Combining Public Participation & Data Analysis for Effective Community Planning

Presented by
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A Traditional Small Town
Monmouth’s Goal

• **The idea:** New housing may attract workers not now living in Monmouth and allow current residents to trade-up without leaving the City.

• **Future implications:** The result could be a bigger tax base, population growth, a larger market for other businesses, and increased community vitality.

• **The challenge:** Attract a developer to build new houses in Monmouth.
Mission: Is there demand for housing, and if so, create a tool to help attract a developer.

- Data analysis provides credibility, background, and metrics to measure progress.
- Public input provides preferences, context, grassroots buy-in, and future supporters.
The Data: Supply, Demand and Community Environment
Monmouth’s Housing Stock

- The majority of housing units are single-family detached (78%).
- Most have 2 or 3 bedrooms (69%).
- Slight conversion of ownership: The owned/rented ratio is about 71%/29% compared to 67%/33% in 2010.
- Vacancy rate cut in half (8.1% in 2010 compared to 4% in 2015).
- A large portion of the stock was built prior to 1940 (41%).
- Very few rentals available, and downtown rentals received premium rates.
Residential Sales Trends

- Residential Sales (Median $ Value)
- Residential Sales (Count)
<table>
<thead>
<tr>
<th>AARP Livability Index Scores</th>
<th>Monmouth</th>
<th>Warren County</th>
<th>Galesburg</th>
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<tr>
<td>Housing</td>
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<tr>
<td>Overall Score</td>
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<td>51</td>
<td>52</td>
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Source: Current AARP Livability Index on the AARP website (accessed September 10, 2017)
Public Participation
Reaching the Target Audience

- Employers
- Schools
- City
Barriers to Collaboration

- Reluctance to commit time
- Employee privacy
- Corporate policies
Barriers to Communication

- Language
- Immigration status
- Internet access
Survey Findings
Where to Live

• People live where they do because of the immediate environment.

• They are most likely to move for a new job, or to increase the size or quality of housing.

• The reasons people live where they do now are not always the same as the reasons why they would move.
Where to Live - Continued

• What kind of a house do people want?
  • Single-family
  • Rural setting
  • 3 bedrooms and 2 bathrooms

• Who is most likely to move?
  • 35-64 years old
  • annual income of $50,000-99,999
  • approximately 2/3 say they can afford to spend $700+ per month on housing related costs
  • nearly 1/3 say they can afford to spend $900+ per month on housing related costs
Community Improvements

- When all respondents (Monmouth residents and others) are considered, more stores, restaurants and entertainment options are most desired.
- When just Monmouth resident responses were tallied, improving downtown was most desired.
Putting It All Together
Approach & Results

• **137 new homes**: Based on *household incomes* and current housing expenditures
• **165 new homes**: Based on *population* projections of additional households
• **40 new homes**: Based on *sales trends and vacancy rates*
• **75 new homes**: Based on *survey responses*
Conclusion
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