

CITY COUNCIL
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400 E Main St
Hogansville GA 30230-1196
706-637-8629 | cityofhogansville.org

COUNCIL ACTION FORM

MEETING DATE: December 17, 2018 **SUBMITTED BY:** Lynne Miller

AGENDA TITLE: Housing Market Survey

CLASSIFICATION (City Attorney must approve all ordinances, resolutions and contracts as to form)

- | | | | |
|--|-------------------------------------|--|---|
| <input type="checkbox"/> Ordinance (No. ____) | <input type="checkbox"/> Contract | <input checked="" type="checkbox"/> Information Only | <input type="checkbox"/> Public Hearing |
| <input type="checkbox"/> Resolution (No. ____) | <input type="checkbox"/> Ceremonial | <input type="checkbox"/> Discussion/Action | <input type="checkbox"/> Other |

BACKGROUND (Includes description, background, and justification)

Attached is a housing market survey for emailing to major employers (with 50+ employees) in Troup, Hogansville, West Point and LaGrange, and also to post on city and County Facebook pages. As part of the GICH – Georgia Initiative for Community Housing – program, the County and cities have engaged Bleakley, Inc. to prepare a housing market report, and the attached survey is part of that effort. This brief, anonymous survey will help gauge housing needs, from the point of view of local employees.

The Bleakley housing market report is due March 2019. It is part of the GICH program, jointly funded by Troup County and the cities of LaGrange, Hogansville and West Point. Hogansville’s contribution to the Bleakley study is \$1,500. The planned housing survey is located on <https://www.surveymonkey.com/r/TroupHousing>.

BUDGETING & FINANCIAL IMPACT (Includes project costs and funding sources)

STAFF RECOMMENDATION (Include possible options for consideration)

Distribute the housing survey to Ingles, Conitech, City of Hogansville – and to Mando Casting, Mando America and Dongwon, who are located nearby – for their employees to complete. Also post this survey on the City Facebook page.



TROUP COUNTY HOUSING STUDY

In partnership with the Troup County Center for Strategic Planning, the planning departments of Troup County, LaGrange, Hogansville, and West Point invite you to participate in determining our community's future through housing.

The survey below is intended to further assess the needs and preferences of local employees and residents to properly plan for a growing community. Your responses will assist prioritizing future initiatives to implement. All responses are anonymous and confidential. We expect this survey to take 15 minutes or less to complete.

This survey can also be completed by visiting <https://www.surveymonkey.com/r/TroupHousing>

- 1) Which age group fits your current age?
 - a. Under age 17
 - b. Age 18-24
 - c. Age 25-34
 - d. Age 35-44
 - e. Age 45-54
 - f. Age 55-64
 - g. Age 65-74
 - h. Over age 75+

- 2) Do you currently own or rent your home?
 - a. Own
 - b. Rent

- 3) How many people currently live in your household (including yourself and any children):
 - a. 1-2 persons
 - b. 3-4 persons
 - c. 5+ persons

- 4) What is your combined household's income?
 - a. Less than \$25,000
 - b. \$25,000-\$39,999
 - c. \$40,000-\$74,999
 - d. \$75,000-\$99,999
 - e. \$100,000 +

- 5) How long have you lived in your current location?
 - a. Less than 1 year
 - b. 1-5 years
 - c. 6-10 years
 - d. 11-20 years
 - e. 21+ years

- 6) Are you employed in Troup County?
- a. Yes
 - b. No
 - c. Stay-at-home parent, retired, or other type of non-traditional employment (please specify) _____
- 7) Do you live in:
- a. City of LaGrange
 - b. City of West Point
 - c. City of Hogansville
 - d. Elsewhere in Troup County
 - e. Heard County
 - f. Coweta County
 - g. Meriwether County
 - h. Talbot County
 - i. Harris County
 - j. City of Columbus
 - k. Elsewhere in Muscogee County
 - l. Atlanta metro area
 - m. Elsewhere in Georgia
 - n. City of Auburn, AL
 - o. City of Opelika, AL
 - p. Elsewhere in Lee County, AL
 - q. Chambers County, AL
 - r. Russell County, AL
 - s. Elsewhere in Alabama
 - t. Outside of Georgia or Alabama
- 8) If you live IN the City of LaGrange, please select your top three reasons for choosing to live in your location:
- a. Your employment
 - b. Other household member's employment
 - c. Schools
 - d. Community and historic/cultural sites
 - e. Recreation (golf courses, parks, etc.)
 - f. Public services (fire, police, water/sewer, transportation, libraries)
 - g. Close to other family members
 - h. Parents (born and raised here)
 - i. Other: _____
 - j. I do not live in LaGrange

