

APPROACHES TO CONDUCTING MARKET STUDIES FOR SPECIAL NEEDS HOUSING

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Special Needs Populations

- ➡ Homeless Population
- ➡ HIV/AIDS
- ➡ Victims of Domestic Violence
- ➡ Persons with Substance Abuse
- ➡ Adults with Severe Mental Illness
- ➡ Co-Occurring Disorders
- ➡ New Immigrants/Refugees
- ➡ Developmentally Disabled
- ➡ Artists
- ➡ Frail Elderly (Age 62+ Requiring Assistance with Daily Living)
- ➡ Ex-Offenders
- ➡ Unaccompanied Youth
- ➡ Farm Labor/Workers
- ➡ Single-Parent Households
- ➡ Grandparents with Dependents



Initial Market Study Steps/Standard Approach

- ➔ Follow NCHMA and/or State Agency Guidelines
- ➔ Economics, Demographics and Housing Supply
- ➔ Demand Estimates, Achievable Rent Analysis, Absorption Projections
- ➔ Site Evaluation & Proximity to Community Services (Emphasis on Transit, Supportive Services, Jobs)
 - Close to transit (site-specific transit)
 - Walking distance to major services (grocery, pharmacy, etc.)
 - Proximity to employment opportunities
 - Proximity to service providers (senior center, counseling services, etc.)

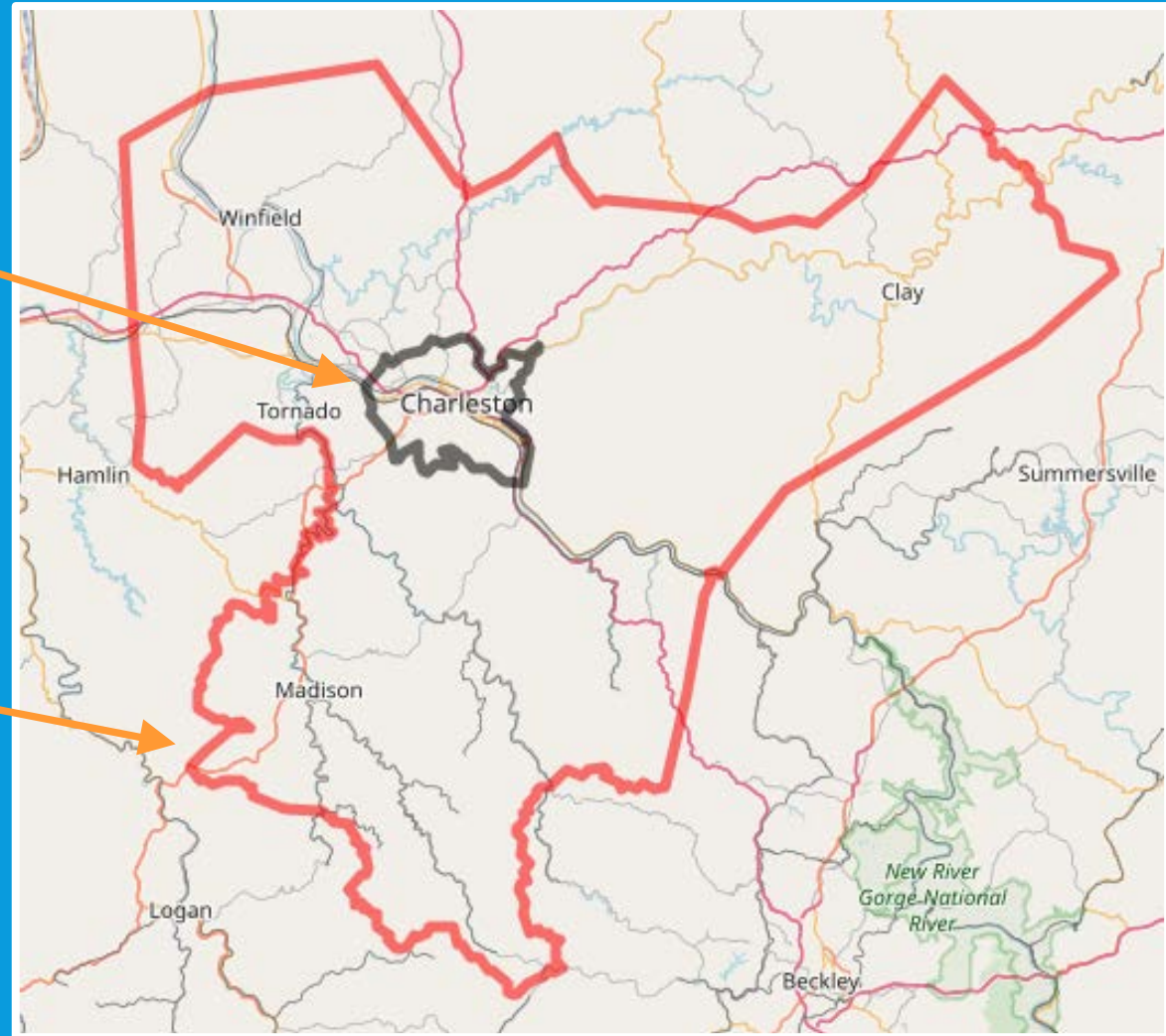


Establishing A Market Area

Consider establishing a PMA as well as an SMA as projects can draw from a broader service area.

PMA

SMA
(Local CoC Service Area)



What Secondary Special Needs Data is Available?

- ➡ Developer/Syndicator Data and Resources
- ➡ Previous Site Specific Study or Tax Credit Application
- ➡ American Community Survey (ACS)
- ➡ Local/Regional Special Needs
 - Continuum of Care (CoC) Point-in-Time (PIT) Surveys
 - Previous local studies/data
 - Local service providers
- ➡ HUD Homeless Management Information System (HMIS) Data
- ➡ State and National Data
 - Department of Health
 - National Alliance on Mental Health
 - Department of Disabilities
 - Veterans Affairs
 - Department of Corrections
 - Department of Agriculture

Primary Data Collection

- ➞ Stakeholder Interviews
 - Special Needs Service Providers
 - Advocacy Groups
- ➞ Ask client if they have helpful information
 - Letters of support
 - Letter of intent
- ➞ Customized Surveys or Focus Groups
- ➞ Inventory/Survey of Existing Special Needs Housing in/near Market
 - What is offered?
 - Are there income restrictions or subsidy?
 - Is there a waiting list?
- ➞ Case Study Other Special Needs Projects in Region/State
 - From how far do they draw tenants?
 - What is typical occupancy and turnover?
 - What was initial absorption?
 - Any lessons learned?



EXAMPLES OF “OUT OF THE BOX” SPECIAL NEEDS RESEARCH

- Charleston, WV – Utilized statistics provided by the Kanawha County Prosecuting Attorney’s Office as it relates to females suffering from substance abuse
- Charleston, WV - Focus group of Millennials, Re: Downtown Living
- Various Mississippi – Identified data from the Mississippi Department of Health to establish demand for persons with mental illness eligible under the MAOI
- Bowling Green, KY – Contacted City and Supportive Service Providers Regarding Refugees
- Low-Income Artists – Extracted data utilizing the North American Industry Classification System (NAICS)
- Lac Courte Oreilles – Conducted Tribal Student/Faculty Survey and Case Studies to Determine Specific Needs of Potential Residents

