



HOME MATTERS

OCALA & MARION COUNTY

REPORT FROM THE FLORIDA HOUSING COALITION





HOME IS WHERE WE FIND
RESPITE

where we **FEEL SAFE** where we **CONNECT**

where we keep our **BELONGINGS** with our **FAMILY**

**AND ESTABLISH OURSELVES WITHIN
OUR COMMUNITY**

Home Matters for Ocala and Marion County

QUICK FACTS:

- Over 6,900 very low-income households—including hardworking families, seniors, and people with disabilities—pay more than 50% of their incomes for housing.
- On a single day in January 2016, homeless service agencies counted 823 people on the streets or in shelters.
- In many occupations, such as medical and retail, workers in Ocala and Marion County do not earn enough to rent a modest apartment or buy their first home.

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WHY DOES HOME MATTER?

The health, safety, and welfare of Ocala and Marion County and the strength of the local economy hinges on an adequate supply of affordable housing for working families, elders, and people with disabilities living on fixed incomes.

AFFORDABLE HOUSING REDUCES TAXPAYER EXPENSES

- Affordable, community-based housing for seniors and people with disabilities is about one-third of the cost of institutional care.
- Chronically homeless persons often cycle through jails, hospitals, and other crisis services. Permanent supportive housing for this high-need population can reduce taxpayer costs by about \$20,000 per person per year.
- Affordable housing can improve the health and educational outcomes of low-income families and children, reducing the public costs associated with illness and poor school performance.

AFFORDABLE HOUSING BOOSTS THE ECONOMY

- Money spent on affordable housing construction and rehabilitation has a ripple effect on local economies. Contractors and suppliers spend money on materials and labor, and workers spend their earnings locally.
- If the Sadowski Housing Trust Fund money is fully appropriated for housing, Marion County and the City of Ocala will receive nearly \$3.4 million in total SHIP funds. This allocation will leverage a further \$15 million from public-private partnerships, creating nearly 340 jobs and generating nearly \$47 million in positive economic impact.

**Home
Matters®**

The Florida Housing Coalition has produced this report in support of Home Matters® (www.HomeMattersAmerica.com), a national movement to make Home a reality for everyone by elevating the importance of Home's impact on people's health, education, personal success, public safety, and the economy. Participating in Home Matters is a coast-to-coast coalition composed of members of the general public, leaders of housing and community development organizations, as well as other organizations concerned about increasing the positive impact of Home in their communities.

CHAPTER ONE:

Introduction: Why Does Home Matter?

Home is the foundation of an attractive community like Ocala and Marion County. Home is our foothold in the neighborhoods where our children play and go to school. It is where we rest after a hard day's work, where we store our belongings, where our children do their homework. And for those of us who own homes, they are often our single greatest source of wealth.

For many low-income residents in Ocala and Marion County, however, their housing is a source of stress rather than respite. Thousands of working families are paying more than they can afford for housing, and cutting back on necessities like nutritious food and health care as a result. Other low-income families respond to high housing costs by living in substandard housing,

doubling up with family and friends, or moving frequently—which have negative impacts on their health, their children's education, and the wider community. By contrast, an adequate supply of affordable housing helps families put down roots, stay healthy and get ahead.



POINT OF VIEW:

Keep housing trust fund money just for housing

February 15, 2016

Not a week goes by where you don't see an article, listen to the radio or see a TV segment about the "housing affordability crisis" in the Palm Beach County area.

We are having trouble recruiting essential workers, such as teachers, to our area — primarily because the prices of for-sale and rental properties have been steadily increasing over the

An important facet built into the trust funds is that they are tied directly to the market. That means that when the real estate market is booming and housing prices begin to rise, more funds are available throughout the state to ensure that the increasing workforce has

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Palm Beach Post

Miami Herald

Affordable housing an important factor in hiring, CEOs say

Talent currently living here and talent contemplating moving to our community must

Bradenton Herald

Make affordable housing state priority

November 12, 2016 | Editorial

As Florida's House and Senate prepare for the 2017 regular session by holding organizational and committee meetings beginning in several weeks, the state's affordable housing crisis should be a pressing issue. The shortage becomes more acute daily as hard-working families struggle with housing costs eating up more than 50 percent of their income — almost a million low-income Floridians

lease-holders spending more than half their income on housing. Most people spend between 30 and 35 percent overall on rent and utilities.

The Legislature and the governor can ease the attainable housing crunch by fully funding the Sadowski Housing Trust Fund, established in 1992. That hasn't happened for years now, as millions are swept out of the trust for other programs and

the state. But that did not happen. First, Gov. Rick Scott proposed sweeping \$177 million out of Sadowski, but the House sought a \$150 million raid. The Senate wanted the full amount, which is collected on the documentary stamp tax paid on all real estate transactions. The compromise came down to an \$81 million sweep, still a steep reduction in a state where homelessness abounds — with the third largest homeless population in the nation.

Had there been full funding from the trust this fiscal year, Manatee

received almost \$4 million under the State Housing Initiatives Partnership Program, according to the Sadowski Housing Coalition, a nonprofit advocacy organization dedicated to affordable housing projects. That translates into 419 homes either built, sold, renovated or retrofitted under SHIP, and the number of people housed would have been around 1,048.

Fiscal year 2015-2016 was worse, with \$175 million allocated for the Sadowski Housing Trust Fund out of a total \$256 million available from the trust. And that was an improvement from the

Orlando Sentinel

Florida Where

February 5, 2016

Central Florida has been leading the way in reducing chronic homelessness in the Sunshine State. Now smart proposal in the Legislature would reinforce this region's effort, and give more communities across Florida the means to follow suit. The legislation would help local governments get more homeless people off the streets — and out of tents, cars and seedy motels — into stable housing while their needs, such as counseling and job training, are addressed. The Central Florida Commission on Homelessness has successfully adopted measures to help 920,000 very low-income households, including hardworking families, elderly, veterans and disabled Floridians live on fixed incomes, are forced to spend more

www.orlandosentinel.com

www.jacksonville.com

The Florida Times Union

Successful fund for affordable housing deserves support

January 16, 2017 | The Times Union Editorial Board

One of Florida's most successful programs for producing jobs and addressing the housing shortage must be for funds.

What makes this story so troubling is that there is money set aside for this program, called the Sadowski Fund. But like other trust funds in the state, money often is swept into a general fund in the governor's budget and by legislative leaders in the budgeting process.

The Sadowski Fund is a brilliantly designed process that has worked remarkably well over the years, free of scandal, a minimum of government bureaucracy, bipartisan in nature with support from both progressives and the state's leading business organizations.

Pensacola News Journal

EDITORIAL: Florida's affordable-housing programs need money

Add us to the list of groups and organizations asking the state Legislature to fully fund this year's request for affordable housing.

Last week, the coalition, a nonpartisan group of more than 30 organizations, thanked senators for their support and we join in that praise. Senators clearly recognize

"As we move forward this session, we ask that the House take the Senate's position during budget negotiations and use all housing trust fund monies for housing," Jaime Ross,

The coalition tells us "more than 900,000 very low-income Floridians pay more than 50 percent of their income on housing — they are one missed paycheck

What is Affordable Housing?

Misconceptions about affordable housing are widespread, with many citizens associating it with large, distressed public housing projects in central cities. However, plenty of public housing authorities in communities around the nation, large and small, are well-managed and have decent units.

Furthermore, public housing is only one type of affordable housing. In this report, “affordable housing” refers to privately owned housing that receives a subsidy to bring its rent or purchase price down to a level affordable to a low-or moderate-income family. Except for the subsidy, affordable housing is indistinguishable from market-rate housing—it has the same architectural and landscaping styles, and often has basic amenities like energy efficient appliances and community gathering spaces. Substandard housing is, by definition, not affordable housing.



Why Affordable Housing?

In addition to being a basic human need, housing is a market commodity. However, the cost of constructing and maintaining a decent house or apartment exceeds what many low-income families can afford to pay in rent or mortgages. Additionally, more affluent homebuyers and renters may bid up the price of relatively modest housing, even in communities with soft housing markets. As a result, many low- to moderate-wage workers, and people living on fixed incomes due to age or disability, are priced out. Simply put, the inability of the housing market to supply these families with adequate housing is a market failure.

The way to correct this market failure is to provide incentives that make it profitable for private developers to invest in affordable housing. These incentives come from public-private partnerships among lenders, real estate professionals, community-based nonprofit organizations, and local, state, and federal government agencies. Affordable housing funders typically impose high standards for building quality and property management. Every partner and every funding source in this community effort—public, private, and nonprofit—is an essential piece of the puzzle.

This report makes the case for affordable housing needs in Marion County and its central city, Ocala. The document is organized as follows:

- The remainder of **Chapter 1** sets the stage for understanding the importance of affordable housing, and provides a demographic overview of Ocala and Marion County.
- **Chapter 2** provides a broad overview of the “how and why” of housing-related hardships in Ocala and Marion County, including housing cost burden, homelessness, and other factors.
- **Chapters 3 and 4** explore drivers of housing cost burden for low-income renters and owners, respectively, in more detail.
- Finally, **Chapter 5** describes the role of the Sadowski Housing Trust Funds and other funding sources in crafting solutions to the affordable housing challenges in Ocala and Marion County.

The Benefits of Affordable Housing

Economic Benefits

Affordable housing—like any other housing development—is an economic powerhouse. Construction and rehabilitation creates local jobs directly, as well as creating business for local suppliers, who in turn hire new workers to meet the increased demand. The workers provide a further boost to the economy by spending their wages at local restaurants, grocery stores, and other businesses. Once the development is finished and occupied, the residents create demand for ongoing jobs to meet their needs.

In addition, affordable housing programs are less costly to taxpayers than providing social services to persons who are elderly, have disabilities, or are homeless or precariously housed. According to an AARP report¹, Medicaid-funded nursing home care in Florida for seniors and people with disabilities cost over \$30,000 annually per person served, compared to less than \$10,400 for Medicaid Home and Community-Based Services (HCBS). For an individual with developmental disabilities, HCBS costs \$30,323 annually, compared to over \$109,000 for an intermediate care facility. Homeless persons with severe mental illness, meanwhile, are often heavy users of public crisis services such as jails and emergency rooms. A study in Central Florida estimates that permanent supportive housing for chronically homeless individuals saves taxpayers an estimated \$20,000 per person².

