

A nighttime photograph of a waterfront city. In the foreground, a large Ferris wheel is illuminated with white and blue lights, reflecting on the water. Behind it, several modern buildings with lit windows and balconies are visible. A sailboat with a white sail is in the water. The sky is a deep blue with some light clouds.

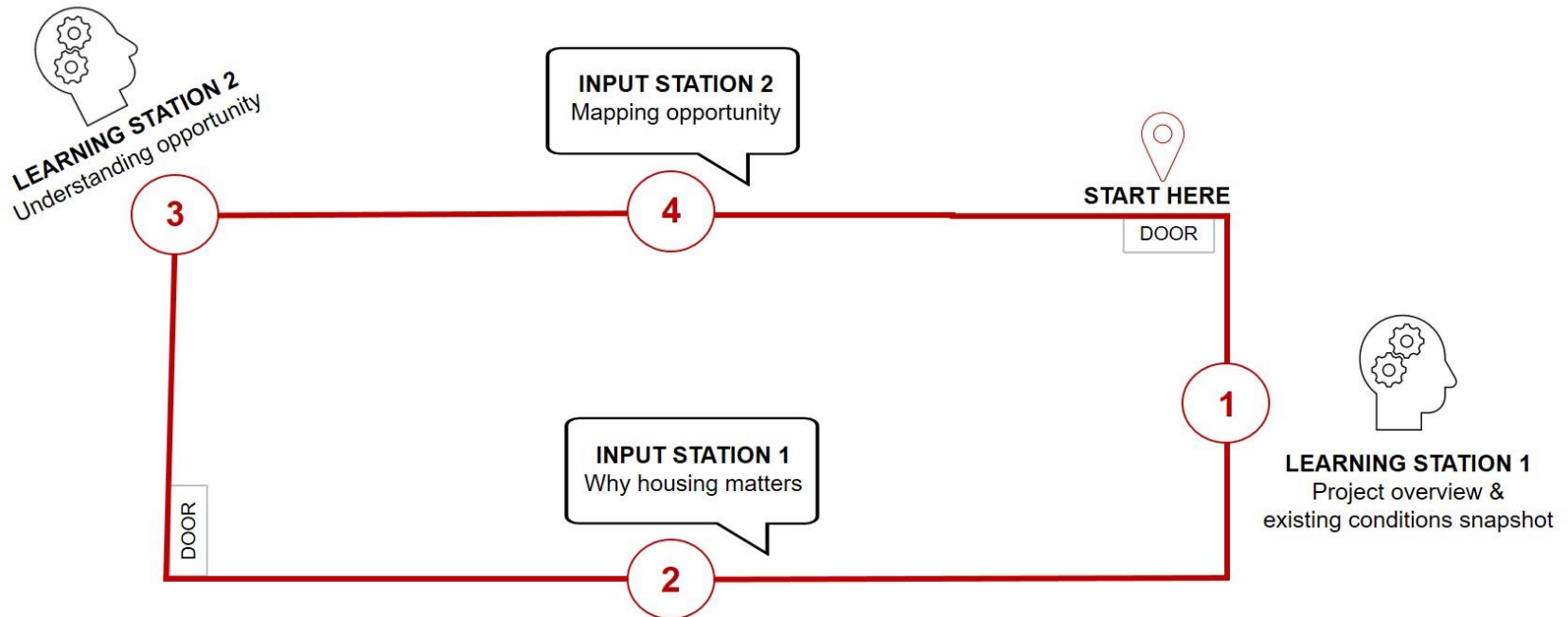
# Prince George's County Comprehensive Housing Strategy

Public meeting #2

Central High School  
Prince George's County, MD  
November 8, 2017

# Meeting overview

- ***Tonight's open house features four stations. You may visit as many stations as you like.***



# Presentation overview

- ***Project overview:*** Introduce the *Comprehensive Housing Strategy* planning process and discuss ways for you to stay involved.
- ***Snapshot of existing housing conditions:*** Outline key trends and existing conditions that affect housing within Prince George's County.

