

WORKFORCE



HOUSING



City of San Marcos Strategic Initiative

Community Partnerships Meeting, August 10, 2018

Meeting Agenda





City of San Marcos Strategic Initiative

Definition: The strategic initiative for workforce housing is targeted to providing housing solutions for San Marcos residents earning up to 140% of the area median income. Area median income is based on the Austin/Round Rock MSA.

Outcomes:

#1



**Increase the
Rates of Home
Ownership**

#2



**Assemble a
Workforce Housing
Task Force**

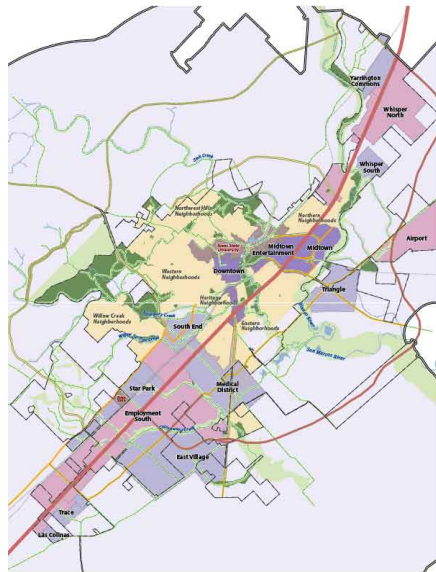
#3



**Maintain Existing
Housing Stock in
Safe Conditions**



Achieving Outcome #1: Increased Rates of Home Ownership



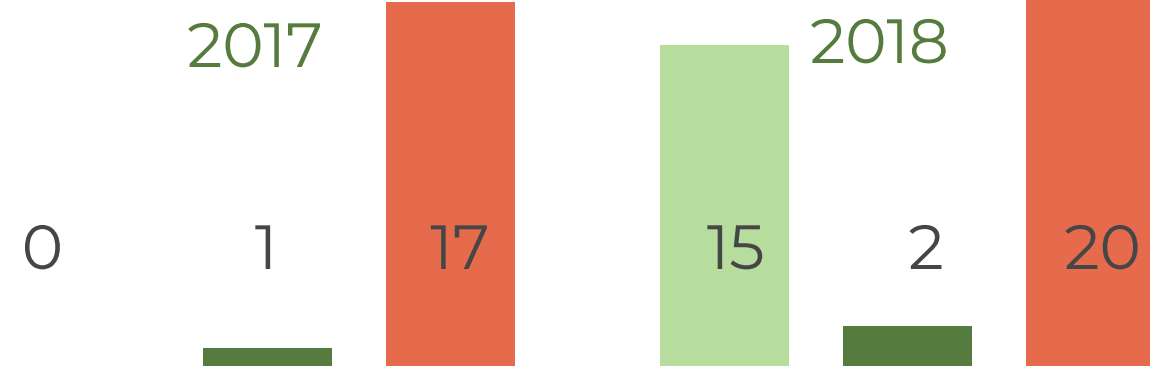
DEVELOPMENT REGULATIONS

Development regulations play an important role in influencing the number, type, and location of new housing. Monitoring new housing approvals to ensure that a variety of housing types are provided at all income levels to serve residents with varying needs.



HOUSING STUDY

A housing study will provide insights into the housing market and help to target programs and regulations for greatest impact.



DR Homes Non-Profit Homes Homebuyer / CDBG

HOUSING PROGRAMS

Housing programs use both local and federal funding sources to build homes, support affordable housing builders, support potential home owners, and set aside land for affordable home ownership.

Achieving Outcome #2: Workforce Housing Task Force

With more than 80% of San Marcos households earning less than the area median income the City alone will not be able to create affordable housing opportunities for all. Commitment from community leaders, stakeholders and residents is crucial to the success of this initiative.

Here is How:

- **Purpose:** Assist the City Council Workforce Housing Committee in developing a comprehensive housing policy
 - **Process:** Work in tandem with staff through a policy making framework grounded in data and best practices.
 - **Timeline:** Task Force Recommendations delivered Fall 2019
-



Task Force Members and Strategies



Governmental and Educational Agencies

Collaboration with local taxing entities to make tax forfeiture land available for the construction of permanently affordable housing.



Major Employers

Housing choice and household affordability are important factors in employee recruitment. Major employers are important stakeholders.



Development Community

Building capacity with both current and potential affordable housing builders, financing agencies and real estate providers.



Service Providers

Community service providers are an invaluable resource in supporting housing programs and establishing long term stability for households



Banking Community

The community reinvestment act encourages the banking community to meet the needs of low to moderate income borrowers through programs such as Individual Development Accounts (IDA).

