

# Planning With Data

## What to Look at, How to Share It

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# Putting the Comprehensive in Comprehensive Plan Data

**Chris Collier**

Alliance for Housing Affordability  
Program Manager

# What is Chris, Who is AHA?

- Interlocal Agreement between 15 cities, 1 County, 1 Housing Authority:

**Arlington, Darrington, Edmonds, Everett, Granite Falls, Lake Stevens, Lynnwood, Marysville, Mill Creek, Monroe, Mountlake Terrace, Mukilteo, Snohomish, Stanwood, Woodway, Snohomish County, HASCO**

- Goal: Support members (and communities) in understanding & responding – includes Comprehensive Plans!

# What the GMA Requires:

- Inventory & analysis of existing/planned needs
- All economic segments
- Goals, policies, objectives, for preservation/improvement
- Land capacity
- Housing locations in relations to employment
- Discriminatory/Disparate impacts
- Displacement risk

# What the Legislature (via GMA) Wanted:

Understand your jurisdiction in detail...

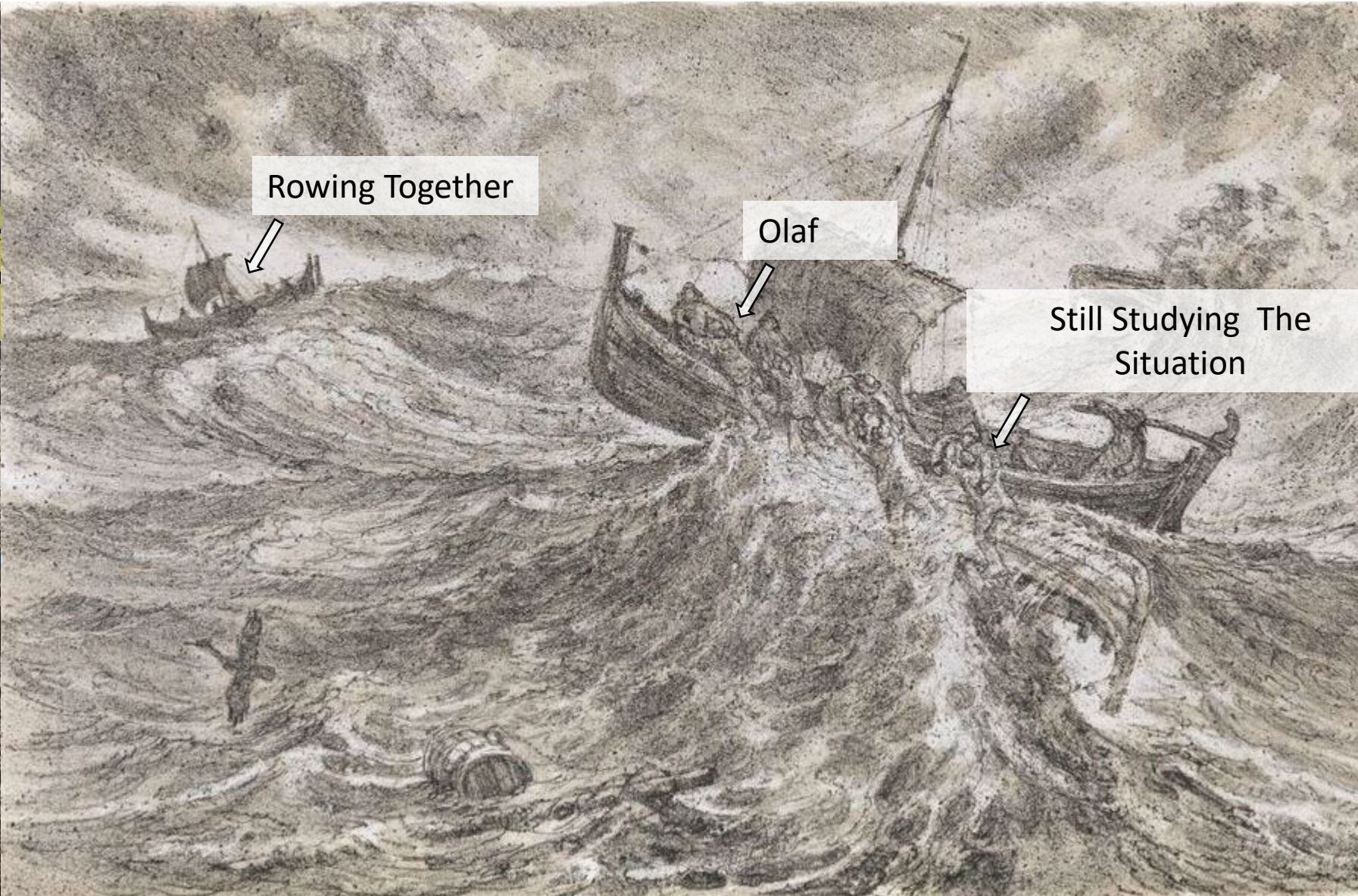
...And make your leadership & community understand, too

Adjust policy now, for a more equitable community later

Do more than the bare minimum, while leading from behind

Acting against you: An unconvinced public, communications breakdown, an uncertain future, a multitude of disciplines, a council that leads with their *gut*...

# Rowing in the Same Direction



And you, just you, by yourself, trying to not screw up:



# What We'll Cover: How To Do The Latter

- Gather & Analyze the Data
  - Do more of what we know (Census)
  - Create new (Home sales & rents, Wage data)
  - Complementary data
- What I hope you'll take away:
  - What more is possible, and what it takes to do it
  - Scan the QR code at the end for a source guide & examples
- Brooke & Mayor Redmon to discuss
  - Bridging the gap between what data says, and what the public wants
  - How Leadership views its role in this, what *they* need to hear and have



# The New Stuff: Analysis of Home Sales

- Contact County Assessor, asked for property sale records
- Break out by city, year sold, home type: Analyze price
- What else does the Assessor give you? For me:
  - Bedrooms, SF (structure & lot), School District, year built, grade...
- Add in loan assumptions = Required Income

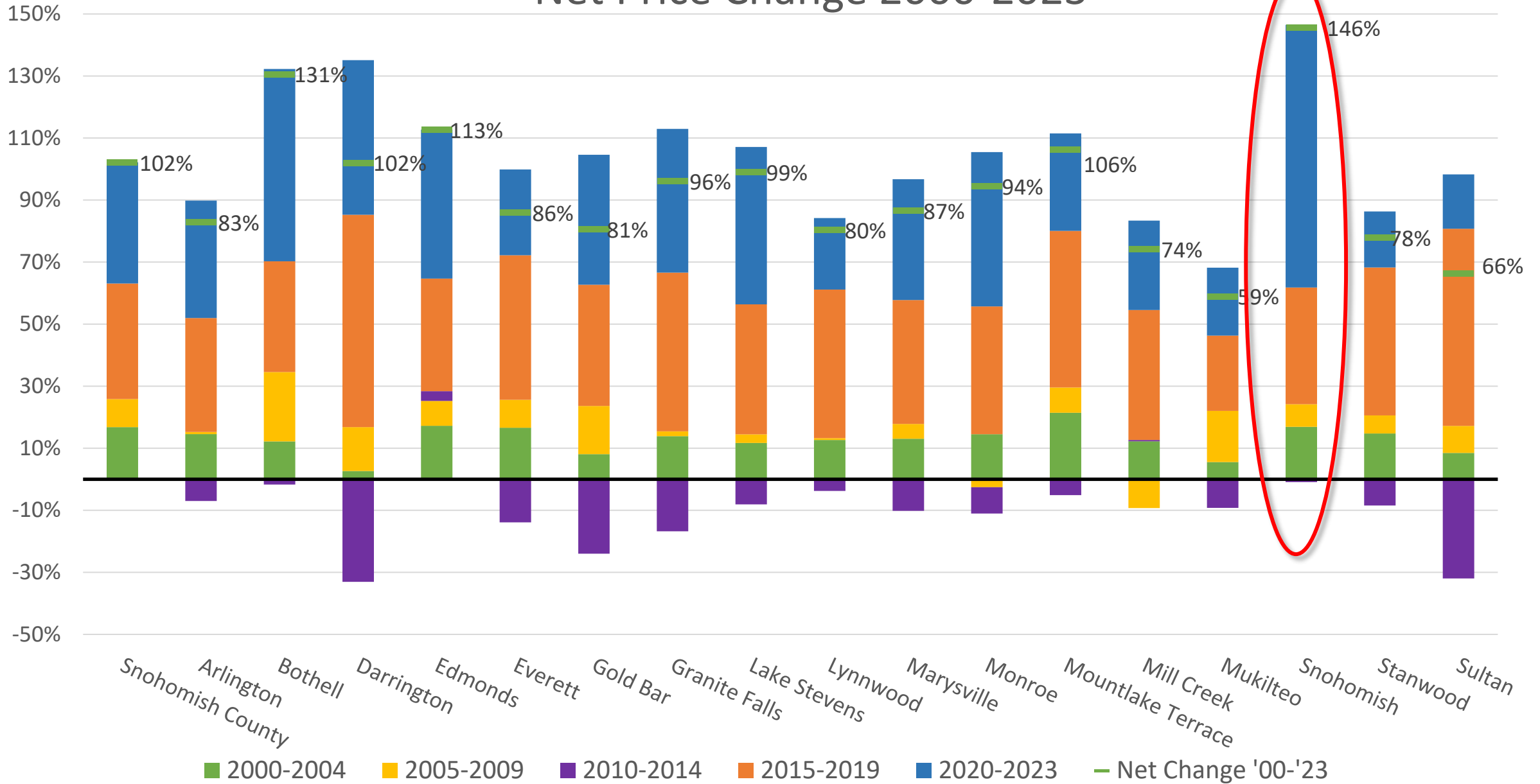
- What Does This Look Like?