Health and Education Benefits

Housing plays a major role in our physical and mental health. For low-income individuals and families, lack of affordable housing can have a multitude of negative effects:

- Families in unaffordable housing are likely to cut back on nutritious food and health care³.
- Substandard housing poses a variety of health hazards. Dust, mold, and cockroaches can cause asthma and allergies, and peeling lead paint can reduce IQs and cause behavioral problems in children. Unsafe structural conditions, such as faulty wiring, increase the risk of fire and injury^{4,5}.
- Many low-income families move frequently or double up with friends and relatives if they cannot find affordable housing. Frequent moves are associated with stress and depression, and overcrowding has been linked to poor health in children^{6,7}.
- Homelessness exacerbates a person’s pre-existing health problems, and living on the streets or in shelters poses unique health risks (including tuberculosis, violence, and exposure to weather). Homelessness also makes it difficult to rest and recuperate after illnesses, find a place to store medications, and keep wounds clean and dry⁸.

Many of the health problems associated with a lack of affordable housing are closely connected to children’s educational performance. For example, exposure to lead paint is known to cause developmental delays in children, while asthma from exposure to dust and mold can cause children to miss school and fall behind. Frequent moves, overcrowding, and homelessness have also been linked to lower educational attainment in children⁹.

If a lack of affordable housing can contribute to ill health and educational problems among low-income families and children, then affordable housing is the foundation for good health and achievement in school. For example, a study in Boston found that children in subsidized housing were 19% less likely to be food insecure and 35% more likely to be in good health than children whose families were on the waiting list for subsidized housing¹⁰. Additionally, both subsidized rental housing and homeownership have been linked to better educational outcomes for children^{11,12}.

HOUSING PLAYS A MAJOR ROLE

IN OUR PHYSICAL & MENTAL HEALTH

For low-income individuals and families, lack of affordable housing can have a multitude of negative effects:



FOOD & HEALTH CARE

Families in unaffordable housing are likely to cut back on nutritious food and health care.

HEALTH HAZARDS

Dust, mold, and cockroaches can cause asthma and allergies, and peeling lead paint can reduce IQs and cause behavioral problems in children. Unsafe structural conditions, such as faulty wiring, increase the risk of fire and injury.





STRESS & DEPRESSION

Frequent moves are associated with stress and depression, and overcrowding has been linked to poor health in children.

EXACERBATED HEALTH PROBLEMS

Living on the streets or in shelters poses unique health risks. Homelessness also makes it difficult to rest and recuperate after illnesses, find a place to store medications, and keep wounds clean and dry.



Demographic Overview

Marion County is a medium-sized county whose central city is Ocala. Ocala had a population of 57,209 in 2015, slightly above the threshold for a U.S. Department of Housing and Urban Development (HUD) entitlement community.

The populations of Ocala and Marion County have grown in relative proportion to the state (Table 2). Between 2000 and 2015, Florida's population increased by 23%, while Ocala and Marion County's increased by 18% and 30% respectively. Both have seen slower growth than the state between 2010 and 2015, growing at a slow 2% compared to 4% for the state.

Marion County's racial and ethnic profile is different from the state as a whole, with a lower share of both African-Americans and Hispanics and Latinos (Table 1). Ocala also has a lower share of Hispanic and Latinos compared to the state, but a higher share of African-Americans.

The County's homeownership rate is higher than the state's (76% compared to 65%). However, the homeownership rate in Ocala is much lower than the state at 51% (see Table 1). The higher homeownership rate in the County is likely due to the predominance of single-family residential housing in the unincorporated suburban areas in the County as well as a higher concentration of rental units within the Ocala city limits.

Both incomes and housing costs are lower in Ocala and Marion County than in the state as a whole (Table 1). Incomes and housing costs in Ocala are comparable to the County as a whole, except that median owner income and median monthly owner costs are notably higher (\$52,355 compared to \$44,205 and \$872 compared to \$651 respectively).

Both Ocala and Marion County have lower rates of labor force participation, along with higher unemployment and poverty to the state as a whole. Both also have higher shares of elderly residents (Table 1). The high share of elderly residents likely explains much of the lower rate of labor force participation and higher rates of unemployment and poverty.

In many ways, Ocala and Marion County may be representative of the future of the state of Florida, with a growing senior popula-

Table 1. Comparison of Marion County & Ocala to the state of Florida.

(Source: 2015 5-year American Community Survey¹³.)

Variable	Florida	Marion County	Ocala
Population	19,645,772	336,811	57,209
White/Caucasian % of Population	76%	81.7%	69.1%
Black/African-American % of Population	16.1%	12.9%	23%
Hispanic/Latino % of Population	23.7%	11.7%	11.3%
Homeownership Rate	65.3%	80%	51%
Median Household Income	\$47,507	\$35,459	\$35,924
Median Owner Income	\$57,539	\$44,205	\$52,355
Median Renter Income	\$33,153	\$28,005	\$24,484
Median Monthly Owner Costs	\$993	\$651	\$872
Median Gross Rent	\$1,002	\$803	\$793
% of Population 16 and Older in Civilian Labor Force	58.8%	46.7%	54.8%
Unemployed % of Civilian Labor Force	9.7%	12%	12.1%
% of Population in Poverty	16%	18.4%	22.6%
Elderly (65 & older) % of Population	16.5%	27.3%	17.4%

tion, despite having very different population trends and housing markets than the state's more populous areas to the south. The following chapter compares the incidence of housing cost burden and other hardships among low-income Ocala and Marion County households to those among low-income households statewide.

Table 2. Population Change in Marion County, Ocala, and the State of Florida.

(Source: 2000 and 2010 Census^{14,15}, 2015 5-year ACS.)

Geography	2000	2010	2015	% Change 2000-2015	% Change 2010-2015
Florida	15,982,378	18,801,310	19,645,772	23%	4%
Marion County	258,916	331,298	336,811	30%	2%
Ocala	45,943	56,315	57,209	18%	2%

CHAPTER TWO:

Overview of Housing Problems in Ocala and Marion County

This chapter provides an overview of the housing-related hardships faced by low-income households in Ocala and Marion County, as well as some key factors that shape the local housing market. Housing cost burden, or paying more than one can afford for housing, is the most widespread hardship. This chapter also explores substandard housing and high transportation costs, two tradeoffs that low-income households may make when they cannot find affordable homes near their workplaces. The implications of vacant units for Ocala and Marion County's housing markets are considered. Finally, this chapter examines homelessness—the most extreme form of housing deprivation—and the role that low wages play in housing-related hardships.

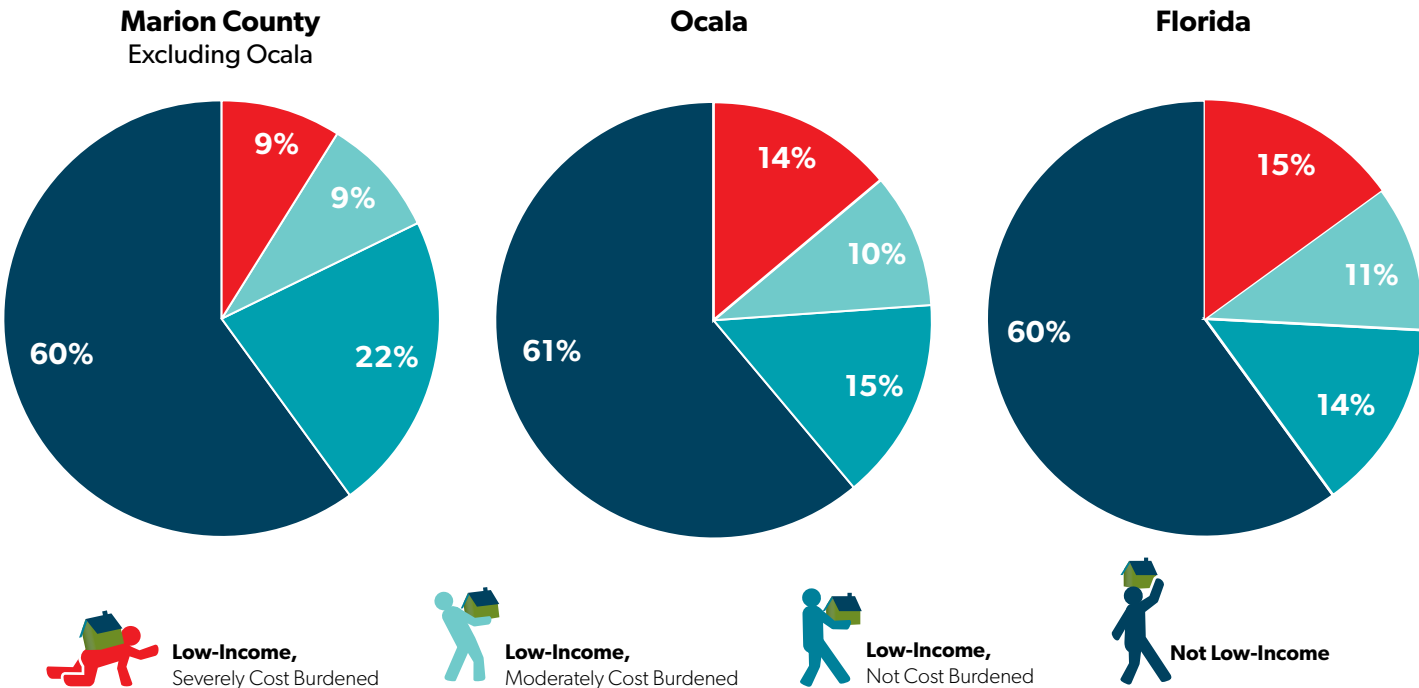
Housing Cost Burden and Tenure

Ocala and Marion County make up a much smaller community than Florida's major metropolitan areas, such as Miami and Tampa Bay. However the market experienced significant losses in value as evident in median sales prices. In 2006, what many consider the height of the housing boom, median sales prices in the Marion County and Ocala markets were \$219,898 and \$232,599 respectively. By 2012, those had fallen to \$99,096 and \$84,443. Since 2012, Ocala and Marion County have not seen the same degree of upward pressure on prices as seen in other larger communities, where job markets are stronger and millennials are entering the market home purchases. Even still, Marion County and Ocala are similar to the state as a whole in

terms of low-income households struggling with unaffordable housing costs.

Figure 1 shows ACS data on the share of households in Marion County, Ocala, and the State of Florida that are low-income and housing cost burdened. (For a definition of terms relating to household income and cost burden, see the sidebar on the next page.) Households are less cost-burdened in Marion County and Ocala compared to the State overall. In Marion County, 9% of households are low-income and moderately cost burdened, and another 9% are low-income and severely cost burdened. In Ocala, those figures are 10% and 14% respectively. (Please note that numbers may not add up to 100% due to rounding).

