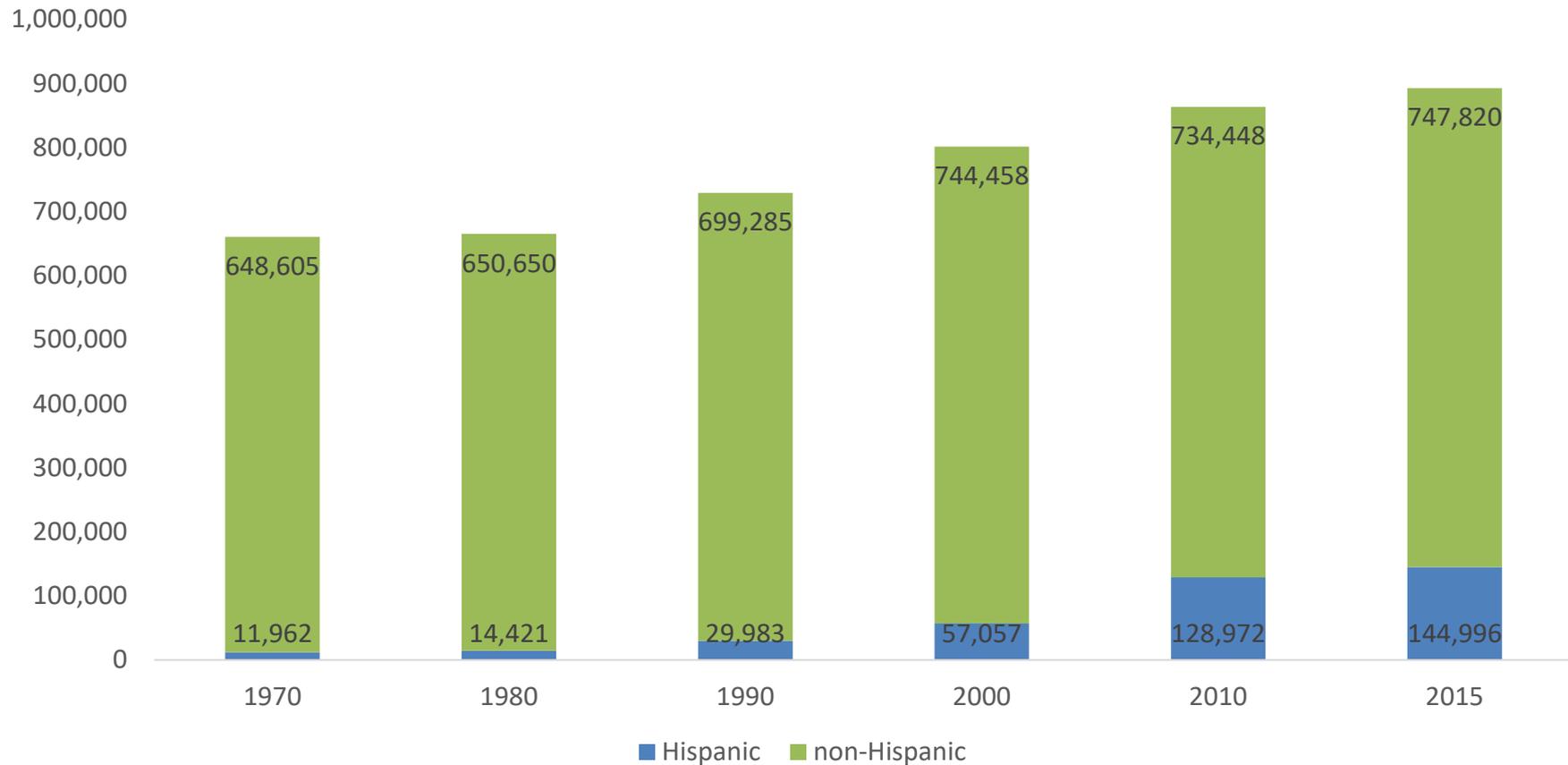


+11%

Snapshot of existing housing conditions:

Housing needs & preferences are changing.

