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PRESENTATION TO THE TOWN COUNCIL'S PUBLIC PLANNING COMMITTEE  
NOVEMBER 29, 2018

# Project Schedule

	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Task 1. Housing Needs & Market Assessment								
Task 2. Best Practices Review & Analysis								
Task 3. Local Capacity Assessment								
Task 4. Strategy Toolkit & Implementation Framework								
Task 5. Communication & Public Engagement								 

Deliverables 

Site visits 

# Housing Needs Assessment

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## Assessment of Workforce Housing Needs

# Communication and Public Outreach

- Logo
- Website
- Social Media Guide
- Fact Sheets
- Community Input



**HILTON HEAD ISLAND  
WORKFORCE  
HOUSING**

**Why Workforce Housing Matters**  
We all benefit when there are housing options on the Island.

**Stable housing serves as a platform for individual & family well-being.**

- Children move less often and do better in school.
- Adults and children experience better physical and mental health outcomes.
- Families are more likely to achieve upward mobility and economic self-sufficiency.

Source: National Housing Conference  
<https://www.nhc.org/publication-category/17>

**A mix of housing types & affordability is the basis for inclusive & diverse communities.**

- Housing options offer equitable opportunities for access to opportunities and services.
- Communities can be places in which everyone can prosper and contribute.
- Children who grew up here can make their home here as an adult.

Source: Poverty & Race Research Action Project  
<https://prrac.org/press-publications/press>

**Housing supports vibrant & sustainable local economic development.**

- People have the option to live near their work.
- Shorter commutes make it easier to attract and retain workers and reduce traffic for everyone.
- Workforce housing supports jobs in key sectors that serve residents and visitors alike.

Source: Housing Underproduction in the U.S. 2018  
<http://www.upforgrowth.org/>



**HILTON HEAD ISLAND  
WORKFORCE  
HOUSING**

**Housing for the Hilton Head Island workforce is critical for maintaining the Island's high quality of life.**

**Key workers cannot afford housing here.**

 <b>Accommodation &amp; Food Services</b> \$21,953 Affordable Monthly Housing Costs: \$549	 <b>First-Year Teacher</b> \$35,508 Affordable Monthly Housing Costs: \$888
 <b>Retail Trade</b> \$26,286 Affordable Monthly Housing Costs: \$657	 <b>Health Care &amp; Social Assistance</b> \$46,279 Affordable Monthly Housing Costs: \$1,157

**Affordable monthly housing costs based on spending 30% of income on housing.**

**Town of Hilton Head Island**  
 Median home price: \$420,000    Median rent: \$1,500

Sources: U.S. Bureau of Labor Statistics, Beaufort County School District, 2010w

**More workers are driving across the bridge each day.**  
 3 out of 5 workers on Hilton Head Island do not live on the Island.

2005		12,758 workers
2010		13,110 workers
2015		14,102 workers

Source: U.S. Census Bureau, On The Map

**Other**  
 8,250 jobs  
 - Arts & Recreation  
 - Real Estate  
 - Financial Services  
 - Professional & Technical Services  
 - Construction  
 - Public Administration\*

**Accommodation & Food Services**  
 5,000 jobs

**Retail Trade**  
 2,600 jobs

**Health Care & Social Assistance**  
 2,400 jobs

**Admin & Building Support**  
 2,400 jobs

\*Excludes teachers, fire fighters, police officers and other public employees. Source: U.S. Census Bureau, OnTheMap

# Assessment of Housing Needs: Key Findings

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- Hilton Head Island has had steady population growth recently but has **not attracted young adults** in the same way some other places have, including the Town of Bluffton.



# Assessment of Housing Needs: Key Findings

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- In recent years, the fastest growing income groups on Hilton Head Island have been those with incomes below \$25,000 and those with incomes of \$150,000 and above. The community has experienced a **hollowing out of middle-income households.**



# Assessment of Housing Needs: Key Findings

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- The average household size on Hilton Head Island has increased in recent years. **Overcrowding in rental housing is a bigger issue in the Town of Hilton Head Island than it is in other submarkets.**

