

# Appendix B

## EDUCATIONAL WORKSHOP SLIDES



### Rural Housing Readiness Assessment Workshop

Laying the foundation for local housing strategy

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Extension and Outreach

Community and Economic Development

## Agenda



Introductions

Incentives and  
Financing



Overview

Case Studies



Housing Data

Next Steps



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**Introductions**



What is your name?

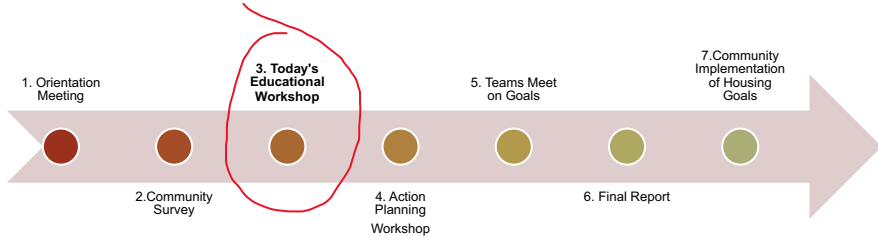
What is your role in housing?

Why are you here?

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### Overview of the RHRA Process



1. Orientation Meeting
2. Community Survey
3. Today's Educational Workshop
4. Action Planning Workshop
5. Teams Meet on Goals
6. Final Report
7. Community Implementation of Housing Goals

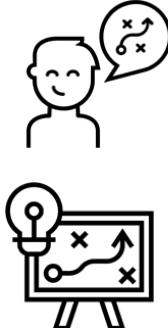
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### Purpose of the RHRA Program

To map out directions to improving availability/access, affordability, and quality of housing

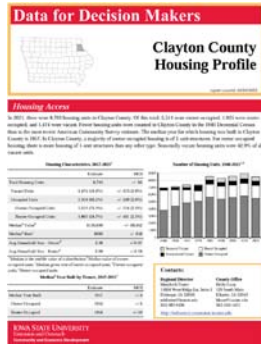
Develop a coherent, realistic, and well-reasoned housing strategy for our community



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## Housing Information Sources



- County level data
- 4-page report
- Information on housing access, characteristics, affordability and demographics
- <https://indicators.extension.ia.state.edu/>

Housing Characteristics, 2017-2021<sup>1</sup>

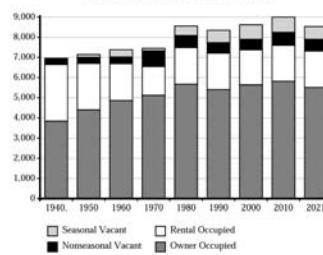
|  | Estimate      | MOE            |
|--|---------------|----------------|
| Total Housing Units                      | 8,793         | +/- 85         |
| Vacant Units                             | 1,474 (16.8%) | +/- 173 (2.0%) |
| Occupied Units                           | 7,319 (83.2%) | +/- 199 (2.0%) |
| Owner-Occupied Units                     | 5,514 (75.3%) | +/- 214 (2.3%) |
| Renter-Occupied Units                    | 1,805 (24.7%) | +/- 181 (2.3%) |
| Median <sup>a</sup> Value <sup>b</sup>   | \$136,000     | +/- \$8,462    |
| Median <sup>a</sup> Rent <sup>c</sup>    | \$680         | +/- \$56       |
| Avg Household Size - Owner <sup>d</sup>  | 2.38          | +/-0.07        |
| Avg Household Size - Renter <sup>e</sup> | 2.09          | +/-0.19        |

<sup>a</sup>Median is the middle value of a distribution <sup>b</sup>Median value of owner-occupied units. <sup>c</sup>Median gross rent of renter-occupied units. <sup>d</sup>Owner-occupied units. <sup>e</sup>Renter-occupied units

Median<sup>a</sup> Year Built by Tenure, 2017-2021<sup>1</sup>

|                   | Estimate | MOE   |
|-------------------|----------|-------|
| Median Year Built | 1957     | +/-5  |
| Owner Occupied    | 1955     | +/-5  |
| Renter Occupied   | 1964     | +/-10 |

Number of Housing Units, 1940-2021<sup>1,2</sup>



**Contacts:**

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 563-245-1451

<http://indicators.extension.iastate.edu>

## Using Data to Analyze Availability in the Housing Market

|  |  |  |
|--|--|--|
| Elkader's population = 1,209 (2020 Census) | Total Households = 607 (Average 2.02 persons per HH) | 1,209 people split into 2.02 person households = <b>numerical need</b> for 599 housing units |
| Census shows Elkader has 653 housing units | Census shows Elkader has 68 vacant housing units     | Census shows Elkader has 585 occupied housing units  |

## What's That Mean?

If the current 607 households have 653 houses to choose from then we would have 46 more houses than we absolutely need.

