

Workforce Housing in James City County:

Expanding and
Diversifying the Local
Economy by
Supporting Housing



Workforce Housing Task Force

- *2035 Strategic Plan* includes goal:
“Expanding and Diversifying the Local Economy.”
- Task Force charter:
“... strategies to facilitate the development of affordable and workforce housing.”

Workforce Housing Task Force

- The Task Force is a group of volunteer citizens with a variety of community interests.
- Monthly meetings
 - 3rd Tuesday 10:00 am to noon at Mounts Bay.
 - Public is encouraged to attend and participate.

Workforce Housing Task Force

- Goals
 - Produce a plan to ensure adequate housing options
 - Strategy recommendations
 - Implementation steps
 - Seek community support for the plan through
 - Outreach
 - Education

Workforce Housing Task Force

- Timeframe
 - January to now – digesting data & learning about best practices
 - Fall 2018 – preliminary strategy recommendations
 - Early 2019 – present plan to the Board of Supervisors

What Do We Mean by “Workforce Housing”?

- Housing that is affordable to anyone with a job.

Or another way to think about it:

- The right types, right locations and right price points to support the County’s economic base.

What Do We Mean by “Workforce Housing”?



The Importance of Safe, Stable & Affordable Housing

Housing serves as a platform for **individual and family well-being**

Economic self-sufficiency and upward mobility

Student achievement and academic success

Physical and mental health and well-being

Housing is the basis for **inclusive and diverse communities**

Equitable access to opportunities and services, regardless of race and socioeconomic status

Communities in which everyone can prosper

Housing supports **sustainable local economic growth**

Housing opportunities to encourage people to both live and work in the community

Short commutes, easier to attract and retain workers

Communities that are great places to live, work and play

The JCC Housing Challenge

- 29% of the workers in James City County earn \$15,000/yr or less in their primary job
- Almost 40% earn between \$15,000 and \$40,000/yr
- BUT housing costs in JCC require a larger income
 - Median JCC home price is \$384,000
 - Requires income of \$96,000
 - Median rental costs are \$1234/mo
 - Requires income of \$49,000

Source: U.S. Census Bureau, OnTheMap, U.S. Census Bureau ACS, and VA Association of Realtors

Workers in all sorts of occupations increasingly face challenges finding affordable housing in the County