# Assessment of Housing Needs: Key Findings

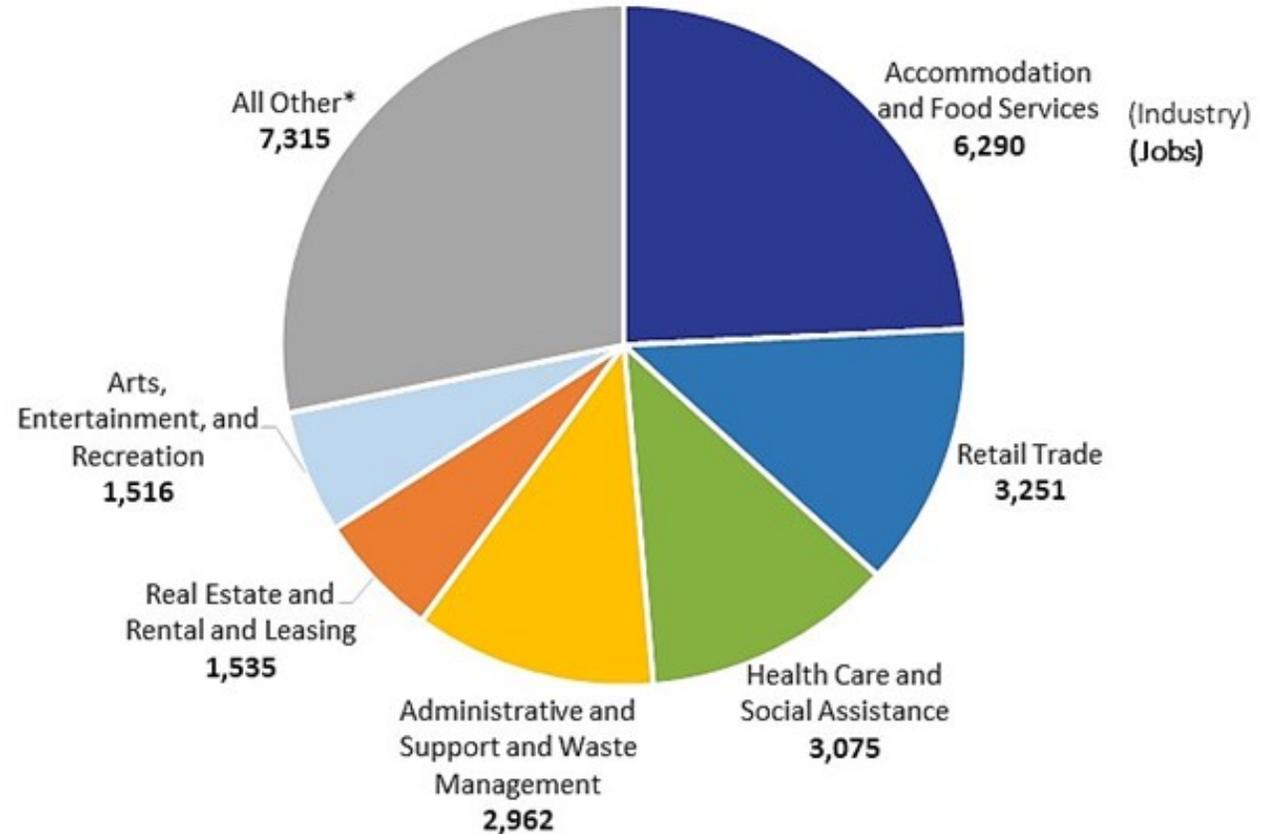
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- The Town of Hilton Head Island is a **key economic engine** within the region. Hilton Head Island is increasingly **competing for workers**, particularly those in the key industries that support the tourism economy and the quality of life of residents.

# Assessment of Housing Needs: Key Findings

- A substantial share of jobs on Hilton Head Island are **visitor/tourist-supporting or resident-supporting** (e.g. Accommodation and Food Services, Retail Trade, Arts, Entertainment and Recreation, and Health Care and Social Assistance jobs).



Source: U.S. Census Bureau, Bureau of Labor Statistics.

\*Includes teachers, first responders, and state and local government staff.

# Assessment of Housing Needs: Key Findings

Industry	Median Wage (\$)	Affordable Rent (\$)*	Affordable Homeownership (\$)**
Accommodation & Food Services	22,622	566	158,354
Retail Trade	25,993	650	181,951
Health Care & Social Assistance	50,510	1,263	353,570
Administrative & Support & Waste Management Services	20,850	521	145,950
Real Estate & Rental & Leasing	46,383	1,160	324,681
Arts, Entertainment & Recreation	23,497	587	164,479
Construction	28,138	703	196,966
Transportation & Warehousing	41,436	1,036	290,052
Finance & Insurance	51,359	1,284	359,513
Professional, Scientific & Technical Services	49,327	1,233	345,289
Public Administration***	39,361	984	275,527

\*One worker earning median wage    \*\*Two workers earning median wage

\*\*\*Includes teachers, first responders and local and state government staff

# Assessment of Housing Needs: Key Findings

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- On Hilton Head Island, two out of five homes for sale are listed for \$600,000 or more. Just 15% of all homes listed for sale are priced under \$200,000.