# 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](http://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](http://mypgc.us/housingstrategy)

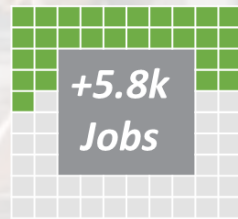
# Snapshot of existing housing conditions



# 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

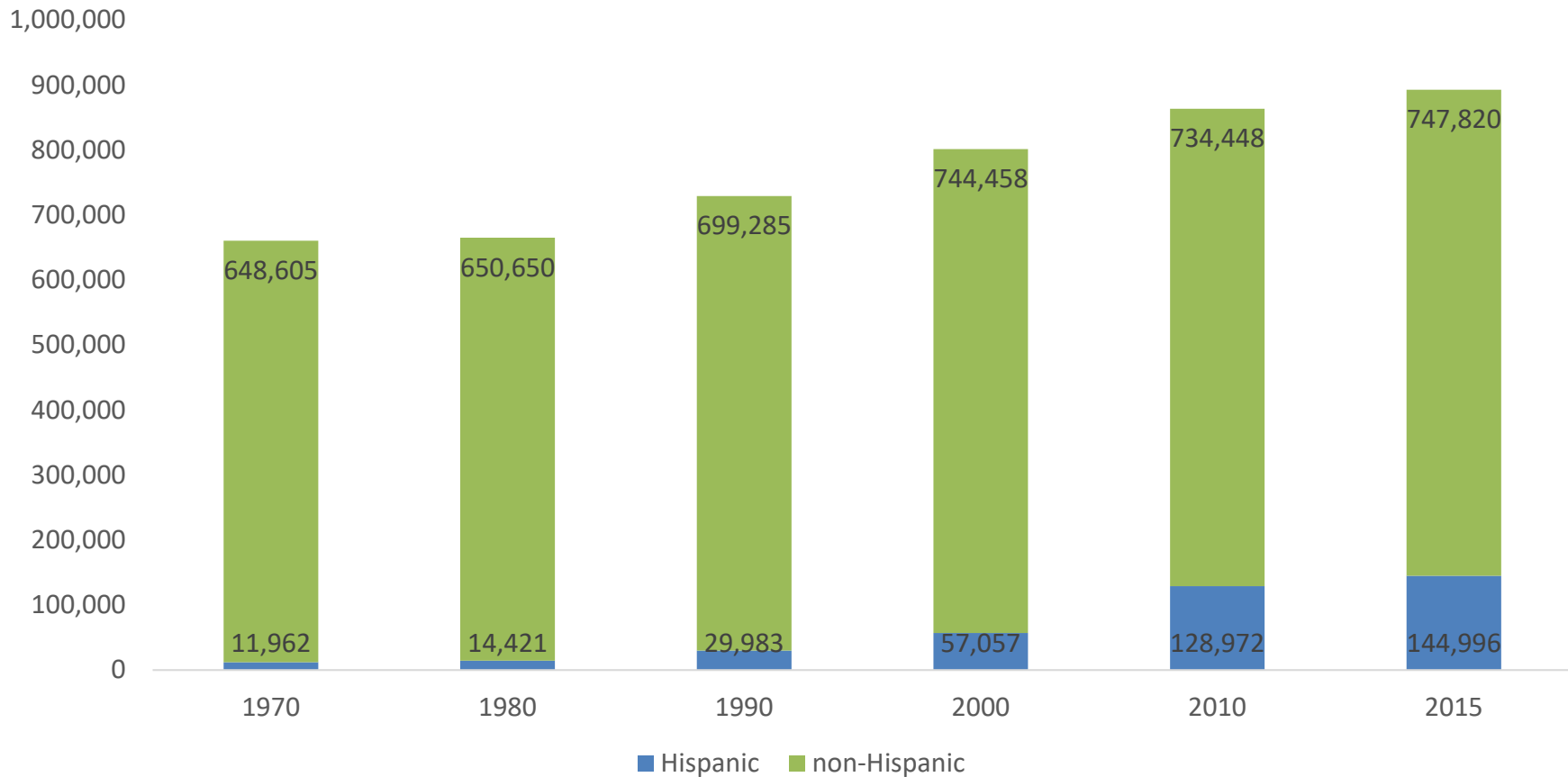


+11%

# Snapshot of existing housing conditions:

## *Housing needs & preferences are changing.