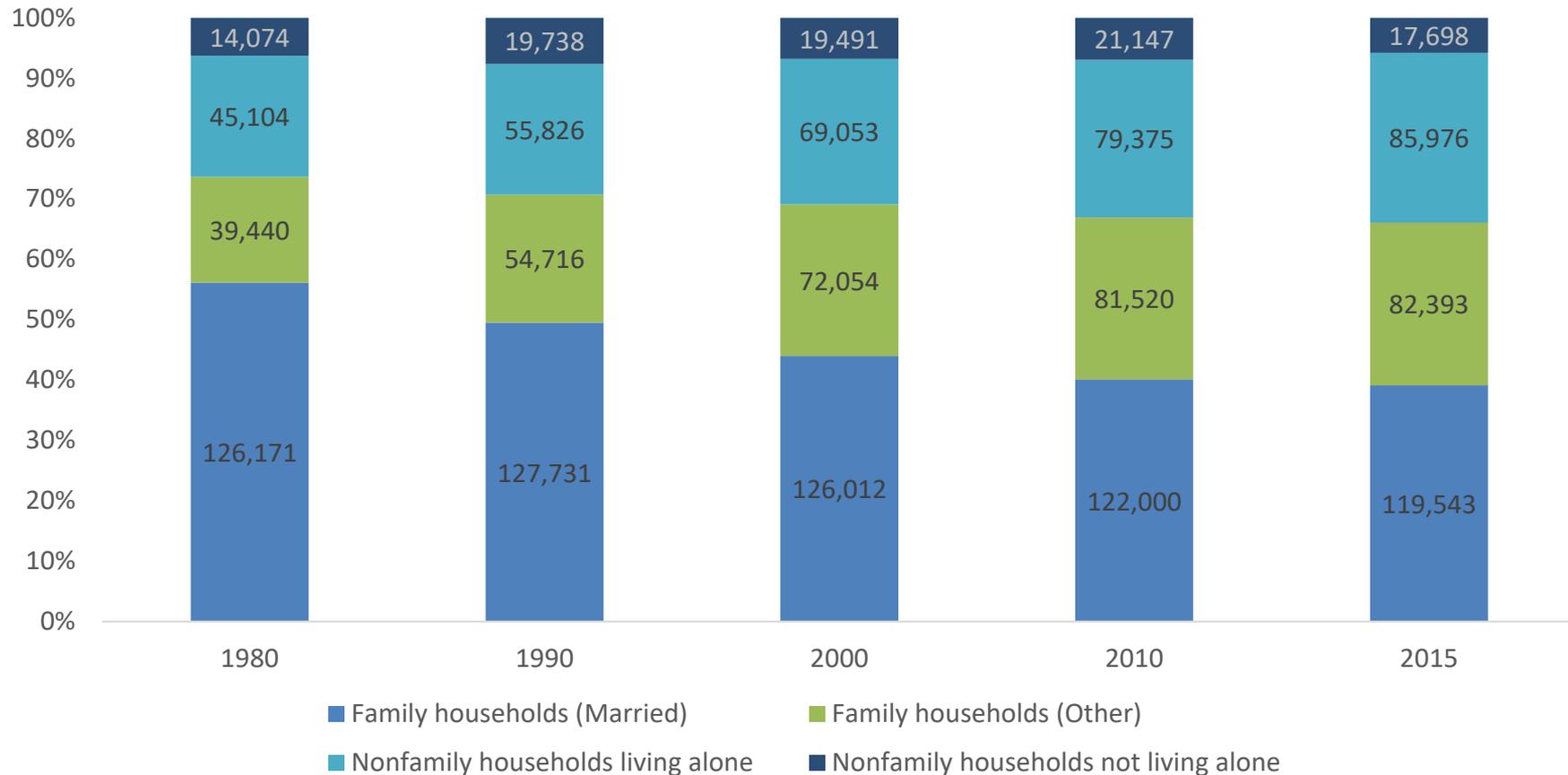
Total population by ethnicity, Prince George's County, MD (1970-2015)



SOURCES: IPUMS NATIONAL HISTORICAL GEOGRAPHIC INFORMATION SYSTEM (NHGIS); 2015 AMERICAN COMMUNITY SURVEY

Snapshot of existing housing conditions: *Housing needs & preferences are changing.*