If household formation shows we need 599 houses we still have 54 more houses than we absolutely need.

Plus we have those 68 vacant houses...right?

## What's normal?



68 vacant houses means the vacancy rate of all housing in Elkader is 10.4%.



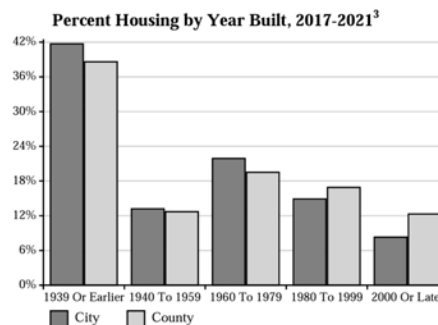
What's normal? **A healthy housing market has a vacancy rate of 5-7%.**

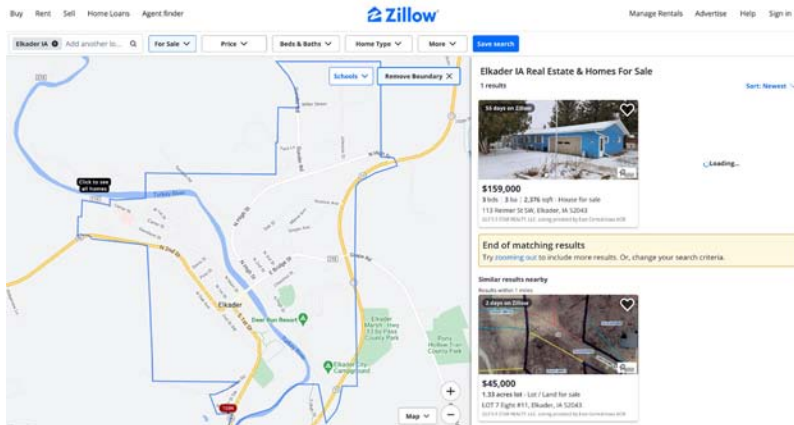


Why are they vacant? Are they available to be used as housing? What condition are they in? Were they owner-occupied or rentals? Are they just "seasonally vacant?" How "real" is this number?

## Other Impacts To Consider

- Loss of housing due to fires, tornados, floods, deterioration/condition
- *Currently demolishing only 1-2 houses every decade*
- Overall age of housing





As of 10:22 a.m., Thursday, April 20, 2023



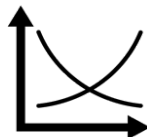
Commuting Patterns Are the Potential for Population Growth or Loss  
U.S. Census "On The Map" downloaded 04/04/23

## Defining: Housing Availability/Access



Residents can find housing with minimal trouble.

The available units roughly match the existing demand.



- Single-family, duplex, multi-family
- Owner occupied and rental units
- A variety of price points



## Housing Availability/Access

| Housing Units by Tenure 2020 | Number | Percentage |
|------------------------------|--------|------------|
| Owner Occupied               | 385    | 63%        |
| Renter Occupied              | 222    | 37%        |

| Household Formations                        | Number/Percentage |
|---|-------------------|
| Total Households                            | 607               |
| Families                                    | 356               |
| Families with children under 18             | 174               |
| Households with at least one person over 60 | 49.8%             |
| Households with 65+ living alone            | 28.2%             |

## Defining: Housing Affordability



US Department of Housing and Urban Development: No more than 30% of household income should be spent on housing costs.


A household spending more than 30% is considered cost-burdened.



## Defining: Housing Affordability


Median Family Income: **\$58,021**

Cost of an affordable unit per month: **\$1,451**




Mortgage or Rent


+




Insurance



Utilities



Maintenance



Taxes

## Family Income & Housing Affordability

| Percent Median Family Income | Annual Median Family Income | 30% Monthly Income Spent on Housing Costs |
|------------------------------|-----------------------------|---|
| 30% MFI                      | \$17,406                    | \$435                                     |
| 50% MFI                      | \$29,010                    | \$725                                     |
| 80% MFI                      | \$46,416                    | \$1,160                                   |
| 150% MFI                     | \$87,031                    | \$2,176                                   |