	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Avg. Sale Price	338	\$204,607	\$229,112	\$243,827	\$278,465	\$303,860	\$276,432	\$224,124	\$235,933	\$288,277	\$313,456	\$343,860	\$378,432	\$403,860	\$438,432	\$473,432	\$508,432	\$543,432	\$578,432	\$613,432	\$648,432	\$683,432
Infll. Adj. Avg. Sale Price	344	\$358,784	\$394,064	\$408,082	\$455,000	\$490,000	\$404,491	\$317,920	\$328,102	\$394,811	\$455,000	\$500,000	\$550,000	\$600,000	\$650,000	\$700,000	\$750,000	\$800,000	\$850,000	\$900,000	\$950,000	\$1,000,000
Avg. SP/Pot. Change YoY	0%	-1.75%	11.98%	6.42%	12.50%	12.50%	-5.91%	-18.94%	5.30%	22.16%	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%
Avg. Pot. Change Infll. Adj. YoY	22%	-3.12%	9.83%	3.58%	9.83%	9.83%	-5.91%	-21.40%	3.20%	20.33%	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%	10.00%
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# Percent Change in Sale Price Since 2000 in 5-Year Groups

## Net Price Change 2000-2023

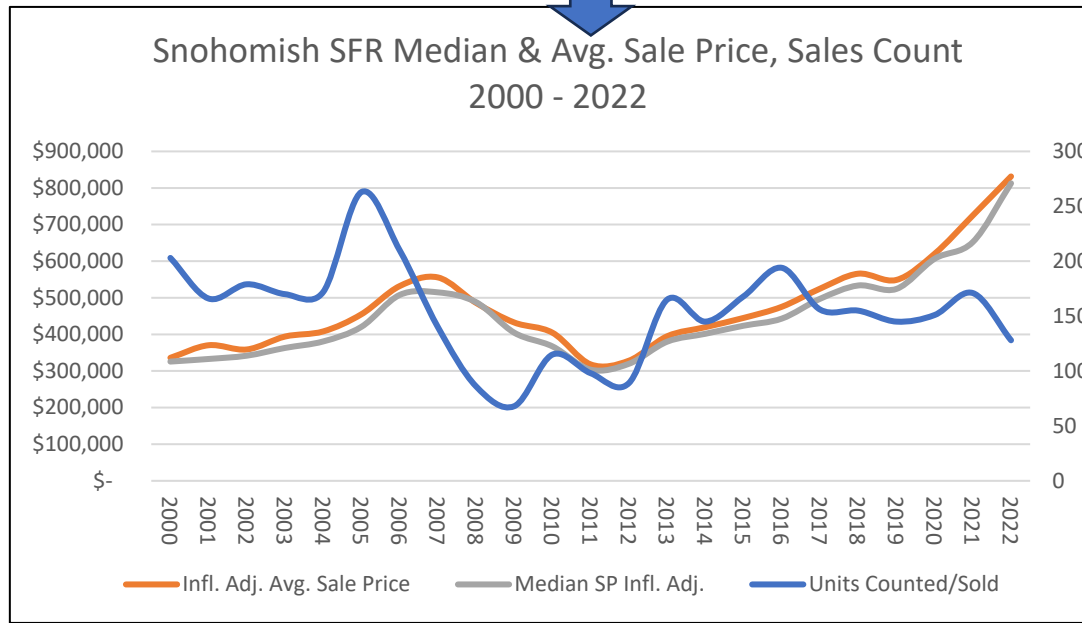


# Zoom & Enhance!

Snohomish SFR Sales		
	2000	2022
Med SP	\$ 325,752	\$ 812,667
PITI	\$ 2,667	\$ 4,746
Req Inc	\$ 96,984	\$ 172,584
# Sold	203	128
Yrs Old	14	38
	# Change	% Change
Med SP	486,915	149.47%
PITI	2,079	77.95%
Req Inc	75,600	77.95%
# Sold	(75)	-36.95%
Yrs Old		24

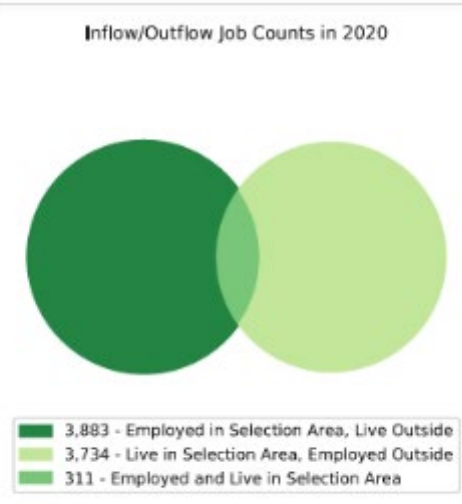
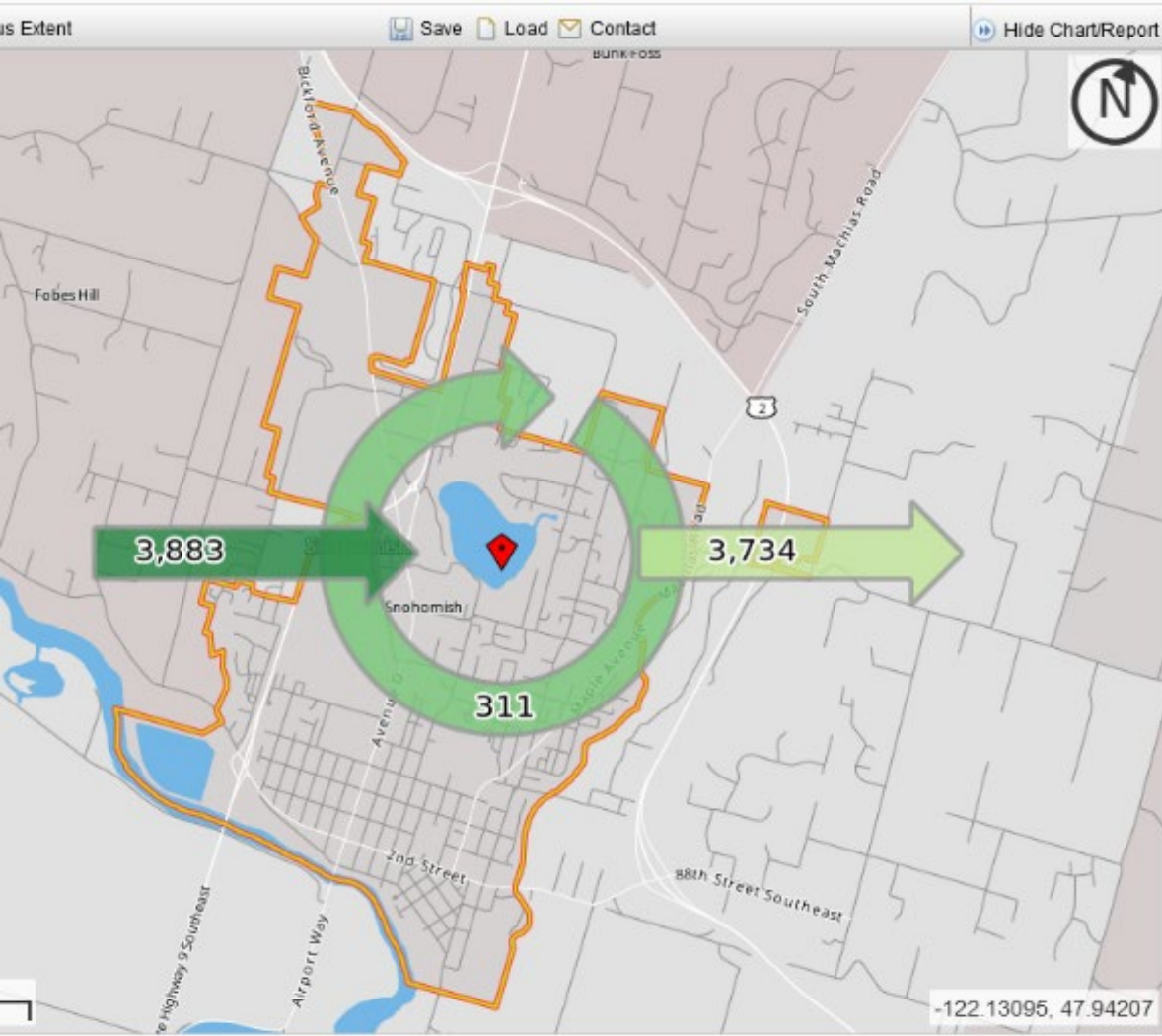
Snohomish Condominium Sales		
	2000	2022
Med SP	\$ 205,057	\$ 448,916
PITI	\$ 1,647	\$ 2,673
Req Inc	\$ 59,880	\$ 97,203
# Sold	10	29
Yrs Old	4	22
	# Change	% Change
Med SP	243,859	118.92%
PITI	1,026	62.33%
Req Inc	37,322	62.33%
# Sold	19	190.00%
Yrs Old		18

Snohomish Townhome Sales		
	2000	2022
Med SP	\$ 292,342	\$ 572,755
PITI	\$ 2,354	\$ 3,326
Req Inc	\$ 85,589	\$ 120,932
# Sold	3	0
Yrs Old	5	25
	# Change	% Change
Med SP	280,413	95.92%
PITI	972	41.29%
Req Inc	35,343	41.29%
# Sold	(2)	-100.00%
Yrs Old		20