Maintain Existing Housing Stock in Safe Conditions



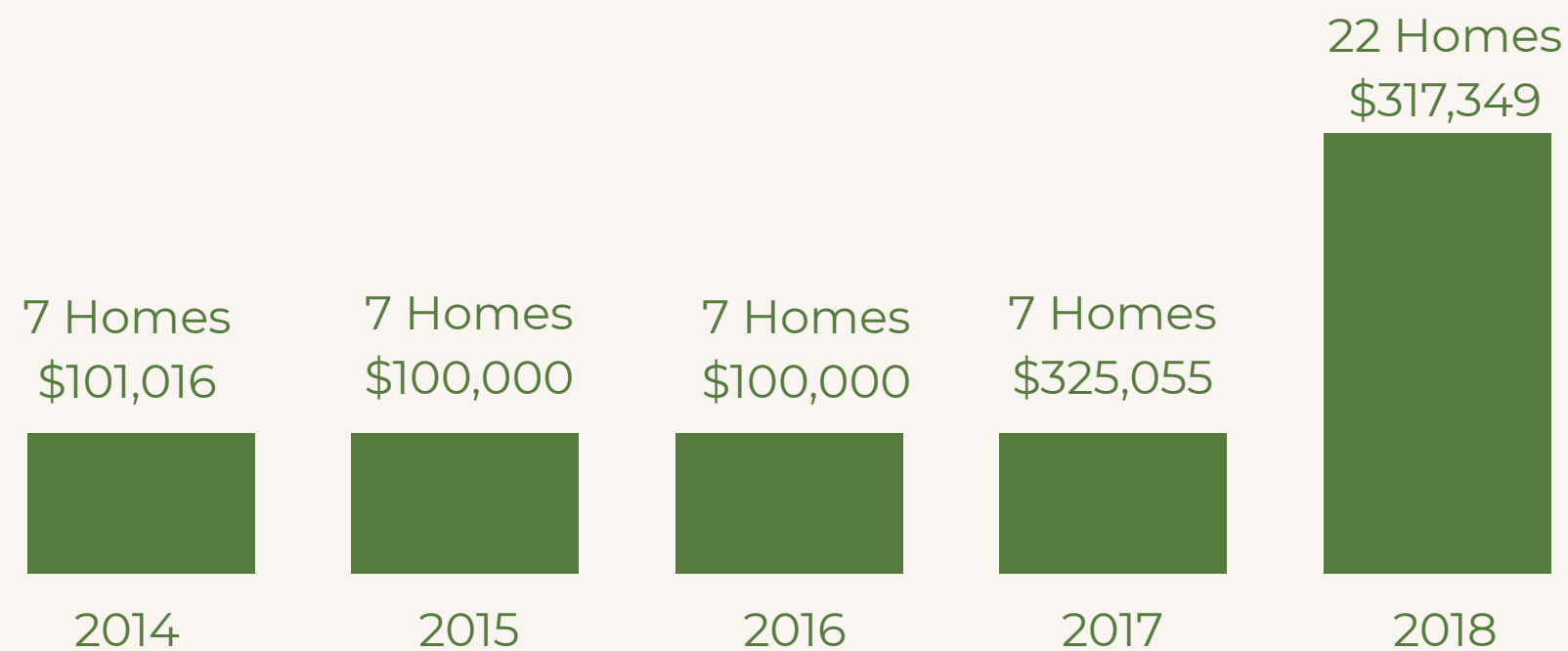
Enforcement of Unsafe Rental Conditions

The largest affordable housing asset the City has is existing housing. A key component of the workforce housing strategy involves encouraging and enforcing safe and livable conditions while maintaining affordability.



Housing Rehabilitation Programs

Current housing rehabilitation programs are funded by the CDBG and CDBG-DR. Total 5 yr investment: \$943,420