### EXAMPLE MONTHLY COSTS:

2 Adults  
1 Child  
  
Annual  
Income  
= \$45,000

| Costs                                    |           |
|--|-----------|
| Monthly Income                           | \$3,750   |
| Transportation                           | (\$1,194) |
| Food                                     | (\$550)   |
| Childcare                                | (\$556)   |
| Medical                                  | (\$600)   |
| Income left for Housing & Other Expenses | \$850     |

30%  
housing  
limit =  
\$1,125

2 Adults  
1 Child  
  
Annual  
Income  
= \$70,500

| Costs                                    |           |
|--|-----------|
| Monthly Income                           | \$5,875   |
| Transportation                           | (\$1,194) |
| Food                                     | (\$550)   |
| Childcare                                | (\$556)   |
| Medical                                  | (\$600)   |
| Income left for Housing & Other Expenses | \$2,975   |

30%  
housing  
limit =  
\$1,763

Courtesy: MSA

## Elkader Incomes

| Income Range           | Number of Elkader Households in Range | Bottom of Affordability Range | Top of Affordability Range |
|------------------------|---------------------------------------|-------------------------------|----------------------------|
| Less than \$10,000     | 30                                    | ~                             | \$250                      |
| \$10,000 to \$14,999   | 37                                    | \$250                         | \$375                      |
| \$15,000 to \$24,999   | 78                                    | \$375                         | \$625                      |
| \$25,000 to \$34,999   | 67                                    | \$625                         | \$875                      |
| \$35,000 to \$49,999   | 50                                    | \$875                         | \$1,250                    |
| \$50,000 to \$74,999   | 111                                   | \$1,250                       | \$1,875                    |
| \$75,000 to \$99,999   | 121                                   | \$1,875                       | \$2,500                    |
| \$100,000 to \$149,999 | 97                                    | \$2,500                       | \$3,750                    |
| \$150,000 to \$199,999 | 10                                    | \$3,750                       | \$5,000                    |
| \$200,000+             | 6                                     | \$5,000                       | ~                          |

|   |                     | What is the main barrier to home ownership in the community? |                                    |                               |                            |                                    |       |
|---|---------------------|--|------------------------------------|-------------------------------|----------------------------|------------------------------------|-------|
|   |                     | Total  | Not enough of the right home types | Not enough affordable housing | Not enough quality housing | Inability to qualify for home loan | Other |
| What income bracket does your household fall under? | Total Count         | 193  | 60                                 | 51                            | 33                         | 12                                 | 37    |
|   | \$19,999 or less    | 4  | 0                                  | 4                             | 0                          | 0                                  | 0     |
|   | \$20,000-\$39,999   | 16   | 2                                  | 6                             | 3                          | 0                                  | 5     |
|   | \$40,000-\$59,999   | 33   | 14                                 | 9                             | 1                          | 5                                  | 4     |
|   | \$60,000-\$79,999   | 39   | 10                                 | 10                            | 7                          | 5                                  | 7     |
|   | \$80,000-\$99,999   | 40   | 13                                 | 12                            | 7                          | 1                                  | 7     |
|   | \$100,000-\$149,999 | 39   | 12                                 | 9                             | 10                         | 0                                  | 8     |
|   | \$150,000-\$199,999 | 12   | 3                                  | 1                             | 3                          | 1                                  | 4     |
| \$200,000 or more                                   | 10                  | 6  | 2                                  | 0                             | 0                          | 2                                  |       |

|   |                     | What is the main barrier to renting in the community? |  |                               |                            |  |       |
|---|---------------------|---|--|-------------------------------|----------------------------|--|-------|
|   |                     | Total   | Not enough of the right type of rental units | Not enough affordable rentals | Not enough quality rentals | Rental restrictions (pets, credit, smoking, etc) | Other |
| What income bracket does your household fall under? | Total Count         | 185   | 56   | 35                            | 52                         | 13   | 29    |
|   | \$19,999 or less    | 4   | 1  | 2                             | 0                          | 0  | 1     |
|   | \$20,000-\$39,999   | 16  | 5  | 3                             | 4                          | 2  | 2     |
|   | \$40,000-\$59,999   | 30  | 10   | 5                             | 11                         | 3  | 1     |
|   | \$60,000-\$79,999   | 37  | 9  | 10                            | 11                         | 2  | 5     |
|   | \$80,000-\$99,999   | 38  | 10   | 8                             | 11                         | 1  | 8     |
|   | \$100,000-\$149,999 | 39  | 12   | 5                             | 12                         | 2  | 8     |
|   | \$150,000-\$199,999 | 13  | 5  | 2                             | 2                          | 2  | 2     |
| \$200,000 or more                                   | 8                   | 4   | 0  | 1                             | 1                          | 2  |       |