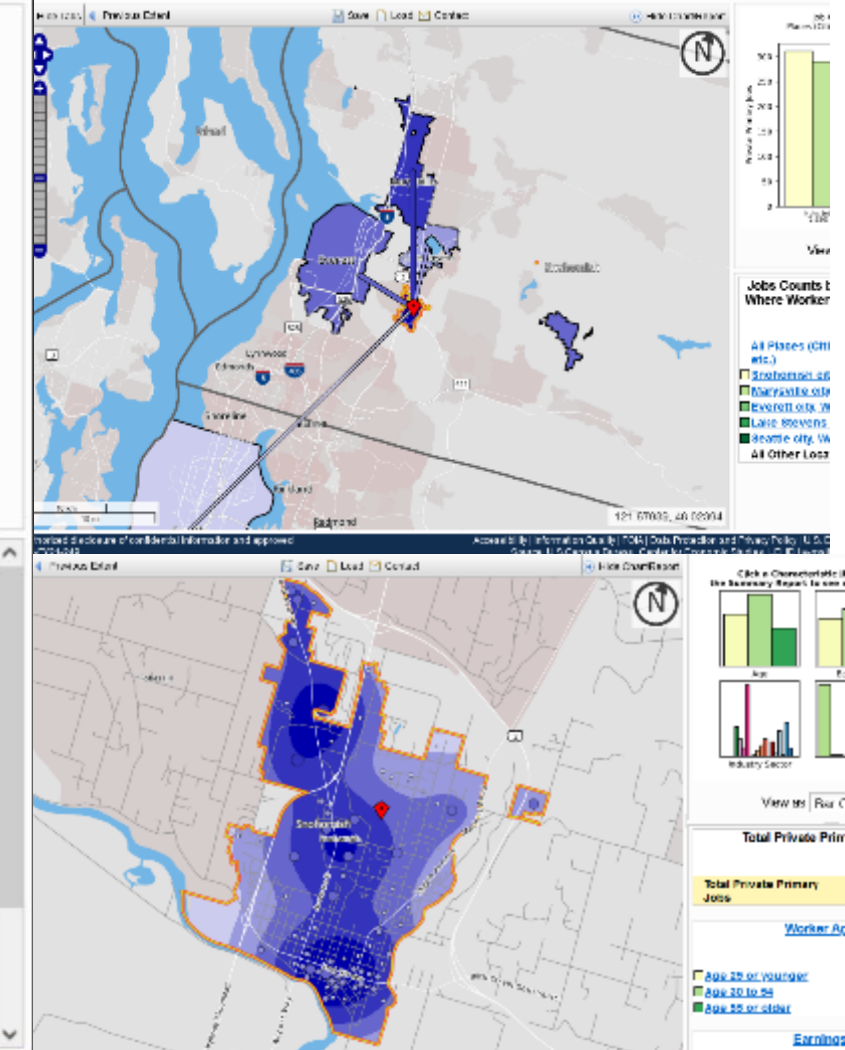
# More New Stuff: Labor Statistics

- Bureau of Labor Statistics, WA Employment Security: Occupational & City Wage Data
  - ESD: Average wage in (city)
    - $\text{Jobs} \div \text{Total Wages Paid} = \text{Average for City}$
  - BLS: What job makes what, for a larger area
    - Comparable wages for your (workforce, police, fire, medical, construction, education) sector
  - By itself not presentable – will show up later
- Add in: Workforce transportation mapping
  - LEHD OnTheMap
  - What does THAT Look Like?



### Inflow/Outflow Job Counts (Private Primary Jobs)

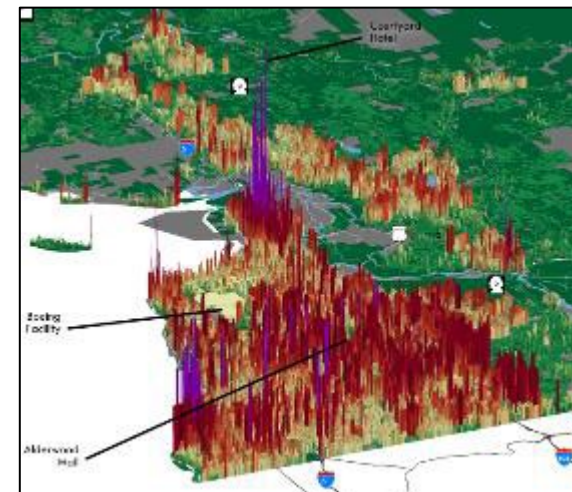
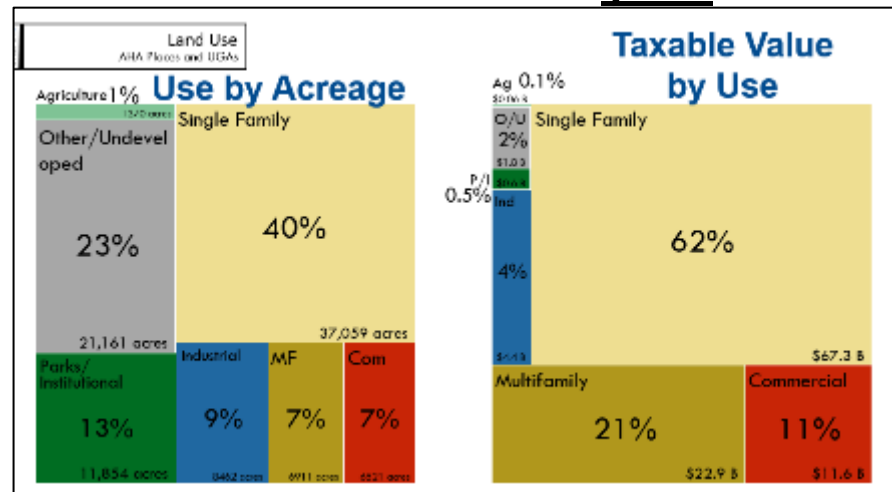
	2020	
	Count	Share
<a href="#">Employed in the Selection Area</a>	4,194	100.0%
<a href="#">Employed in the Selection Area but Living Outside</a>	3,883	92.6%
<a href="#">Employed and Living in the Selection Area</a>	311	7.4%
<a href="#">Living in the Selection Area</a>	4,045	100.0%
<a href="#">Living in the Selection Area but Employed Outside</a>	3,734	92.3%



# LEHD OnTheMap Showcase: Snohomish Workforce Profiles













# MORE New Stuff: Land Value Per Acre

- Snohomish & King Counties contracted with Urban3
- Can be done locally with elbow grease
- Core concept:  
((Property tax + sales tax) – utilities cost) ÷ parcel area = LVPA  
Always wanted to add police/fire assumptions for structure & unit
- Data comes from assessor and you – each jurisdiction has sales tax data



# Old & New: Rent, But Not Out of Date

- Survey of Apartments.Com x3 month, sorted by city address
- Not perfect (Small sample size; anonymity of property; date selection; advertised not contract rent)
- BUT STILL:
  - Data allows you to say: “Current apartment shoppers this month found (PRICE) in our city.”
  - Access square footage of advertising units
  - = \$ per square foot
- Compare against ownership housing:
  - \$/sf, and monthly mortgage rate

4									
5	Avg Price/Unit	8/15	8/28	9/2	9/15	9/28	10/2		
6	Link								
7	All	2,216	\$ 2,219	\$ 2,203	\$ 2,208	\$ 2,180	\$ 2,190		
8	Studio	1,659	\$ 1,695	\$ 1,667	\$ 1,714	\$ 1,629	\$ 1,630		
9	1BR	1,983	\$ 1,977	\$ 1,974	\$ 1,963	\$ 1,931	\$ 1,949		
10	2BR	2,407	\$ 2,396	\$ 2,361	\$ 2,363	\$ 2,376	\$ 2,376		
11	3BR	2,854	\$ 2,860	\$ 2,800	\$ 2,780	\$ 2,809	\$ 2,809		
12	4BR	V/0!	\$ 3,123	\$ 3,061	\$ 2,909	\$ 3,148	\$ 3,058		
13									
14									
15	Avg SF	8/15	8/28	9/2	9/15	9/28	10/2		
16	Link								
17	All	842	\$ 849	\$ 851	\$ 858	\$ 839	\$ 840		
18	Studio	504	\$ 493	\$ 494	\$ 517	\$ 469	\$ 470		
19	1BR	692	\$ 696	\$ 696	\$ 691	\$ 689	\$ 684		
20	2BR	967	\$ 970	\$ 964	\$ 969	\$ 962	\$ 967		
21	3BR	1,225	\$ 1,224	\$ 1,225	\$ 1,219	\$ 1,222	\$ 1,219		
22	4BR	V/0!	\$ 1,599	\$ 1,599	\$ 1,599	\$ 1,599	\$ 1,599		

# Combining Data – Workforce Affordability

Snohomish Workforce Affordability - 1 & x2 Average Wages

Monthly Cost (bar)  
& Wages (line)

— — Actual Avg. Wages, 1 Worker

— — Actual Avg. Wages, 2 Workers

## Sources:

- WA Employment Security Wages
- Rent Analysis
- Property Sales Analysis & Loan Assumptions

## Take it Further:

- BLS OEWS Analysis (Math Professor Can't Afford Rent)
- Affordable housing figures (WSHFC/HA)
- What else could we do?



# Foundational Data – Census

- Why is this even a slide? Just go to [data.census.gov](https://data.census.gov) and ask your question
- There are over 1,500 tables across a variety of topics – unmanageable

1. <https://www.census.gov/programs-surveys/acs/data/data-tables.html>
2. Make a list, check it twice, use the Application Programming Interface (API)
3. Census API guide:  
<https://www.census.gov/programs-surveys/acs/data/data-via-api.html>
4. Doing these steps manually is boring. Make a macro! Or two.
5. Put the tables in one place

	A	B	C	D	E	F	G	H	I	J
1	City Select	Everett city								
2		Table Title	Filter 1		Filter 2		Filter 3	Gender Filter	Age Filter	
3	Table ID	Stub	Category 1	Category 2	Category 1	Category 2	Data Detail	Data Detail	On/Off	On/Off
140	<a href="#">B08203</a>	NUMBER OF WORKERS IN HOUSEHOLD BY VEHICLES AVAILABLE	Misc		Household Siz	Vehicles				
141	<a href="#">B08301</a>	MEANS OF TRANSPORTATION TO WORK	Resident Workforce		Transportation					
142	<a href="#">B08302</a>	TIME OF DEPARTURE TO GO TO WORK	Resident Workforce		Time					
143	<a href="#">B08303</a>	TRAVEL TIME TO WORK	Resident Workforce		Time					
144	<a href="#">B08406</a>	SEX OF WORKERS BY MEANS OF TRANSPORTATION TO WORK FOR WORKPLACE GEOGRAPHY	Resident Workforce		Transportation			Sex		
145	<a href="#">B08412</a>	SEX OF WORKERS BY TRAVEL TIME TO WORK FOR WORKPLACE GEOGRAPHY	Place Workforce		Time			Sex		
146	<a href="#">B08501</a>	MEANS OF TRANSPORTATION TO WORK BY AGE FOR WORKPLACE GEOGRAPHY	Place Workforce		Transportation					Age
147	<a href="#">B08503</a>	MEDIAN AGE BY MEANS OF TRANSPORTATION TO WORK FOR WORKPLACE GEOGRAPHY	Place Workforce		Transportation		Median			Age
148	<a href="#">B08505A-1 Combo</a>	Means Of Transportation to Work for Workplace Geography Combination	Place Workforce		Transportation		Combo			
149	<a href="#">B08505A</a>	MEANS OF TRANSPORTATION TO WORK FOR WORKPLACE GEOGRAPHY (WHITE ALONE)	Place Workfor Race		Transportatio	Race - White				
150	<a href="#">B08505B</a>	MEANS OF TRANSPORTATION TO WORK FOR WORKPLACE GEOGRAPHY (BLACK OR AFRICAN AMERICAN ALONE)	Place Workfor Race		Transportatio	Race - Black				