*

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

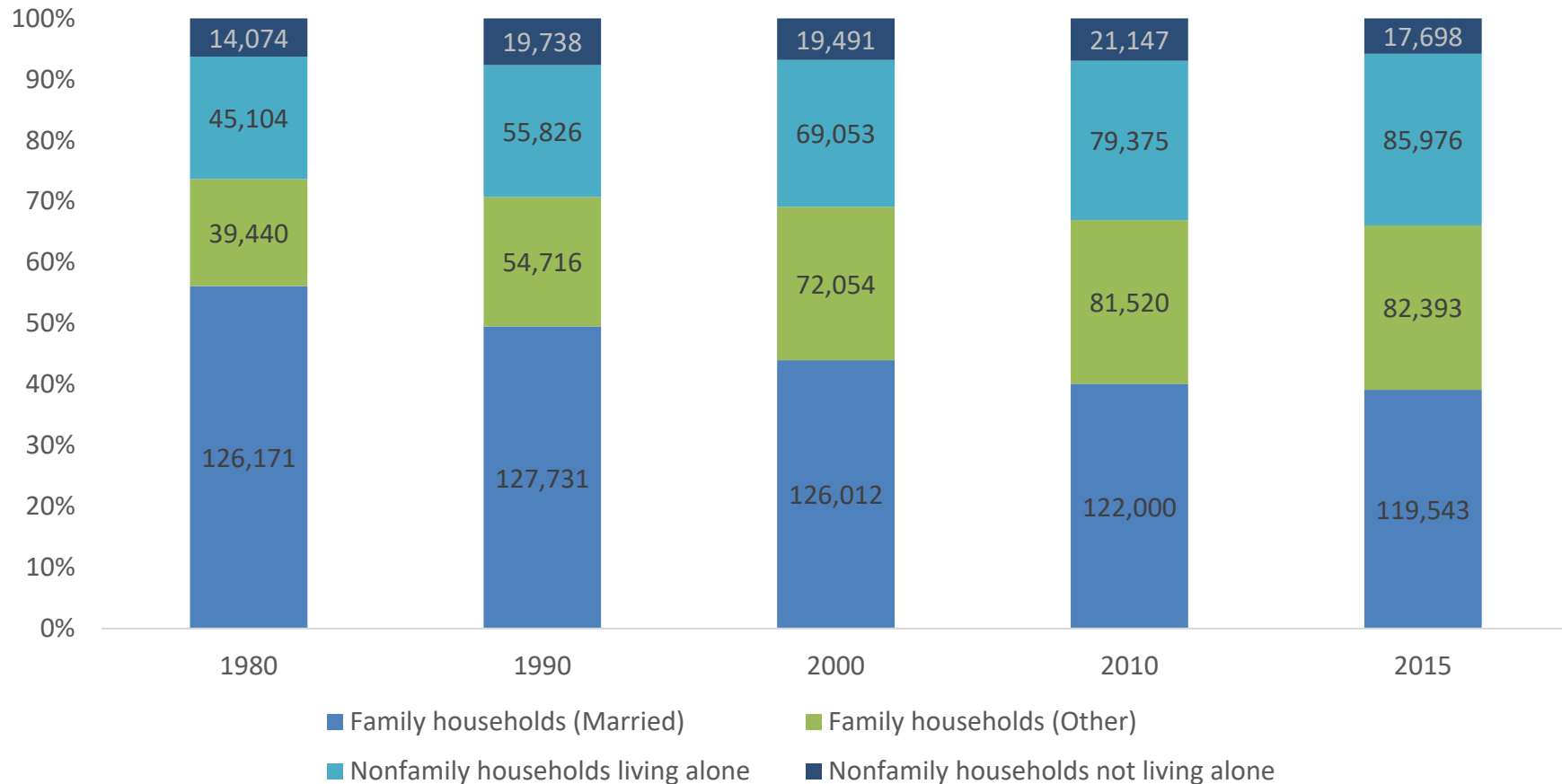


SOURCES: IPUMS NATIONAL HISTORICAL GEOGRAPHIC INFORMATION SYSTEM (NHGIS); 2015 AMERICAN COMMUNITY SURVEY

# Snapshot of existing housing conditions:

## *Housing needs & preferences are changing.*

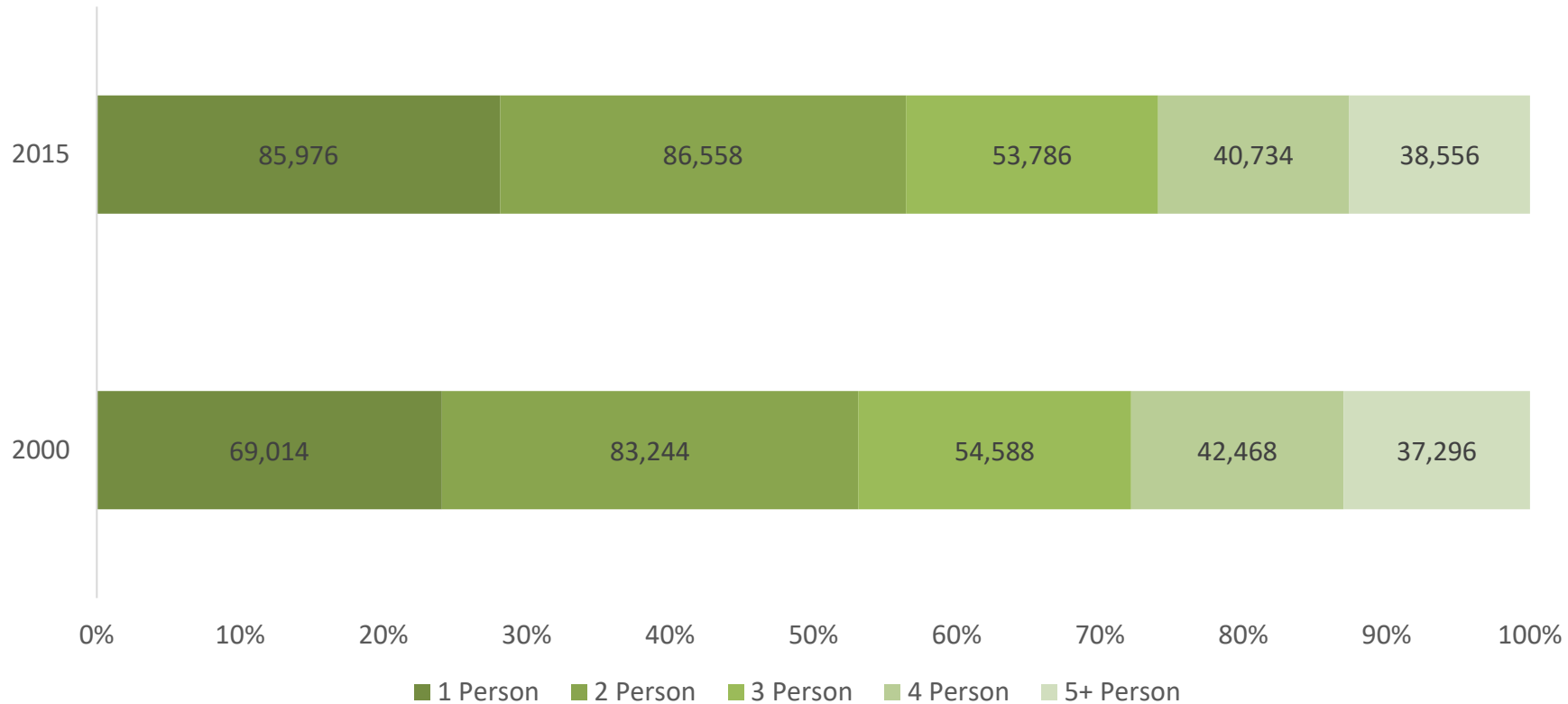
### Household type, Prince George's County, MD (2000 & 2015)



