

HOUSING NEEDS ASSESSMENT

Muskegon County,
Michigan



BOWEN
NATIONAL
RESEARCH

2023

TABLE OF CONTENTS

- I. Introduction
- II. Executive Summary
- III. Community Overview and Study Areas
- IV. Demographic Analysis
- V. Economic Analysis
- VI. Housing Supply Analysis
- VII. Other Housing Market Factors
- VIII. Housing Gap/Demand Estimates
- IX. Community Input Results and Analysis
 - Addendum A – Field Survey of Conventional Rentals
 - Addendum B – Non-Conventional Rental & Vacation Rental Surveys
 - Addendum C – Senior Care Housing Survey
 - Addendum D – Community Input Survey Results
 - Addendum E – Qualifications
 - Addendum F – Glossary
 - Addendum G – Sources

I. INTRODUCTION

A. PURPOSE

The Community Foundation for Muskegon County retained Bowen National Research in September of 2022 for the purpose of conducting a Housing Needs Assessment of Muskegon County, Michigan.

With changing demographic and employment characteristics and trends expected over the years ahead, it is important for the local government, stakeholders and its citizens to understand the current market conditions and projected changes that are expected to occur that will influence future housing needs. Toward that end, this report intends to:

- Provide an overview of present-day Muskegon County, Michigan.
- Present and evaluate past, current and projected detailed demographic characteristics.
- Present and evaluate employment characteristics and trends, as well as the economic drivers impacting the area.
- Determine current characteristics of all major housing components within the market (for-sale/ownership and rental housing alternatives).
- Evaluate ancillary factors that affect housing market conditions and development (e.g., commuting/migration patterns, community services, development opportunities, and special needs populations).
- Provide housing gap estimates by tenure (renter and owner) and income segment.
- Collect input from community members including area stakeholders, employers, and residents/commuters in the form of online surveys.

By accomplishing the study's objectives, government officials, area stakeholders, and area employers can: (1) better understand the county's evolving housing market, (2) establish housing priorities, (3) modify or expand local government housing policies, and (4) enhance and/or expand the county's housing market to meet current and future housing needs.

B. METHODOLOGIES

The following methods were used by Bowen National Research:

Study Area Delineation

The primary geographic scope of this study is Muskegon County, Michigan. Additionally, at the client's request, we have evaluated seven submarkets within the county. A full description of all market areas and corresponding maps are included in Section III.

Demographic Information

Demographic data for population, households, and housing was secured from ESRI, the 2000, 2010 and 2020 U.S. Census, the U.S. Department of Commerce, and the American Community Survey. This data has been used in its primary form and by Bowen National Research for secondary calculations. All sources are referenced throughout the report and in Addendum G. Estimates and projections of key demographic data for 2022 and 2027 were also provided.

Employment Information

Employment information was obtained and evaluated for various geographic areas that were part of this overall study. This information included data related to wages by occupation, employment by job sector, total employment, unemployment rates, identification of top employers, and identification of large-scale job expansions or contractions. Most information was obtained through the U.S. Department of Labor, Bureau of Labor Statistics. Bowen National Research also conducted numerous interviews with local stakeholders familiar with the area's employment characteristics and trends.

Housing Component Definitions

This study focuses on rental and for-sale housing components. Rentals include multifamily apartments (generally five+ units per building), non-conventional rentals (single-family homes, duplexes, units over storefronts, etc.), vacation rental properties, and senior care housing (assisted living and nursing homes). For-sale housing includes individual homes, mobile homes, and projects within subdivisions.

Housing Supply Documentation

Between October of 2022 and January of 2023, Bowen National Research conducted telephone research, as well as online research, of the area's housing supply. Additionally, market analysts from Bowen National Research traveled to the area in December 2022, conducting research on the housing properties identified in this study, as well as obtaining other on-site information relative to this analysis. The following data was collected on each multifamily rental property:

1. Property Information: Name, address, total units, and number of floors
2. Owner/Developer and/or Property Manager: Name and telephone number
3. Population Served (i.e., seniors vs. family, low-income vs. market-rate, etc.)
4. Available Amenities/Features: Both in-unit and within the overall project
5. Years Built and Renovated (if applicable)
6. Vacancy Rates
7. Distribution of Units by Bedroom Type
8. Square Feet and Number of Bathrooms by Bedroom Type
9. Gross Rents or Price Points by Bedroom Type
10. Property Type
11. Quality Ratings
12. GPS Locations

For-Sale housing data included details on home price, year built, location, number of bedrooms/bathrooms, price per-square-foot, and other property attributes. Data was analyzed for both historical transactions and currently available residential units.

The senior care housing supply includes data related to property location, type, total units/beds, fee structure, vacancies, year built and other details.

Other Housing Factors

We evaluated other factors that impact housing, including employee commuting patterns, resident mobility patterns, availability of common community services, residential development opportunities (potential sites), and special needs populations (e.g., persons with a disability, homeless, and veterans).

Housing Demand

Based on the demographic data for both 2022 and 2027 and taking into consideration the housing data from our field survey of area housing alternatives, we are able to project the potential number of housing units needed in the PSA (Muskegon County). The following summarizes the metrics used in our demand estimates.

- Rental Housing – We included renter household growth, the number of units required for a balanced market, the need for replacement housing, commuter/external market support, severe cost burdened households, and step-down support as the demand components in our estimates for new rental housing units. As part of this analysis, we accounted for vacancies reported among all rental alternatives. We concluded this analysis by providing the number of units that the market can support by different income segments and rent levels.
- For-Sale Housing – We considered potential demand from owner household growth, the number of units required for a balanced market, the need for replacement housing, commuter/external market support, severe cost burdened households, and step-down support in our estimates for new for-sale housing. As part of this analysis, we accounted for vacancies reported among all surveyed for-sale alternatives. We concluded this analysis by providing the number of units that the market can support by different income segments and price points.

Community Engagement

Bowen National Research conducted online surveys to solicit input from a wide range of people and organizations within Muskegon County. Three surveys were conducted that included stakeholders, employers, and residents/commuters. Overall, nearly 1,800 people participated in the surveys, providing valuable local insight on the housing challenges, issues and opportunities in the community. The aggregate results from these surveys are presented and evaluated in this report in Section IX. The questions used in the surveys and corresponding results are shown in Addendum D.

C. REPORT LIMITATIONS

The intent of this report is to collect and analyze significant levels of data for Muskegon County, Michigan. Bowen National Research relied on a variety of data sources to generate this report (see Addendum G). These data sources are not always verifiable; however, Bowen National Research makes a concerted effort to assure accuracy. While this is not always possible, we believe that our efforts provide an acceptable standard margin of error. Bowen National Research is not responsible for errors or omissions in the data provided by other sources.

We have no present or prospective interest in any of the properties included in this report, and we have no personal interest or bias with respect to the parties involved. Our compensation is not contingent on an action or event resulting from the analyses, opinions, or use of this study. Any reproduction or duplication of this study without the expressed approval of the Community Foundation for Muskegon County or Bowen National Research is strictly prohibited.

II. EXECUTIVE SUMMARY

The purpose of this report is to evaluate the housing needs of Muskegon County, Michigan and to recommend priorities and strategies to address such housing needs. To that end, we have conducted a comprehensive Housing Needs Assessment that considered the following:

- Demographic Characteristics and Trends
- Economic Conditions and Initiatives
- Existing Housing Stock Costs, Performance, Conditions and Features
- Various Other Housing Factors (Commuting Patterns, Migration Patterns, Community Services, Development Opportunities, and Special Needs Populations)
- Input from the Community (Surveys of Stakeholders, Employers and Residents/Commuters)

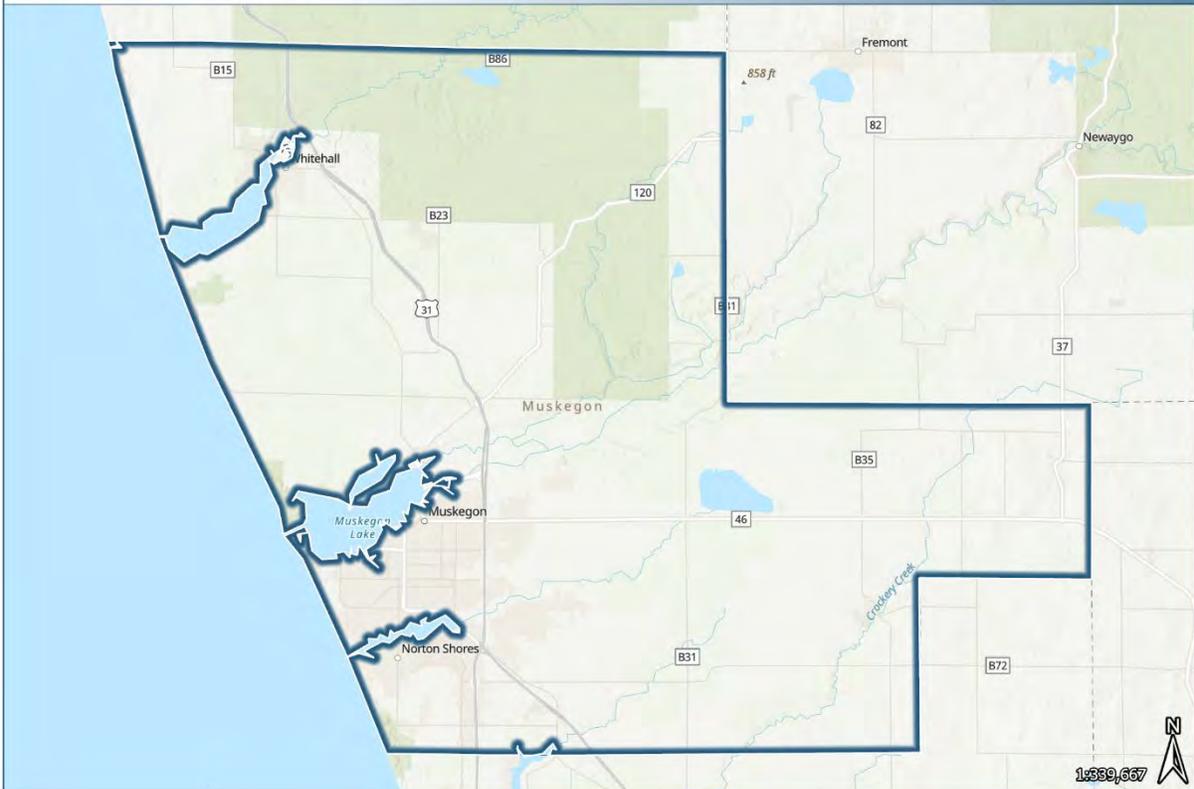
Based on these metrics and input, we were able to identify housing needs by affordability and tenure (rental vs. ownership). Using these findings, we developed an outline of strategies that should be considered for implementation by Muskegon County. This Executive Summary provides key findings and recommended strategies. Detailed data analysis is presented within the individual sections of this Housing Needs Assessment.

Geographic Study Areas

This report focuses on the Primary Study Area (PSA), which consists of Muskegon County, Michigan. We have also provided selected data and analysis of seven submarkets (Districts 1 through 7) within the county throughout this report. The following table summarizes the various market areas included in this report.

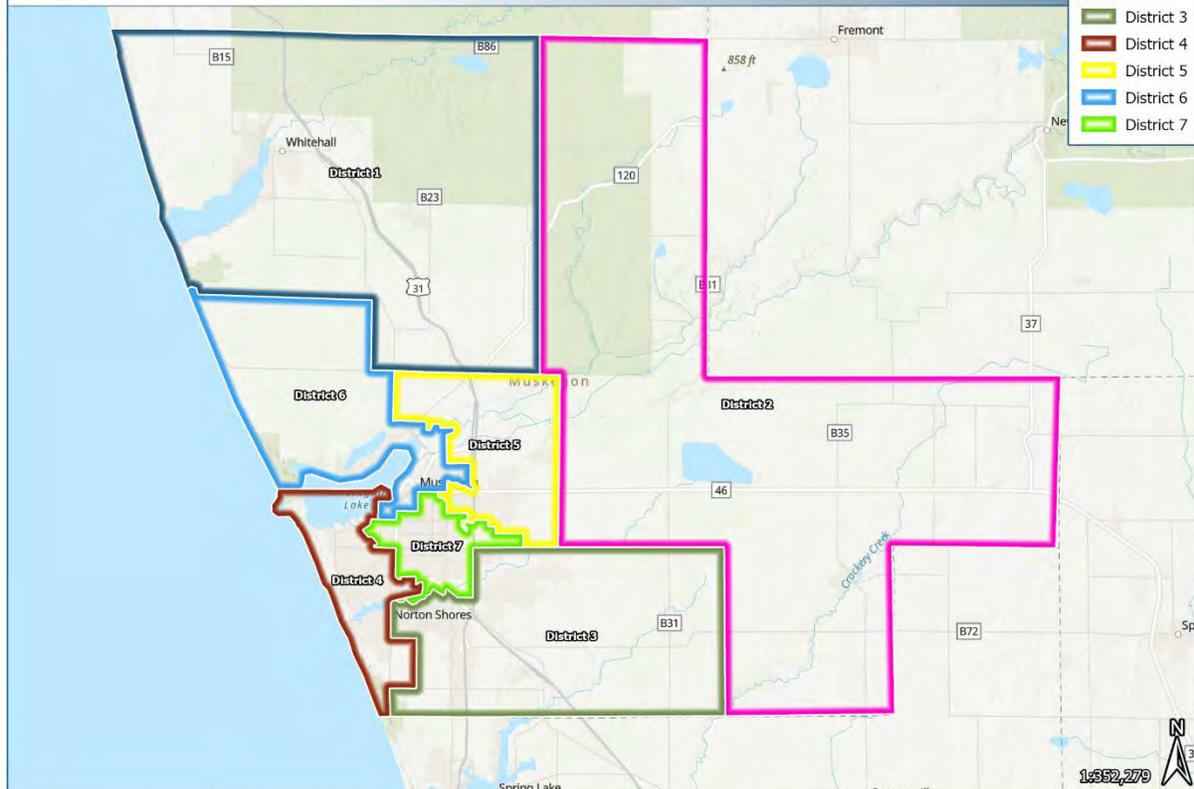
Muskegon County Study Areas	
Study Area	Description
Primary Study Area (PSA)	Muskegon County
PSA Submarkets	<ul style="list-style-type: none"> • District 1 • District 2 • District 3 • District 4 • District 5 • District 6 • District 7

Maps of the various market areas used in this report are shown on the following page.



Esri, CGIAR, USGS, Esri, HERE, Garmin, SafeGraph, FAO, METI/NASA, USGS, EPA, NPS
Additional Source(s): Bowen National Research

- District 1
- District 2
- District 3
- District 4
- District 5
- District 6
- District 7



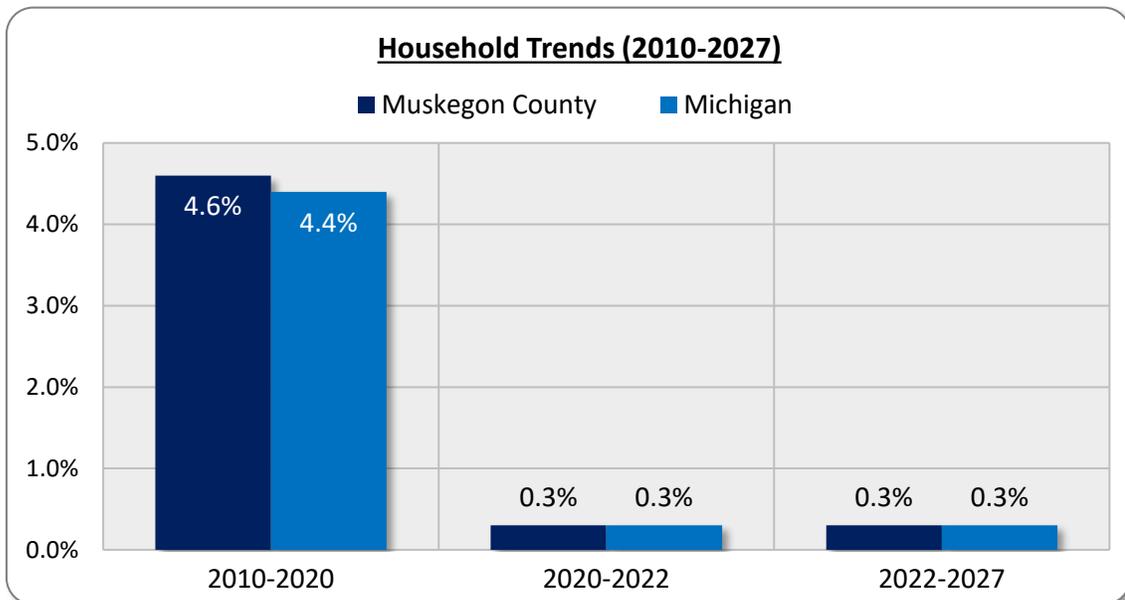
Esri, CGIAR, USGS, Esri, HERE, Garmin, SafeGraph, FAO, METI/NASA, USGS, EPA, NPS
Additional Source(s): Bowen National Research

Demographics

Overall household growth in the PSA has been positive since 2010 and is projected to remain positive through 2027. Between 2010 and 2020, the number of households within the PSA (Muskegon County) increased by 2,994 (4.6%). This is a slightly higher rate of household growth than the 4.4% increase for the state of Michigan during this time period. In 2022, there is an estimated total of 68,822 households in the PSA, which represents a very slight increase (0.3%) over the total number of households in 2020. Between 2022 and 2027, the number of households in the PSA is projected to increase by 217 (0.3%), with a projected total of over 69,000 households. The projected rate of increase (0.3%) for PSA households between 2022 and 2027 is identical to the projected statewide rate (0.3%).

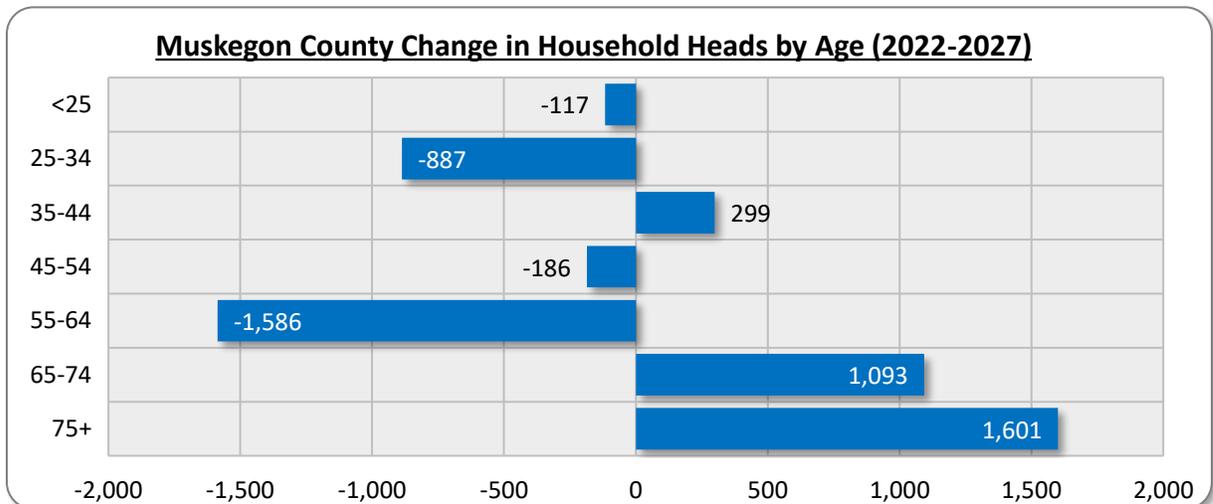
All seven PSA submarkets experienced increases in households between 2010 and 2020, ranging from a 0.3% increase in District 7 to a 9.3% increase in District 3. Between 2020 and 2022, county submarkets generally experienced a much lower rate of household growth. The lower rate of household growth between 2020 and 2022 may be attributed, in part, to the economic and migration effects of COVID-19. Projections through 2027 indicate that lower household growth will continue in the PSA and each of its seven submarkets. The changes in the number of households in each submarket between 2022 to 2027 will likely have an effect on demand for housing in each area and the PSA, as a whole.

Regardless, household growth alone does not dictate the total housing needs of a market. Factors such as households living in substandard or cost-burdened housing, people commuting into the county for work, pent-up demand, availability of existing housing, and product in the development pipeline all affect housing needs.



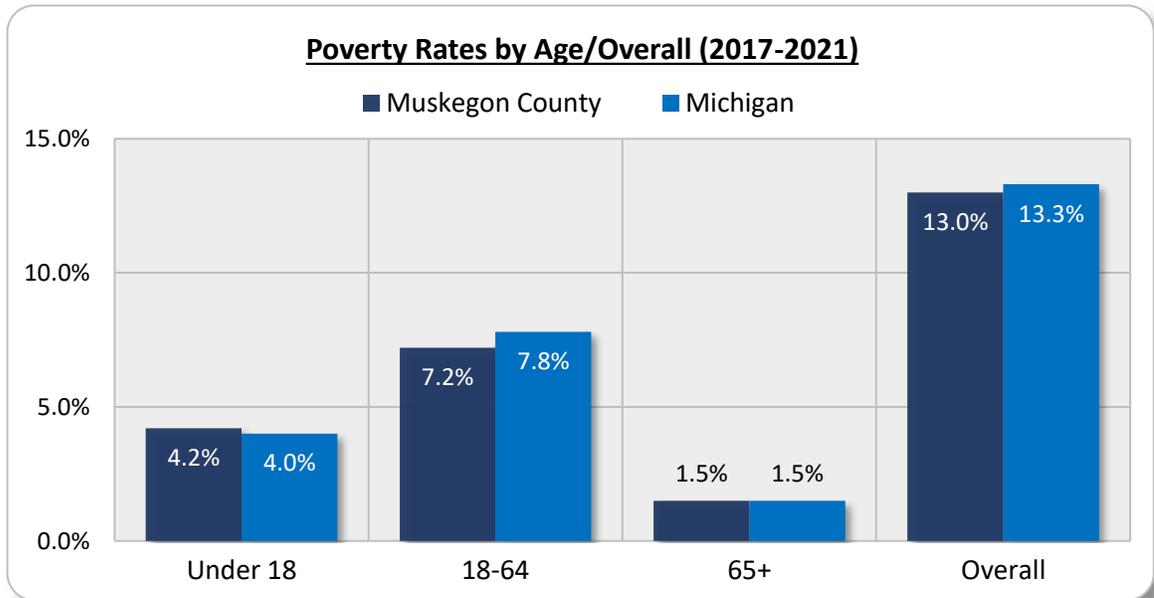
The PSA has a large base of senior households that is expected to experience significant growth over the next several years, while smaller but notable growth is also projected for older millennial households (ages 35 to 44). In 2022, households headed by a person between the ages of 55 and 64 comprise the largest share (19.9%) of all households in the PSA. Household heads between the ages of 65 and 74 comprise the next largest share (17.7%) of total households in the PSA. Older adult households headed by a person ages 65 and above are projected to increase by 2,694 (12.7%) between 2022 and 2027, while households headed by a person under the age of 65 are projected to decrease by 2,477 (5.2%) during the same period. Older adult households (age 65 and older) comprise 30.7% of all PSA households in 2022 and are projected to be more than one-third (34.5%) of all PSA households by 2027. This projected trend of increased households among the oldest age cohorts (ages 65 and older) is consistent with the state during this time period. Notable growth is also projected to occur among households between the ages of 35 and 44, which are expected to increase by 299 (2.8%) over the next five years. Household heads under the age of 35, which are typically more likely to be renters or first-time homebuyers, comprise 18.1% of PSA households in 2022, representing a slightly larger share of such households when compared to the state of Michigan (17.8%). It is important to point out that the number of younger adult households under the age of 35 are projected to decline over the next five years, which may pose a challenge for the area in the years ahead.

The seven individual submarkets within the PSA (Muskegon County) are also projected to experience an increase in the number of older adult households (age 65 and above), ranging from a 10.4% increase in District 5 to a 15.3% increase in District 2. This increase among the older cohorts will likely contribute to increased demand for senior-oriented housing within each PSA submarket. In addition to an increase among senior households in each submarket, six of seven submarkets (all except District 7) are projected to experience a net increase in households between the ages of 35 and 44 by 2027, which will likely increase demand among family-oriented housing in these respective submarkets. These demographics should be considered when evaluating the type of new housing being built within Muskegon County and each of its submarkets.



Nearly 22,000 people in Muskegon County live in poverty, indicating that affordable housing should be a priority for the area. Approximately 13.0% of the population lives below poverty level, which reflects a slightly lower poverty rate than the state of Michigan (13.3%). People between the ages of 18 and 64 have the highest poverty rate (7.2%) in the PSA, which reflects a lower rate for this cohort than the corresponding rate for the state of Michigan (7.8%). Children less than 18 years of age have the second highest poverty rate (4.2%) in the PSA, which is higher than the corresponding rate for the state (4.0%). Those aged 65 and older have the lowest poverty rate (1.5%) among the three age cohorts in the PSA, which represents a rate equivalent to that of the state. Overall, the data suggests that the population of the PSA is less affected by poverty than residents of the state, although individuals less than 18 years of age are slightly more likely to be affected by poverty than their peer group within the state. Despite the lower poverty rate, 21,975 individuals live in poverty in Muskegon County. As a result, affordable housing options should continue to be a consideration for future housing developments in the county.

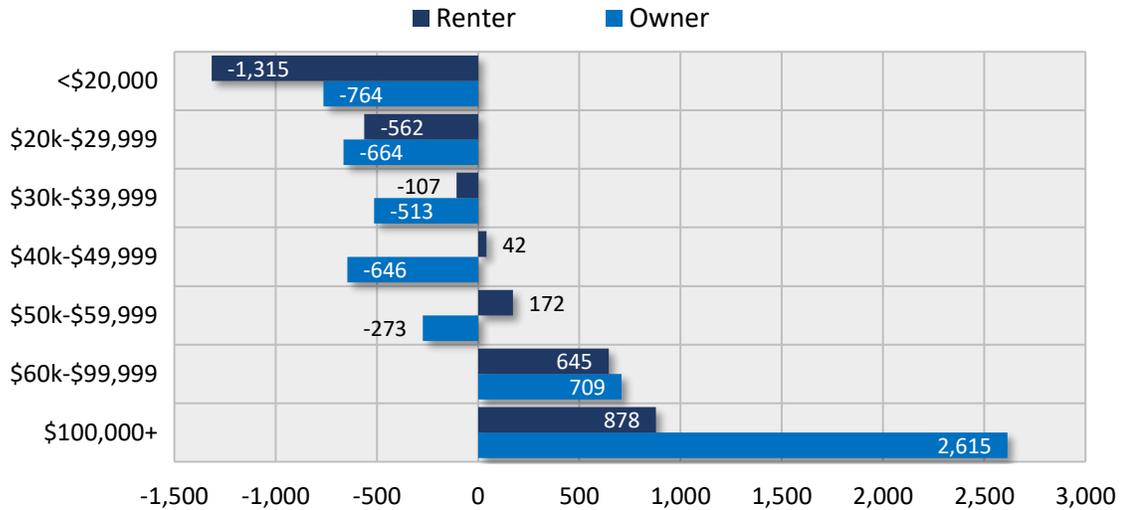
Among PSA submarkets, the District 7 population has a much higher overall poverty rate (28.5%) than the PSA. Note that the District 7 submarket also has much higher shares of its youth population (11.9%) and adult population under the age of 65 (14.8%) in poverty compared to the PSA. The data suggests that the District 7 population is disproportionately affected by poverty and that housing affordability is likely a critical issue for many of these residents. It should be pointed out that based on the survey of area multifamily rentals, all surveyed Tax Credit and government-subsidized rentals in the PSA are occupied and most have wait lists. This poses a significant obstacle for persons living in poverty that are seeking affordable rental alternatives.



Most renter- and owner-occupied household growth in the PSA is projected to occur among moderate- and higher-income households, while lower income households (earning less than \$30,000 annually) will continue to comprise relatively large shares of area households. In 2022, the largest single cohort of *renter* households by income within the PSA (Muskegon County) earns between \$10,000 and \$19,999 annually (19.1%), while renter households earning between \$20,000 and \$29,999 (17.0%) comprise the second largest cohort. Collectively, renter households in the PSA earning less than \$30,000 annually comprise 47.8% of all PSA renter households, which is a larger share compared to the state of Michigan (38.6%). Between 2022 and 2027, projections indicate that renter households earning \$100,000 or more are projected to increase by 90.3% (878 households), while renter households earning less than \$40,000 are projected to decrease by 1,984 (18.4%). However, renter households earning less than \$40,000 are projected to comprise over half (50.6%) of all PSA renter households by 2027. This projected trend of a decreasing number of low-income renter households and an increasing number of high-income households is consistent with the statewide trend during this period. Among the seven PSA submarkets in 2022, District 7 has the largest share (62.2%) of *renter* households earning less than \$30,000, while District 5 (53.6%) and District 6 (51.6%) each have over half of all renter households earning less than \$30,000. District 4 (27.8%) and District 1 (27.7%) have the highest shares of renter households that earn \$60,000 or more in 2022. Despite projections that indicate significant declines in renter households earning less than \$30,000 annually in each submarket between 2022 and 2027, over half (54.4%) of District 7 renter households are projected to earn less than \$30,000 in 2027, while over 40% of renter households in District 5 and District 6 are also projected to earn less than \$30,000.

In 2022, 53.8% of *owner* households in the PSA (Muskegon County) earn \$60,000 or more annually, while 17.2% earn less than \$30,000. The state of Michigan has a much higher share (69.2%) of owner households earning at least \$60,000 and a lower share (13.8%) of owner households earning less than \$30,000. Between 2022 and 2027, owner households earning \$60,000 or more are projected to increase by 3,324 households (12.1%), while owner households earning less than \$60,000 are projected to decrease by 2,860 households (12.1%). Despite the significant increase of owner households projected among the highest income cohorts, owner households earning less than \$60,000 will continue to comprise a notable share (40.1%) of the total owner households in the PSA. With regard to *owner* households in the PSA submarkets in 2022, District 1 (61.4%) and District 3 (60.1%) have the largest shares of owner households that earn \$60,000 or more, while District 7 has the largest share (28.4%) of households that earn less than \$30,000. Note that all seven submarkets are projected to experience an overall decrease in owner households earning less than \$30,000 and an overall increase in owner households earning \$60,000 or more. Based on these findings, it appears that growth among moderate- and higher-income households will drive demand for more market-rate housing alternatives, while the large bases of lower income renter- and owner-occupied households and limited availability of housing product will contribute to the ongoing need for affordable housing alternatives.

Muskegon Co. Change in Households by Tenure & Income (2022-2027)



Additional demographic data and analysis are included in Section IV of this report.

Economy & Workforce

Key economic metrics in Muskegon County have been positive over the past decade, contributing to the area’s demographic growth and ongoing housing demand. Excluding the COVID-influenced economic characteristics of 2020, most of the key economic trends of the Muskegon County economy have been positive since 2013, with the employment base growing and the unemployment rate declining or remaining stable in most of the past 11 years. The county has added approximately 2,063 jobs since 2012, representing an overall increase of 3.5%. This is notable growth that contributes to the demand for additional housing.

Due to the prevalence of the health care & social assistance employment sector, and other traditionally stable job sectors, the market is less vulnerable to economic volatility. The labor force within the PSA (Muskegon County) is based primarily in three sectors: Health Care & Social Assistance (22.1%), Manufacturing (14.7%), and Retail Trade (14.1%). Combined, these three job sectors represent over half (50.9%) of the PSA employment base. The three largest employment sectors in the PSA are also the three largest employment sectors in the state of Michigan and represent a combined 40.5% of jobs statewide. Four additional sectors within the PSA (Accommodation & Food Services, Educational Services, Other Services, and Public Administration) individually contribute between 5.1% and 8.9% of the PSA labor force. Areas with a heavy concentration of employment within a limited number of industries can be more vulnerable to economic downturns with greater fluctuations in unemployment rates and total employment. However, the largest sector by employment in the PSA (Health Care & Social Assistance), which comprises 22.1% of the total PSA labor force, is considered a critical service and is typically much less susceptible to economic fluctuations compared to many other industries.

The region has a broad mix of wages by occupation, which contributes to the need for a variety of housing affordability levels. Most annual blue-collar salaries range from \$27,900 to \$56,980 within the Muskegon Metropolitan Statistical Area (MSA). White-collar jobs, such as those related to professional positions, management, and medicine, have an average salary of \$81,652. Wages within the Muskegon MSA are typically lower (7.0%) than the overall state wages. On average, white-collar occupations in the Muskegon MSA earn 10.6% less than those within Michigan, although healthcare practitioners in the MSA earn 7.4% more than those in the state overall. Blue-collar wages in the MSA are, on average, 5.7% less than the average state wages. As shown on page V-8 of this report, there are numerous occupations in the area that do not pay sufficient incomes that would enable someone to afford to rent or buy a typical housing unit in the market. Regardless, within the Muskegon MSA, wages by occupation vary widely and are reflective of a diverse job base that covers a wide range of industry sectors and job skills, as well as diverse levels of education and experience. Because employment is distributed among a variety of professions with diverse income levels, there are likely a variety of housing needs by affordability level. As a significant share of the labor force within the PSA is contained within health care and social assistance, manufacturing, retail trade, and public administration, many workers in the area have typical wages ranging between \$30,000 and \$40,000 annually, likely contributing to the need for low- to mid-priced rental housing product in the area. Most good to fair quality for-sale housing alternatives are not reasonably affordable to these lower wage earning workers.

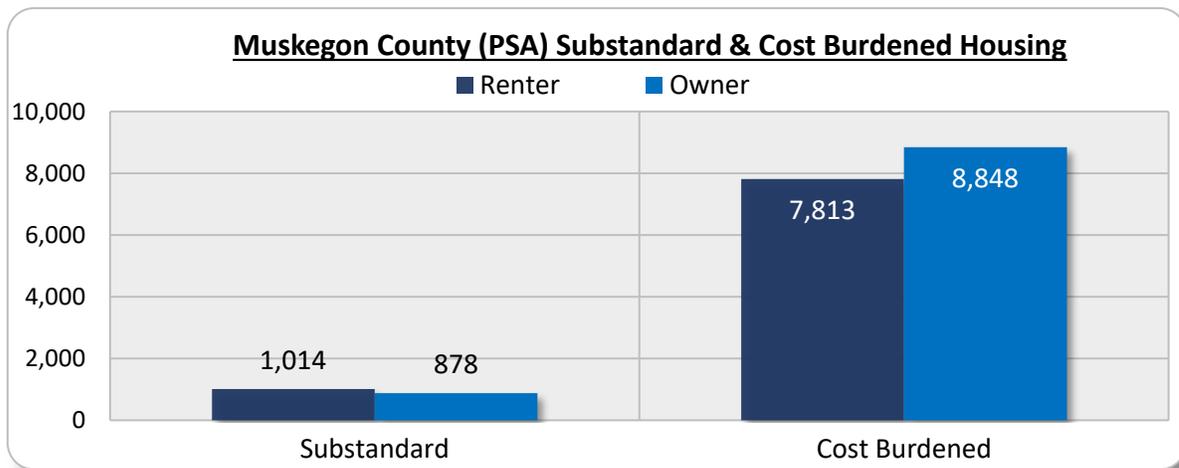
Public and private sector investment have been positive, with significant investment planned that will contribute to the expanding economy and ongoing housing demand. A significant amount of both public and private sector investment is either underway or planned for the county that will bring in millions of dollars and create hundreds of jobs. This positive economic activity will contribute to the ongoing demand for housing in Muskegon County.

Additional economic data and analysis is included in Section V of this report.

Housing Supply

Nearly 1,900 occupied housing units in the PSA are considered substandard, while 16,661 occupied housing units are housing cost burdened. For the purposes of this analysis, substandard housing is considered overcrowded (1.01+ persons per room) or lacks complete indoor kitchens or bathroom plumbing. Based on American Community Survey (ACS) 2021 estimates, approximately 1,014 rental units and 878 owner units in the PSA are considered “substandard.” Among the Muskegon County submarkets, District 7 has the largest share of *renters* experiencing overcrowding (7.2%, or 294 households), while District 5 has the largest share of renters with incomplete plumbing or kitchens (7.5%, or 198 households). The largest share of submarket *owners* experiencing overcrowding are within District 2 (2.2%, or 167 households), while the largest share of owners (1.5%, or 69 households) with incomplete plumbing or kitchens is within District 7. Cost burdened households pay

over 30% of income toward housing costs. While the median household income in the PSA is considerably lower than that of the state, a lower median home value and average gross rent contribute to slightly lower shares of cost burdened renter (44.2%) and owner (17.3%) households in the PSA as compared to the shares in the state (44.9% renters and 18.6% owners). Overall, the PSA has an estimated 7,813 renter households and 8,848 owner households that are housing cost burdened. With an estimated total of 16,661 cost burdened households in Muskegon County, affordable housing alternatives should be part of future housing solutions. Based on ACS data, it is clear that many households are living in housing conditions that are considered to be below modern-day housing standards and/or unaffordable to many households. Housing policies and strategies for the PSA should include efforts to remedy such housing quality and affordability issues.



There is limited available inventory among multifamily rentals and pent-up demand for housing serving lower-income renter households. A total of 55 multifamily apartment properties containing 5,910 units within Muskegon County were surveyed. The surveyed rentals within the PSA have a combined occupancy rate of 99.1%. Typically, healthy, well-balanced markets have rental housing occupancy rates generally between 94% and 96%. As such, the PSA’s multifamily rental market is operating at an exceedingly high occupancy level with very limited availability. The PSA’s occupancy rates among the different product types are: **Market-Rate:** 98.6%, **Low-Income Housing Tax Credit** (generally serving households earning between 50% and 80% of Area Median Household Income): 100.0%, and **Government-Subsidized** (serving households earning up to 50% of Area Median Household Income): 100.0%. Note that there are *no vacant units* among the 2,053 rental units that operate under either the Low-Income Housing Tax Credit program or under a government subsidy and that management at a majority of the affordable multifamily housing projects indicated they maintain wait lists for the next available units. As such, there is clear pent-up demand for affordable housing in Muskegon County. Muskegon County has a relatively limited supply of available multifamily rentals, regardless of the level of affordability. The lack of available multifamily rental housing represents a development opportunity for such product.

Surveyed Multifamily Rental Housing – Muskegon County					
Project Type	Projects Surveyed	Total Units	Vacant Units	Occupancy Rate	Vacancy Rate
Market-Rate	26	3,587	50	98.6%	1.4%
Market-Rate/Tax Credit	4	356	5	98.6%	1.4%
Market-Rate/Government-Subsidized	2	296	0	100.0%	0.0%
Tax Credit	6	361	0	100.0%	0.0%
Tax Credit/Government-Subsidized	3	129	0	100.0%	0.0%
Market-Rate/Tax Credit/Government-Subsidized	1	84	0	100.0%	0.0%
Government-Subsidized	13	1,097	0	100.0%	0.0%
Total	55	5,910	55	99.1%	0.9%

Source: Bowen National Research

The limited vacancies among the multifamily supply appears to span each submarket within the county and among all program types, particularly affordable rentals (Tax Credit and government subsidized). Two of the seven submarkets in Muskegon County (District 1 and District 2) have no vacant units at any of the surveyed rental properties. The overall vacancy rates within the five remaining submarkets that have available units range from 0.6% to 2.0%. The market-rate housing product in Muskegon County has a vacancy rate of 1.4%, while there are no vacant units at Tax Credit or government-subsidized properties in the county. The low vacancy rates among the surveyed supply in each submarket illustrate that the multifamily rental supply is operating with limited availability. Waiting lists at multifamily apartment properties in Muskegon County range from three to 168 households with a wait time ranging from one month to 10 years depending on unit type. Market-rate properties have the shortest wait times, while subsidized properties have the longest wait times for the next available units.

Overall Market Performance of Surveyed Multifamily Rental Housing by Program Type by Area										
	Projects Surveyed	Total Units	Vacant Units	Overall Vacancy Rate	Vacancy Rate by Type			Wait Lists by Type		
					Market-rate	Tax Credit	Government Subsidy	Market-rate	Tax Credit	Government Subsidy
District 1	6	273	0	0.0%	-	0.0%	0.0%	-	3 HH	117 HH 12-30 Mo.
District 2	1	31	0	0.0%	-	-	0.0%	-	-	53 HH
District 3	8	929	8	0.9%	1.0%	0.0%	-	69 HH	25 HH	-
District 4	4	895	7	0.8%	0.8%	-	-	5 HH	-	-
District 5	10	1,674	10	0.6%	1.0%	-	0.0%	3 HH 6 Mo.	-	6-120 Mo.
District 6	16	1,222	25	2.0%	3.0%	0.0%	0.0%	147 HH 2-6 Mo.	134 HH 6 Mo.	55 HH 1 Mo.
District 7	10	886	5	0.6%	1.5%	0.0%	0.0%	2-3 Mo.	168 HH 6-12 Mo.	78 HH
Muskegon County	55	5,910	55	0.9%	1.4%	0.0%	0.0%	224 HH 2-6 Mo.	330 HH 6-12 Mo.	303 HH 1-120 Mo.

Source: Bowen National Research; HH – Households; Mo. – Months

Very few non-conventional rentals (e.g., houses, duplexes, mobile homes, etc.) are available to rent and most are unaffordable to a large portion of area renters. Non-conventional rentals are considered rental units typically consisting of single-family homes, duplexes, units over store fronts, mobile homes, etc. For the purposes of this particular inventory and analysis, we have assumed that rental properties consisting of four or less units within a structure or mobile homes are non-conventional rentals. Such rentals comprise over one-half of all rental alternatives in the market. Based on American Community Survey (ACS) 2021 estimates, the majority of rental units (54.2%) in the PSA have gross rents (tenant-paid rents and utilities) that are between \$500 and \$1,000, while nearly one-quarter (23.5%) of rental units in the PSA have gross rents between \$1,000 and \$1,500 per month. Note that affordable rentals for lower-income households generally have gross rents of \$1,000 or less. In Muskegon County, over two-thirds (67.2%) of rental units have gross rents of \$1,000 or less. Bowen National Research identified 34 *available* non-conventional rentals in the PSA (Muskegon County). When these 34 units are considered with all properties with four units or less in the county, the non-conventional rental supply has a vacancy rate of just 0.4%, or a very high occupancy rate of 99.6%. This represents very limited availability. Given that most of these *available* non-conventional units have rents above \$950/month, a large portion of area renters cannot afford most of the available non-conventional rentals in the market.

While senior care housing facilities in the county are operating at a variety of performance levels (both above and below national averages), significant senior household growth over the foreseeable future will drive demand for senior care housing alternatives. A total of 21 senior care facilities with 1,192 beds were surveyed in the county. The following table summarizes the surveyed facilities by property type.

Surveyed Senior Care Facilities – Muskegon County					
Project Type	Projects	Beds	Vacant	Occupancy Rate	National Occupancy Rate*
Independent Living	2	138	12	91.3%	85.2%
Congregate Care	1	97	0	100.0%	--
Assisted Living-Home for the Aged	7	470	174	63.0%	81.2%**
Assisted Living-Large Group Homes	6	163	42	74.2%	81.2%**
Nursing Homes	5	324	77	76.2%	81.3%
Total	21	1,192	305	74.4%	83.2%

*Source: National Investment Center (NIC) for Senior Housing & Care (1st Quarter of 2023)

**Assisted Living occupancy rate covers all types of housing within this category.

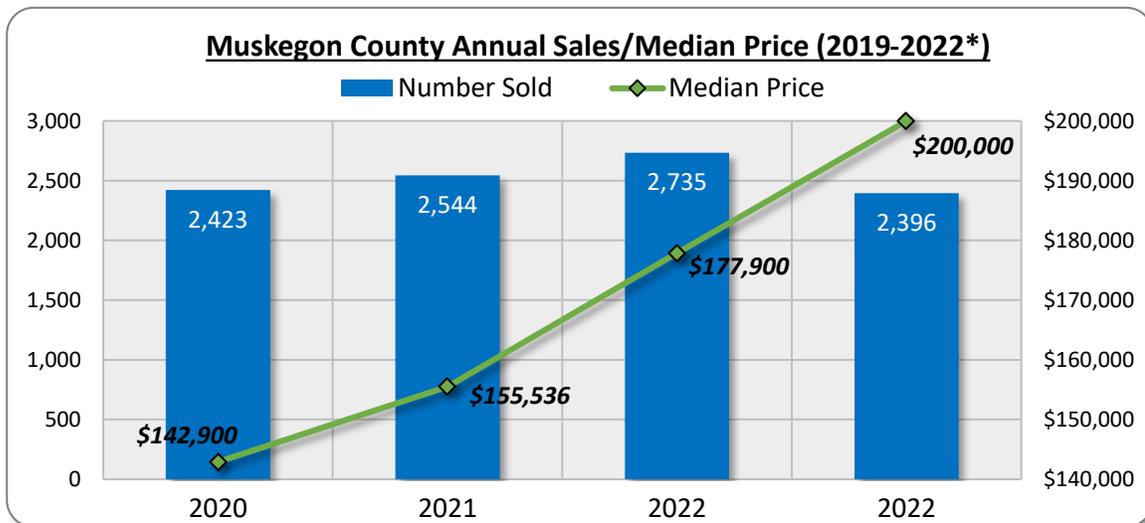
Congregate Care national occupancy rate not available.

Note that family homes, small group homes, and medium group homes were excluded from this survey.

Muskegon County is reporting overall occupancy rates that range from 63.0% (assisted living-home for the aged) to 100.0% (congregate care). Independent Living units in the county are occupied at a rate (91.3%) that is above the national average for these type of units (85.2%) as of the first quarter of 2023, while occupancy at assisted-living units in the county are below the national average rate of 81.2%. Occupancy at county nursing homes (76.2%) is slightly below the national occupancy

rate for this type of housing (81.3%). Facility representatives at the assisted living and nursing care facilities stated that occupancy rates have remained low since COVID. Additionally, some facilities have not been updated and/or they have beds or wings offline due to staffing shortages or renovations. Specifically, among the large group homes, five of these facilities are 100.0% occupied, with the remaining facility only 41.7% occupied and the operator was unable to provide a reason. Occupancy rates for independent living and congregate care units indicate that there is a strong level of demand for such housing in the county and that it appears the existing inventory may not be meeting the *current* demands of these senior care market segments. Additionally, with the significant projected growth among seniors over the next several years, there may be an opportunity to develop additional senior care housing in the market.

Home sales activity in the PSA appears to have slowed slightly in 2022 after two years of increases, while the median sale price increased in each of the past three years and increased by 40% since 2019. Home sales within the PSA (Muskegon County) increased each full year between 2019 and 2021, reaching a peak of 2,735 homes sold in 2021. Based on sales activity from January 2022 to November 2022, it appears that homes are selling at a lower rate in the PSA compared with past years. Note that the median sale price increased by 40% between 2019 and 2022. Given the rapid increases in the median sale price, many households, particularly lower-income households, are likely experiencing greater challenges in the homebuying process in recent years.



*Through November

Overall, there is a relatively limited amount of for-sale housing available for purchase in the PSA, and while a notable portion of available housing is affordable to lower-income households, these homes are generally over 70 years old and likely have additional costs associated with repairs or improvements that many households cannot afford. Based on information provided by the Multiple Listing Service and the Muskegon County Equalization Department, we identified 304 housing units within the PSA (Muskegon County) that were listed as *available* for purchase as of November 2022. Overall, the 304 homes listed as available for purchase represent less than two months (1.4 months) of supply. Typically, healthy and well-balanced markets have an available supply that should take about four to six months to absorb (if no other units are added to the market). The PSA’s less than two months of inventory is considered low and indicates limited available supply. Additionally, the 304 homes available for sale in Muskegon County represent 0.6% of the 51,146 owner-occupied units in the county. Typically, in healthy, well-balanced markets, approximately 2% to 3% of the for-sale housing stock should be available for purchase to allow for inner-market mobility and to enable the market to attract households, though due to recent national housing market pressures it is not uncommon for most markets to have an availability rate below 2.0%. As such, the PSA appears to have a disproportionately low number of housing units available to purchase.

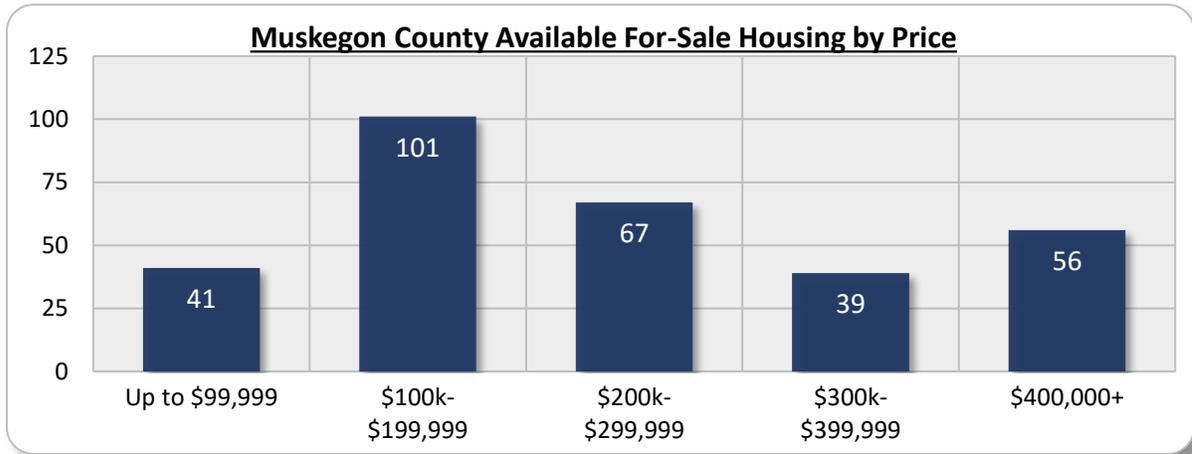
Available For-Sale Housing Units by List Price – Muskegon County
(As of Nov. 23, 2022)

	<\$100,000		\$100,000 - \$199,999		\$200,000 - \$299,999		\$300,000 - \$399,999		\$400,000+	
	Number	Share	Number	Share	Number	Share	Number	Share	Number	Share
District 1	2	4.5%	5	11.4%	13	29.5%	8	18.2%	16	36.4%
District 2	0	0.0%	13	43.3%	9	30.0%	2	6.7%	6	20.0%
District 3	0	0.0%	7	17.5%	18	45.0%	8	20.0%	7	17.5%
District 4	0	0.0%	10	25.6%	9	23.1%	5	12.8%	15	38.5%
District 5	3	9.1%	18	54.5%	8	24.2%	2	6.1%	2	6.1%
District 6	5	11.4%	17	38.6%	9	20.5%	4	9.1%	9	20.5%
District 7	31	41.9%	31	41.9%	1	1.4%	10	13.5%	1	1.4%
Muskegon County	41	13.5%	101	33.2%	67	22.0%	39	12.8%	56	18.4%

Source: MLS (Multiple Listing Service), Muskegon County Equalization Department, Realtor.com and Bowen National Research

Nearly half (46.7%) of the available for-sale housing units in the PSA (Muskegon County) are priced below \$200,000. Homes at this price point would generally be affordable to households earning less than \$70,000, which represents over half (57.7%) of all households in the county. Note that over 80% of renter households in the county also earn less than \$70,000. It should be noted that the average year built of the available supply may impact overall affordability due to maintenance and modernization costs, as 49.7% of available supply has average years built between 1949 and 1961. A noteworthy share (31.2%) of the housing supply is listed at \$300,000 or higher within the county. This represents a much larger share of homes offered at the \$300,000 or higher price range compared to the share (13.5%) of homes that sold within this price range during the past few years. A household would need to have an annual income of at least \$100,000 to afford a house priced at \$300,000, therefore limiting nearly a third of the available homes on the market to

approximately 20% of the county’s households. Based on this analysis, while there appears to be a disproportionately low share of for-sale housing options for the large base of low- and moderate-income households in the county, there is also a growing supply of higher-priced listings (\$300,000 and above) that may not be easily absorbed by the smaller share of households in the county that can afford this type of housing product.



Additional housing supply information is included in Section VI.

Community Input

To gain information, perspective and insight about Muskegon County’s housing issues and the factors influencing housing decisions by its residents, developers and others, Bowen National Research conducted targeted surveys of three specific groups: Stakeholders, Employers, and Residents/Commuters. In total, nearly 1,800 survey responses were received from a broad cross section of the community. The following is a summary of **key** responses from the three surveys conducted by our firm. It should be noted that some responses required respondents to provide a level or degree of response. In such cases, we provided a weighted score that is denoted by an asterisk.