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(Debug) Run Tools Add-Ins Window Help
Ln 51, Col 36
[General]
Dim iCntr As Long
Dim lRow As Long
Dim rng As Range

lRow = Cells(Rows.Count, 1).End(xlUp).Row

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xlByRows, MatchCase:=False, SearchFormat:=False, ReplaceFormat:=False,
FormulaVersion:=xlReplaceFormula2
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xlByRows, MatchCase:=False, SearchFormat:=False, ReplaceFormat:=False,
FormulaVersion:=xlReplaceFormula2
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:=xlByRows, MatchCase:=False, SearchFormat:=False, ReplaceFormat:=False
, FormulaVersion:=xlReplaceFormula2
Rows("2:2").Select
Selection.Insert Shift:=xlDown

Range("B1:B2").Select
Selection.Insert Shift:=xlToRight
lcol = Cells(1, Columns.Count).End(xlToLeft).Column

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Cells(1, 2).Formula = "=VLOOKUP(C1,'variablesB-Tables.csv'!$A$1:$C$27929,3,0)"
Range(Cells(2, 3), Cells(2, lcol)).Select
Selection.FillRight

For i = 1 To lcol
    If Application.IsNA(Cells(2, i)) Then
        Columns(i).Delete
        i = i - 1
    End If
Next i

lcol = Cells(3, Columns.Count).End(xlToLeft).Column
lRow = Cells(Rows.Count, 1).End(xlUp).Row

Set rng = Range(Cells(1, 1), Cells(lRow, lcol))
rng.Copy

Cells(lRow + 2, 1).PasteSpecial Paste:=xlPasteAll, Operation:=xlNone, SkipBlanks:=
False, Transpose:=True