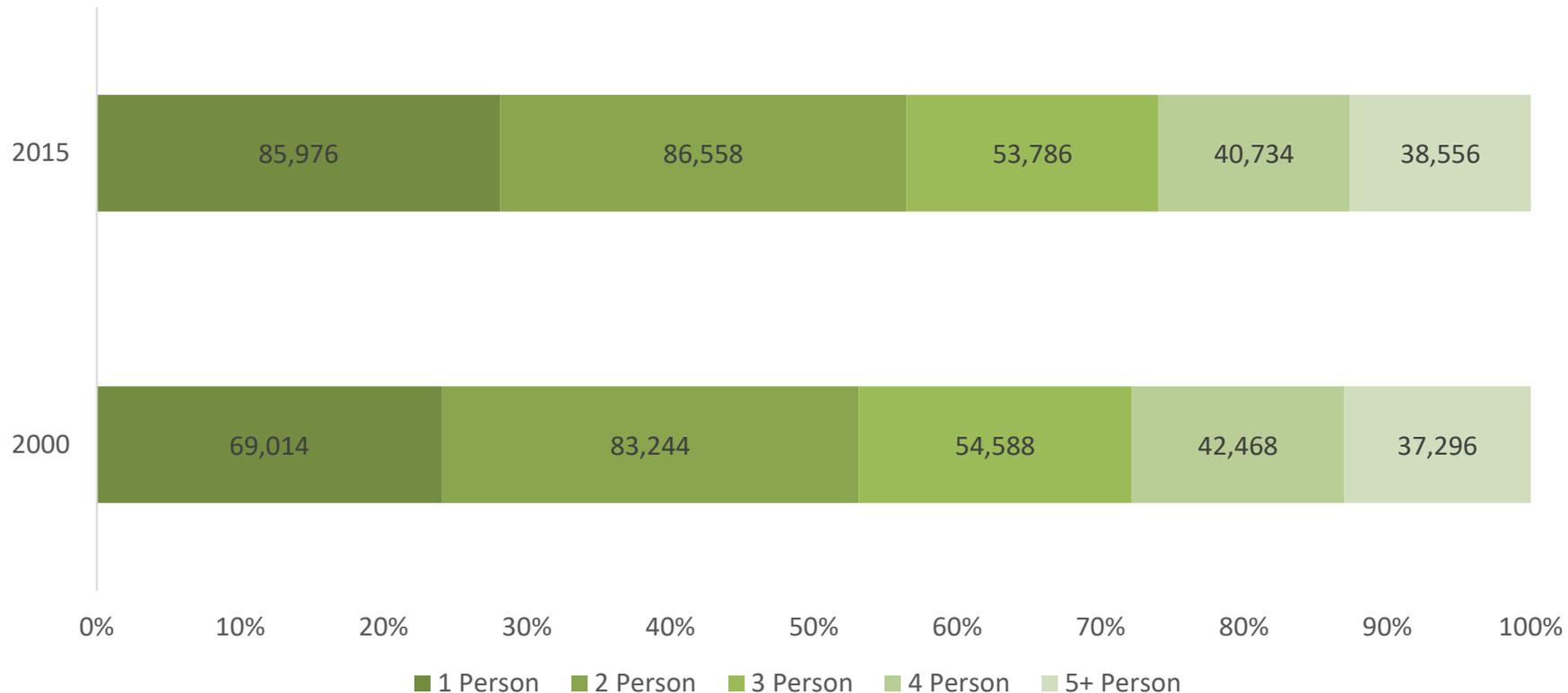
Household type, Prince George's County, MD (2000 & 2015)



SOURCES: 2000 US CENSUS; 2015 AMERICAN COMMUNITY SURVEY

Snapshot of existing housing conditions: *Housing needs & preferences are changing.*

Household size, Prince George's County, MD (2000 & 2015)



SOURCES: 2000 US CENSUS; 2015 AMERICAN COMMUNITY SURVEY

Snapshot of existing housing conditions:

More housing options may be needed.

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- **What types of housing are common within the County today?**