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.*

Prince George's County Comprehensive Housing Strategy

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

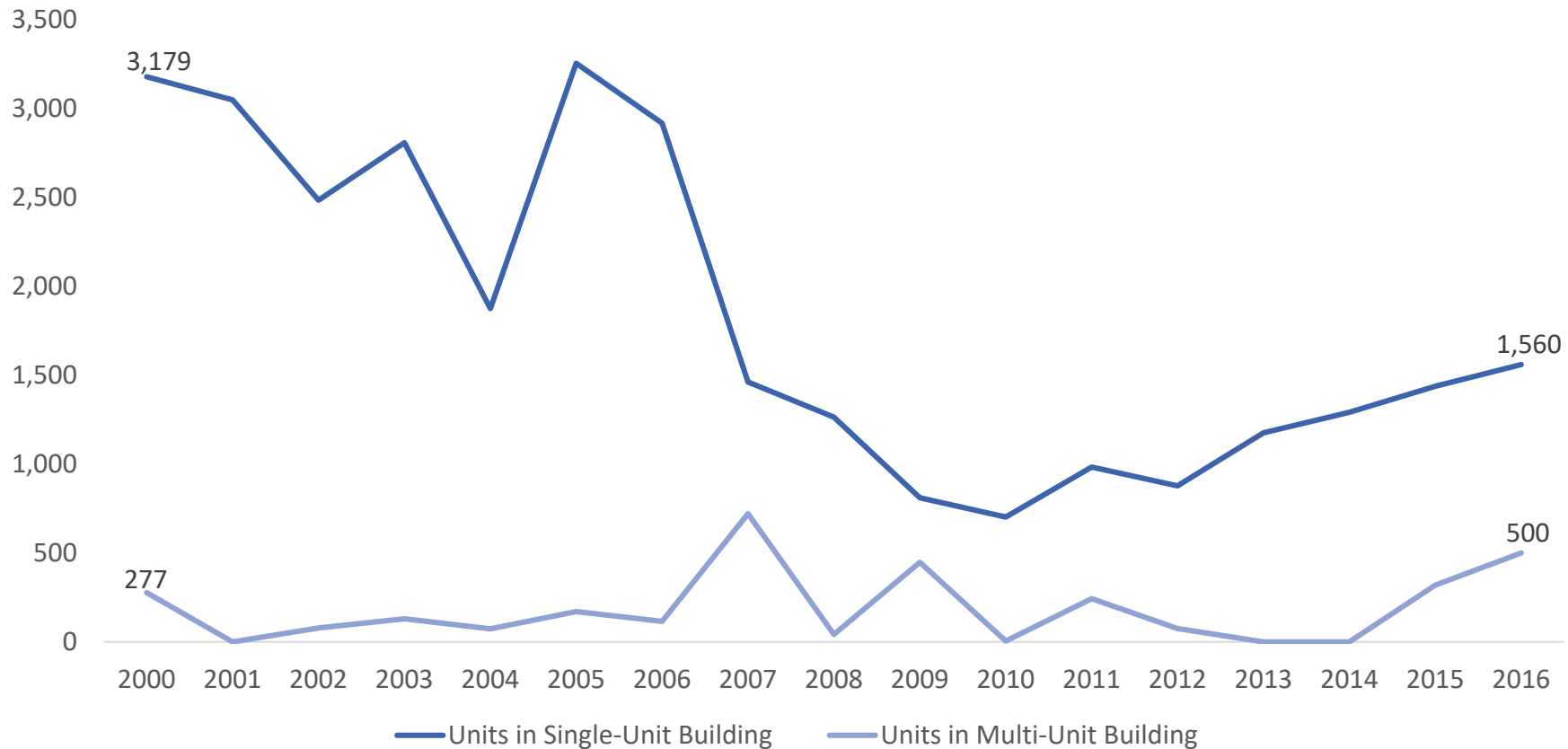
- ❑ Single-family, detached homes
- ❑ Multifamily apartment buildings (5+ units)
- ❑ Larger apartments (4+ bedrooms)

- **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)