**Muskegon County, Michigan
Summary of Stakeholder Survey Results**

Category	Top Needs / Issues	Consensus
Housing Needs by Price Point	<ul style="list-style-type: none"> Rental Housing (\$500-\$999/month) Senior Care (incomes/assets < \$25,000) For-Sale Housing (Less than \$150,000) 	<p align="center">87.5* 85.2* 83.3*</p>
Housing Needs by Population	<ul style="list-style-type: none"> Family Housing (2+ Bedrooms) Housing for Millennials (Ages 25 to 39) Low-Income Workforce (< \$30,000) 	<p align="center">92.9* 83.7* 82.3*</p>
Housing Needs by Style	<ul style="list-style-type: none"> Ranch Homes/Single Floor Plan Units Traditional Two-Story Single-Family Homes 	<p align="center">82.1* 71.3*</p>
Housing Issues Experienced	<ul style="list-style-type: none"> Rent Affordability Limited Availability Home Purchase Affordability 	<p align="center">95.8% 87.5% 83.3%</p>
Priority by Construction Type	<ul style="list-style-type: none"> Repair/Renovation/Revitalization of Existing Housing Clear Blighted/Unused Structures to Create Land for New Development 	<p align="center">85.4* 72.8*</p>
Residential Barriers	<ul style="list-style-type: none"> Cost of Labor/Materials Development Costs Financing 	<p align="center">75.0% 58.3% 50.0%</p>
Reduction of Barriers	<ul style="list-style-type: none"> Educate the Public on the Importance of Different Types of Housing Collaboration Between Public and Private Sectors 	<p align="center">37.5% 33.3%</p>
Areas of Focus	<ul style="list-style-type: none"> Renovating/Repurposing Buildings for Housing Removal/Mitigation of Residential Blight 	<p align="center">58.3% 50.0%</p>
Housing Impact on Residents	<ul style="list-style-type: none"> Causes People to Live in Substandard Housing Prevents Seniors from Living in Housing That Fits Their Needs Causes People to Live in Housing They Cannot Afford Limits the Ability of Families to Grow/Thrive Causes People to Live in Unsafe Housing or Neighborhoods 	<p align="center">86.4* 79.5* 75.0* 75.0* 73.8*</p>
Renter Assistance Priorities	<ul style="list-style-type: none"> Properties That Meet Code/Life Safety Compliance Renter Security Deposit Assistance Housing Resource Center 	<p align="center">50.0% 41.7% 41.7%</p>
Homeowner Assistance Priorities	<ul style="list-style-type: none"> Property Maintenance Education Homebuyer Down payment Assistance Home Repair Assistance Credit Repair Assistance 	<p align="center">62.5% 58.3% 58.3% 50.0%</p>

*Denotes a weighted score (High Need = 100.0, Minimal Need = 25.0, No Need = 0.0)

**Muskegon County, Michigan
Summary of Employer Survey Results**

Category	Top Needs / Issues	Consensus
Housing Issues for Employees	<ul style="list-style-type: none"> • Unaffordable Rental Housing • Unaffordable For-Sale Housing • Lack of Available Housing 	68.3% 46.0% 42.9%
Impacts for Employers	<ul style="list-style-type: none"> • Difficulty Attracting Employees • Adversely Impacts Productivity 	45.2% 32.3%
Effects of Adequate Housing Supply	<ul style="list-style-type: none"> • Somewhat Likely to Hire New Employees • Additional Employees Hired 	39.1% 199 to 309
Housing Assistance Program Consideration	<ul style="list-style-type: none"> • Rental Security Deposit Assistance • Housing Counseling/Placement Services • Homebuyer Down Payment Assistance 	20.6% 17.5% 17.5%
Housing Program or Policy Importance	<ul style="list-style-type: none"> • New Housing Development/Redevelopment • Homebuyer Assistance • Renter Assistance 	74.1* 70.2* 68.2*
Housing Needs by Price	<ul style="list-style-type: none"> • Entry Level/Workforce For-Sale Housing (Below \$200,000) • Moderate Market-Rate Rental Housing (\$750-\$1,250/month) • Affordable Rental Housing (Under \$750/month) 	76.2% 63.5% 63.5%
Housing Needs by Product Type	<ul style="list-style-type: none"> • Single-Family Homes (Owner) • Single-Family Homes (Rental) • Multifamily Apartments 	78.1% 50.0% 45.3%

*Denotes a weighted score (High Need = 100.0, Minimal Need = 25.0, No Need = 0.0)

**Muskegon County, Michigan
Summary of Resident/Commuter Survey Results**

Category	Top Needs / Issues	Consensus
Top Housing Issues Experienced	<ul style="list-style-type: none"> • Cost Burdened (Paying 30% or More of Income Toward Housing Costs) • Credit Score Not High Enough for a Lease and/or Mortgage • Did Not Have Sufficient Deposit or Down Payment • Had to Move in with Family and/or Friends 	26.1% 12.9% 11.9% 11.6%
Top Issues Negatively Impacting Housing Market	<ul style="list-style-type: none"> • High Prices or Rents • Not Enough Housing/Rental Options (Few Vacancies) • Mismatch Between Local Jobs/Wages and Housing Costs • Neglected/Blighted Properties/Neighborhood (Poor Condition) • Owners Unable to Afford Home Maintenance/Upkeep 	71.0% 44.0% 24.7% 24.4% 20.6%
Difficulty Locating Suitable Housing	<ul style="list-style-type: none"> • Yes • Somewhat • No 	53.7% 38.7% 6.3%
Top Reasons for Difficulty Finding Housing	<ul style="list-style-type: none"> • Housing Not Affordable • Not Enough Housing (Limited Availability) • Undesirable Location/Neighborhood • Lack of Housing to Meet Specific Needs (such as number of bedrooms) • Lack of Down Payment of Rental Deposit • Poor Quality of Housing 	86.3% 57.3% 45.9% 43.8% 38.7% 38.1%
Top Housing Types Needed	<ul style="list-style-type: none"> • Family Housing (2+ Bedrooms) • Rental Housing (\$500-\$1,000/Month) • For-Sale Housing (Less than \$100,000) • Housing for Ages 25-40 • Rental Housing (Less than \$500/Month) 	85.8* 82.9* 79.3* 77.3* 77.0*
Top Housing Styles Needed	<ul style="list-style-type: none"> • Ranch Homes/Single Floor Plan Units • Modern Move-In Ready Single-Family Homes • Apartments 	82.4* 79.5* 71.8*

*Denotes a weighted score (High Need = 100.0, Minimal Need = 25.0, No Need = 0.0)

Key findings illustrated the general consensus from *all* surveyed groups that housing affordability and availability were the greatest housing challenges the area experienced. Most respondents indicated that housing with rents of less than \$1,000 and home prices less than \$200,000 were most needed. Some of the most commonly cited housing-related issues include rent and purchase affordability, the lack of down payment or security deposit, and poor credit scores. The consensus among respondents indicated local employers are also being impacted by housing, most notably by creating a difficulty in attracting employees (45.2% of employers indicated having trouble attracting employees due to local housing issues) and a majority (57.8%) indicated they were more likely to hire employees if local housing issues were resolved. Most stakeholders believed that priorities should be placed on providing homebuyer assistance and home repair education/funding, and that the cost of labor and materials, development costs and financing were the most common barriers to residential development. Additional results of the community survey are in Section IX: Community Input Results and Analysis.

Submarket Findings

The following table summarizes key findings for each of the seven submarkets.

Submarket – Key Findings Summary	
Study Area	Description
District 1	<ul style="list-style-type: none"> • Renter Cost Burden Households (Lowest, 24.7%) • Overcrowded Renter Households (Lowest, 0.7%) • Median Household Income (Highest, \$68,196) • Vacation Rentals (Highest, 8.6%) • Rental Vacancy Rate (Lowest, 0.0%) • Unmarried Population (Lowest, 42.2%) • Median For-Sale List Price (Highest, \$327,950) • Households Ages 65+ (2nd Highest, 32.4%) • Households Ages <35 (Lowest, 14.9%) • Projected Household Growth (3rd Highest, 0.4%) • Minority Population (Lowest, 10.1%)
District 2	<ul style="list-style-type: none"> • Renter Cost Burden Households (2nd Lowest, 28.7%) • Owner Cost Burden Households (2nd Highest, 19.1%) • Overcrowded Renter Households (2nd Lowest, 0.9%) • Overcrowded Owner Households (Highest, 2.2%) • Vacation Rentals (3rd Highest, 3.0%) • Rental Vacancy Rate (Lowest, 0.0%) • For-Sale Vacancy Rate (Lowest, 0.4%) • Households Ages 65+ (2nd Lowest, 28.4%) • Projected Household Growth (Lowest, -0.5%) • Minority Population (2nd Lowest, 11.2%)
District 3	<ul style="list-style-type: none"> • Owner Cost Burden Households (Lowest, 15.2%) • Overcrowded Owner Households (2nd Highest, 1.9%) • Median Household Income (2nd Highest, \$66,413) • Median For-Sale List Price (3rd Highest, \$252,400) • Households Ages 65+ (3rd Highest, 32.2%) • Households Ages <35 (2nd Lowest, 15.6%) • Projected Household Growth (2nd Highest, 0.7%) • No High School Diploma (2nd Lowest, 4.4%) • Unmarried Population (2nd Lowest, 45.0%)
District 4	<ul style="list-style-type: none"> • Overcrowded Owner Households (Lowest, 0.5%) • Substandard Renter Housing (2nd Highest, 4.7%) • Median Household Income (3rd Highest, \$63,187) • Vacation Rentals (2nd Highest, 4.8%) • Median For-Sale List Price (2nd Highest, \$324,900) • Households Ages 65+ (Highest, 35.2%) • Projected Households Growth (3rd Highest, 0.4%) • No High School Diploma (Lowest, 4.1%)
District 5	<ul style="list-style-type: none"> • Owner Cost Burden Households (Highest, 20.3%) • Overcrowded Renter Households (2nd Highest, 3.8%) • Substandard Renter Housing (Highest, 7.5%) • Median Household Income (2nd Lowest, \$48,192) • Vacation Rentals (Lowest, 0.7%) • Households Ages <35 (2nd Highest, 21.2%) • No High School Diploma (2nd Highest, 9.0%) • Unmarried Population (2nd Highest, 58.1%) • Poverty Rate (2nd Highest, 16.6%)
District 6	<ul style="list-style-type: none"> • Renter Cost Burden Households (Highest, 55.7%) • Owner Cost Burden Households (Lowest, 15.2%) • Overcrowded Owner Households (Lowest, 0.5%) • Rental Vacancy Rate (Highest, 2.0%) • For-Sale Vacancy Rate (2nd Highest, 0.7%) • Projected Household Growth (Highest, 1.1%) • Minority Population (2nd Highest, 28.3%)
District 7	<ul style="list-style-type: none"> • Renter Cost Burden Households (2nd Highest, 50.7%) • Overcrowded Renter Households (Highest, 7.2%) • Median Household Income (Lowest, \$33,439) • Vacation Rentals (2nd Lowest, 0.9%) • For-Sale Housing Vacancy Rate (Highest, 1.5%) • Median For-Sale List Price (Lowest, \$116,450) • Households Ages 65+ (Lowest, 25.8%) • Households Ages <35 (Highest, 23.1%) • No High School Diploma (Highest, 14.3%) • Unmarried Population (Highest, 74.9%) • Poverty Rate (Highest, 28.5%) • Minority Population (Highest, 60.7%)

As the preceding table illustrates, the seven submarkets have varying and often distinctly different attributes and trends, including those associated with various socioeconomic characteristics of the people and households residing in these submarkets and the housing characteristics of each area. Future housing strategies and efforts should consider the preceding metrics, as well as those illustrated throughout the study, to help meet the specific targeted needs and goals of each submarket.

Housing Gap Estimates

The PSA has an overall housing gap of 9,184 units for rental and for-sale product at a variety of affordability levels - It is projected that the county has a five-year **rental** housing gap of 3,043 units and a **for-sale** housing gap of 6,141 units. While there are housing gaps among all affordability levels of both rental and for-sale product, the rental housing gap is distributed most heavily among the lower priced product (rents of \$1,513 or less) and the for-sale housing gap is primarily for product priced at \$201,868 or higher. Details of this analysis, including our methodology and assumptions, are included in Section VIII.

The following table summarizes the approximate potential number of new residential units that could be supported in the PSA (Muskegon County) over the next five years.

Muskegon County Housing Gap Estimates (2022 to 2027) – Number of Units Needed		
	Housing Segment	Number of Units
Rentals	Extremely Low-Income Rental Housing (\leq \$567/Month Rent)	724
	Very Low-Income Rental Housing (\$568-\$946/Month Rent)	698
	Low-Income Rental Housing (\$947-\$1,513/Month Rent)	677
	Moderate-Income Rental Housing (\$1,514-\$2,271/Month Rent)	460
	High-Income Market-Rate Rental Housing (\geq \$2,272+/Month Rent)	484
	TOTAL UNITS	3,043
For-Sale	Extremely Low-Income For-Sale Homes (\leq \$75,700 Price Point)	519
	Very Low-Income For-Sale Homes (\$75,701-\$126,167)	239
	Low-Income For-Sale Homes (\$126,168-\$201,867 Price Point)	624
	Moderate-Income For-Sale Homes (\$201,868-\$302,800 Price Point)	2,420
	High-Income Upscale For-Sale Housing (\geq \$302,801+ Price Point)	2,339
	TOTAL UNITS	6,141

The preceding estimates are based on current government policies and incentives, recent and projected demographic trends, current and anticipated economic trends, and available and planned residential units. Numerous factors impact a market's ability to support new housing product. This is particularly true of individual housing projects or units. Certain design elements, pricing structures, target market segments (e.g., seniors, workforce, families, etc.), product quality and location all influence the actual number of units that can be supported. Demand estimates could exceed those shown in the preceding table if the community changes policies or offers incentives to encourage people to move into the market or for developers to develop new housing product.

Recommended Housing Strategies

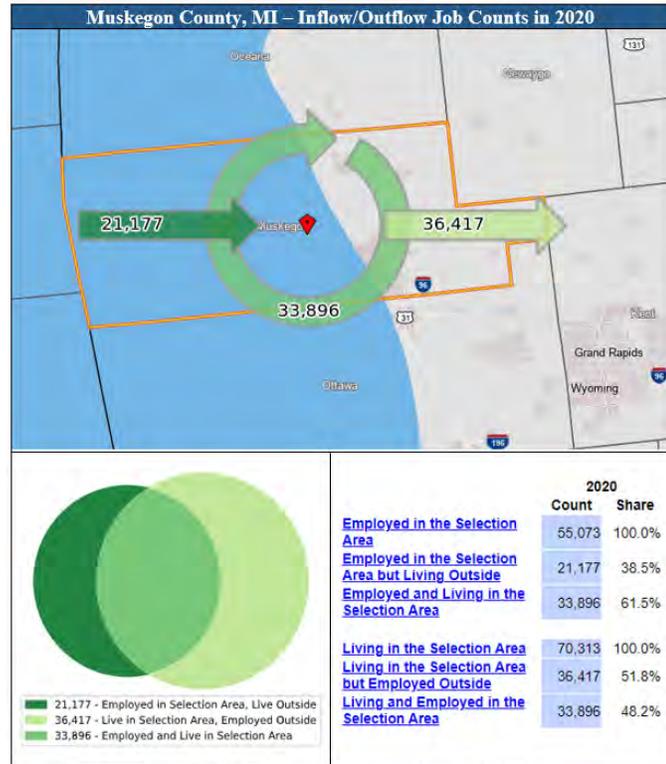
The following summarizes key strategies that should be considered by Muskegon County to address housing issues and needs of the market. These strategies do not need to be done concurrently, nor do all strategies need to be implemented to create an impact. Instead, the following housing strategies should be used as a guide by the local government, stakeholders, developers and residents to help inform housing decisions.

Set realistic/attainable short-term housing goals, outline long-term objectives and monitor progress. Using the housing needs estimates and recommendations provided in this report as a guide, the county should set realistic short-term (two to three years) housing development goals along with long-term (five years or longer) objectives to support housing. Short-term goals should be focused on establishing an Action Plan that outlines priorities for the county, such as broad housing policies, initiatives, and incentives that support the preservation and development of residential units. The recommendations included in this section should serve as a guide for developing an Action Plan. Long-term objectives should include establishing a goal for the number of housing units that should be built or repaired and broadly outline the types of housing that should be considered, such as rentals and for-sale housing, as well as geographical locations (e.g., within walkable communities, along public transit corridors, selected neighborhoods, etc.). The goals should also broadly outline affordability (e.g., income levels) objectives and market segments (e.g., families, seniors, and disabled) that should be served. From such goals, stakeholders should periodically collect key metrics (e.g., vacancy rates, changes in rents/prices, reassess cost burdened and overcrowded housing, evaluate housing cost increases relative to income/wage growth, etc.) so that they can monitor progress and adjust efforts to support stated goals.

Develop district- or municipal-specific and county-level housing plans. As shown throughout this report, the seven selected submarkets (districts) in Muskegon County each have unique demographic characteristics and trends, along with different housing characteristics and challenges. Although some of these submarkets may have some more positive demographic and housing metrics, it is clear that some submarkets face greater challenges with housing affordability and housing conditions. Efforts should be made to develop specific housing plans for each targeted submarket and/or the municipalities within the county. It will be important that municipalities, townships and the county work together to address mutual housing issues whenever possible. This may be in the form of joint grant applications, agreements over infrastructure, holding joint strategic housing planning sessions and/or work groups, supporting capacity building through the pairing of municipality-county resources, and increasing the impact of development incentives through the use of complementary policy tools. Additional discussion and examples of such strategies can be found on the Local Housing Solutions website at: www.Localhousingsolutions.org

Develop strategies to attract people that currently commute to Muskegon County to live in Muskegon County. As shown in the map and tables below, there are approximately 55,073 persons employed within Muskegon County, of which 21,177 commute into the county for work but do not live there. These 21,177 non-residents account for nearly two-fifths (38.5%) of the people employed in the county and represent a notable base of potential support for future residential development. Of the county’s 21,177 in-commuters, slightly over half (50.4%) are between the ages of 30 and 54 years, over two-fifths (41.6%) earn \$3,333 or more per month (\$40,000 or more annually), and nearly half (49.9%) work in the other services industries. Over 6,800 of the in-commuters have typical commutes of 50 or more miles and may represent the most likely commuters to consider moving to Muskegon County.

As shown in Section IX: Community Input (pages IX-20 and 21), over half (52.3%) of non-county residents indicated they would consider a move to the county if adequate housing was available. It is anticipated that as additional housing is added to the PSA (Muskegon



County), the county will have a greater probability of attracting these commuters as permanent residents. The county should support efforts to develop product that will appeal to commuters and help to promote the benefits of living in Muskegon County. Housing product preferences of commuters are provided on pages IX-21 and 22.

Consider implementing/modifying policies to encourage or support the development of new residential units and the preservation of the existing housing stock. As evidenced by the fact that Muskegon County has an estimated 7,813 renter households and 8,848 owner households that are housing cost burdened (paying over 30% of income toward housing) and input from residents expressing difficulties they have with housing affordability, a significant challenge in the county is the imbalance between the costs/rents associated with the existing housing stock and the ability of households to pay for such housing. As shown in this report, there appears to be very few available rental units that are affordable to households earning less than 80% of Area Median Household Income (household income of up to roughly \$60,000 for a family of four) within the county and relatively long wait lists for such housing. Meanwhile, although nearly half (46.7%) of the homes available

to purchase in the county are priced under \$200,000 and could be affordable to many lower-income households, most of these homes are well over 50 years old and likely require additional financial resources for repairs, modernization and weatherization that many low-income households cannot afford. In an effort to support the development and preservation of more affordable housing alternatives, local governments should consider supporting projects being developed with affordable housing development programs (e.g., Tax Credit and HUD programs), providing pre-development financial assistance, waiving or lowering government permitting/development fees, implementing inclusionary zoning (requiring market-rate developers to include some affordable housing units), supporting a Housing Trust Fund, or supporting the county's existing Land Bank. Efforts that focus on the preservation of the existing housing stock may involve establishing a low-interest revolving loan or grant program to allow eligible homeowners to borrow the necessary funds to improve or repair their homes. Code compliance/enforcement efforts should continue to be an integral part of the local efforts to ensure housing is brought up to code and maintained at expected standards. The county may also want to explore the removal of liens or reduction of fines on abandoned/vacant properties to encourage residential transactions of such properties, increasing the likelihood that such housing would be remedied or removed. Focus should be placed on those programs that support low-income households (seniors and families), workforce households, and first-time homebuyers. Additional housing is needed in order to have a healthy housing market, which will ultimately contribute to the local economy, quality of life and overall prosperity of Muskegon County.

Market Muskegon County's housing needs and opportunities to potential residential development partners and develop a centralized housing resource center. Using a variety of sources, the county should attempt to identify and market itself to the residential developers (both for-profit and nonprofit), real estate investors, housing advocacy groups and others active in the region. Identification could be through trade associations, published lists of developers, real estate agents or brokers, and other real estate entities in the region. Marketing of the community through trade publications, direct solicitation or public venues (e.g., housing and economic conferences) should be considered. The promotion of market data (including this Housing Needs Assessment), development opportunities, housing programs and incentives should be the focus of such efforts. The development of an online resource center should be considered that includes or directs people to development and housing resources (potential sites, building and zoning information, incentives, housing data, housing placement or counseling services, etc.) that can help both developers and residents.

Develop next-steps plans. Using the findings and recommendations of this report, Muskegon County should begin to prioritize housing objectives and refine housing strategies that best fit the overarching goals of the county and its communities. Input from stakeholders and residents should be solicited. From these efforts a specific Action Plan could be put together with measurable goals and a timeline to follow.

III. COMMUNITY OVERVIEW AND STUDY AREAS

A. MUSKEGON COUNTY, MICHIGAN

This report focuses on the housing needs of Muskegon County, Michigan. Founded in 1859, Muskegon County is approximately 527.53 square miles and is located in the western portion of the Lower Peninsula of Michigan, bordering the shores of Lake Michigan. The county seat, the city of Muskegon, is just over 40 miles northwest of Grand Rapids, Michigan. The main thoroughfares that serve Muskegon County include Interstate 96, U.S. Highway 31, and State Routes 37, 46, and 120.

Muskegon County has an estimated population of 175,859 in 2022, increasing by 35 people, or less than 0.1%, since 2020. The county's estimated population density is 333.4 persons per-square-mile in 2022, which is higher compared to the state of Michigan (173.3 persons per-square-mile). The county's incorporated communities include the cities of Montague, Muskegon Heights, Muskegon, North Muskegon, Norton Shores, Roosevelt Park, and Whitehall. There are also various villages, townships, and unincorporated areas within Muskegon County. The city of Muskegon, which serves as the county seat, is home to the county courthouse, various commercial businesses, employment opportunities, and a hospital. Notable attractions within the county include a World War II museum ship (the USS LST 393), multiple Lakeshore Museum Center sites, and the Muskegon South Pierhead Lighthouse. In addition, Muskegon County features three state parks, 26 miles of beaches along Lake Michigan, and a variety of aquatic and recreational activities.

Based on 2022 estimates, 74.3% of the county's households are owner households. The majority (60.4%) of owner households are comprised of two or fewer persons, while 68.5% of renter households are comprised of two or fewer persons. Approximately 62.2% of rental units are within structures of four or fewer units (including mobile homes), while nearly all (99.5%) of the owner-occupied units are within these smaller structures (primarily single-family homes). As shown in the supply section (Section VI) of this report, the market offers a wide variety of price points and rents, though availability is extremely limited-nearly nonexistent outside of market-rate units. Additional information regarding the county's demographic characteristics and trends, economic conditions, housing supply, and other factors that impact housing are included throughout this report.

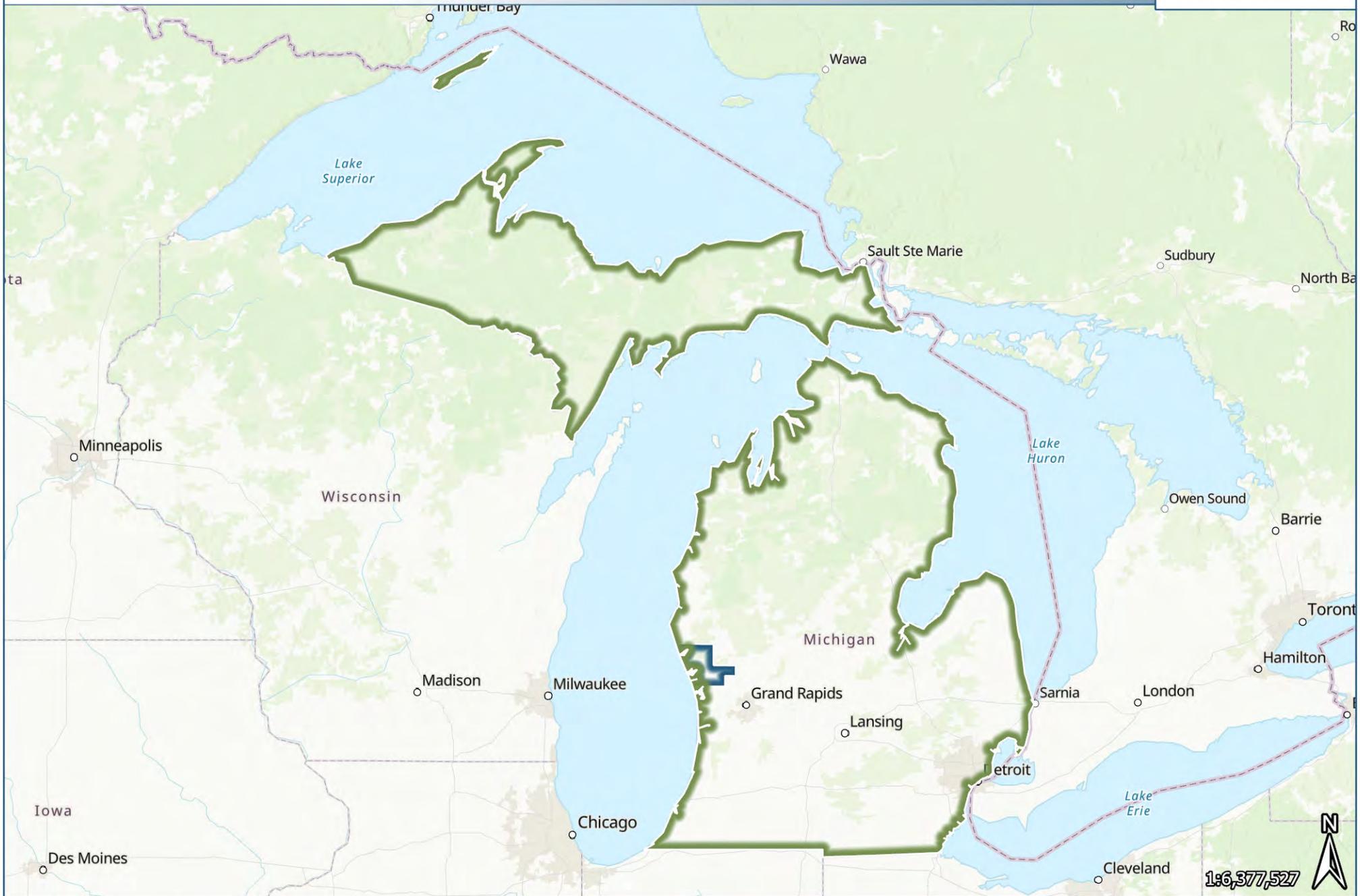
B. STUDY AREA DELINEATIONS

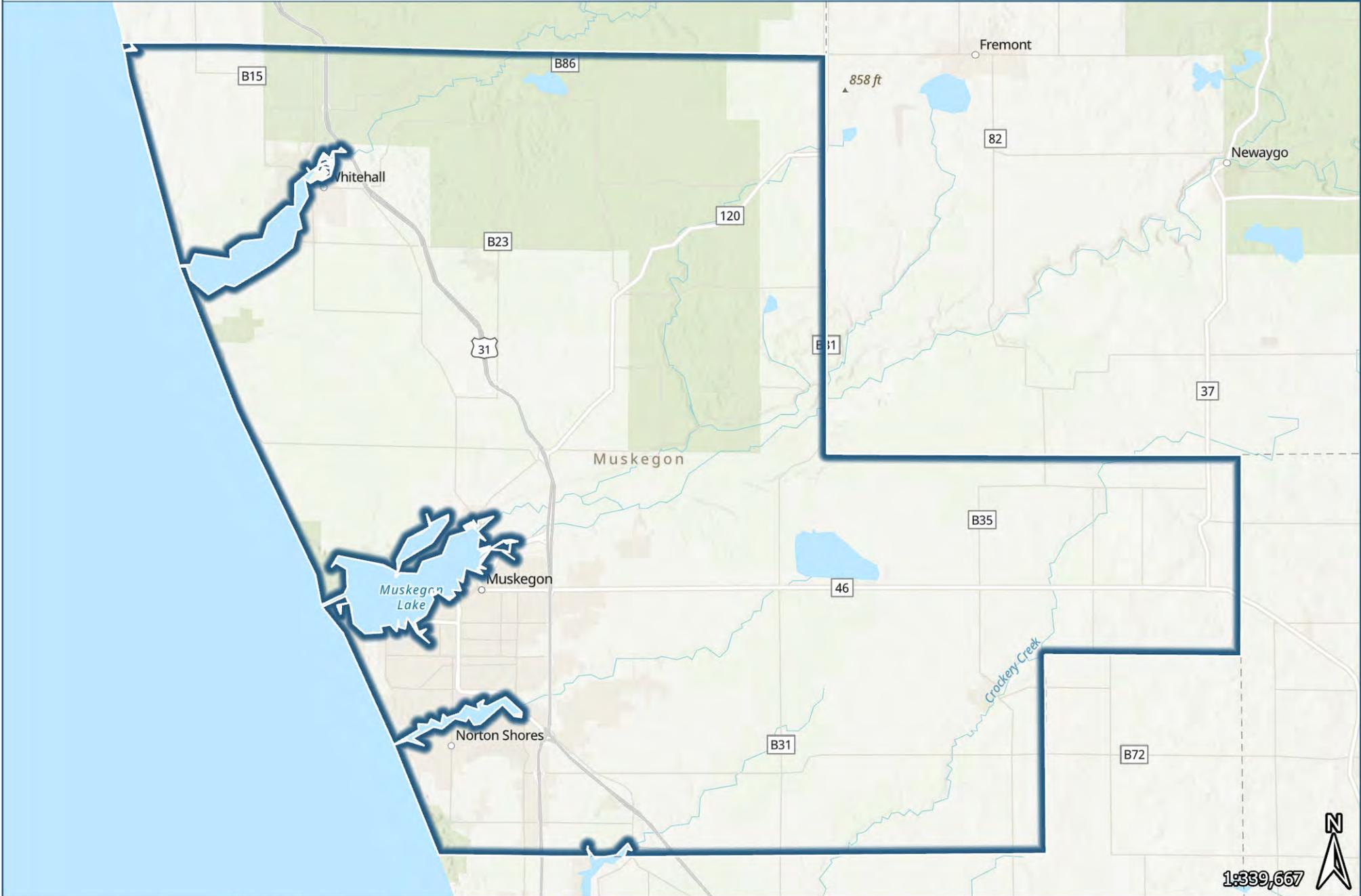
This report addresses the residential housing needs of Muskegon County, Michigan. To this end, we focused our evaluation on the demographic and economic characteristics, as well as the existing housing stock, of areas within Muskegon County. Additionally, because of the unique characteristics that exist within certain areas of Muskegon County, we provide supplemental analysis for seven submarkets within the county limits to understand trends and attributes that affect these designated areas. The following summarizes the various study areas used in this analysis.

Primary Study Area – The Primary Study Area (PSA) includes all of Muskegon County.

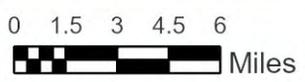
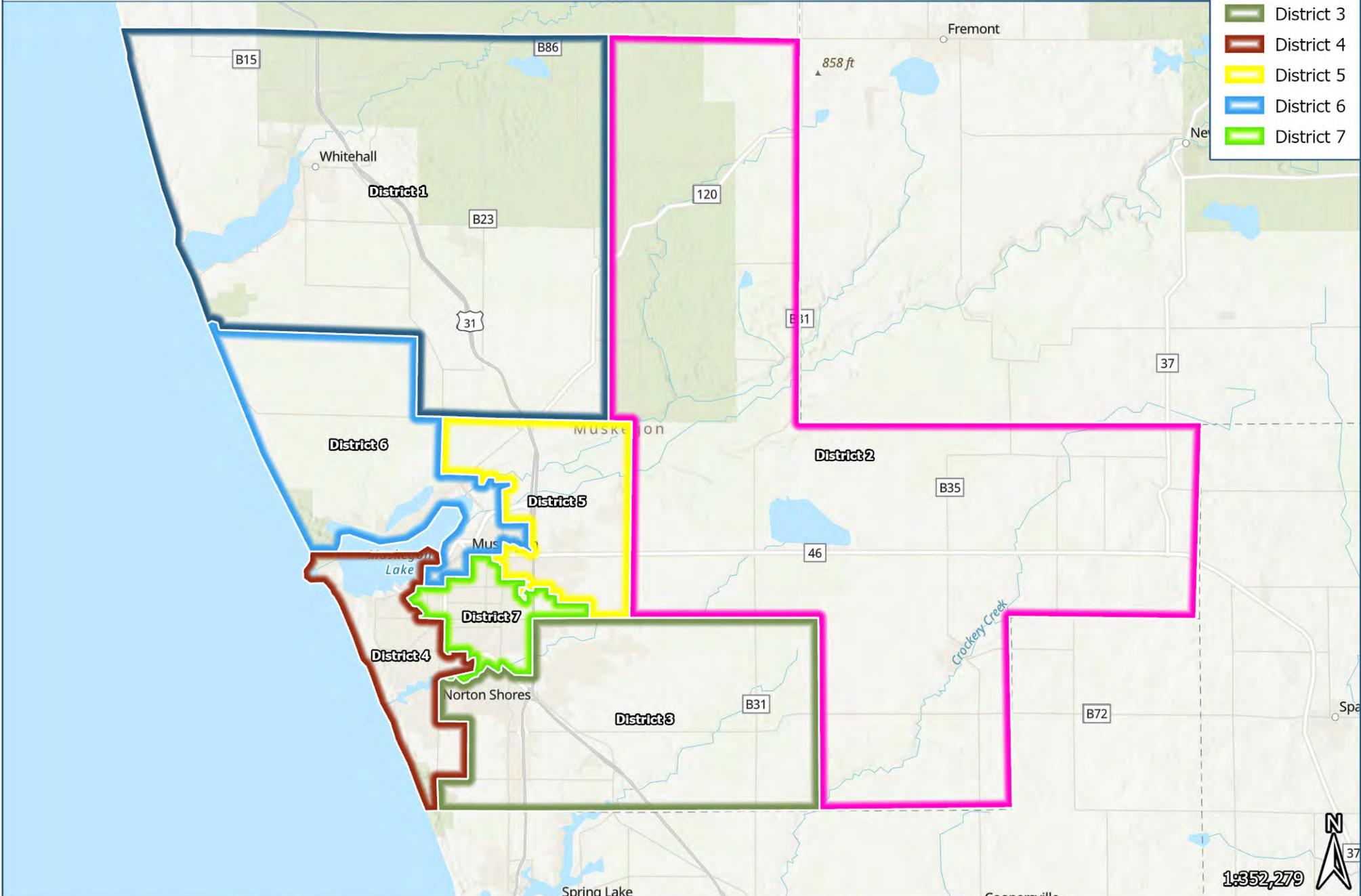
Submarkets – The PSA has been divided into seven submarkets based on the county commissioner districts. The submarkets are subsequently referred to as District 1, District 2, District 3, etc.

Maps delineating the boundaries of the various study areas are shown on the following pages.





-  District 1
-  District 2
-  District 3
-  District 4
-  District 5
-  District 6
-  District 7



Esri, CGIAR, USGS, Esri, HERE, Garmin, SafeGraph, FAO, METI/NASA, USGS, EPA, NPS
Additional Source(s): Bowen National Research

IV. DEMOGRAPHIC ANALYSIS

Note that the Demographic Analysis for the Muskegon County Housing Needs Assessment (HNA) may reflect different *county* data compared to the City of Muskegon HNA, which was completed in January of 2023. Demographic data for the Muskegon County HNA reflects newer data that was not available when the City of Muskegon HNA was completed.

A. INTRODUCTION

This section of the report evaluates key demographic characteristics for the Primary Study Area (PSA, Muskegon County), the seven submarkets within Muskegon County, and Michigan (statewide). Through this analysis, unfolding trends and unique conditions are often revealed regarding populations and households residing in the selected geographic areas. Demographic comparisons between these geographies provide insights into the human composition of housing markets. Critical questions, such as the following, can be answered with this information:

- Who lives in Muskegon County and what are these people like?
- In what kinds of household groupings do Muskegon County residents live?
- What share of people rent or own their Muskegon County residence?
- Are the number of people and households living in Muskegon County increasing or decreasing over time?
- How do Muskegon County residents, submarket residents, and residents of the state of Michigan compare with each other?

This section is comprised of three major parts: population characteristics, household characteristics, and demographic theme maps. Population characteristics describe the qualities of individual people, while household characteristics describe the qualities of people living together in one residence. Demographic theme maps graphically show varying levels (low to high concentrations) of a demographic characteristic across a geographic region.

It is important to note that 2010 and 2020 demographics are based on U.S. Census data (actual count), while 2022 and 2027 data are based on calculated estimates provided by ESRI, a nationally recognized demography firm. These estimates and projections are adjusted using the most recent available data from the 2020 Census count, when available. The accuracy of these estimates depends on the realization of certain assumptions.

- Economic projections made by secondary sources materialize.
- Governmental policies with respect to residential development remain consistent.
- Availability of financing for residential development (i.e., mortgages, commercial loans, subsidies, Tax Credits, etc.) remains consistent.
- Sufficient housing and infrastructure are provided to support projected population and household growth.

Significant unforeseen changes or fluctuations among any of the preceding assumptions could have an impact on demographic estimates/projections.

B. POPULATION CHARACTERISTICS

It should be pointed out that projected population growth for the overall county is slightly negative and is likely influenced by larger declines projected for the state, as well as national trends of fewer people having children, young adults moving toward urban areas, and seniors moving to areas better served with healthcare services and senior-oriented housing. Additionally, COVID-19 has impacted numerous demographic trends, in large measure due to various housing decisions people are making (e.g., working from home, moving to more temperate markets and/or to markets with more affordable or desirable housing, moving from rural to urban/suburban markets, etc.). These trends have affected recent migration patterns in many markets in the United States, including those in Michigan. Given both current and planned infrastructure and public/private sector investments in Muskegon County, the overall county will likely have more positive population growth than is projected in this section.

Population by numbers and percent change (growth or decline) for selected years is shown in the following table. It should be noted that some total numbers and percentages may not match the totals within or between tables in this section due to rounding. Positive changes between time periods in the following table are illustrated in green, while negative changes are illustrated in red.

	Total Population									
	2010 Census	2020 Census	Change 2010-2020		2022 Estimated	Change 2020-2022		2027 Projected	Change 2022-2027	
			Number	Percent		Number	Percent		Number	Percent
District 1	24,494	25,096	602	2.5%	25,128	32	0.1%	25,095	-33	-0.1%
District 2	23,013	24,376	1,363	5.9%	24,346	-30	-0.1%	24,147	-199	-0.8%
District 3	23,079	24,811	1,732	7.5%	24,986	175	0.7%	25,035	49	0.2%
District 4	24,412	24,945	533	2.2%	25,113	168	0.7%	25,150	37	0.1%
District 5	24,501	24,289	-212	-0.9%	24,449	160	0.7%	24,315	-134	-0.5%
District 6	23,986	24,567	581	2.4%	24,241	-326	-1.3%	24,330	89	0.4%
District 7	28,702	27,740	-962	-3.4%	27,596	-144	-0.5%	27,564	-32	-0.1%
Muskegon County	172,188	175,824	3,636	2.1%	175,859	35	<0.1%	175,637	-222	-0.1%
Michigan	9,883,297	10,077,094	193,797	2.0%	10,077,929	835	<0.1%	10,054,166	-23,763	-0.2%

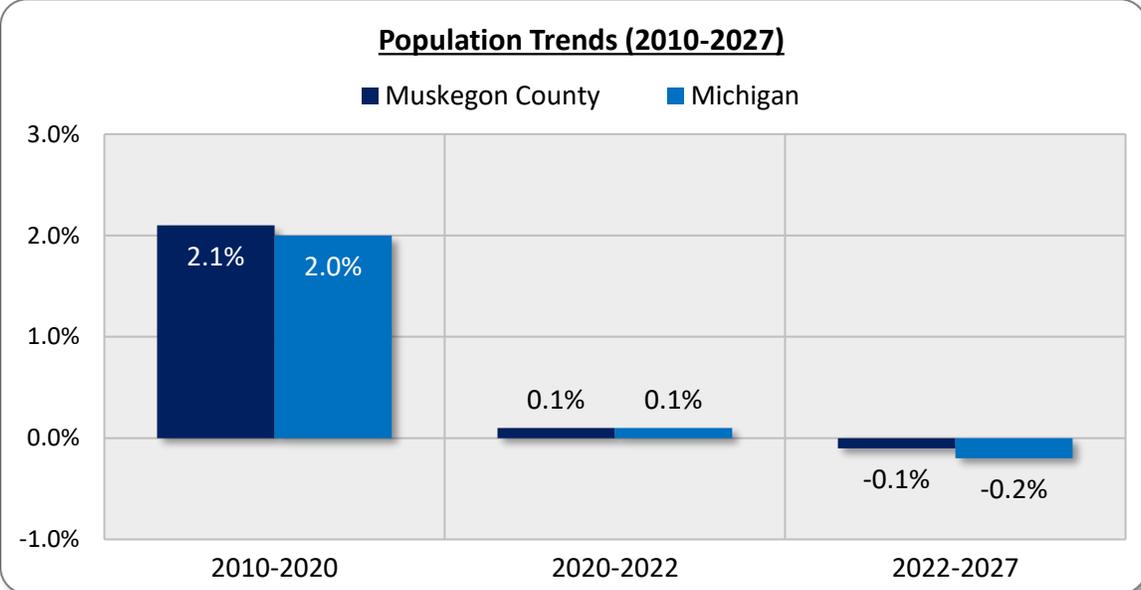
Source: 2010, 2020 Census; ESRI; Urban Decision Group; Bowen National Research

The PSA (Muskegon County) population increased by 2.1% between 2010 and 2020, a slightly higher rate than the 2.0% population increase for the state of Michigan during the same period. By 2022, the county population growth stabilized, showing an increase of less than 0.1%, which is consistent with statewide population growth figures between 2020 and 2022. Between 2022 and 2027, the population of the PSA is projected to decrease by 222 people, or 0.1%, at which time the estimated total population is projected to be 175,637. This slight decrease in population for the PSA between 2022 and 2027 is consistent with statewide population projections during this time period.

Among the seven submarkets (identified as districts), four submarkets experienced positive population growth between 2020 and 2022, while the remaining three submarkets showed population declines. Between 2022 and 2027, the projected percent change in the submarket populations ranges from a decline of 0.8% (District 2) to an increase of 0.4% (District 6), with three submarkets (Districts 3, 4, and 6) projected to increase.

It is critical to point out that *household* changes, as opposed to population, are more material in assessing housing needs and opportunities. As shown later in this section starting on page IV-14, the overall county and most of its submarkets are projected to experience positive household growth between 2022 and 2027. This anticipated growth, along with other shifts in household compositions, will drive much of the county’s housing demand over the next several years.

The following graph compares the percent change in population for the PSA (Muskegon County) and the state of Michigan.



Population densities for selected years are shown in the following table:

		Population Densities			
		2010	2020	2022	2027
District 1	Population	24,494	25,096	25,128	25,095
	Area in Square Miles	147.37	147.37	147.37	147.37
	Density	166.2	170.3	170.5	170.3
District 2	Population	23,013	24,376	24,346	24,147
	Area in Square Miles	216.80	216.80	216.80	216.80
	Density	106.1	112.4	112.3	111.4
District 3	Population	23,079	24,811	24,986	25,035
	Area in Square Miles	65.45	65.45	65.45	65.45
	Density	352.6	379.1	381.8	382.5
District 4	Population	24,412	24,945	25,113	25,150
	Area in Square Miles	18.88	18.88	18.88	18.88
	Density	1,293.3	1,321.5	1,330.4	1,332.4
District 5	Population	24,501	24,289	24,449	24,315
	Area in Square Miles	25.46	25.46	25.46	25.46
	Density	962.3	954.0	960.2	955.0
District 6	Population	23,986	24,567	24,241	24,330
	Area in Square Miles	43.11	43.11	43.11	43.11
	Density	556.4	569.9	562.3	564.4
District 7	Population	28,702	27,740	27,596	27,564
	Area in Square Miles	10.45	10.45	10.45	10.45
	Density	2,746.6	2,654.5	2,640.8	2,637.7
Muskegon County	Population	172,188	175,824	175,859	175,637
	Area in Square Miles	527.53	527.53	527.53	527.53
	Density	326.4	333.3	333.4	332.9
Michigan	Population	9,883,297	10,077,094	10,077,929	10,054,166
	Area in Square Miles	58,143.72	58,143.72	58,143.72	58,143.72
	Density	170.0	173.3	173.3	172.9

Source: 2010, 2020 Census; ESRI; Urban Decision Group; Bowen National Research

With a population density of 333.4 persons per square mile in 2022, the PSA (Muskegon County) is more densely populated than the state of Michigan (173.3 persons per square mile). By 2027, it is projected that population density in the PSA will decrease slightly to 332.9 persons per square mile, which is consistent with projected population density decrease in the state of Michigan during this period.

An examination of the individual submarkets in the PSA reveals that population density in 2022 is highest within District 7 (2,640.8 persons per square mile) and lowest within District 2 (112.3 persons per square mile). In addition to the District 7 submarket, Districts 4 and 5 also have population densities that are significantly higher than the overall population density for Muskegon County.

Population by age cohorts for selected years is shown in the following table:

		Population by Age							
		<25	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75+	Median Age
District 1	2010	7,889 (32.2%)	2,786 (11.4%)	3,076 (12.6%)	3,899 (15.9%)	3,519 (14.4%)	1,961 (8.0%)	1,364 (5.6%)	40.3
	2022	7,112 (28.3%)	3,002 (11.9%)	3,103 (12.3%)	3,010 (12.0%)	3,756 (14.9%)	3,189 (12.7%)	1,956 (7.8%)	42.9
	2027	6,927 (27.6%)	2,797 (11.1%)	3,164 (12.6%)	2,975 (11.9%)	3,278 (13.1%)	3,470 (13.8%)	2,484 (9.9%)	43.9
	Change 2022-2027	-185 (-2.6%)	-205 (-6.8%)	61 (2.0%)	-35 (-1.2%)	-478 (-12.7%)	281 (8.8%)	528 (27.0%)	N/A
District 2	2010	8,043 (34.9%)	2,723 (11.8%)	3,011 (13.1%)	3,674 (16.0%)	2,863 (12.4%)	1,635 (7.1%)	1,064 (4.6%)	37.6
	2022	7,264 (29.8%)	3,264 (13.4%)	3,043 (12.5%)	3,032 (12.5%)	3,541 (14.5%)	2,748 (11.3%)	1,454 (6.0%)	40.4
	2027	7,087 (29.3%)	2,744 (11.4%)	3,160 (13.1%)	2,997 (12.4%)	3,241 (13.4%)	3,085 (12.8%)	1,833 (7.6%)	42.1
	Change 2022-2027	-177 (-2.4%)	-520 (-15.9%)	117 (3.8%)	-35 (-1.2%)	-300 (-8.5%)	337 (12.3%)	379 (26.1%)	N/A
District 3	2010	7,291 (31.6%)	2,642 (11.4%)	2,868 (12.4%)	3,868 (16.8%)	3,089 (13.4%)	1,857 (8.0%)	1,464 (6.3%)	40.9
	2022	6,767 (27.1%)	3,144 (12.6%)	3,053 (12.2%)	3,029 (12.1%)	3,844 (15.4%)	3,062 (12.3%)	2,087 (8.4%)	43.5
	2027	6,610 (26.4%)	2,807 (11.2%)	3,175 (12.7%)	3,030 (12.1%)	3,494 (14.0%)	3,402 (13.6%)	2,517 (10.1%)	44.8
	Change 2022-2027	-157 (-2.3%)	-337 (-10.7%)	122 (4.0%)	1 (0.0%)	-350 (-9.1%)	340 (11.1%)	430 (20.6%)	N/A
District 4	2010	7,190 (29.5%)	2,619 (10.7%)	2,823 (11.6%)	3,797 (15.6%)	3,520 (14.4%)	2,091 (8.6%)	2,372 (9.7%)	43.6
	2022	6,492 (25.9%)	3,117 (12.4%)	2,772 (11.0%)	2,944 (11.7%)	3,837 (15.3%)	3,334 (13.3%)	2,617 (10.4%)	45.6
	2027	6,380 (25.4%)	2,964 (11.8%)	2,963 (11.8%)	2,841 (11.3%)	3,313 (13.2%)	3,717 (14.8%)	2,972 (11.8%)	45.9
	Change 2022-2027	-112 (-1.7%)	-153 (-4.9%)	191 (6.9%)	-103 (-3.5%)	-524 (-13.7%)	383 (11.5%)	355 (13.6%)	N/A
District 5	2010	8,937 (36.5%)	3,103 (12.7%)	2,891 (11.8%)	3,385 (13.8%)	2,736 (11.2%)	1,629 (6.6%)	1,820 (7.4%)	35.7
	2022	7,932 (32.4%)	3,528 (14.4%)	2,949 (12.1%)	2,700 (11.0%)	3,031 (12.4%)	2,434 (10.0%)	1,875 (7.7%)	37.5
	2027	7,839 (32.2%)	3,242 (13.3%)	3,017 (12.4%)	2,680 (11.0%)	2,742 (11.3%)	2,655 (10.9%)	2,140 (8.8%)	38.4
	Change 2022-2027	-93 (-1.2%)	-286 (-8.1%)	68 (2.3%)	-20 (-0.7%)	-289 (-9.5%)	221 (9.1%)	265 (14.1%)	N/A
District 6	2010	8,425 (35.1%)	2,870 (12.0%)	2,809 (11.7%)	3,534 (14.7%)	3,119 (13.0%)	1,687 (7.0%)	1,542 (6.4%)	37.5
	2022	7,211 (29.7%)	3,372 (13.9%)	2,832 (11.7%)	2,758 (11.4%)	3,383 (14.0%)	2,784 (11.5%)	1,901 (7.8%)	40.3
	2027	7,063 (29.0%)	3,143 (12.9%)	3,061 (12.6%)	2,754 (11.3%)	2,922 (12.0%)	3,087 (12.7%)	2,300 (9.5%)	41.2
	Change 2022-2027	-148 (-2.1%)	-229 (-6.8%)	229 (8.1%)	-4 (-0.1%)	-461 (-13.6%)	303 (10.9%)	399 (21.0%)	N/A

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research
N/A – Not Applicable

(Continued)

		Population by Age							
		<25	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75+	Median Age
District 7	2010	10,574 (36.8%)	4,542 (15.8%)	3,952 (13.8%)	3,934 (13.7%)	2,834 (9.9%)	1,387 (4.8%)	1,479 (5.2%)	33.2
	2022	9,418 (34.1%)	4,628 (16.8%)	3,755 (13.6%)	3,215 (11.7%)	2,959 (10.7%)	2,100 (7.6%)	1,521 (5.5%)	34.4
	2027	9,281 (33.7%)	4,376 (15.9%)	3,792 (13.8%)	3,246 (11.8%)	2,778 (10.1%)	2,311 (8.4%)	1,780 (6.5%)	35.3
	Change 2022-2027	-137 (-1.5%)	-252 (-5.4%)	37 (1.0%)	31 (1.0%)	-181 (-6.1%)	211 (10.0%)	259 (17.0%)	N/A
Muskegon County	2010	58,349 (33.9%)	21,286 (12.4%)	21,429 (12.4%)	26,092 (15.2%)	21,680 (12.6%)	12,247 (7.1%)	11,105 (6.4%)	38.1
	2022	52,197 (29.7%)	24,054 (13.7%)	21,506 (12.2%)	20,689 (11.8%)	24,354 (13.8%)	19,650 (11.2%)	13,409 (7.6%)	40.4
	2027	51,184 (29.1%)	22,074 (12.6%)	22,334 (12.7%)	20,522 (11.7%)	21,768 (12.4%)	21,728 (12.4%)	16,027 (9.1%)	41.4
	Change 2022-2027	-1,013 (-1.9%)	-1,980 (-8.2%)	828 (3.9%)	-167 (-0.8%)	-2,586 (-10.6%)	2,078 (10.6%)	2,618 (19.5%)	N/A
Michigan	2010	3,317,872 (33.6%)	1,164,113 (11.8%)	1,277,934 (12.9%)	1,509,979 (15.3%)	1,251,951 (12.7%)	724,679 (7.3%)	636,769 (6.4%)	38.8
	2022	3,006,023 (29.8%)	1,310,257 (13.0%)	1,210,015 (12.0%)	1,246,045 (12.4%)	1,411,666 (14.0%)	1,122,669 (11.1%)	771,254 (7.7%)	40.9
	2027	2,923,450 (29.1%)	1,230,470 (12.2%)	1,270,855 (12.6%)	1,190,891 (11.8%)	1,290,569 (12.8%)	1,224,672 (12.2%)	923,259 (9.2%)	41.8
	Change 2022-2027	-82,573 (-2.7%)	-79,787 (-6.1%)	60,840 (5.0%)	-55,154 (-4.4%)	-121,097 (-8.6%)	102,003 (9.1%)	152,005 (19.7%)	N/A

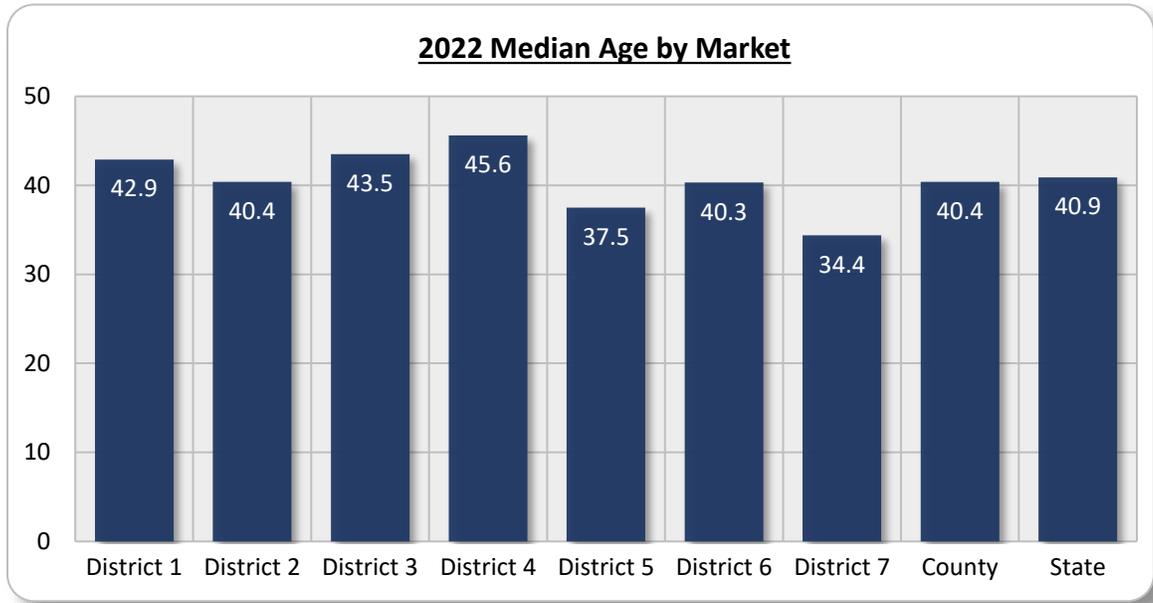
Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

N/A – Not Applicable

In 2022, the median age for the population of the PSA (Muskegon County) is 40.4 years, which represents a slightly higher median age when compared to the median age of 40.9 years for the state of Michigan. The county population between the ages of 35 and 74 is fairly well-balanced, as none of the age cohorts within this range account for more than 13.8% of the overall county population. The older adult population ages 65 and above is projected to increase by 4,696 (14.2%) between 2022 and 2027, while the county population under the age of 65 is projected to decrease by 4,918 (3.4%) during the same period. By 2027, the median age of the population in the PSA is projected to increase to 41.4 years, which is projected to be slightly below the median age for the state of Michigan (41.8 years) during this period.