Figure 1. Prevalence of Low-Income, Cost Burdened Households in Marion County and Ocala. Source: 2011-2015 American Community Survey [ACS] data¹⁶.



A NOTE ON TERMINOLOGY:

Income and Housing Cost Burden

According to the federal government and the State of Florida, housing is affordable if it costs no more than 30% of a household's gross income. This includes rent or mortgage payments, utilities, and property taxes and insurance, if applicable. If housing costs 30% or more of a household's income, but less than 50%, the household is considered "moderately cost burdened", and a household paying 50% or more of its income for housing is "severely cost burdened".

Florida Statutes and certain federal housing programs define "low-income" (or "LI") households as those that earn no more than 80% of the median income for households of their size within their geographic area. Federal housing assistance programs usually calculate "Area Median Income" (AMI) for metropolitan areas and nonmetropolitan counties within a state. "Very low-income" (VLI) households are those that earn no more than 50% AMI, and "Extremely low-income" (ELI) households earn no more than 30% AMI. In this report, the term "low-income" includes all households at or below 80% AMI, and "very low-income" includes all households at or below 50% AMI. Thus, all ELI households are also classified as VLI and LI, but the reverse is not true.

Florida Statutes defines a "moderate-income" household as having an income up to 120% AMI. In this report, "moderate-income" refers to households with incomes between 80% and 120% AMI.

Table 3 provides ACS estimates of the absolute numbers of low-income households with cost burden. For example, of Marion County's 86,887 households, 15,807 are low-income and cost burdened. Of these households, 8,142 households are severely cost burdened. A subset of households often prioritized by policymakers and affordable housing advocates consists of very low-income, severely cost-burdened households. Marion County has 6,988 households in this category. Similarly, of Ocala's 38,340 households, 9,317 are low-income and cost burdened. Of these households, 5,248 households are severely cost burdened, of which 4,112 households are very-low income.

Local affordable housing policy often focuses heavily on the needs of low-income elders and people with disabilities. Marion County has 6,435 low-income, elderly-headed households with cost burden. While, this number is only 7% of all households in the County, it comprises 41% of all low-income, cost-burdened households. In Ocala, there are 2,725 households in this category, making up 7% of all Ocala households and 29% of all low-income, cost-burdened households in the city.

The ACS dataset also provides a community's total share of low-income, cost burdened households with members that have disabilities¹⁸. Marion County has 6,905 low-income, cost-burdened households with members that have disabilities. Similar in percentage of the population as elderly-headed households, this is 8% of all households and 44% of all low-income, cost-burdened households. For Ocala, the numbers are higher than elderly-headed, with 9% of all households and 38% of low-income, cost-burdened households having disabled members.

The ratios in this section of Table 3 suggest the prevalence of low-income households headed by seniors and/or which contain disabled members. This data may be taken into consideration for local policy and funding priorities.

Table 3. Number of Low-Income, Cost Burdened Households in Marion County & Ocala

(Source: 2011-2015 American Community Survey data¹⁷.)

Variable	Florida	Marion County	Ocala
Total Households	7,463,191	86,887	38,340
Low-Income, Cost Burdened Households	1,946,730	15,807	9,317
Low-Income, Severely Cost Burdened Households	1,125,736	8,142	5,248
Very Low-Income, Severely Cost Burdened Households	911,390	6,988	4,112
Low-Income Households that are Not Cost Burdened	1,056,609	19,232	5,635
Low-Income, Cost Burdened, Elderly-Headed* Households	570,241	6,435	2,725
% of All Households	8%	7%	7%
% of Low-Income, Cost Burdened Households	51%	41%	29%
Low-Income, Cost Burdened, One or More Household Members with a Disability	577,467	6,905	3,494
% of All Households	8%	8%	9%
% of Low-Income, Cost Burdened Households	51%	44%	38%

*Household head is 62 or older.

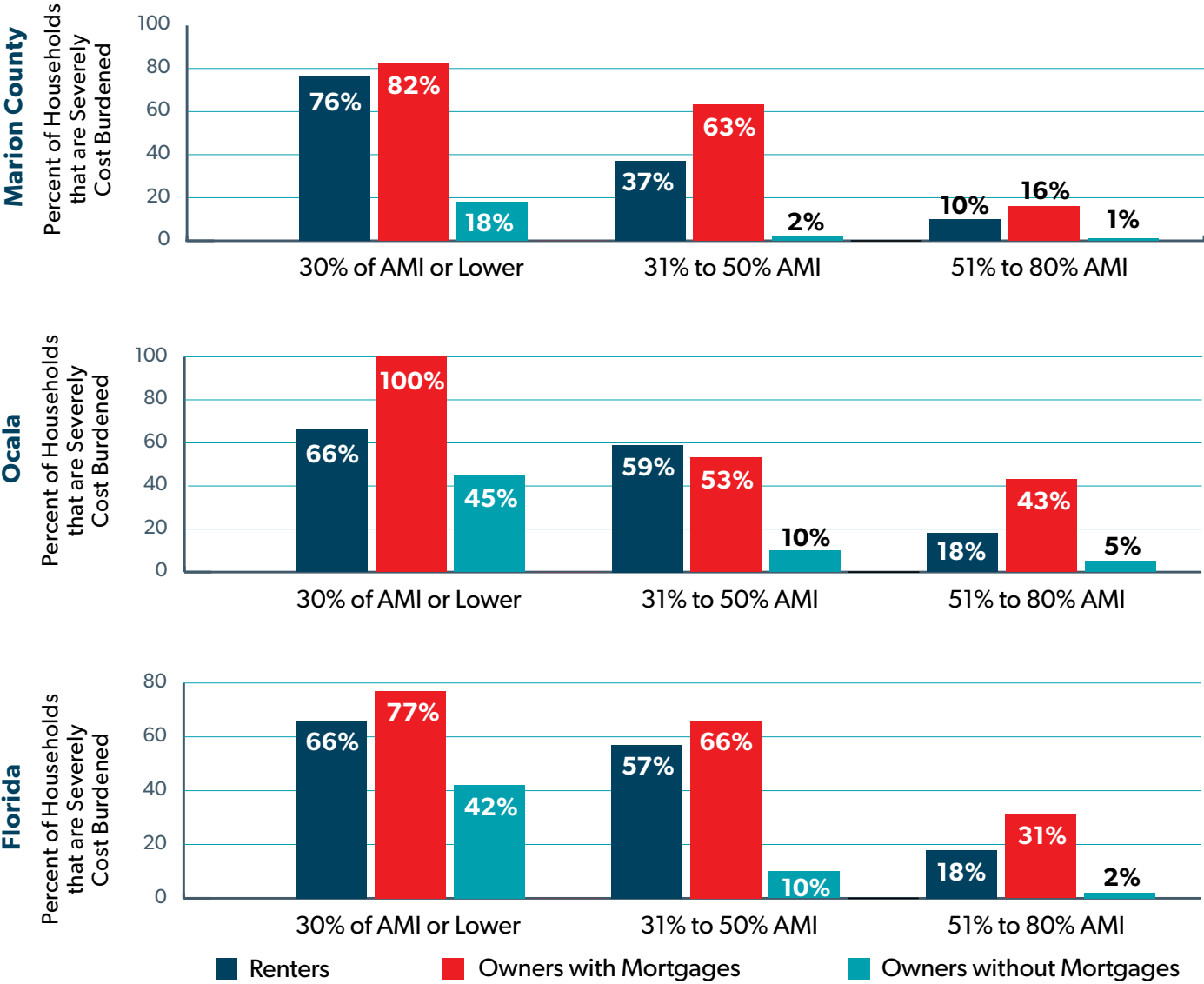
Cost Burden by Tenure

When housing cost burden data for Marion County and Ocala are disaggregated by tenure and income category, both show a similar pattern to that of the state. Figure 2 shows the total number of severely cost burdened households by tenure and income category in Marion County, Ocala, and the State of Florida. In all three jurisdictions, the number of severely cost burdened households decreases as income increases. In general, homeowners with mortgages are more likely to be severely cost-burdened than renters and those without mortgages, with the exception of very low-income households (incomes between 51% and 80% of area median income) in Ocala. Extremely low income homeowners with mortgages have the highest rate of

being severely cost-burdened. Of note, this percentage is 100% for ELI homeowners with mortgages in Ocala.

This distribution may be affected by multiple factors, including differences in homeownership rates and the legacy of subprime mortgages. For example, both Marion County and Ocala have large senior populations, many of whom are low-income. When combined with high ownership rates, this results in the potential for many to be cost-burdened, particularly if housing was purchased during the housing boom of the early 2000s. Another reason for the dominance of severely cost burdened owners may be partly the legacy of adjustable-rate and subprime mortgage loans made during the housing boom.

Figure 2. Number of Severely Cost Burdened Households by Tenure and Income Category in Marion County and Ocala.
(Source: ACS 2011-2015 data)



The number and type of severely cost burdened households has implications for a community’s mix of appropriate affordable housing strategies. For example, severely cost burdened homeowners between 31% and 80% AMI may be best served by foreclosure prevention counseling, refinancing, energy-efficiency improvements to reduce utility costs, or even downsizing to a more modestly priced home. For ELI owners with severe cost burden, affordable rental housing may be a more feasible option.

Cost Burden Over Time

The rates of cost burden for low-income households have decreased since the height of the housing boom in 2006. Figure

3 compares ACS data on cost burden by tenure for low-, very low-, and extremely low-income households. Please note that the percentages for Marion County below include Ocala. Also, for a note on the use of ACS data, see Appendix 1.

In Marion County, the percentages of lower-income homeowners that are cost burdened has fluctuated from 2006 to 2015, but overall exhibits a downward trend. The exception to this is extremely low-income homeowners with mortgages, where the percentage of cost-burdened households has increased. The same can be said for renters in Marion, where the percentage of cost-burdened households has decreased except

Figure 3. Cost Burdened Share of Households by Income and Tenure. (Source: ACS¹⁹)



for with extremely low-income renters. The State as a whole exhibits flat or slightly decreasing trends in cost burden from 2006 to 2015, which is encouraging but indicates that many households remain cost-burdened, even with lower prices during the Great Recession. At the Marion County level, trends suggest that while pricing has come down to more affordable levels, there still are few affordable options for extremely-low income households. In all, affordability remains an issue at both the State and local levels.