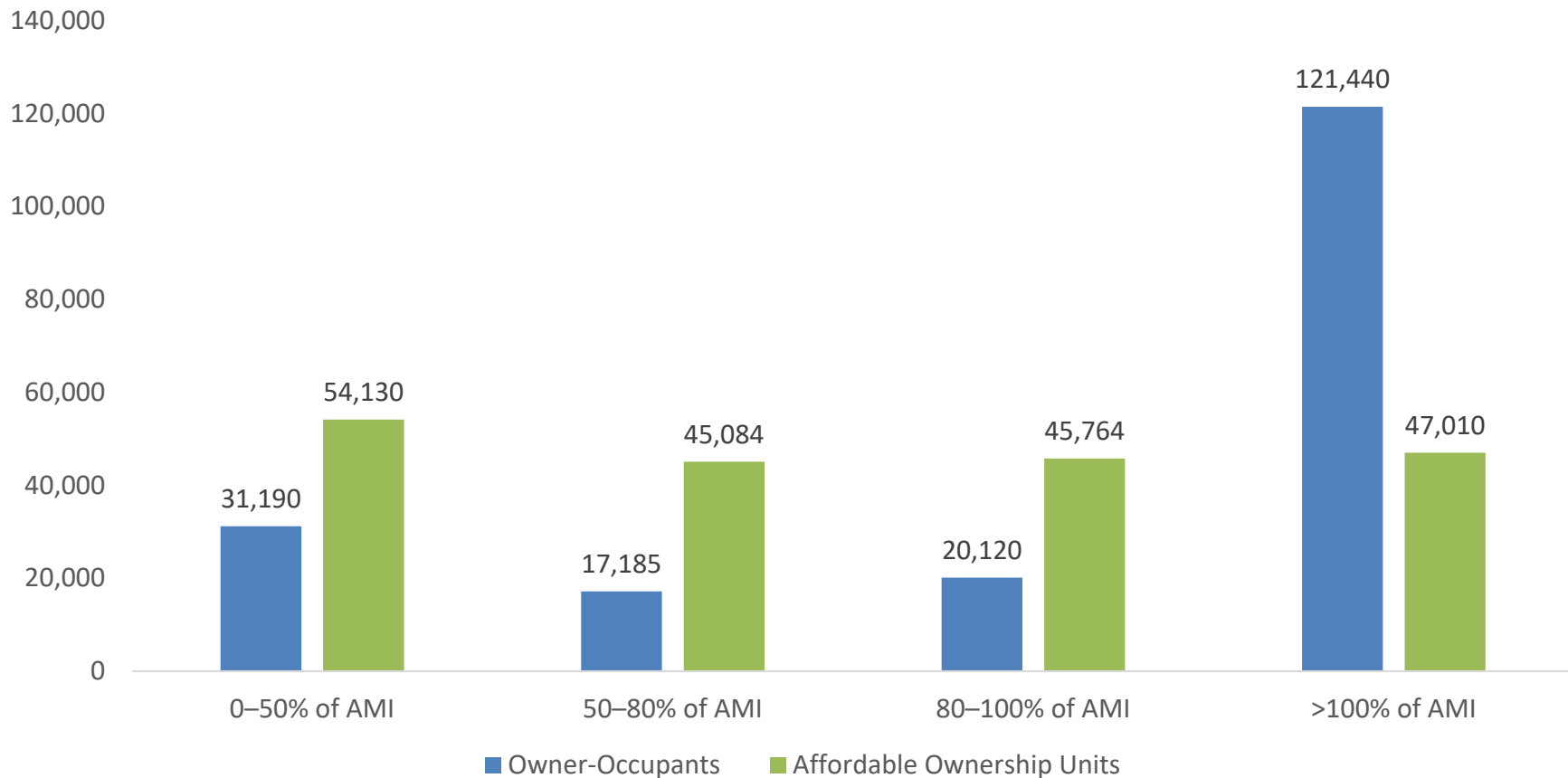


SOURCE: US CENSUS BUILDING PERMITS SURVEY



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