Can't Afford
Median Rent or
Median Owner
Costs

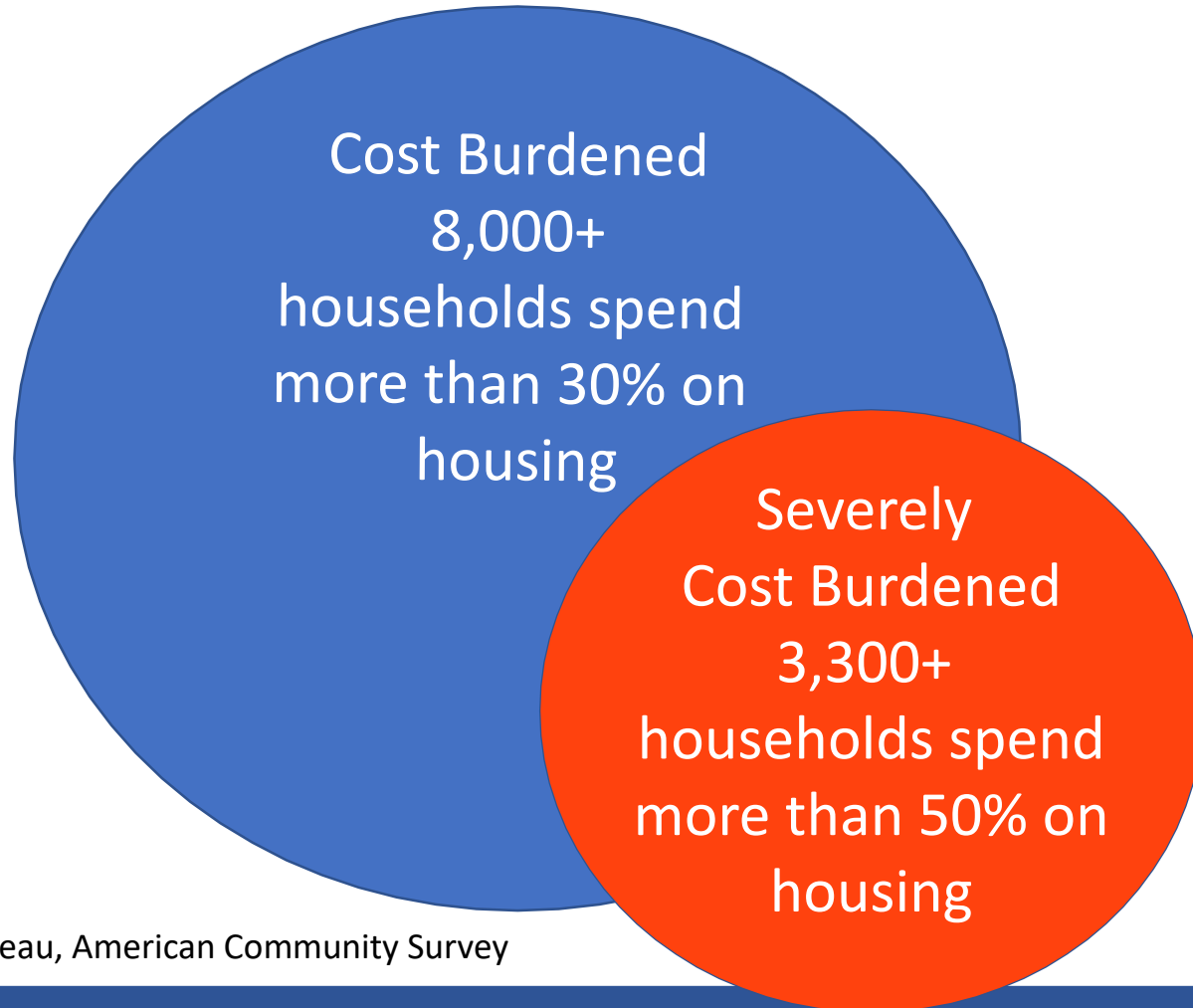


Can Afford
Median Rent,
but not
Median Owner
Costs



Source: American Community Survey and EMSI data, tabulated by the VCHR

Thousands of working families in JCC are housing cost burdened

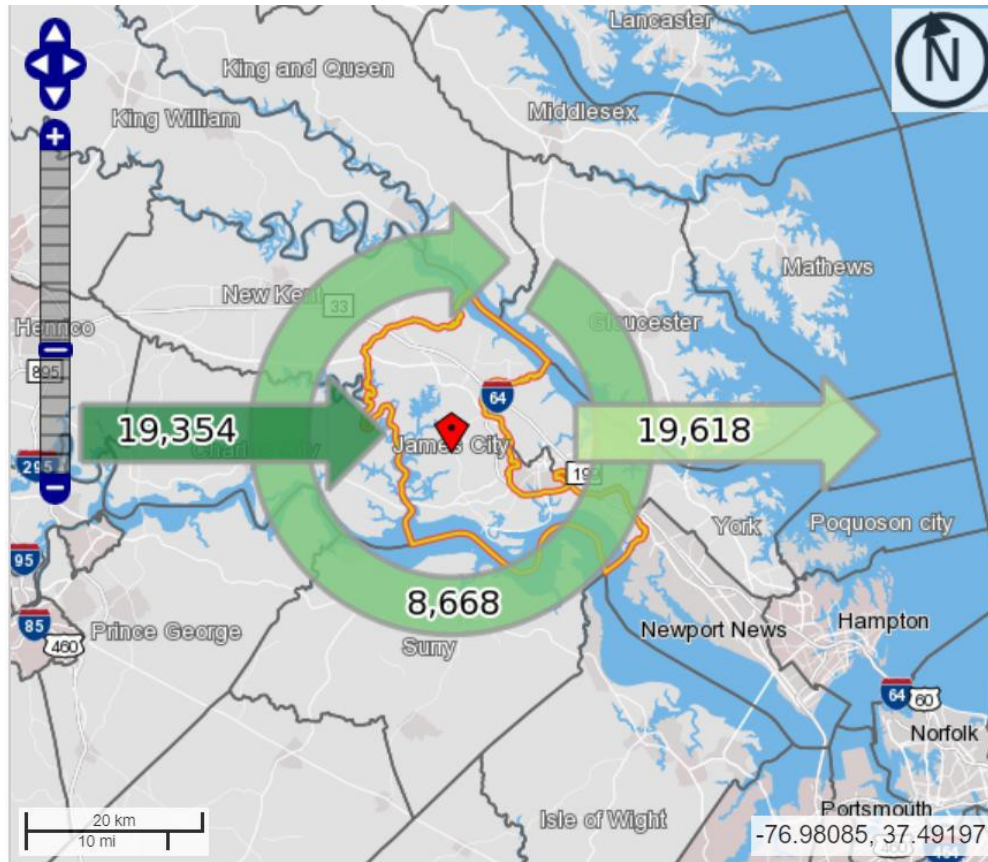


Source: U.S. Census Bureau, American Community Survey

The Adverse Impacts of Housing Cost Burden

- Housing cost burdened families have less money for:
 - Food
 - Health Care
 - Savings
 - Child Care
 - Education

Thousands of workers commute into JCC every day from places with more housing options



Source: U.S. Census Bureau, OnTheMap

Why JCC needs more safe, stable & affordable housing for our workers

- Our job market would benefit from diversity beyond the hospitality industry.
- JCC must compete for talented workers and new businesses.
- Workers need housing they can afford.
- Young workers have a particularly hard time finding housing they can afford.
- Housing options near employment & transit will reduce traffic congestion.

Addressing JCC's Housing Challenge

Task Force is guided by Vision & Principles:

- JCC will be a diverse community with a high quality of life, offering affordable housing options in safe, well-maintained, and inclusive neighborhoods.
- Respect for JCC's unique natural, historical and cultural resources
- All workers should be able to live here if they choose to
- Need for public/private/non-profit partnerships
- Desirability of mixed income neighborhoods

Addressing JCC's Housing Challenge

Likely areas of recommendations:

- Zoning and land use
- Financial incentives for builders and buyers
- Rehabilitation of existing structures
- Housing 'navigator' for people at all income levels

You Can Get Involved!

- Attend the next Workforce Housing Task Force meeting (Oct 16) – 3rd Tuesdays at 10:00am
- Take handouts and presentation materials to share with your neighbors and co-workers
- Use #afford_JCCVA to tell us how (or if!) the County should support more workforce housing options
- Or email us at jcc_whtf@jamescitycountyva.gov

For More Information

JCC Workforce Housing Task Force website:

- www.jamescitycountyva.gov/whtf

Do you live in Williamsburg?

- Community forum on housing: 4-6pm Sept 26, Stryker Center
- Housing survey: <https://publicinput.com/3126>