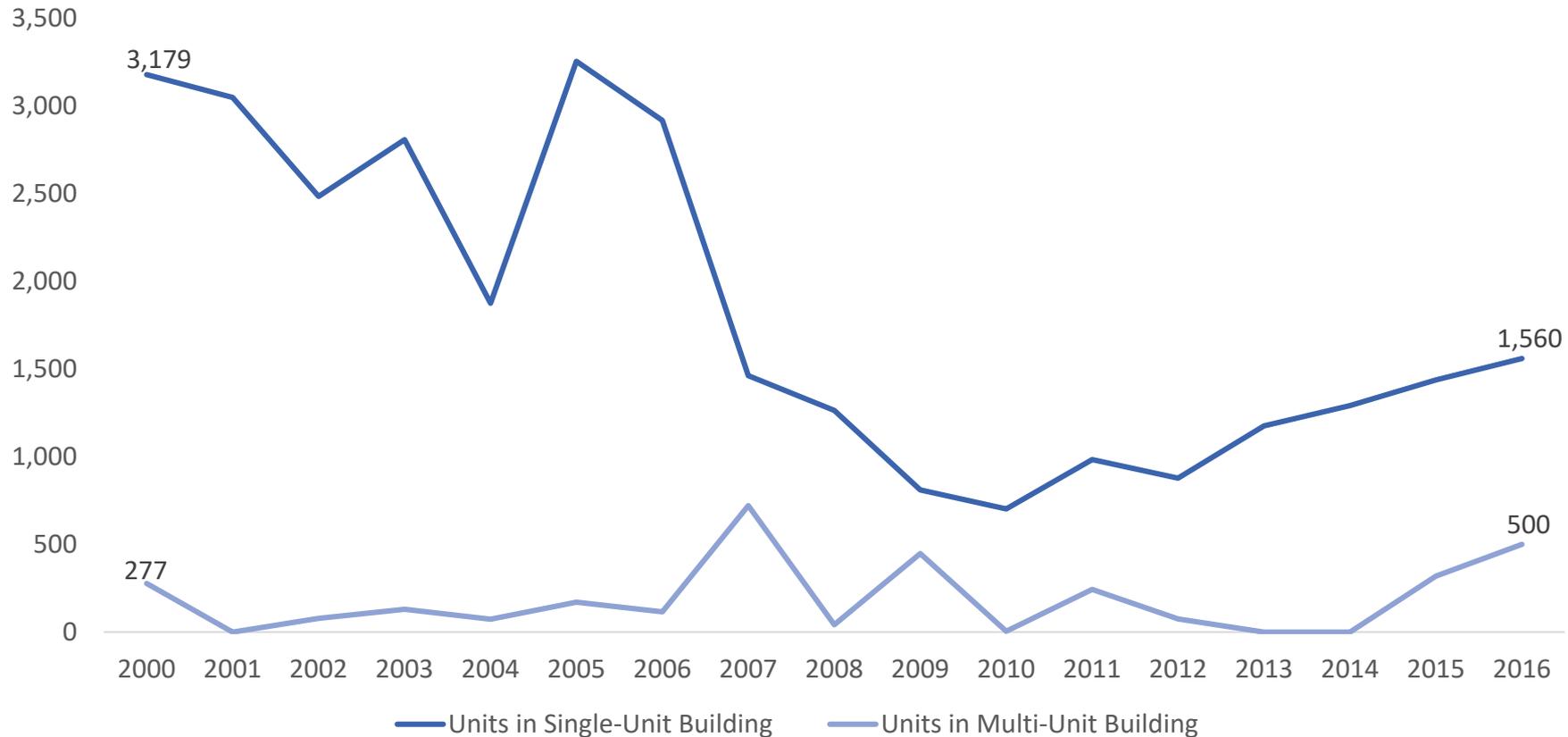
- ❑ Single-family, detached homes
- ❑ Multifamily apartment buildings (5+ units)
- ❑ Larger apartments (4+ bedrooms)

- **What types of housing do demographic trends suggest the County may need?**

- ❑ Smaller apartments (studios & 1 bedrooms)
- ❑ Homeownership opportunities for higher income households
- ❑ Rental opportunities for extremely & very low-income residents