Housing + Transportation Costs

Faced with high housing costs in the communities where they work, many families live in outlying communities. However, this strategy is not entirely successful, since many of these families have to pay for long commutes. The Center for Neighborhood Technology [CNT] calculates a “Housing + Transportation Affordability Index” for communities across the nation. Just as 30% is the maximum share of income that a family can affordably devote to housing, CNT has determined that 45% is the maximum affordable share of household income that can be spent on combined housing and transportation costs.

Figure 4 indicates many more Marion County and Ocala households are cost burdened when transportation costs are taken into account²⁰. A typical household at 80% AMI pays 78% and 74% of their incomes for housing and transportation in Marion County and Ocala respectively, well above the 45% considered affordable.

For comparison, in the Tampa Bay metropolitan area, not surprisingly, housing costs absorb a higher share of an 80% AMI household’s income (44%, compared to 41% in Marion County, inclusive of Ocala). However, when factoring in transportation costs, these households are more cost-burdened in Marion County. In other words, low-income households are struggling to find affordable housing near their jobs.

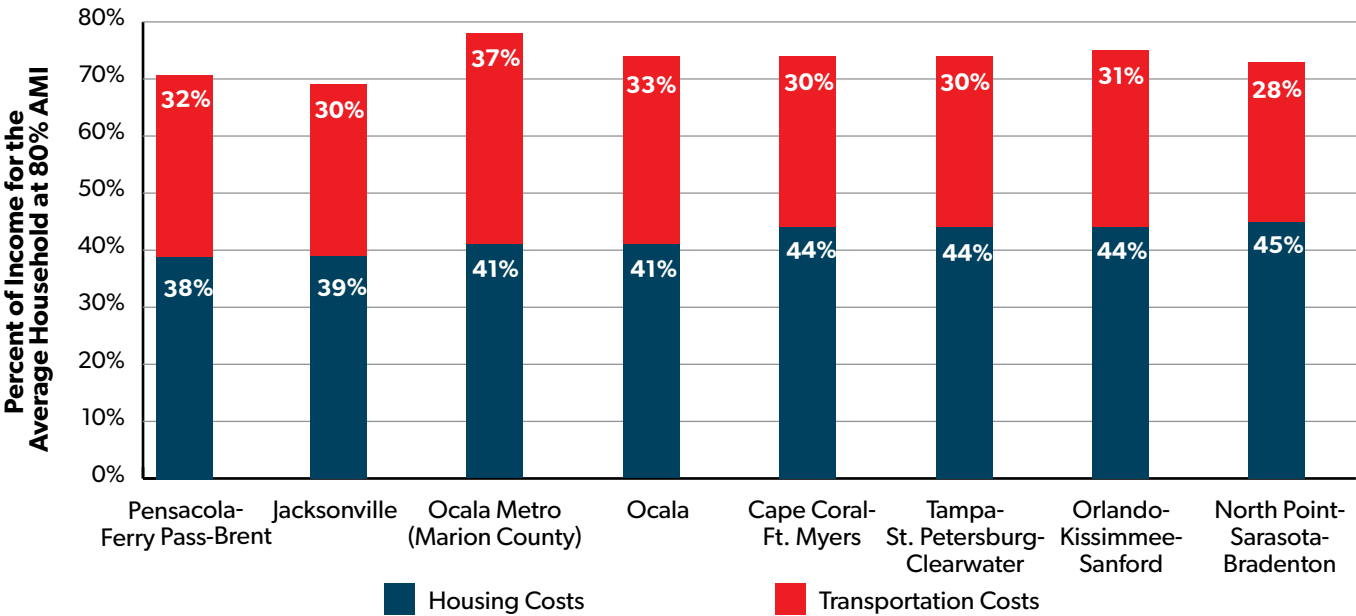
Vacant Housing

Ocala and Marion County’s housing market cannot be fully understood without considering vacant units. The ACS categorizes vacant housing units as 1) for sale or rent, 2) rented or sold but not occupied, 3) for seasonal or recreational use, 4) for migrant workers, and 5) “other vacant” units, which include but are not limited to²²:

- Units held off the market while the owner makes repairs or renovations
- Units owned by an elderly person who is living in a nursing home or with relatives
- Units that the owner does not currently wish to rent or sell
- Units that are involved in legal disputes

Not all “other vacant” units are dilapidated or abandoned, and not all foreclosed homes are classified as “other vacant”. However, national data shows that “other vacant” homes have a disproportionate share of older units and units that have been vacant for two years or more²³. Thus, a relatively high or increasing share of “other vacant” units in a community may indicate distress or inefficient use of the housing stock.

Figure 4. Housing + Transportation Costs in Ocala and Marion County and Selected Comparison Counties
(Source: Center for Neighborhood Technology²¹.)



HOMELESS CHILDREN IN THE PUBLIC SCHOOL SYSTEM

ON THE STATE LEVEL

The population of homeless students increased by 15% between the 2011-2012 and 2014-2015 academic years.



Ocala & Marion County

The increase over the same period was even sharper—21%—yielding a homeless student population of 2,685 by the 2014-2015 academic year.



Table 4 compares “other vacant” units in Ocala and Marion County. In 2015, Marion County had 10,379 such units, of which 1,101 are located in Ocala. For both Ocala and Marion County (exclusive of Ocala), these units comprise approximately 4.1% and 5.7% all housing units respectively. This represents an increase from 2010 when the percentage was 3.4% for both Marion County and Ocala.

Since these units are generally off the market, they do not serve to moderate housing prices by expanding the supply. However, deteriorated or foreclosed “other vacant” units are likely to depress neighboring home values and contribute to local perceptions that a neighborhood is declining. A comprehensive housing strategy should include an effort to return abandoned and dilapidated “other vacant” housing units to productive use, both to expand the affordable housing supply and revitalize neighborhoods. This should be done concurrently with new affordable housing construction on vacant land parcels, especially in infill areas.

Table 4. Comparison of “Other Vacant” Units in Ocala and Marion County.

(Source: ACS²⁴.)

Jurisdiction	Number of Units in 2015	% of All Housing Units in 2015	% of All Housing Units in 2010
Ocala	1,101	4.1%	3.4%
Marion County	9,278	5.7%	3.4%

Homelessness

When a household’s rent or mortgage payments compete with other basic needs, such as food and healthcare, they are at risk of homelessness. Ocala and Marion County comprise one homeless “Continuum of Care”, the lead agency for which is the Marion County Homeless Council, Inc. In the 2016 Point-in-Time [PIT] Count, according to HUD data, Ocala and Marion County identified 823 “literally homeless” people—those staying in shelters, on the street, or in other places not meant for human habitation. This is a 9% increase since 2008. Office on Homelessness data shows a 30% decrease in the state’s homeless population during the same period (Table 5).

HUD provides CoC-level PIT Count data for subpopulations. Table 5 shows that Marion County’s total homeless population has decreased by 20% since 2011 according to HUD’s data compared to the state’s overall decrease of 30%. The data shows significant decreases in chronically homeless and homeless veterans. However, it shows that homeless families have more than doubled during this time.

To fully understand family homelessness and housing instability in Ocala and Marion County, data on homeless students must also be considered. The U.S. Department of Education provides funding and other support for public school districts to identify children and youth who are homeless at any time during the academic year, including those who are doubled-up or living in hotels or motels due to their family’s loss of housing or economic hardship. By this definition, Ocala and Marion County had 2,685 homeless students in the 2014-2015 academic year, a 21% increase since the 2011-12 academic year. The state as a whole had a smaller increase (15%) in student homelessness. Notably, the data shows that Ocala and Marion

County experienced an increase in the number of students who were literally homeless or awaiting foster care placement (38%) while the state saw a slight decrease (-3%). Marion County also saw an increase in students who were doubled up or living in motels (22%) higher than the state’s increase (19%). While these figures do not exactly correlate with the figure for increase in homeless families, it does indicate that addressing the needs of this population should be a policy and program priority.

Overall, Ocala and Marion County’s picture on homelessness is mixed. HUD data suggests that the Marion County CoC has made progress in reducing homelessness and the number of homeless. However, the PIT count has limitations. Considering that the data shows a growing problem of housing instability among families with school-aged children and youth, organizations in Ocala and Marion County have a need to expand best practices such as Housing First. The success of both permanent supportive housing and rapid re-housing depends on an adequate supply of affordable housing.

Table 5. Homeless Population and Subpopulations in Ocala and Marion County Continuum of Care.
(Source: HUD Point-in-Time Count data,²⁵)

Ocala and Marion County (Office on Homelessness data)	2016 Homeless Population	2011 Homeless Population	Percent Change in Ocala/ Marion County	Percent Change in Florida
	823	1,032	-20%	-30%

Homeless Population Category (HUD data)	2016 Population	2011 Population	Percent Change in Ocala/ Marion County	Percent Change in Florida
Total Homeless Population (2011-2016)	823	1032	-20%	-30%
Persons in Families (2011-2016)	173	71	144%	-38%
Chronically Homeless Individuals (2008-2014)	65	122	-47%	-27%
Veterans (2011-2014)*	108	144	-33%	-49%

Table 6. Homeless Students Identified in Public School Districts in Ocala and Marion County.
(Source: Florida Homeless Education Program²⁶.)

Population	Marion County 2014-15	2011 Population	Percent Change in Ocala/ Marion County	Percent Change in Florida
Total Homeless Students	2,685	2,223	21%	15%
Shelter, Transitional Housing, Awaiting Foster Care, Unsheltered, RV Parks, Campgrounds, etc.	299	216	38%	-3%
Doubled Up or in Hotels/Motels	2,386	1,962	22%	19%

Many of Florida's common occupations
DO NOT PAY ENOUGH
FOR A FAMILY TO SURVIVE,
 Let Alone Thrive

In Florida, the median wage for
39% of jobs fall below the
Minimum
Survival Wage.



Over 600,000 Floridans
have median wages below \$10
per hour, leaving their families vulnerable
to financial crisis.

When households cannot make ends meet, they cut corners in their budgets in risky ways.

-  Adding Credit Card Debt
-  Choosing Low Quality Childcare
-  Eating a Poor Diet
-  Not Registering or Insuring Cars
-  Forgoing Health Care

Low Wages

The above sections have discussed the “how” of housing cost burden and related hardships for low-income families in Ocala and Marion County. Similar to communities across the state and the nation, the “why” of Ocala and Marion County’s affordable housing shortage is largely explained by low wages for many common occupations. Table 7 compares the 15 most common occupations and their median wages for the Ocala/Marion County metropolitan area with the median wages for those same occupations in the State of Florida. Wages in the Ocala/Marion County metropolitan area are less than the state medians for all categories except Stock Clerks and Janitors. In some cases the differences are significant, such as with Heavy Truck Drivers and Secretaries.

