

# Johnson County

## Housing Assessment

### Study for Unincorporated Area, Manufactured Housing, Villages, and Small Towns

Status as of April 2, 2025

#### **RFP Steering Committee**

PDS: Josh Busard (director), Becky Soglin

Social Services: Lynette Jacoby (director), Rachel Carr

BOS: Supervisor V Fixmer-Oraiz (interview portion)



# Impetus and Study Need

## Comprehensive Plan 2018

Sustainability Goal 3: Support safe and equitable access to housing.

Action 1.3 “Participate in and/or conduct regional housing studies to identify housing need goals.”

## County Economic Development Plan 2022

Recommendation: “Conduct a housing needs assessment.”

## Comprehensive Plan Update 2024

New priority: Equitable Access to Safe and Affordable Housing

New key issues of Resiliency as well as Equity and Opportunity discuss housing

New Land Use Goal 6

Foster equitable access to safe and affordable housing throughout Johnson County.

Action 2.1

Support development of an affordable housing action plan.

**The study recommendations would be the basis for such a plan and can also be actionable on their own.**

# **Impetus and Study Need**

**Manufactured Home Park** issues and residents' stories

**Listening posts on housing in 2024** in the smaller towns

**Social Service's Johnson County Affordable Housing Report for 2023**

**Healthy JoCo Housing focus**

**Better Together | Greater Iowa City goals**

**City of Iowa Metro-Area Housing Study** expected spring 2025.

Reason why we waited.

# Major Milestones to Date

## 2024

Spring	BOS approved \$150,000 to complete plan; directed PDS to issue RFP
Summer	Research on others' studies and Iowa City's approach
October 21	Request for Proposals (RFP) issued
December 18	Proposals due

## 2025

January	Committee reviewed 10 proposals
February	Narrowed pool; Interviews with two finalists (Supervisor Fixmer-Oraiz also on interview committee)
February 19	Determined preferred candidate: CommunityScale
March 20	Agreement signed

Goal is to complete the study by end of this calendar year.

# Selected Firm: CommunityScale

## Team Expertise

- Housing, economic development , planning/zoning, data/spatial, transp.
- Physical shelter + economic development, regulation, social needs, etc.

## Prior Experience

- Midwest jurisdictions (e.g. Indianapolis area, Omaha/Council Bluffs)
- Urban and rural settings; regional and county-specific studies

## Analysis and Engagement Processes Intertwined

- Storytelling and ground-truthing of housing stock
- Use available reports and data sources, proprietary tools, proxy data
- Address our 16 data point requests and bring in new data
- Build out scenarios and refine

**Budget** \$145,240 (of \$150,000). Includes three trips. Detail on last slide.

# Deliverables

## **REPORT** Digital and print (as needed)

- Custom forecasts (growth, needs, demand, production targets)
- Policy inventory and analysis
- Regulatory and impacts review
- Gap analysis
- Recommendations: “Immediate, impactful strategies with actionables.”
- Context: relative cost and complexity, barriers, funding sources, etc.
- BOS can prioritize the list immediately.
- Maps and spatial data e-formats compatible with County GIS

## **DIGITAL MATERIALS**

- Online dashboard summary, interactive maps
- Adaptable highlights graphics for social media, etc.
- Ready-to-go slide presentation to promote findings, recommendations.

## **FINAL PRESENTATION** to elected officials and staff at an in-person meeting

# Engagement Strategy (also a Deliverable)

Building relationships to act on the actionables.

Project lead will be present at every meeting; mix of in-person and online

**SURVEY** in different languages

**COMMUNITY WORKSHOPS** Four in different parts of the county

**STAKEHOLDERS**

Focus groups, including manufactured home residents

One-on-one interviews

Meeting offered for each small town (electeds and staff); small-town data included even if no meeting.

Meeting with County electeds and staff

**RECOMMENDATIONS WORKSHOP**

Share preliminary suggestions and get feedback.

***LESS/UN-HEARD VOICES***

Engage with advocates to connect with people

Determine which voices are completely absent (i.e. people who moved away)<sup>7</sup>

<b>Task 1 - Project management and start-up</b>	<b>\$16,920</b>
1.1 Kick-off meeting and ongoing coordination	\$8,000
1.2 Project management plan	\$880
1.3 Data collection	\$5,840
1.4 Document review	\$2,200
<b>Task 2 - Housing Forecast</b>	<b>\$20,310</b>
2.1 Growth projection	\$3,710
2.2 Housing needs assessment	\$5,760
2.3 Housing demand assessment	\$6,200
2.4 Housing production target	\$4,640
<b>Task 3 - Regulatory and impacts review</b>	<b>\$17,470</b>
3.1 Policy inventory	\$4,590
3.2 Zoning audit	\$7,520
3.3 Impacts assessment	\$5,360
<b>Task 4 - Community engagement</b>	<b>\$31,640</b>
4.1 Online survey	\$1,170
4.2 Stakeholder meetings	\$9,680
4.3 Community workshops	\$13,280
4.4 Recommendations workshop	\$2,150
4.5 Digital engagement resources	\$5,360
<b>Task 5 - Gap analysis</b>	<b>\$7,020</b>
5.1 Housing gap analysis	\$7,020
<b>Task 6 - Recommendations</b>	<b>\$13,330</b>
6.1 Strategy toolkit	\$7,570
6.2 Implementation action plan	\$5,760
<b>Task 7 - Final deliverables</b>	<b>\$33,060</b>
7.1 Report documents	\$16,480
7.2 Digital deliverables	\$13,160
7.3 Final presentation	\$3,420
<b>Expenses (Travel, data, and related)</b>	<b>\$5,590</b>
<b>Total (including expenses)</b>	<b>\$145,340</b>

## CommunityScale

### Budget as proposed

Expense line items	
Flights	\$2,236
Hotels	\$1,006
Cars	\$671
Meals	\$559
Meeting materials	\$280
Data	\$839
<b>Total expense budget</b>	<b>\$5,590</b>