Snapshot of existing housing conditions: *More housing options may be needed.*

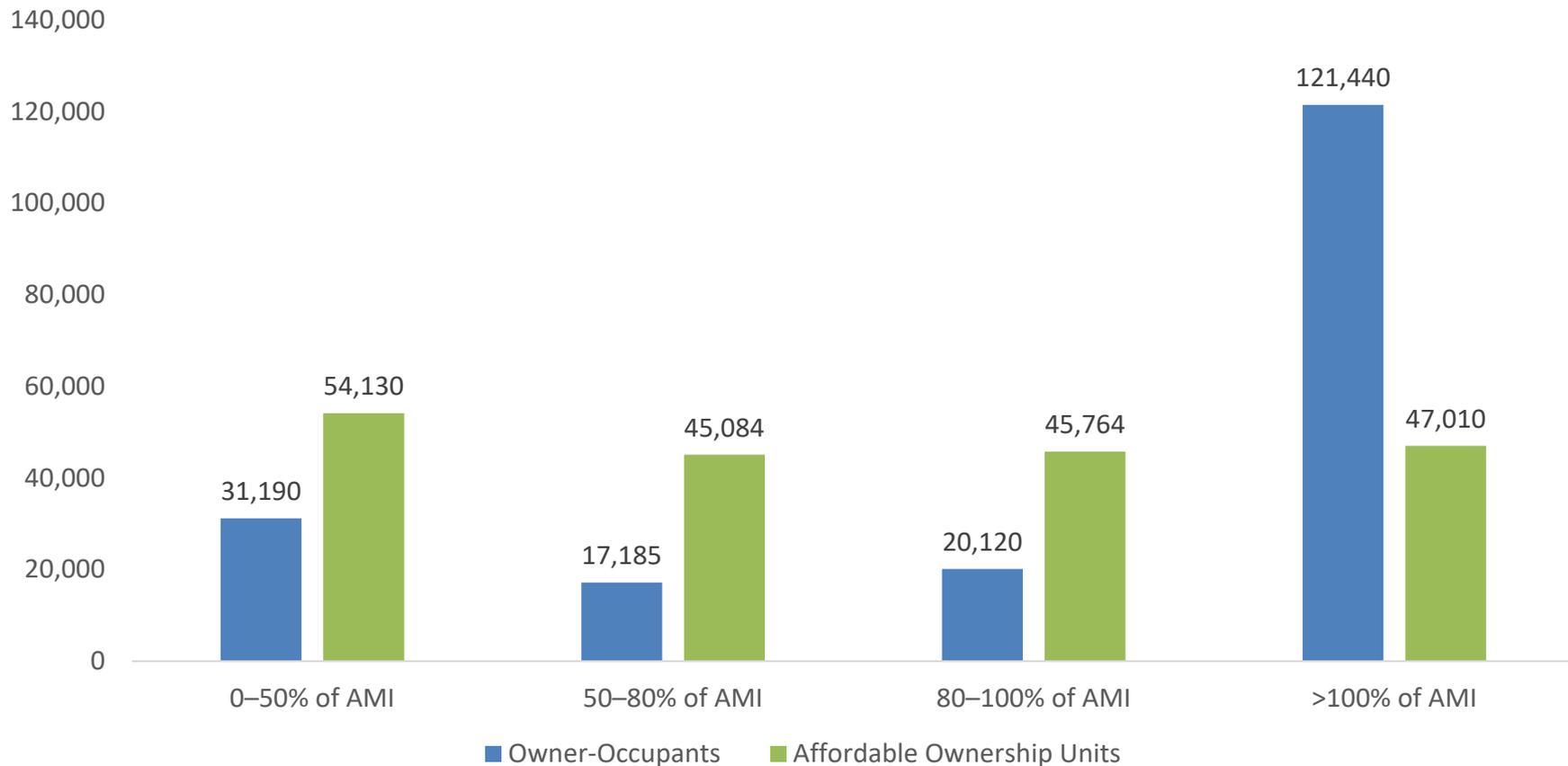
Building permits, Prince George's County, MD (2000-2016)



SOURCE: US CENSUS BUILDING PERMITS SURVEY