The United Way of Florida’s 2017 report on ALICE (Asset Limited, Income Constrained, Employed) Households calculated that the “survival wage” in Ocala and Marion County is \$8.37 for a single adult, and \$23.93 for a family of four with two adults and two small children. The “survival budget” described in the ALICE Report covers only the bare minimum for basic household expenses like housing, food, and child care, with no cushion for emergencies. All of the 15 most common occupations in the Ocala/Marion County metro pay wages that cover a single person’s survival budget. Nine occupations would not cover a family of four’s survival budget even if doubled (i.e. even if both parents worked in these occupations).

Workers in common low-wage occupations drive much of a community’s demand for low-cost rental housing. Chapter 3 discusses the barriers faced by low-income renters in more detail.

Summary

Despite Ocala and Marion County’s relatively soft housing market, its low-income households continue to struggle with high housing costs in similar ways to low-income households in Florida overall. Low-income households are further burdened by transportation costs, and homelessness is of particular concern to family households.

Table 7. Median Wages of Top 15 Occupations in the Ocala/Marion County Metropolitan Area compared to Florida.
 (Source: Florida Department of Economic Opportunity [DEO] 2017²⁷.)

Top 15 Occupations in Ocala Metropolitan Statistical Area	Median Wage
Retail Salespersons	\$10.20
Cashiers	\$9.16
Combined Food Preparation and Serving Workers, Including Fast Food	\$9.31
Secretaries and Administrative Assistants*	\$13.26
Customer Service Representatives	\$14.16
Registered Nurses	\$28.76
Waiters and Waitresses	\$10.06
Office Clerks, General	\$12.08
Stock Clerks and Order Fillers	\$12.09
Heavy and Tractor-Trailer Truck Drivers	\$14.86
Team Assemblers	\$13.08
First-Line Supervisors of Retail Sales Workers	\$19.35
Receptionists and Information Clerks	\$12.35
Nursing Assistants	\$11.95
Janitors and Cleaners**	\$10.92
All Occupations in Ocala Metropolitan Area	\$14.46

Top 15 Occupations Statewide Wages	Median Wage
Retail Salespersons	\$10.33
Cashiers	\$9.29
Combined Food Preparation and Serving Workers, Including Fast Food	\$9.42
Secretaries and Administrative Assistants*	\$15.69
Customer Service Representatives	\$14.36
Registered Nurses	\$30.53
Waiters and Waitresses	\$9.97
Office Clerks, General	\$13.33
Stock Clerks and Order Fillers	\$11.53
Heavy and Tractor-Trailer Truck Drivers	\$18.35
Team Assemblers	\$13.24
First-Line Supervisors of Retail Sales Workers	\$19.64
Receptionists and Information Clerks	\$13.45
Nursing Assistants	\$12.08
Janitors and Cleaners**	\$10.54
All Occupations in Florida	\$16.05

*Except legal, medical, and executive **Except maids and housekeepers

CHAPTER THREE:

Challenges for Renters

Over the past decade, the number of renter-occupied units in Marion County overall and Ocala's local housing market has increased, while the number of owner-occupied units has declined (Table 8). It is customary for a community to have higher vacancy rates among rental units than owner units, since renters tend to move more often than owners, leaving a higher share of rentals vacant at any given time. The rental vacancy rates for both Marion County overall and Ocala have decreased, although still higher than the state's vacancy rate²⁸. Ocala's rental vacancy rate remains higher than that of Marion County overall, indicating a tight market for rental units outside Ocala.

The decreasing rental vacancy rates in Marion County overall and Ocala are still higher than the 5% point at which rental rates typically see significant increases and pressure for new product. However, the high vacancies may not be a true indicator of demand. Rental vacancies may remain high due to lack of affordability, particularly for very-low income renters.

Mismatch Between Rents and Wages

A rental market's relative affordability is determined not by housing costs alone, but by the balance between rents and incomes. As Chapter 2 described, many of Ocala and Marion County's most common occupations pay very low wages. Figure 5 compares median wages for the Ocala metro's top 15 occupations

to the "housing wage" required to afford a 1- or 2-bedroom apartment at Fair Market Rent (FMR)³⁰. Nine occupations fall short of the housing wage for even a 1-bedroom apartment, and most are several dollars per hour short of affording a 2-bedroom apartment.

Many low-income workers share housing costs with a spouse or roommates, but this is not a failsafe way to make housing affordable. These households can quickly fall into financial crisis due to job loss, illness, child care emergencies, break-down of an automobile, or other disruptions. Additionally, many low-income households consist of single parents with young children³¹.

Table 8. Tenure and Occupancy Status of Housing Units(Source:ACS²⁹.)

	Variable	2010	2011	2012	2013	2014	2015
Marion County (inclusive of Ocala)	Owner Occupied	105,672	104,987	103,705	102,790	101,048	99,961
	Renter Occupied	28,294	28,990	31,028	31,212	32,089	32,326
	Owner Vacancy Rate*	3.1%	3.8%	3.5%	3.4%	3.5%	3.5%
	Rental Vacancy Rate*	13.5%	13.8%	11.9%	10.7%	10.3%	9.3%
	Homeownership Rate	79%	78%	77%	77%	76%	76%
Ocala	Owner Occupied	11,886	12,032	11,573	11,363	11,576	11,051
	Renter Occupied	9,836	10,146	10,735	10,891	10,346	10,613
	Owner Vacancy Rate*	2.3%	3.9%	4.9%	4.4%	5.1%	5.7%
	Rental Vacancy Rate*	12.9%	12.2%	11.4%	11.7%	12.7%	11.6%
	Homeownership Rate	55%	54%	52%	51%	53%	51%
State of Florida	Owner Vacancy Rate*	4%	4%	3.6%	3.3%	3%	2.7%
	Rental Vacancy Rate*	11.4%	11.9%	11.4%	10.7%	9.7%	8.9%
	Homeownership Rate	70%	69%	68%	67%	66%	65%

*American Community Survey calculations of vacancy rates include units that are vacant-for-rent, vacant-for-sale, or sold or rented but not yet occupied. Units that are vacant for other reasons (e.g. vacation rentals and those that are off the market for repairs) are excluded from the calculations. Rental vacancy rates include units that are vacant-for-rent, vacant-for-sale, or sold or rented but not yet occupied. Units that are vacant for other reasons (e.g. vacation rentals and those that are off the market for repairs) are excluded from the calculations.

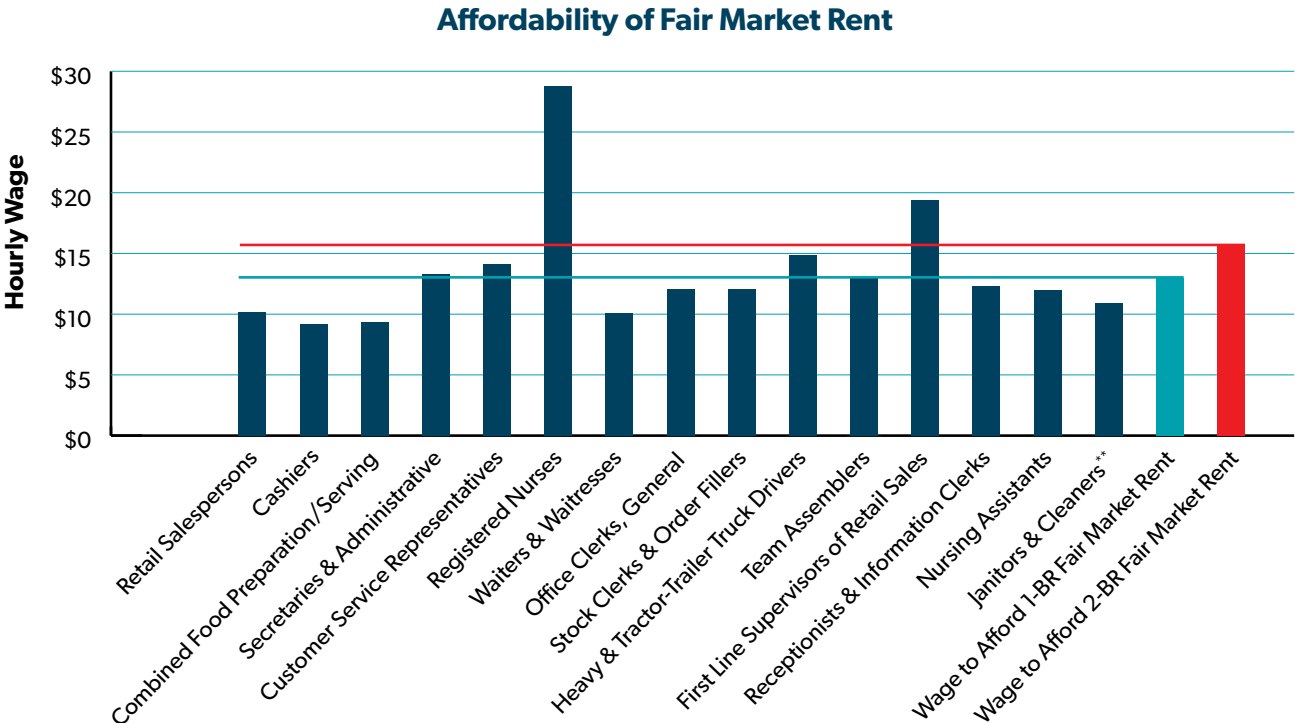
The problem of high rental costs is not just restricted to renters with the lowest wages, however. The median renter income of \$26,807 in Marion County—an hourly equivalent of \$12.89—is still nine cents per hour short of affording a 1-bedroom apartment at fair market rent.

Ocala and Marion County do have rental units, both subsidized and unsubsidized, that are affordable to low-income households. However, there are not enough of these units to go around. Not only is the overall supply of affordable rentals limited, but some of these rentals are already occupied by higher-income households. In other words, low-income renters find themselves in a game of musical chairs with other low-income renters and higher-income renters for a limited number of affordable units.

This shortage of affordable and available units is illustrated in the Figure 6. For low-income households in both Ocala and Marion County, 96 rental units are affordable and available for every 100 renter households. However, at lower income levels, the shortage increases. At the very-low income level, there are 66 and 60 affordable and available rentals for every 100 households at this level in Ocala and Marion County respectively.



