DATE: March 18, 2016

TO: Peg Malloy, Portland Housing Center

FROM: Lorelei Juntunen, Mike Wilkerson, and Lizzie Gooding

SUBJECT: Portland Housing center housing affordability tool

# Project Understanding

The Portland Housing Center (PHC) has asked ECONorthwest to assist with the creation of a housing affordability tool to assess and spread awareness of housing affordability issues in the Portland Metro area and celebrate the organization’s 25th anniversary. The goal of the project is to allow users to explore housing affordability in order to better understand the Portland Region’s housing challenges and how they have changed over time and geography. The product of this project will be an interactive, web-based mapping tool to be linked to the Center’s website consisting of three maps: home ownership rates, resident displacement vulnerability, and single-family affordability.

# Approach

ECONorthwest will work with PHC’s Executive Director, Peg Malloy, as well as other PHC staff to create an interactive mapping tool showing housing affordability within the Portland Region over the 2000-2015 period (where data availability allows) to include three separate pages of the following maps:

* Home ownership rates in 2000 and 2005-2014 from the US Census.
* An index measuring vulnerability to displacement in 2000 and 2005-2014 based on the Portland Gentrification and Displacement Study’s methodology and data from the US Census. The index is composed of the following demographic factors: racial/ethnic composition, educational attainment, tenure, and household income.
* Single-family affordability in 2000-2015 measured as the percentage of regional median family income spent on housing (see Exhibit 1). Housing data will come from Metro RLIS and median family income will come from the Department of Housing and Urban Development’s estimates for the Portland-Vancouver-Hillsboro OR-WA MSA.

All data will be aggregated to hex bin geographies and emulate the cartography and design aesthetic of Exhibit 1. The tool will allow users to:

* Hover over any data point and see its value
* “Play” through all available years to see change over time
* Switch between available years to examine specific points in time

Exhibit 1. Single Family Affordability in the Portland Urban Growth Boundary, 2014

Macintosh HD:Users:gooding:Documents:Portfolio:Your work:example_affordability_percent_2014.pdf

ECONorthwest will develop and host the tool on Mapbox, a web mapping service, and take full responsibility for managing and paying any monthly fees associated with the service. ECONorthwest will work with PHC to set up the tool on their website and provide any necessary technical assistance. Finally, ECONorthwest will provide PHC with a methodology memorandum outlining project assumptions and methods.

# Scope

The tasks below outline ECONorthwest’s expected process for creating the housing affordability tool:

## Task 1: Methodology Development

ECONorthwest will develop a memo that outlines the assumptions, definitions, data sources, and technical methods that will be used to create the tool. All data will come either from publically available sources or from ECONorthwest’s housing database and Metro RLIS subscription. The Portland Gentrification and Displacement Study will inform the vulnerability index methodology.

Products: Methodology Memo

Meetings: Phone call with client to review

Budget: $1,000

Schedule: April 1, 2016

## Task 2: Data analysis

ECONorthwest will gather and analyze data over the 2000 to 2015 period for the three map products listed in the approach. When possible, this analysis will be done programmatically to allow for increased efficiency and replicability. There is no product for this task; it serves as a direct input to task 3 and the final tool.

Products: None

Meetings: None

Budget: $3,500

Schedule: April 15, 2016

## Task 3: Web development

ECONorthwest will visualize the data from task 2 using open source tools including but not limited to Mapbox. When possible, this visualization will be done programmatically to allow for increased efficiency and replicability. The product of this task will be a prototype of the three maps described in the approach for the client to review. Once the client has reviewed and approved the prototype, ECONorthwest will make any final changes to the design and functionality of the tool.

Products: Tool prototype

Meetings: In person

Budget: $4,000 for prototype, $1,000 for review

Schedule: Prototype to be presented during in-person meeting on April 27th, final changes by May 2nd

## Task 4: Web implementation

ECONorthwest will assist PHC in hosting the tool on their website and will work directly with staff to ensure it is in the appropriate format.

Products: Fully functional web tool on PHC website

Meetings: As needed with IT staff at PHC

Budget: $500

Schedule: By May 6, 2016

# Summary of Schedule and Budget

The project is expected to run from the middle of March, 2016 through May, 2016. Research and analytical work will be mostly completed by mid April. Visualization will mostly be completed by the end of April (see below). A proposed budget is listed above and is not to exceed a fixed fee of $10,000.