Range("A1").Select
Application.CutCopyMode = False

ActiveWorkbook.BreakLink Name:=
    
```

**6. STOP, DROP & ANALYZE!**

# Finding: Snohomish Seniors Struggling

- B25007; B25045; B25115; B25027; B25072 show...
  - 75-84 y/o are majority renter;
  - 65+ living alone renters a large cohort;
  - 50% of 65+ y/o renters cost burdened;
  - There are 71 65+ year old renter HHs with 0 vehicles
- What else? City...
  - ...is majority owner only because of 2 age groups, rest are majority renter
  - ...median move-in year is 2011 (owners) – old structures, new people
  - ...has household size/rooms imbalance at 1-2 br homes (own and rent)
  - ...has unusual number of mothers w/ own children who rent – why?
  - ...housing production halves in 2010-2019 vs. previous decade

# Affordable Housing: You Aren't On Your Own

- Washington State Housing Finance Commission
  - Active WSHFC Multifamily Rental Properties ([link](#))
- Washington State Dept. of Commerce HTF awards ([link](#))
- Housing Authority(ies) ([HUD PHA Contact List](#))
  - Administer federal housing choice vouchers (HCVs)
  - Subsidized housing units (deep subsidy, grant-funded)
  - Workforce housing (4% LIHTC, self-financed)
- State Programs (MFTE) or Local: You!
- Puget Sound: PSRC Income Restricted Housing Database

# This Presentation Doesn't Help Me

- Sources, Documentation, Guides & Examples Provided On Request!
- Scan – RIGHT NOW - to Email me (right now!)



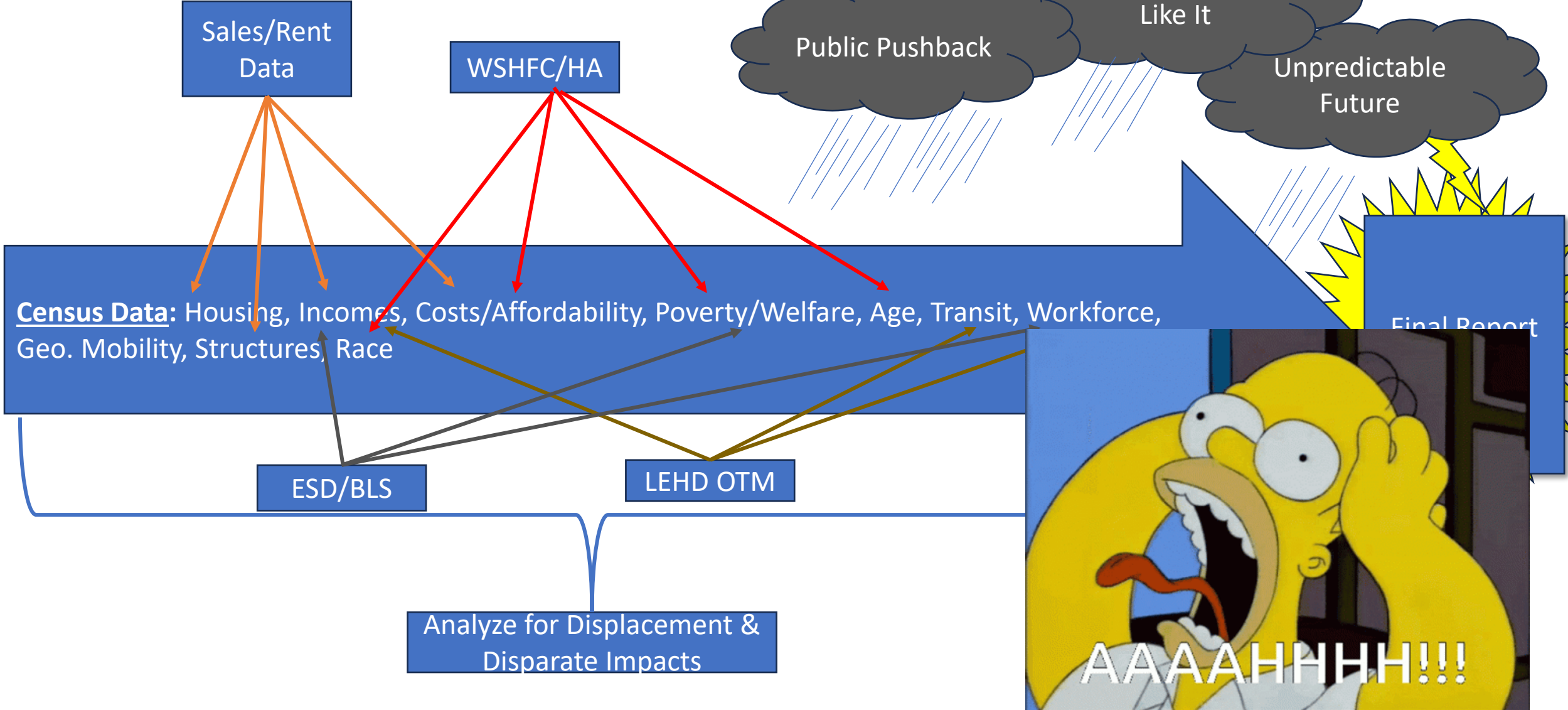
**Or Later:**

[ccollier@hasco.org](mailto:ccollier@hasco.org)

**Phone/Text:**

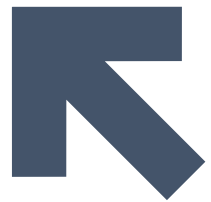
425-231-2486

# Putting it All Together



**And now, over  
to Brooke:**





# The Small City Perspective

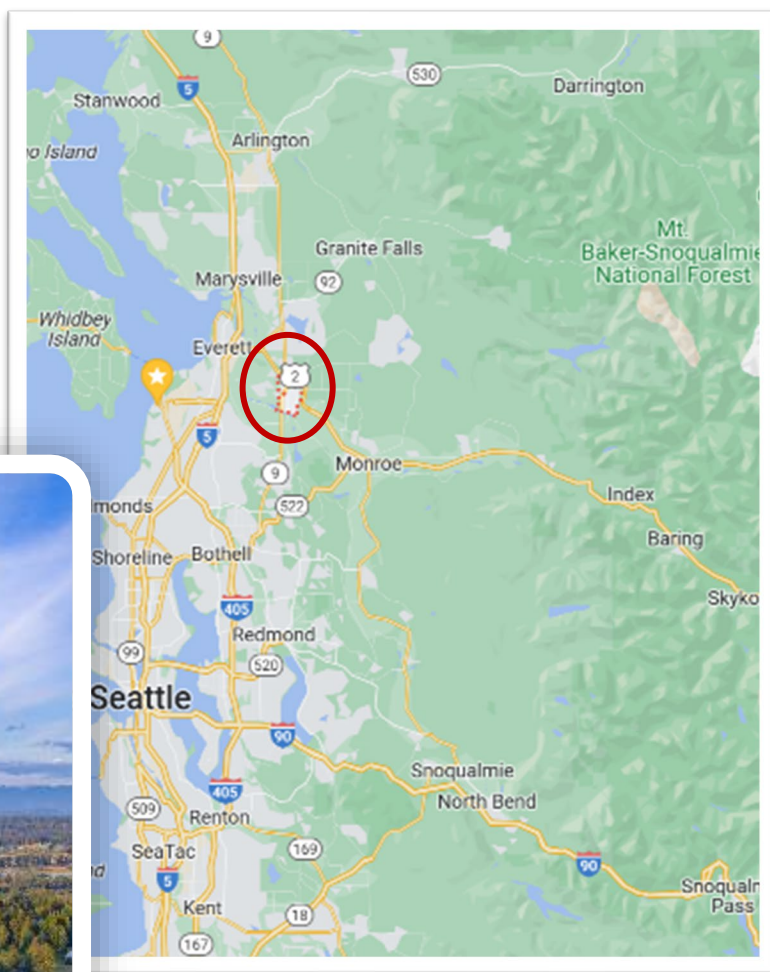
**Brooke Eidem, AICP**

Planning & Development Services Director  
City of Snohomish



# Snohomish

- Central Puget Sound
- Sky Valley between Everett and Monroe
- Federally recognized Historic District
- 3.7 square miles
- 10,300 residents
- 52% female/48% male
- Median age 39.8
- Over 18% is age 65+
- Over 20% is <18
- Median HH income \$77,308
- 45% renter/55% owner
- 43% of renters cost-burdened







Challenges & Priorities

1

Community Outreach

2

Land Capacity Analysis

3

Data Points

4

Putting it Together

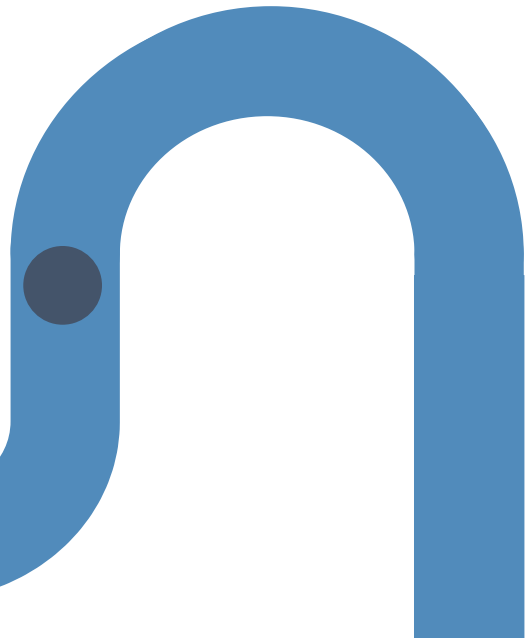
5



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# Challenges & Priorities

- Small City, small staff, middling resources
- City Council and Planning Commission don't always agree
- Community fear of growth, the unknown
- The "Snohomish character"
- How much capacity do we really have?
- Mixed use zones without development trends



# Strategy

A decorative graphic on the left side of the slide. It features a large yellow circle, a green line that curves and then goes straight, and an orange line that curves and then goes straight. There are two small blue dots: one on the green line and one on the orange line. A blue L-shaped line is also visible in the top right corner.