Snapshot of existing housing conditions: *More housing options may be needed.*

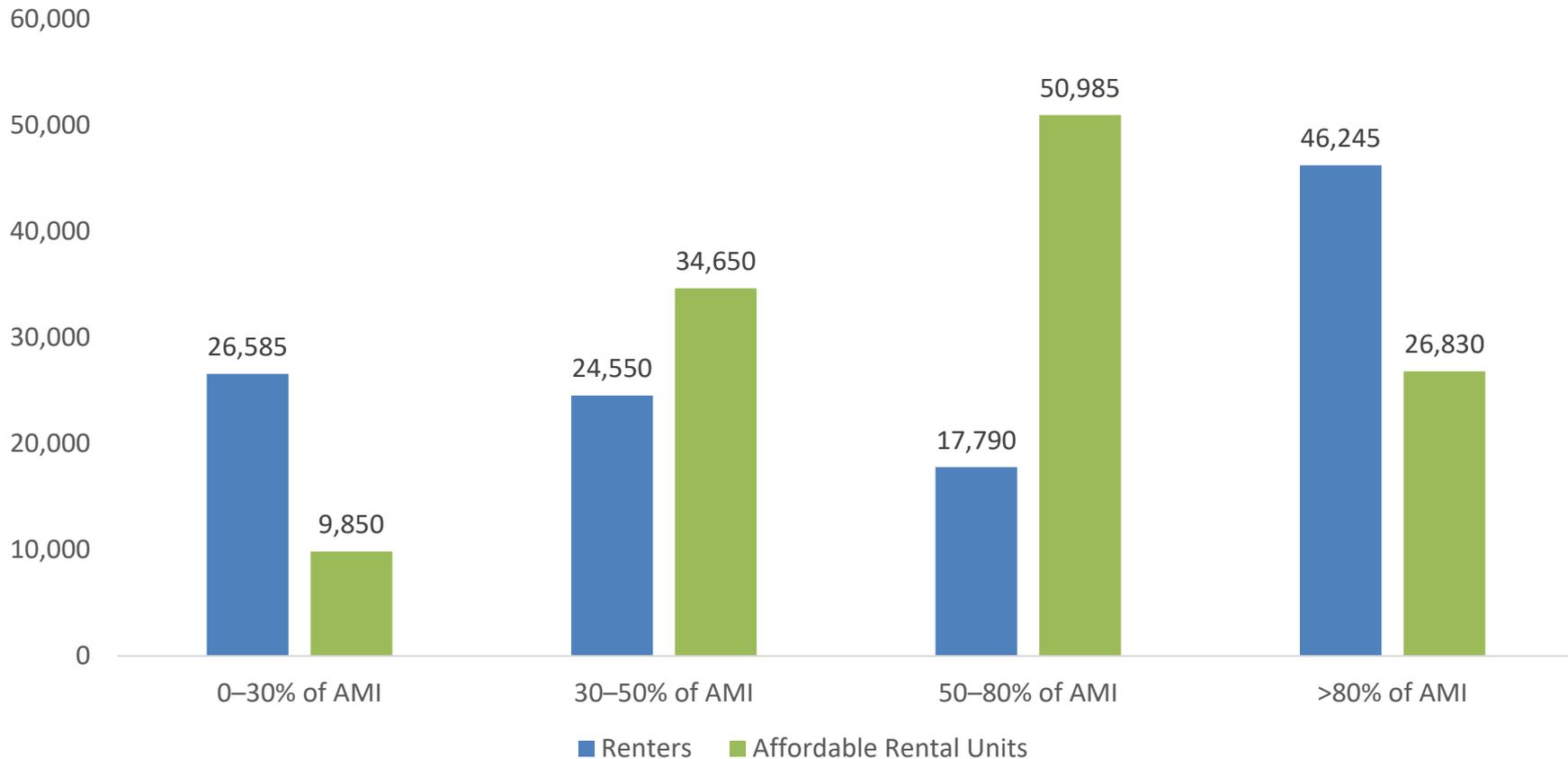
Affordable homeownership units, Prince George's County, MD (2014)