Within individual submarkets of the PSA, the median age in 2022 ranged from 34.4 years in District 7 to 45.6 years in District 4. Three submarkets have median ages higher than that of the PSA (40.4), three submarkets have median ages that are lower, while one submarket has the same median age as the PSA. The older adult population (ages 65 and above) within all seven submarkets is projected to increase between 2022 and 2027, with increases ranging from 11.2% in District 5 to 17.0% in District 2. The population younger than age 65 is also projected to decrease in all seven submarkets, ranging from a 2.1% decrease in District 7 to a 4.5% decrease in District 2.

The following graph illustrates the median age of the population for each study area.



Population by race for 2020 is shown in the following table:

		Population by Race					
		White Alone	Black or African American Alone	Asian Alone	Some Other Race Alone	Two or More Races	Total
District 1	Number	22,552	316	96	456	1,676	25,096
	Percent	89.9%	1.3%	0.4%	1.8%	6.7%	100.0%
District 2	Number	21,636	260	69	711	1,701	24,377
	Percent	88.8%	1.1%	0.3%	2.9%	7.0%	100.0%
District 3	Number	21,990	636	259	393	1,532	24,810
	Percent	88.6%	2.6%	1.0%	1.6%	6.2%	100.0%
District 4	Number	21,329	1,249	320	458	1,588	24,944
	Percent	85.5%	5.0%	1.3%	1.8%	6.4%	100.0%
District 5	Number	17,695	3,726	123	811	1,933	24,288
	Percent	72.9%	15.3%	0.5%	3.3%	8.0%	100.0%
District 6	Number	17,626	4,124	133	864	1,821	24,568
	Percent	71.7%	16.8%	0.5%	3.5%	7.4%	100.0%
District 7	Number	10,891	13,596	103	1,118	2,031	27,739
	Percent	39.3%	49.0%	0.4%	4.0%	7.3%	100.0%
Muskegon County	Number	133,720	23,908	1,103	4,812	12,281	175,824
	Percent	76.1%	13.6%	0.6%	2.7%	7.0%	100.0%
Michigan	Number	7,444,773	1,376,561	334,298	286,160	635,302	10,077,094
	Percent	73.9%	13.7%	3.3%	2.8%	6.3%	100.0%

Source: 2020 Census; ESRI; Urban Decision Group; Bowen National Research

In 2020, over three-quarters (76.1%) of residents within the PSA (Muskegon County) identified as “White Alone,” which is a slightly higher share (73.9%) compared to the state of Michigan. Note that 13.6% of PSA residents identified as “Black or African American Alone,” which represents a similar share compared to the state (13.7%). In addition, 7.0% of PSA residents identified as “Two or More Races,” which is higher than the statewide share (6.3%) of this population group. As such, the population by race within the PSA is generally similar to the state of Michigan as a whole.

Among the seven PSA submarkets, District 7 has a distribution of population by race in which no single race comprises over 50% of its respective population and is considered to be diverse relative to the county as a whole. By contrast, four submarkets (Districts 1, 2, 3, and 4) each have over 85% of their respective populations that identify as “White Alone,” and are subsequently less diverse than the overall PSA.

Population by marital status for 2022 is shown in the following table:

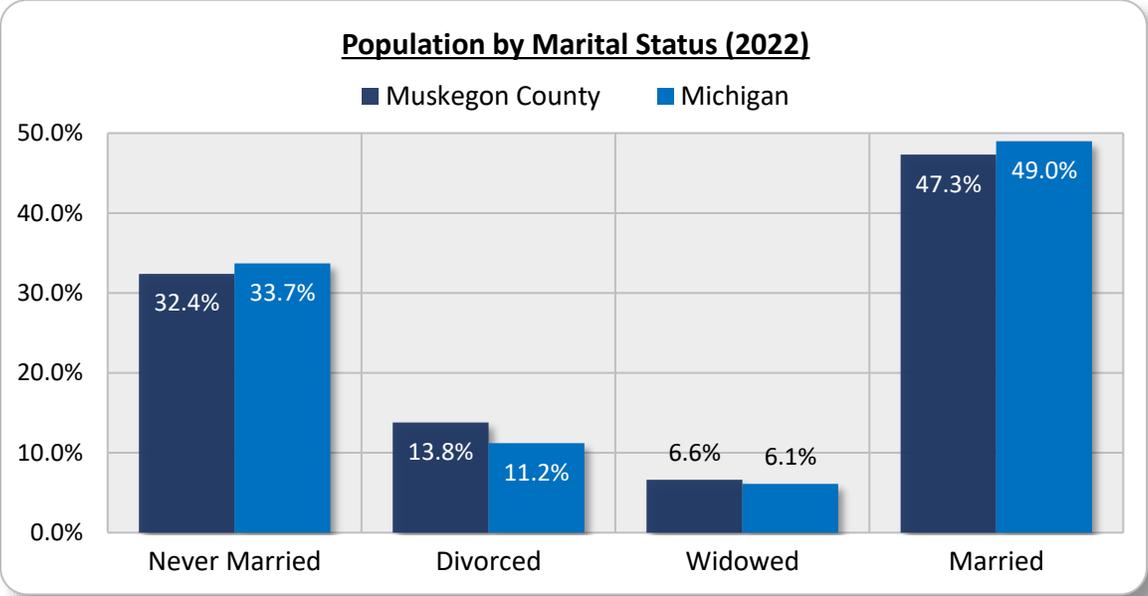
		Population by Marital Status				
		Not Married			Married	Total
		Never Married	Divorced	Widowed		
District 1	Number	5,126	2,297	1,340	11,987	20,749
	Percent	24.7%	11.1%	6.5%	57.8%	100.0%
District 2	Number	5,606	2,526	1,078	10,621	19,831
	Percent	28.3%	12.7%	5.4%	53.6%	100.0%
District 3	Number	5,784	2,398	1,240	11,496	20,918
	Percent	27.7%	11.5%	5.9%	55.0%	100.0%
District 4	Number	5,884	2,855	1,570	10,941	21,250
	Percent	27.7%	13.4%	7.4%	51.5%	100.0%
District 5	Number	7,080	2,881	1,486	8,260	19,707
	Percent	35.9%	14.6%	7.5%	41.9%	100.0%
District 6	Number	6,615	2,621	1,315	9,454	20,005
	Percent	33.1%	13.1%	6.6%	47.3%	100.0%
District 7	Number	10,661	4,321	1,477	5,510	21,969
	Percent	48.5%	19.7%	6.7%	25.1%	100.0%
Muskegon County	Number	46,754	19,899	9,507	68,268	144,428
	Percent	32.4%	13.8%	6.6%	47.3%	100.0%
Michigan	Number	2,813,247	935,384	511,772	4,094,773	8,355,175
	Percent	33.7%	11.2%	6.1%	49.0%	100.0%

Source: ESRI; Urban Decision Group; Bowen National Research

Nearly half (47.3%) of the population in the PSA (Muskegon County) was married in 2022, which is a slightly lower share than the 49.0% of the population that was married statewide. Note that nearly one-third (32.4%) of the PSA population had never married, a slightly lower share compared to the state of Michigan (33.7%). Among the seven Muskegon County submarkets, District 7 has the highest share (48.5%) of persons that had never married as of 2022. This relatively high share of the population that had never married is indicative of the comparably younger population within this submarket. When

the shares of the District 7 population that are divorced and widowed are considered, nearly three-quarters (74.9%) of the District 7 submarket population is classified as single. This represents a much higher share of unmarried individuals when compared to the PSA (52.7%). The higher share of unmarried persons in this submarket likely indicates there are more one-person households with a single income source, which can affect housing affordability. By comparison, over half of respective populations within four submarkets (Districts 1, 2, 3 and 4) are married.

The following graph compares the shares of the population by marital status for 2022 within the PSA (Muskegon County) and the state of Michigan.



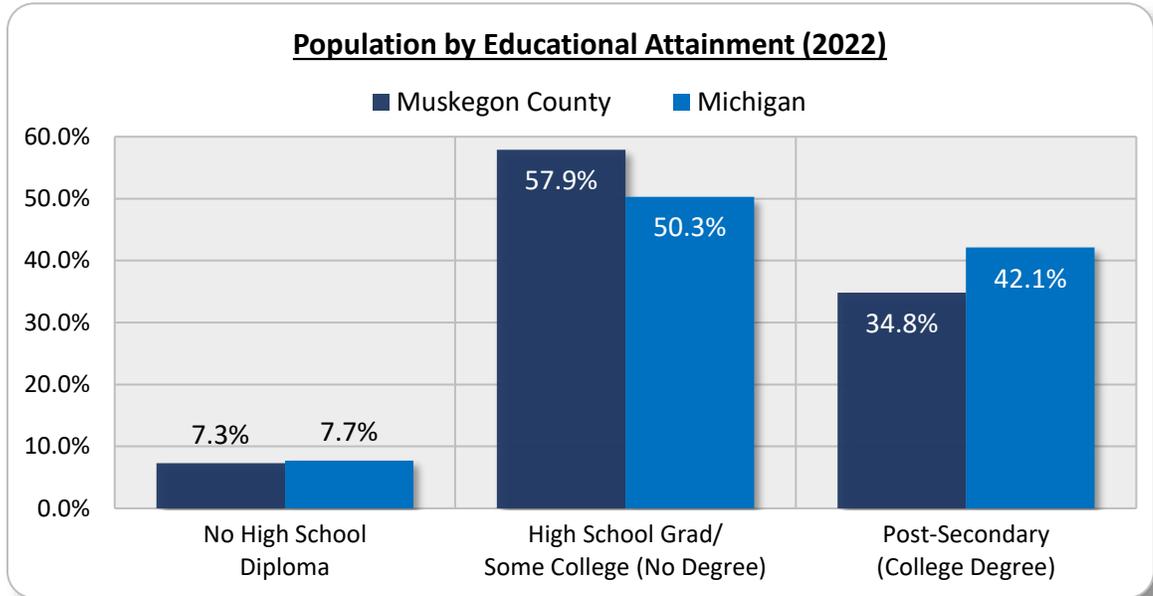
Population by highest educational attainment for 2022 is shown in the following table:

		Population by Highest Educational Attainment		
		No High School Diploma	High School Diploma Some College (No Degree)	Post-Secondary (College) Degree
District 1	Number	877	10,133	7,006
	Percent	4.9%	56.2%	38.9%
District 2	Number	1,239	11,407	4,436
	Percent	7.3%	66.8%	26.0%
District 3	Number	800	10,411	7,008
	Percent	4.4%	57.1%	38.5%
District 4	Number	768	8,227	9,626
	Percent	4.1%	44.2%	51.7%
District 5	Number	1,487	10,651	4,379
	Percent	9.0%	64.5%	26.5%
District 6	Number	1,267	8,505	7,259
	Percent	7.4%	49.9%	42.6%
District 7	Number	2,592	12,299	3,286
	Percent	14.3%	67.7%	18.1%
Muskegon County	Number	9,030	71,630	43,002
	Percent	7.3%	57.9%	34.8%
Michigan	Number	542,359	3,554,830	2,974,717
	Percent	7.7%	50.3%	42.1%

Source: ESRI; Urban Decision Group; Bowen National Research

Within the PSA (Muskegon County), the 34.8% share of individuals with a post-secondary degree is lower than the 42.1% share statewide. The share of individuals within the PSA lacking a high school diploma (7.3%) is slightly lower than the corresponding share statewide (7.7%). Among county submarkets, District 7 has the lowest share of the population with a post-secondary degree (18.1%) and the highest share of the population with no high school diploma (14.3%). As earning capacity has a high correlation to educational attainment, a low share of post-secondary degrees and/or a high share of individuals lacking high school diplomas can limit the incomes and affect the affordability of housing for the population within an area. These factors may indicate a higher level of demand for affordable housing options within the submarket. In the District 4 submarket, over half of the population (51.7%) has a post-secondary degree and only 4.1% of the adult population lacks a high school diploma. Note that three additional submarkets (Districts 1, 3 and 6) have overall shares of its population with post-secondary degrees that exceed the county share of 34.8%.

The following graph compares the shares of population by educational attainment.



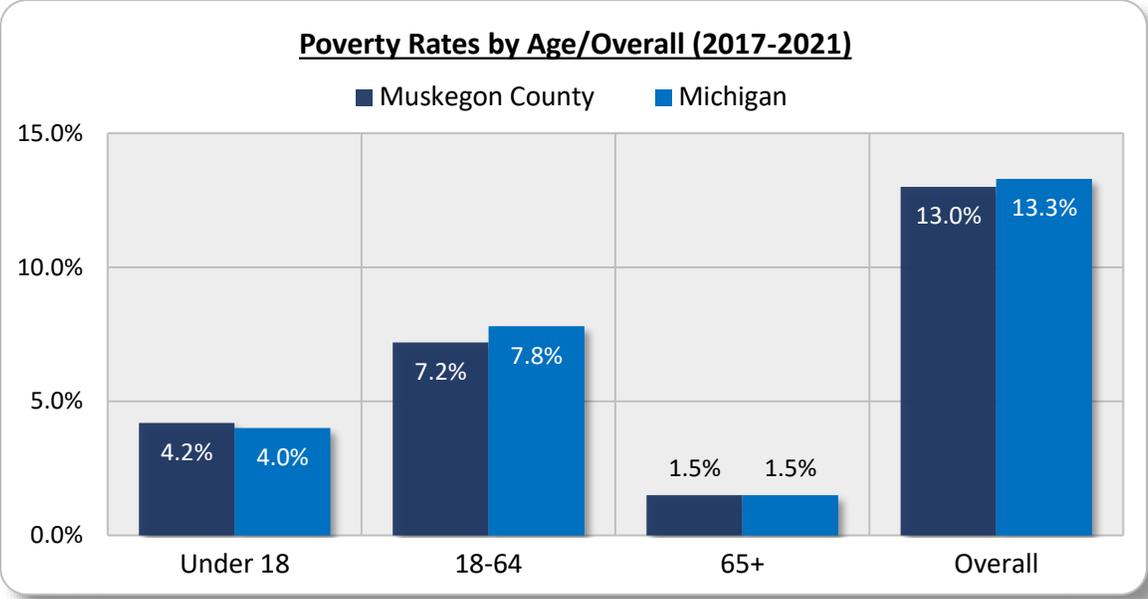
Poverty status by age cohort is shown in the following table:

		Population and Share Below Poverty Level by Age Cohort			
		<18	18 to 64	65+	Overall
District 1	Number	506	1,152	368	2,026
	Percent	2.0%	4.6%	1.5%	8.1%
District 2	Number	342	1,559	274	2,175
	Percent	1.4%	6.4%	1.1%	8.9%
District 3	Number	676	1,148	344	2,168
	Percent	2.7%	4.6%	1.4%	8.7%
District 4	Number	449	984	293	1,726
	Percent	1.8%	4.0%	1.2%	7.1%
District 5	Number	1,283	2,266	402	3,951
	Percent	5.4%	9.5%	1.7%	16.6%
District 6	Number	1,068	1,621	435	3,124
	Percent	4.7%	7.1%	1.9%	13.6%
District 7	Number	2,839	3,545	424	6,808
	Percent	11.9%	14.8%	1.8%	28.5%
Muskegon County	Number	7,160	12,273	2,542	21,975
	Percent	4.2%	7.2%	1.5%	13.0%
Michigan	Number	390,572	771,569	147,896	1,310,037
	Percent	4.0%	7.8%	1.5%	13.3%

Source: U.S. Census Bureau, 2017-2021 American Community Survey; Urban Decision Group; Bowen National Research

In the PSA (Muskegon County), 13.0% of the population lives below poverty level, which reflects a slightly lower poverty rate than the state of Michigan (13.3%). Among the three age cohorts illustrated in the preceding table, those between the ages of 18 and 64 have the highest poverty rate (7.2%) in the PSA, which reflects a lower rate for this cohort than the corresponding rate for the state of Michigan (7.8%). Among PSA submarkets, the District 7 population has a much higher overall poverty rate (28.5%) than the PSA. Note that the District 7 submarket also has much higher shares of its youth population (11.9%) and adult population under the age of 65 (14.8%) in poverty compared to the PSA. The data suggests that the District 7 submarket population is disproportionately affected by poverty and that housing affordability is likely a critical issue for many of these residents. Additionally, it is important to understand the composition of poverty rate by age so that affordable housing targeted to the appropriate age cohort is sufficiently available to meet the housing needs of low-income residents within an area.

The following graph compares the poverty rates by age/overall for the PSA (Muskegon County) and the state of Michigan based on 2017-2021 ACS data.



Population by migration (previous residence one year prior to survey) is shown in the following table:

		Population by Migration					
		Same House	Different House in Same County	Different County In Same State	Different State	Moved from Abroad	Total
District 1	Number	23,573	934	410	171	71	25,159
	Percent	93.7%	3.7%	1.6%	0.7%	0.3%	100.0%
District 2	Number	21,937	1,681	587	70	17	24,292
	Percent	90.3%	6.9%	2.4%	0.3%	0.1%	100.0%
District 3	Number	21,985	1,304	961	368	11	24,629
	Percent	89.3%	5.3%	3.9%	1.5%	0.0%	100.0%
District 4	Number	21,081	2,221	895	121	46	24,364
	Percent	86.5%	9.1%	3.7%	0.5%	0.2%	100.0%
District 5	Number	20,803	2,323	1,075	275	143	24,619
	Percent	84.5%	9.4%	4.4%	1.1%	0.6%	100.0%
District 6	Number	19,841	2,737	891	229	89	23,787
	Percent	83.4%	11.5%	3.7%	1.0%	0.4%	100.0%
District 7	Number	22,105	2,825	1,558	453	63	27,004
	Percent	81.9%	10.5%	5.8%	1.7%	0.2%	100.0%
Muskegon County	Number	151,325	14,025	6,377	1,686	440	173,853
	Percent	87.0%	8.1%	3.7%	1.0%	0.3%	100.0%
Michigan	Number	8,695,720	714,798	366,763	140,028	39,532	9,956,841
	Percent	87.3%	7.2%	3.7%	1.4%	0.4%	100.0%

Source: U.S. Census Bureau, 2017-2021 American Community Survey; ESRI; Urban Decision Group; Bowen National Research

As the preceding illustrates, 87.0% of PSA (Muskegon County) residents remained in the same house year over year. This represents a slightly lower share of the population that remained at the same house compared to the state of Michigan (87.3%). Among those Muskegon County residents that moved one year prior to the survey, 8.1% of the overall county population moved within the county, 3.7% moved from a different county within the state of Michigan, and 1.0% moved from a different state. Among county submarkets, the overall share of the population that stayed in the same house one year prior ranges from 81.9% in District 7 to 93.7% in District 1. Based on this migration data, a very small share of county residents appears to originate from outside the state of Michigan.

While a very high share of individuals remaining in the same house year over year and a limited amount of migration into an area may indicate a lack of housing options or job opportunities within a market, an unusually high share of transiency in an area can also indicate potential housing and economic issues within a market. The housing supply of the PSA is examined in detail in Section VI of this report and additional migration data and analysis are provided starting on page VII-9.

C. HOUSEHOLD CHARACTERISTICS

Households by numbers and percent change (growth or decline) for selected years are shown in the following table. Note that decreases are illustrated in red text, while increases are illustrated in green text:

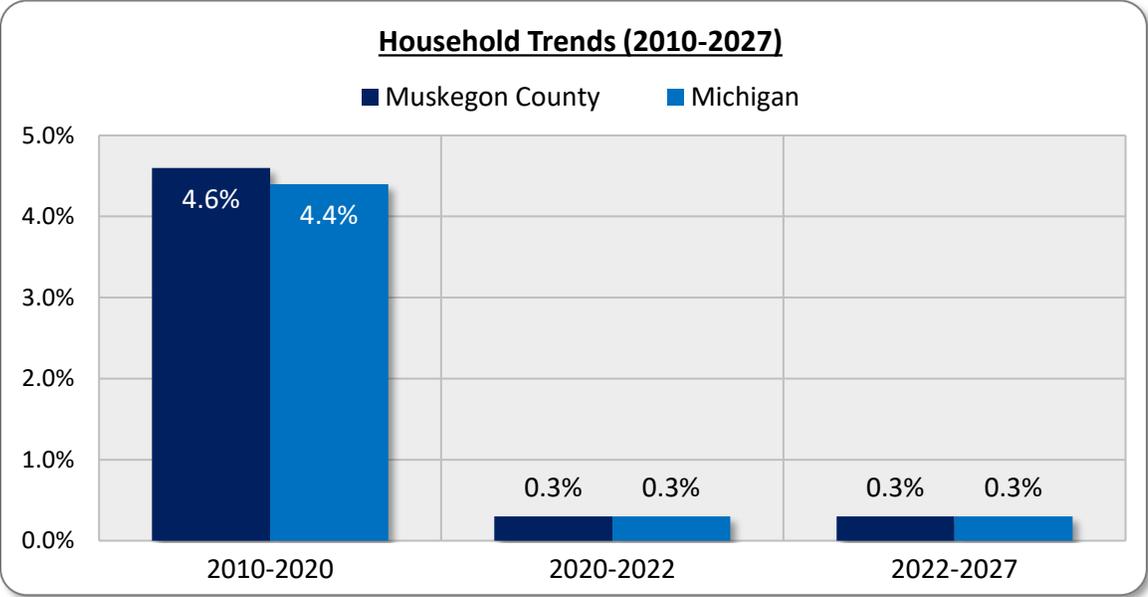
	Total Households									
	2010 Census	2020 Census	Change 2010-2020		2022 Estimated	Change 2020-2022		2027 Projected	Change 2022-2027	
			Number	Percent		Number	Percent		Number	Percent
District 1	9,319	9,813	494	5.3%	9,863	50	0.5%	9,904	41	0.4%
District 2	8,341	8,853	512	6.1%	8,843	-10	-0.1%	8,798	-45	-0.5%
District 3	8,969	9,801	832	9.3%	9,873	72	0.7%	9,943	70	0.7%
District 4	10,478	10,766	288	2.7%	10,819	53	0.5%	10,863	44	0.4%
District 5	9,665	10,021	356	3.7%	10,036	15	0.1%	10,022	-14	-0.1%
District 6	9,378	9,867	489	5.2%	9,867	0	0.0%	9,974	107	1.1%
District 7	9,465	9,489	24	0.3%	9,520	31	0.3%	9,535	15	0.2%
Muskegon County	65,616	68,610	2,994	4.6%	68,822	212	0.3%	69,039	217	0.3%
Michigan	3,872,302	4,041,552	169,250	4.4%	4,055,460	13,908	0.3%	4,067,324	11,864	0.3%

Source: 2010, 2020 Census; ESRI; Urban Decision Group; Bowen National Research

Between 2010 and 2020, the number of households within the PSA (Muskegon County) increased by 2,994 (4.6%). This is a slightly higher rate of household growth than the 4.4% increase for the state of Michigan during this time period. In 2022, there is an estimated total of 68,822 households in the PSA, which represents a very slight increase (0.3%) over the total number of households in 2020. Between 2022 and 2027, the number of households in the PSA is projected to increase by 217 (0.3%), with a projected total of over 69,000 households. The projected rate of increase (0.3%) for PSA households between 2022 and 2027 is identical to the projected statewide rate (0.3%). Regardless, household growth alone does not dictate the total housing needs of a market. Factors such as households living in substandard or cost-burdened housing, people commuting into the county for work, pent-up demand, availability of existing housing, and product in the development pipeline all affect housing needs. These factors are addressed throughout this report.

All seven PSA submarkets experienced increases in households between 2010 and 2020, ranging from a 0.3% increase in District 7 to a 9.3% increase in District 3. Between 2020 and 2022, county submarkets generally experienced a much lower rate of household growth. Note that District 2 experienced a slight decrease in the number of households, while District 6 experienced no household growth during this period. The lower rate of household growth between 2020 and 2022 may be attributed, in part, to the economic and migration effects of COVID-19. Projections through 2027 indicate that lower household growth will continue in the PSA and each of its seven submarkets, with both District 2 and District 5 projecting a decline in households between 2022 and 2027. The changes in the number of households in each submarket between 2022 to 2027 will likely have an effect on demand for housing in each area and the PSA, as a whole.

The following graph compares the percent change in households for the PSA (Muskegon County) and the state of Michigan:



Household heads by age cohorts for selected years are shown in the following table. Note that five-year declines are in red, while increases are in green:

		Household Heads by Age						
		<25	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75+
District 1	2010	222 (2.4%)	1,211 (13.0%)	1,596 (17.1%)	2,101 (22.6%)	2,022 (21.7%)	1,254 (13.5%)	911 (9.8%)
	2022	205 (2.1%)	1,261 (12.8%)	1,571 (15.9%)	1,560 (15.8%)	2,061 (20.9%)	1,938 (19.6%)	1,267 (12.8%)
	2027	193 (1.9%)	1,174 (11.9%)	1,578 (15.9%)	1,524 (15.4%)	1,775 (17.9%)	2,076 (21.0%)	1,584 (16.0%)
	Change 2022-2027	-12 (-5.9%)	-87 (-6.9%)	7 (0.4%)	-36 (-2.3%)	-286 (-13.9%)	138 (7.1%)	317 (25.0%)
District 2	2010	276 (3.3%)	1,141 (13.7%)	1,487 (17.8%)	2,013 (24.1%)	1,673 (20.1%)	1,033 (12.4%)	718 (8.6%)
	2022	216 (2.4%)	1,270 (14.4%)	1,418 (16.0%)	1,546 (17.5%)	1,883 (21.3%)	1,593 (18.0%)	917 (10.4%)
	2027	199 (2.3%)	1,058 (12.0%)	1,445 (16.4%)	1,503 (17.1%)	1,699 (19.3%)	1,757 (20.0%)	1,137 (12.9%)
	Change 2022-2027	-17 (-7.9%)	-212 (-16.7%)	27 (1.9%)	-43 (-2.8%)	-184 (-9.8%)	164 (10.3%)	220 (24.0%)
District 3	2010	258 (2.9%)	1,156 (12.9%)	1,536 (17.1%)	2,088 (23.3%)	1,746 (19.5%)	1,167 (13.0%)	1,018 (11.4%)
	2022	251 (2.5%)	1,289 (13.1%)	1,547 (15.7%)	1,546 (15.7%)	2,067 (20.9%)	1,815 (18.4%)	1,358 (13.8%)
	2027	246 (2.5%)	1,140 (11.5%)	1,583 (15.9%)	1,532 (15.4%)	1,849 (18.6%)	1,977 (19.9%)	1,616 (16.3%)
	Change 2022-2027	-5 (-2.0%)	-149 (-11.6%)	36 (2.3%)	-14 (-0.9%)	-218 (-10.5%)	162 (8.9%)	258 (19.0%)
District 4	2010	378 (3.6%)	1,287 (12.3%)	1,523 (14.5%)	2,150 (20.5%)	2,089 (19.9%)	1,311 (12.5%)	1,740 (16.6%)
	2022	316 (2.9%)	1,421 (13.1%)	1,463 (13.5%)	1,608 (14.9%)	2,203 (20.4%)	2,046 (18.9%)	1,762 (16.3%)
	2027	292 (2.7%)	1,349 (12.4%)	1,537 (14.1%)	1,549 (14.3%)	1,890 (17.4%)	2,259 (20.8%)	1,987 (18.3%)
	Change 2022-2027	-24 (-7.6%)	-72 (-5.1%)	74 (5.1%)	-59 (-3.7%)	-313 (-14.2%)	213 (10.4%)	225 (12.8%)
District 5	2010	590 (6.1%)	1,472 (15.2%)	1,640 (17.0%)	1,947 (20.1%)	1,662 (17.2%)	1,096 (11.3%)	1,258 (13.0%)
	2022	496 (4.9%)	1,634 (16.3%)	1,636 (16.3%)	1,525 (15.2%)	1,821 (18.1%)	1,597 (15.9%)	1,327 (13.2%)
	2027	473 (4.7%)	1,506 (15.0%)	1,668 (16.6%)	1,502 (15.0%)	1,644 (16.4%)	1,722 (17.2%)	1,507 (15.0%)
	Change 2022-2027	-23 (-4.6%)	-128 (-7.8%)	32 (2.0%)	-23 (-1.5%)	-177 (-9.7%)	125 (7.8%)	180 (13.6%)
District 6	2010	450 (4.8%)	1,328 (14.2%)	1,505 (16.0%)	1,976 (21.1%)	1,841 (19.6%)	1,111 (11.8%)	1,167 (12.4%)
	2022	334 (3.4%)	1,528 (15.5%)	1,482 (15.0%)	1,502 (15.2%)	1,970 (20.0%)	1,766 (17.9%)	1,285 (13.0%)
	2027	310 (3.1%)	1,418 (14.2%)	1,605 (16.1%)	1,493 (15.0%)	1,695 (17.0%)	1,931 (19.4%)	1,522 (15.3%)
	Change 2022-2027	-24 (-7.2%)	-110 (-7.2%)	123 (8.3%)	-9 (-0.6%)	-275 (-14.0%)	165 (9.3%)	237 (18.4%)

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

(Continued)

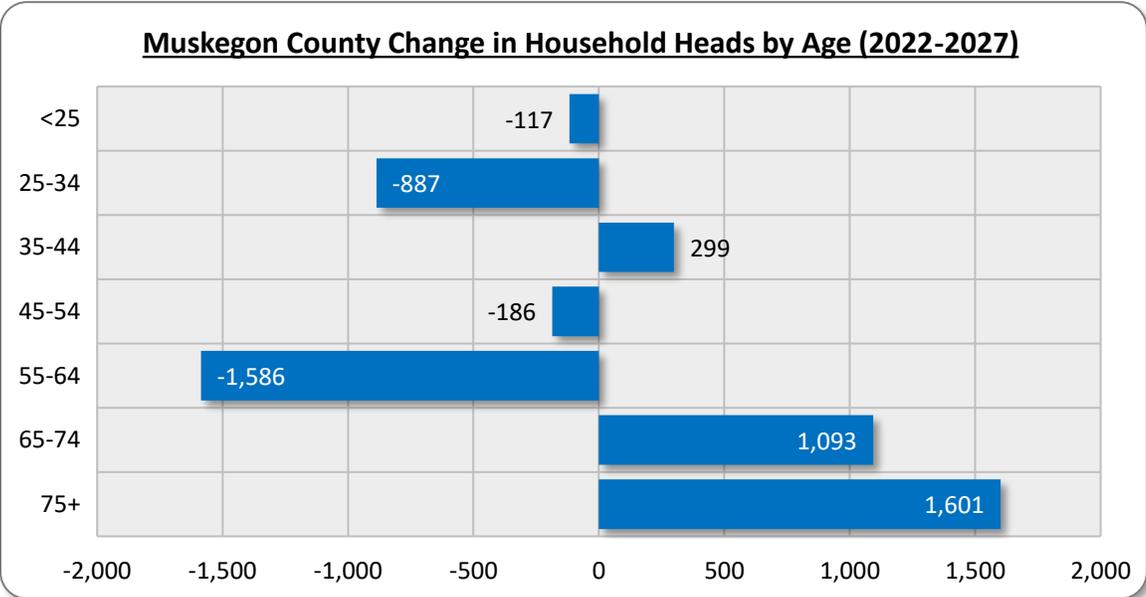
		Household Heads by Age						
		<25	25 to 34	35 to 44	45 to 54	55 to 64	65 to 74	75+
District 7	2010	621 (6.6%)	1,714 (18.1%)	1,667 (17.6%)	1,907 (20.1%)	1,631 (17.2%)	928 (9.8%)	997 (10.5%)
	2022	490 (5.1%)	1,716 (18.0%)	1,626 (17.1%)	1,530 (16.1%)	1,695 (17.8%)	1,423 (14.9%)	1,040 (10.9%)
	2027	476 (5.0%)	1,587 (16.6%)	1,625 (17.0%)	1,529 (16.0%)	1,563 (16.4%)	1,548 (16.2%)	1,207 (12.7%)
	Change 2022-2027	-14 (-2.9%)	-129 (-7.5%)	-1 (-0.1%)	-1 (-0.1%)	-132 (-7.8%)	125 (8.8%)	167 (16.1%)
Muskegon County	2010	2,795 (4.3%)	9,303 (14.2%)	10,954 (16.7%)	14,192 (21.6%)	12,663 (19.3%)	7,897 (12.0%)	7,812 (11.9%)
	2022	2,308 (3.4%)	10,119 (14.7%)	10,743 (15.6%)	10,817 (15.7%)	13,700 (19.9%)	12,177 (17.7%)	8,958 (13.0%)
	2027	2,191 (3.2%)	9,232 (13.4%)	11,042 (16.0%)	10,631 (15.4%)	12,114 (17.5%)	13,270 (19.2%)	10,559 (15.3%)
	Change 2022-2027	-117 (-5.1%)	-887 (-8.8%)	299 (2.8%)	-186 (-1.7%)	-1,586 (-11.6%)	1,093 (9.0%)	1,601 (17.9%)
Michigan	2010	170,982 (4.4%)	525,833 (13.6%)	678,259 (17.5%)	844,895 (21.8%)	746,394 (19.3%)	463,569 (12.0%)	442,370 (11.4%)
	2022	150,466 (3.7%)	572,672 (14.1%)	630,554 (15.5%)	677,148 (16.7%)	814,827 (20.1%)	695,910 (17.2%)	513,883 (12.7%)
	2027	144,849 (3.6%)	535,146 (13.2%)	653,008 (16.1%)	642,114 (15.8%)	736,410 (18.1%)	749,254 (18.4%)	606,543 (14.9%)
	Change 2022-2027	-5,617 (-3.7%)	-37,526 (-6.6%)	22,454 (3.6%)	-35,034 (-5.2%)	-78,417 (-9.6%)	53,344 (7.7%)	92,660 (18.0%)

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

In 2022, households headed by a person between the ages of 55 and 64 comprise the largest share (19.9%) of all households in the PSA. Household heads between the ages of 65 and 74 comprise the next largest share (17.7%) of total households in the PSA. Older adult households headed by a person ages 65 and above are projected to increase by 2,694 (12.7%) between 2022 and 2027, while households headed by a person under the age of 65 are projected to decrease by 2,477 (5.2%) during the same period. Older adult households (age 65 and older) comprise 30.7% of all PSA households in 2022 and are projected to be more than one-third (34.5%) of all PSA households by 2027. This projected trend of increased households among the oldest age cohorts (ages 65 and older) is consistent with the state during this time period. Notable growth is also projected to occur among households between the ages of 35 and 44, which are expected to increase by 299 (2.8%) over the next five years. Household heads under the age of 35, which are typically more likely to be renters or first-time homebuyers, comprise 18.1% of PSA households in 2022, representing a slightly larger share of such households when compared to the state of Michigan (17.8%).

The seven individual submarkets within the PSA (Muskegon County) are also projected to experience an increase in the number of older adult households (age 65 and above), ranging from a 10.4% increase in District 5 to a 15.3% increase in District 2. Households headed by a person under the age of 65 are projected to decrease in all seven submarkets, ranging from a 3.9% decrease in District 7 to a 6.8% decrease in District 2. Note that households under the age of 35 are more likely to be renters or first-time owners, whereas households age 65 and older are more likely to seek senior-oriented housing. These demographics should be considered when evaluating the type of new housing being built within Muskegon County and each of its submarkets.

The following graph illustrates the projected change in households by age for the PSA (Muskegon County) between 2022 and 2027.



Households by tenure (renter and owner) for selected years are shown in the following table:

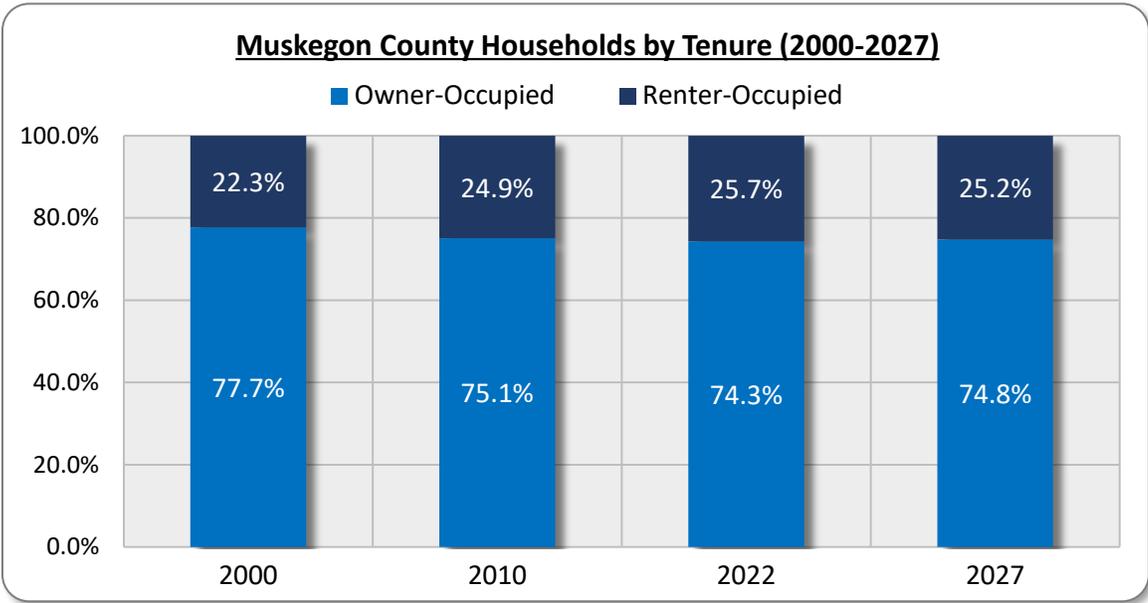
Household Type		Households by Tenure							
		2000		2010		2022		2027	
		Number	Percent	Number	Percent	Number	Percent	Number	Percent
District 1	Owner-Occupied	7,310	85.8%	7,915	84.9%	8,377	84.9%	8,457	85.4%
	Renter-Occupied	1,205	14.2%	1,403	15.1%	1,487	15.1%	1,447	14.6%
	Total	8,515	100.0%	9,318	100.0%	9,864	100.0%	9,904	100.0%
District 2	Owner-Occupied	7,148	89.4%	7,335	87.9%	7,439	84.1%	7,438	84.5%
	Renter-Occupied	848	10.6%	1,006	12.1%	1,404	15.9%	1,360	15.5%
	Total	7,996	100.0%	8,341	100.0%	8,843	100.0%	8,798	100.0%
District 3	Owner-Occupied	6,815	91.3%	7,616	84.9%	8,489	86.0%	8,591	86.4%
	Renter-Occupied	648	8.7%	1,354	15.1%	1,384	14.0%	1,352	13.6%
	Total	7,463	100.0%	8,970	100.0%	9,873	100.0%	9,943	100.0%
District 4	Owner-Occupied	8,087	80.8%	8,208	78.3%	8,344	77.1%	8,471	78.0%
	Renter-Occupied	1,923	19.2%	2,270	21.7%	2,475	22.9%	2,391	22.0%
	Total	10,010	100.0%	10,478	100.0%	10,819	100.0%	10,862	100.0%
District 5	Owner-Occupied	6,913	72.8%	6,833	70.7%	7,095	70.7%	7,115	71.0%
	Renter-Occupied	2,583	27.2%	2,832	29.3%	2,941	29.3%	2,907	29.0%
	Total	9,496	100.0%	9,665	100.0%	10,036	100.0%	10,022	100.0%
District 6	Owner-Occupied	6,390	70.3%	6,301	67.2%	6,523	66.1%	6,553	65.7%
	Renter-Occupied	2,703	29.7%	3,077	32.8%	3,344	33.9%	3,422	34.3%
	Total	9,093	100.0%	9,378	100.0%	9,867	100.0%	9,975	100.0%
District 7	Owner-Occupied	6,562	61.0%	5,070	53.6%	4,879	51.3%	4,985	52.3%
	Renter-Occupied	4,193	39.0%	4,395	46.4%	4,641	48.8%	4,550	47.7%
	Total	10,755	100.0%	9,465	100.0%	9,520	100.0%	9,535	100.0%
Muskegon County	Owner-Occupied	49,227	77.7%	49,278	75.1%	51,146	74.3%	51,610	74.8%
	Renter-Occupied	14,103	22.3%	16,338	24.9%	17,676	25.7%	17,429	25.2%
	Total	63,330	100.0%	65,616	100.0%	68,822	100.0%	69,039	100.0%
Michigan	Owner-Occupied	2,792,684	73.8%	2,793,208	72.1%	2,895,751	71.4%	2,936,335	72.2%
	Renter-Occupied	991,785	26.2%	1,079,094	27.9%	1,159,709	28.6%	1,130,990	27.8%
	Total	3,784,469	100.0%	3,872,302	100.0%	4,055,460	100.0%	4,067,325	100.0%

Source: 2000 Census; 2010 Census; ESRI; Urban Decision Group; Bowen National Research

In 2022, over one-quarter (25.7%) of PSA households were renter households, which represents a smaller share of renter households when compared to the state of Michigan (28.6%). By 2027, renter households in the PSA are projected to decrease in both number and share. Renter households in the PSA are projected to decrease by 247 (1.4%) between 2022 and 2027, while the overall share of renter households is projected to represent 25.2% of all PSA households. In 2022, nearly three-quarters (74.3%) of households in the PSA are comprised of owner households. The number of owner households in the PSA is projected to increase by 464 households between 2022 and 2027, or an increase of 0.9%. This projected increase in the share of owner households is consistent with the projected increase in the state of Michigan. The projected increase among owner households in the PSA will likely contribute to an overall increase in demand for for-sale housing in the market through 2027.

All seven submarkets in the PSA have a majority share of owner households in 2022. District 7 has the largest share (48.8%) of *renter* households among all PSA submarkets, while District 6 is the only submarket projected to have an increase in renter households between 2022 and 2027. Note that six of the seven PSA submarkets are also projected to have an increase in owner households between 2022 and 2027. These aforementioned changes of households by tenure in each submarket should be considered when evaluating new housing developments within each respective submarket in the future.

The following graph illustrates household tenure within the PSA (Muskegon County) for various years:



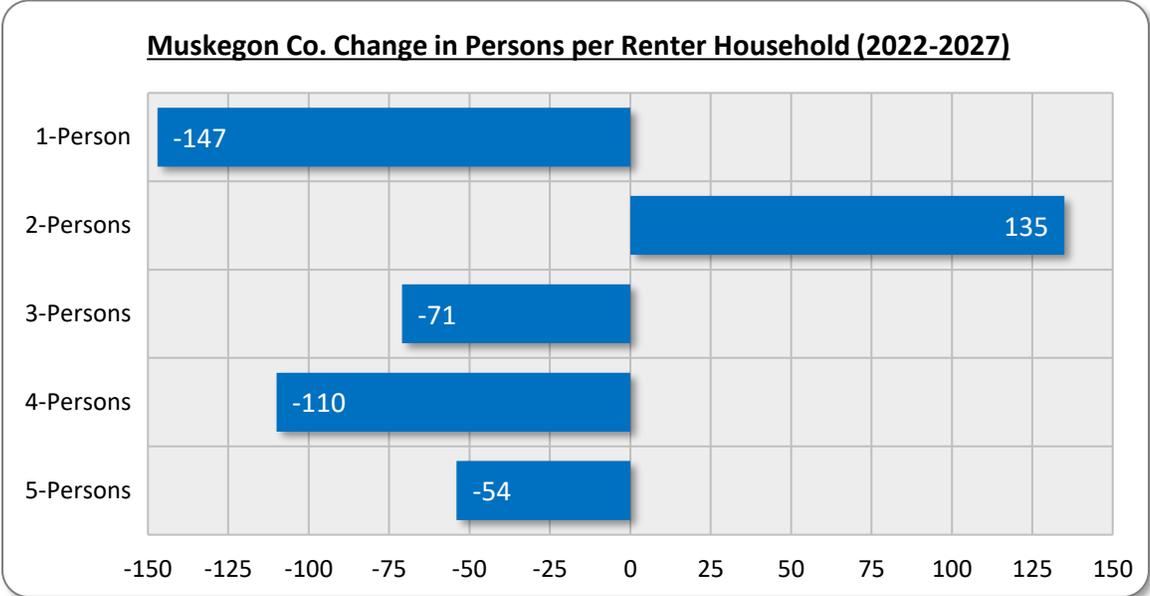
Renter households by size for selected years are shown in the following table for Muskegon County and the state of Michigan. Note that persons per renter household data is not available for geographies smaller than the county level.

		Persons Per Renter Household						Average H.H. Size
		1-Person	2-Person	3-Person	4-Person	5-Person	Total	
Muskegon County	2010	6,195 (37.9%)	4,369 (26.7%)	2,679 (16.4%)	1,727 (10.6%)	1,367 (8.4%)	16,338 (100.0%)	2.25
	2022	6,768 (38.3%)	5,342 (30.2%)	2,512 (14.2%)	1,492 (8.4%)	1,563 (8.8%)	17,676 (100.0%)	2.19
	2027	6,621 (38.0%)	5,477 (31.4%)	2,441 (14.0%)	1,382 (7.9%)	1,509 (8.7%)	17,429 (100.0%)	2.18
Michigan	2010	448,903 (41.6%)	282,183 (26.1%)	152,152 (14.1%)	109,096 (10.1%)	86,759 (8.0%)	1,079,094 (100.0%)	2.17
	2022	509,808 (44.0%)	316,021 (27.3%)	151,458 (13.1%)	104,838 (9.0%)	77,585 (6.7%)	1,159,709 (100.0%)	2.07
	2027	502,940 (44.5%)	309,372 (27.4%)	145,607 (12.9%)	99,739 (8.8%)	73,332 (6.5%)	1,130,990 (100.0%)	2.05

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National

With an average renter household size of 2.19 in 2022, one- and two-person households comprise over two-thirds (68.5%) of all renter households within Muskegon County. This is a smaller share of one- and two-person renter households compared to those within the state overall (71.3%). Conversely, four- and five-person households account for 17.2% of all renter households in the county, which is a larger share than the state (15.7%) in 2022. Between 2022 and 2027, two-person renter households are the only household size projected to increase (by 2.5%) in Muskegon County. The largest decrease by *percentage* is among four-person renter households (7.4% decrease).

The following graph shows the projected change in persons per *renter* household for Muskegon County between 2022 and 2027:



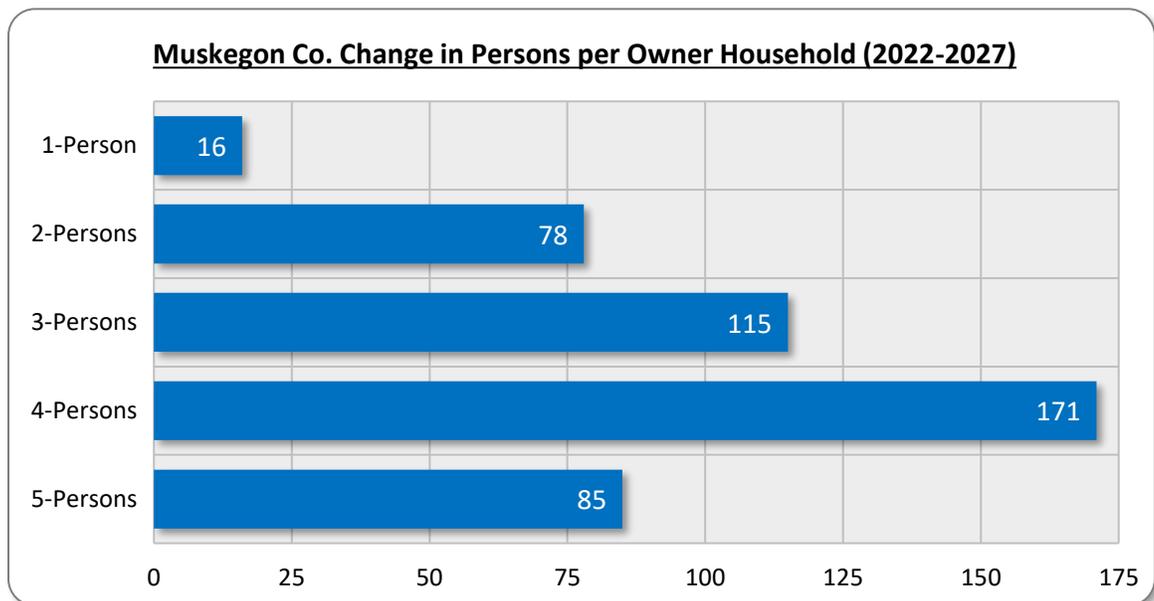
Owner households by size for Muskegon County and the state of Michigan for selected years are shown in the following table. Note that persons per owner household data is not available for geographies smaller than the county level.

		Persons Per Owner Household						Average H.H. Size
		1-Person	2-Person	3-Person	4-Person	5-Person	Total	
Muskegon County	2010	10,866 (22.1%)	19,489 (39.6%)	7,924 (16.1%)	6,574 (13.3%)	4,425 (9.0%)	49,278 (100.0%)	2.48
	2022	11,329 (22.1%)	19,609 (38.3%)	8,219 (16.1%)	7,073 (13.8%)	4,915 (9.6%)	51,146 (100.0%)	2.50
	2027	11,345 (22.0%)	19,687 (38.1%)	8,334 (16.1%)	7,244 (14.0%)	5,000 (9.7%)	51,610 (100.0%)	2.51
Michigan	2010	662,549 (23.7%)	1,048,850 (37.5%)	430,992 (15.4%)	390,770 (14.0%)	260,048 (9.3%)	2,793,208 (100.0%)	2.48
	2022	707,722 (24.4%)	1,103,281 (38.1%)	441,892 (15.3%)	378,185 (13.1%)	264,672 (9.1%)	2,895,751 (100.0%)	2.44
	2027	719,481 (24.5%)	1,117,713 (38.1%)	448,627 (15.3%)	381,972 (13.0%)	268,543 (9.1%)	2,936,335 (100.0%)	2.44

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National

With an average owner household size of 2.50 in 2022, one- and two-person owner households comprise 60.4% of the owner households in Muskegon County. This is a slightly smaller share of one- and two-person households compared to the state (62.5%), which has an average owner household size of 2.44 persons. Over the next five years, owner households in Muskegon County are projected to increase among all size types. Four-person owner households are projected to have the largest increase (171, or 2.4%) among all household sizes in the PSA. The projected increase in owner households of all sizes indicates a likely increase in demand for a variety of for-sale housing within Muskegon County. Household size data for the county can be used as a starting point to evaluate future housing development.