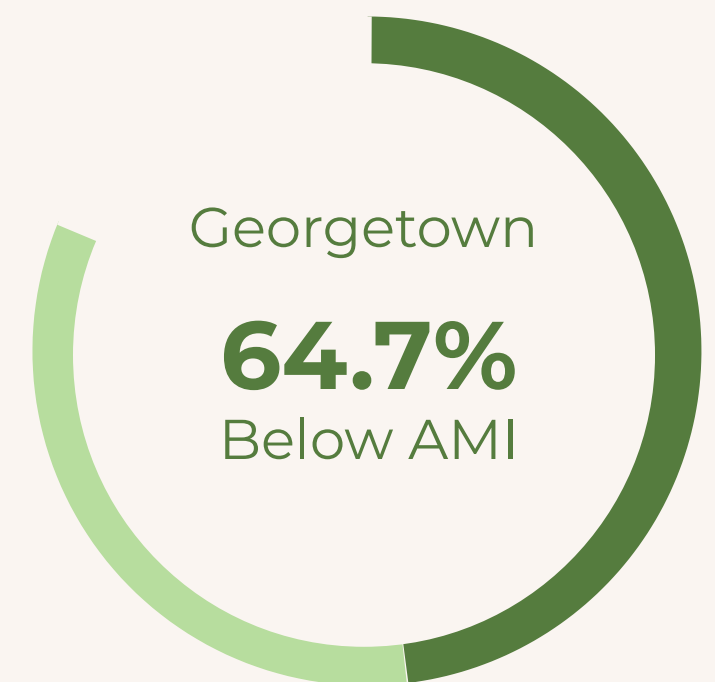
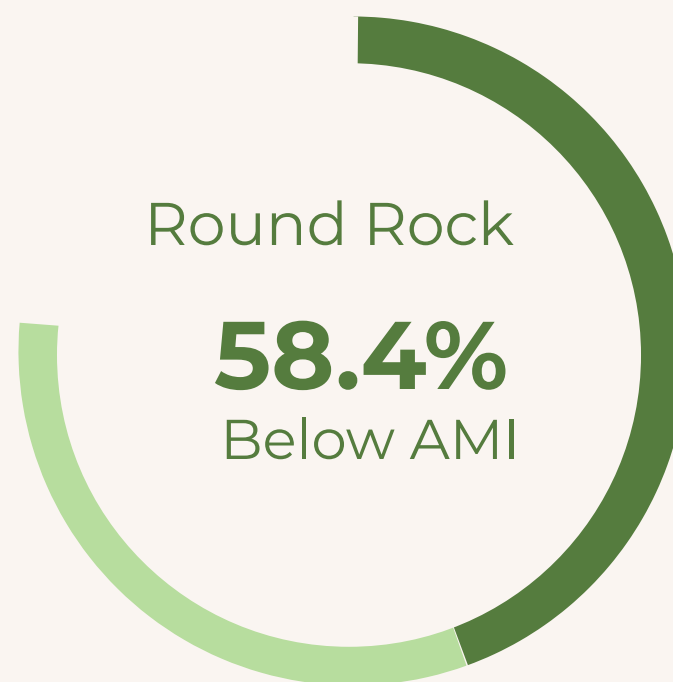
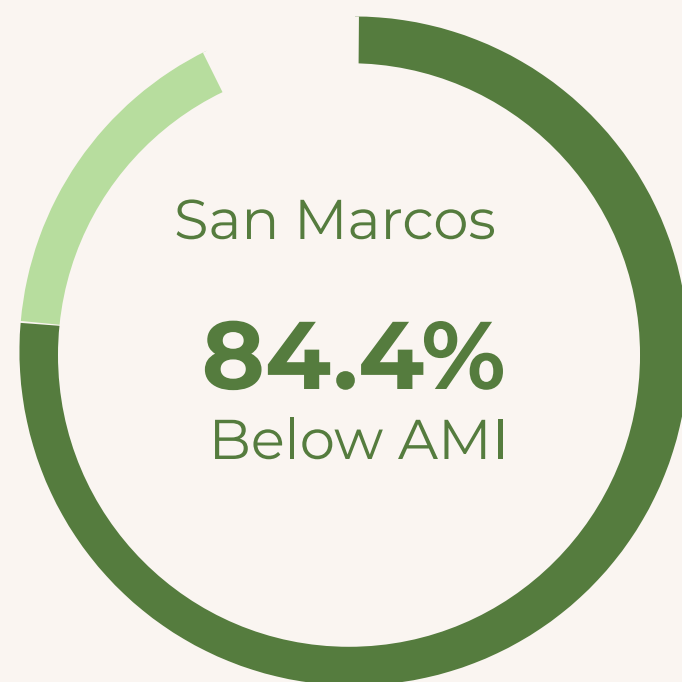


Years 2014 - 2018

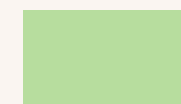
Regional Impacts of Housing

San Marcos is part of a regional housing market and federal funding for housing programs are based on the median income for the Austin Round Rock MSA. The Area Median Income for a 4-person household is **\$86,000**.

The charts below show the percentage of population in each community that earns less than the Area Median Income. The dark green represents the percentage earning less than 80% AMI and the light green and dark green combined represent households earning less than 140% AMI.