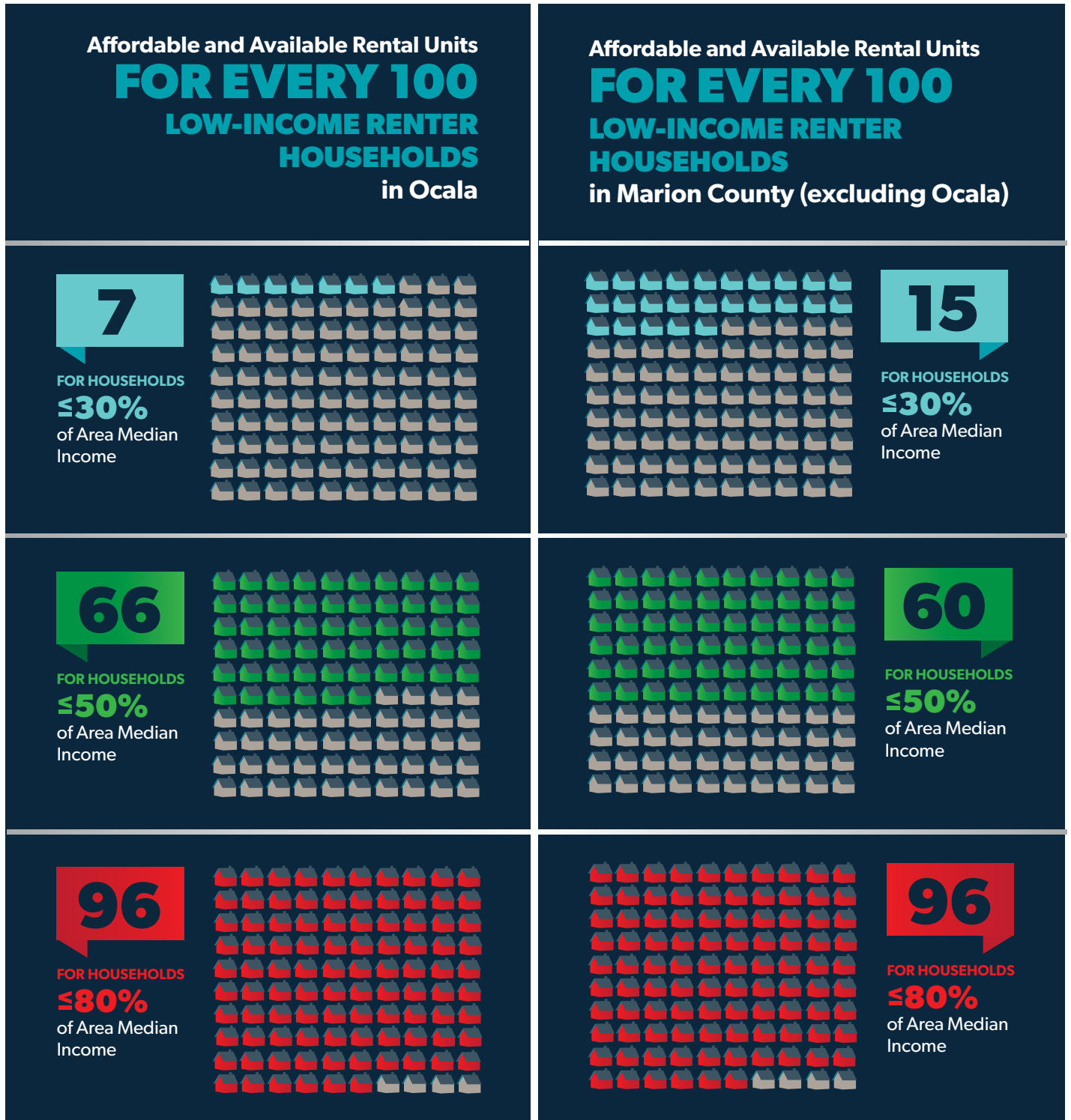
Figure 5. Comparison of Median Wages and “Housing Wages” for Top 15 Occupations in the Ocala/Marion County Metro. (Source: DEO 2017, National Low Income Housing Coalition [NLIHC] 2017³².)



The shortage increases dramatically for extremely-low income households, with only 7 and 15 affordable and available rentals for every 100 households at this level in Ocala and Marion County^{33,34}. Please note that this measure may understate the actual prevalence of housing cost burden among low-income households. For

example, a household at 60% AMI could live in an apartment affordable at 75% AMI. The household would be cost burdened, but the rental unit would still count as affordable and available to households between 51% and 80% AMI³⁵.

Figure 6. Affordable and Available Rental Units for Every 100 Renter Households at Different Income Categories in Ocala and Marion County.



CHAPTER FOUR:

Challenges for Homebuyers

A community’s affordable housing strategy should never neglect or disparage renters. Still, homeownership has undeniable benefits, including a chance to put down roots in a community, gain access to desirable neighborhoods and schools, and build wealth. Although the Great Recession has tempered American attitudes toward homeownership, most renters still aspire to own a home one day³⁶.

For many low- and moderate-income families, homeownership is a viable option—provided it includes strong underwriting criteria and sustainable interest rates. In the first quarter of 2017, the Ocala/Marion County metro area had Florida’s third most affordable market for median-income homebuyers, according to the National Association of Home Builders’ (NAHB) Housing Opportunity Index (HOI) data³⁷. As this chapter shows, however, home prices often exceed what low-income professionals can afford to pay, and the supply of affordable homes for sale is limited.

Low Wages Relative to Home Prices

Figure 7 compares median annual incomes for the 15 most prevalent occupations in the Ocala/Marion metro to the incomes needed to afford the two different estimates of median

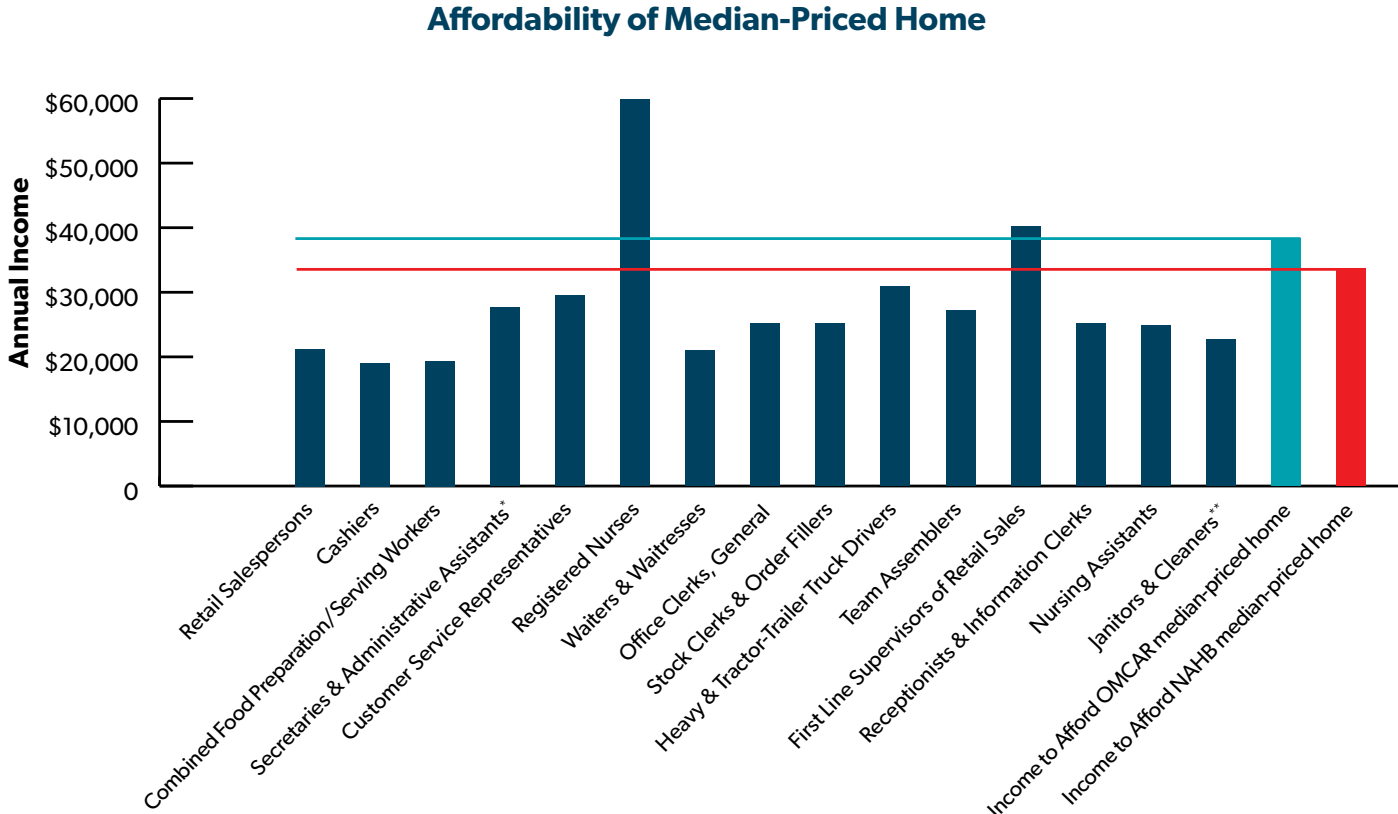
home prices³⁸. According to the HOI, the median home price in the first quarter of 2017 was about \$123,000. The Ocala Marion Association of Realtors (OMCAR) reports a higher median home price of \$140,000 for the first quarter of 2017³⁹. Both measures of median home prices leave behind most of the workers shown. Only registered nurses and front-line retail supervisors can afford to purchase a home at these price points. This leaves behind the other 13 most prevalent occupations.

Limited Supply of Moderately Priced Homes

Even if many low- and moderate-income workers in Ocala and Marion County cannot afford median-priced homes, they may be able to buy more modestly priced homes in the local inventory. However, the supply of homes at price points available to these

Figure 7. Comparison of Median Annual Incomes to Incomes Needed to Afford Median-Priced Homes in the Ocala/Marion County Metropolitan Area.