The following graph illustrates the projected change in persons per *owner* households for Muskegon County between 2022 and 2027:



Median household income for selected years is shown in the following table:

Median Household Income					
	2010 Census	2022 Estimated	% Change 2010-2022	2027 Projected	% Change 2022-2027
District 1	\$45,184	\$68,196	50.9%	\$78,620	15.3%
District 2	\$38,696	\$57,576	48.8%	\$65,971	14.6%
District 3	\$46,841	\$66,413	41.8%	\$76,119	14.6%
District 4	\$43,646	\$63,187	44.8%	\$73,961	17.1%
District 5	\$34,565	\$48,192	39.4%	\$56,831	17.9%
District 6	\$36,972	\$51,951	40.5%	\$59,047	13.7%
District 7	\$25,848	\$33,439	29.4%	\$36,845	10.2%
Muskegon County	\$38,371	\$55,046	43.5%	\$63,226	14.9%
Michigan	\$46,042	\$65,522	42.3%	\$75,988	16.0%

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

As the preceding table illustrates, the estimated median household income for the PSA (Muskegon County) in 2022 is \$55,046, which represents an increase of 43.5% over the median household income in 2010. The 43.5% increase for the PSA during this time period was slightly higher than the statewide increase of 42.3%. However, the PSA estimated median income of \$55,046 is approximately 19.0% lower than the overall estimated median income of \$65,522 for Michigan in 2022. Among PSA submarkets in 2022, District 1 (\$68,196) and District 3 (\$66,413) have the highest estimated median household incomes in the PSA, while District 7 has the lowest estimated median household income (\$33,439) in 2022. Note that District 7 also had the lowest rate of increase in estimated median income (29.4%) among PSA submarkets between 2010 and 2022.

Between 2022 and 2027, projections indicate that the median income in the PSA (Muskegon County) will be \$63,226, reflecting a 14.9% increase during this period. The 14.9% projected increase in median income for the PSA is slightly below the projected rate of increase for the state of Michigan (16.0%) during this period. Within the seven PSA submarkets, median household income is projected to increase from 10.2% (District 7) to 17.9% (District 5). The changes in the median household income for each submarket, and the PSA as a whole, over the next five years illustrate the continued importance of having an adequate supply of income-appropriate rental and for-sale housing available to allow for residential mobility.

The distribution of *renter* households by income is illustrated in the following table. Note that increases between 2022 and 2027 are illustrated in **green** text, while decreases are illustrated in **red** text:

		Renter Households by Income							
		<\$10,000	\$10,000 - \$19,999	\$20,000 - \$29,999	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$99,999	\$100,000+
District 1	2010	336 (24.0%)	386 (27.5%)	222 (15.8%)	164 (11.7%)	125 (8.9%)	60 (4.3%)	101 (7.2%)	8 (0.6%)
	2022	130 (8.7%)	242 (16.3%)	244 (16.4%)	193 (13.0%)	137 (9.2%)	129 (8.7%)	303 (20.4%)	109 (7.3%)
	2027	82 (5.7%)	166 (11.5%)	186 (12.9%)	183 (12.7%)	147 (10.2%)	132 (9.1%)	345 (23.9%)	205 (14.2%)
	Change 2022-2027	-48 (-36.9%)	-76 (-31.4%)	-58 (-23.8%)	-10 (-5.2%)	10 (7.3%)	3 (2.3%)	42 (13.9%)	96 (88.1%)
District 2	2010	272 (27.1%)	312 (31.0%)	183 (18.2%)	107 (10.7%)	65 (6.4%)	25 (2.5%)	40 (4.0%)	2 (0.2%)
	2022	143 (10.2%)	257 (18.3%)	231 (16.4%)	194 (13.8%)	158 (11.2%)	115 (8.2%)	242 (17.2%)	65 (4.6%)
	2027	90 (6.6%)	176 (13.0%)	191 (14.1%)	206 (15.1%)	174 (12.8%)	114 (8.4%)	268 (19.7%)	141 (10.4%)
	Change 2022-2027	-53 (-37.1%)	-81 (-31.5%)	-40 (-17.3%)	12 (6.2%)	16 (10.1%)	-1 (-0.9%)	26 (10.7%)	76 (116.9%)
District 3	2010	261 (19.3%)	374 (27.7%)	259 (19.1%)	164 (12.1%)	115 (8.5%)	65 (4.8%)	107 (7.9%)	8 (0.6%)
	2022	139 (10.1%)	225 (16.2%)	211 (15.2%)	179 (12.9%)	136 (9.9%)	128 (9.3%)	273 (19.7%)	93 (6.7%)
	2027	91 (6.7%)	164 (12.1%)	164 (12.1%)	155 (11.4%)	126 (9.3%)	142 (10.5%)	332 (24.5%)	179 (13.3%)
	Change 2022-2027	-48 (-34.5%)	-61 (-27.1%)	-47 (-22.3%)	-24 (-13.4%)	-10 (-7.4%)	14 (10.9%)	59 (21.6%)	86 (92.5%)
District 4	2010	392 (17.3%)	568 (25.0%)	456 (20.1%)	330 (14.5%)	214 (9.4%)	111 (4.9%)	178 (7.9%)	20 (0.9%)
	2022	172 (6.9%)	334 (13.5%)	398 (16.1%)	362 (14.6%)	285 (11.5%)	236 (9.5%)	496 (20.0%)	193 (7.8%)
	2027	113 (4.7%)	237 (9.9%)	291 (12.2%)	308 (12.9%)	272 (11.4%)	240 (10.0%)	563 (23.5%)	367 (15.4%)
	Change 2022-2027	-59 (-34.3%)	-97 (-29.0%)	-107 (-26.9%)	-54 (-14.9%)	-13 (-4.6%)	4 (1.7%)	67 (13.5%)	174 (90.2%)
District 5	2010	709 (25.1%)	841 (29.7%)	454 (16.0%)	325 (11.5%)	239 (8.4%)	102 (3.6%)	153 (5.4%)	9 (0.3%)
	2022	409 (13.9%)	646 (22.0%)	521 (17.7%)	366 (12.5%)	256 (8.7%)	203 (6.9%)	421 (14.3%)	119 (4.1%)
	2027	291 (10.0%)	496 (17.1%)	409 (14.1%)	350 (12.1%)	278 (9.6%)	280 (9.6%)	603 (20.8%)	198 (6.8%)
	Change 2022-2027	-118 (-28.9%)	-150 (-23.2%)	-112 (-21.5%)	-16 (-4.4%)	22 (8.6%)	77 (37.9%)	182 (43.2%)	79 (66.4%)

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

(Continued)

		Renter Households by Income							
		<\$10,000	\$10,000 - \$19,999	\$20,000 - \$29,999	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$99,999	\$100,000+
District 6	2010	692 (22.5%)	871 (28.3%)	561 (18.2%)	372 (12.1%)	233 (7.6%)	121 (3.9%)	204 (6.6%)	23 (0.8%)
	2022	456 (13.6%)	710 (21.2%)	561 (16.8%)	420 (12.6%)	309 (9.2%)	223 (6.7%)	455 (13.6%)	210 (6.3%)
	2027	372 (10.9%)	621 (18.2%)	460 (13.4%)	388 (11.4%)	315 (9.2%)	285 (8.3%)	589 (17.2%)	392 (11.5%)
	Change 2022-2027	-84 (-18.4%)	-89 (-12.5%)	-101 (-18.0%)	-32 (-7.6%)	6 (1.9%)	62 (27.8%)	134 (29.5%)	182 (86.7%)
District 7	2010	1,221 (27.8%)	1,407 (32.0%)	750 (17.1%)	457 (10.4%)	298 (6.8%)	105 (2.4%)	146 (3.3%)	11 (0.3%)
	2022	751 (16.2%)	1,167 (25.1%)	971 (20.9%)	647 (13.9%)	425 (9.2%)	196 (4.2%)	408 (8.8%)	77 (1.7%)
	2027	578 (12.7%)	1,007 (22.1%)	894 (19.6%)	685 (15.1%)	449 (9.9%)	240 (5.3%)	558 (12.3%)	140 (3.1%)
	Change 2022-2027	-173 (-23.0%)	-160 (-13.7%)	-77 (-7.9%)	38 (5.9%)	24 (5.6%)	44 (22.4%)	150 (36.8%)	63 (81.8%)
Muskegon County	2010	3,740 (22.9%)	4,615 (28.2%)	2,882 (17.6%)	1,970 (12.1%)	1,350 (8.3%)	648 (4.0%)	1,047 (6.4%)	87 (0.5%)
	2022	2,067 (11.7%)	3,383 (19.1%)	3,013 (17.0%)	2,338 (13.2%)	1,723 (9.7%)	1,326 (7.5%)	2,854 (16.1%)	972 (5.5%)
	2027	1,488 (8.5%)	2,647 (15.2%)	2,451 (14.1%)	2,231 (12.8%)	1,765 (10.1%)	1,498 (8.6%)	3,499 (20.1%)	1,850 (10.6%)
	Change 2022-2027	-579 (-28.0%)	-736 (-21.8%)	-562 (-18.7%)	-107 (-4.6%)	42 (2.4%)	172 (13.0%)	645 (22.6%)	878 (90.3%)
Michigan	2010	199,712 (18.5%)	246,606 (22.9%)	177,623 (16.5%)	132,096 (12.2%)	102,309 (9.5%)	60,184 (5.6%)	120,836 (11.2%)	39,728 (3.7%)
	2022	126,236 (10.9%)	162,922 (14.0%)	158,818 (13.7%)	141,901 (12.2%)	118,492 (10.2%)	91,450 (7.9%)	233,472 (20.1%)	126,418 (10.9%)
	2027	96,335 (8.5%)	124,306 (11.0%)	134,987 (11.9%)	129,810 (11.5%)	112,280 (9.9%)	96,092 (8.5%)	267,397 (23.6%)	169,784 (15.0%)
	Change 2022-2027	-29,901 (-23.7%)	-38,616 (-23.7%)	-23,831 (-15.0%)	-12,091 (-8.5%)	-6,212 (-5.2%)	4,642 (5.1%)	33,925 (14.5%)	43,366 (34.3%)

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

In 2022, the largest single cohort of *renter* households by income within the PSA (Muskegon County) earns between \$10,000 and \$19,999 annually (19.1%), while renter households earning between \$20,000 and \$29,999 (17.0%) comprise the second largest cohort. Collectively, renter households in the PSA earning less than \$30,000 annually comprise 47.8% of all PSA renter households, which is a larger share compared to the state of Michigan (38.6%). Between 2022 and 2027, projections indicate that renter households earning \$40,000 or more will increase by 1,737 in the PSA, reflecting a 25.3% increase during this period. Note that renter households earning \$100,000 or more are projected to increase by 90.3% (878 households) between 2022 and 2027. By comparison, renter households in the PSA earning less than \$40,000 are projected to decrease by 1,984 (18.4%) between 2022 and 2027. However, renter households earning less than \$40,000 are projected to comprise over half (50.6%) of all PSA renter households by 2027. This projected trend of a

decreasing number of low-income renter households and an increasing number of high-income households is consistent with the statewide trend during this period.

Among the seven PSA submarkets in 2022, District 7 has the largest share (62.2%) of renter households earning less than \$30,000, while District 5 (53.6%) and District 6 (51.6%) each have over half of all renter households earning less than \$30,000 in 2022. District 4 (27.8%) and District 1 (27.7%) have the highest shares of renter households that earn \$60,000 or more in 2022. As such, this data suggests the availability of affordable housing for low-income renter households in the PSA (Muskegon County) is critically important. Despite projections that indicate significant declines in renter households earning less than \$30,000 annually in each submarket between 2022 and 2027, over half (54.4%) of District 7 renter households are projected to earn less than \$30,000 in 2027, while over 40% of renter households in District 5 and District 6 are also projected to earn less than \$30,000. As shown later in this report, there is limited availability among most rental affordability levels, but a particular shortage and pent-up demand among rental alternatives affordable to the lower income households. Note that renter households earning \$60,000 or more are projected to increase in all submarkets between 2022 and 2027. These projected changes of renter households by income level within each submarket will likely have an impact on demand for rental housing for a variety of affordability levels.

The following table shows the distribution of *owner* households by income. Note that increases between 2022 and 2027 are illustrated in **green** text, while decreases are illustrated in **red** text:

		Owner Households by Income							
		<\$10,000	\$10,000 - \$19,999	\$20,000 - \$29,999	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$99,999	\$100,000+
District 1	2010	447 (5.6%)	736 (9.3%)	782 (9.9%)	995 (12.6%)	1,014 (12.8%)	944 (11.9%)	2,099 (26.5%)	898 (11.3%)
	2022	129 (1.5%)	346 (4.1%)	608 (7.3%)	738 (8.8%)	623 (7.4%)	795 (9.5%)	2,878 (34.4%)	2,260 (27.0%)
	2027	89 (1.1%)	251 (3.0%)	487 (5.8%)	662 (7.8%)	562 (6.6%)	679 (8.0%)	2,859 (33.8%)	2,869 (33.9%)
	Change 2022-2027	-40 (-31.0%)	-95 (-27.5%)	-121 (-19.9%)	-76 (-10.3%)	-61 (-9.8%)	-116 (-14.6%)	-19 (-0.7%)	609 (26.9%)
District 2	2010	496 (6.8%)	848 (11.6%)	1,009 (13.8%)	1,101 (15.0%)	941 (12.8%)	797 (10.9%)	1,690 (23.0%)	453 (6.2%)
	2022	152 (2.0%)	395 (5.3%)	623 (8.4%)	810 (10.9%)	785 (10.6%)	774 (10.4%)	2,391 (32.1%)	1,508 (20.3%)
	2027	103 (1.4%)	284 (3.8%)	534 (7.2%)	797 (10.7%)	709 (9.5%)	631 (8.5%)	2,241 (30.1%)	2,144 (28.8%)
	Change 2022-2027	-49 (-32.2%)	-111 (-28.1%)	-89 (-14.3%)	-13 (-1.6%)	-76 (-9.7%)	-143 (-18.5%)	-150 (-6.3%)	636 (42.2%)
District 3	2010	321 (4.2%)	662 (8.7%)	848 (11.1%)	921 (12.1%)	871 (11.4%)	963 (12.6%)	2,088 (27.4%)	942 (12.4%)
	2022	150 (1.8%)	348 (4.1%)	575 (6.8%)	753 (8.9%)	685 (8.1%)	877 (10.3%)	2,757 (32.5%)	2,345 (27.6%)
	2027	107 (1.2%)	272 (3.2%)	474 (5.5%)	622 (7.2%)	533 (6.2%)	815 (9.5%)	2,950 (34.3%)	2,819 (32.8%)
	Change 2022-2027	-43 (-28.7%)	-76 (-21.8%)	-101 (-17.6%)	-131 (-17.4%)	-152 (-22.2%)	-62 (-7.1%)	193 (7.0%)	474 (20.2%)
District 4	2010	325 (4.0%)	660 (8.0%)	946 (11.5%)	1,130 (13.8%)	971 (11.8%)	951 (11.6%)	1,977 (24.1%)	1,249 (15.2%)
	2022	102 (1.2%)	283 (3.4%)	579 (6.9%)	801 (9.6%)	748 (9.0%)	832 (10.0%)	2,565 (30.7%)	2,433 (29.2%)
	2027	78 (0.9%)	226 (2.7%)	467 (5.5%)	678 (8.0%)	630 (7.4%)	743 (8.8%)	2,652 (31.3%)	2,998 (35.4%)
	Change 2022-2027	-24 (-23.5%)	-57 (-20.1%)	-112 (-19.3%)	-123 (-15.4%)	-118 (-15.8%)	-89 (-10.7%)	87 (3.4%)	565 (23.2%)
District 5	2010	524 (7.7%)	871 (12.7%)	836 (12.2%)	984 (14.4%)	960 (14.0%)	773 (11.3%)	1,428 (20.9%)	457 (6.7%)
	2022	239 (3.4%)	538 (7.6%)	748 (10.5%)	799 (11.3%)	662 (9.3%)	707 (10.0%)	2,105 (29.7%)	1,297 (18.3%)
	2027	178 (2.5%)	422 (5.9%)	590 (8.3%)	693 (9.7%)	580 (8.1%)	782 (11.0%)	2,397 (33.7%)	1,478 (20.8%)
	Change 2022-2027	-61 (-25.5%)	-116 (-21.6%)	-158 (-21.1%)	-106 (-13.3%)	-82 (-12.4%)	75 (10.6%)	292 (13.9%)	181 (14.0%)

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

(Continued)

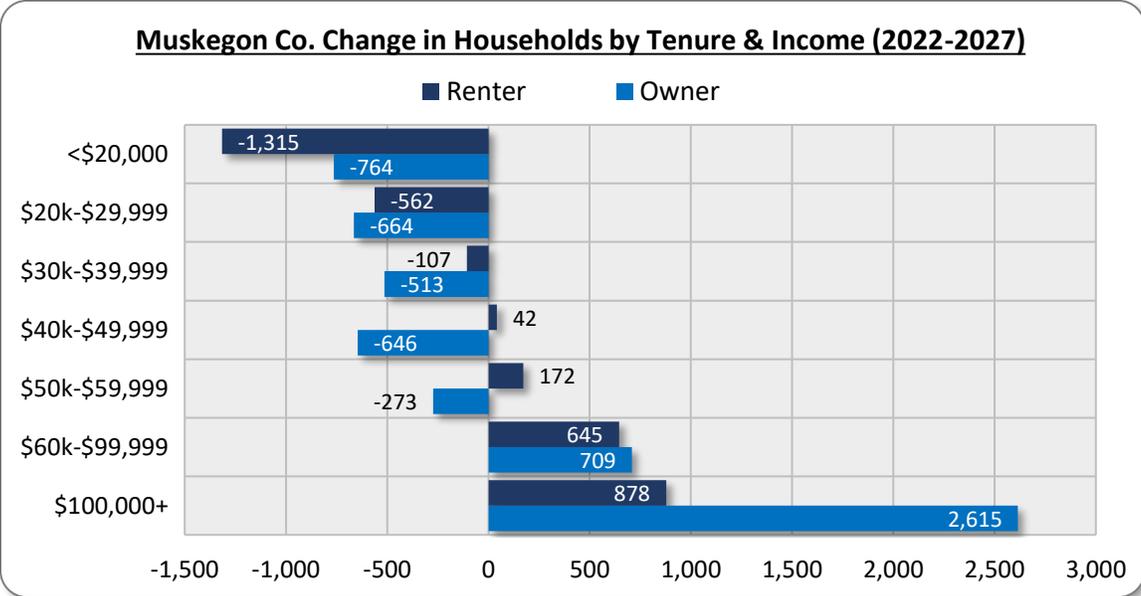
		Owner Households by Income							
		<\$10,000	\$10,000 - \$19,999	\$20,000 - \$29,999	\$30,000 - \$39,999	\$40,000 - \$49,999	\$50,000 - \$59,999	\$60,000 - \$99,999	\$100,000+
District 6	2010	358 (5.7%)	638 (10.1%)	740 (11.7%)	817 (13.0%)	680 (10.8%)	668 (10.6%)	1,481 (23.5%)	919 (14.6%)
	2022	173 (2.6%)	392 (6.0%)	554 (8.5%)	643 (9.9%)	564 (8.6%)	556 (8.5%)	1,642 (25.2%)	2,000 (30.7%)
	2027	156 (2.4%)	369 (5.6%)	478 (7.3%)	561 (8.6%)	480 (7.3%)	586 (8.9%)	1,756 (26.8%)	2,168 (33.1%)
	Change 2022-2027	-17 (-9.8%)	-23 (-5.9%)	-76 (-13.7%)	-82 (-12.8%)	-84 (-14.9%)	30 (5.4%)	114 (6.9%)	168 (8.4%)
District 7	2010	457 (9.0%)	765 (15.1%)	759 (15.0%)	787 (15.5%)	689 (13.6%)	468 (9.2%)	780 (15.4%)	365 (7.2%)
	2022	194 (4.0%)	462 (9.5%)	728 (14.9%)	775 (15.9%)	614 (12.6%)	390 (8.0%)	1,188 (24.3%)	531 (10.9%)
	2027	166 (3.3%)	428 (8.6%)	702 (14.1%)	765 (15.3%)	531 (10.7%)	391 (7.8%)	1,360 (27.3%)	641 (12.9%)
	Change 2022-2027	-28 (-14.4%)	-34 (-7.4%)	-26 (-3.6%)	-10 (-1.3%)	-83 (-13.5%)	1 (0.3%)	172 (14.5%)	110 (20.7%)
Muskegon County	2010	3,075 (6.2%)	5,329 (10.8%)	5,923 (12.0%)	6,684 (13.6%)	6,070 (12.3%)	5,496 (11.2%)	11,426 (23.2%)	5,274 (10.7%)
	2022	1,274 (2.5%)	2,963 (5.8%)	4,538 (8.9%)	5,339 (10.4%)	4,664 (9.1%)	4,835 (9.5%)	15,263 (29.8%)	12,270 (24.0%)
	2027	1,003 (1.9%)	2,470 (4.8%)	3,874 (7.5%)	4,826 (9.3%)	4,018 (7.8%)	4,562 (8.8%)	15,972 (30.9%)	14,885 (28.8%)
	Change 2022-2027	-271 (-21.3%)	-493 (-16.6%)	-664 (-14.6%)	-513 (-9.6%)	-646 (-13.9%)	-273 (-5.6%)	709 (4.6%)	2,615 (21.3%)
Michigan	2010	135,263 (4.8%)	233,420 (8.4%)	278,350 (10.0%)	300,038 (10.7%)	283,387 (10.1%)	274,521 (9.8%)	702,775 (25.2%)	585,454 (21.0%)
	2022	80,319 (2.8%)	131,782 (4.6%)	185,563 (6.4%)	220,625 (7.6%)	218,468 (7.5%)	235,521 (8.1%)	748,158 (25.8%)	1,075,315 (37.1%)
	2027	62,603 (2.1%)	99,802 (3.4%)	149,805 (5.1%)	186,195 (6.3%)	189,502 (6.5%)	216,728 (7.4%)	736,291 (25.1%)	1,295,408 (44.1%)
	Change 2022-2027	-17,716 (-22.1%)	-31,980 (-24.3%)	-35,758 (-19.3%)	-34,430 (-15.6%)	-28,966 (-13.3%)	-18,793 (-8.0%)	-11,867 (-1.6%)	220,093 (20.5%)

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

In 2022, 53.8% of *owner* households in the PSA (Muskegon County) earn \$60,000 or more annually, while 17.2% earn less than \$30,000. The state of Michigan has a much higher share (69.2%) of owner households earning at least \$60,000 and a lower share (13.8%) of owner households earning less than \$30,000. Between 2022 and 2027, owner households earning \$60,000 or more are projected to increase by 3,324 households (12.1%), while owner households earning less than \$60,000 are projected to decrease by 2,860 households (12.1%). Despite the significant increase of owner households projected among the highest income cohorts, owner households earning less than \$60,000 will continue to comprise a notable share (40.1%) of the total owner households in the PSA.

Among the seven PSA submarkets in 2022, District 1 (61.4%) and District 3 (60.1%) have the largest shares of owner households that earn \$60,000 or more, while District 7 has the largest share (28.4%) of households that earn less than \$30,000. Note that all seven submarkets are projected to experience an overall decrease in owner households earning less than \$30,000 and an overall increase in owner households earning \$60,000 or more. The largest *percentage* increase (16.4%) in owner households earning \$60,000 or more is projected to occur within District 7, which also has the highest number and largest share of low-income owner households among PSA submarkets in 2022. By comparison, owner households earning at least \$100,000 are projected to increase significantly in both District 1 (26.9%) and District 2 (42.2%) between 2022 and 2027, while all owner households earning below \$100,000 are projected to decrease in both submarkets during this period. The projected change in owner households in each submarket among the different income cohorts should be considered when evaluating future for-sale developments in each area of the PSA.

The following graph illustrates household income growth by tenure between 2022 and 2027 for the PSA (Muskegon County).



D. DEMOGRAPHIC THEME MAPS

The following demographic theme maps for the study area are presented after this page:

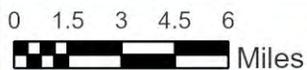
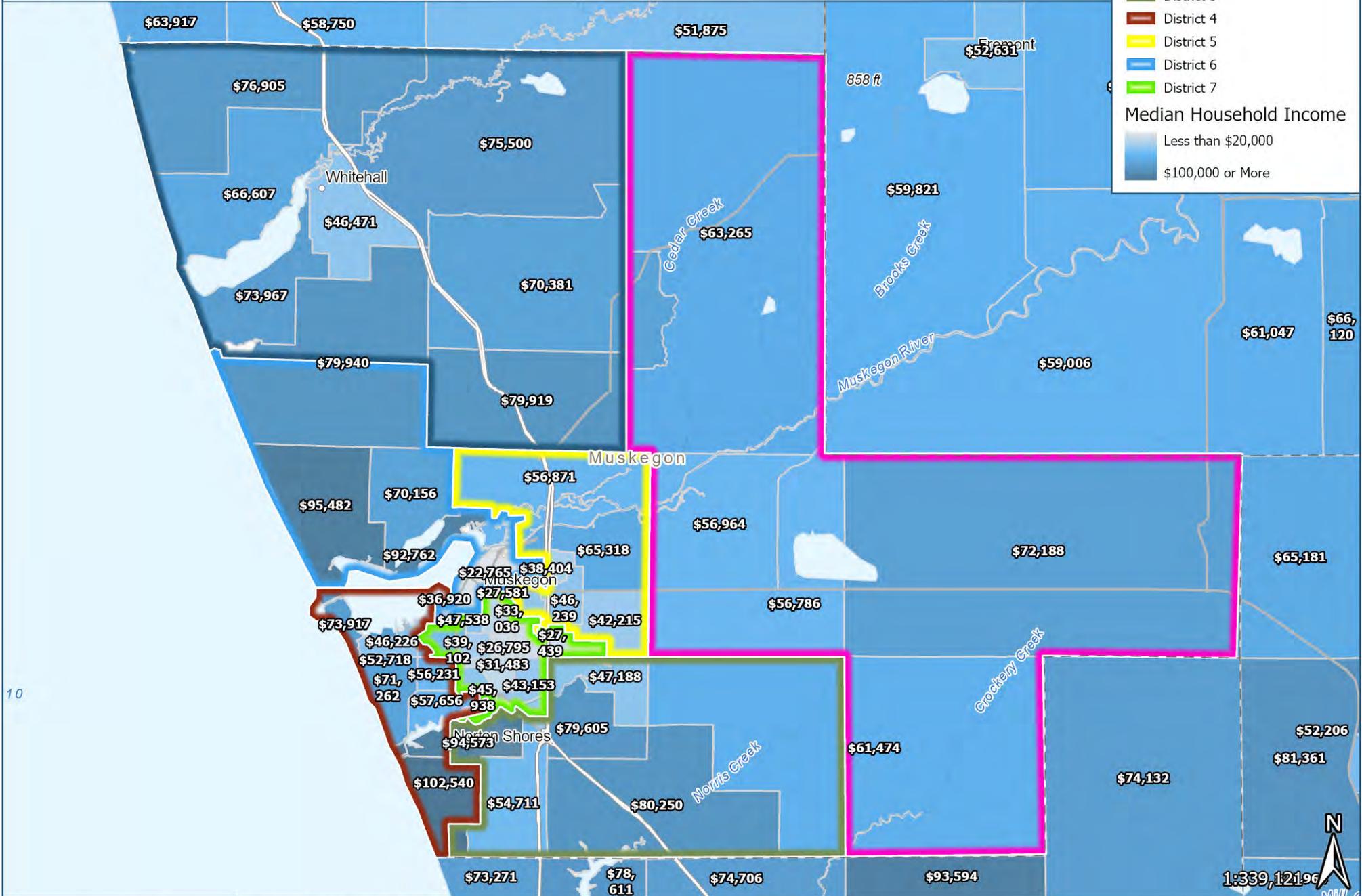
- Median Household Income
- Renter Household Share
- Owner Household Share
- Older Adult Population Share (55 + years)
- Younger Adult Population Share (20 to 34 years)
- Population Density
- Population by Race
- Population without High School Diploma
- Population Single/Not Married

The demographic data used in these maps is based on U.S. Census, American Community Survey (ACS) and ESRI data sets.

█ District 1
█ District 2
█ District 3
█ District 4
█ District 5
█ District 6
█ District 7

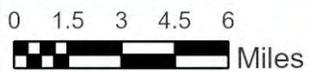
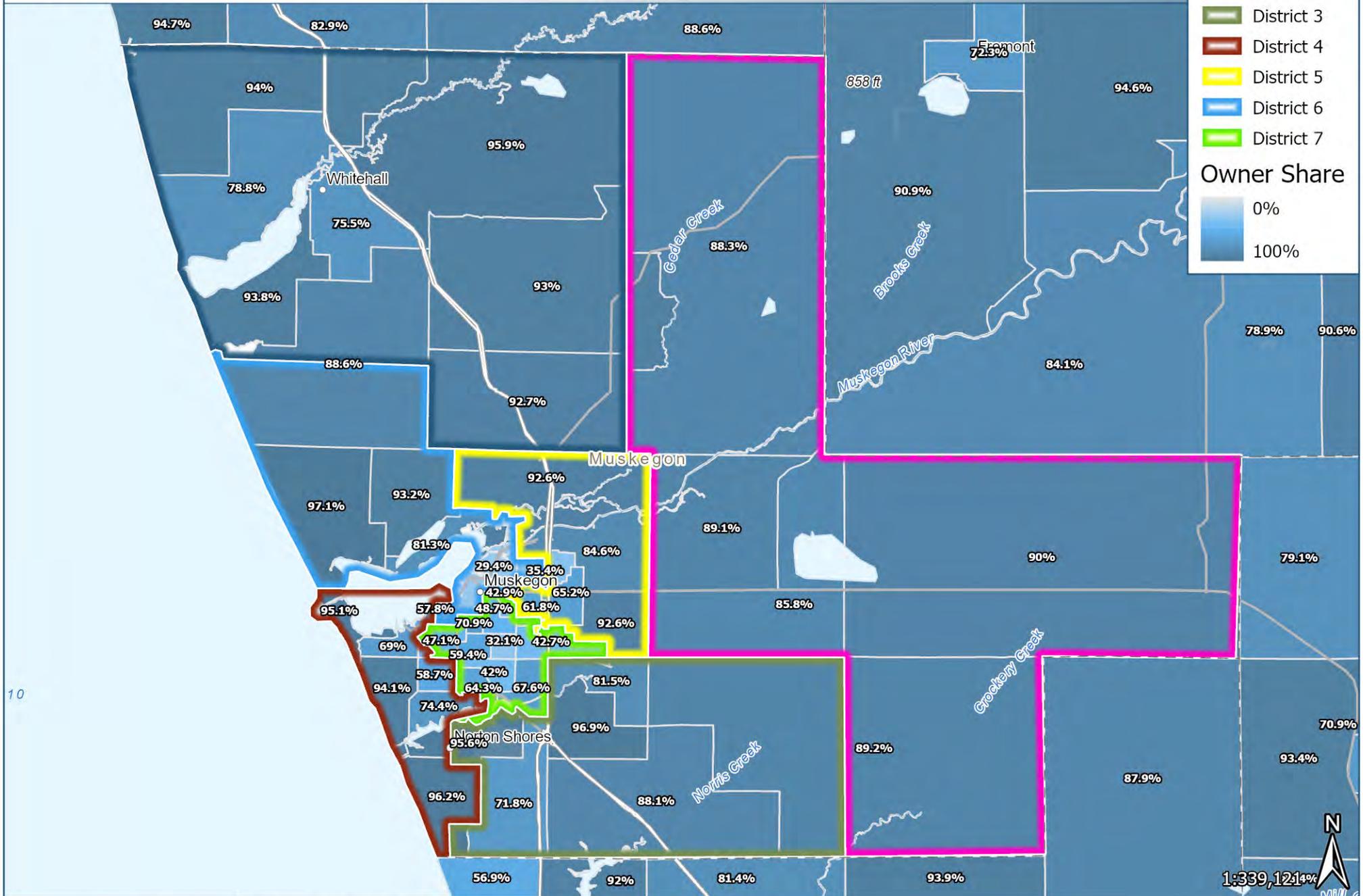
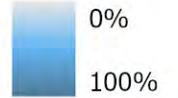
Median Household Income

Less than \$20,000
 \$100,000 or More



- District 1
- District 2
- District 3
- District 4
- District 5
- District 6
- District 7

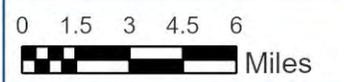
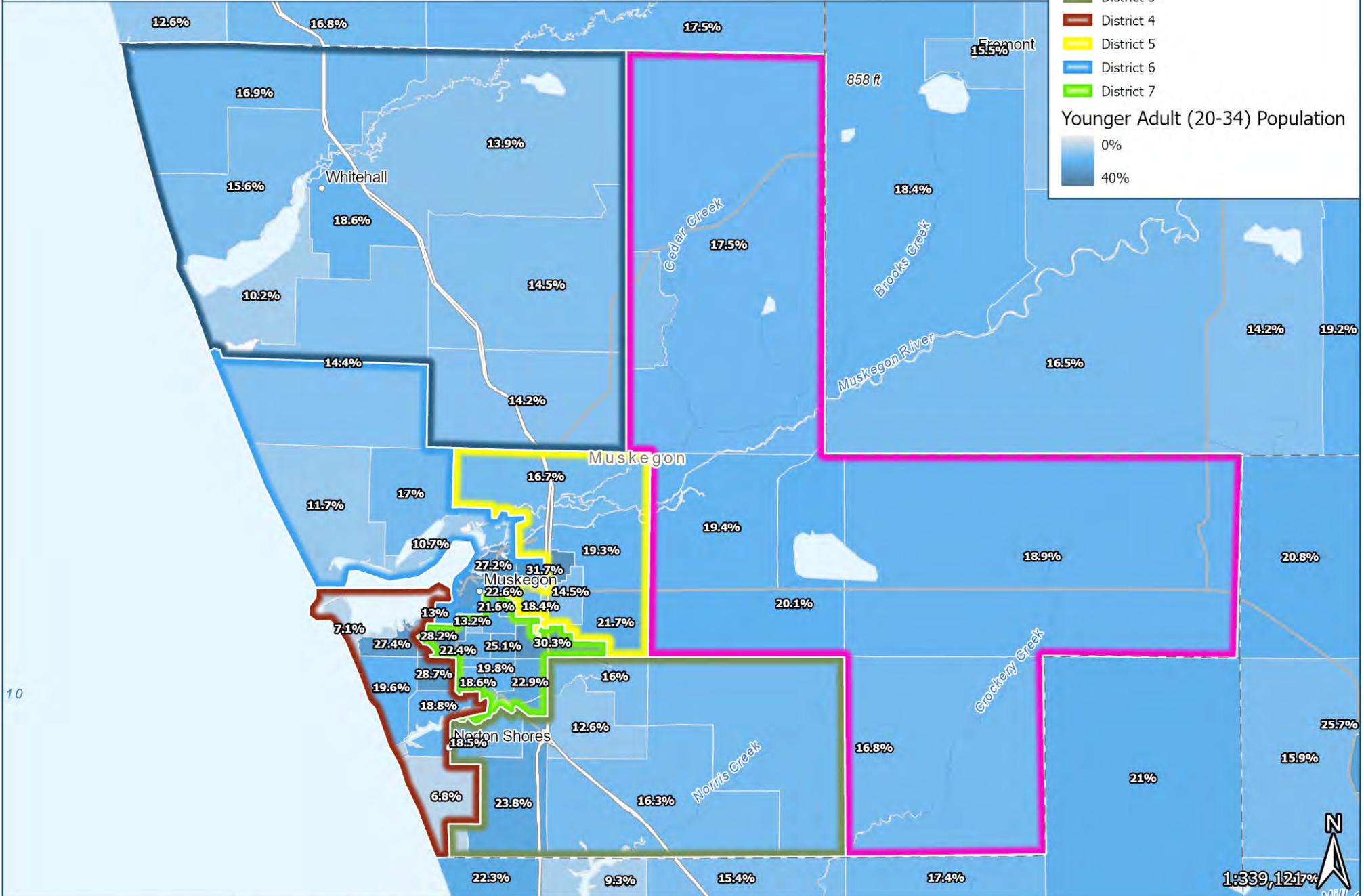
Owner Share



█ District 1
█ District 2
█ District 3
█ District 4
█ District 5
█ District 6
█ District 7

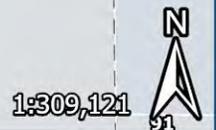
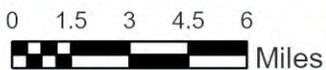
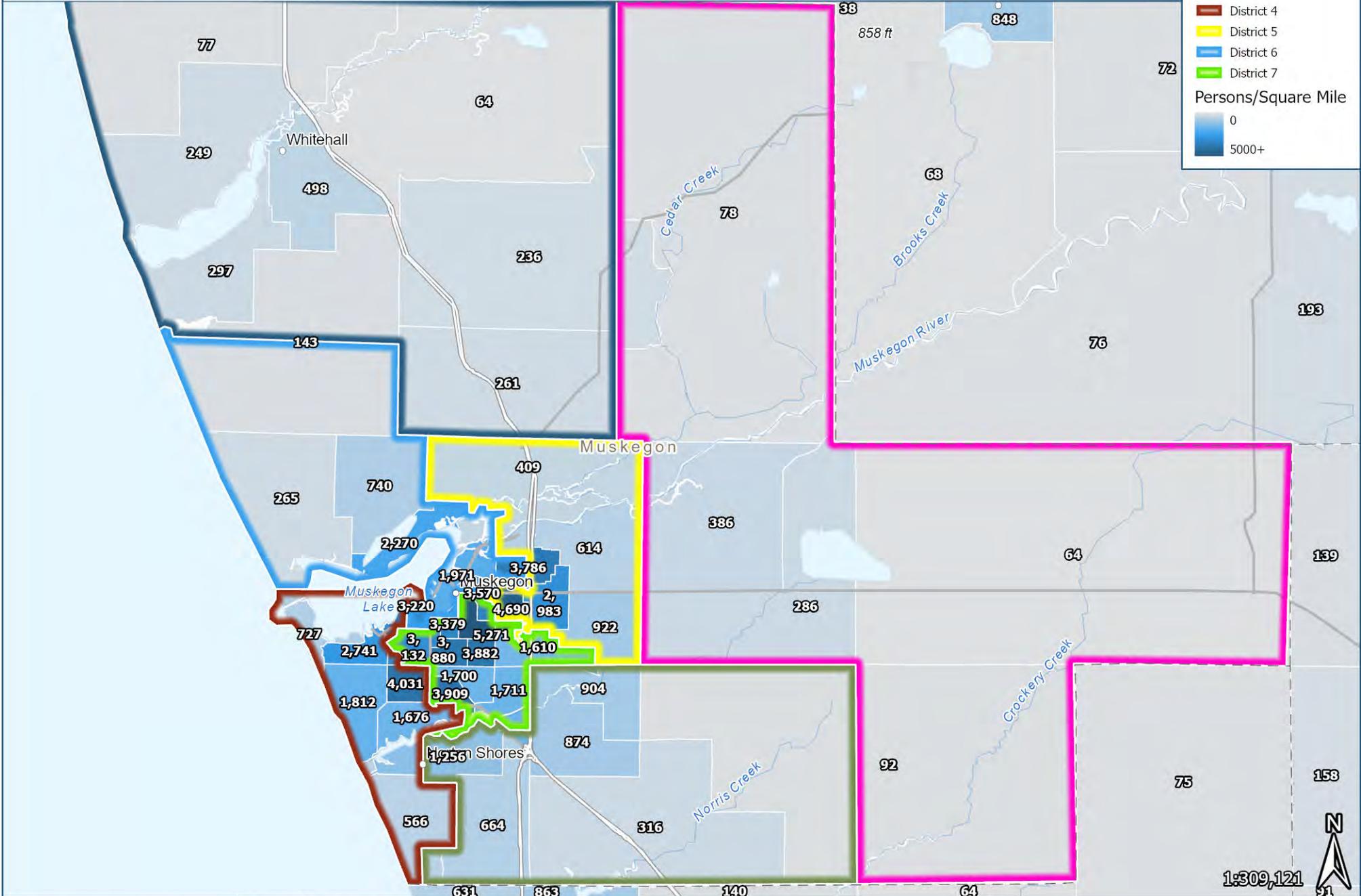
Younger Adult (20-34) Population

0%
 40%



Esri, NASA, NGA, USGS, Esri, HERE, Garmin, SafeGraph, FAO, METI/NASA, USGS, EPA, NPS
 Additional Source(s): Bowen National Research

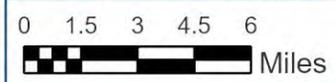
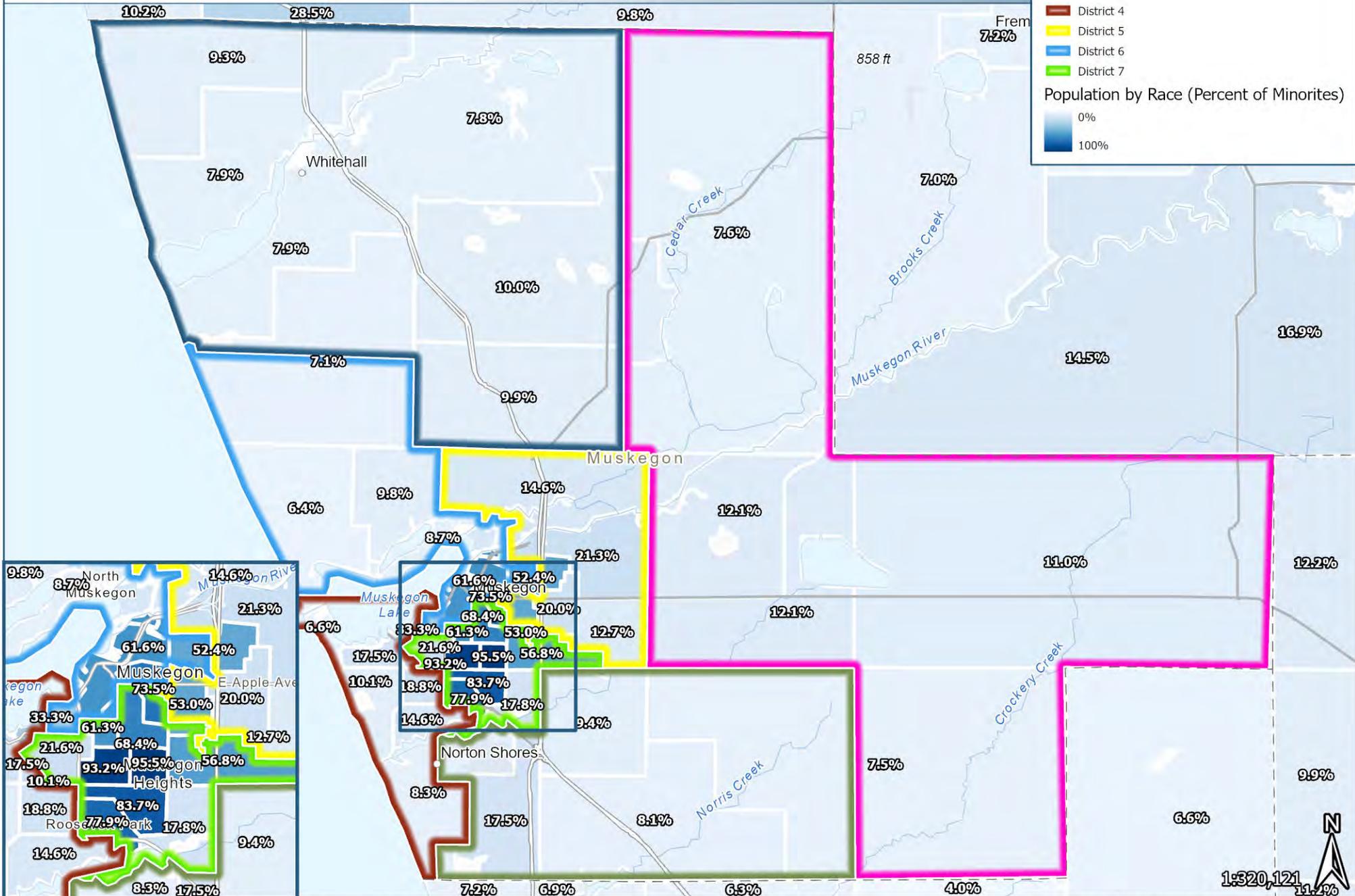


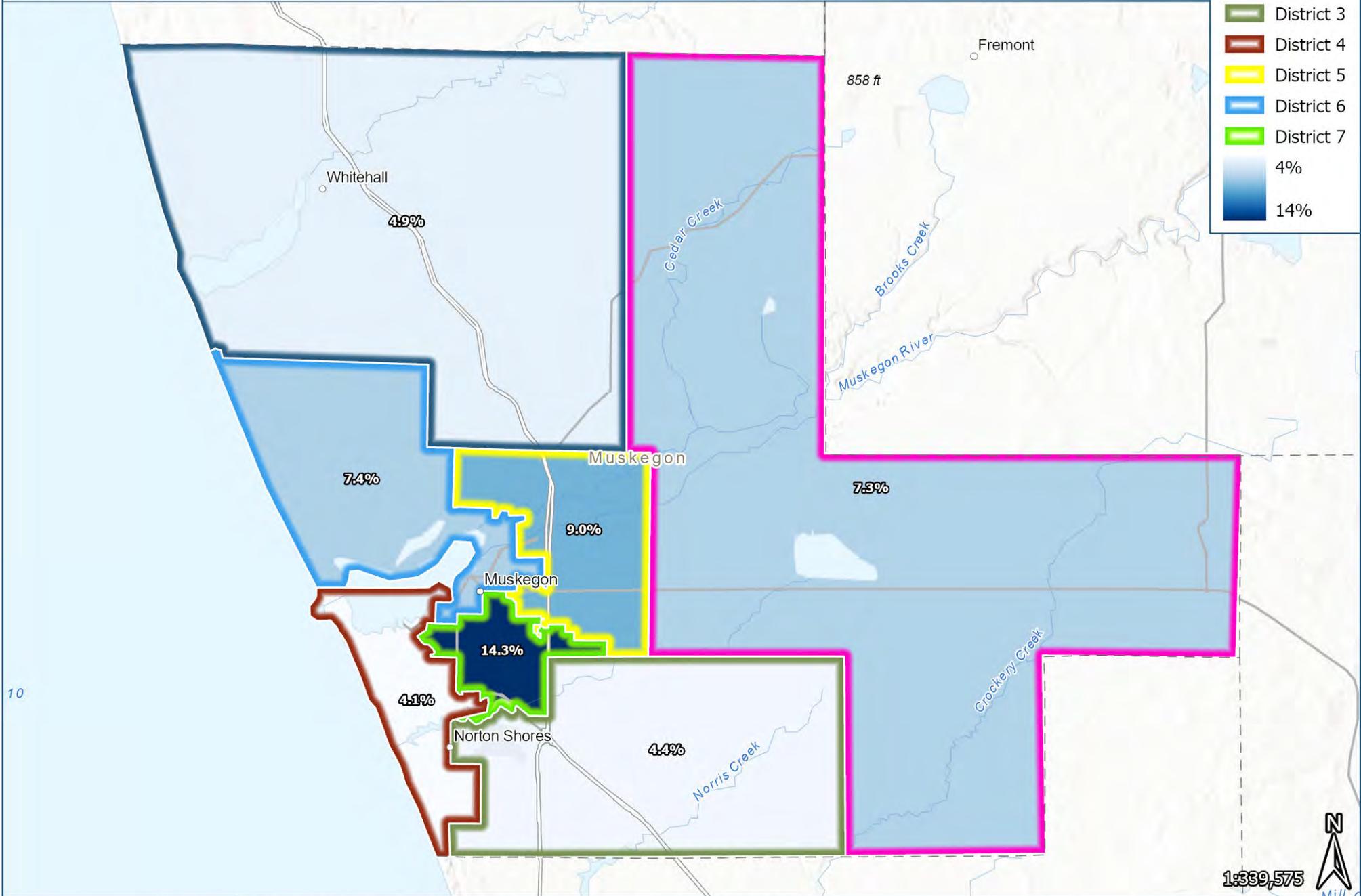
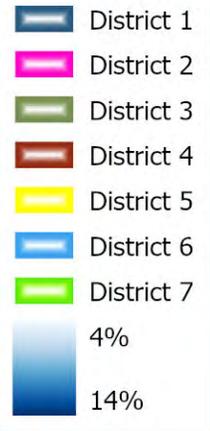


- District 1
- District 2
- District 3
- District 4
- District 5
- District 6
- District 7

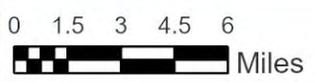
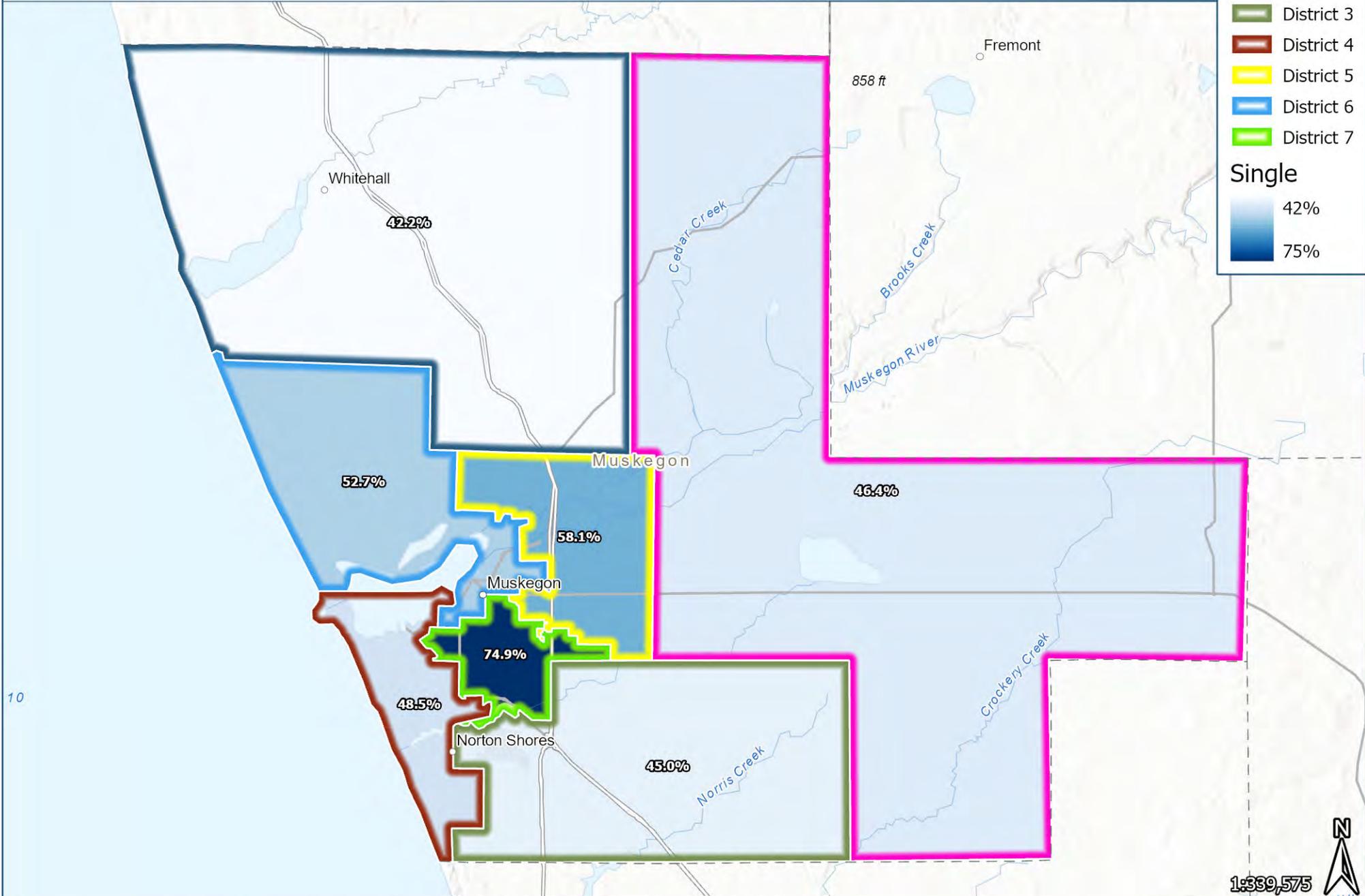
Population by Race (Percent of Minorities)

0%
100%





-  District 1
-  District 2
-  District 3
-  District 4
-  District 5
-  District 6
-  District 7



Esri, CGIAR, USGS, Esri, HERE, Garmin, SafeGraph, FAO, METI/NASA, USGS, EPA, NPS
Additional Source(s): Bowen National Research



V. ECONOMIC ANALYSIS

Note that the Economic Analysis for the Muskegon County Housing Needs Assessment (HNA) may reflect different *county* data compared to the City of Muskegon HNA, which was completed in January of 2023. Economic data for the Muskegon County HNA reflects newer data that was not available when the City of Muskegon HNA was completed.