- Ask specific questions
- Engagement, engagement, engagement
- Use civic groups and active residents
- Diverse representation
- Partnerships
- Transparency
- Data-driven decisions (LCA, community preference)

# Growth Targets

0-30% AMI PSH	0-30% AMI non-PSH	30-50% AMI	50-80% AMI	80-100% AMI	100-120% AMI	120%+ AMI
146	0	0	99	183	290	828

Snohomish County "Method C"



2

## Community Engagement

- Civic Ambassadors
- Kids Design Snohomish
- Missing Middle Monday
- Online survey tools
- Our Future Snohomish Carnival
- Tabling
  - Farmers Market
  - Senior Center
  - Food Bank
  - Annual garbage & recycling event
  - Other community events

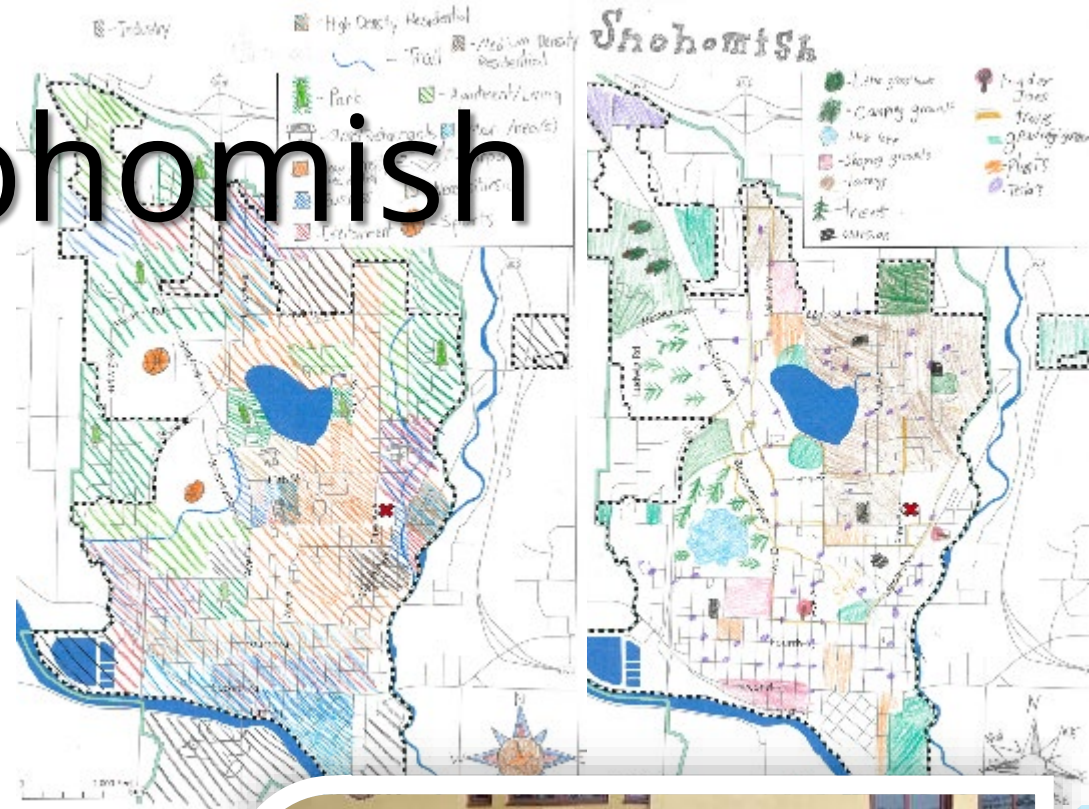
# Civic Ambassadors

- Ten community members
- Using individual networks to spread the City's reach and answer questions
- Diverse demographic, geographic, and interest representation
- City provides some suggestions but otherwise left to own devices
- Monthly reporting
- Periodic check-in meetings
- Monthly stipend



# Kids Design Snohomish

- 3-session mini lesson in GMA, City planning, and cartography in elementary schools
- Student maps of their future Snohomish
- Ten students selected to present to the City Council
- Themes: parks and trails, housing, all-ages activities, walkability, ideas for economic growth, historic preservation
- Positive feedback from parents; flyer sent home with information and QR code
- Middle/high school curriculum in development for fall 2023
- Building blocks at community events
- Coloring book in English, Spanish





# Missing Middle Monday

- Series of videos about housing and growth issues
- Answered questions that were posed by community on social media and elsewhere
- Associated with Middle Housing Analysis project
- Encouraged people to take a housing preferences survey
- Had broad reach and positive feedback
- Used PowerPoint

## Missing Middle Monday

Watch a series of videos that provide more information about this project.

[Video 1: What is it and why are we talking about it? \(March 20, 2023\)](#)

[Video 2: Why does Snohomish have to grow, and by how much? \(March 27, 2023\)](#)

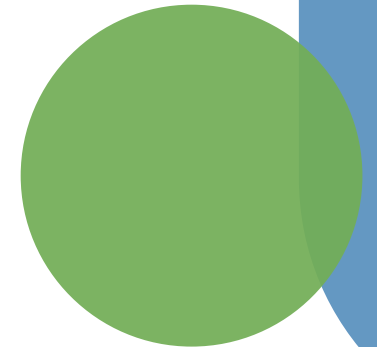
[Video 3: Congestion and capacity review for development proposals \(April 3, 2023\)](#)

[Video 4: What about property taxes? \(April 10, 2023\)](#)

[Video 5: How is affordable and low-income housing financed and built? \(April 17, 2023\)](#)

[Video 6: What is the Snohomish character? \(April 24, 2023\)](#)

[Video 7: Visual tour of middle housing types \(May 1, 2023\)](#)



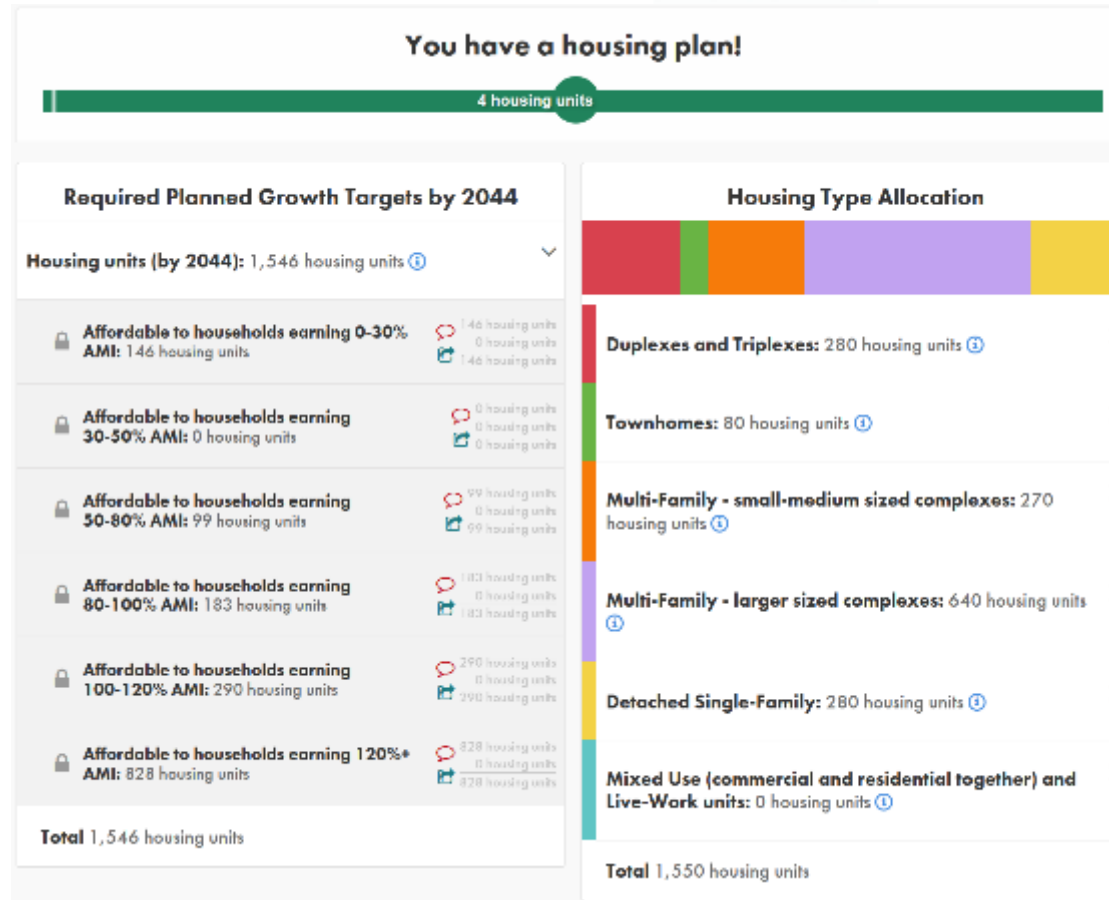


# Online Tools

- 550 responses to Middle Housing survey
- Questionnaire on City website through 2023 (*Civic Plus*)
- 63% submission rate on values/priorities survey (*Balancing Act*)
- Housing Simulation survey (*Balancing Act*)