## What Elkader Wants

|  |  | How much do you spend monthly in housing (mortgage/rent plus utilities, property taxes, insurance)? |             |             |             |               |                 |                 |                 |       |
|--|--|---|-------------|-------------|-------------|---------------|-----------------|-----------------|-----------------|-------|
|  |  | Less than \$300   | \$300-\$499 | \$500-\$699 | \$700-\$899 | \$900-\$1,199 | \$1,200-\$1,499 | \$1,500-\$1,999 | \$2,000 or more | Total |
| Thinking about your future housing needs, what type of housing in this community would interest you if you chose to move? Select all that apply. | Total Count  | 112   | 3           | 7           | 19          | 21            | 15              | 23              | 15              | 9     |
|  | Not interested in a different home                           | 39  | 1           | 2           | 10          | 5             | 6               | 7               | 4               | 4     |
|  | Would be interested in down-sizing                           | 23  | 2           | 2           | 2           | 3             | 2               | 5               | 6               | 1     |
|  | Would be interested in up-sizing                             | 18  | 0           | 1           | 4           | 6             | 0               | 4               | 2               | 1     |
|  | Would be interested in renting                               | 9   | 0           | 2           | 2           | 5             | 0               | 0               | 0               | 0     |
|  | Would be interested in a new construction single-family home | 31  | 0           | 1           | 3           | 7             | 3               | 7               | 6               | 4     |
|  | Would be interested in an existing single-family home        | 33  | 1           | 1           | 4           | 9             | 3               | 7               | 6               | 2     |
| Would be interested in senior housing  | 17   | 0   | 1           | 3           | 6           | 2             | 3               | 1               | 1               |       |

## What Will Those Incomes Buy?

| Income Range           | Monthly Housing Affordability Bottom of Range | Monthly Housing Affordability Top of Range | Price Range of Home Affordable at Bottom of Range | Price Range of Home Affordable at Top of Range |
|------------------------|---|--|---|--|
| Less than \$10,000     | ~   | \$250                                      | 0   | \$20,000                                       |
| \$10,000 to \$14,999   | \$250   | \$375                                      | \$20,000  | \$30,000                                       |
| \$15,000 to \$24,999   | \$375   | \$625                                      | \$30,000  | \$50,000                                       |
| \$25,000 to \$34,999   | \$625   | \$875                                      | \$50,000  | \$70,000                                       |
| \$35,000 to \$49,999   | \$875   | \$1,250                                    | \$70,000  | \$100,000                                      |
| \$50,000 to \$74,999   | \$1,250                                       | \$1,875                                    | \$100,000   | \$150,000                                      |
| \$75,000 to \$99,999   | \$1,875                                       | \$2,500                                    | \$150,000   | \$200,000                                      |
| \$100,000 to \$149,999 | \$2,500                                       | \$3,750                                    | \$200,000   | \$300,000                                      |
| \$150,000 to \$199,999 | \$3,750                                       | \$4,975                                    | \$300,000   | \$398,000                                      |
| \$200,000 or More      | \$4,975                                       | ~  | \$398,000   | ~  |

| Income Range           | Elkader Households in Range | Possible Housing Needs   |
|------------------------|-----------------------------|--|
| Less than \$10,000     | 30                          | Affordable Rental, Rental Assistance   |
| \$10,000 to \$14,999   | 37                          | Affordable Rental, Rental Assistance   |
| \$15,000 to \$24,999   | 78                          | Affordable Rental, Rental Assistance, Housing Rehab                                      |
| \$25,000 to \$34,999   | 67                          | Affordable Rental, Rental Assistance, Housing Rehab                                      |
| \$35,000 to \$49,999   | 50                          | Housing Rehab, Down Payment Assistance, Access to Mortgage Financing                     |
| \$50,000 to \$74,999   | 111                         | Housing Rehab, Availability of New Homes/Lots for Purchase, Access to Mortgage Financing |
| \$75,000 to \$99,999   | 121                         | Housing Rehab, Availability of New Homes/Lots for Purchase, Access to Mortgage Financing |
| \$100,000 to \$149,999 | 97                          | Availability of New Homes/Lots for Purchase  |
| \$150,000 to 199,999   | 10                          | Availability of New Homes/Lots for Purchase  |
| \$200,000+             | 6                           | Availability of New Homes/Lots for Purchase  |

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## Defining: Housing Quality

Housing quality refers to the physical condition of the residential building and its surrounding lot.