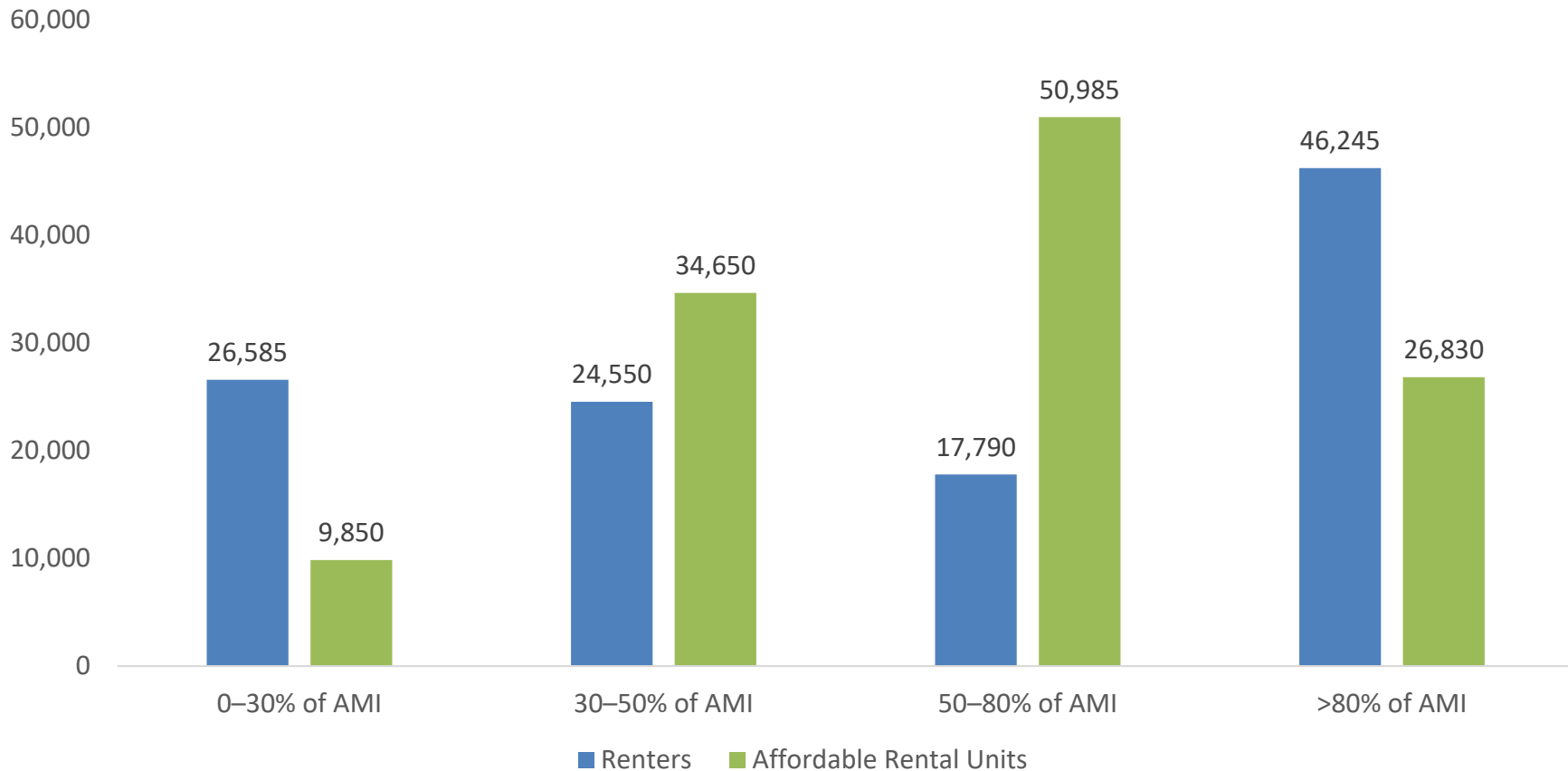
## Affordable homeownership units, Prince George's County, MD (2014)