## Welcome to the 2024 Comprehensive Plan Questionnaire!

Do you know the people at the City of Snohomish who spend their days thinking about where people might want to live, work, shop, go to school, play sports, worship, and grow food in the City? Planners, engineers, and other City staff work each day on projects to help make Snohomish the best place for you and your family. They try to balance things - like traffic, housing, and parks - to make sure the land is being used in the best and most efficient way. Other staff spend their days making sure the important parts of the City, like water, sewer, and roads, are working and safe.



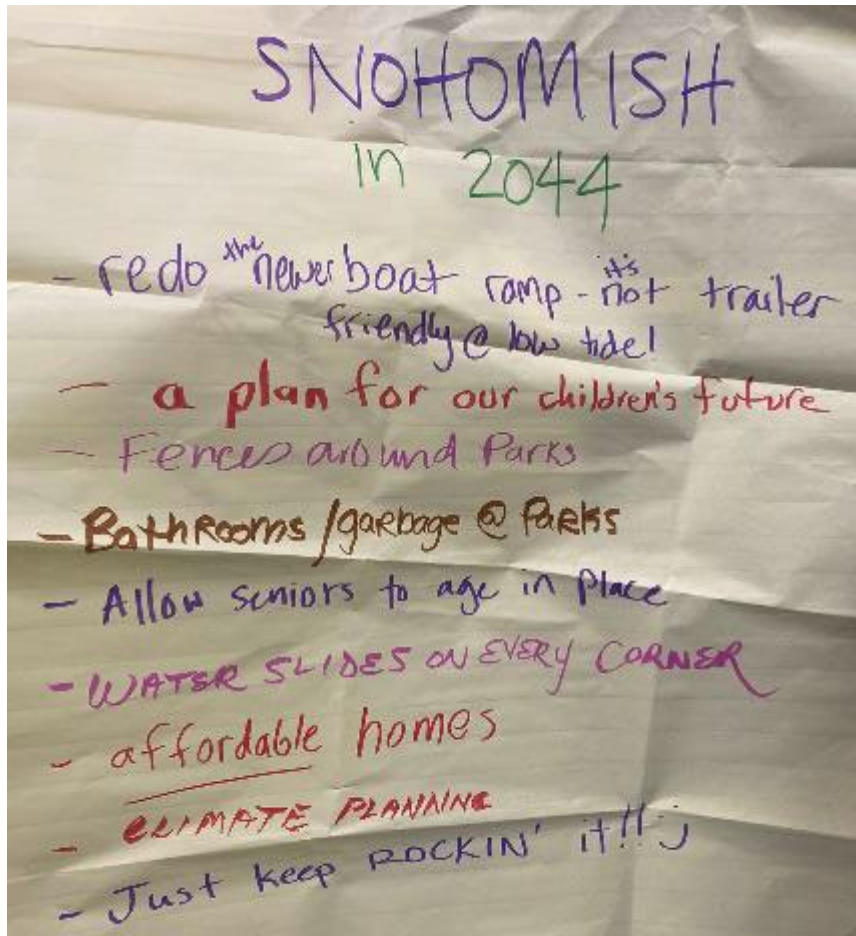
# Our Future Snohomish Carnival & Open House



- Family activities & games oriented around Comprehensive Plan Elements
- Informational handouts for each Element
- Opportunities to comment
- Staff available to answer questions
- Partnerships with local agencies and organizations
- Live music and prizes
- Indoor open house also offered
- Over 150 attendees



# What have we learned so far?



## Highest Priorities

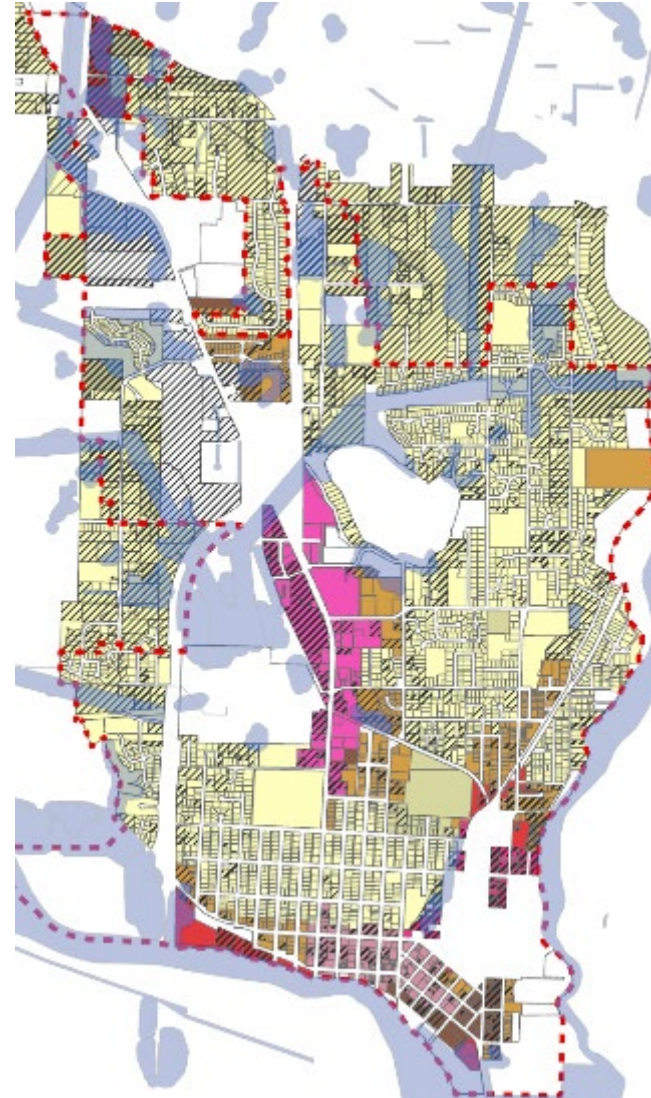
- Housing affordability
- Housing choice
- Ability for seniors to age in place
- Maintain single-family
- Allow ADUs
- Maintain unique, small-town identity
- Walkability
- Recreation and improved trails
- Managed growth, directed toward periphery (away from Historic District)
- Focus on sidewalks, parks, and environmental



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## Land Capacity Analysis

- Commerce Guidance provides good methodology, especially if County does Buildable Lands Analysis
- GIS exercise, checked for accuracy and development likelihood







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# Data Points



Demographics



Housing Stock



Community/Workforce  
Trends



Racial Equity &  
Displacement



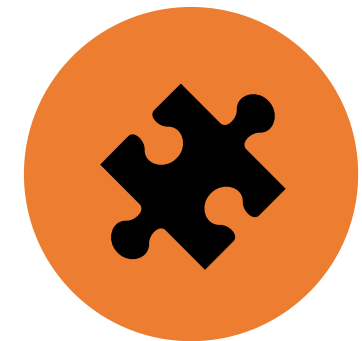
Community Input &  
Preferences



Land Capacity Analysis



Policy Analysis



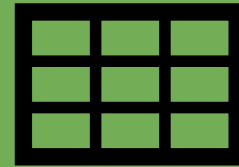
Developer Perspective



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# Putting it Together

Community Input



Census Data (Chris)

Growth Targets



Land Capacity Analysis

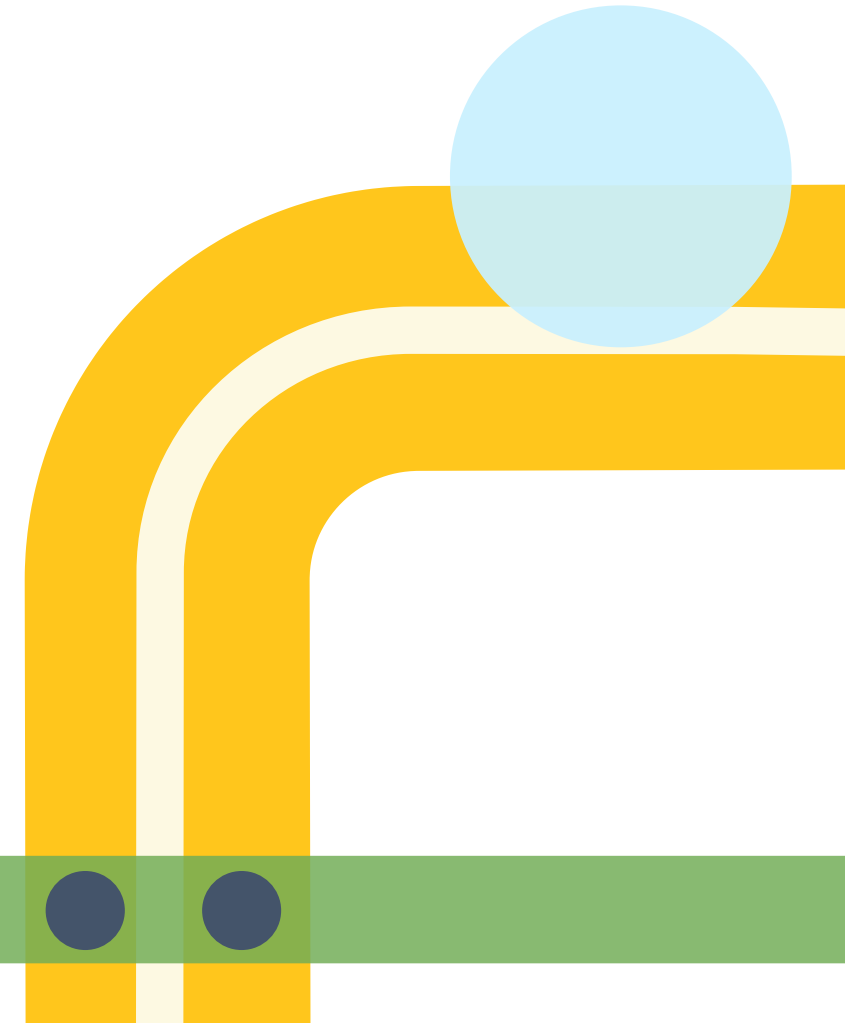


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# Putting it Together

## Lessons Learned

1. Allocate time to Land Capacity Analysis
2. Put lots of thought into where growth is likely to occur
3. Meet community where they're at: Senior Center, Food Bank, schools, Farmers Markets, civic groups, community events....
4. Use online surveys and social media to complement in-person; nothing replaces face-to-face interaction
5. Track it all
6. Throw a party, not an open house
7. Policy/regulatory analysis for HB 1220 can be in-house
8. Rely on your friendly neighborhood housing coalition







# Thank you

Brooke Eidem  
eidem@snohomishwa.gov





# WHAT ELECTEDS NEED FROM PLANNERS (YOU!)

One perspective among many

Linda Redmon, Mayor  
City of Snohomish