This encompasses both cosmetic and structural

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## Housing Quality in Elkader

|  |                             | How would you rate the condition of your dwelling? |           |      |      |      |          |
|--|-----------------------------|--|-----------|------|------|------|----------|
|  |                             | Total  | Excellent | Good | Fair | Poor | Very bad |
| Which of the following best describes your living arrangement? | Total Count                 | 111  | 28        | 64   | 17   | 2    | 0        |
|  | Own                         | 92   | 25        | 53   | 14   | 0    | 0        |
|  | Rent                        | 16   | 2         | 10   | 3    | 1    | 0        |
|  | Live with relatives/friends | 2  | 1         | 0    | 0    | 1    | 0        |
|  | Homeless                    | 0  | 0         | 0    | 0    | 0    | 0        |
|  | Other                       | 1  | 0         | 1    | 0    | 0    | 0        |

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## Local Construction History



**Authorized Housing Construction Permits in Clayton County, 2000-2021**

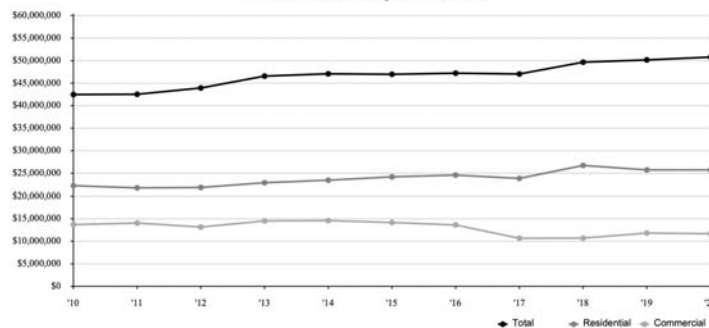
| Permit Year | Single-Family and Duplex Units Building Permits | Per Unit Valuation |
|-------------|---|--------------------|
| 2000-2004   | 219   | \$88,576           |
| 2005-2009   | 189   | \$111,164          |
| 2010-2015   | 144   | \$168,782          |
| 2015-2019   | 152   | \$202,812          |
| 2020        | 25  | \$235,086          |
| 2021        | 40  | \$255,067          |

## County Real Estate Listings

| Single-Family Detached Homes   | December 2021 | December 2022 |
|--------------------------------|---------------|---------------|
| New Listings                   | 15            | 3             |
| Pending Sales                  | 11            | 4             |
| Closed Sales                   | 13            | 11            |
| Days on Market Until Sales     | 36            | 34            |
| Median Sales Price             | \$127,000     | \$142,500     |
| Average Sales Price            | \$141,692     | \$167,883     |
| Percent of List Price Received | 91.4%         | 101.3%        |
| Inventory of Homes for Sale    | 23            | 30            |
| Months Supply of Inventory     | 1.4           | 2.3           |

Iowa Association of Realtors, April 20, 2023

**Elkader Taxable Valuation (incl TIF) 2010-2020<sup>1</sup>**  
in 2020 Inflation Adjusted Dollars

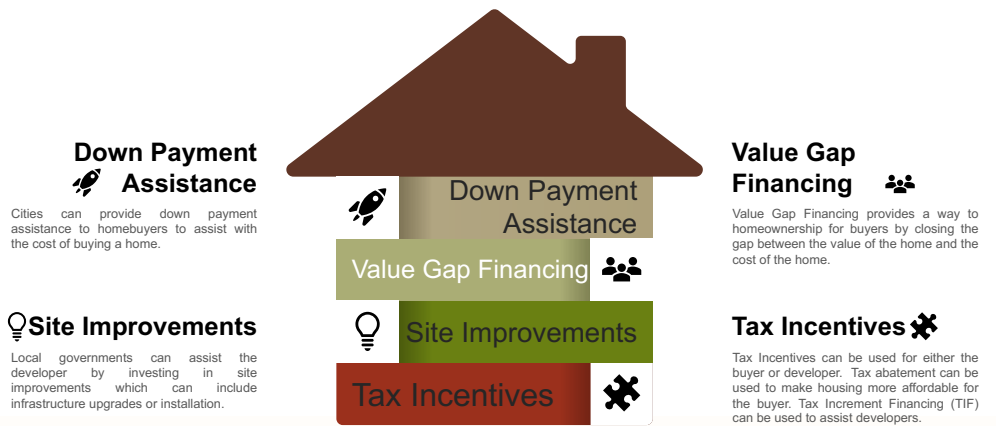


<sup>1</sup>Raw data from Iowa DDM, inflation adjustment calculated by ISU Extension and Outreach