# Assessment of Housing Needs: Key Findings

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- The median rent on Hilton Head Island is \$1,114, up 4.5 percent in one year. There are **very few units that rent for less than \$875** per month.



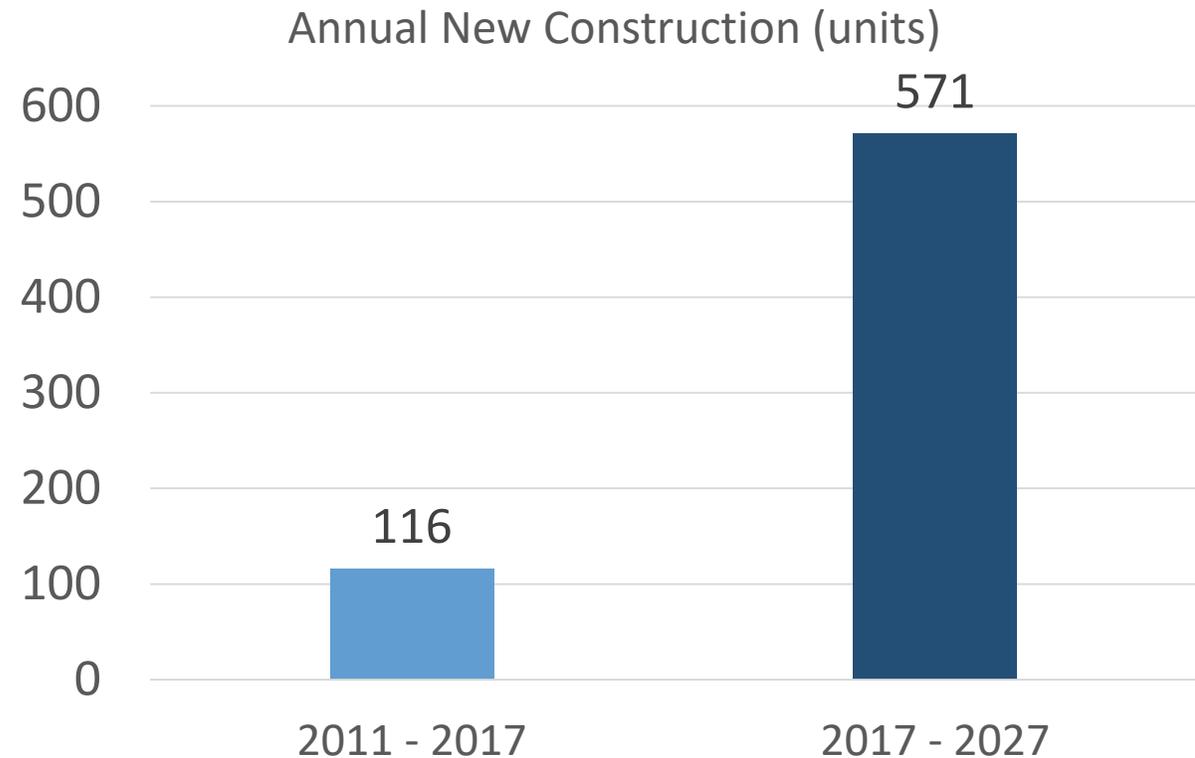
# Assessment of Housing Needs: Key Findings

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- There is a significant need for **rental housing affordable to working households on Hilton Head Island with incomes below \$35,000.** The affordability level translates to homes (including apartments) that have rents of \$875 or less.
- In addition, there is a substantial **gap in for-sale homes affordable to moderate-income households who can afford to pay up to \$200,000 for a home.**

# Assessment of Housing Needs: Key Findings

- Housing forecasts indicate the Town of Hilton Head Island needs to **increase housing production significantly** to meeting future housing demand.



# Community Input: Meeting Workforce Housing Needs

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What sorts of workforce housing would you like to see on Hilton Head Island?

What are the main barriers to building workforce housing on Hilton Head Island?

What steps would you like to see taken by the Town to support workforce housing?