A. INTRODUCTION

The need for housing within a given geographic area is influenced by the number of households choosing to live there. Although the number of households in the subject area at any given time is a function of many factors, one of the primary reasons for residency is job availability. In this section, the workforce and employment trends that affect the PSA (Muskegon County) and the seven PSA submarkets are examined and compared to the state of Michigan and the United States.

An overview of the Muskegon County workforce is provided through several overall metrics: employment by industry, wages by occupation, total employment, unemployment rates and in-place employment trends. We also evaluated the area's largest employers, economic and infrastructure developments, and the potential for significant closures or layoffs in the area (WARN Notices).

B. WORKFORCE ANALYSIS

The PSA has an employment base of nearly 72,000 individuals within a broad range of employment sectors. The primary industries of significance within the PSA include health care & social assistance, manufacturing, and retail trade, although several other industries employ notable shares of the total employment base. Each industry within the PSA requires employees of varying skills and education levels. There is a broad range of typical wages within the PSA based on occupation. The following evaluates key economic metrics within Muskegon County. It should be noted that based on the availability of various economic data metrics, some information is presented only for select geographic areas, which may include the PSA (Muskegon County), the seven PSA submarkets, the Muskegon Metropolitan Statistical Area (MSA), and/or the state of Michigan, depending upon the availability of such data.

Employment by Industry

The following tables illustrate the distribution of employment by industry sector for the various study areas (note that the top three industry groups by share for each area are in **red**):

NAICS Group	Employment by Industry					
	District 1		District 2		District 3	
	Employees	Percent	Employees	Percent	Employees	Percent
Agriculture, Forestry, Fishing & Hunting	62	0.8%	144	3.6%	32	0.2%
Mining	4	0.1%	1	0.0%	0	0.0%
Utilities	0	0.0%	5	0.1%	12	0.1%
Construction	287	3.6%	215	5.4%	481	3.6%
Manufacturing	1,856	23.3%	949	23.8%	1,907	14.1%
Wholesale Trade	208	2.6%	69	1.7%	786	5.8%
Retail Trade	972	12.2%	350	8.8%	3,361	24.9%
Transportation & Warehousing	60	0.8%	118	3.0%	76	0.6%
Information	57	0.7%	11	0.3%	215	1.6%
Finance & Insurance	145	1.8%	37	0.9%	227	1.7%
Real Estate & Rental & Leasing	122	1.5%	34	0.9%	158	1.2%
Professional, Scientific & Technical Services	196	2.5%	59	1.5%	504	3.7%
Management of Companies & Enterprises	0	0.0%	0	0.0%	0	0.0%
Administrative, Support, Waste Management & Remediation Services	205	2.6%	43	1.1%	211	1.6%
Educational Services	641	8.0%	573	14.4%	738	5.5%
Health Care & Social Assistance	1,138	14.3%	290	7.3%	1,584	11.7%
Arts, Entertainment & Recreation	488	6.1%	258	6.5%	203	1.5%
Accommodation & Food Services	834	10.5%	268	6.7%	1,831	13.6%
Other Services (Except Public Administration)	449	5.6%	289	7.3%	776	5.7%
Public Administration	246	3.1%	260	6.5%	359	2.7%
Non-classifiable	8	0.1%	7	0.2%	46	0.3%
Total	7,978	100.0%	3,980	100.0%	13,507	100.0%

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

Note: Since this survey is conducted of establishments and not of residents, some employees may not live within each market. These employees, however, are included in our labor force calculations because their places of employment are located within each market.

NAICS Group	Employment by Industry					
	District 4		District 5		District 6	
	Employees	Percent	Employees	Percent	Employees	Percent
Agriculture, Forestry, Fishing & Hunting	12	0.1%	11	0.1%	0	0.0%
Mining	0	0.0%	0	0.0%	7	0.1%
Utilities	0	0.0%	3	0.0%	0	0.0%
Construction	145	1.7%	375	4.3%	443	4.8%
Manufacturing	1,060	12.6%	968	11.1%	275	3.0%
Wholesale Trade	180	2.1%	213	2.4%	145	1.6%
Retail Trade	1,775	21.1%	1,557	17.8%	574	6.2%
Transportation & Warehousing	54	0.6%	22	0.3%	308	3.3%
Information	76	0.9%	60	0.7%	88	0.9%
Finance & Insurance	390	4.6%	208	2.4%	332	3.6%
Real Estate & Rental & Leasing	350	4.2%	113	1.3%	191	2.1%
Professional, Scientific & Technical Services	284	3.4%	194	2.2%	777	8.3%
Management of Companies & Enterprises	5	0.1%	1	0.0%	1	0.0%
Administrative, Support, Waste Management & Remediation Services	67	0.8%	121	1.4%	139	1.5%
Educational Services	521	6.2%	1,445	16.5%	1,081	11.6%
Health Care & Social Assistance	1,468	17.4%	1,341	15.4%	1,951	21.0%
Arts, Entertainment & Recreation	182	2.2%	119	1.4%	273	2.9%
Accommodation & Food Services	1,031	12.2%	943	10.8%	916	9.8%
Other Services (Except Public Administration)	709	8.4%	528	6.0%	778	8.4%
Public Administration	99	1.2%	493	5.6%	834	9.0%
Non-classifiable	9	0.1%	18	0.2%	197	2.1%
Total	8,417	100.0%	8,733	100.0%	9,310	100.0%

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

Note: Since this survey is conducted of establishments and not of residents, some employees may not live within each market. These employees, however, are included in our labor force calculations because their places of employment are located within each market.

NAICS Group	Employment by Industry					
	District 7		Muskegon County		Michigan	
	Employees	Percent	Employees	Percent	Employees	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	261	0.4%	18,094	0.4%
Mining	0	0.0%	12	0.0%	6,059	0.1%
Utilities	18	0.1%	39	0.1%	14,450	0.3%
Construction	544	2.7%	2,490	3.5%	163,027	3.6%
Manufacturing	3,555	17.8%	10,571	14.7%	513,197	11.2%
Wholesale Trade	673	3.4%	2,274	3.2%	193,695	4.2%
Retail Trade	1,570	7.8%	10,158	14.1%	576,665	12.6%
Transportation & Warehousing	251	1.3%	889	1.2%	95,658	2.1%
Information	151	0.8%	659	0.9%	91,050	2.0%
Finance & Insurance	206	1.0%	1,544	2.1%	168,540	3.7%
Real Estate & Rental & Leasing	233	1.2%	1,201	1.7%	95,407	2.1%
Professional, Scientific & Technical Services	694	3.5%	2,708	3.8%	295,491	6.5%
Management of Companies & Enterprises	16	0.1%	24	0.0%	8,827	0.2%
Administrative, Support, Waste Management & Remediation Services	208	1.0%	993	1.4%	111,717	2.4%
Educational Services	559	2.8%	5,558	7.7%	378,891	8.3%
Health Care & Social Assistance	8,160	40.8%	15,932	22.1%	765,165	16.7%
Arts, Entertainment & Recreation	142	0.7%	1,665	2.3%	139,513	3.1%
Accommodation & Food Services	591	3.0%	6,413	8.9%	398,782	8.7%
Other Services (Except Public Administration)	1,068	5.3%	4,598	6.4%	270,042	5.9%
Public Administration	1,350	6.7%	3,641	5.1%	238,652	5.2%
Non-classifiable	30	0.1%	316	0.4%	30,131	0.7%
Total	20,019	100.0%	71,946	100.0%	4,573,053	100.0%

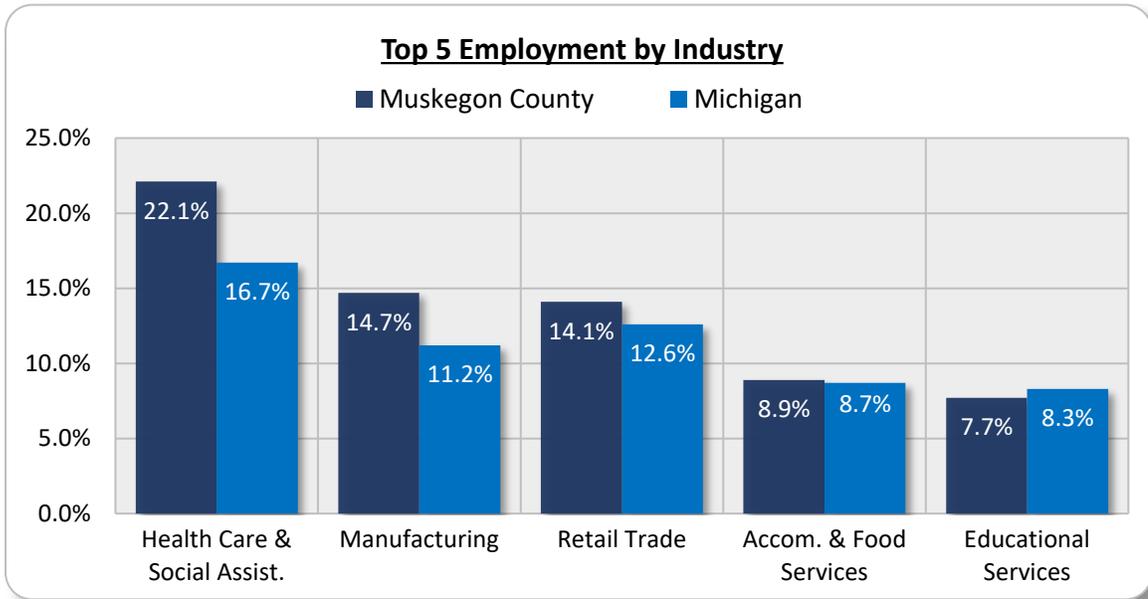
Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

Note: Since this survey is conducted of establishments and not of residents, some employees may not live within each market. These employees, however, are included in our labor force calculations because their places of employment are located within each market.

The labor force within the PSA (Muskegon County) is based primarily in three sectors: Health Care & Social Assistance (22.1%), Manufacturing (14.7%), and Retail Trade (14.1%). Combined, these three job sectors represent over half (50.9%) of the PSA employment base. The three largest employment sectors in the PSA are also the three largest employment sectors in the state of Michigan and represent a combined 40.5% of jobs statewide. Four additional sectors within the PSA (Accommodation & Food Services, Educational Services, Other Services, and Public Administration) individually contribute between 5.1% and 8.9% of the PSA labor force. Areas with a heavy concentration of employment within a limited number of industries can be more vulnerable to economic downturns with greater fluctuations in unemployment rates and total employment. However, the largest sector by employment in the PSA (Health Care & Social Assistance), which comprises 22.1% of the total PSA labor force, is considered a critical service and is typically much less susceptible to economic fluctuations compared to many other industries.

The largest three employment sectors in the PSA (Muskegon County) are also the largest three employment sectors in most PSA submarkets. Retail Trade is one of the top employment sectors in six of the seven PSA submarkets, while Manufacturing and Health Care & Social Assistance are top employment sectors in five of the seven submarkets. Other notable top employment sectors among submarkets include Educational Services (a top three employment sector in three submarkets) and Accommodation and Food Services (a top three employment sector in two submarkets). Although the PSA and some of its submarkets have a slightly higher concentration of labor in the top sectors compared to the state, the diversity of industries among most of the submarkets provides a variety of employment opportunities for individuals with varying skills and education levels.

The following graph illustrates the distribution of employment by job sector for the five largest employment sectors in the PSA (Muskegon County) and the state of Michigan.



Employment Characteristics and Trends

The PSA (Muskegon County) is located in the Muskegon Metropolitan Statistical Area (MSA). Typical wages by job category for the Muskegon Metropolitan Statistical Area (MSA) are compared with those of Michigan in the following table:

Typical Wage by Occupation Type		
Occupation Type	Muskegon MSA	Michigan
Management Occupations	\$100,020	\$113,510
Business and Financial Occupations	\$68,060	\$77,000
Computer and Mathematical Occupations	\$69,940	\$84,750
Architecture and Engineering Occupations	\$75,930	\$85,590
Community and Social Service Occupations	\$51,720	\$50,160
Art, Design, Entertainment and Sports Medicine Occupations	\$43,840	\$54,780
Healthcare Practitioners and Technical Occupations	\$94,310	\$87,310
Healthcare Support Occupations	\$31,500	\$32,380
Protective Service Occupations	\$53,490	\$50,470
Food Preparation and Serving Related Occupations	\$27,900	\$29,580
Building and Grounds Cleaning and Maintenance Occupations	\$31,360	\$32,420
Personal Care and Service Occupations	\$32,680	\$33,790
Sales and Related Occupations	\$36,390	\$44,270
Office and Administrative Support Occupations	\$39,820	\$41,970
Construction and Extraction Occupations	\$56,980	\$54,910
Installation, Maintenance and Repair Occupations	\$51,220	\$52,220
Production Occupations	\$41,660	\$43,300
Transportation and Moving Occupations	\$35,920	\$40,370

Source: U.S. Department of Labor, Bureau of Statistics

Most annual blue-collar salaries range from \$27,900 to \$56,980 within the Muskegon Metropolitan Statistical Area (MSA). White-collar jobs, such as those related to professional positions, management, and medicine, have an average salary of \$81,652. Wages within the Muskegon MSA are typically lower (7.0%) than the overall state wages. On average, white-collar occupations in the Muskegon MSA earn 10.6% less than those within Michigan, although healthcare practitioners in the MSA earn 7.4% more than those in the state overall. Blue-collar wages in the MSA are, on average, 5.7% less than the average state wages. Within the Muskegon MSA, wages by occupation vary widely and are reflective of a diverse job base that covers a wide range of industry sectors and job skills, as well as diverse levels of education and experience. Because employment is distributed among a variety of professions with diverse income levels, there are likely a variety of housing needs by affordability level. As a significant share of the labor force within the PSA is contained within health care and social assistance, manufacturing, retail trade, and public administration, many workers in the area have typical wages ranging between \$30,000 and \$40,000 annually, likely contributing to the need for low- to mid-priced rental housing product in the area. Most good to fair quality for-sale housing alternatives are not reasonably affordable to these lower wage earning workers.

In an effort to better understand how area wages by occupation affect housing affordability, wages for the top 35 occupations by share of total employment within the Muskegon MSA were analyzed. While this data does not include every possible occupation and wage within each sector, the occupations included in this table represent nearly half (46.9%) of the total employment in the MSA in 2022 and provide a general overview of housing affordability for some of the most common occupations within the area. Based on the annual wages at the lower quartile (bottom 25%) and median, the maximum affordable monthly rent and home price (30% of income) for each occupation was calculated. It is important to note that calculations based on the median annual wage indicate that half of the individuals employed in this occupation earn less than the stated amount. It is equally important to understand that the supplied data is based on *individual* income. As such, affordability levels will proportionally increase for households with multiple income sources at a rate dependent on the additional income. Affordable rents and home prices for each occupation illustrated that are at or below the two-bedroom Fair Market Rent (\$993) or the overall median price (\$219,900) of the available for-sale inventory in the PSA (Muskegon County) are shown in red text, indicating that certain lower-wage earning households cannot reasonably afford a typical housing unit in the market.

The following table illustrates the wages (lower quartile and median) and housing affordability levels for the top 35 occupations in the Muskegon Metropolitan Statistical Area.

Wages and Housing Affordability for Top 35 Occupations by Share of Labor Force (Muskegon Metropolitan Statistical Area)								
Occupation Sector, Title & Wages*					Housing Affordability**			
Sector Group (Code)	Labor Force Share	Occupation Title	Annual Wages		Max Monthly Rent		Max Purchase Price	
			Lower Quartile	Median	Lower Quartile	Median	Lower Quartile	Median
Sales and Related Occupations (41)	3.8%	Cashiers	\$23,130	\$26,400	\$578	\$660	\$77,100	\$88,000
	3.2%	Retail Salespersons	\$23,700	\$29,280	\$593	\$732	\$79,000	\$97,600
	0.4%	Sales Representatives (Services)	\$35,920	\$52,170	\$898	\$1,304	\$119,733	\$173,900
	1.6%	First-Line Supervisors (Retail)	\$38,620	\$46,830	\$966	\$1,171	\$128,733	\$156,100
Food Preparation/ Serving (35)	1.8%	Waiters and Waitresses	\$22,200	\$28,880	\$555	\$722	\$74,000	\$96,267
	4.7%	Fast Food and Counter Workers	\$23,630	\$26,510	\$591	\$663	\$78,767	\$88,367
	1.0%	Restaurant Cooks	\$27,660	\$29,270	\$692	\$732	\$92,200	\$97,567
	1.0%	First-Line Supervisors	\$29,430	\$34,630	\$736	\$866	\$98,100	\$115,433
Office and Administrative Support (43)	2.1%	Office Clerks	\$30,300	\$37,700	\$758	\$943	\$101,000	\$125,667
	1.3%	Customer Service Rep	\$30,360	\$36,510	\$759	\$913	\$101,200	\$121,700
	0.7%	Shipping/Inventory Clerks	\$32,200	\$37,490	\$805	\$937	\$107,333	\$124,967
	0.7%	Secretaries and Admin Assistants	\$34,770	\$39,620	\$869	\$991	\$115,900	\$132,067
	0.7%	Bookkeeping/Auditing Clerks	\$36,990	\$41,990	\$925	\$1,050	\$123,300	\$139,967
	0.6%	First-Line Supervisors	\$44,300	\$55,520	\$1,108	\$1,388	\$147,667	\$185,067
Transportation Material Moving (53)	2.6%	Stockers and Order Fillers	\$25,290	\$30,570	\$632	\$764	\$84,300	\$101,900
	1.3%	Light Truck Drivers	\$25,520	\$25,520	\$638	\$638	\$85,067	\$85,067
	1.1%	Laborers/Material Movers	\$30,330	\$34,010	\$758	\$850	\$101,100	\$113,367
	1.0%	Heavy/Tractor-Trailer Drivers	\$39,690	\$46,840	\$992	\$1,171	\$132,300	\$156,133
Production/ Manufacturing (51)	2.0%	Computer Control Tool Operators	\$31,320	\$37,410	\$783	\$935	\$104,400	\$124,700
	0.3%	Foundry Mold and Coremakers	\$31,770	\$37,090	\$794	\$927	\$105,900	\$123,633
	1.0%	Machinists	\$34,680	\$37,860	\$867	\$947	\$115,600	\$126,200
	0.8%	Inspectors, Testers, Sorters	\$36,550	\$44,100	\$914	\$1,103	\$121,833	\$147,000
	0.5%	Grinding/Polishing Operators	\$36,930	\$43,650	\$923	\$1,091	\$123,100	\$145,500
	1.0%	First-Line Supervisors	\$50,840	\$62,800	\$1,271	\$1,570	\$169,467	\$209,333
Education, Training, and Library (25)	1.0%	Teaching Assistants, Secondary	\$23,880	\$28,530	\$597	\$713	\$79,600	\$95,100
	1.0%	Elementary School Teachers	\$48,840	\$61,320	\$1,221	\$1,533	\$162,800	\$204,400
	0.7%	Secondary School Teachers	\$49,160	\$62,870	\$1,229	\$1,572	\$163,867	\$209,567
Healthcare (29, 31)	1.0%	Nursing Assistants	\$30,410	\$36,040	\$760	\$901	\$101,367	\$120,133
	0.8%	Medical Assistants	\$32,550	\$37,320	\$814	\$933	\$108,500	\$124,400
	2.3%	Registered Nurses	\$62,490	\$80,120	\$1,562	\$2,003	\$208,300	\$267,067
Management (11)	1.8%	General/Operations Managers	\$54,970	\$81,320	\$1,374	\$2,033	\$183,233	\$271,067
Installation/ Maintenance/ Repair (49)	0.8%	Maintenance/Repair Workers	\$30,590	\$39,520	\$765	\$988	\$101,967	\$131,733
	0.7%	Industrial Machinery Mechanics	\$47,560	\$51,440	\$1,189	\$1,286	\$158,533	\$171,467
Building/Grounds Maintenance (37)	0.9%	Janitors and Cleaners	\$26,040	\$29,460	\$651	\$737	\$86,800	\$98,200
Architecture/ Engineering (17)	0.7%	Industrial Engineers	\$67,780	\$81,410	\$1,695	\$2,035	\$225,933	\$271,367

Source: Michigan Department of Technology, Management & Budget, 2022 Wage Rates by Industry and Occupation (OEWS)

*Annual wages listed are at the lower 25th percentile (quartile) and median level for each occupation

**Housing Affordability is the maximum monthly rent or total for-sale home price a household can reasonably afford based on stated wages.

In order to reasonably afford a two-bedroom rental at the Fair Market Rent of \$993, an individual would need to earn at least \$39,720 per year. As such, the *lower quartile* of wage earners within 27 of the 35 occupations listed in the previous table do not have sufficient wages to afford a typical rental. Many of these occupations, particularly those within the food services industry and support positions in the sales, education, and transportation industries, earn significantly less than the amount required to afford a typical rental in the market. When wages for each occupation are increased to their respective *median* levels, 21 occupations still do not have the income necessary to afford a typical rental. This equates to approximately one-third (33.1%) of the overall labor force in the Muskegon MSA. While a share of these individuals likely lives in multiple-income households, this illustrates the reasonable conclusion that a significant portion of households with a single income that is earned in a variety of occupations in the PSA are likely housing cost burdened.

Housing affordability issues among the listed occupations become more prevalent when home ownership is considered. In order to afford the purchase of a typical home in the PSA at the median price of \$219,900, an individual would have to earn at least \$65,970 per year. As such, the lower quartile of wage earners within 34 of the 35 listed occupations do not have sufficient income to afford the purchase of a typical home in the PSA. This suggests that, in addition to the occupations that cannot afford a typical rental, the lowest wage earners in nearly all of the most prevalent occupations in the MSA cannot afford a median-priced home in the PSA. When wages are increased to the respective median for each occupation, 32 occupations still do not have the necessary income to afford a typical for-sale home in the PSA. This equates to approximately 42.1% of the overall labor force in the MSA. As previously stated, it is likely that many of these individuals are part of multiple-income households; nonetheless, this illustrates that home ownership is not affordable for a significant share of workers in the PSA.

A full analysis of the area housing supply, which includes multifamily apartments, current and historical for-sale product, and non-conventional rentals (typically four units or less within a structure), is included in Section VI of this report. A lack of affordable workforce housing in a market can limit the ability of employers to retain and attract new employees, which can affect the performance of specific industries, the local economy, and household growth within an area.

Employment Base and Unemployment Rates

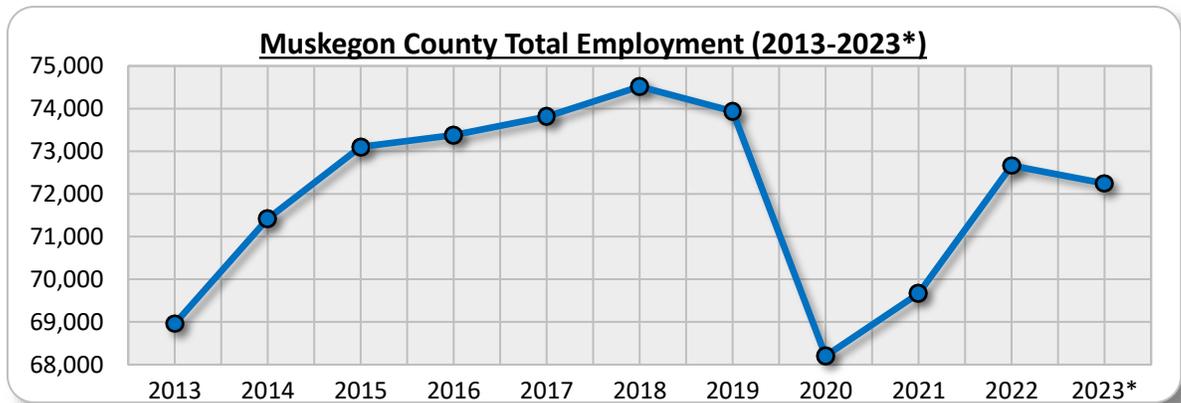
Total employment reflects the number of employed persons who live within the county regardless of where they work. The following illustrates the total employment base for Muskegon County, the state of Michigan and the United States for the various years listed.

Year	Total Employment					
	Muskegon County		Michigan		United States	
	Total Number	Percent Change	Total Number	Percent Change	Total Number	Percent Change
2013	68,958	-	4,323,410	-	144,904,568	-
2014	71,415	3.6%	4,416,017	2.1%	147,293,817	1.6%
2015	73,101	2.4%	4,501,816	1.9%	149,540,791	1.5%
2016	73,383	0.4%	4,606,948	2.3%	151,934,228	1.6%
2017	73,815	0.6%	4,685,853	1.7%	154,721,780	1.8%
2018	74,516	1.0%	4,739,081	1.1%	156,709,676	1.3%
2019	73,939	-0.8%	4,773,453	0.7%	158,806,261	1.3%
2020	68,203	-7.8%	4,379,122	-8.3%	149,462,904	-5.9%
2021	69,663	2.1%	4,501,562	2.8%	154,624,092	3.5%
2022	72,665	4.3%	4,632,539	2.9%	159,884,649	3.4%
2023*	72,245	-0.6%	4,601,135	-0.7%	160,342,847	0.3%

Source: Department of Labor; Bureau of Labor Statistics

*Through January

From 2013 to 2019, the employment base in Muskegon County increased by 4,981 employees, or an increase of 7.2% during the time period. Prior to 2020, which was largely impacted by the economic effects related to COVID-19, total employment in Muskegon County increased in six of the seven previous years, with the only decrease (0.8%) occurring in 2019. In 2020, total employment for the county decreased by 7.8%, which reflects a rate of reduction below that for the state (8.3%) during this period. In 2021, total employment increased in Muskegon County by 2.1%, which was a rate of increase below the state (2.8%) and nation (3.5%). In 2022, the county's employment base increased by 4.3%, which was a higher rate than the state and the nation. The increases in total employment over the last two years are a positive sign that the county economy is recovering from the effects of the COVID-19 pandemic.



*Through January

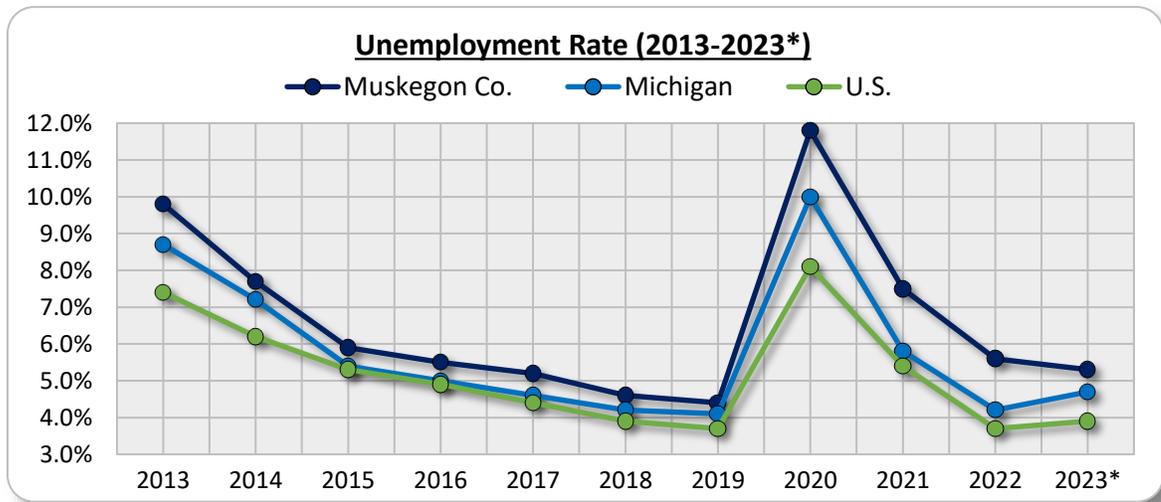
Unemployment rates for Muskegon County, the state of Michigan and the United States are illustrated as follows:

Year	Unemployment Rate		
	Muskegon County	Michigan	United States
2013	9.8%	8.7%	7.4%
2014	7.7%	7.2%	6.2%
2015	5.9%	5.4%	5.3%
2016	5.5%	5.0%	4.9%
2017	5.2%	4.6%	4.4%
2018	4.6%	4.2%	3.9%
2019	4.4%	4.1%	3.7%
2020	11.8%	10.0%	8.1%
2021	7.5%	5.8%	5.4%
2022	5.6%	4.2%	3.7%
2023*	5.3%	4.7%	3.9%

Source: Department of Labor, Bureau of Labor Statistics

*Through January

Between 2013 and 2019, unemployment rates in the county steadily declined from 9.8% to 4.4%, which was generally comparable to the state unemployment trend during the same period. During 2020, the unemployment rate for the county increased to 11.8%, which reflects a higher rate than the unemployment rate for the state of Michigan (10.0%) and the United States (8.1%) for that year. Following the release of many of the restrictions associated with COVID-19, the unemployment rate for Muskegon County decreased to 7.5% in 2021, which represents a higher rate than the state (5.8%) and the nation (5.4%). As of January 2023, the unemployment rate in the county decreased to 5.3%. Although this represents a higher rate than the state (4.7%) and nation (3.9%), the continuing unemployment rate decrease is a positive sign of a recovering economy.



*Through January

In order to get a better sense of the initial impact the COVID-19 pandemic had on the local economy and the subsequent recovery, we evaluated monthly unemployment rates. The following table illustrates the monthly unemployment rate from January 2020 to January 2023 in Muskegon County.

Muskegon County - Monthly Unemployment Rate				
Month	2020	2021	2022	2023
January	4.5%	9.0%	6.5%	5.3%
February	4.1%	8.6%	6.4%	-
March	5.4%	8.4%	5.3%	-
April	28.6%	7.8%	5.3%	-
May	22.0%	8.3%	5.4%	-
June	16.9%	8.7%	6.2%	-
July	15.1%	8.7%	6.2%	-
August	11.3%	7.4%	5.7%	-
September	9.9%	6.4%	5.2%	-
October	7.8%	5.7%	5.2%	-
November	7.8%	5.3%	4.9%	-
December	8.7%	5.4%	5.0%	-

Source: Department of Labor, Bureau of Labor Statistics

Prior to April 2020, which is when COVID-19 stay-at-home orders impacted many non-essential businesses, the unemployment rate for Muskegon County was 5.4%. In April 2020, the rate increased sharply to 28.6%. While unemployment remained historically high through August 2020 (11.3%), the rate decreased to 7.8% by October 2020. Although some increases in the unemployment rate occurred during 2021, the unemployment rate has generally remained under 6.5% since September 2021. As of January 2023, the most recent month for which data is available, the unemployment rate for the county was 5.3%. The 5.3% unemployment rate is slightly higher than the lowest monthly unemployment level of 4.9% recorded during November 2022 and within one percentage point of the 2019 full-year unemployment rate (4.4%) for Muskegon County.

In-place employment reflects the total number of jobs within the county regardless of the employee's county of residence. The following table illustrates the total in-place employment base for Muskegon County.

In-Place Employment Muskegon County			
Year	Employment	Change	Percent Change
2012	59,562	-	-
2013	60,107	545	0.9%
2014	61,477	1,370	2.3%
2015	62,197	720	1.2%
2016	62,086	-111	-0.2%
2017	62,928	842	1.4%
2018	62,927	-1	0.0%
2019	62,220	-707	-1.1%
2020	56,192	-6,028	-9.7%
2021	59,243	3,051	5.4%
2022*	61,625	2,382	4.0%

Source: Department of Labor, Bureau of Labor Statistics

*Through September

The preceding table illustrates in-place employment (people working within Muskegon County) increased by 4.5%, or 2,658 jobs, from 2012 to 2019. While the greatest single decrease over the past decade occurred in 2020 (9.7%) and can be largely attributed to the COVID-19 pandemic, it is notable that the county experienced a decline of 1.1%, or 707 jobs, in 2019. Despite the historic decline in 2020, significant year over year increases occurred in 2021 (5.4%) and 2022 (4.0%) and the county experienced an overall net increase of 2,063 jobs (3.5%) from 2012 through September 2022. Overall increases in total employment and in-place employment along with a decrease in the annual unemployment rate in Muskegon County are all positive indications of an actively recovering economy, which can contribute to increases in population, households, and housing demand for an area.

Employment Outlook

The Worker Adjustment and Retraining Notification (WARN) Act requires advance notice of qualified plant closings and mass layoffs. WARN notices were reviewed on June 1, 2023, and according to the Michigan Department of Labor & Economic Opportunity there has been one WARN notice reported for Muskegon County over the past 12 months which is summarized in the following table:

WARN Notices			
Company	Location	Jobs	Notice Date
Pace Industries, Inc.	Muskegon	244	2022

Source: Michigan Department of Labor & Economic Opportunity

The 10 largest employers within the Muskegon County area comprise a total of 12,331 employees and are summarized as follows:

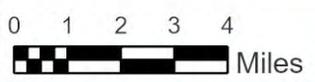
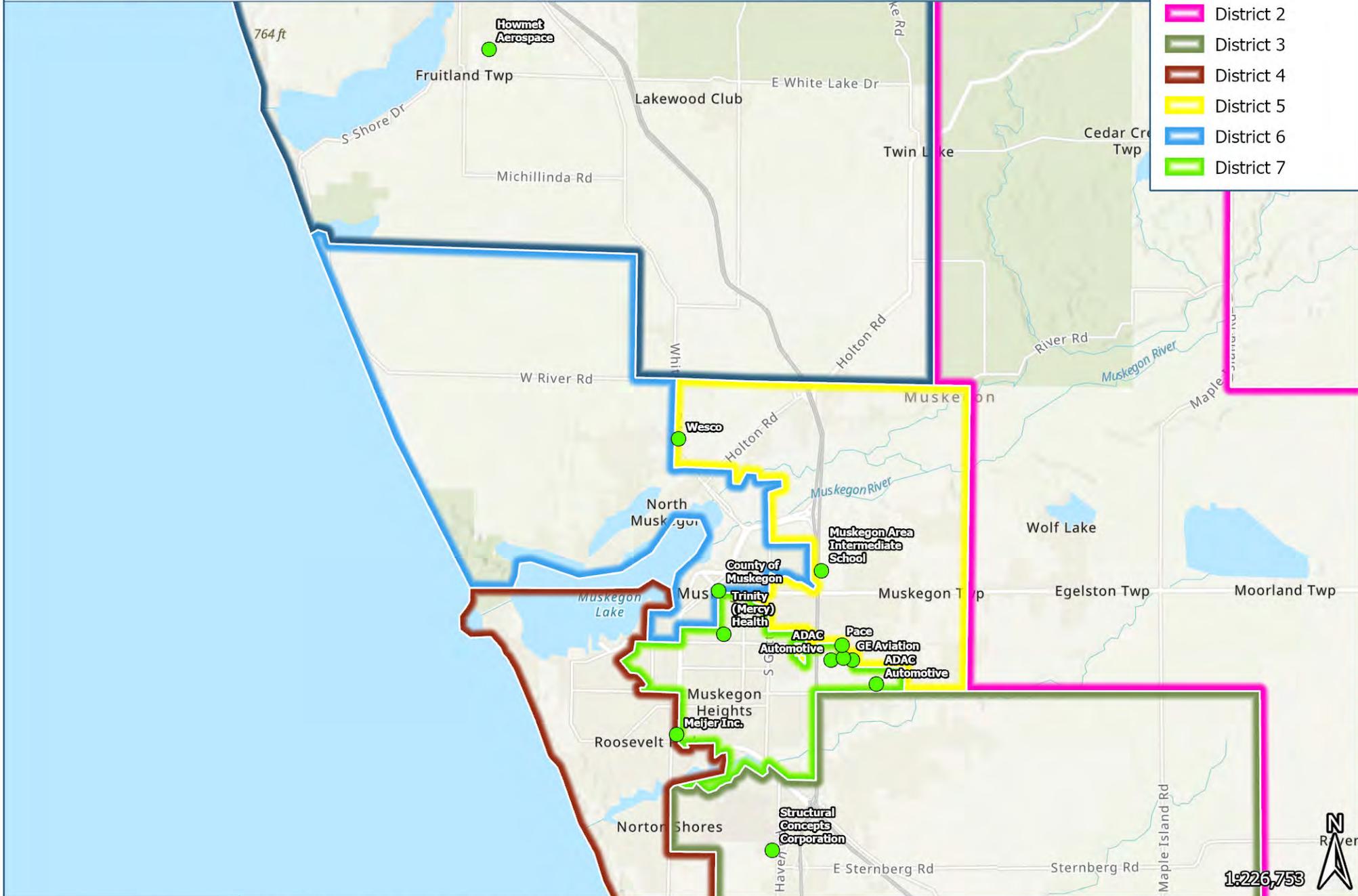
Employer Name	Business Type	Total Employed
Trinity (Mercy) Health	Hospital Systems	4,000
Howmet Aerospace	Aerospace Metal Manufacturing	2,700
ADAC Automotive	Automotive Plastics	1,033
County of Muskegon	Local Government	1,021
Meijer, Inc.	Department Store	870
GE Aviation	Aviation Aircraft Manufacturer	634
Wesco	Gasoline & Convenience Stores	573
Structural Concepts Corporation	Display Case Manufacturers	500
Pace Industries, Inc.	Aluminum Die Castings	500
Muskegon Area Intermediate School	Elementary/Educational Services	500
Total		12,331

Source: Greater Muskegon Economic Development (March 2022)

Major employers in the area are primarily engaged in healthcare, manufacturing, public administration, retail, and education. As five of the 10 largest employers are involved in manufacturing processes, this likely contributed, in part, to the historically high unemployment rates associated with the COVID-19 pandemic in 2020. Overall, it appears that most of the major employers in the area are engaged in business activities with occupations that typically offer competitive compensation. Additionally, three of the top employers are engaged in critical services (healthcare, public administration, and education), which are less vulnerable to economic downturns.

A map delineating the location of the area’s largest employers is included on the following page.

- Major Employers
- District 1
- District 2
- District 3
- District 4
- District 5
- District 6
- District 7



Esri, HERE, Garmin, SafeGraph, METI/NASA, USGS, EPA, NPS, USDA, Esri, NASA, NGA, USGS
Additional Source(s): Bowen National Research



Economic Development

Economic development can improve the economic well-being and quality of life for a region or community by building local wealth, diversifying the economy, and creating and retaining jobs. Local perspective on the economy as well as notable developments in the area are summarized as follows.

According to a representative with Greater Muskegon Economic Development, the Muskegon County economy is improving. The city of Muskegon benefits from the fact that it serves as the county seat of Muskegon County and is located on the shore of Muskegon Lake. Muskegon Lake is the largest natural deep-water port in west Michigan and offers marinas, charter fishing and hosts several cruise ships. The county has commercial docking facilities that provide various shipping needs, logistic support, storage, towing and ship repair services. The port also handles tons of freight, coal and salt every year.

The following table summarizes recent notable economic development activity and announcements within Muskegon County:

Muskegon County Economic Development Activity			
Project Name	Investment	Job Creation	Scope of Work/Status
Fusion Fluid Equipment	\$7 million	35	In spring 2022, announced plans to expand production facility located in Whitehall Township; Plans include adding 52,000 square feet; No groundbreaking date has been set
HydroBlox Technologies and Goodwill Industries	N/A	N/A	In spring 2022, announced a joint venture for a new plant in the Muskegon area that diverts landfill-bound plastic into environmentally friendly stormwater products that filter and direct the flow of water
Cytiva/Globe Life Sciences Solutions USA	\$430 million	200	In summer 2022, purchased the former Bayer CropScience in Muskegon; Cytiva currently produces chromatography resins in Sweden and plans to expand so resins can be manufactured and marketed in the U.S.; Average wage of \$1,800 per week plus benefits; Production expected to begin in late 2025 or early 2026
Seal Bond	\$11.5 million	55	Expansion of a new 200,000 square-foot production facility completed in summer of 2022 at the Norton Shores location; Job creation over the next two years
Rolar Product	\$1.2 million	16	Expansion completed in summer of 2022 at Muskegon Heights location
Hilite International	\$9.6 million	108	Renovation and reconfiguration completed in 2021 of existing facility in Whitehall; The renovations will accommodate new office space, labs, and conference rooms
Smart Vision Lights	\$3.9 million	N/A	Facility expanded by 30,000 square feet in 2021; Located in the Airport Business Park Phase II in Norton Shore
Wesco	\$15 million	N/A	Completed renovations in 2022 on a 60,000 square-foot distribution center in Muskegon Township; The facility serves as the main deli and bakery commissary for all its 54 gas stations and convenience stores
La Colombe Coffee Roasters	\$1.75 million	55	Expansion plans announced in summer 2022; Moving into a 50,000 square-foot facility; Additional plans for a third 100,000 square-foot facility; Both facilities located in Norton Shores

N/A – Not Available

ECD – Estimated Completion Date

(Continued)

Muskegon County Economic Development Activity			
Project Name	Investment	Job Creation	Scope of Work/Status
MI Tri-Share Child Care	\$2.5 million	N/A	Program received funding for 2023; The program splits childcare costs between the state, employers enrolled in the program, and eligible employees; Goodwill Industries of West Michigan designated as one of the facilitator hubs for administering the program in Muskegon County
Skymint	N/A	N/A	A new cannabis dispensary opened in 2022 in Muskegon
City of Muskegon Heights	N/A	N/A	In 2022, the city along with Greater Muskegon Economic Development announced the “Reaching New Heights” program was approved by downtown development authority; The intention of the program is to construct 50 affordable homes a year for five years; The first home was constructed in fall 2022 and the homes are priced between \$180,000 and \$250,000
Waseyabek Development Company	N/A	244	In 2022, the economic development firm, purchased the former 30,000 square-foot RSI Building in Muskegon; No plans for the facility have been announced
Northern Biomedical Research	\$68 million	50 to 400 within three years	In early 2022, the research company purchased the former correctional facility from the City of Muskegon; 70 existing employees will move from Norton Shores to the new site in 2023; Average annual wage of \$80,000
Food, Agriculture, Research, and Manufacturing	\$2.5 million	50	In 2021, opened a new 12,000 square-foot facility; Job creation expected by 2024
West Michigan Grinding & Machine, Incorporated	\$3 million	10	Facility manufactures machined components; Announced plans to invest in their facility
Lake Bluff Grille	N/A	N/A	In spring 2022, the restaurant and the event venue inside the Muskegon Country Club were renovated; The venue seats 150 guests, additional space for weddings and other events seats about 100 guests, and the bar area seats 80 guests
Dr. Rolf’s Barbeque	\$1 million	N/A	In August 2022, owners of Dr. Rolf’s Barbeque announced they will develop a new restaurant in downtown Muskegon; The facility will have seating for 130 plus an additional 80 seats in the rooftop bar.
Adelaide Pointe	\$250 million	N/A	A proposed mixed-use development and marina that will be located along Muskegon Lake; Plans include slips at the marina, for-sale condominiums, a pool, multi-use building with an event center, boat sales, and a restaurant; The project is expected to be complete in summer 2024
Harbor 31	\$120 million	N/A	Currently under construction along Muskegon Lake; Plans include various housing options, senior care living, boat storage, new marina, boardwalk, office space, and hotel. ECD late 2025
City of Muskegon	\$1.5 million	N/A	Federal grant received in 2022 from Housing and Urban Development; Funding to be used for low-income families for home improvements that mitigate health and safety hazards such as lead-based paint, indoor air quality, mold and moisture, pests, and carbon monoxide; Approximately 130 homes will use the funding. The city also received funding through the Healthy Homes Production Grant Program which was used last year in several homes to address lead abatement, efficiency repairs, vinyl siding replacement and infrastructure repairs
City of Muskegon & West Urban Properties	\$6.2 million	N/A	In 2021, partnered to build over 20 affordable rental homes which give middle-income families more housing options; In 2022, the same partnership reached an agreement that will provide approximately 100 new affordable homes throughout the city

N/A – Not Available

ECD – Estimated Completion Date

Infrastructure

The following table summarizes notable recent infrastructure projects within Muskegon County:

Infrastructure Projects			
Project Name	Investment	Status	Scope of Work/Details
Muskegon River Bridge	\$1.2 million	Under construction	Remove bridge over Muskegon River tributary on Ottawa Street; ECD 2024
Coopersville Wastewater Treatment Plant	\$60 million	Planned	Project will connect users of the Coopersville Wastewater Treatment Plant in northern Ottawa County to the Muskegon County Wastewater Management System; Expected to start construction in fall 2023; ECD 2026; Area food producers will be able to take advantage of the unused capacity at the Muskegon County wastewater facility by connecting to the new line; Private investment is estimated at \$187 million and expected to create 145 new jobs over the next three to five years
Restoration Projects	\$500,000	Planned	In May 2022, the Environmental Protection Agency awarded Muskegon Lakeshore Chamber of Commerce with a grant for use in Muskegon Lake redevelopment and restoration projects throughout the county
Southern Airways Express LLC	N/A	Completed	Selected by the U.S. Department of Transportation to provide essential air service at Muskegon County Airport; Service will provide 36 nonstop round-trip flights per week to Chicago O'Hare International Airport; Flights began October 1, 2022
Whitehall Road	N/A	Completed	Added left turn lane along Whitehall Road

ECD – Estimated Completion Date

Tourism

Muskegon County sits along Lake Michigan's shoreline, hosts around 1.5 million tourists per year and has an extensive vacation rental market. In the warmer months, the area is best known for its outdoor recreational activities such as miles of beaches, and over 60 miles of multiuse trails. The county also offers several state parks, county parks, nature preserves, festivals, and major paddle sport rivers. Tourists can also enjoy fishing, hiking, camping, sailing regattas, and pleasure boating. In the winter the area offers ice skating, cross-country skiing, and a luge track.

There are several entertainment options including restaurants, theaters, museums, arts and culture centers, historical architecture, and public art collections making it a destination to visit year-round.

With all the county has to offer, the tourism and entertainment sectors have a substantial impact on the local economy. In 2021, at the heels of the pandemic, the festivals, and arts and cultural institutions contributed nearly \$42 million to the economy and employed 102 full-time and 535 part-time employees.

Beautification

Within the city of Muskegon, sidewalk widening is planned for Western Avenue and a small part of Second Street in the downtown area. The project is part of the new social district, which encompasses 12 blocks and is designed to give the downtown area a year-round festival atmosphere. The sidewalk widening will increase space for outdoor dining and social activities. Curbs will be eliminated so the sidewalk is level with the street, and movable objects such as benches and planters will be used to separate the street and sidewalk. The expected completion date for the project is 2023.

The City of Muskegon sporadically issues an invitation for bids for demolition and site clearance projects. Through this program, vacant homes, buildings, sheds, and other structures are demolished and sites are cleared.

In 2021, the cities of Muskegon, Muskegon Heights, and Norton Shores conducted an online crowdfunding effort that raised \$50,000 for The Muskegon Rails Murals project. The funding raised by the cities qualified them to receive an additional \$50,000 from the Michigan Economic Development Corporation's Public Spaces Community Places program. The entranceways to the cities now display four original hand-painted murals on two rail bridges. A total of \$185,000 was invested in the project.

The City of Muskegon Heights was awarded \$250,000 in July 2022 for improvements at Rowan Park. Plans include a splash pad, fountain, restrooms, and a pedestrian promenade.

Conclusions

Muskegon County has experienced positive economic growth since the initial effects of COVID-19. Job growth has been positive over the last couple of years, while the unemployment rate declined. A significant amount of both public and private sector investment is either underway or planned for the county that will bring in millions of dollars and create hundreds of jobs. This positive economic activity will contribute to the ongoing demand for housing in Muskegon County.

VI. HOUSING SUPPLY ANALYSIS

This housing supply analysis considers both rental and for-sale housing. Understanding the historical trends, market performance, characteristics, composition, and current housing choices provide critical information as to current market conditions and future housing potential. The housing data presented and analyzed in this section includes primary data collected directly by Bowen National Research and secondary data sources including American Community Survey (ACS), U.S. Census housing information and data provided by various government entities and real estate professionals.

While there are a variety of housing alternatives offered in the overall market (Muskegon County), we focused our analysis on the most common alternatives. The housing structures included in this analysis are:

- **Rental Housing** – Rental properties consisting of multifamily apartments (generally with five or more units within a structure) were identified and surveyed. An analysis of non-conventional rentals (typically with four or less units within a structure) was also conducted. In addition, a survey and analysis of short-term (recreational/seasonal) rentals was completed to analyze the effect this housing segment has on the overall rental market.
- **For-Sale Housing** – For-sale housing alternatives, both recent sales activity and currently available supply, were inventoried. This data includes single-family homes, condominiums, mobile homes, and other traditional housing alternatives. It includes stand-alone product as well as homes within planned developments or projects.
- **Senior Care Housing** – We surveyed senior care facilities that provide both shelter and care housing alternatives to seniors requiring some level of personal care (e.g., dressing, bathing, medical reminders, etc.) and medical care. This includes assisted living and nursing homes.

For the purposes of this analysis, most of the housing supply information is presented for the Primary Study Area (PSA, Muskegon County). However, we do provide some data, when available, on the seven submarkets in this section. This analysis includes secondary Census housing data (renter- and owner-occupied), Bowen National Research's survey of area rental alternatives, for-sale housing data (both historical sales and available housing alternatives) obtained from secondary data sources (Multiple Listing Service/Realtor.com), and data for short-term (seasonal/recreational) rentals from secondary data sources. Planned and proposed housing were also considered for their potential impact on housing market conditions and demand.

Maps illustrating the location of various housing types are included throughout this section.

A. OVERALL HOUSING SUPPLY (SECONDARY DATA)

This section of area housing supply is based on secondary data sources such as the U.S. Census, American Community Survey and ESRI, and is provided for the Primary Study Area (Muskegon County), the selected submarkets (Districts) of the PSA, and the state of Michigan, when applicable. When possible, data from the 2020 Census is used in conjunction with ESRI estimates to provide the most up-to-date data. Note that some small variation of total numbers and percentages within tables may exist due to rounding.

Housing Characteristics

The estimated distribution of the area housing stock by tenure (renter and owner) for each study area for 2022 is summarized in the following table:

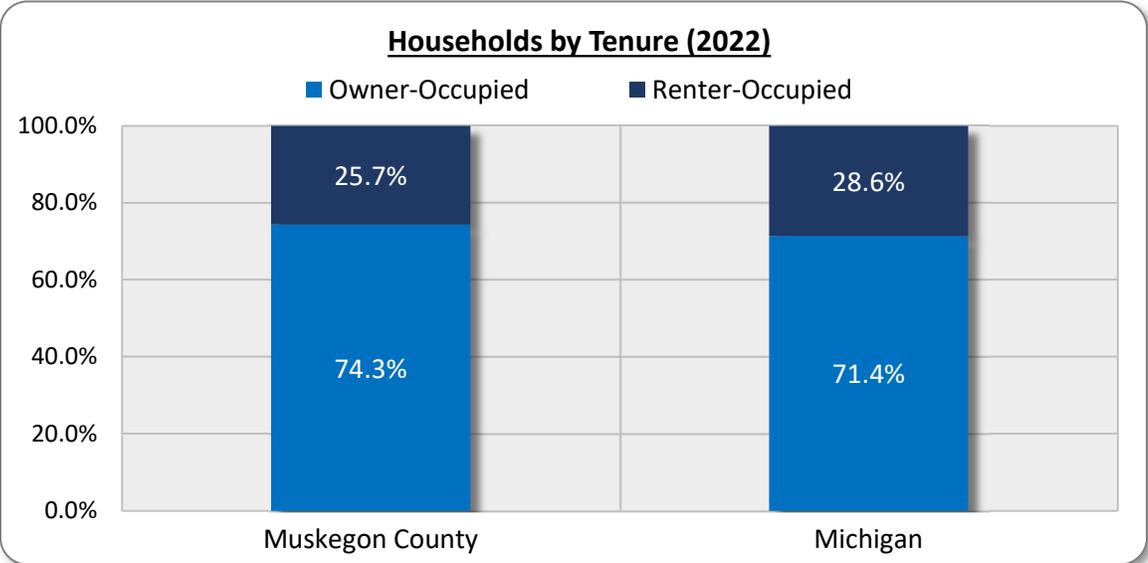
		Occupied and Vacant Housing Units by Tenure 2022 Estimates				
		Total Occupied	Owner Occupied	Renter Occupied	Vacant	Total
District 1	Number	9,863	8,377	1,487	1,431	11,294
	Percent	87.3%	84.9%	15.1%	12.7%	100.0%
District 2	Number	8,843	7,439	1,404	585	9,428
	Percent	93.8%	84.1%	15.9%	6.2%	100.0%
District 3	Number	9,873	8,489	1,384	453	10,326
	Percent	95.6%	86.0%	14.0%	4.4%	100.0%
District 4	Number	10,819	8,344	2,475	846	11,665
	Percent	92.7%	77.1%	22.9%	7.3%	100.0%
District 5	Number	10,036	7,095	2,941	505	10,541
	Percent	95.2%	70.7%	29.3%	4.8%	100.0%
District 6	Number	9,867	6,523	3,344	871	10,738
	Percent	91.9%	66.1%	33.9%	8.1%	100.0%
District 7	Number	9,520	4,879	4,641	1,276	10,796
	Percent	88.2%	51.3%	48.8%	11.8%	100.0%
Muskegon County	Number	68,822	51,146	17,676	5,966	74,788
	Percent	92.0%	74.3%	25.7%	8.0%	100.0%
Michigan	Number	4,055,460	2,895,751	1,159,709	533,313	4,588,773
	Percent	88.4%	71.4%	28.6%	11.6%	100.0%

Source: 2010 Census; ESRI; Urban Decision Group; Bowen National Research

In total, there are an estimated 74,788 housing units within the PSA (Muskegon County) in 2022. Based on ESRI estimates and 2020 Census data, of the 68,822 total *occupied* housing units in the PSA, 74.3% are owner occupied, while the remaining 25.7% are renter occupied. As such, the PSA has a slightly higher share of owner-occupied housing units when compared to the state (71.4%). Approximately 8.0% of the housing units within the PSA are classified as vacant, which is a lower share as compared to the state (11.6%). Vacant units are comprised of a variety of units including abandoned properties, rentals, for-sale, and seasonal housing units.