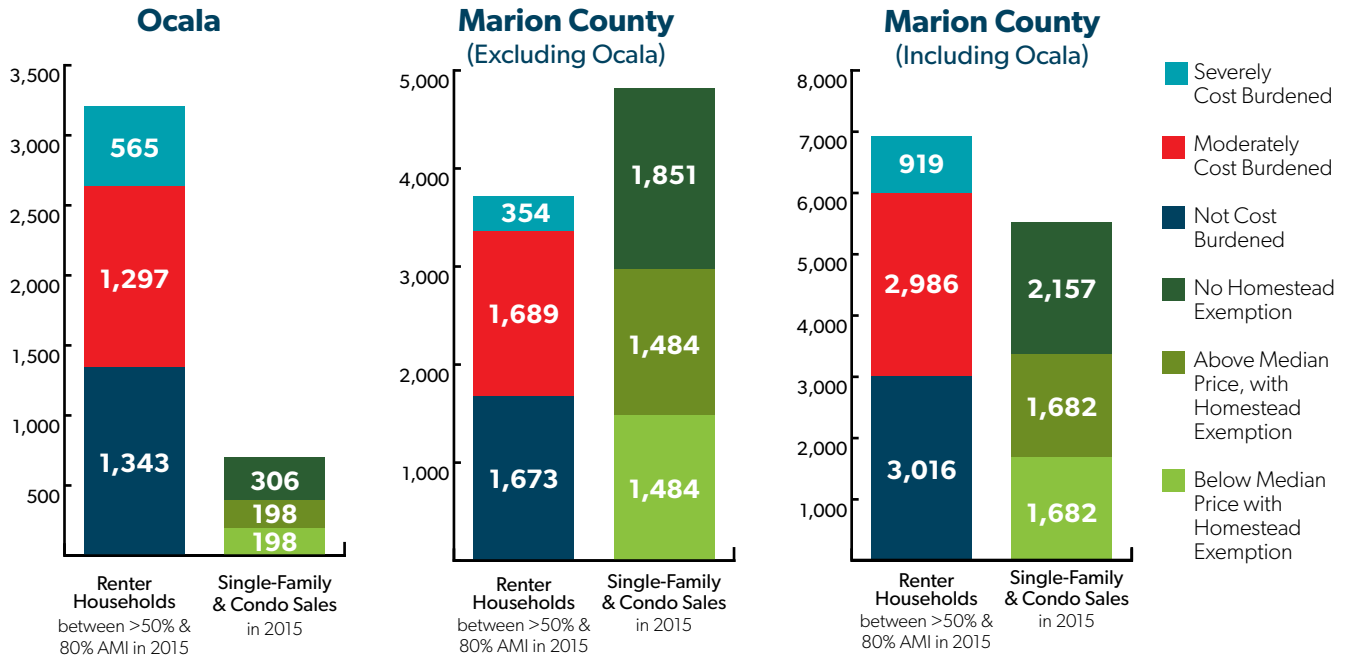
(Source: DEO 2017, NAHB HOI 2017, Ocala Marion County Association of Realtors 2017.)



workers and their families is limited. As Figure 8 shows, only 198 homesteaded homes were sold in Ocala for less than the median priced home in 2015 compared with 1,343 low-income renters not cost-burdened. In Marion County, excluding Ocala, there were 1,484 homesteaded homes sold compared with 1,673 low-income renters not cost-burdened. It would appear

that low-income buyers would have a better chance purchasing outside the Ocala city limits. However, taken together, Ocala and Marion County’s low-income renters not cost-burdened are almost twice the number of home sales below the median sales price.

Figure 8. Comparison of Moderately Priced Home Sales to Low-Income Potential Homebuyers in Ocala and Marion County. (Source: Marion County Property Appraiser, ACS 2011-2015.)



HOME OWNERSHIP IS OUT OF REACH

for Many Floridians Who Provide Essential Services



MEDIAN SALARIES DON'T MATCH MEDIAN HOME PRICES

Even in metro areas with relatively low home sale prices, homeownership can be out of reach for many workers that provide essential services, including paramedics, firefighters, and nurses.

CHAPTER FIVE:

The Sadowski Housing Trust Funds: Building a Stronger Ocala and Marion County

Affordable housing problems are often associated with booming South Florida communities, but low-income Ocala and Marion County households experience housing cost burden at about the same rate as low-income Floridians overall. Both median rents and home sale prices are out of reach for many low-income workers, and the supply of modestly priced homes and apartments is limited. For working families who find lower-cost housing far from their jobs, their combined housing and transportation costs can easily absorb over half of their income. Housing cost burden is increasing among lower-income households in Ocala and Marion County, and an alarming number of residents—including families with children—are homeless or precariously housed.

The Sadowski State and Local Trust Funds often provide a key layer of funding for construction, rehabilitation, and reconstruction of both ownership and rental housing. This chapter provides an overview of the Sadowski Trust Funds and reviews their impact in Ocala and Marion County.

Sadowski History and Major Programs

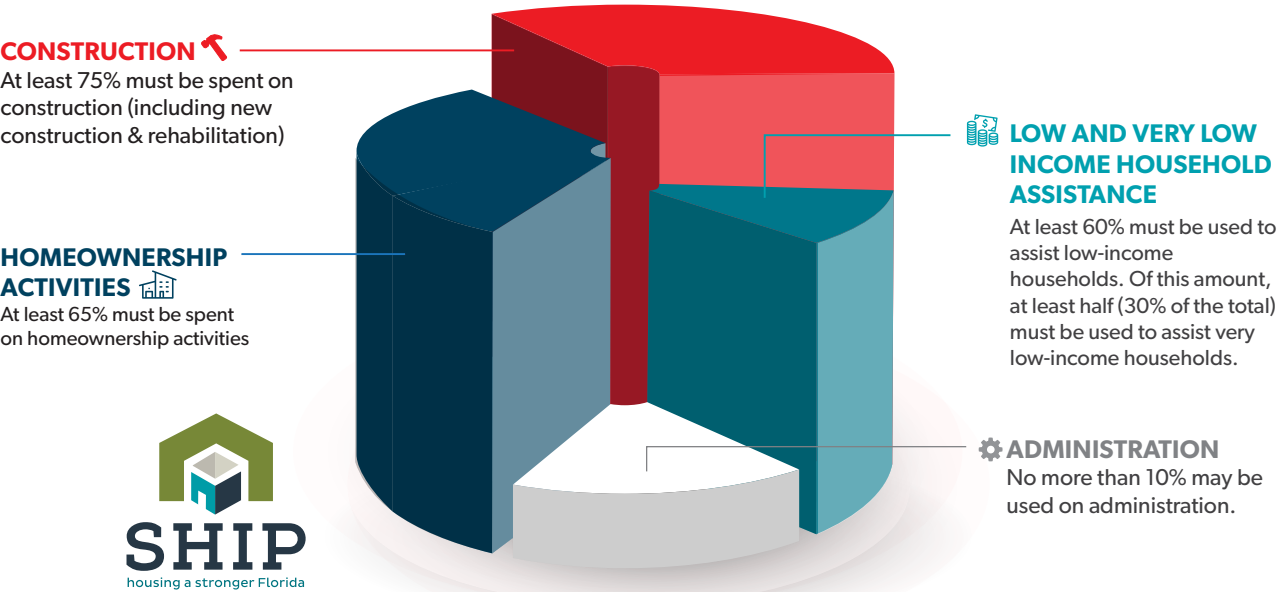
Twenty five years ago, a diverse coalition of Florida’s affordable housing advocates, business and industry groups, and faith-based organizations recognized the need for a dedicated state revenue source for affordable housing. In 1992, the state legislature passed the William E. Sadowski Affordable Housing Act. The Sadowski Act raised the state documentary stamp tax on deeds by ten cents per \$100 of the property’s value³, and directed the new funds to two trust funds, one for local governments and one for the state.

The Local Housing Trust Fund supports the State Housing Initiatives Partnership (SHIP) program, which primarily funds the production and preservation of affordable ownership housing for low- and moderate-income households. The Florida Housing Finance Corporation (Florida Housing) uses a population-based formula to distribute SHIP funds to all 67 counties and to cities eligible for Community Development Block Grant (CDBG) funds. SHIP is most commonly used to support home construction, rehabilitation to make homes safe and/or handicapped accessible, and down payment assistance. It gives local governments plenty of flexibility to meet local needs and preferences, as long as a few basic requirements are met. These requirements, found in Florida Statute 420, include:

- At least 65% must be spent on homeownership activities
- At least 75% must be spent on construction (including new construction and rehabilitation)
- At least 30% must be used to assist very low-income households

³ In 1995, the State Legislature shifted another ten cents of documentary stamp tax revenue from general revenue to the Sadowski trust funds.

Each SHIP Dollar is Required to Meet the Following Criteria:



- At least 60% must be used to assist low-income households
- No more than 10% may be used on administration

The State Housing Trust Fund supports several activities, including administration of the Sadowski funds by Florida Housing. The main Sadowski-funded state program is the State Apartment Incentive Loan (SAIL) program. SAIL provides funding on a competitive basis for the construction of affordable multifamily rental housing. SAIL usually serves as “gap financing” for developments with other funding sources, such as the Low Income Housing Tax Credit.

Impact of SHIP Funds in Ocala and Marion County

The amount of SAIL funding that Ocala and Marion County receives in any given year depends on whether proposed developments in the County receive SAIL funds from the State. SHIP funding, on the other hand, is guaranteed so long as the State Legislature appropriates the Sadowski Trust Fund monies dedicated for this purpose. Marion County is expected to receive approximately 1.2 million in SHIP funds in FY 17/18, while Ocala is expected to receive just over \$258,000 (Table 9). These SHIP allocations would leverage over \$4.1million in additional

public and private funds in the County and Ocala combined—a ratio of 3 to 1. Between the County and City allocations, SHIP would assist 61 owner units and 13 rental units, creating nearly 82 jobs and generating over \$15 million in economic impact.

Table 9. Estimated Economic Impacts of State Housing Initiative Partnership Funds in Marion County and Ocala

(Source: Sadowski Coalition 2017⁴⁰.) *Numbers may not add up exactly due to rounding.

