2030 PLAN UPDATE

Williamson County Association of Realtors Polling Results | September 18, 2018
Keypad Instructions

• Your clicker is already on
• When prompted, select the button on the clicker that corresponds with your preference
• Your selection will momentarily display on the clicker.
• You may change your vote until polling closes.
Keypad Instructions

• A **green** light means your vote was received
• A **yellow** light means polling is not yet open
• A **red** light means your selection is invalid
Test Question: Who has the best NCAA football program in Texas?

A. Baylor
B. SMU
C. Texas A&M ✔
D. TCU
E. Texas Tech
F. UT
G. Other

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Indicates number of responses per total participants (62 responses for 62 participants = 100% response rate)
STATE OF THE CITY
How long have you been in the real estate industry?

A. Less than one year
B. One to five years
C. Five to 10 years
D. 10-20 years
E. More than 20 years
How long have you been working in the Georgetown market?

A. Less than one year  
B. One to five years  
C. Five to 10 years  
D. 10-20 years  
E. More than 20 years

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SNAPSHOT

<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>2016 Population of Williamson County</td>
<td>490,619</td>
<td>+32% 2009-2016</td>
</tr>
<tr>
<td>2016 Population of Austin-Round Rock</td>
<td>1,942,615</td>
<td>+22% 2009-2016</td>
</tr>
</tbody>
</table>

Average Household Size

<table>
<thead>
<tr>
<th></th>
<th>Georgetown</th>
<th>Williamson Co.</th>
<th>Austin-Round Rock</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owner-Occupied</td>
<td>2.46</td>
<td>3.07</td>
<td>2.87</td>
</tr>
<tr>
<td>Renter-Occupied</td>
<td>2.45</td>
<td>2.66</td>
<td>2.45</td>
</tr>
</tbody>
</table>

Source: U.S. Census Bureau, 2016 ACS
LABOR

Employment 2011-2016
+20.7%

Unemployment 2017
3.9%

Source: U.S. Census Bureau, 2016 ACS
INCOME & EDUCATION

Source: U.S. Census Bureau, 2016 ACS

Income Distribution:
- Georgetown: $64,256
- Williamson County: $75,935
- Austin-Round Rock MSA: $66,093

Education Levels:
- Less than 9th grade
- Some college, no degree
- Associate's degree
- Bachelor's degree
- Graduate or professional degree

Georgetown, Williamson Co., Austin-Round Rock MSA
PURPOSE OF SUBAREA PROFILES

• Basis for making policy recommendations by understanding:
  • Housing diversity (type, lot size)
  • Housing choice (square footage, price point)
  • Historic trends (2008-2018)
  • Existing affordable housing stock (market rate and subsidized)
SUBAREA MAP DEVELOPMENT

• Housing considerations
  1. Housing age
  2. Housing type / density
  3. Housing value

• Other considerations
  • Sun City (age-restricted)
  • Old Town / Downtown overlays
  • Census Block Group boundaries
  • Elementary school zones (limited impact)

• Not meant to define “neighborhoods”
Overall Housing Occupancy

Source: CDS/Nielsen/Claritas Housing Data, 2018

Owner-Occupied Housing Occupancy

Source: CDS/Nielsen/Claritas Housing Data, 2018

PLANNING AREA SALES PRICES 2008-2018

Planning Area Sales By Price

2008-2010

- 56.4%
- 21.3%
- 9.7%
- 6.0%
- 3.3%

$0 to $199,999
$200,000 to $274,999
$275,000 to $349,999
$350,000 to $424,999
$425,000 to $499,999
$500,000 and up

Source: AIRE/MLS July 2018

Planning Area Sales By Price

2011-2013

- 49.3%
- 25.0%
- 11.1%
- 7.5%
- 3.6%

$0 to $199,999
$200,000 to $274,999
$275,000 to $349,999
$350,000 to $424,999
$425,000 to $499,999
$500,000 and up

Source: AIRE/MLS July 2018

Planning Area Sales By Price

2014-2016

- 33.7%
- 19.9%
- 10.7%
- 7.4%
- 6.4%

$0 to $199,999
$200,000 to $274,999
$275,000 to $349,999
$350,000 to $424,999
$425,000 to $499,999
$500,000 and up

Source: AIRE/MLS July 2018

Planning Area Sales By Price

2017-2018

- 34.9%
- 12.6%
- 9.5%
- 7.5%
- 12.2%

$0 to $199,999
$200,000 to $274,999
$275,000 to $349,999
$350,000 to $424,999
$425,000 to $499,999
$500,000 and up

Source: AIRE/MLS July 2018

Source: CDS/Nielsen/Claritas Housing Data, 2018

Source: CDS/Nielsen/Claritas Housing Data, 2018
PLANNING AREA HOUSING PRICES 2008-2018

Planning Area Median Sale Price Per SF

Source: ABOR/MLS July 2018
PLANNING AREA FINDINGS

• 16.6% MF Smaller lot sizes and square footage
• $146 per sq/ft (median 2018)
• 22.4% Renters
• Median Household income is $81,219 (94% AMI)
• Homeowners average of 9 years
• Average household size 2.47 persons
• Median home size 1,994 sq ft.
• Median lot size .23 acre
What is the #1 housing characteristic your clients are looking for?

A. Affordability
B. Neighborhood retail and services
C. Walkability
D. Neighborhood aesthetics and “character”
E. Regional access (jobs and medical)
F. Natural and recreational amenities (open space, parks, trails)
G. Schools
H. HOAs/Deed restrictions

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What is the #2 housing characteristic your clients are looking for?

A. Affordability
B. Neighborhood retail and services
C. Walkability
D. Neighborhood aesthetics and "character"
E. Regional access (jobs and medical)
F. Natural and recreational amenities (open space, parks, trails)
G. Schools
H. HOAs/Deed restrictions

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What is the #3 housing characteristic your clients are looking for?

A. Affordability
B. Neighborhood retail and services
C. Walkability
D. Neighborhood aesthetics and “character”
E. Regional access (jobs and medical)
F. Natural and recreational amenities (open space, parks, trails)
G. Schools
H. HOAs/Deed restrictions

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What types of desired housing products are difficult to find in Georgetown? (Select all that apply)

A. Townhome
B. Condo
C. Single family rental
D. Other

18%  63%  10%  9%
What price point has the highest demand with your clients?

A. 0-$200K
B. $200-$250K
C. $250k-$300k
D. $300-$350K
E. $350K +
Is there enough availability of homes to meet your clients’ desires?

A. Yes
B. No
C. Other/Unsure
If Georgetown is not providing, where are clients finding their needs are being met? (Select all that apply)

A. Jarrell  
B. Hutto  
C. Round Rock  
D. Austin  
E. Cedar Park  
F. Other

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What is the overall quality of residential development in Georgetown (quality of homes)?

A. Exceeds client expectations
B. Meets client expectations
C. Does not meet client expectations

79% chose option B.
Of the following price points, please identify those with sufficient inventory and demand in the rental market:

A. 0-$200K
B. $200-$250K
C. $250k-$300k
D. $300-$350K
E. $350K +