Overall, the occupied units within the PSA are relatively balanced among the individual submarkets, with individual shares ranging between 12.8% (District 2) and 15.7% (District 4). Within the individual submarkets, the highest share of owner-occupied units is in District 3 (86.0%), while District 7 has the highest share of renter-occupied units (48.8%). District 1 has the highest share (12.7%) of vacant units. The vacant units in District 1 are greatly influenced by the short-term housing market as evidenced by the fact that nearly two-thirds (63.6%) of all vacant units in this submarket are classified as “Seasonal or Recreational” housing. While District 7 also has an above average share (11.8%) of vacant units, seasonal/recreational units have a much smaller influence in this submarket, as only 5.0% of vacant units are classified as this type. These short-term housing alternatives can limit the inventory available to permanent residents. Vacation/short-term rentals are evaluated in detail later in this section starting on page VI-23.

The following graph compares occupied units by tenure for Muskegon County and the state of Michigan.



The following table compares key housing age and conditions of each study area and the state based on 2017-2021 American Community Survey (ACS) data. Housing units built over 50 years ago (pre-1970), overcrowded housing (1.01+ persons per room), or housing that lacks complete indoor kitchens or bathroom plumbing are illustrated for each study area by tenure. It is important to note that some occupied housing units may have more than one housing issue.

	Housing Age and Conditions											
	Pre-1970 Product				Overcrowded				Incomplete Plumbing or Kitchen			
	Renter		Owner		Renter		Owner		Renter		Owner	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
District 1	372	33.6%	3,191	37.2%	8	0.7%	71	0.8%	0	0.0%	90	1.0%
District 2	496	50.0%	2,868	37.4%	9	0.9%	167	2.2%	0	0.0%	5	0.1%
District 3	384	29.7%	3,251	40.1%	47	3.6%	153	1.9%	0	0.0%	16	0.2%
District 4	1,238	56.4%	4,945	62.9%	61	2.8%	37	0.5%	103	4.7%	41	0.5%
District 5	1,098	41.4%	3,732	51.9%	100	3.8%	124	1.7%	198	7.5%	22	0.3%
District 6	1,515	50.9%	3,549	53.2%	63	2.1%	31	0.5%	28	0.9%	18	0.3%
District 7	2,902	70.6%	3,808	80.8%	294	7.2%	33	0.7%	102	2.5%	69	1.5%
Muskegon County	8,003	52.2%	25,344	49.9%	583	3.8%	617	1.2%	431	2.8%	261	0.5%
Michigan	507,318	45.9%	1,373,751	47.9%	31,824	2.9%	32,450	1.1%	22,356	2.0%	16,775	0.6%

Source: American Community Survey (2017-2021); ESRI; Urban Decision Group; Bowen National Research

In the PSA (Muskegon County), slightly over half (52.2%) of the renter-occupied housing units and nearly half (49.9%) of owner-occupied housing units were built prior to 1970. As such, the housing stock in the PSA appears to be marginally older than the housing inventory in the state, where 45.9% of renter-occupied units and 47.9% of owner-occupied units were built prior to 1970. While the share of renter households (3.8%) that experience overcrowding is notably higher than the state (2.9%), the share of owner households (1.2%) in the PSA with this issue is comparable to the state share (1.1%) of such households. Although the share of renter-occupied units (2.8%) with incomplete plumbing or kitchens is higher than the state share (2.0%), the share of owner households (0.5%) in the PSA with this issue is marginally lower than the state (0.6%). Overall, renters in the PSA appear to be more likely to experience housing issues as compared to owners in the PSA, and renters in the PSA are also more likely than their counterparts in the state to experience such issues.

Among the individual submarkets in the PSA, District 7 has the largest shares of renter-occupied housing units (70.6%) and owner-occupied housing units (80.8%) built prior to 1970. While the largest share of renters experiencing overcrowding is within District 7 (7.2%), the largest share of owners with this issue is within District 2 (2.2%). Incomplete plumbing or kitchens appear to be most prevalent among renters in District 5, with 7.5% of all renter households in this submarket experiencing the issue. The largest share of owners (1.5%) with incomplete plumbing or kitchens is within District 7.

The following table compares key household income, housing cost, and housing affordability metrics of each study area and the state. It should be noted that cost burdened households pay over 30% of income toward housing costs, while severe cost burdened households pay over 50% of income toward housing.

Household Income, Housing Costs and Affordability								
	2022 Households	Median Household Income	Estimated Median Home Value	Average Gross Rent	Share of Cost Burdened Households*		Share of Severe Cost Burdened Households**	
					Renter	Owner	Renter	Owner
District 1	9,863	\$68,196	\$181,419	\$786	24.7%	17.7%	9.3%	7.9%
District 2	8,843	\$57,576	\$162,485	\$865	28.7%	19.1%	11.3%	6.5%
District 3	9,873	\$66,413	\$190,971	\$1,059	42.2%	15.2%	15.5%	6.1%
District 4	10,819	\$63,187	\$165,848	\$932	40.2%	16.4%	14.2%	4.8%
District 5	10,036	\$48,192	\$120,380	\$829	39.2%	20.3%	19.0%	8.6%
District 6	9,867	\$51,951	\$189,596	\$804	55.7%	15.2%	27.0%	5.9%
District 7	9,520	\$33,439	\$46,520	\$806	50.7%	17.3%	29.6%	6.2%
Muskegon County	68,822	\$55,046	\$160,847	\$851	44.2%	17.3%	21.2%	6.6%
Michigan	4,055,460	\$65,522	\$204,371	\$1,023	44.9%	18.6%	23.1%	7.4%

Source: American Community Survey (2017-2021); ESRI; Urban Decision Group; Bowen National Research

*Paying more than 30% of income toward housing costs

**Paying more than 50% of income toward housing costs

The median household income of \$55,046 within the PSA (Muskegon County) is 16.0% less than the median household income for the state (\$65,522). The estimated median home value in the PSA of \$160,847 is 21.3% lower than the median home value reported in the state (\$204,371). The average gross rent in the PSA (\$851) is 16.8% lower than the state average gross rent (\$1,023). While the median household income in the PSA is considerably lower than that of the state, a lower median home value and average gross rent contribute to slightly lower shares of cost burdened renter (44.2%) and owner (17.3%) households in the PSA as compared to the shares in the state (44.9% renters and 18.6% owners). Overall, the PSA has an estimated 7,813 renter households and 8,848 owner households that are housing cost burdened. With an estimated total of 16,661 cost burdened households in Muskegon County, of which 7,123 are severe cost burdened, affordable housing alternatives should be part of future housing solutions.

Among the individual submarkets of the PSA, median household incomes range between \$33,439 (District 7) and \$68,196 (District 1). While the median home values in five submarkets exceed \$160,000, there is considerable variation in median home values among the various submarkets in the PSA. District 3 has the highest median value (\$190,971), while the median home value in District 7 is only \$46,520. Average gross rents in the PSA range from \$786 in District 1 to \$1,059 in District 3. It is notable that, despite District 1 having the highest median household income, this submarket has the lowest average gross rent. The share of cost burdened renter households is highest within District 6 (55.7%) and District 7 (50.7%), while the share of cost burdened owner households is highest within District 5 (20.3%) and District 2 (19.1%).

B. HOUSING SUPPLY ANALYSIS (BOWEN NATIONAL SURVEY)

1. Multifamily Rental Housing

From October to January of 2023, Bowen National Research surveyed (both by telephone and in-person) a total of 55 multifamily rental housing properties within Muskegon County. While this survey does not include all properties in the county, it does include a majority of the larger properties. The overall survey is considered representative of the performance, conditions and trends of multifamily rental housing in the county. Projects identified, inventoried, and surveyed operate as market-rate and under a number of affordable housing programs including the Low-Income Housing Tax Credit (LIHTC) program and various HUD programs. Definitions of each housing program are included in *Addendum F: Glossary*.

Property managers and leasing agents for each project were surveyed to collect a variety of property information including vacancies, rental rates, unit mixes, year built and other features. Most properties were personally visited by staff of Bowen National Research and were also rated based on general exterior quality and upkeep, and each property was mapped as part of this survey.

The distribution of surveyed multifamily rental housing supply by program type is illustrated in the following table.

Surveyed Multifamily Rental Housing – Muskegon County					
Project Type	Projects Surveyed	Total Units	Vacant Units	Occupancy Rate	Vacancy Rate
Market-Rate	26	3,587	50	98.6%	1.4%
Market-Rate/Tax Credit	4	356	5	98.6%	1.4%
Market-Rate/Government-Subsidized	2	296	0	100.0%	0.0%
Tax Credit	6	361	0	100.0%	0.0%
Tax Credit/Government-Subsidized	3	129	0	100.0%	0.0%
Market-Rate/Tax Credit/Government-Subsidized	1	84	0	100.0%	0.0%
Government-Subsidized	13	1,097	0	100.0%	0.0%
Total	55	5,910	55	99.1%	0.9%

Source: Bowen National Research

The 55 surveyed multifamily rental projects in the county contain a total of 5,910 units. These projects operate under a variety of rental housing programs, including a combination of such programs. As a result, we distinguished the multifamily housing inventory by program type (e.g., market-rate, Tax Credit, and government-subsidized, or some combination thereof).

The overall vacancy rate among the 5,910 surveyed units is 0.9% (99.1% occupancy rate). It should be noted that this only includes physical vacancies (vacant units ready for immediate occupancy) as opposed to economic vacancies (vacant units not immediately available for rent). Typically, healthy, well-balanced markets have rental housing vacancy rates generally between 4% and 6%. As such, vacancies in the PSA (Muskegon County) are extremely low, indicating a significant need for additional multifamily rental housing. Note that there are *no vacant units* among the 2,053 rental units that operate under either the Low-Income Housing Tax Credit program or under a government subsidy. Management at a majority of the affordable multifamily housing projects indicated that they maintain wait lists for the next available units. As such, there is clear pent-up demand for affordable housing in Muskegon County. While all 55 vacant units at surveyed properties are among the market-rate supply, properties operating exclusively as market-rate (others operate within mixed-income projects) have an overall vacancy rate of just 1.4%. This is a very low vacancy rate for market-rate housing. Therefore, even among non-assisted housing, demand for rental housing is strong. Based on this survey of rental housing, there does not appear to be any weakness or softness among multifamily rentals in the region. In fact, the demand for rentals among all affordability levels appears to be strong.

The following table summarizes the distribution of surveyed rental housing for Muskegon County and its seven designated submarkets. It should be noted that the wait list information includes the number of households on a property’s wait list and does not include additional households on wait lists that are reported as a point in time (e.g., 12-month wait list). As such, the *number* of households on the wait lists likely underrepresents the actual level of pent-up demand for multifamily rental housing. The **red** shading indicates the lowest vacancy rates.

Surveyed Multifamily Rental Housing Supply by Area

	Projects Surveyed	Total Units	Vacant Units	Overall Vacancy Rate	Vacancy Rate by Type			Wait Lists by Type		
					Market-rate	Tax Credit	Government Subsidy	Market-rate	Tax Credit	Government Subsidy
District 1	6	273	0	0.0%	-	0.0%	0.0%	-	3 HH	117 HH 12-30 Mo.
District 2	1	31	0	0.0%	-	-	0.0%	-	-	53 HH
District 3	8	929	8	0.9%	1.0%	0.0%	-	69 HH	25 HH	-
District 4	4	895	7	0.8%	0.8%	-	-	5 HH	-	-
District 5	10	1,674	10	0.6%	1.0%	-	0.0%	3 HH 6 Mo.	-	6-120 Mo.
District 6	16	1,222	25	2.0%	3.0%	0.0%	0.0%	147 HH 2-6 Mo.	134 HH 6 Mo.	55 HH 1 Mo.
District 7	10	886	5	0.6%	1.5%	0.0%	0.0%	2-3 Mo.	168 HH 6-12 Mo.	78 HH
Muskegon County	55	5,910	55	0.9%	1.4%	0.0%	0.0%	224 HH 2-6 Mo.	330 HH 6-12 Mo.	303 HH 1-120 Mo.

Source: Bowen National Research; HH – Households; Mo. – Months

Two of the seven submarkets in Muskegon County (District 1 and District 2) have no vacant units at any of the surveyed rental properties. The overall vacancy rates within the five remaining submarkets that have available units range from 0.6% to 2.0%. The market-rate housing product in Muskegon County has a vacancy rate of 1.4%, while there are no vacant units at Tax Credit or government-subsidized properties in the county. The low vacancy rates among the surveyed supply in each submarket illustrate that the multifamily rental supply is operating with limited availability. Waiting lists at multifamily apartment properties in Muskegon County range from three to 168 households with a wait time ranging from one month to 10 years depending on unit type. Market-rate properties have the shortest wait times in the county, while subsidized properties have the longest wait times for the next available units.

Market-Rate Apartments

The following table summarizes the distribution of surveyed market-rate units by county and individual submarkets.

Surveyed Market-Rate Multifamily Rental Housing Supply by Area Muskegon County					
	Projects Surveyed	Total Units	Vacant Units	Vacancy Rate	Wait Lists (Households)
District 1	0	-	-	-	-
District 2	0	-	-	-	-
District 3	7	779	8	1.0%	69 HH
District 4	4	895	7	0.8%	5 HH
District 5	6	1,026	10	1.0%	3 HH 6 Mo.
District 6	12	823	25	3.0%	147 HH 2-6 Mo.
District 7	4	334	5	1.5%	2-3 Mo.
Muskegon County	33	3,857	55	1.4%	224 HH 2-6 Mo.

Source: Bowen National Research
HH – Households; Mo. – Months

Muskegon County has an overall vacancy rate of only 1.4% for the 3,857 market-rate units surveyed. Among the seven submarkets, District 6 has the largest number (12) of market-rate *projects* surveyed, while District 5 has the largest number of total *units* surveyed (1,026). The 12 market-rate projects in District 6 represent over one-third of all market-rate projects surveyed in the county, while the 1,026 market-rate units in District 5 represent over one-quarter of all market-rate units surveyed in the county. Note that no market-rate units were surveyed in either District 1 or District 2. The lack of surveyed market-rate units likely indicates that the rental market for non-subsidized properties in these submarkets primarily consists of non-conventional rentals, which are generally comprised of smaller rental properties that have four or less units within a structure. All five

submarkets with market-rate units have at least one property that maintains a wait list for the next available units. The number of households on wait lists for market-rate properties ranges from three to 147 households and a time period of two to six months for the next available units depending on property and unit type.

As part of the survey of multifamily market-rate apartments, Bowen National Research identified rents by both bedroom and bathroom type. From this survey we established median rents for each of the bedroom/bathroom combinations. For the purposes of this analysis, we used the median collected (tenant-paid) rents of the *more common bedroom and bathroom configurations* in the table that follows.

	Median Market-Rate Rents by Bedroom/Bathroom Type			
	One-Bedroom/ 1.0-Bath	Two-Bedroom/ 1.0-Bath	Two-Bedroom/ 2.0-Bath	Three-Bedroom/ 2.0-Bath
District 1	--	--	--	--
District 2	--	--	--	--
District 3	\$1,395	\$1,695	\$1,495	\$1,510
District 4	\$975	\$1,040	\$1,281	\$1,849
District 5	\$695	\$878	\$1,546	\$1,732
District 6	\$850	\$950	\$1,685	\$1,625
District 7	\$815	\$875	\$1,195	\$1,100
Muskegon County (Median Ranges)	\$815-\$1,395	\$875-\$1,695	\$1,195-\$1,685	\$1,100-\$1,849

Source: Bowen National Research

The median rent range among the five submarkets with market-rate rental product is wide. The highest median rents among one-bedroom/1.0-bath and two-bedroom/1.0-bath units are within District 3, while the highest median rents in the two-bedroom/2.0-bath and three-bedroom/2.0-bath units are more widely distributed among submarkets. District 5 and District 6 each have two-bedroom/2.0-bath median rents at the high end of the listed rent range, while Districts 4, 5, and 6 each have three-bedroom/2.0-bath median rents at the high end of the rent range for this unit type. Note that nearly all market-rate properties surveyed in District 3 were built within the last 20 years, while the four remaining submarkets with market-rate product are located either within or near the city of Muskegon. Although some submarkets have median market rents below \$1,000 for smaller unit types, there is limited available market-rate product from which renters can choose.

The following is a distribution of market-rate multifamily rental projects and units surveyed by year built (pre-2000 and after) in Muskegon County:

Market-Rate by Year Built			
Year Built	Projects	Units	Vacancy Rate
Before 2000	16	2,625	1.0%
2000 to present	17	1,232	2.3%

Source: Bowen National Research

Over two-thirds (68.3%) of the surveyed units in the PSA (Muskegon County) were built before the year 2000 and operate with a low 1.0% vacancy rate. The 1.0% vacancy rate among older market-rate rental product (built prior to 2000) demonstrates that demand remains strong for older product that is often more affordable for lower income households. Regardless of age, demand for market-rate rental housing is strong.

Representatives of Bowen National Research personally visited most of the market-rate rental properties within Muskegon County and rated the quality of each property on a scale of “A” (highest) through “F” (lowest) based on quality and overall appearance (i.e., aesthetic appeal, building appearance, landscaping and grounds appearance). The following is a distribution by quality rating, number of units, and vacancy rates for all surveyed market-rate multifamily rental housing projects in the county.

Market-Rate by Quality Rating			
Quality Rating	Projects	Units	Vacancy Rate
B- or above	31	3,749	1.4%
C+ or below	2	108	2.8%

Source: Bowen National Research

Nearly all market-rate properties (31 of 33) surveyed in Muskegon County have a quality rating of “B-” or above. These quality ratings indicate that a large portion of the market-rate rental housing supply is in good to excellent condition. The two remaining market-rate properties have a quality rating of “C+” or below, indicating that there are far fewer lower quality market-rate multifamily rentals in the county.

Tax Credit Apartments

Projects developed under the Low-Income Housing Tax Credit (LIHTC) program, hereinafter referred to as “Tax Credit,” are generally restricted to households earning up to 80% of Area Median Household Income (AMHI), though lower income targeting is often involved. Such product typically serves households with greater incomes than those that reside in government-subsidized housing, though there can be some household income overlap between Tax Credit housing and government-subsidized housing.

Within Muskegon County we surveyed 12 projects with a total of 632 units that operate as Tax Credit (or within mixed-income projects offering some Tax Credit units). There are no vacant units among the 12 Tax Credit projects surveyed in the county.

The following table summarizes key performance metrics of the surveyed Tax Credit rental housing supply by study area. It is important to note that wait list information includes both a *total number* of households waiting for a unit as well as a period of time (e.g., 12-month wait list), as total number of households could not be verified at some of the surveyed Tax Credit properties. As such, the number of households on the wait lists by county shown in the table below likely is a conservative estimate.

Surveyed Tax Credit (Non-Subsidized) Multifamily Rental Housing Supply by Area					
	Projects Surveyed	Total Units	Vacant Units	Vacancy Rate	Wait Lists (Households)
District 1	1	34	0	0.0%	3 HH
District 2	0	-	-	-	-
District 3	1	150	0	0.0%	25 HH
District 4	0	-	-	-	-
District 5	0	-	-	-	-
District 6	5	184	0	0.0%	134 HH 6 Mo.
District 7	5	264	0	0.0%	168 HH 6-12 Mo.
Muskegon County	12	632	0	0.0%	330 HH 6-12 Mo.

Source: Bowen National Research
HH – Households; Mo. – Months

As previously reported, there are no vacant units among the 12 Tax Credit projects surveyed in Muskegon County. Note that 11 of the 12 Tax Credit properties surveyed in the county maintain a wait list for the next available units. There is a combined total of 330 households on wait lists at eight of these Tax Credit projects. Management at the remaining three Tax Credit projects with a wait list did not disclose the number of households on each list, but instead provided wait times of six to 12 months for the next available units. The lack of available units and number of households on wait lists are clear indications of the pent-up demand for Tax Credit housing and that such housing is not fully meeting housing needs in Muskegon County. Tax Credit units were surveyed within only four of the seven submarkets in the county. District 7 (264 units) and District 6 (184 units) have the largest number of Tax Credit units surveyed among all submarkets. These two submarkets account for over 70% of the Tax Credit units surveyed in the county.

Bowen National Research gathered information on collected rents by both bedroom and bathroom type for units that operate under the Low-Income Housing Tax Credit program. From this survey we established median rents for each of the bedroom/bathroom combinations. The following table illustrates the median rents by the most common bedroom/bathroom unit configurations for Muskegon County and its seven designated submarkets. The reported rents are shown as “collected,” meaning these are the tenant-

paid rents and do not account for tenant-paid utilities that would be part of their total housing costs. It is important to note these rents include all levels of income restrictions implemented at these properties (e.g., 30%, 40%, 50%, 60%, etc. of Area Median Household Incomes).

	Median Tax Credit (Non-Subsidized) Rents by Bedroom/Bathroom Type			
	One-Bedroom/ 1.0-Bath	Two- Bedroom/ 1.0-Bath	Two-Bedroom/ 2.0-Bath	Three-Bedroom/ 2.0-Bath
District 1	\$620	\$939	-	-
District 2	-	-	-	-
District 3	\$725	-	\$875	\$925
District 4	-	-	-	-
District 5	-	-	-	-
District 6	\$690	\$655	\$860	-
District 7	\$787	\$725	\$953	\$791
Muskegon County (Median Ranges)	\$620-\$787	\$655-\$939	\$860-\$953	\$791-\$825

Source: Bowen National Research

Overall, the median Tax Credit rents by bedroom type within the PSA (Muskegon County) have a relatively narrow range, with a low of \$620 for a one-bedroom/1.0-bath unit and a high of \$953 for a two-bedroom/2.0-bath unit. Among the four PSA submarkets with Tax Credit units, District 7 is the only submarket with one-, two-, and three-bedroom Tax Credit units. District 7 also has the highest median Tax Credit rents among one-bedroom and two-bedroom/2.0-bath units.

Rents for projects operating under federal programs or the Low-Income Housing Tax Credit (LIHTC) program are limited to the percent of Area Median Household Income (AMHI) to which the units are specifically restricted. For the purposes of this analysis, we have illustrated programmatic rent limits at 50% of AMHI (typical federal program restrictions) and 80% of AMHI (maximum LIHTC program restrictions). It should be noted that all rents are shown as *gross rents*, meaning they include tenant-paid rents and tenant-paid utilities.

Maximum Allowable AMHI Gross Rents (2023) Muskegon County, Michigan					
Percent of AMHI	Studio	One- Bedroom	Two- Bedroom	Three- Bedroom	Four- Bedroom
50%	\$662	\$710	\$852	\$984	\$1,098
80%	\$1,060	\$1,136	\$1,364	\$1,575	\$1,758

Source: Bowen National Research, MSHDA (2023)

Maximum allowable rents are subject to change on an annual basis and are only *achievable* if the project with such rents is marketable. Regardless, the preceding rent table should be used as a guide for setting maximum rents under the Tax Credit program. Individual market data from this report or a site-specific market feasibility study can help to further assess achievable rents.

The following table provides the distribution of Tax Credit rental projects and units surveyed by year built in Muskegon County. It is important to note that the Low-Income Tax Credit program began in 1986 and therefore, unless a pre-1986 project used LIHTC financing to renovate an existing property, all Tax Credit product has been built since 1986.

Tax Credit (Non-Subsidized) by Year Built			
Year Built	Projects	Units	Vacancy Rate
Before 2000	2	108	0.0%
2000 to present	10	524	0.0%

Source: Bowen National Research

Ten of the 12 Tax Credit projects surveyed in Muskegon County were built in 2000 or later. These 10 newer projects represent over 80% of the Tax Credit units surveyed in the county. Demand for Tax Credit units in the county remains very strong regardless of property age, as there are no vacant Tax Credit units among all properties surveyed.

Representatives of Bowen National Research personally visited most of the rental projects within Muskegon County and rated the quality of each property on a scale of “A” (highest) through “F” (lowest) based on quality and overall appearance (i.e., aesthetic appeal, building appearance, landscaping and grounds appearance). The following is a distribution by quality rating, number of units, and vacancy rates for all surveyed multifamily Tax Credit rental housing product in the county.

Tax Credit (Non-Subsidized) by Quality Rating			
Quality Rating	Projects	Units	Vacancy Rate
B- or above	12	632	0.0%
C+ or below	0	-	-

Source: Bowen National Research

All Tax Credit units in the PSA surveyed by quality level are rated “B-” or higher, indicating that Tax Credit housing is considered to be in good to excellent condition.

To help understand the frequency that Tax Credit projects (and their units) are allocated within Muskegon County relative to the remainder of the state of Michigan, we compared the annual Tax Credit allocations between 2018 and 2022 for the county and the balance of the state in the following table.

Tax Credit Allocations (2018 to 2022)						
Year	Muskegon County			Balance of Michigan		
	Total Projects	Total Units	Share of State	Total Projects	Total Units	Share of State
2018	2	82	4.4%	30	1,766	95.6%
2019	1	73	3.6%	31	1,943	96.4%
2020	1	53	5.2%	14	974	94.8%
2021	1	160	6.9%	43	2,167	93.1%
2022	0	0	0.0%	4	1,344	100.0%
Total	5	368	4.3%	147	8,194	95.7%

Source: Michigan State Housing Development Authority (MSHDA)

Over the past five years, five projects have been awarded Tax Credits in Muskegon County, totaling 368 units. These 368 units represent 4.3% of the state’s overall total of 8,562 units allocated Tax Credits over this five-year span. The allocated units in Muskegon County in any given year represented up to 6.9% of the state’s total. While the county has added Tax Credit rental product in each year between 2018 and 2021, the 100.0% occupancy rates and wait lists among the existing Tax Credit supply indicates this market segment is underserved, thus representing a development opportunity for additional Tax Credit units.

Government-Subsidized Housing

The following table summarizes the distribution of surveyed subsidized rental housing in Muskegon County. It should be noted that wait lists with the counts of households waiting for a unit as well as those reporting a period of time (e.g., 12-month wait list) were both included as part of this analysis. As such, the reported number of households on wait lists should be considered conservative.

	Surveyed Subsidized Multifamily Rental Housing Supply by Area				
	Projects Surveyed	Total Units	Vacant Units	Vacancy Rate	Wait Lists (Households)
District 1	5	239	0	0.0%	117 HH 12-30 Mo.
District 2	1	31	0	0.0%	53 HH
District 3	0	-	-	-	-
District 4	0	-	-	-	-
District 5	6	648	0	0.0%	6-120 Mo.
District 6	2	215	0	0.0%	55 HH 1 Mo.
District 7	5	288	0	0.0%	78 HH
Muskegon County	19	1,421	0	0.0%	303 HH 1-120 Mo.

Source: Bowen National Research; HH – Households; Mo.- Months

Five of the seven submarkets in Muskegon County have at least one government-subsidized housing project. Note that none of the 19 subsidized properties surveyed in the county have vacant units. Wait lists at subsidized properties in the county range from 53 to 117 households and one month to ten years depending on property and unit type. Nearly all subsidized properties in the county maintain a wait list for the next available units. The lack of vacant units and wait lists among inventoried subsidized rental housing indicate that there is very limited availability and pent-up demand for rental housing that serves very low-income households in the county.

Additional information on the Housing Choice Voucher (HCV) program was provided by Pine Grove Housing Service, which administers the HCV program in three Michigan counties (including Muskegon County). The waiting list for Housing Choice Vouchers is currently closed in Muskegon County. Various metrics associated with acceptance and use of HCVs are shown for each study area in the following table (Note: Only non-subsidized projects were considered).

Surveyed Non-Subsidized Multifamily Rental Housing Supply Voucher Acceptance and Use Muskegon County						
	Total Number of Non-Subsidized Projects	Number of Projects Accepting Vouchers	Share of Projects Accepting Vouchers	Total Number of Units Eligible for Vouchers	Total Number of Vouchers in Use	Share of Vouchers in Use
District 1	1	1	100.0%	34	2	5.9%
District 2	0	--	--	--	--	--
District 3	8	3	37.5%	414	40	9.7%
District 4	4	3	75.0%	643	7	1.1%
District 5	4	0	0.0%	0	--	--
District 6	14	7	50.0%	561	17	3.0%
District 7	5	4	80.0%	450	4	0.9%
Muskegon County	36	18	50.0%	2,102	70	3.3%

Source: Bowen National Research

As the preceding table illustrates, six of the seven submarkets in Muskegon County have at least one non-subsidized rental project that was surveyed, with District 2 being the exception. Note that 18 of the 36 non-subsidized *projects* surveyed in the market accept HCVs, accounting for half of the surveyed non-subsidized projects. Of the 2,102 non-subsidized units that are eligible to accept HCVs, only 70 of these units (3.3%) have a voucher holder in place. Among the five submarkets that have non-subsidized rental units that accept vouchers, District 3 has the highest number (40) of HCV holders and the highest share (9.7%) of eligible non-subsidized units occupied by an HCV holder. District 4, which has the largest number (643) of non-subsidized units in at properties that are eligible to accept vouchers, had only 1.1% of its eligible non-subsidized units occupied by a voucher holder. It is also important to note that of the 18 non-subsidized rental properties that accept HCVs in the county, management at seven of these properties verified that they accept HCVs but could not/would not disclose

the number of HCV holders on each respective property. Therefore, the total number and overall share of HCV holders noted in the preceding table is likely a low estimate. Based on our survey of area rental alternatives, it appears that there are limited available units, particularly among the most affordable options. As such, voucher use among properties that accept them is likely lower than it would be if more units were available.

We also evaluated the potential number of existing subsidized affordable housing units that are at risk of losing their affordable status. A total of 16 properties in the county operate as subsidized projects under a current HUD contract. Because these contracts have a designated renewal date, it is important to understand if these projects are at risk of an expiring contract in the near future that could result in the reduction of affordable rental housing stock (Note: HUD contract renewal or expiration dates within five years are shown in red).

Expiring HUD Contracts – Muskegon County, Michigan					
Property Name	Total Units	Assisted Units	Expiration Date	Program Type	Target Population
Barclay Senior Village	70	70	1/13/2035	Sec 8 NC	Senior
Bayview Tower	200	200	6/30/2033	HFDA/8 NC	Senior
Carriage House	124	59	11/30/2035	LMSA	Family
Hickory Village Apartments	180	180	2/29/2032	LMSA	Senior
Blue Lakes Residences, LP	70	68	12/31/2035	LMSA	Family
Park Woods Apts.	100	100	10/31/2024	Sec 8 NC	Family
Pioneer Arbour	16	16	5/6/2031	202/8 NC	Disabled
Pioneer House-UPCA	13	12	9/30/2023	202/8 NC	Disabled
Senior Housing Association or White Lawn/Shawl Apts. I	40	40	12/31/2034	202/8 NC	Senior
Shawl II	25	25	6/18/2032	202/8 NC	Senior
Woodside Haven	46	45	9/30/2023	PRAC/202	Senior
Whitehall Apartments II	48	48	1/31/2040	515/8 NC	Family
Christian Manor	42	42	7/24/2033	202/8 NC	Family
Whispering Timbers	18	18	6/30/2023	PRAC/811	Disabled
Quail Meadows Apartments	120	120	9/29/2041	HFDA/8 NC	Family
Ten21 Apartments	62	11	7/31/2041	811 PRA DEMO	Family

Source: HUDUser.gov Assistance & Section 8 Contracts Database (Updated 4.28.23); Bowen National Research

While all HUD supported projects are subject to annual appropriations by the federal government, it appears that there are four projects in the county that have overall renewal dates within the next two years and are at *potential* risk of losing their government assistance in the near future. Given the high occupancy rates and wait lists among the market’s surveyed subsidized properties, it will be important for the area’s low-income residents that the projects with pending expiring HUD contracts be preserved in order to continue to house some of the market’s most economically vulnerable residents. Note that two of the properties listed that have expiring HUD contracts in 2023 exclusively target the disabled population. As such, it is critical that the HUD contracts be renewed to preserve the existing housing supply.

Projects can be developed under federal programs that use Fair Market Rents or the HOME Program rents. The following tables illustrate the 2023 Fair Market Rents and Low HOME and High HOME rents for Muskegon County.

Fair Market Rents (2023) Muskegon County				
Studio	1-Bedroom	2-Bedroom	3-Bedroom	4-Bedroom
\$672	\$764	\$993	\$1,242	\$1,334

Low/High HOME Rent (2023)				
Studio	1-Bedroom	2-Bedroom	3-Bedroom	4-Bedroom
\$662 / \$672	\$710 / \$764	\$852 / \$993	\$984 / \$1,242	\$1,098 / \$1,334

Source: HUD Office of Policy Development and Research (huduser.gov)

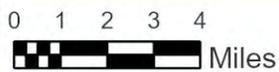
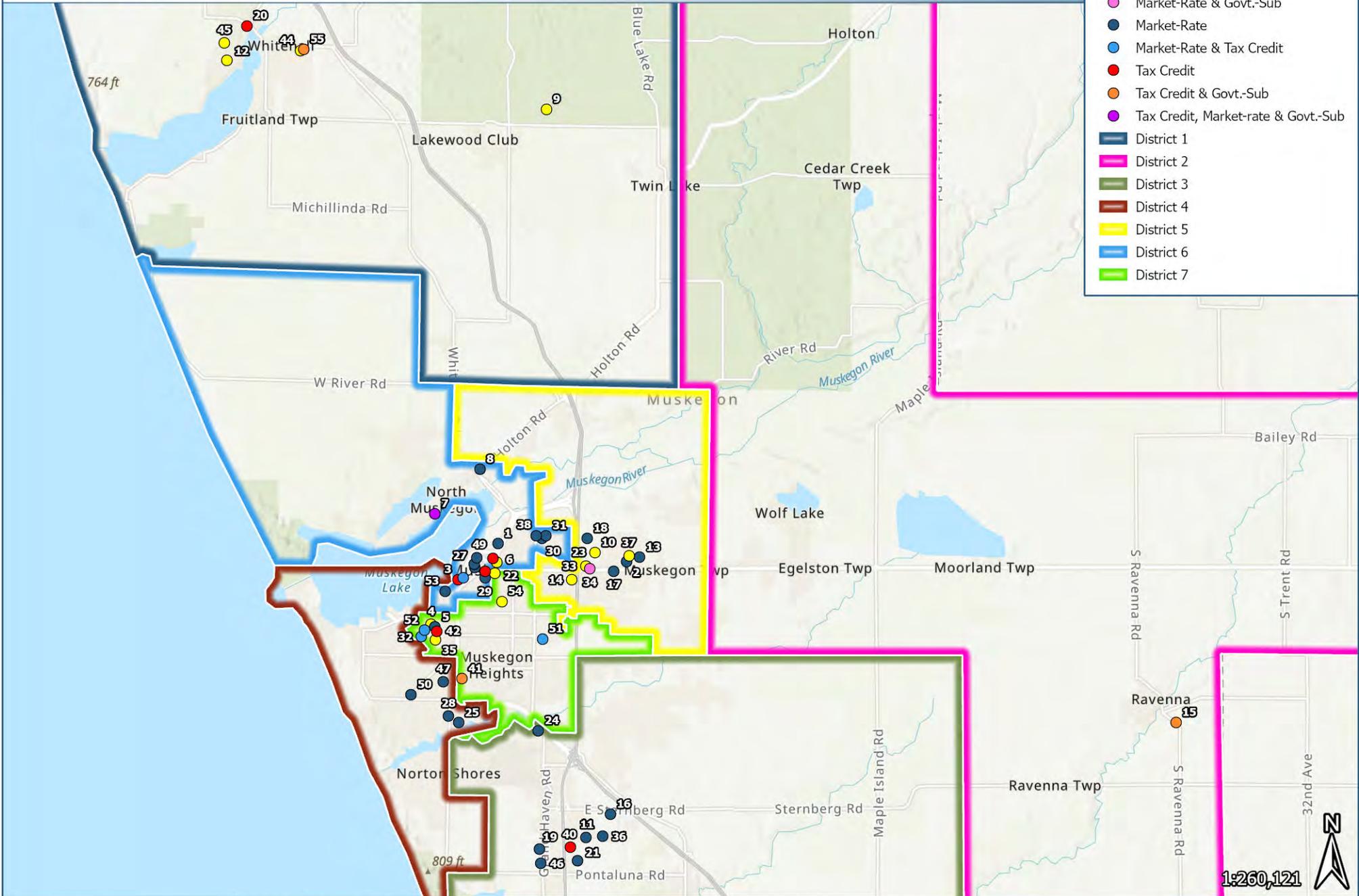
The preceding rents, which are updated annually, can be used by developers as a guide for the possible rent structures incorporated at their projects within Muskegon County.

The Fair Market Rents by the number of bedrooms are generally lower than the corresponding bedroom market-rate rents and generally higher than the corresponding bedroom Tax Credit rents among the area’s multifamily rentals. As such, while it is unlikely Housing Choice Voucher (HCV) Holders will be able to use HCVs at most market-rate projects, it does appear they could be used at most Tax Credit projects in the county. Given the lack of available multifamily rental units in the county, particularly among Tax Credit rentals, many residents must choose from non-conventional rental alternatives, which are evaluated in the next section of this report. It appears that most non-conventional rentals are priced above Fair Market Rents and HOME rents, limiting the ability of low-income households to afford most non-conventional rentals. Median Tax Credit rents are generally comparable to Low HOME rents but generally below the High HOME rents (which are the same as Fair Market Rents).

A map illustrating the location of all multifamily apartments surveyed within the market is included on the following page.

Apartment Type

- Government-Subsidized
- Market-Rate & Govt.-Sub
- Market-Rate
- Market-Rate & Tax Credit
- Tax Credit
- Tax Credit & Govt.-Sub
- Tax Credit, Market-rate & Govt.-Sub
- District 1
- District 2
- District 3
- District 4
- District 5
- District 6
- District 7



2. Non-Conventional Rental Housing

Non-conventional rentals are considered rental units typically consisting of single-family homes, duplexes, units over store fronts, mobile homes, etc. For the purposes of this particular inventory and analysis, we have assumed that rental properties consisting of four or less units within a structure or mobile homes are non-conventional rentals.

The following summarizes the distribution of renter-occupied units by the number of units in a structure for the PSA (Muskegon County), each of its seven submarkets (Districts 1 through 7) and the state of Michigan.

		Renter-Occupied Housing by Units in Structure			
		4 Units or Less	5 Units or More	Mobile Home/ Other	Total
District 1	Number	749	299	58	1,106
	Percent	67.7%	27.0%	5.2%	100.0%
District 2	Number	648	55	290	993
	Percent	65.3%	5.5%	29.2%	100.0%
District 3	Number	644	605	43	1,292
	Percent	49.8%	46.8%	3.3%	100.0%
District 4	Number	1,167	1,011	16	2,194
	Percent	53.2%	46.1%	0.7%	100.0%
District 5	Number	1,222	1,356	69	2,647
	Percent	46.2%	51.2%	2.6%	100.0%
District 6	Number	1,585	1,239	153	2,977
	Percent	53.2%	41.6%	5.1%	100.0%
District 7	Number	2,693	1,224	191	4,108
	Percent	65.6%	29.8%	4.6%	100.0%
Muskegon County	Number	8,709	5,792	818	15,319
	Percent	56.9%	37.8%	5.3%	100.0%
Michigan	Number	568,232	492,131	45,622	1,105,985
	Percent	51.4%	44.5%	4.1%	100.0%

Source: American Community Survey (2017-2021); ESRI; Urban Decision Group; Bowen National Research

According to American Community Survey data, renter-occupied units within structures of one to four units represent over half (56.9%) of all rental units in the PSA (Muskegon County), while renter-occupied mobile homes, boats, and RVs represent 5.3% of renter-occupied housing units. The number of rental units (8,709) contained in structures with one to four units exceeds the number of rental units surveyed (5,910) as part of our Field Survey of Conventional Rentals, which primarily consists of properties with multiunit apartment buildings. Muskegon County also has a higher share (56.9%) of rental units within one- to four-unit buildings compared to the state of Michigan (51.4%). Among the seven PSA submarkets, District 1 has the largest share (67.7%) of units situated in one- to four-unit buildings, while District 2 and District 7 each have over 65% of rental units within one- to four-unit buildings. District 5 has the largest share (51.2%) of rental units within buildings containing five or more units, while District 2 has the

lowest share (5.5%) of rental units contained in larger buildings with five or more units. With a large portion of the rental housing stock in the PSA consisting of non-conventional rentals, it is clear that this segment is significant and warrants additional analysis.

The following table summarizes monthly gross rents for area rental alternatives based on American Community Survey estimates. These rents are for all rental product types including apartments, non-conventional rentals, and mobile homes. Since more than half of all rentals in the market are considered non-conventional rentals, the rents in the following table provide insight as to likely rents for non-conventional rentals in the PSA (Muskegon County), each of its seven submarkets (Districts 1 through 7), and the state of Michigan.

		Estimated Monthly Gross Rents by Market								
		<\$300	\$300 - \$500	\$500 - \$750	\$750 - \$1,000	\$1,000 - \$1,500	\$1,500 - \$2,000	\$2,000+	No Cash Rent	Total
District 1	Number	70	107	296	378	171	14	0	72	1,108
	Percent	6.3%	9.7%	26.7%	34.1%	15.4%	1.3%	0.0%	6.5%	100.0%
District 2	Number	23	38	245	269	178	23	4	211	991
	Percent	2.3%	3.8%	24.7%	27.1%	18.0%	2.3%	0.4%	21.3%	100.0%
District 3	Number	4	23	63	361	690	28	0	123	1,292
	Percent	0.3%	1.8%	4.9%	27.9%	53.4%	2.2%	0.0%	9.5%	100.0%
District 4	Number	19	73	471	811	645	72	0	105	2,196
	Percent	0.9%	3.3%	21.4%	36.9%	29.4%	3.3%	0.0%	4.8%	100.0%
District 5	Number	125	407	741	670	458	44	81	122	2,648
	Percent	4.7%	15.4%	28.0%	25.3%	17.3%	1.7%	3.1%	4.6%	100.0%
District 6	Number	109	412	786	930	520	58	32	131	2,978
	Percent	3.7%	13.8%	26.4%	31.2%	17.5%	1.9%	1.1%	4.4%	100.0%
District 7	Number	330	256	1,086	1,189	942	48	0	258	4,109
	Percent	8.0%	6.2%	26.4%	28.9%	22.9%	1.2%	0.0%	6.3%	100.0%
Muskegon County	Number	680	1,315	3,687	4,608	3,603	287	117	1,022	15,319
	Percent	4.4%	8.6%	24.1%	30.1%	23.5%	1.9%	0.8%	6.7%	100.0%
Michigan	Number	47,234	62,363	186,604	294,005	333,601	85,842	40,126	56,211	1,105,986
	Percent	4.3%	5.6%	16.9%	26.6%	30.2%	7.8%	3.6%	5.1%	100.0%

Source: American Community Survey (2017-2021); ESRI; Urban Decision Group; Bowen National Research

As the preceding table illustrates, the majority of rental units (54.2%) in the PSA have gross rents that are between \$500 and \$1,000, while nearly one-quarter (23.5%) of rental units in the PSA have gross rents between \$1,000 and \$1,500 per month. Note that affordable rentals for lower-income households generally have gross rents of \$1,000 or less. In Muskegon County, over two-thirds (67.2%) of rental units have gross rents of \$1,000 or less, a much higher figure than in the state of Michigan (53.4%). Among PSA submarkets, District 1 (76.8%) and District 6 (75.1%) each have over three-quarters of renter households paying gross rents below \$1,000, while District 3 had the lowest share (34.9%) of renter households paying \$1,000 or less.

Bowen National Research identified 34 *available* non-conventional rentals in the PSA (Muskegon County). When these 34 units are considered with all properties with four units or less in the county, the non-conventional rental supply has a vacancy rate of just 0.4%, or a very high occupancy rate of 99.6%. While these rentals do not represent all non-conventional rentals, they are representative of common characteristics of the various non-conventional rental alternatives available in the market. As a result, these rentals provide a good baseline to compare the rental rates, number of bedrooms, number of bathrooms, and other characteristics of non-conventional rentals.

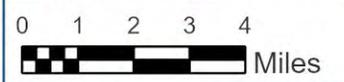
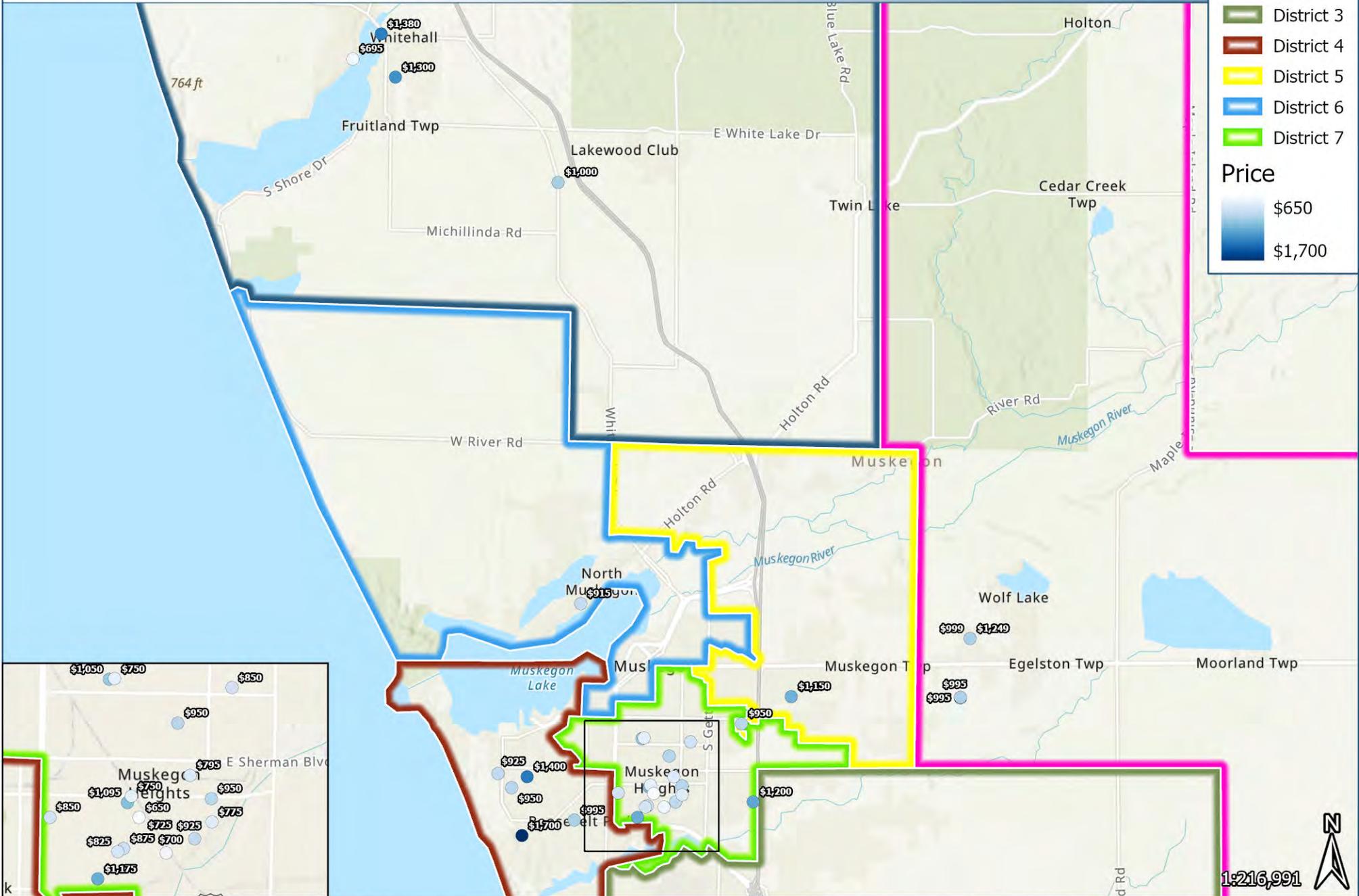
The following table summarizes the sample survey of *available* non-conventional rentals identified in the PSA.

Surveyed Non-Conventional Rental Supply				
Bedroom	Vacant Units	Rent Range	Median Rent	Median Rent Per Square Foot
One-Bedroom	6	\$650-\$914	\$763	\$1.22
Two-Bedroom	16	\$695-\$1,400	\$925	\$1.09
Three-Bedroom	12	\$950-\$1,700	\$1,163	\$0.99
Total	34			

The identified non-conventional rentals in the PSA primarily consist of two-bedroom units, while smaller shares of one-bedroom and three-bedroom units were also identified and surveyed. While most units were within single-family homes, our survey of non-conventional rentals included several apartment units in four-plex or smaller structures. Overall, non-conventional rents range from \$650 to \$1,700 in Muskegon County. The median rents by bedroom type for surveyed units in the PSA are \$763 for a one-bedroom unit, \$925 for a two-bedroom unit, and \$1,163 for a three-bedroom unit. Generally, the average rent for non-conventional rentals increases as the number of bedrooms in a unit increases. Given that most of these available units have rents above \$950/month, a large portion of area renters cannot afford most of the available non-conventional rentals in the market.

A map delineating the location of identified non-conventional rentals currently available to rent in the PSA is on the following page.

- District 1
- District 2
- District 3
- District 4
- District 5
- District 6
- District 7



3. Vacation Rental Housing

The PSA (Muskegon County) is a popular tourist destination, particularly during the summer months, due to the significant amount of shoreline along Lake Michigan. As such, short-term vacation rentals and second homes comprise a notable share of the PSA housing market and warrant additional analysis. This section of analysis attempts to estimate the number and share of short-term rentals and second homes in Muskegon County and the effect on the overall housing market.

In an effort to quantify the share that seasonal and recreational homes comprise of the overall housing market in the PSA and its submarkets, the following table illustrates the number of homes classified as “Seasonal or Recreational Units” by the U.S. Census and American Community Survey (ACS). While this data does not specifically identify whether a housing unit is a short-term rental or a second home, it provides a reasonably accurate estimate for the number of homes that are not readily available for long-term occupancy (rental or for-sale) in the market. While a notable share of these homes in an area likely indicates a robust tourism base, it can contribute to housing shortages for permanent residents if long-term housing options are absorbed by this market. Note that the three highest shares of seasonal/recreational units among the individual districts are illustrated in red text.

	Seasonal/Recreational Housing Units				
	Seasonal/ Recreational Units	Total Vacant Units	Total Housing Units	Seasonal/ Recreational % of Total Vacant Units	Seasonal/ Recreational % of Total Housing Units
District 1	967	1,520	11,228	63.6%	8.6%
District 2	281	879	9,522	32.0%	3.0%
District 3	144	540	9,946	26.7%	1.4%
District 4	539	1,154	11,216	46.7%	4.8%
District 5	75	979	10,782	7.7%	0.7%
District 6	324	1,363	11,010	23.8%	2.9%
District 7	94	1,890	10,743	5.0%	0.9%
Muskegon County	2,424	8,325	74,447	29.1%	3.3%
Michigan	272,139	589,758	4,566,310	46.1%	6.0%

Source: American Community Survey (2017-2021); ESRI; Urban Decision Group; Bowen National Research

As the preceding illustrates, nearly three-tenths (29.1%) of the total *vacant* units in the PSA (Muskegon County) are classified as seasonal/recreational, which represents a smaller share of such units as compared to the state (46.1%). In total, seasonal/recreational units account for 3.3% of all housing units in the county, which is also a smaller share of such units compared to the state (6.0%). Among the individual submarkets of the PSA, the share of seasonal/recreational units as a percentage of the total housing units is highest within District 1 (8.6%), District 4 (4.8%), and District 2

(3.0%). While District 1 is the only submarket where the share of seasonal/recreational units as a percentage of the total housing units exceeds the share within the state (6.0%), the share of seasonal/recreational units as a percentage of the total vacant units in both District 1 (63.6%) and District 4 (46.7%) exceeds that of the state (46.1%). As such, it appears a disproportionate share of the vacant units in these two districts are not intended for permanent residency.