SOURCE: HUD CHAS 2014

Snapshot of existing housing conditions: *More housing options may be needed.*

Affordable rental units, Prince George's County, MD (2014)



SOURCE: HUD CHAS 2014

Snapshot of existing housing conditions:

Some residents cannot keep up with housing costs.

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- Compared with surrounding jurisdictions, Prince George's County offers some of the region's lowest home values and rents.
- However, its housing costs have increased by about one-third since 2000, while household income decreased slightly.
 - Median home value: +30 percent
 - Median rent: +29 percent
 - Median income: -1 percent

\$1,002
2000 MEDIAN RENT

\$1,249

2015 MEDIAN RENT



\$195,337

2000 MEDIAN HOME VALUE

\$254,700

2015 MEDIAN HOME VALUE



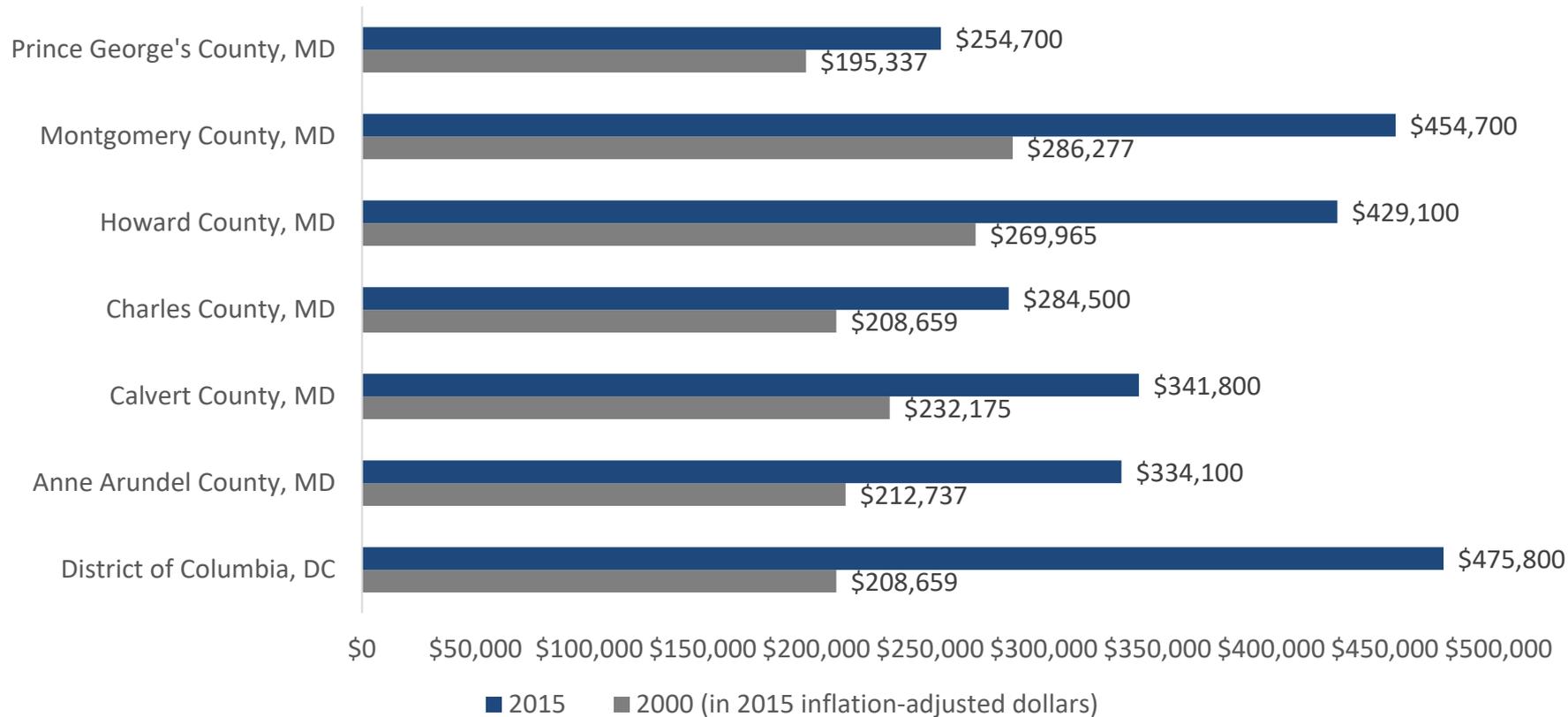
SOURCES: 2000 US CENSUS; 2015 AMERICAN COMMUNITY SURVEY

Snapshot of existing housing conditions:

Some residents cannot keep up with housing costs.

Prince George's County Comprehensive Housing Strategy

Median home value, Prince George's County, MD and surrounding jurisdictions (2000 & 2015)