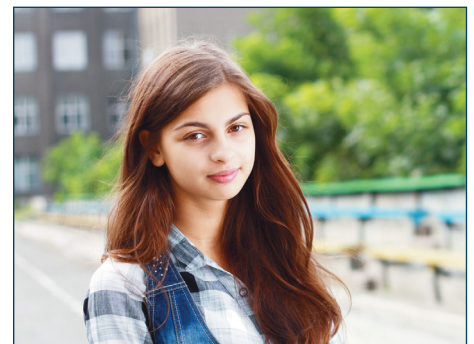
Type of Impact	Marion County	Ocala
Projected Trust Fund Revenue in FY 17/18	\$1,239,846	\$258,820
Other funds leveraged	\$3,464,094	\$723,136
Owner-occupied units assisted	58	12
Rental units assisted	5	1
Total jobs created	63	19
Total economic activity generated	\$12,504,470	\$2,610,330



HOME MATTERS FOR FLORIDA'S FAMILIES



HOME MATTERS FOR FLORIDA'S SPECIAL NEEDS POPULATIONS



HOME MATTERS FOR FLORIDA'S YOUTH AGING OUT OF FOSTER CARE



HOME MATTERS FOR FLORIDA'S ELDERLY



HOME MATTERS FOR FLORIDA'S ECONOMY



HOME MATTERS FOR FLORIDA'S VETERANS

Conclusion

Affordable Housing is Essential for Ocala and Marion County:

Having a healthy, affordable place to call home is the foundation of our lives and the basis of a strong local economy. Affordable housing allows low- and moderate-income working families to live near their places of employment, and enables our elderly and disabled family members on fixed incomes to be integrated in their neighborhoods.

- Affordable housing construction and rehabilitation stimulates local economies by creating jobs and generating business for contractors and suppliers.
- Affordable housing improves a family's physical and mental health, and helps children excel in school.
- For the elderly and people with disabilities, affordable community-based housing is one-third of the cost of institutional care.
- For people who are chronically homeless, affordable housing breaks the costly cycle through hospitals, jails, and other taxpayer-funded crisis systems, saving about \$20,000 per person per year.

Thousands of Families in Ocala and Marion County Struggle with High Housing Costs:

- Over 25,000 low-income households are paying more than 30% of their incomes for housing, the maximum amount considered affordable by experts.
- Over 13,300 very low-income households are severely cost burdened, meaning that they pay more than 50% of their incomes for housing.
- Of the County's low-income, severely cost burdened households, 36% are headed by an elderly person.
- Nearly 10,400 low-income households have a member with an ambulatory disability, and suffer from cost burden or other housing problems.
- A typical family at 80% AMI pays between 74% and 78% of its income for housing and transportation costs combined.
- Over 2,300 school-aged children and youths were doubled up with family and friends, living in motels, in homeless shelters, or on the street in academic year 2014-15, a 19% increase from academic year 2011-12.

Many Workers Don't Earn Enough to Pay for Housing:

- Workers in most of the Ocala/Marion County metro's most common occupations—including nursing assistants—don't earn enough for a 1-bedroom apartment at Fair Market Rent.
- Ocala and Marion County's median renter income of \$26,807 isn't enough to afford a median-priced rental unit.
- There are nearly twice as many low-income, not cost-burdened households as there are homesteaded sales below the median sales price, suggesting a lack of inventory of moderately priced homes.

The Good News

The Sadowski State and Local Housing Trust Funds, and the public-private partnerships that they promote, are ideally suited to the diverse and complex affordable housing needs in Ocala and Marion County. SHIP and SAIL funds in Ocala and Marion County leverage additional public and private funding sources for new construction, infill, rehabilitation, weatherization, and accessibility retrofits, both for ownership and rental housing.

While Ocala and Marion County's slow population growth and soft housing market can make it challenging to finance and market new and rehabilitated affordable housing, these factors can also be seen as an opportunity. Since land and housing costs are generally lower than in "hot markets" like Miami and Palm Beach County, Sadowski funds and the resources they leverage can be stretched farther.

Ocala and Marion County are blessed with hard-working local government staff, businesses and philanthropic organizations, housing and social service providers, faith groups, and dedicated residents. These stakeholders undertake affordable housing and community development in diverse and creative ways, ranging from revitalization in CRA districts to mixed-use, mixed-income development on properties. As Ocala and Marion County continue to develop their economy and amenities, affordable housing will provide a foothold for people from all walks of life to thrive and get ahead.

Appendix 1: A Note on Methodology

For analyses that required American Community Survey data, we used 5-year estimates whenever possible. Although 1- and 3-year estimates are more current than 5-year estimates, they are less reliable because each data point has a relatively high margin of error. The smaller the population of the geographic area in which data is gathered, the higher the margins of error are likely to be. Because Ocala and Marion County have a much smaller population than the State of Florida as a whole, analyses of trends over time are far more likely to be distorted by random variations in the estimates from year to year.

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- ¹⁸ Ibid.
- ¹⁹ Ibid.
- ²⁰ These percentages, unlike Census data, are not based on a "universe" of actual households, but are the result of a mathematical modeling exercise using a hypothetical "average" household at 80% AMI (not at or below 80% AMI). The model uses actual regional data on incomes, household composition, workers, housing and transportation costs, and other variables to construct profiles of "average" households and determine their average housing and transportation costs.
- ²¹ CNT. 2014. [Housing + Transportation Index data]. <http://htaindex.cnt.org/map/>. Last accessed 4/27/17.
- ²² U.S. Census Bureau. 2015. *Housing Vacancies and Homeownership (CPS/HVS): Definitions and Explanations*. <http://www.census.gov/housing/hvs/files/qtr115/q115def.html>. Last accessed 4/30/15.
- ²³ Kresin, M. 2013. *Other Vacant Housing Units: 2000, 2005, and 2010*. Washington, D.C.: U.S. Census Bureau. <https://www.census.gov/prod/2013pubs/h121-13-01.pdf>. Last accessed 4/30/15.
- ²⁴ ACS. [5-year estimates for years 2009 through 2013; 3-year estimates for 2007 and 2008; 2005 and 2006 ACS]
- ²⁵ HUD. [Point-in-Time Count data, 2007-2016] <https://www.hudexchange.info/resource/3031/pit-and-hic-data-since-2007/> Last accessed 6/27/17.
- ²⁶ Florida Department of Education. [2011-12 to 2014-15 data on student homelessness] <http://www.fldoe.org/schools/family-community/activities-programs/homeless-edu-program.stml>. Last accessed 6/27/17.

- ²⁷ Florida Department of Economic Opportunity [DEO]. 2014. Occupational Employment Statistics and Wages (OES). <http://www.floridajobs.org/labor-market-information/data-center/statistical-programs/occupational-employment-statistics-and-wages>. Last accessed 6/27/17.
- ²⁸ American Community Survey. [2015 5-year estimates] Last accessed 6/27/17.
- ²⁹ Ibid.
- ³⁰ The National Low Income Housing Coalition, which calculates housing wages, assumes that renters work 40 hours per week, 52 weeks per year.
- ³¹ Viveiros, J. and Sturtevant, L. 2014. Paycheck to Paycheck 2014: A Snapshot of Metropolitan Housing Affordability for Health Workers. Washington, DC: Center for Housing Policy. <http://www.nhc.org/PaycheckReportfinal.pdf>. Last accessed 12/19/14.
- ³² National Low Income Housing Coalition [NLIHC]. 2017. [Out of Reach data for Florida.] <http://nlihc.org/oor/florida>. Last accessed 6/27/17.
- ³³ NLIHC. 2016. County Gap Analysis, Florida. [Excel spreadsheet provided to Florida members]
- ³⁴ American Community Survey. [2015 5-year estimates]
- ³⁵ Ibid.
- ³⁶ MacArthur Foundation. 2014, June 3. "Housing Challenges Real For Many Americans, Finds 2014 How Housing Matters Survey." <http://www.macfound.org/press/press-releases/housing-challenges-real-many-americans-finds-2014-how-housing-matters-survey/>. Last accessed 2/16/15.
- ³⁷ National Association of Home Builders [NAHB]. 2017. [NAHB/Wells Fargo Housing Opportunity Index (HOI) data for 2017 Q1.] <http://www.nahb.org/en/research/housing-economics/housing-indexes/housing-opportunity-index.aspx>. Last accessed 6/27/17.
- ³⁸ The assumptions for calculating "housing wages" for median-priced homes were as follows: 1) Employees in each occupation except teachers work 40 hours per week, 52 weeks per year, 2) 30-year fixed rate mortgage at 4% interest, 3) FHA-insured with a 3.5% down payment, 4) Front-end ratio of 31%, back-end ratio of 41%, 5) All other household debt service is 18% of annual income, 6) Assessed value is 85% of the purchase price, 7) Homestead exemption is \$50,000, 8) Mill levy is \$18.84, and 9) Property and mortgage insurance combined is 1% of the purchase price annually.
- ³⁹ Ocala Marion County Association of Realtors 2017. <http://www.omcar.com/community/local-market-statistics/>. Last accessed 6/27/2017
- ⁴⁰ Sadowski Coalition 2017.



SADOWSKI HOUSING COALITION MEMBERS

**BUSINESS/
INDUSTRY GROUPS**

- Associated Industries of Florida
- Coalition of Affordable Housing Providers
- Florida Apartment Assoc.
- Florida Bankers Association
- Florida Chamber of Commerce

**ADVOCATES FOR THE
ELDERLY/ VETS/ HOMELESS/
SPECIAL NEEDS**

- AARP of Florida
- Florida Association of Housing and Redevelopment Officials
- Florida Coalition for the Homeless
- Florida Housing Coalition
- Florida Legal Services

**GOVERNMENT/
PLANNING
ORGANIZATIONS**

- American Planning Assoc., Fla. Ch.
- Florida Association of Counties
- Florida Association of Local Housing Finance Authorities
- Florida League of Cities
- Florida Redevelopment Assoc.
- Florida Regional Councils Assoc.

**BUSINESS/
INDUSTRY GROUPS**

- Florida Green Building Coalition
- Florida Home Builders Association
- Florida Manufactured Housing Association
- Florida Realtors
- Florida Retail Federation

**ADVOCATES FOR THE
ELDERLY/ VETS/ HOMELESS/
SPECIAL NEEDS**

- Florida Supportive Housing Coalition
- Florida Veterans Foundation
- Florida Weatherization Network
- LeadingAge Florida
- The Arc of Florida
- United Way of Florida

**FAITH BASED
ORGANIZATIONS**

- Florida Catholic Conference
- Florida Impact
- Habitat for Humanity of Florida



Sadowski Affiliates are comprised of the local organizational members of the Sadowski Coalition members, such as local Realtors, United Way offices, and Habitat Affiliates, as well as hundreds of individuals throughout Florida who are not affiliated with any organization. They are Many Voices having One Message: Use all of the State and Local Housing Trust Funds for Housing.



Affordable Housing is an Integral Part of Community Revitalization and Economic Development



The Florida Housing Coalition, Inc., is a nonprofit, statewide membership organization which brings together housing advocates and resources so that all Floridians have a quality affordable home and suitable living environment.

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