The following table illustrates the number and share of short-term rentals by bedroom type in Muskegon County based on data provided by AllTheRooms, a market intelligence company that provides data related to short-term rental markets throughout the country. While this data likely does not identify all short-term rental properties within the PSA (Muskegon County) due to various advertising resources, the data utilizes listings from Airbnb and Vrbo, which are generally considered two of the leading companies in the online marketplace for short-term and vacation rentals. As such, the data illustrated is highly representative of the typical short-term rental housing in the market, and likely encompasses a significant portion of the total short-term rental units within the area.

Muskegon County Short-Term Rentals by Bedroom Type						
Active Listings (Last 30 Days) as of May 25, 2023						
Bedroom Type	Airbnb Listings	Airbnb Share	Vrbo Listings	Vrbo Share	Total Listings	Total Share
Studio	13	3.8%	1	0.5%	14	2.7%
One-Bedroom	59	17.5%	17	9.0%	76	14.4%
Two-Bedroom	105	31.1%	51	27.1%	156	29.7%
Three-Bedroom	106	31.4%	62	33.0%	168	31.9%
Four-Bedroom	38	11.2%	36	19.1%	74	14.1%
Five-Bedroom+	17	5.0%	21	11.2%	38	7.2%
Total	338	100.0%	188	100.0%	526	100.0%

Source: AllTheRooms; Bowen National Research

As the preceding illustrates, there are approximately 526 active listings for Airbnb and Vrbo units in the PSA (Muskegon County). Of these, two- and three-bedroom units comprise the largest shares (29.7% and 31.9%, respectively) of short term rentals in the PSA. One-bedroom and four-bedroom units comprise slightly over 14.0% of the total units, each. However, it is important to understand that the number of short-term rentals is likely much higher than illustrated because this data only encompasses listings that have been active in the last 30 days. As such, second homes that are currently occupied by the owner and not available for rent during this time span will not be included in these totals.

While second homes do not represent a viable long-term occupancy option for households in an area because they are likely occupied by the owner for at least part of the year, short-term rentals and vacation homes are also typically unaffordable as a permanent residence due to the high daily rates charged. In an effort to demonstrate why these homes are not reasonable options for long-term occupancy, and to illustrate the financial incentive of owners to rent these homes on a short-term/vacation basis, the following table illustrates the average daily rates and the equivalent *monthly* rent by *number of bedrooms* for the surveyed short-term/vacation units in 2022. Other notable data such as the overall occupancy rate, average yearly revenue per listing, and total market revenue for each bedroom type is supplied for reference.

Muskegon County Short-Term Rental Metrics by Bedroom Type for 2022						
Airbnb Listings						
Bedroom Type	Number of Listings*	Occupancy Rate	Average Revenue	Market Revenue	Average Daily Rate	Monthly Rent Equivalent
Studio	13	24%	\$10,512	\$168,186	\$160	\$4,867
One-Bedroom	59	32%	\$7,584	\$606,726	\$113	\$3,437
Two-Bedroom	105	41%	\$15,043	\$1,835,194	\$180	\$5,475
Three-Bedroom	106	33%	\$19,899	\$2,188,932	\$277	\$8,425
Four-Bedroom	38	35%	\$28,432	\$1,080,417	\$402	\$12,228
Five-Bedroom+	17	28%	\$34,839	\$836,134	\$698	\$21,231
Total	338	35%	\$17,308	\$6,715,589	\$236	\$7,178
Vrbo Listings						
Bedroom Type	Number of Listings*	Occupancy Rate	Average Revenue	Market Revenue	Average Daily Rate	Monthly Rent Equivalent
Studio	1	26%	\$3,206	\$3,206	\$279	\$8,486
One-Bedroom	17	21%	\$4,896	\$122,398	\$140	\$4,258
Two-Bedroom	51	35%	\$11,879	\$629,605	\$225	\$6,844
Three-Bedroom	62	26%	\$14,099	\$1,029,191	\$344	\$10,463
Four-Bedroom	36	24%	\$16,601	\$680,645	\$380	\$11,558
Five-Bedroom+	21	20%	\$25,938	\$674,385	\$858	\$26,098
Total	188	26%	\$14,350	\$3,142,635	\$339	\$10,311

Source: AllTheRooms; Bowen National Research; *Listings active within the last 30 days (As of May 25, 2023)

As the preceding illustrates, average *daily* rental rates by bedroom type for the Airbnb listings range from \$113 (one-bedroom) to \$698 (five-bedroom or larger), which is equivalent to approximately \$3,437 to \$21,231 per *month*. Similarly, the average daily rental rates for the Vrbo listings range from \$140 (one-bedroom) to \$858 (five-bedroom or larger), which is the equivalent of \$4,258 to \$26,098 per month. As such, it is apparent that these homes do not represent viable long-term housing options for households, regardless of the number of bedrooms. In addition, this data illustrates the premiums that such rentals can achieve and indicates the likely motivation to build vacation rentals and/or convert existing housing stock into a vacation rental. With the average Airbnb listing having an occupancy rate of only 35% (occupied roughly one-third of the year) and an average revenue per listing of slightly more than \$17,000, this further exemplifies the financial motive for owners to utilize homes as short-term rentals.

While the preceding table encompasses full-year data for 2022, it should be noted that many areas with elevated levels of tourism experience a peak season during certain months of the year. In an effort to better understand the seasonal effect on the short-term rental industry and illustrate the peak tourism months for the area, the following table shows the average daily rate, average occupancy rate, and average monthly revenue per listing for Airbnb rentals for the previous two years. Note that the three highest occupancy rates and average monthly revenues for each year are illustrated in red text.

Muskegon County Short-Term Rental Market Metrics by Month*							
Month	Average Daily Rate	Average Occupancy Rate	Average Monthly Revenue	Month	Average Daily Rate	Average Occupancy Rate	Average Monthly Revenue
January 2021	\$148	25%	\$1,015	January 2022	\$193	21%	\$1,092
February 2021	\$155	28%	\$1,096	February 2022	\$190	27%	\$1,270
March 2021	\$173	29%	\$1,394	March 2022	\$193	26%	\$1,366
April 2021	\$188	35%	\$1,686	April 2022	\$178	32%	\$1,503
May 2021	\$210	44%	\$2,230	May 2022	\$223	40%	\$2,266
June 2021	\$222	57%	\$2,816	June 2022	\$259	52%	\$3,039
July 2021	\$214	69%	\$3,002	July 2022	\$288	64%	\$3,916
August 2021	\$223	63%	\$2,981	August 2022	\$272	52%	\$3,311
September 2021	\$244	46%	\$2,737	September 2022	\$255	33%	\$2,074
October 2021	\$216	38%	\$2,183	October 2022	\$209	28%	\$1,540
November 2021	\$216	26%	\$1,507	November 2022	\$202	20%	\$1,091
December 2021	\$198	24%	\$1,358	December 2022	\$192	18%	\$977

Source: AllTheRooms; Bowen National Research

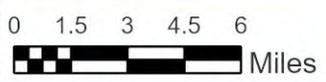
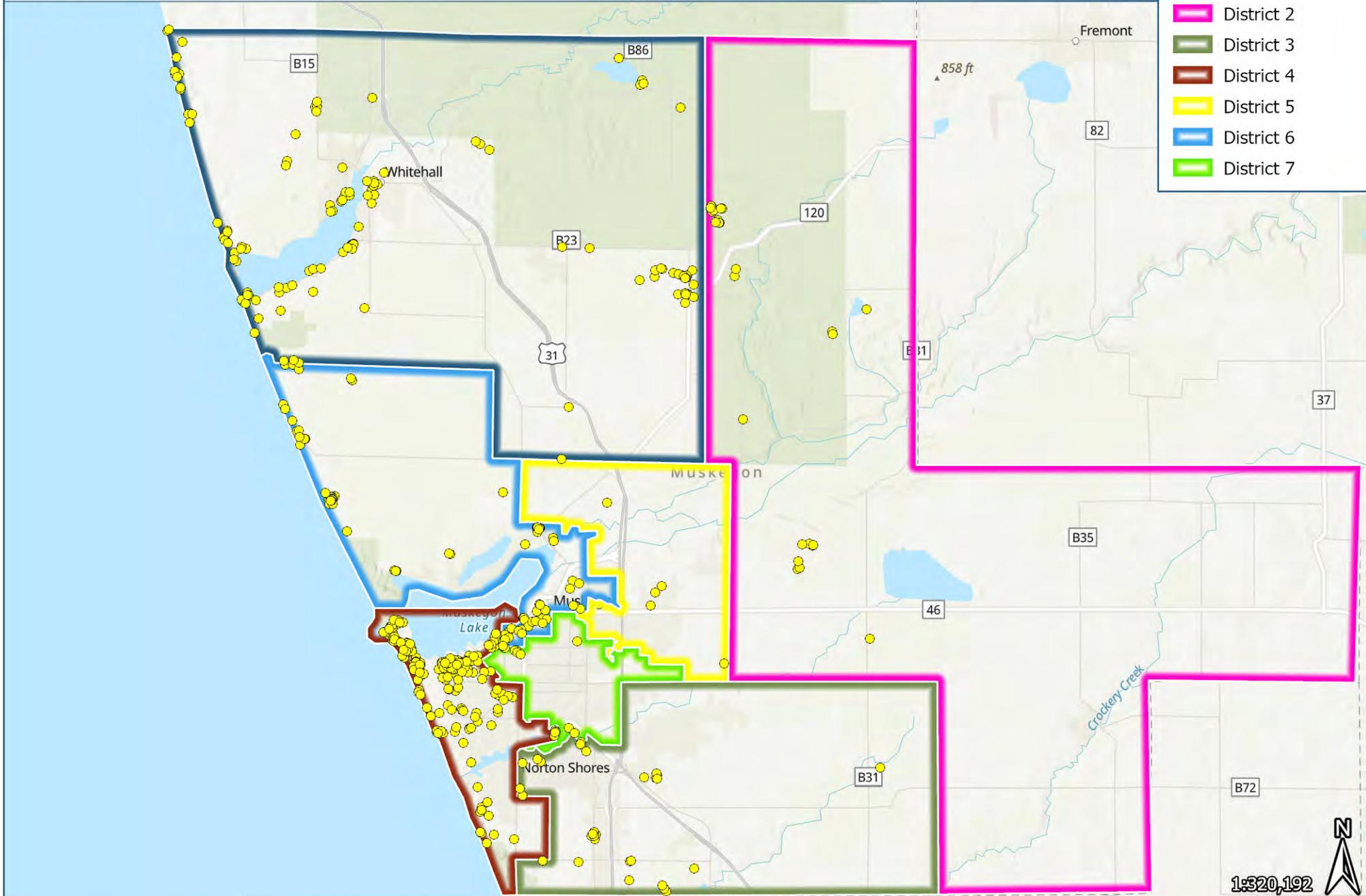
*Only includes data for Airbnb listed properties

As the preceding illustrates, the peak season for short-term rentals in the PSA (Muskegon County) appears to primarily occur between June and August. This is not surprising given that Lake Michigan is one of the primary attractions in the area and the summer months are conducive to many of the activities associated with the lake. The average daily rate for short-term rentals during these three months in 2022 ranges from \$259 to \$288 and is considerably higher than most other months, particularly the months from December to March. The average occupancy rates during these peak months in 2022 range from 52.0% to 64.0%, while the average occupancy rate during non-peak months ranges from 18.0% to 40.0%. This equates to an average monthly revenue of between \$977 (December 2022) and \$3,916 (July 2022), with seven months having an average monthly revenue of \$1,500 or more, and five months with an average monthly revenue exceeding \$2,000. This further illustrates the financial motivation, especially during peak months, for many individuals to invest in short-term vacation rentals.

Overall, short-term vacation rentals have a positive influence on the tourism in Muskegon County and provide owners a substantial incentive to build new units, convert existing permanent housing units, and rent second homes when not being personally utilized. The 2018 Economic Impact of Tourism in Michigan report concluded that visitors to Muskegon County spent approximately \$327 million within the county during 2018. As such, tourism and short-term rentals are an important part of the Muskegon and Muskegon County economy. While seasonal/recreational units only account for 3.3% of the overall housing units in Muskegon County in 2021, they comprise 29.1% of the *vacant* housing units in the PSA. As such, these short-term rental units can contribute to housing shortages in the PSA since most households, particularly lower- and middle-income households, cannot afford these units as a permanent housing option. Therefore, it is critical that future housing developments provide for an adequate supply of income-appropriate permanent housing for the full-time residents and workforce of Muskegon County while also providing rental housing options for the tourism industry in the area. A lack of affordable permanent housing options can limit the ability of employers to attract and retain employees and restrict residential growth in the PSA, while a lack of short-term rental options can limit tourism in the area.

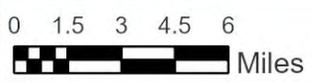
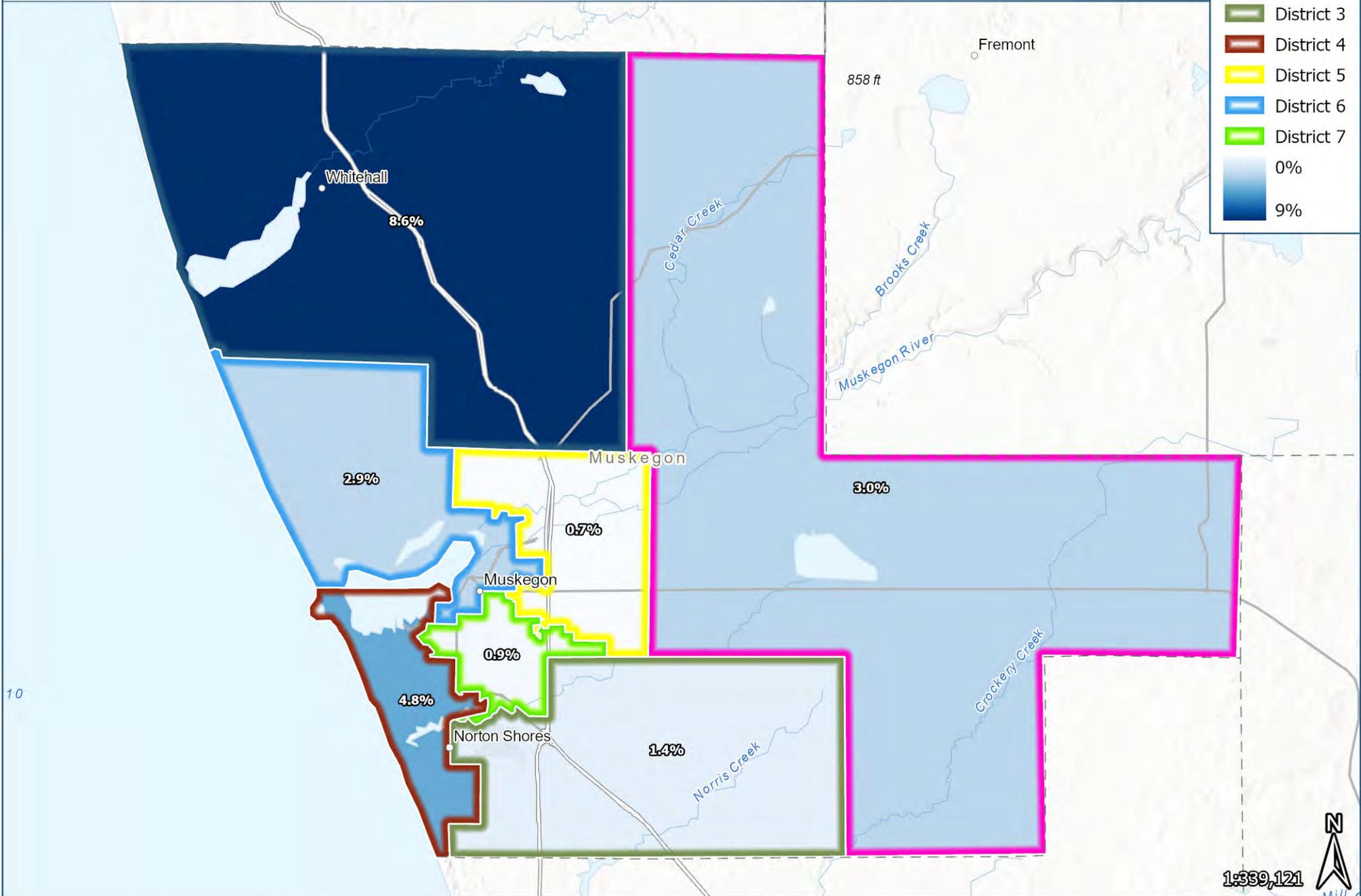
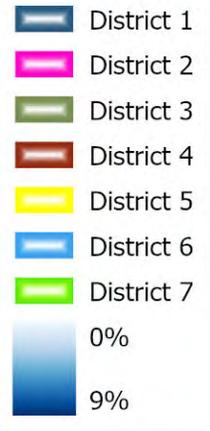
A map delineating the location of identified short-term/vacation rentals in the area is on the following page, followed by maps illustrating various metrics associated with seasonal/recreational housing by submarket.

- Vacation Rentals
- District 1
- District 2
- District 3
- District 4
- District 5
- District 6
- District 7



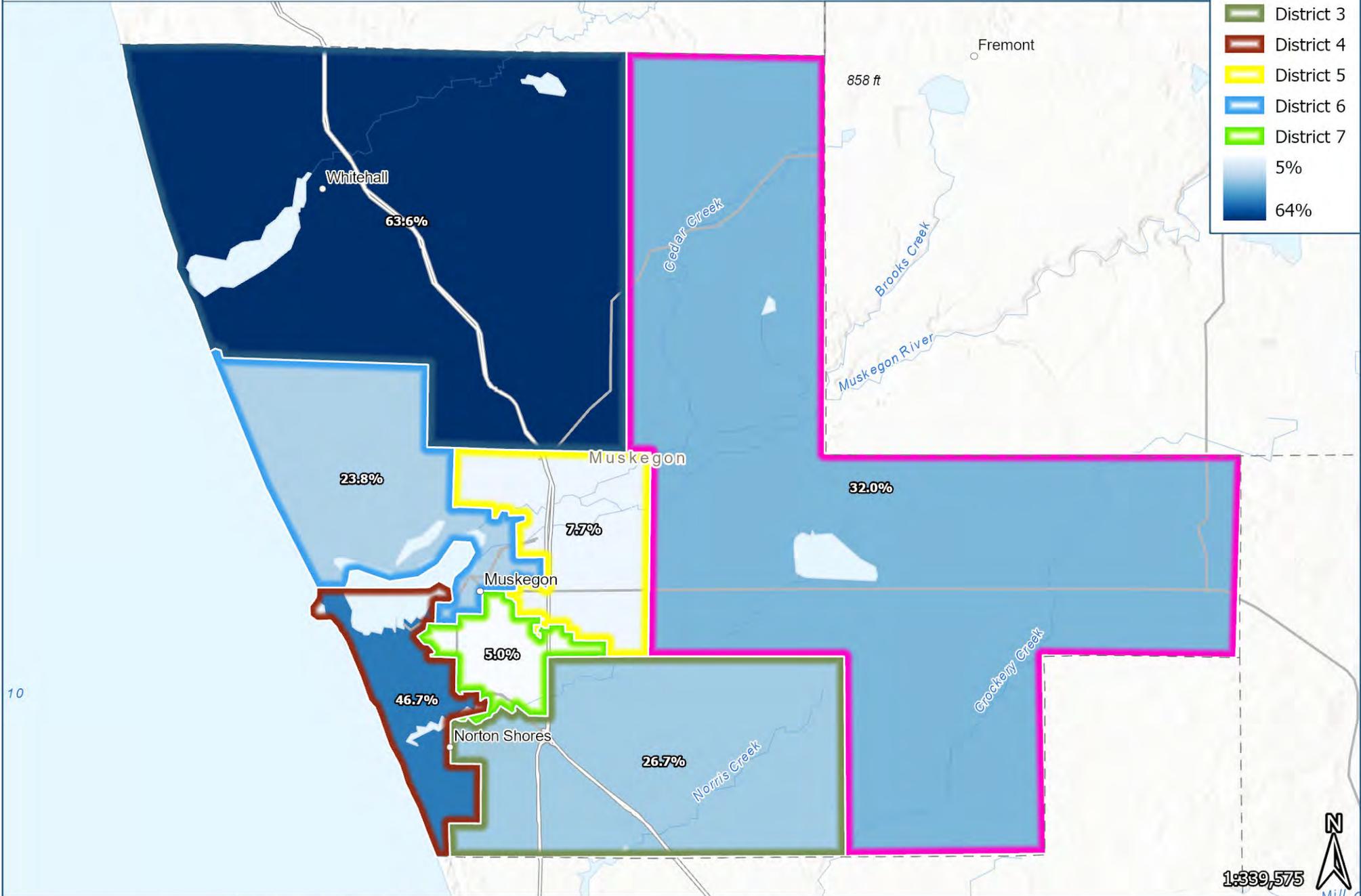
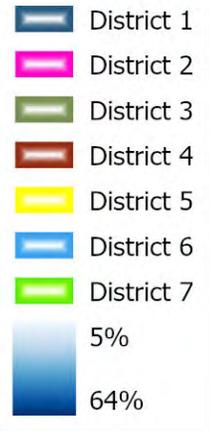
Esri, NASA, NGA, USGS, Esri, HERE, Garmin, SafeGraph, FAO, METI/NASA, USGS, EPA, NPS
Additional Source(s): Bowen National Research



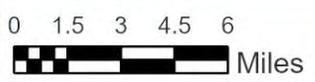


Esri, NASA, NGA, USGS, Esri, HERE, Garmin, SafeGraph, FAO, METI/NASA, USGS, EPA, NPS
Additional Source(s): Bowen National Research





10



C. FOR-SALE HOUSING SUPPLY

Please note that data within this housing supply section for Muskegon County may not match exactly with data presented in the housing supply section for the Muskegon City Housing Needs Assessment.

1. Introduction

Through a review of a variety of data sources including the various area Multiple Listing Services, Realtor.com and other online resources, Bowen National Research identified both *historical* for-sale residential data and currently *available* for-sale housing stock. While this sales data does not include all for-sale residential transactions or supply in the county, it does consist of the majority of such product and therefore, it is representative of market norms for for-sale housing product. In Muskegon County, there were 9,867 homes sold between January 2019 and November 2022 and there were 304 homes available for purchase in the county as of November 2022.

The following table summarizes the available and recently sold housing stock for Muskegon County.

Available For-Sale and Sold Housing Supply Muskegon County		
Type	Homes	Median Price
Available*	304	\$219,900
Sold**	9,867	\$168,000

Source: MLS (Multiple Listing Service)/Muskegon County Equalization Department

*Sales from Jan. 1, 2019 to Nov. 23, 2022

**As of Nov. 23, 2022

The county's overall median price of homes *sold* during the study period was \$168,000. The *available* housing product has a median price of \$219,900, which is over 30% higher than the median sale price for recent historical sales. Within this section of the report, we provide details of numerous metrics of the for-sale market for Muskegon County and each of its seven designated submarkets.

2. Historical For-Sale Analysis

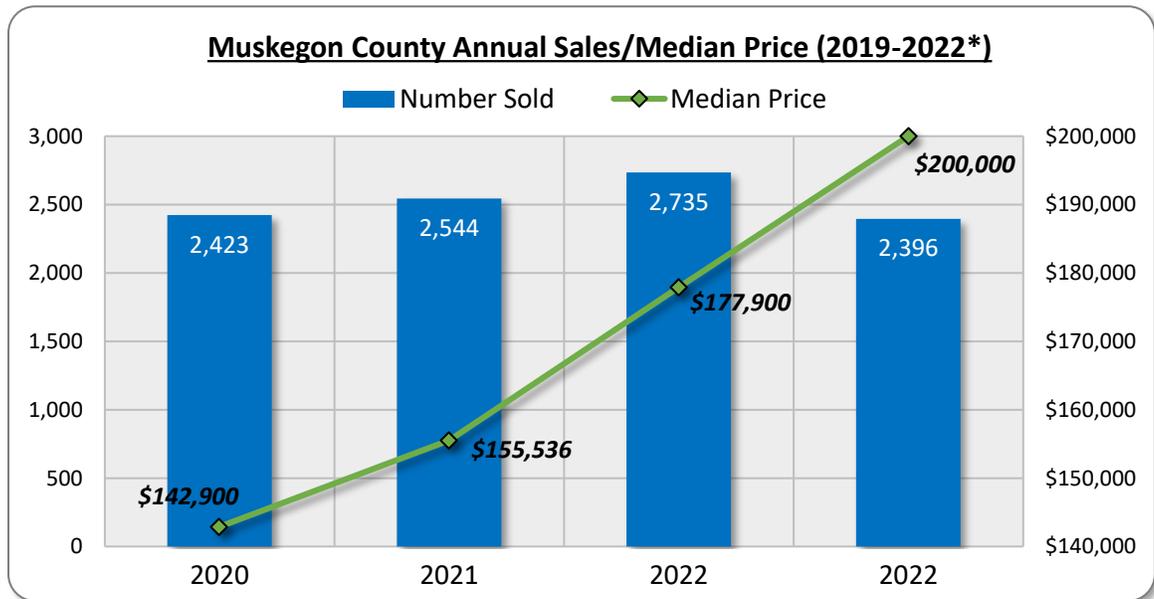
The following table includes a summary of annual for-sale residential transactions that occurred within Muskegon County between 2019 and 2022. Note that full-year projections for 2022 are included in parenthesis. A summary of historical sales by submarket is included later in this section.

Muskegon County - Sales History by Year (2019 through 2022*)				
Year	Homes Sold	Percent Change	Median Sale Price	Percent Change
2019	2,423	-	\$142,900	-
2020	2,544	5.0%	\$155,536	8.8%
2021	2,735	7.5%	\$177,900	14.4%
2022	2,165 (2,396)	-12.4%	\$200,000	12.4%

Source: Multiple Listing Service/Muskegon County Equalization Department, Realtor.com and Bowen National Research
 *Sales from Jan. 1, 2019 to Nov. 23, 2022

Projections for 2022 based on full year (in parenthesis)

As the preceding table illustrates, home sales within the PSA (Muskegon County) increased each full year between 2019 and 2021. Based on sales activity from January 2022 to November 2022, it appears that homes are selling at a lower rate in the PSA compared with past years. This reduction in the volume of sales in the housing market may be attributed (in part) to the rapid increase in mortgage interest rates in recent years. Prospective buyers may not be able to borrow as much money to purchase a home due to higher rates, while prospective sellers that have secured a lower fixed interest rate on a current home may be reluctant to sell. Although the number of homes sold decreased in the PSA in 2022, the median sale price in the county continues to increase.



*Through November

The following table summarizes the total number of homes sold and median sale prices during the study period for Muskegon County and each of the seven submarkets.

Historical Sales – Muskegon County (Jan. 1, 2019 to Nov. 23, 2022)		
Study Area	Homes Sold	Median Price
District 1	1,516	\$199,000
District 2	1,079	\$175,550
District 3	1,574	\$211,200
District 4	1,854	\$184,900
District 5	1,266	\$135,000
District 6	1,452	\$175,000
District 7	1,126	\$67,000
Muskegon County	9,867	\$168,000

Source: Multiple Listing Service, Muskegon County Equalization Department, Realtor.com and Bowen National Research

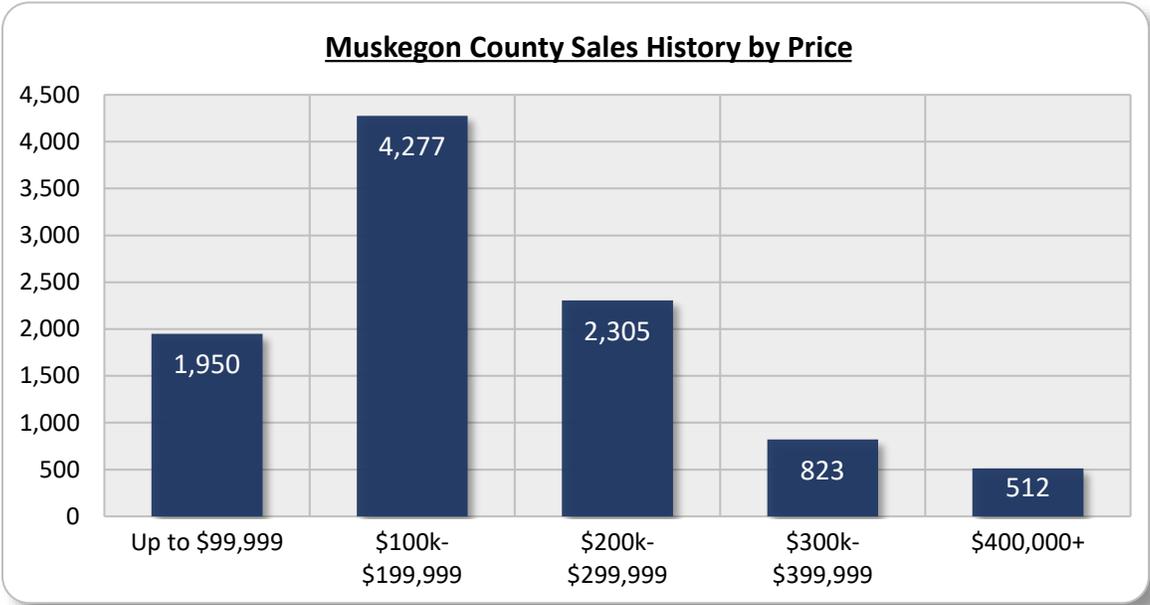
As the preceding table illustrates, Muskegon County had a median sale price of \$168,000 during the sales period. Within the county submarkets, the highest median sale prices were in District 3 (\$211,200) and District 1 (\$199,000). District 7 had the lowest median sale price (\$67,000) during the recent sales period, which is significantly below the county median sale price of \$168,000. Note that District 7 primarily consists of the southern portion of Muskegon and the entire city of Muskegon Heights. In terms of total number of sales, District 4 had the highest number of homes sold (1,854) among all submarkets during this period.

The following table summarizes the distribution of homes sold by study area and price point (the highest number of homes sold in the individual counties at each price point is shown in **red** text).

Sales History by Price – Muskegon County (Jan. 1, 2019 to Nov. 23, 2022)										
	<\$100,000		\$100,000 - \$199,999		\$200,000 - \$299,999		\$300,000 - \$399,999		\$400,000+	
	Number	Share	Number	Share	Number	Share	Number	Share	Number	Share
District 1	122	8.0%	646	42.6%	461	30.4%	156	10.3%	131	8.6%
District 2	135	12.5%	520	48.2%	302	28.0%	91	8.4%	31	2.9%
District 3	74	4.7%	636	40.4%	539	34.2%	235	14.9%	90	5.7%
District 4	132	7.1%	938	50.6%	475	25.6%	168	9.1%	141	7.6%
District 5	365	28.8%	681	53.8%	166	13.1%	43	3.4%	11	0.9%
District 6	292	20.1%	585	40.3%	340	23.4%	129	8.9%	106	7.3%
District 7	830	73.7%	271	24.1%	22	2.0%	1	0.1%	2	0.2%
Muskegon County	1,950	19.8%	4,277	43.3%	2,305	23.4%	823	8.3%	512	5.2%

Source: Multiple Listing Service, Muskegon County Equalization Department, Realtor.com and Bowen National Research

Over 60% of homes sold between January 2019 and November 2022 in the PSA (Muskegon County) were priced under \$200,000 indicating that a significant portion of the housing supply was priced for low- and moderate-income households. By comparison, only 13.5% of the for-sale supply recently sold in the county was priced over \$300,000. A home at this price point would generally be affordable to households earning \$100,000, which represents approximately 20% of all households in the county.



A map illustrating the location of all homes sold between January 2019 and November 2022 within the PSA (Muskegon County) is included on the following page.

3. Available For-Sale Housing

Based on information provided by the Multiple Listing Service and the Muskegon County Equalization Department, we identified 304 housing units within the PSA (Muskegon County) that were listed as *available* for purchase as of November 2022. Most of the product we evaluated was single-family home listings, while a limited number of condominium units were also identified. While there are likely additional for-sale residential units available for purchase, such homes were not identified during our research due to the method of advertisement or simply because the product was not actively marketed. Regardless, the available inventory of for-sale product identified in this analysis provides a good baseline for evaluating the for-sale housing alternatives offered in Muskegon County.

There are two inventory metrics most often used to evaluate the health of a for-sale housing market. This includes *Months Supply of Inventory* (MSI) and availability rate. Overall, based on the monthly absorption rate of approximately 210 homes sold in the PSA, the 304 homes listed as available for purchase represent less than two months (1.4 months) of supply. Typically, healthy and well-balanced markets have an available supply that should take about four to six months to absorb (if no other units are added to the market). The PSA's less than two months of inventory is considered low and indicates limited available supply. The 304 homes available for sale in Muskegon County represent 0.6% of the 51,146 owner-occupied units in the county. Typically, in healthy, well-balanced markets, approximately 2% to 3% of the for-sale housing stock should be available for purchase to allow for inner-market mobility and to enable the market to attract households, though due to recent national housing market pressures it is not uncommon for most markets to have an availability rate below 2.0%. Availability rates in the seven PSA submarkets range from 0.4% in District 2 to 1.5% in District 7. Therefore, all seven PSA submarkets have a low share of available for-sale product and, in some cases, the shortage is significant. As such, the PSA appears to have a disproportionately low number of housing units available to purchase.

The following table summarizes the inventory of *available* for-sale housing in Muskegon County and its seven submarkets.

Available For-Sale Housing – Muskegon County (As of Nov. 23, 2022)							
	Total Available Units	% Share of County	Availability Rate*	Average List Price	Median List Price	Average Days on Market	Average Year Built
District 1	44	14.5%	0.5%	\$433,200	\$327,950	80	1982
District 2	30	9.9%	0.4%	\$278,333	\$241,900	63	1977
District 3	40	13.2%	0.5%	\$340,773	\$252,400	54	1976
District 4	39	12.8%	0.5%	\$476,882	\$324,900	147	1978
District 5	33	10.9%	0.5%	\$197,233	\$179,900	62	1961
District 6	44	14.5%	0.7%	\$343,539	\$209,900	64	1956
District 7	74	24.3%	1.5%	\$137,136	\$116,450	82	1949
Muskegon County	304	100.0%	0.6%	\$300,699	\$219,900	80	1966

Source: Multiple Listing Service, Muskegon County Equalization Department, Realtor.com and Bowen National Research

The available homes for sale within PSA submarkets have a median list price ranging from \$116,450 in District 7 to \$327,950 in District 1. Note that District 1 and District 4 each have *average* list prices of over \$400,000 for available homes in each respective submarket. The average number of days on market for available homes in the PSA is 80 days, and ranges from 54 days on market in District 3 to 147 days on market in District 4. The high number of days on market and high average list price for District 4 is partly attributed to a new condominium development with listings that have been on the market for over one year. The average year built for available homes in the county ranges from 1949 in District 7 to 1982 in District 1. Note that homes offered for sale in outlying portions of the county (Districts 1, 2, 3, and 4) are generally newer while homes offered for sale in the remaining districts are generally older compared to the average year built for the county. District 7 has the highest share (24.3%) of homes available for purchase in the county, while District 2 has the lowest share (9.9%).

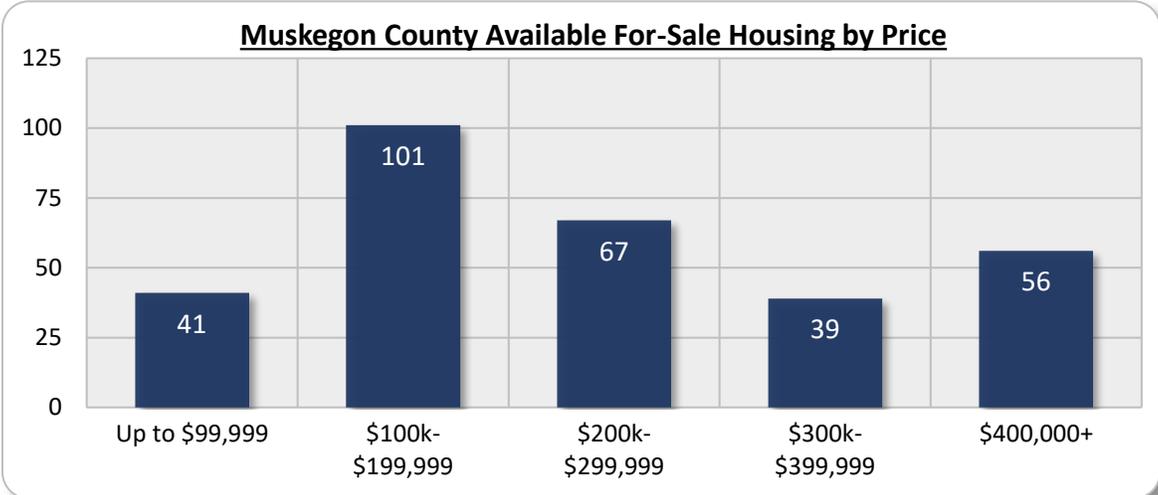
The following table summarizes the distribution of available for-sale units by study area and price point (highest *submarket* share by price is shown in **blue**, while lowest share is shown in **red**).

Available For-Sale Housing Units by List Price – Muskegon County (As of Nov. 23, 2022)										
	<\$100,000		\$100,000 - \$199,999		\$200,000 - \$299,999		\$300,000 - \$399,999		\$400,000+	
	Number	Share	Number	Share	Number	Share	Number	Share	Number	Share
District 1	2	4.5%	5	11.4%	13	29.5%	8	18.2%	16	36.4%
District 2	0	0.0%	13	43.3%	9	30.0%	2	6.7%	6	20.0%
District 3	0	0.0%	7	17.5%	18	45.0%	8	20.0%	7	17.5%
District 4	0	0.0%	10	25.6%	9	23.1%	5	12.8%	15	38.5%
District 5	3	9.1%	18	54.5%	8	24.2%	2	6.1%	2	6.1%
District 6	5	11.4%	17	38.6%	9	20.5%	4	9.1%	9	20.5%
District 7	31	41.9%	31	41.9%	1	1.4%	10	13.5%	1	1.4%
Muskegon County	41	13.5%	101	33.2%	67	22.0%	39	12.8%	56	18.4%

Source: Multiple Listing Service, Muskegon County Equalization Department, Realtor.com and Bowen National Research

Nearly half (46.7%) of the available for-sale housing units in the PSA (Muskegon County) are priced below \$200,000. Homes at this price point would generally be affordable to households earning less than \$70,000, which represents over half (57.7%) of all households in the county. Note that over 80% of renter households in the county also earn less than \$70,000. It should be noted that the average year built of the available supply may impact overall affordability due to maintenance and modernization costs, as 49.7% of available supply has average years built between 1949 and 1961. A noteworthy share (31.2%) of the housing supply is listed at \$300,000 or higher within the county. This represents a much larger share of homes offered at the \$300,000 or higher price range compared to the share (13.5%) of homes that sold within this price range during the past few years. As previously noted, a household would need to have an annual income of at least \$100,000 to afford a house priced at \$300,000, therefore limiting nearly a third of the available homes on the market to approximately 20% of the county’s households. Based on this analysis, while there appears to be a disproportionately low share of for-sale housing options for the large base of low- and moderate-income households in the county, there is also a growing supply of higher-priced listings (\$300,000 and above) that may not be easily absorbed by the smaller share of households in the county that can afford this type of housing product.

Among the submarkets, District 7 has the largest share (41.9%) of homes listed for under \$100,000, while Districts 2, 3, and 4 have no listings at this price point. Most of the listings within District 5 are within the \$100,000 to \$199,999 price point, while District 3 has a significant share (45.0%) of listings within the \$200,000 to \$299,999 price point.



The following table summarizes the distribution of available for-sale units by study area and bedroom type (highest *submarket* bedroom share is shown in **blue** text, while lowest is shown in **red** text).

Available For-Sale Housing Units by Bedroom Type – Muskegon County (As of Nov. 23, 2022)								
	One-Bedroom		Two-Bedroom		Three-Bedroom		Four-Bedroom+	
	Number (Share)	Median Price						
District 1	0 (0.0%)	-	7 (15.9%)	\$395,000	26 (59.1%)	\$304,900	11 (25.0%)	\$405,900
District 2	0 (0.0%)	-	8 (26.7%)	\$194,200	14 (46.7%)	\$216,900	8 (26.7%)	\$312,450
District 3	1 (2.5%)	\$239,900	3 (7.5%)	\$199,900	20 (50.0%)	\$239,450	16 (40.0%)	\$399,900
District 4	0 (0.0%)	-	8 (20.5%)	\$199,950	21 (53.8%)	\$389,900	10 (25.6%)	\$347,400
District 5	0 (0.0%)	-	7 (21.2%)	\$119,900	17 (51.5%)	\$199,900	9 (27.3%)	\$179,900
District 6	0 (0.0%)	-	12 (27.3%)	\$132,500	15 (34.1%)	\$219,900	17 (38.6%)	\$289,000
District 7	0 (0.0%)	-	33 (44.6%)	\$77,900	19 (25.7%)	\$154,900	22 (29.7%)	\$126,200
Muskegon County	1 (0.3%)	\$239,900	78 (25.7%)	\$134,950	132 (43.4%)	\$236,450	93 (30.6%)	\$289,000

Source: Multiple Listing Service, Muskegon County Equalization Department, Realtor.com and Bowen National Research

Within the PSA (Muskegon County), three-bedroom units comprise the largest share (43.4%) of available for-sale units, while there is only one one-bedroom unit offered for sale. Two-bedroom units comprise 25.7% of available for-sale units in the county. Note that three-bedroom and four-bedroom units make up nearly three-quarters of the available for-sale housing market in the county. The larger shares of three- and four-bedroom units available for sale reflect a housing market that largely consists of single-family detached units, while the low share of one-bedroom units reflects a lack of smaller units (e.g., condominium units) for single-person households and couples. Most of the submarkets within the PSA have shares of three-bedroom units that are between 45% and 60% and shares of four-bedroom units that are between 25% and 40%. As such, most submarkets have a good distribution of available housing units that target larger households.

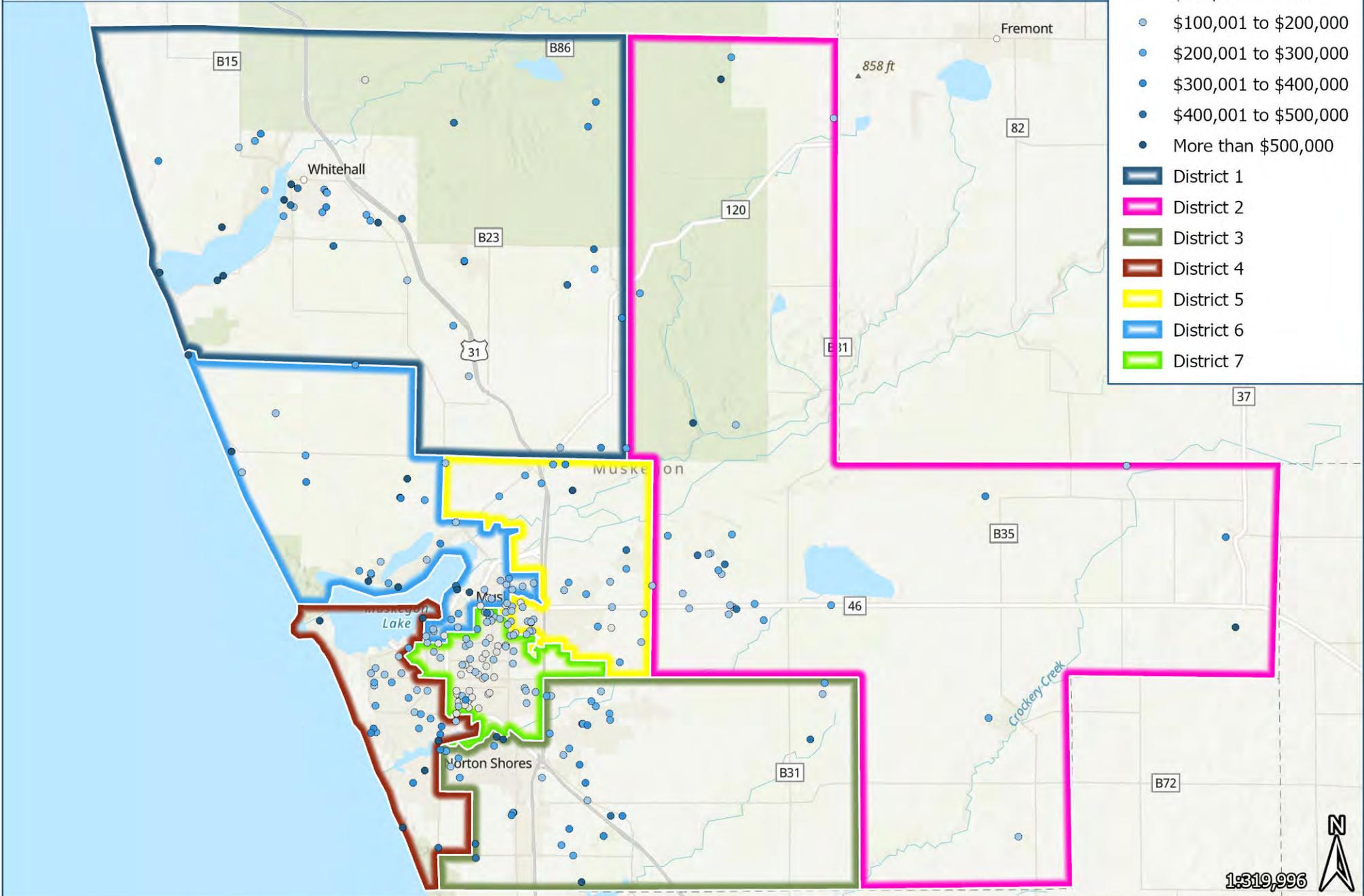


A map illustrating the location of available for-sale homes in the PSA (Muskegon County) is included on the following page.

Asking Price

- \$100,000 or Less
- \$100,001 to \$200,000
- \$200,001 to \$300,000
- \$300,001 to \$400,000
- \$400,001 to \$500,000
- More than \$500,000

- District 1
- District 2
- District 3
- District 4
- District 5
- District 6
- District 7



D. SENIOR CARE HOUSING ALTERNATIVES

Muskegon County, like similar communities throughout the country, has a diverse population that has a variety of housing needs specific to certain populations. Some of these special needs populations include seniors requiring care. This portion of the Housing Needs Assessment provides an overview of housing alternatives available to meet specific needs of these seniors.

Unlike traditional rental housing alternatives, senior care housing, such as nursing homes or assisted living, often draw support from a relatively large geographic area such as a county or region. For the purpose of this analysis, we surveyed senior care housing alternatives in the PSA (Muskegon County). The overall county has a relatively large senior population that requires a variety of senior housing alternatives to meet its diverse needs. Among seniors, generally age 65 or older, some individuals are either seeking a more leisurely lifestyle or need assistance with Activities of Daily Living (ADLs), such as assistance with bathing, dressing and medication reminders. As part of this analysis, we evaluated two levels of care that typically respond to older adults seeking, or who need, alternatives to their current living environment. They include assisted living and nursing care. These housing types, from least assisted to most assisted, are summarized below. We have also surveyed independent living and congregate care (independent living with basic housekeeping or laundry services and meals) facilities as part of this analysis.

Assisted Living – The Michigan Department of Licensing and Regulatory Affairs (LARA) licenses senior care facilities throughout the state. The different types of licensing include Adult Foster Care (AFC) and Homes for the Aged (HFA). An AFC is for facilities with 20 or fewer people and serves adults in need of foster care services for 24 hours per day, five or more days a week, or for two or more consecutive weeks. Additionally, an AFC can be licensed under various size umbrellas: Family Home (one to six persons), Small Group (one to six persons), Medium Group (seven to 12 persons) and Large Group (13-20 persons). An HFA is for seniors ages 55 and older and is for 21 or more people, unless they operate as part of a nursing home. For the purposes of this analysis, we refer to these facilities as “assisted living” and we have only surveyed Homes for the Aged and Large Group homes. It is also important to note that Michigan offers unlicensed senior care and that on-site services are provided by outside home health agencies.

Nursing Homes – A nursing home provides nursing care and related services for people who need nursing, medical, rehabilitation or other special services. These facilities are licensed by the Michigan Department of Licensing and Regulatory Affairs (LARA) and may be certified to participate in the Medicaid and/or Medicare programs. Certain nursing homes may also meet specific standards for sub-acute care or dementia care.

We referenced the Medicare.com and the Michigan Department of Licensing and Regulatory Affairs (LARA) websites for all licensed senior care facilities and cross referenced this list with other senior care facility resources. As such, we believe that we identified most licensed facilities in the county, though not all were surveyed as part of this Housing Needs Assessment.

We identified and surveyed 21 senior care facilities in the county. While these do not represent all senior care facilities in the county, they are representative of market norms and represent a good base from which to evaluate the senior care housing market. Overall, these facilities that were surveyed contain a total of 1,192 beds. The following table summarizes the surveyed facilities by property type.

Surveyed Senior Care Facilities – Muskegon County					
Project Type	Projects	Beds	Vacant	Occupancy Rate	National Occupancy Rate*
Independent Living	2	138	12	91.3%	85.2%
Congregate Care	1	97	0	100.0%	--
Assisted Living-Home for the Aged	7	470	174	63.0%	81.2%**
Assisted Living-Large Group Homes	6	163	42	74.2%	81.2%**
Nursing Homes	5	324	77	76.2%	81.3%
Total	21	1,192	305	74.4%	83.2%

*Source: National Investment Center (NIC) for Senior Housing & Care (1st Quarter of 2023)

**Assisted Living occupancy rate covers all types of housing within this category.

Congregate Care national occupancy rate not available.

Note that family homes, small group homes, and medium group homes were excluded from this survey.

The subject county is reporting overall occupancy rates that range from 63.0% (assisted living-home for the aged) to 100.0% (congregate care). Independent Living units in the county are occupied at a rate (91.3%) that is above the national average for these type of units (85.2%) as of the first quarter of 2023, while occupancy at assisted-living units in the county are below the national average rate of 81.2%. Occupancy at county nursing homes (76.2%) is slightly below the national occupancy rate for this type of housing (81.3%). Facility representatives at the assisted living and nursing care facilities stated that occupancy rates have remained low since COVID. Additionally, some facilities have not been updated and/or they have beds or wings offline due to staffing shortages or renovations. Specifically, among the large group homes, five of these facilities are 100.0% occupied, with the remaining facility only 41.7% occupied and the operator was unable to provide a reason. Occupancy rates for independent living and congregate care units indicate that there is a strong level of demand for such housing in the county and that it appears the existing inventory may not be meeting the *current* demands of these senior care market segments. Additionally, with the projected growth among seniors over the next several years, there may be an opportunity to develop additional senior care housing in the market.

The monthly fees for senior care housing are shown in the following table. Note that some housing options that charge daily rates were converted to monthly rates.