< 80% AMI



80% - 140% AMI

City of San Marcos Housing Gap

San Marcos Median Family Income: \$46,736

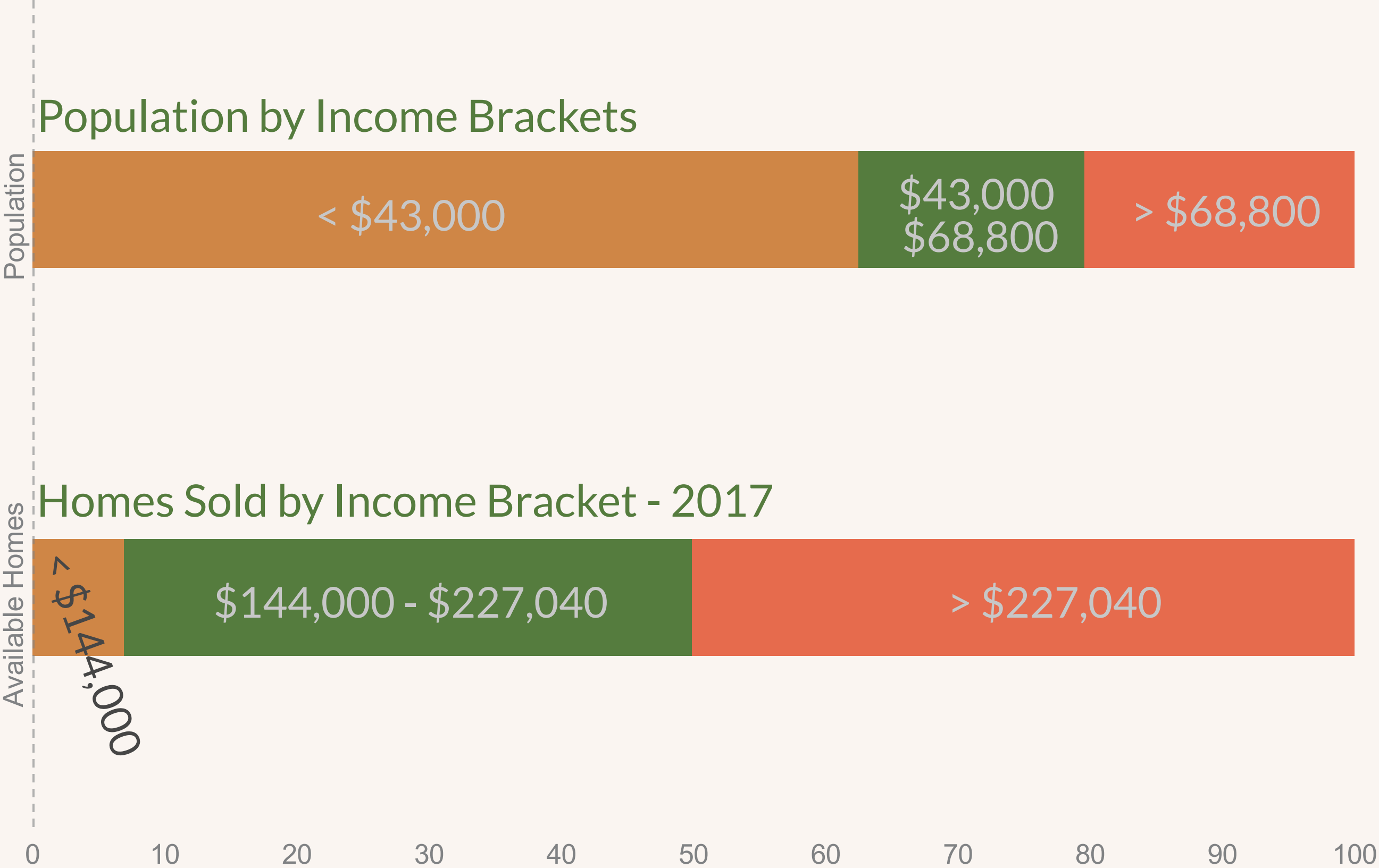
The Median Family can purchase a home for: \$154,200

Median Price for Homes sold in 2017: \$200,200

Housing Gap \$46,000

Opportunities for Home Ownership

Very Low Income (< 50%AMI) Low Income (50% - 80% AMI) Middle Income (> 80%AMI)



Community Partnerships Policy Discussion

Program Goals:

1

Transition vacant or blighted properties to permanently affordable workforce housing.



2

Assist public servants, teachers and San Marcos working families in purchasing homes.

Community Partnerships Policy Discussion

Tax Delinquent Property Process:





**Community Partnerships Are
Key to Confronting the Housing
Challenges we are facing Now
and will Continue to Face in this
Rapidly Growing Central Texas
Region.**