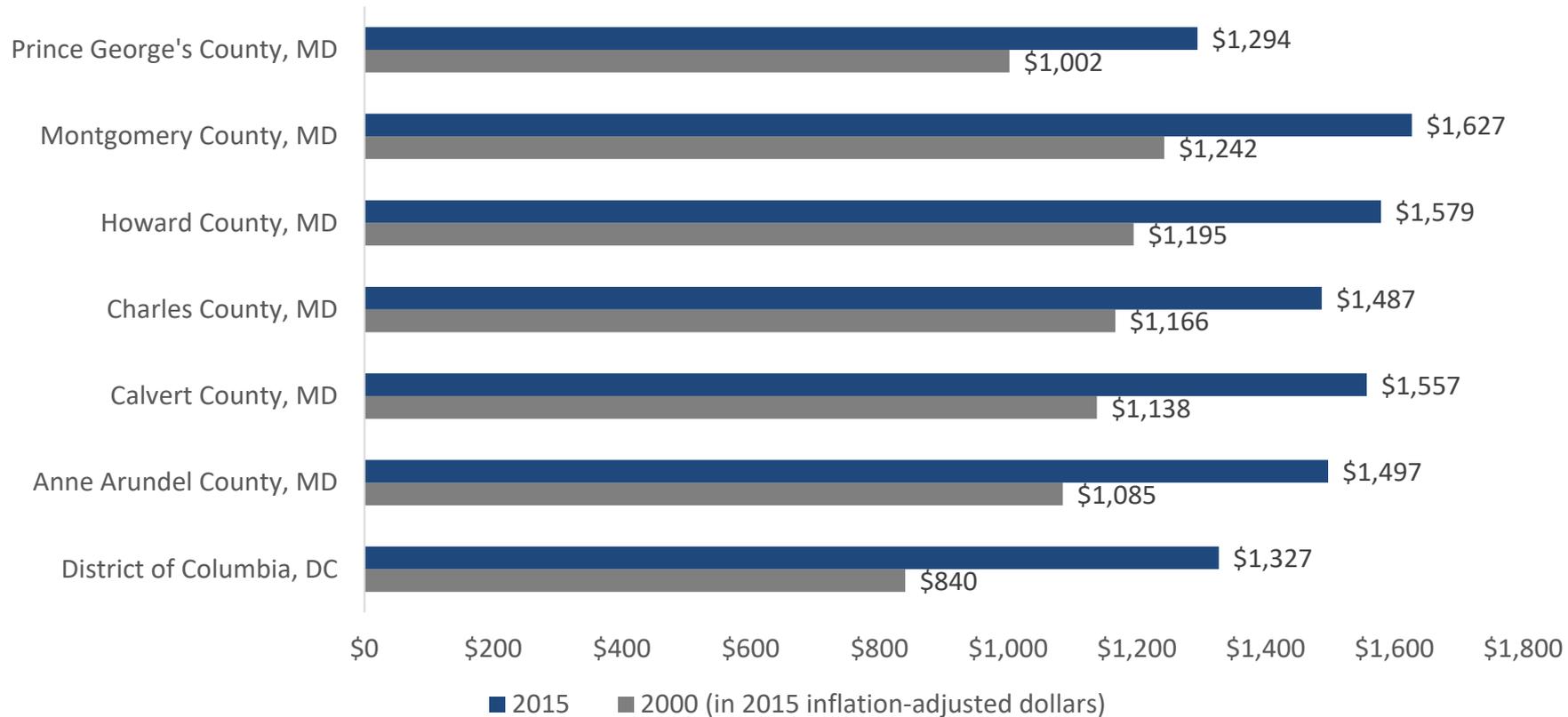
SOURCES: 2000 US CENSUS; 2015 AMERICAN COMMUNITY SURVEY

Snapshot of existing housing conditions:

Some residents cannot keep up with housing costs.

Prince George's County Comprehensive Housing Strategy

Median rent, Prince George's County, MD and surrounding jurisdictions (2000 & 2015)



SOURCES: 2000 US CENSUS; 2015 AMERICAN COMMUNITY SURVEY

Snapshot of existing housing conditions: *Some residents cannot keep up with housing costs.*

Prince George's County Comprehensive Housing Strategy

10/12/2017

Limited affordable housing options and changing needs have caused many current residents, especially renters, to pay too much for housing.



TOTAL COST-BURDENED HOUSEHOLDS



OF RENTERS ARE COST-BURDENED



OF OWNERS ARE COST-BURDENED

The number of residents paying too much for housing—and the amount of their paycheck they are spending on housing—has grown.

+11,683

CHANGE IN TOTAL COST-BURDENED
HOUSEHOLDS

+21,747

CHANGE IN HOUSEHOLDS WITH
SEVERE COST-BURDENS

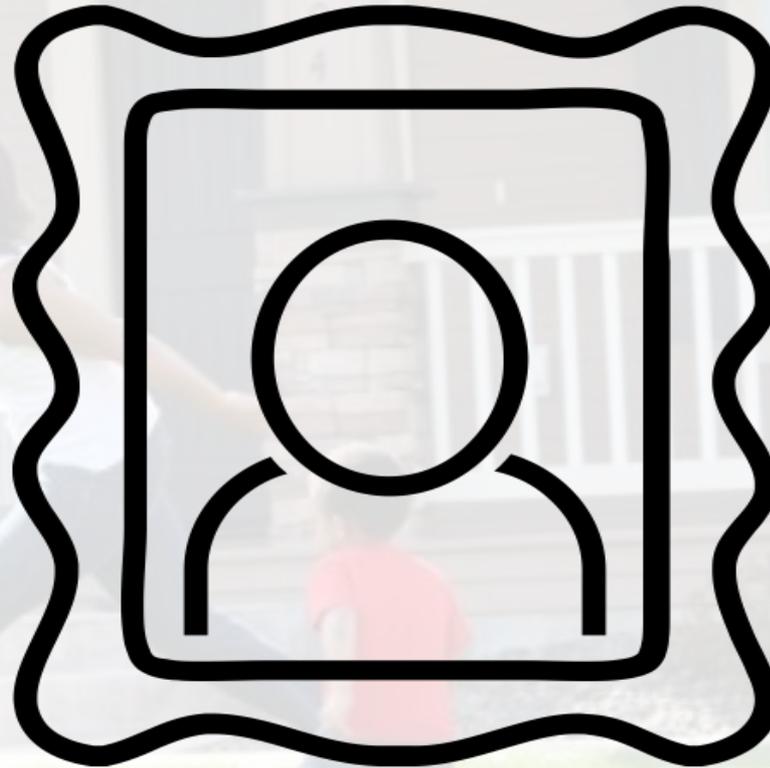
SOURCES: HUD CHAS 2000 & 2014

Breakout activities

Breakout activity #1

Prince George's County Comprehensive Housing Strategy

10/12/2017



WHO NEEDS HOUSING?

This activity will help us understand and discuss both common and unique housing needs among persons who live in Prince George's County.

Breakout activity #2

Prince George's County Comprehensive Housing Strategy

10/12/2017



IDENTIFYING OUR HOUSING VALUES

This activity will help us identify what each of you value about housing and the role it plays in the lives of County residents. This information will help build the guiding principles in the *Comprehensive Housing Strategy*.

Wrap-up

Thank you for attending!

Stay connected at
mypgc.us/housingstrategy