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.*

Prince George's County Comprehensive Housing Strategy

- 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



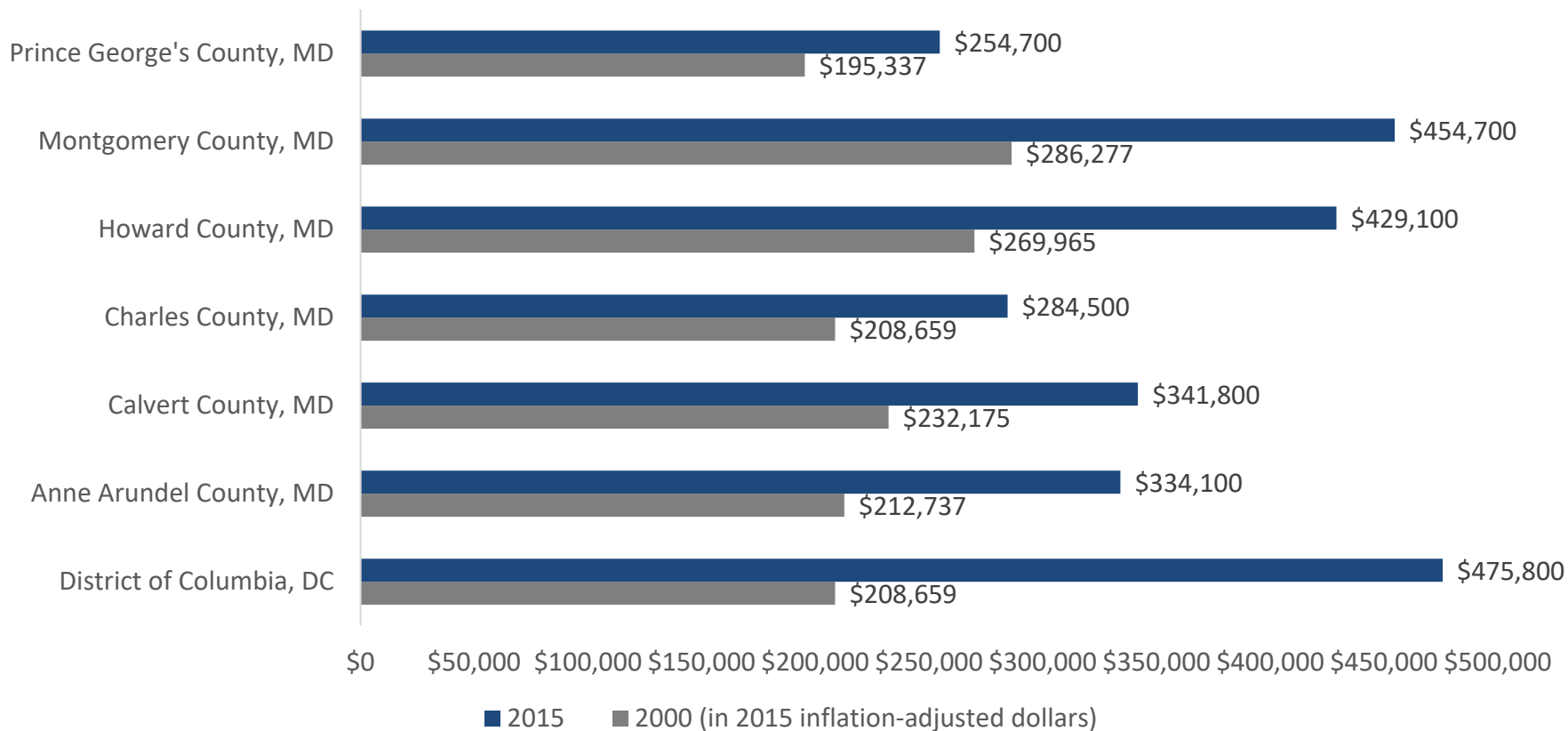
SOURCES: 2000 US CENSUS; 2015 AMERICAN COMMUNITY SURVEY

# 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)

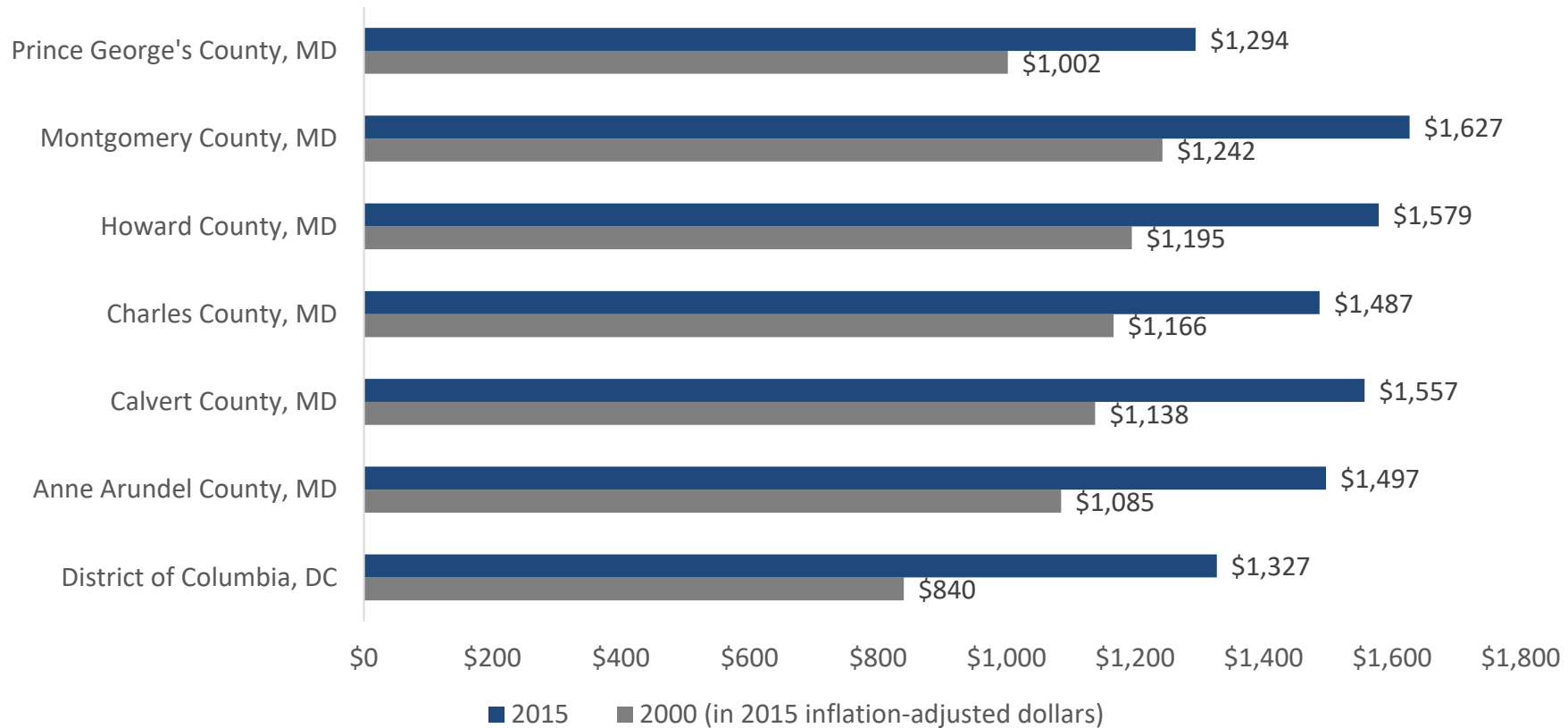


SOURCES: 2000 US CENSUS; 2015 AMERICAN COMMUNITY SURVEY

# 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

11/9/2017

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

**Please proceed to Input station 1  
to share your thoughts on why housing  
matters to you.**