- 9) If you live IN the City of West Point, please select your top three reasons for choosing to live in your location:
- a. Your employment
 - b. Other household member's employment
 - c. Schools
 - d. Community and historic/cultural sites
 - e. Recreation (golf courses, parks, etc.)
 - f. Public services (fire, police, water/sewer, transportation, libraries)
 - g. Close to other family members
 - h. Parents (born and raised here)
 - i. Other: _____
 - j. I do not live in West Point
- 10) If you live IN the City of Hogansville, please select your top three reasons for choosing to live in your location:
- a. Your employment
 - b. Other household member's employment
 - c. Schools
 - d. Community and historic/cultural sites
 - e. Recreation (golf courses, parks, etc.)
 - f. Public services (fire, police, water/sewer, transportation, libraries)
 - g. Close to other family members
 - h. Parents (born and raised here)
 - i. Other: _____
 - j. I do not live in Hogansville
- 11) If you live elsewhere IN Troup County, please select your top three reasons for choosing to live in your location:
- a. Your employment
 - b. Other household member's employment
 - c. Schools
 - d. Community and historic/cultural sites
 - e. Recreation (golf courses, parks, etc.)
 - f. Public services (fire, police, water/sewer, transportation, libraries)
 - g. Close to other family members
 - h. Parents (born and raised here)
 - i. Other: _____
 - j. I do not live in Troup County
- 12) If you live OUTSIDE of Troup Co., why do you live OUTSIDE of Troup Co.? (choose all that apply)
- a. Housing is too expensive here
 - b. Taxes
 - c. Lack of the type of housing I want
 - d. Schools
 - e. Safety
 - f. Lack of retail, restaurants, nightlife, or other desired amenities
 - g. Family ties elsewhere and/or need to be closer to family member's employment
 - h. Other: _____

- 13) If the reason for living outside of Troup Co. changed, would you consider moving here?
- a. Yes
 - b. No
- 14) If you live OUTSIDE of Troup Co., please select your top three reasons for choosing to live in your location:
- a. Your employment
 - b. Other household member's employment
 - c. Schools
 - d. Community and historic/cultural sites
 - e. Recreation (golf courses, parks, etc.)
 - f. Public services (fire, police, water/sewer, transportation, libraries)
 - g. Nearby retail, restaurants, nightlife, or other desired amenities
 - h. Close to other family members
 - i. Parents (born and raised here)
 - j. Other: _____
 - k. I live in Troup Co.
- 15) In what type of housing do you currently live:
- a. Single family detached home with multiple levels
 - b. Single family detached home on a single level
 - c. Attached town home or cluster homes
 - d. Multi-family unit (apartment or condominium)
 - e. Manufactured housing / mobile home
 - f. Senior Housing (independent, continuing care, assisted, etc.)
- 16) Do you plan to change residence in the next 12-18 months?
- a. Yes
 - b. No
- 17) If you plan to change residence in the next 12-18 months, do you plan to own or rent?
- a. Own
 - b. Rent
 - c. Do not plan to change residence in the next 12-18 months
- 18) If you are likely to buy a home in the next 12-18 months, in which price range would you likely purchase?
- a. Less than \$100,000
 - b. \$101,000-\$200,000
 - c. \$201,000-\$300,000
 - d. \$301,000- \$500,000
 - e. Over \$500,000+
 - f. I do not plan to buy a home in the next 12-18 months

- 19) If you are likely to rent a home in the next 12-18 months, in which price range would you likely pay for rent each month?
- a. Less than \$500
 - b. \$501-\$750
 - c. \$751-\$1,000
 - d. \$1,001-\$1,500
 - e. More than \$1,500
 - f. I do not plan to rent a home in the next 12-18 months

20) Housing Preferences

Please select the degree to which you may consider another housing type if these options were available within the Troup Co. community. The corresponding photos below provide a general reference for each housing type.

		1 Definitely Not Consider	2 Somewhat Likely	3 Definitely Will Consider
A	Single Family Detached Home (multiple levels)			
B	Single Family Detached Home (single level)			
C	Cluster Home			
D	Attached Town Home			
E	Cluster Home (2- to 4-plex, Attached)			
F	Multi-family Apartment or Condominium			
G	Loft Apartment over commercial space			
H	Retirement Community, Assisted Living, or Skilled Nursing Facility			
I	Other: _____			



21) What would you most like to see in housing options offered in LaGrange?

22) What would you most like to see in housing options offered in West Point?

23) What would you most like to see in housing options offered in Hogansville?

24) What would you most like to see in housing options offered elsewhere in Troup County?

25) Do you have any other comments for us as we continue this project?

THANK YOU FOR YOUR PARTICIPATION!
Please return your completed survey to your community planning office.