# ABOUT ME

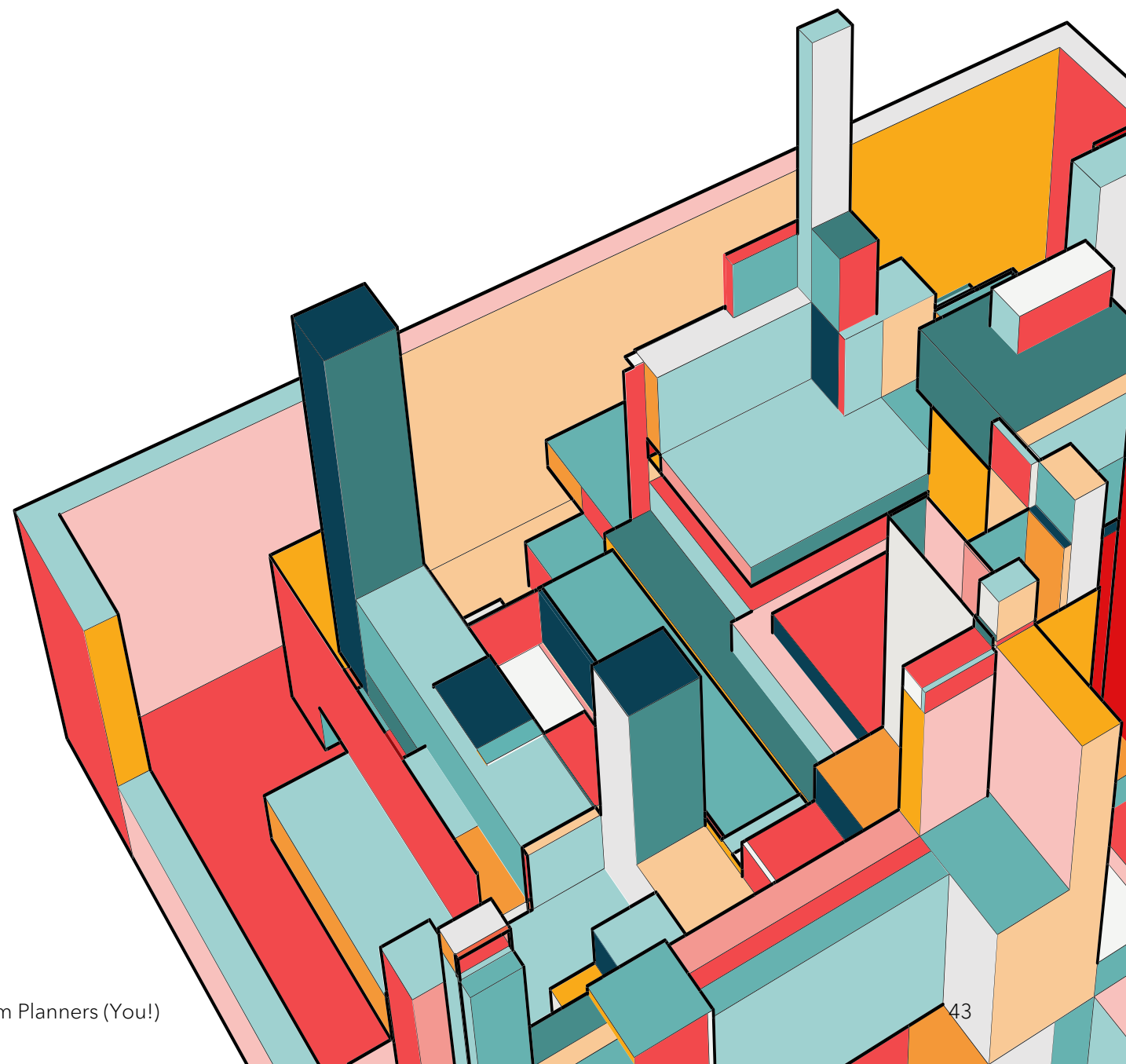
First term elected mayor

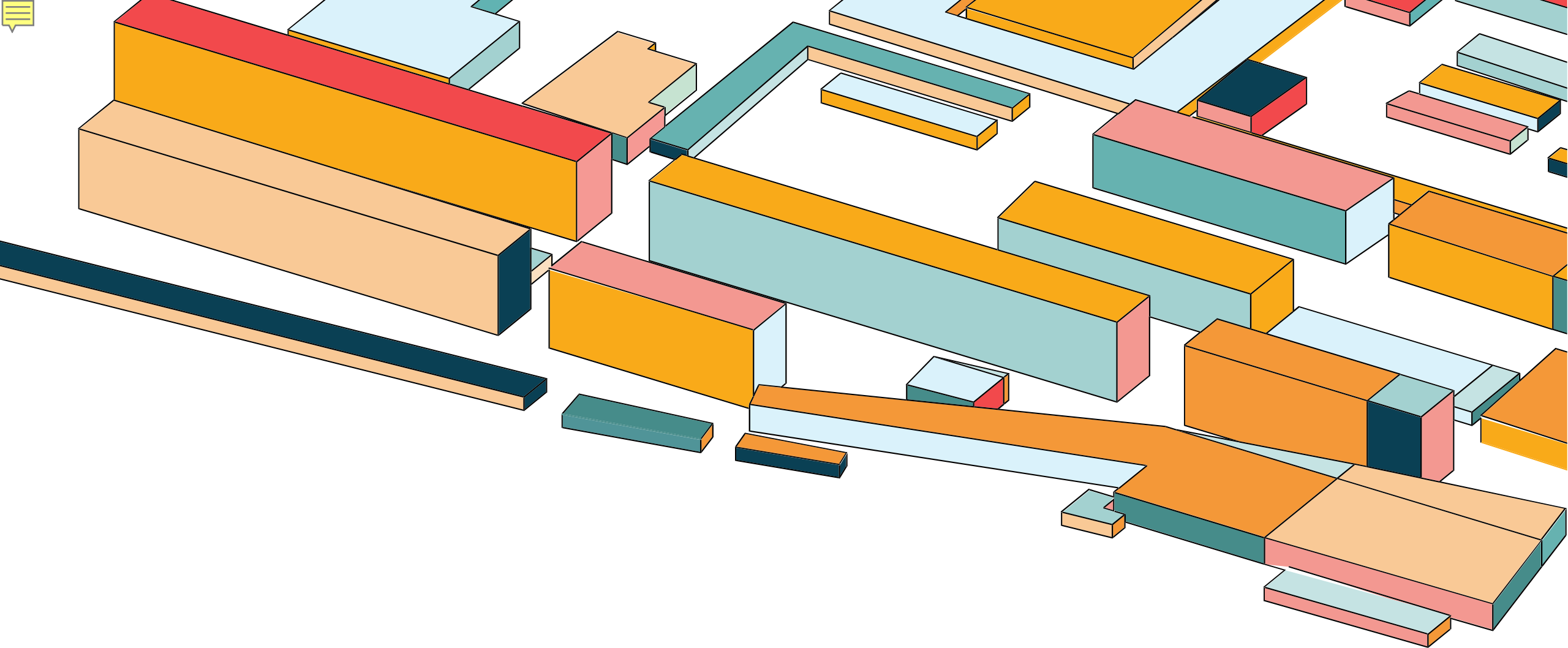
Council member for four years, two as Council President

Two years on the Legislative Priorities Committee for the Association of Washington Cities

Represented Snohomish on the Alliance for Housing Affordability as a council member

Live in a duplex that would be considered affordable housing





**THE QUESTION: WHAT DO ELECTED OFFICIALS NEED FROM PLANNERS?**



# YOUR ROLE AS PLANNER

## YOUR STATED TASK

Give Mayors and Council Members a vision of future possibilities

## PLANNING – WHAT IS IT?

Looking ahead and creating a desired outcome

## POLICY STARTING POINT

Your sad job is to present this as directly and as bluntly as possible

## WE ARE AT A CRISIS POINT!

Use words and images that tell the story

(I would not be able to afford to live in Snohomish if I had to move.)



# INSIGHT NEEDED

## COMPOUNDED FAILURES

Long term inaction for many reasons  
Policy makers are politicians  
The system is rigged

## PUBLIC OPINION/REACTION

The "haves" vs. the "have nots"  
NIMBY fear  
Entrenched caste system

## FINANCIALS

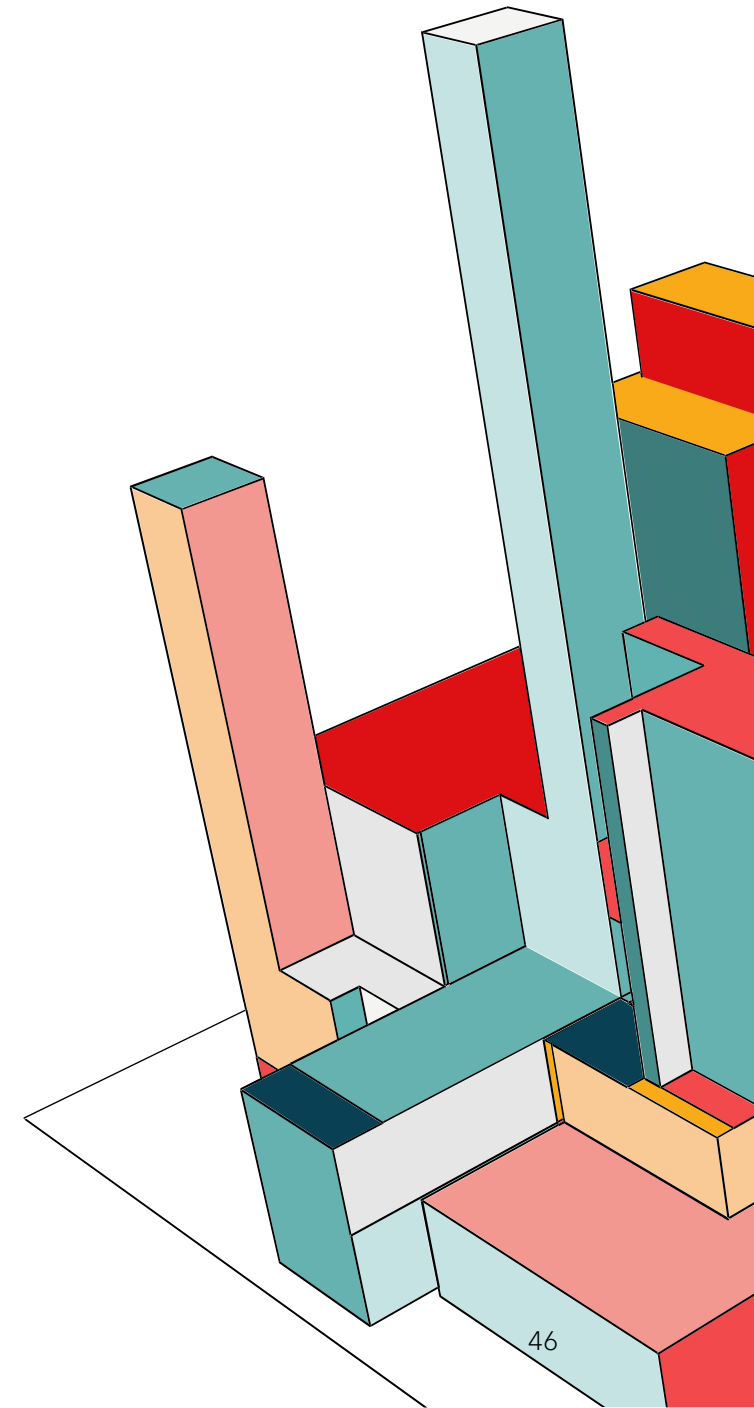
Affordable projects don't "pencil"  
Need government assistance  
Financing is hard to come by  
Legacy of racial covenants

## LARGER ISSUES

Economic development  
Demographic shifts  
Societal trends

## SURROUNDING VICINITY

Even if we do something to make it better  
in our city, how will external factors impact  
our efforts?





# PFD'S FOR YOUR ELECTEDS & YOU

## BUT WE'RE SPECIAL!

Policy should reflect the community's unique needs, based upon personalized data

## JUST CHANGE FOR CHANGE'S SAKE

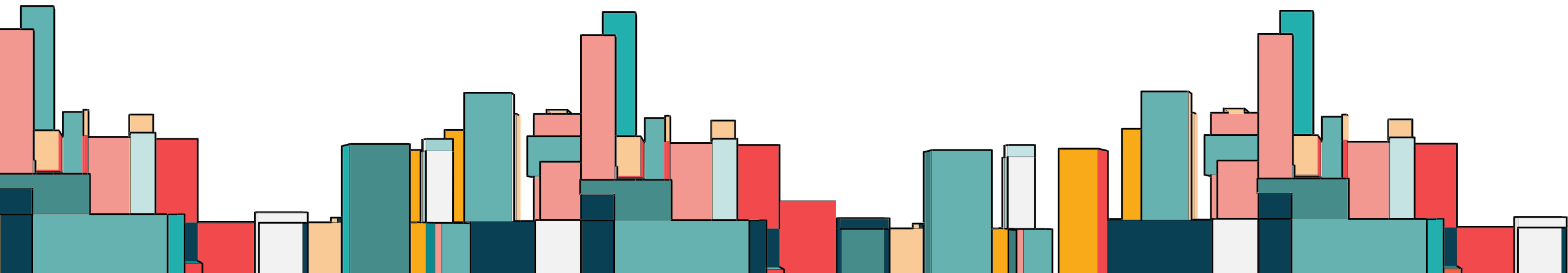
Data on results of past policies demonstrate a clear need for changes in policy

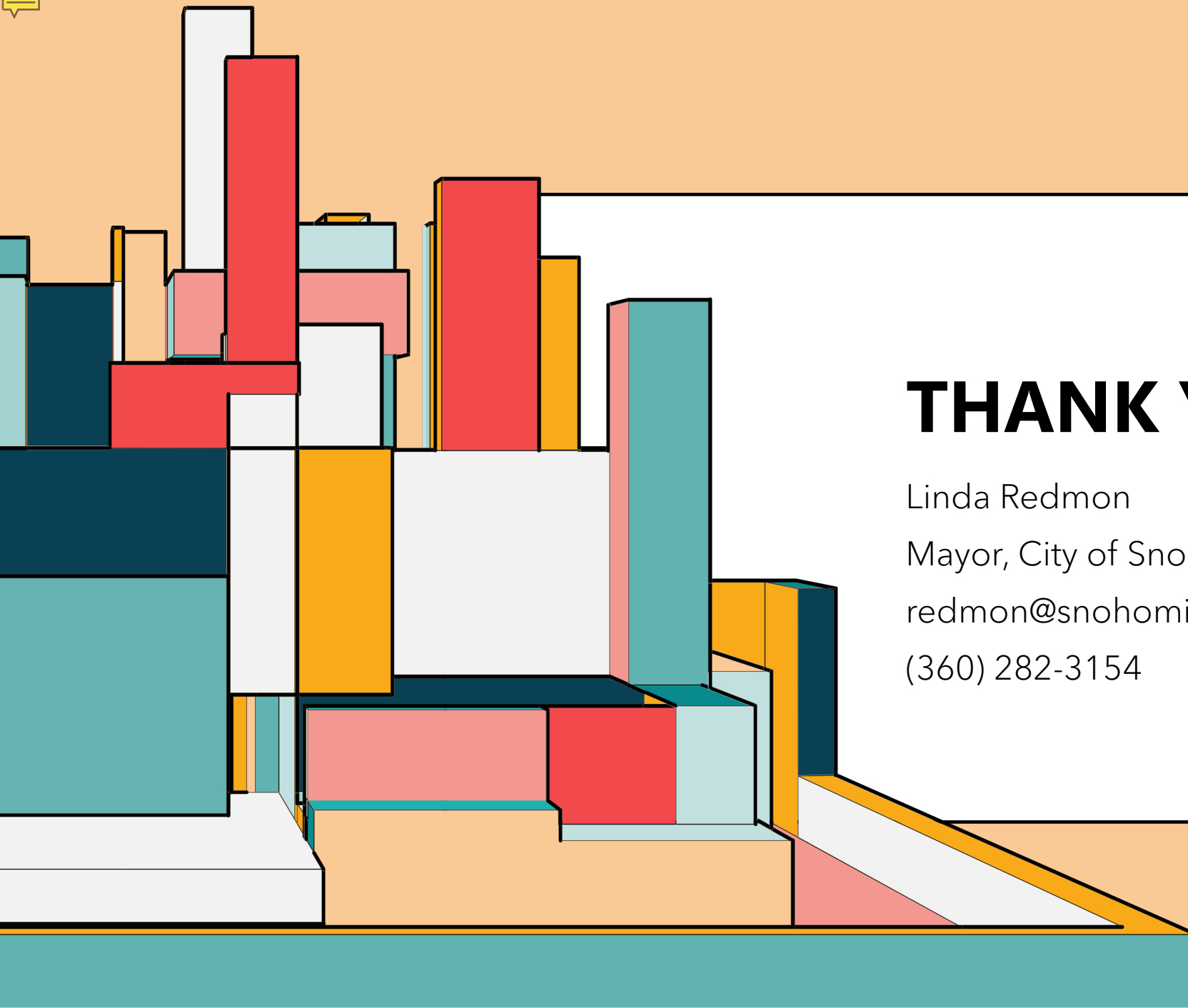
## WHAT'S THE ROI?

Alternatives that are vetted for efficacy allow electeds to defend their choices

## WISE DECISION!

Electeds want to feel they have been given all the information for them to set the priorities





# THANK YOU

Linda Redmon

Mayor, City of Snohomish

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# Wrap-Up

- The Comp Plan & Elements should be more than a report on a shelf
  - High quality data is publicly available, we can do more
  - Data is half the story; community buy in is the other (and good data helps)
- Elected leadership doesn't know what they don't know
  - Confronting hard truths is, well, hard! Feels like putting your job on the line
  - Convincing data + a persuaded public = (maybe) elected acceptance
- Planners don't (usually) focus on public outreach & coalition building
- What we hope you take away:
  - A new way to look at your jurisdiction
  - "Snohomish did this, we can, too"
  - Examples & ideas – to follow, to inspire
- It takes a planner!

# Linda Redmon

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## Questions?