## Incentives for Housing



## Buyer or Developer Incentive?



## Infrastructure as an Incentive



## Financing Resources



Federal and State Government



Local Government



Financial Institutions



Nonprofits and churches



Developers

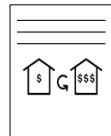


Local Businesses and chambers

## Documents that Make Up Housing “Strategy”



Comprehensive Plan, Zoning, Capital Improvement Plans, and Subdivision Ordinance



Urban Renewal, Urban Revitalization and other Incentive Programs



Inventories:

- Vacant lot
- Downtown upper-story
- Rental unit



Housing Needs Assessments and other studies



Public Participation



Existing Housing Stock



Transportation & Infrastructure



Demographics



Flood Plains



Future Land Use Map



Zoning Laws



Public Services



Incentives

## Your Comprehensive Plan

Housing recommendations from your last comprehensive plan:

1. Encourage diversity in the type, density, and location of housing for all populations
2. Preserve and rehabilitate existing housing stock
3. Encourage the preservation and protection of existing neighborhoods, and design and plan future development in a manner which promotes neighborhood settings and environments
4. Guide lots to be of sufficient sizes to meet standards for private sewer systems, while also encouraging the use of group septic and water systems for rural subdivisions
5. Safeguard public health, safety, and quality of life
6. Seek improvements of quality and availability of housing for the workforce to support economic development

## Housing Needs Assessment



## Your Housing Needs Assessment

1. Improve existing housing stock
2. Add new homes to meet the community's needs
3. Understand and encourage a healthy housing market
4. Make a plan for annexation of land with residential construction potential and upgrade roads in locations that could encourage housing development

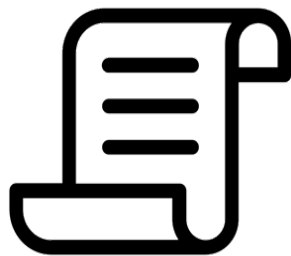
## Top 5 Specific Actions From Community Survey

1. Housing that meets the needs of elderly and/or disabled residents (single-level, wheelchair accessible, etc.)
2. The construction of new high quality rental housing and the rehab of older rentals to make them higher quality
3. The construction of small single family homes and condos
4. Property tax and utility bill relief
5. Annexation of surrounding land

## Top 5 Housing Outcomes from Community Survey

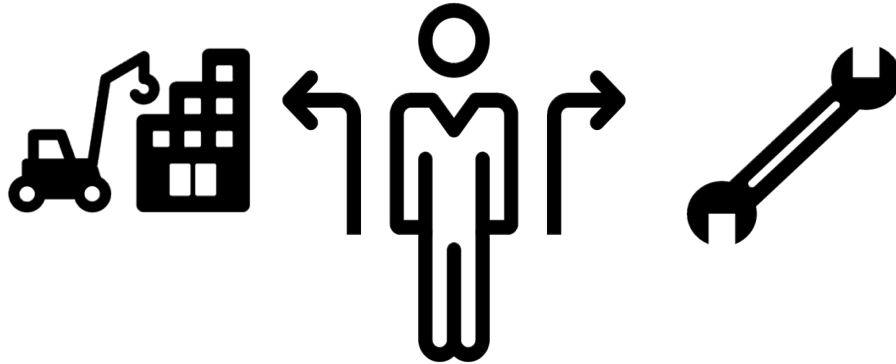
1. There are more rentals available throughout the community
2. There are more young people, both families and single individuals, living in Elkader
3. Seniors are able to age in place
4. There are more affordable rentals for people who cannot afford a mortgage
5. There are new people living in the community

## Local Ordinances



- Zoning Ordinance
- Subdivision Ordinance
- Building Code
- Rental Ordinance
- Nuisance Ordinance
- Property Maintenance Code

## Case Studies in Housing



## Vacant Lots



## Benefits & Difficulties

### Benefits



GENERALLY, HAVE INFRASTRUCTURE IN PLACE AND CAN BE DEVELOPED WITHOUT THE NEED FOR MUCH FINANCIAL SUPPORT.



IRREGULAR LOTS CAN BE COMBINED TO MAKE BUILDABLE LOTS.

### Difficulties

Laws may make it difficult or impossible to build on smaller lots.

Inventory may not be available in your community