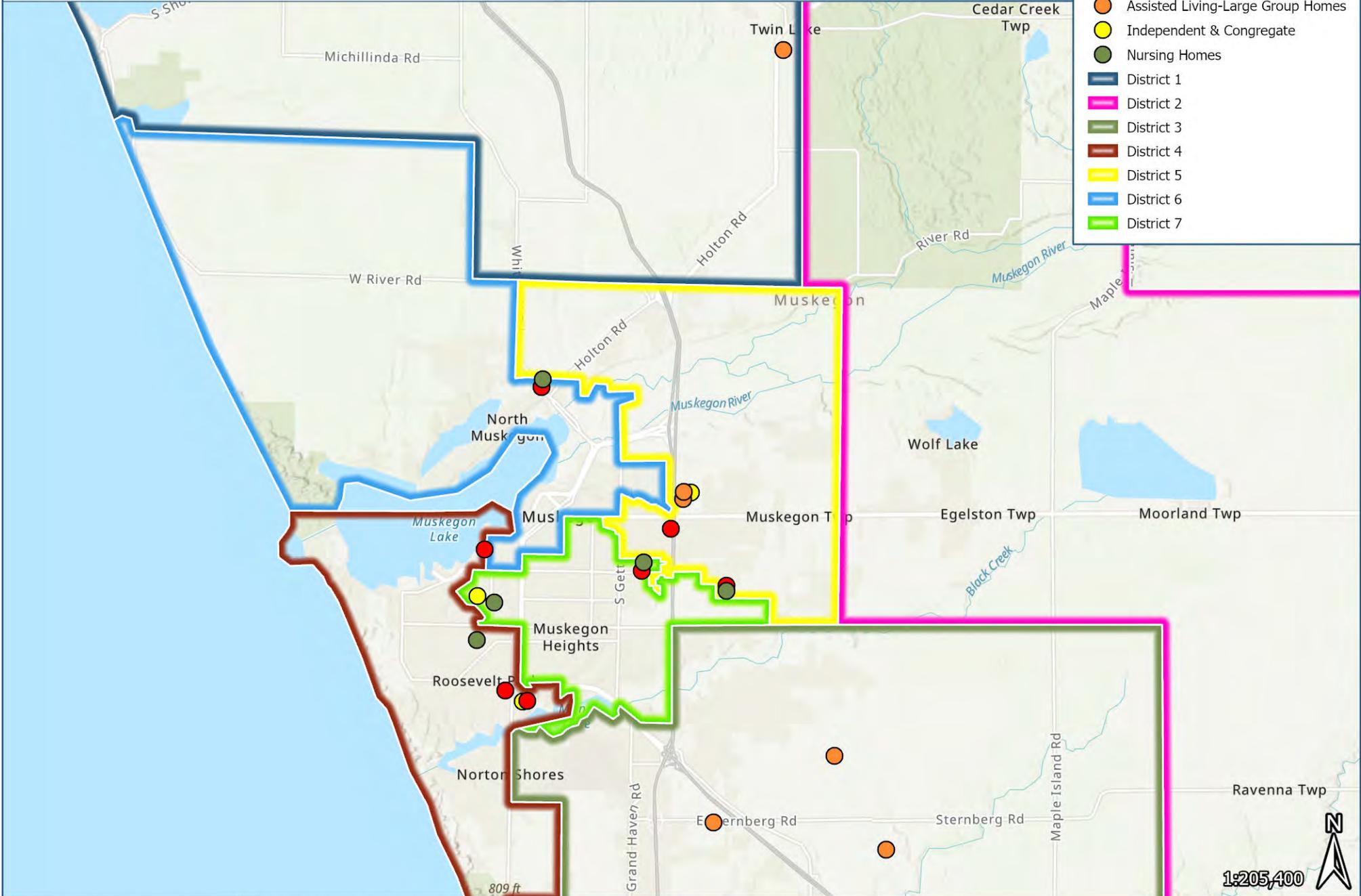
Surveyed Senior Care Facilities – Base Monthly Rates	
Project Type	Room/Bed Rates
Independent Living	\$1,240-\$2,725
Congregate Care	\$1,617-\$2,470
Assisted Living-Home for the Aged	\$1,975-\$6,045
Assisted Living-Large Group	\$3,192-\$5,211
Nursing Homes	\$9,308-\$11,376

These rental rates should be considered as a base of comparison for future senior projects considered in Muskegon County. It is important to note that many of the senior care facilities with services (e.g., assisted living and nursing care) accept Medicaid payments from eligible residents, which reduces their costs.

A summary of the individual senior care facilities surveyed in the county is included in Addendum C. A map illustrating the location of surveyed senior care facilities in the overall market area is included on the following page.

Senior Care

- Assisted Living-Home for the Aged
- Assisted Living-Large Group Homes
- Independent & Congregate
- Nursing Homes
- District 1
- District 2
- District 3
- District 4
- District 5
- District 6
- District 7



Esri, HERE, Garmin, SafeGraph, METI/NASA, USGS, EPA, NPS, USDA, Esri, NASA, NGA, USGS
 Additional Source(s): Bowen National Research



E. PLANNED & PROPOSED

In order to assess housing development potential, we evaluated recent residential building permit activity and identified residential projects in the development pipeline within the PSA (Muskegon County). Understanding the number of residential units and the type of housing being considered for development in the market can assist in determining how these projects are expected to meet the housing needs of the market.

The following table illustrates single-family and multifamily building permits issued within Muskegon County for the past 10 years:

Housing Unit Building Permits for Muskegon County, MI:										
Permits	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Multifamily Permits	16	9	0	0	0	12	0	2	26	227
Single-Family Permits	168	172	241	233	257	221	339	266	302	321
Total Units	184	181	241	233	257	233	339	268	328	548

Source: SOCDS Building Permits Database at <http://socds.huduser.org/permits/index.html>

A total of 2,812 residential building permits were issued in Muskegon County between 2012 and 2021. Of these, 89.6% (2,520 permits) were single-family building permits. Approximately 281 permits, on average, were issued in the county each year during this time. The total number of permits issued annually increased significantly since 2018, with the largest number of permits (548) issued in any given year occurring in 2021. It is also noteworthy that nearly four-fifths (77.7%, or 227 permits) of the total multifamily permits issued since 2012 were issued in 2021. The steady increase in single-family permits and the recent rapid increase in multifamily permits in Muskegon County is evidence of the continued interest in development within the area.

We conducted interviews with representatives of area building and permitting departments and conducted extensive online research to identify residential projects either planned for development or currently under construction within Muskegon County.

Multifamily Rental Housing

From interviews with planning representatives that responded to our inquiries, and from extensive online research and the observations of our analyst while in the field it was determined there are 15 rental housing projects being considered for development within Muskegon County. These planned developments are summarized below (Note: The status of some projects may have changed since the information was collected):

Muskegon County (Rental Housing Development)				
Project Name & Address	Type	Units	Developer	Status/Details
Shoppes on Sherman Apartments Peck Street & East Sherman Boulevard Muskegon Heights	Market-Rate	24	Joe Rone	Under construction: Mixed-use; ECD late summer 2023
Name Unknown 1951 and 1989 East Sternberg Road Fruitport Charter Township	Market-Rate	82	Stellar Hospitality	Planned: Approved winter 2022; Two half-built hotels to be adaptively reused into apartments; One- to three-bedrooms; ECD 2024
Eight 15 Apartments 185 Judson Road Norton Shores	Market-Rate	140	Smith Development	Planned: Approved spring 2022; 70 senior two-bedroom units and 70 family three-bedroom units; Attached garages; First units expected to open end of 2023, however our research found no indication that this development had broken ground at the time this report was issued
River Acres Paul Street & Buel Avenue Muskegon Charter Township	Market-Rate	132	Joseph and Zaneta Adams	Planned: Could break ground in 2023; No further information was available at the time this report was issued
Eastowne Centre Seminole Road near Seaway Drive Norton Shores	Market-Rate	144	Fusion Properties of Jenison & Space Source Inc.	Planned: Part of Eastowne Centre mixed-use development; One-, two- and three-bedroom units; The construction timeline of this project was not available at the time this report was issued
Fairway Farms 1325 Seminole Road Norton Shores	Market-Rate	79	Harris Group Inc.	Proposed: Two- and three-bedroom townhomes and rowhomes; 20 one-bedroom, single-story units; Construction timeline TBD
Norton Shores Apartments 3530 Henry Street Norton Shores	Market-Rate	126	RD Management, LLC	Proposed: Announced in 2019; Mixed-use; Construction timeline TBD
Settlers Glen Ezekiel Drive & South Walker Road Muskegon Charter Township	Market-Rate	388	Settlers Glen LLC	Proposed: Townhome and apartment development to be built in three phases; Phase I will have 100 one- and two-bedroom units; Phases II and III will each have 144 studios to two-bedroom units; Construction timeline TBD
880 Street Apartments 880 First Street Muskegon	Affordable Workforce	57	800 First Street, LLC	Planned: Project will be restricted to households at 80% to 120% of AMHI; To break ground spring 2023; ECD 2024

AMHI – Area Median Household Income
ECD - Estimated completion date

(Continued)

Muskegon County (Rental Housing Development)				
Project Name & Address	Type	Units	Developer	Status/Details
Harbor 31 Commons I&II 100 Viridian Drive Muskegon	Market-rate	134	Harbor 31, LLC	Planned: Each phase will consist of approximately 70 units; Start date delayed due to permit issues; Dirt being moved
Viridian Place Viridian Drive Muskegon	Market-rate	48	Harbor 31, LLC	Planned: Decision has not been made on how many units will serve as rentals; Select units will be for-sale
Lake View Lofts Phase II 351 West Western Avenue Muskegon	Market-rate	105	351 Phase II, LLC	Planned: Phase II to break ground 2023; One- and two-bedrooms; ECD 2025
Name Unknown 1700 Oak Avenue Muskegon	Market-rate	100	Phoenix Reclamation	Proposed: Redevelopment of former Muskegon General Hospital; No other information available
Foundry Square 372 Morris Avenue Muskegon	Market-rate	130	Great Lakes Development Group	Proposed: To be built in phases; ECD 2025; No other information available
Watermark Lofts II 930 Washington Avenue Muskegon	Market-rate	188	ANM Group and P&G Holdings LLC	Proposed: Plans to construct additional units at existing 33-unit property; Property acquired by another company after plans were made; Unknown if this project will move forward

AMHI – Area Median Household Income
ECD - Estimated completion date

For-Sale Housing

According to planning and building representatives, there are 11 for-sale housing projects planned, proposed, or under construction within Muskegon County. These projects are summarized in the following table. Note that the status of some projects may have changed since the information was collected.

Muskegon County (For-Sale Housing Development)				
Project Name & Address	Product Type	Units	Developer	Status/Details
Atwater Springs Atwater Drive Norton Shores	Single-family	86	WheelFish Group	Under construction: Homes from \$329,000 to \$450,000; ECD end of 2025
Cottages at Mona Kai 3588 and 3593 Mona Kai Boulevard Norton Shores	Condominiums	36	Red Stone	Under construction: Two-bedrooms; From \$200,000 to \$300,000; ECD unknown
Reaching New Muskegon Heights Broadway Avenue Muskegon Heights	Single-family	35	Greater Muskegon Economic Development & City of Muskegon Heights	Planned: Mixed-use; No further information available at the time of this report
Odeno Homes Phase II Eagle Ridge and Odawa Trail Fruitport Charter Township	Single-family	94	Little River Band of Ottawa Indians & Dirk Stone Real Estate	Planned: Two- to five-bedrooms; Between 1,040 and 2,472 square feet; Phase I (complete) included 92 units; Phase II will include 94 homes from \$240,000 to \$370,000; No further information available at the time of this report

ECD - Estimated completion date

(Continued)

Muskegon County (For-Sale Housing Development)

Project Name & Address	Product Type	Units	Developer	Status/Details
Veridian Shores Phase I 150 Viridian Drive Muskegon	Single-family	30	Harbor 31, LLC	Under Construction: Phase I under construction; Phase II in early stages of planning; Three-bedrooms; Square feet 1,844; Starting \$695,000 to \$795,000
Hartshorn Village 1000 West Western Avenue Muskegon	Single-family/ Condominiums	38/61	Ryan Leestma	Under Construction: Ryan Leestma is new developer; Purchased development after construction had begun; Future phases planned
Lakeside Dunes at Muskegon Country Club 2801 Lakeshore Drive Muskegon	Single-family	34	Redwater Collection	Under construction: Two- to five-bedrooms; Square feet from 1,600 to 2,688; ECD spring 2023
Meadows at Harbor 31 Viridian Drive Muskegon	Townhomes	21	Harbor 31, LLC	Planned: To begin construction late 2022 early 2023; Starting \$695,000 to \$795,000; ECD 2026
Viridian Place Viridian Drive Muskegon	Townhomes	48	Harbor 31, LLC	Planned: Decision has not been made on how many units will be for-sale; Select units will be for rent; Starting \$695,000 to \$795,000; ECD
Docks Waterworks Road and Wilcox Avenue Muskegon	Condominiums/ Townhomes	240	Damfino Development, LLC	Planned: Plans include 173 condominiums and 67 townhomes; Early stages of planning
Adelaide Pointe 1204 and 1148 West Western Avenue Muskegon	Condominiums	300	Ryan Leestma	Proposed: Phase I to break ground 2025; Two- and three-bedrooms; Square feet from 1,565 to 1,860; Total build out ECD 2033

ECD - Estimated completion date

Senior Living

From interviews with planning representatives that responded to our inquiries, and from extensive online research and the observations of our analyst while in the field, it was determined there is one senior rental housing project under construction within Muskegon County. This development is summarized in the following table. Note that the status of this project may have changed since the information was collected:

Muskegon County (Senior Living Development)

Project Name & Address	Type	Units	Developer	Status/Details
Trilogy Health Services 650 Terrace Street Muskegon	Market-rate	25	Harbor 31, LLC	Under Construction: In addition to independent living, development will offer assisted living, memory care and nursing care units; ECD fall 2023

ECD - Estimated completion date

Based on the preceding tables, there are 15 multifamily rental projects, 11 for-sale housing projects, and one senior living development within some level of planning or development within Muskegon County. We have included the units either under construction or likely to be developed within these projects in the housing gap estimates included in Section VIII of this report.

VII. OTHER HOUSING MARKET FACTORS

INTRODUCTION

Factors other than demography, employment, and supply (all analyzed earlier in this study) can affect the strength or weakness of a given housing market. The following additional factors influence a housing market's performance and are discussed relative to the PSA (Muskegon County) and the seven submarkets (when applicable). This data is compared with the state and national data, when applicable:

- Personal Mobility
- Migration Patterns
- Community Services
- Development Opportunities
- Special Needs Populations

A. PERSONAL MOBILITY

The ability of a person or household to travel easily, quickly, safely, and affordably throughout a market influences the desirability of a housing market. If traffic jams create long commuting times or public transit service is not available for carless people, their quality of life is diminished. Factors that lower resident satisfaction weaken housing markets. Typically, people travel frequently outside of their residences for three reasons: 1) to commute to work, 2) to run errands or 3) to recreate.

Commuting Mode and Time

The following tables show two commuting pattern attributes (mode and time) for the PSA (Muskegon County), the PSA submarkets, and the state of Michigan.

		Commuting Mode						Total
		Drove Alone	Carpooled	Public Transit	Walked	Other Means	Worked at Home	
District 1	Number	9,678	852	9	81	141	593	11,354
	Percent	85.2%	7.5%	0.1%	0.7%	1.2%	5.2%	100.0%
District 2	Number	9,268	1,305	20	72	58	353	11,076
	Percent	83.7%	11.8%	0.2%	0.7%	0.5%	3.2%	100.0%
District 3	Number	9,661	951	13	130	94	774	11,623
	Percent	83.1%	8.2%	0.1%	1.1%	0.8%	6.7%	100.0%
District 4	Number	10,010	912	23	78	72	601	11,696
	Percent	85.6%	7.8%	0.2%	0.7%	0.6%	5.1%	100.0%
District 5	Number	8,812	1,023	9	181	87	234	10,346
	Percent	85.2%	9.9%	0.1%	1.7%	0.8%	2.3%	100.0%
District 6	Number	8,882	845	54	152	43	586	10,562
	Percent	84.1%	8.0%	0.5%	1.4%	0.4%	5.5%	100.0%
District 7	Number	7,077	1,251	30	153	75	133	8,719
	Percent	81.2%	14.3%	0.3%	1.8%	0.9%	1.5%	100.0%
Muskegon County	Number	63,388	7,139	159	848	570	3,274	75,378
	Percent	84.1%	9.5%	0.2%	1.1%	0.8%	4.3%	100.0%
Michigan	Number	3,620,896	381,087	54,189	97,131	58,333	382,716	4,594,352
	Percent	78.8%	8.3%	1.2%	2.1%	1.3%	8.3%	100.0%

Source: U.S. Census Bureau, 2017-2021 American Community Survey

		Commuting Time						
		Less Than 15 Minutes	15 to 29 Minutes	30 to 44 Minutes	45 to 59 Minutes	60 or More Minutes	Worked at Home	Total
District 1	Number	2,826	5,153	1,796	421	564	593	11,353
	Percent	24.9%	45.4%	15.8%	3.7%	5.0%	5.2%	100.0%
District 2	Number	1,961	4,734	2,384	1,081	564	353	11,077
	Percent	17.7%	42.7%	21.5%	9.8%	5.1%	3.2%	100.0%
District 3	Number	3,668	4,740	1,498	663	280	774	11,623
	Percent	31.6%	40.8%	12.9%	5.7%	2.4%	6.7%	100.0%
District 4	Number	4,031	4,744	1,117	606	596	601	11,695
	Percent	34.5%	40.6%	9.6%	5.2%	5.1%	5.1%	100.0%
District 5	Number	3,607	4,467	962	520	557	234	10,347
	Percent	34.9%	43.2%	9.3%	5.0%	5.4%	2.3%	100.0%
District 6	Number	2,945	4,911	1,207	515	398	586	10,562
	Percent	27.9%	46.5%	11.4%	4.9%	3.8%	5.5%	100.0%
District 7	Number	3,086	3,519	985	570	428	133	8,721
	Percent	35.4%	40.4%	11.3%	6.5%	4.9%	1.5%	100.0%
Muskegon County	Number	22,121	32,268	9,949	4,377	3,389	3,274	75,378
	Percent	29.3%	42.8%	13.2%	5.8%	4.5%	4.3%	100.0%
Michigan	Number	1,185,953	1,630,112	828,886	301,209	265,475	382,716	4,594,351
	Percent	25.8%	35.5%	18.0%	6.6%	5.8%	8.3%	100.0%

Source: U.S. Census Bureau, 2017-2021 American Community Survey

Noteworthy observations from the preceding tables follow:

- Within the PSA (Muskegon County), 93.6% of commuters either drive alone or carpool to work, which represents a higher share of such commuting modes when compared to the state of Michigan (87.1%). Consequently, the shares of PSA commuters that utilize public transportation (0.2%), walk to work (1.1%), and work from home (4.3%) are less than the corresponding shares for the state.
- Among individual submarkets, the share of commuters who either drive alone or carpool to work ranges between 91.3% (District 3) and 95.5% (District 2 and 7). Although less than the corresponding share for the state (8.3%), the shares of individuals that work from home are highest within District 3 (6.7%) and District 6 (5.5%). The shares of commuters that utilize public transit or walk to work in each submarket are nominal and less than the respective state shares.
- Generally, commute times to work in the PSA are shorter than those on the statewide level. Approximately 72.1% of PSA commuters have travel times of less than 30 minutes to work, which is a much higher share of short commute times when compared to the state (61.3%). Nearly three-tenths (29.3%) of PSA residents have travel times of less than 15 minutes and 42.8% have travel times between 15 and 30 minutes. Only 4.5% of PSA commuters have travel times of 60 minutes or more, which represents a slightly smaller share when compared to the state (5.8%).

- Among individual submarkets, 78.1% of commuters in District 5 have commute times less than 30 minutes, which is the largest share of short commute times among any submarket. Conversely, 60.4% of commuters in District 2 have commute times less than 30 minutes, which is the smallest share of short commute times of any submarket in the PSA. Coincidentally, the largest share (5.4%) of commuters with drive times of 60 minutes or more is within District 5, which is also the submarket with the largest share of short commute times.

Based on the preceding analysis, it is clear that a significant share of PSA (Muskegon County) residents have relatively short commutes and they rely on their own vehicles or carpools to work. A drive-time map showing travel times from the city of Muskegon, which is the county seat of Muskegon County, is on the following page.

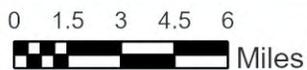
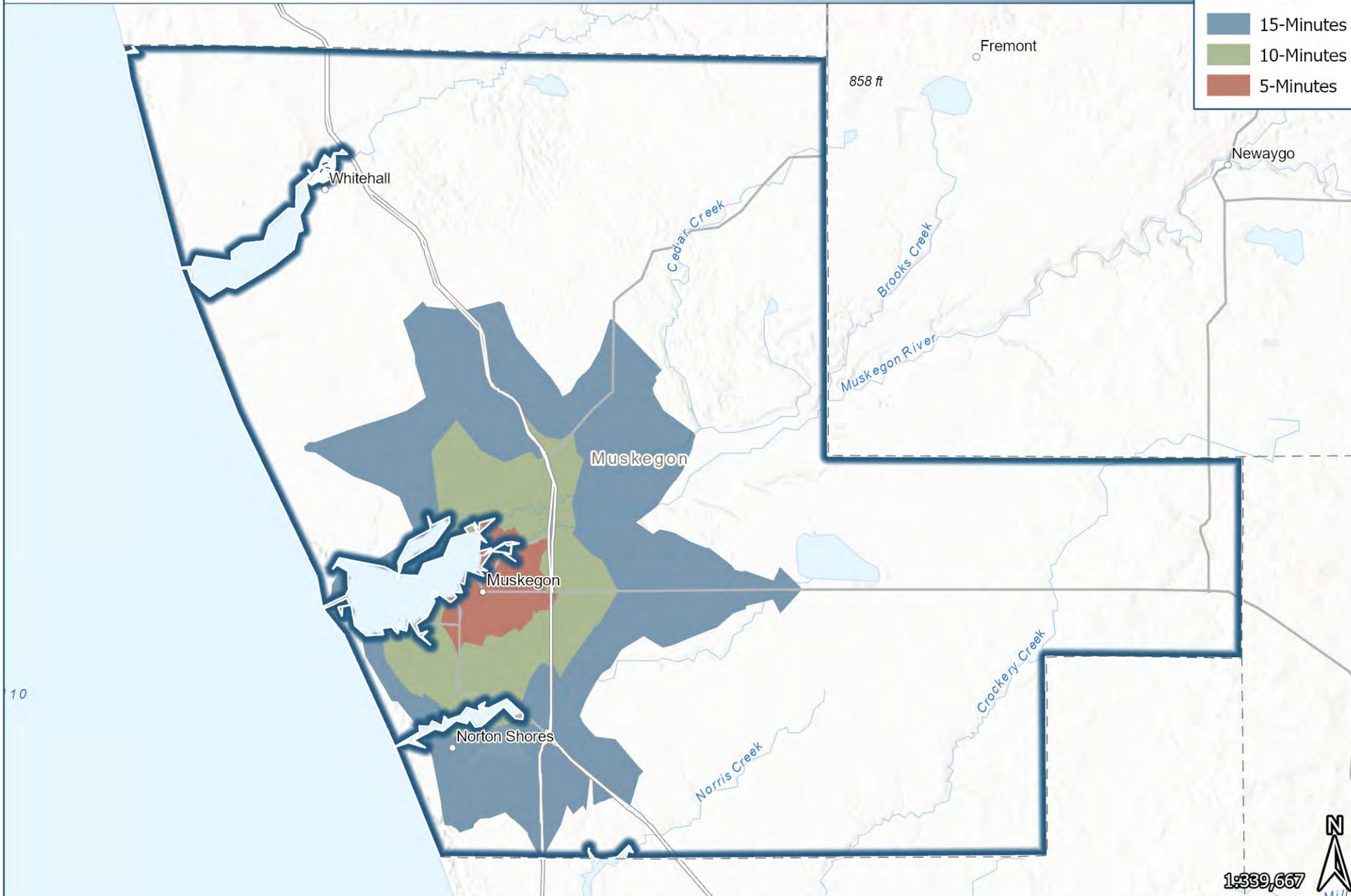
PSA

Drive-Time

15-Minutes

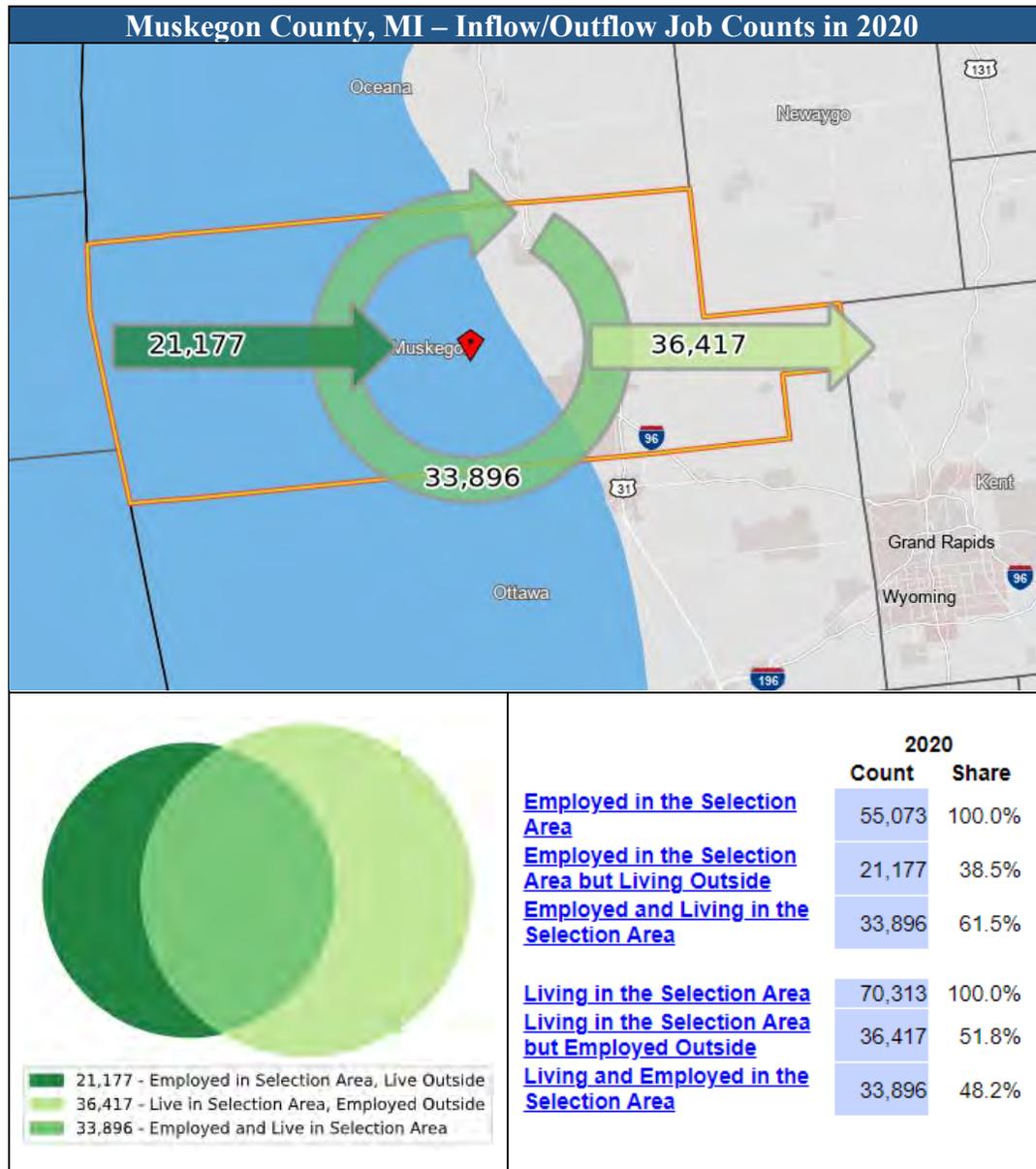
10-Minutes

5-Minutes



Commuting Patterns

According to 2020 U.S. Census Longitudinal Origin-Destination Employment Statistics (LODES), of the 70,313 employed residents of the PSA (Muskegon County), 36,417 (51.8%) are employed outside the county, while the remaining 33,896 (48.2%) are employed within Muskegon County. In addition, 21,177 people commute into the PSA from surrounding counties for employment. These 21,177 non-residents account for nearly two-fifths (38.5%) of the people employed in the county and represent a notable base of potential support for future residential development. The following illustrates the number of jobs filled by in-commuters and residents, as well as the number of resident out-commuters.



Source: U.S. Census, Longitudinal Origin-Destination Employment Statistics (LODES)

Characteristics of the commuting flow for the PSA (Muskegon County) in 2020 are illustrated in the following table.

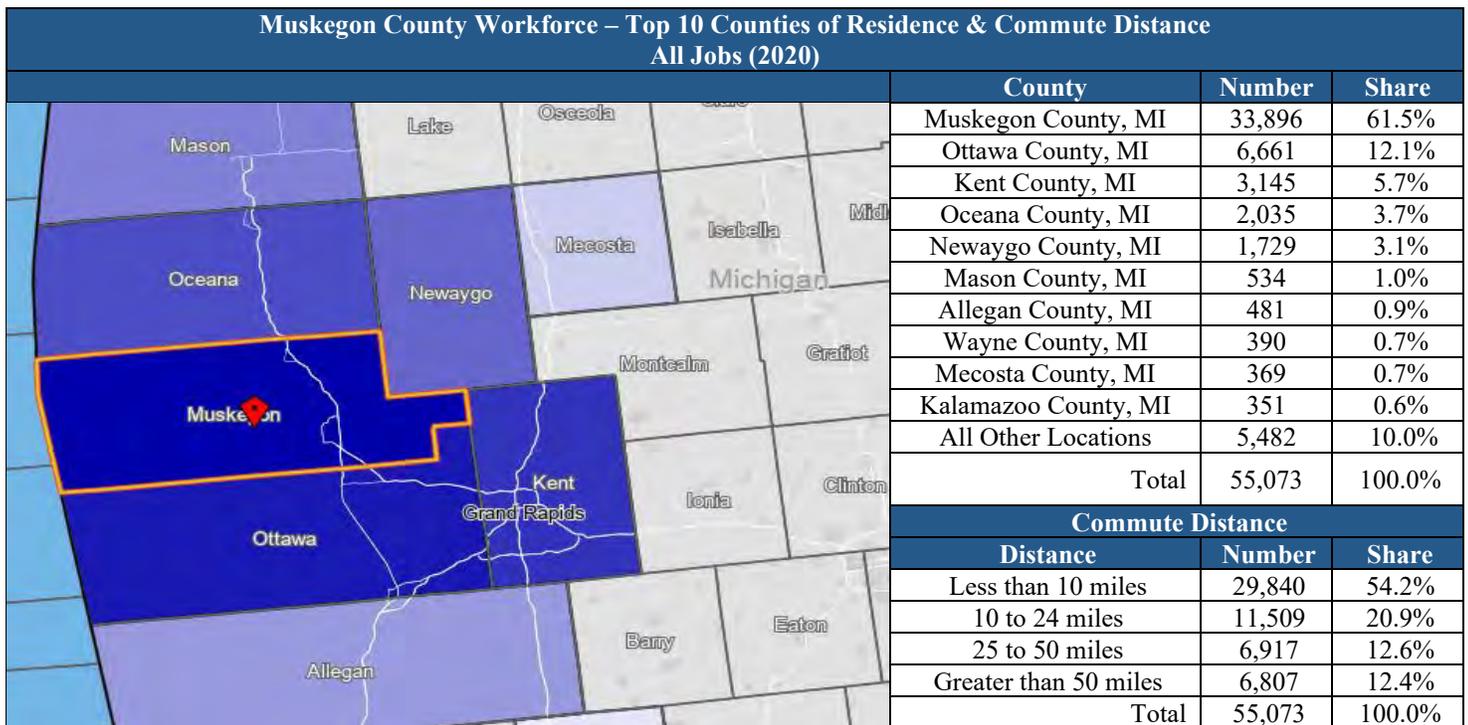
Muskegon County, MI: Commuting <i>Flow</i> Analysis by Earnings, Age and Industry Group (2020, All Jobs)						
Worker Characteristics	Resident Outflow		Workers Inflow		Resident Workers	
	Number	Share	Number	Share	Number	Share
Ages 29 or younger	9,254	25.4%	5,734	27.1%	7,252	21.4%
Ages 30 to 54	19,209	52.7%	10,679	50.4%	18,471	54.5%
Ages 55 or older	7,954	21.8%	4,764	22.5%	8,173	24.1%
<i>Earning <\$1,250 per month</i>	10,940	30.0%	6,315	29.8%	9,927	29.3%
<i>Earning \$1,251 to \$3,333</i>	11,635	31.9%	6,042	28.5%	11,111	32.8%
<i>Earning \$3,333+ per month</i>	13,842	38.0%	8,820	41.6%	12,858	37.9%
Goods Producing Industries	11,785	32.4%	4,940	23.3%	11,135	32.9%
Trade, Transportation, Utilities	7,418	20.4%	5,676	26.8%	4,343	12.8%
All Other Services Industries	17,214	47.3%	10,561	49.9%	18,418	54.3%
Total Worker Flow	36,417	100.0%	21,177	100.0%	33,896	100.0%

Source: U.S. Census, Longitudinal Origin-Destination Employment Statistics (LODES)

Note: Figures do not include contract employees and self-employed workers

Based on the preceding data, people that commute into the PSA (Muskegon County) for employment are more likely to be middle-aged (30 to 54 years), earn higher wages (\$3,333 or more per month), and work primarily in the other services industries. Of the county's 21,177 in-commuters, slightly over half (50.4%) are between the ages of 30 and 54 years, over two-fifths (41.6%) earn \$3,333 or more per month (\$40,000 or more annually), and nearly half (49.9%) work in the other services industries. Resident workers, by comparison, tend to be slightly older than inflow workers, earn more moderate wages, and are more likely than inflow workers to work in the goods producing industries, although a slight majority (54.3%) work in the other services industries. Of the three worker flow types, resident workers have the highest share (24.1%) of workers ages 55 and older and the largest share (32.8%) of workers earning moderate wages.

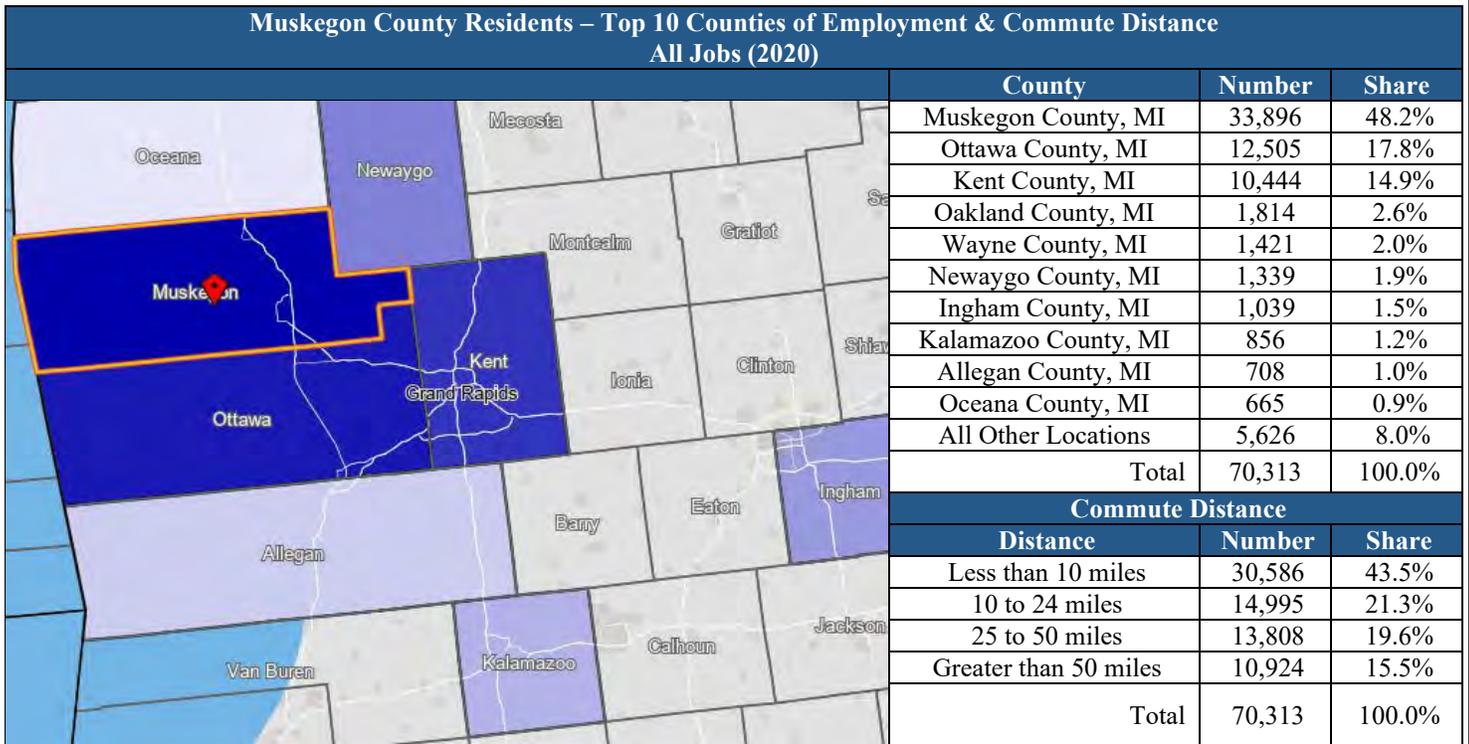
The following map and corresponding tables illustrate the physical *home* location of people working in the PSA (Muskegon County), as well as the distribution of commute distance for the Muskegon County workforce.



Source: U.S. Census, Longitudinal Origin-Destination Employment Statistics (LODES)

Statistics provided by LODES indicate that 61.5% of the PSA (Muskegon County) workforce are residents of the county. Ottawa County (12.1%), Kent County (5.7%), Oceana County (3.7%), and Newaygo County (3.1%) contribute the next largest shares of Muskegon County workers. This is not surprising since these four counties immediately border the PSA. In total, the top 10 counties account for 90.0% of the PSA workforce, which illustrates the regional draw for local employers. In terms of commute distances, approximately three-fourths (75.1%) of the PSA workforce has commute distances less than 25 miles, while 12.6% have commutes between 25 and 50 miles. The remaining 12.4% of PSA workers, or 6,807 individuals, have commutes in excess of 50 miles. These workers with lengthy commutes, of which a vast majority likely reside outside the county, represent a base of potential support for future residential development.

The following map and corresponding tables illustrate the physical *work* location (county) of PSA (Muskegon County) residents, as well as the commute distances for these workers.



Source: U.S. Census, Longitudinal Origin-Destination Employment Statistics (LODES)

Of the 70,313 employed residents of the PSA (Muskegon County), nearly half (48.2%) are employed within Muskegon County. Ottawa County (17.8%) and Kent County (14.9%) employ the next largest shares of PSA residents. It is notable that 4.6% of the employed residents work within Oakland and Wayne counties, combined. This is likely due to the significant number of employment opportunities present within Detroit and the surrounding metropolitan area. In total, 83.7% of employed PSA residents work within Muskegon County or the bordering counties (Ottawa, Kent, Newaygo, and Oceana). This contributes to the fact that nearly two-thirds (64.8%) of PSA residents commute less than 25 miles to work, while 19.6% have commutes between 25 and 50 miles. Approximately 15.5% of PSA residents, or 10,924 individuals, commute more than 50 miles to work. This represents a larger number of outflow workers with lengthy commute distances (over 50 miles) when compared to the inflow workers (6,807) with similar commute distances for the county.

B. MIGRATION PATTERNS

Unlike the preceding section that evaluated workers' commuting patterns, this section addresses where people *move* to and from, referred to as migration patterns. For the purposes of this analysis, the Census Bureau's Population Estimates Program (PEP) is considered the most reliable source for the total *volume* of domestic migration. To evaluate migration *flows* between counties and mobility patterns by age and income at the county level, we use the U.S. Census Bureau's migration estimates published by the American Community Survey (ACS) for 2020. It is important to note that while county administrative boundaries are likely imperfect reflections of commuter sheds, moving across a county boundary is often an acceptable distance to make a meaningful difference in a person's local housing and labor market environment. The data provided by the PEP is intended to provide general insight regarding the contributing factors of population change (natural increase, domestic migration, and international migration), and as such, gross population changes within this data should not be compared among other tables which may be derived from alternate data sources such as the Decennial Census or American Community Survey (ACS).

The following table illustrates the cumulative change in total population for Muskegon County between April 2010 and July 2020.

Estimated Components of Population Change for Muskegon County, MI April 1, 2010 to July 1, 2020							
Population		Change*		Components of Change			
2010	2020	Number	Percent	Natural Increase	Domestic Migration	International Migration	Net Migration
172,202	173,883	1,681	1.0%	3,728	-2,888	846	-2,042

Source: U.S. Census Bureau, Population Division, October 2021

*Includes a residual (-5) representing the change that cannot be attributed to any specific demographic component

Based on the preceding data, the population growth within Muskegon County from 2010 to 2020 was primarily driven by natural increase (more births than deaths) and supplemented by international migration. The data also illustrates that domestic migration (people moving in and out of the county) during this time period was negative. As such, the population of Muskegon County would have declined between 2010 and 2020 without the positive influence of natural increase. Natural increase typically occurs in areas where there is a comparably high share of the population under the age of 45, which is the age cohort most likely to establish a family and have children. In 2010, nearly three-fifths (58.7%) of the Muskegon County population were under the age of 45. Between 2010 and 2022, this population cohort declined by 3.3% (3,307 people), and it is projected that this cohort will decline by an additional 2.2% (2,165 people) over the next five years. As such, it is possible that there will be a reduction in the rate of natural increase in the county between 2022 and 2027. This is likely a contributing factor to the moderate projected decrease (0.1%) in population for the county over the next five years.

The following table details the *shares* of domestic in-migration by three select age cohorts for Muskegon County from 2011 to 2020.

Muskegon County, Michigan Domestic County Population In-Migrants by Age, 2011 to 2020		
Age	2011-2015	2016-2020
1 to 24	38.1%	37.8%
25 to 64	57.9%	54.1%
65+	4.0%	8.1%
Median Age (In-state migrants)	28.6	28.9
Median Age (Out-of-state migrants)	32.1	27.7
Median Age (Muskegon County)	39.6	39.8

Source: U.S. Census Bureau, 2015 & 2020 5-Year ACS Estimates (S0701); Bowen National Research

The previous table illustrates that from 2011 to 2015, nearly three-fifths (57.9%) of domestic in-migrants to Muskegon County were between the ages of 25 and 64, while 38.1% of domestic in-migrants were under the age of 25. By 2020, the shares of in-migrants for these age cohorts decreased to 54.1% and 37.8%, respectively. Conversely, the share of in-migrants ages 65 and older increased from 4.0% to 8.1% between 2015 and 2020. While the median age of in-state migrants increased slightly from 28.6 years to 28.9 years, the median age of out-of-state migrants decreased by 13.7% (32.1 years to 27.7 years). Regardless of origin, in-migrants of Muskegon County are comparatively younger than the existing population of the county, which had a median age of 39.8 years in 2020.

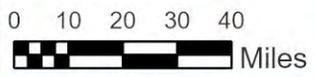
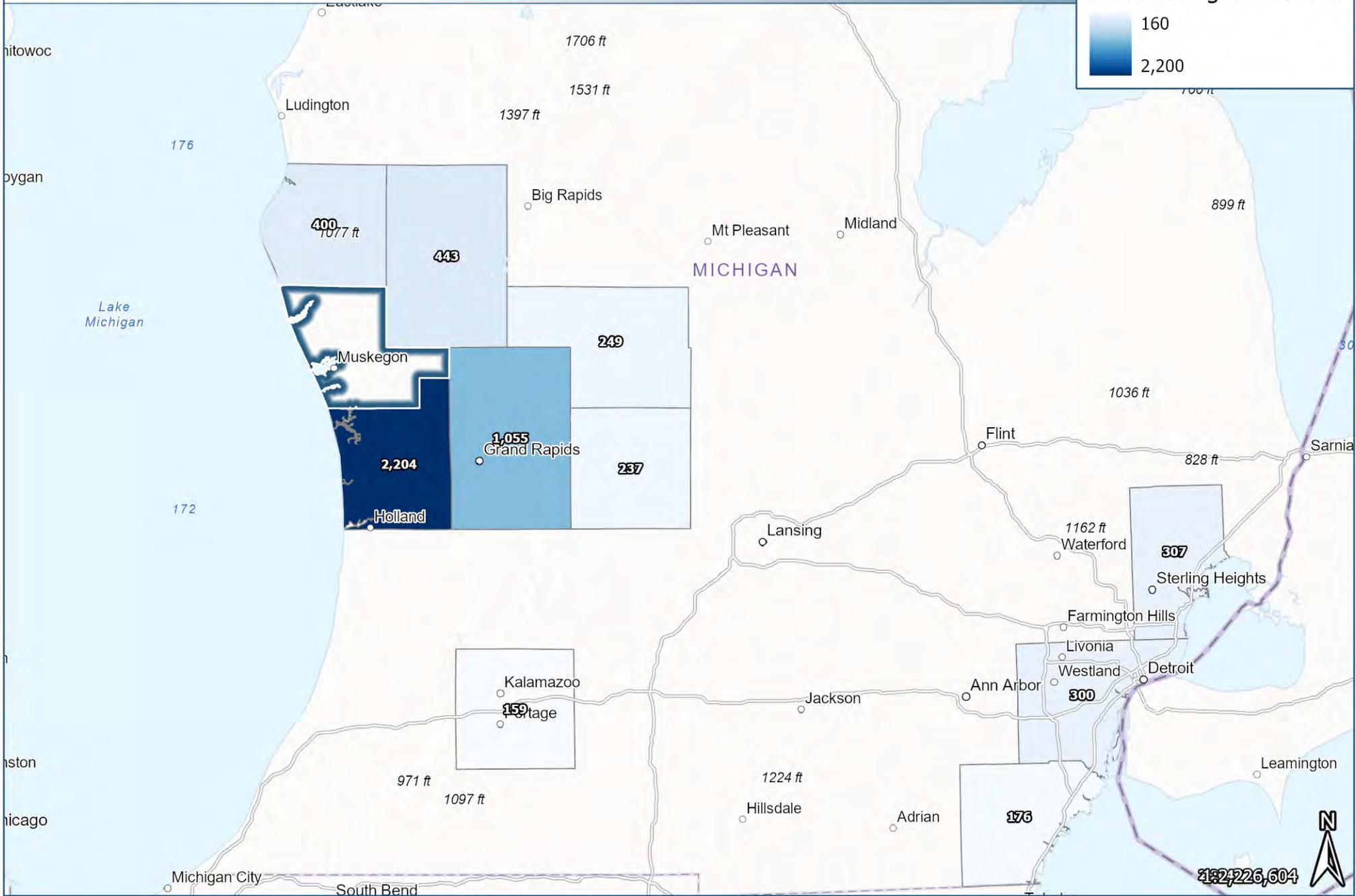
To further illustrate Muskegon County migration patterns, the following table summarizes the top 10 counties from which Muskegon County both attracts and loses residents. Note that the table only includes regional counties contained within Michigan and bordering states.

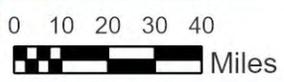
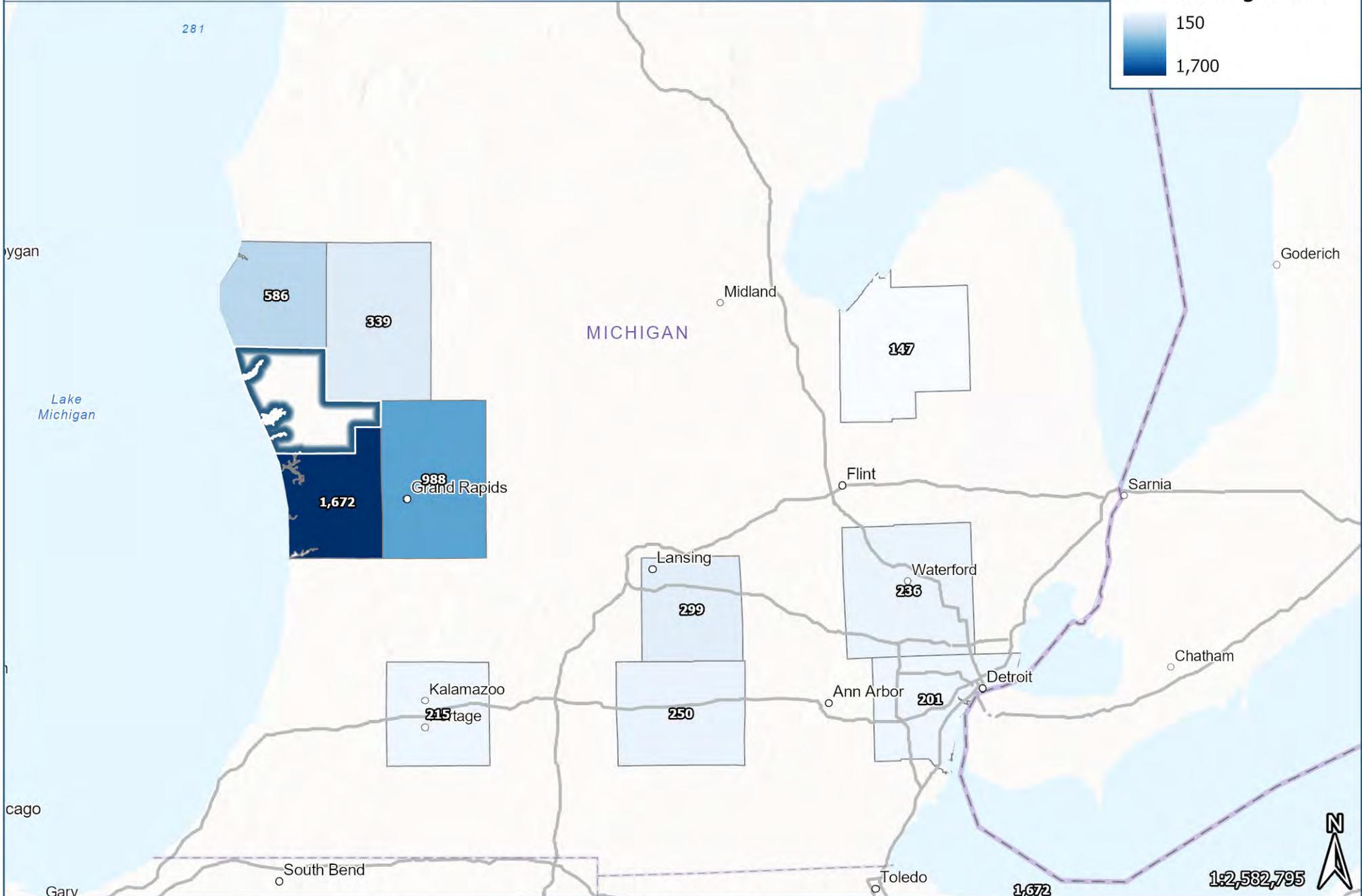
Muskegon County: County-to-County Population Migration Top 10 Origin and Destination Counties (Regional Only)					
In-Migration			Out-Migration		
Importing County	Number	Percent	Exporting County	Number	Percent
Ottawa County, MI	2,204	24.3%	Ottawa County, MI	1,672	18.7%
Kent County, MI	1,055	11.7%	Kent County, MI	988	11.1%
Newaygo County, MI	443	4.9%	Oceana County, MI	586	6.6%
Oceana County, MI	400	4.4%	Newaygo County, MI	339	3.8%
Macomb County, MI	307	3.4%	Ingham County, MI	299	3.3%
Wayne County, MI	300	3.3%	Jackson County, MI	250	2.8%
Montcalm County, MI	249	2.7%	Oakland County, MI	236	2.6%
Ionia County, MI	237	2.6%	Kalamazoo County, MI	215	2.4%
Monroe County, MI	176	1.9%	Wayne County, MI	201	2.3%
Kalamazoo County, MI	159	1.7%	Tuscola County, MI	147	1.6%
All Other Counties	3,525	38.9%	All Other Counties	3,997	44.8%
Total In-Migration	9,055	100.0%	Total Out-Migration	8,930	100.0%

Source: U.S. Census Bureau, 2019 5-Year American Community Survey; Bowen National Research

As the preceding table illustrates, the top 10 in-migration counties account for over three-fifths (60.9%) of the total inflow for the county, while the top 10 out-migration counties account for 55.2% of the outflow. The top county for both in-migration and out-migration (Ottawa County) borders Muskegon County to the south and has the largest positive net migration (532) among the top 10 counties. Kent County, Newaygo County, and Oceana County, all of which directly border Muskegon County, are among the top four counties for both in-migration and out-migration. Aside from Oceana County, which has negative net migration (186), each of the top four counties has a positive influence on the population of Muskegon County. Overall, the PSA had an average positive net migration of 125 persons per year in recent years (2015 to 2019), which contrasts the components of population change data that encompasses a 10 year time period (2010 to 2020). This likely indicates that Muskegon County had a recent shift toward positive net migration. In order to offset the previously illustrated reduction in natural increase and to sustain these positive migration trends within the county, it is important that there is a sufficient supply of housing available in the market at a variety of affordability levels.

Maps illustrating immigration flow by county to Muskegon County and emigration flow by county from Muskegon County for 2019 are shown on the following pages.





While the data contained in the previous pages illustrates the overall net migration trends of Muskegon County and gives perspective about the general location where these individuals migrate to and from, it is also important to understand the income levels of in-migrants as it directly relates to affordability of housing. The following table illustrates the income distribution by mobility status for Muskegon County in-migrants.

Geographic mobility by *per-person* income is distributed as follows:

Muskegon County: Income Distribution by Mobility Status for Population Age 15 Years+								
2020 Inflation Adjusted Individual Income	Same House		Moved Within Same County		Moved From Different County, Same State		Moved From Different State	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
<\$10,000	18,451	16.4%	1,025	15.4%	529	14.7%	350	50.9%
\$10,000 to \$14,999	9,244	8.2%	736	11.0%	547	15.2%	32	4.7%
\$15,000 to \$24,999	19,582	17.4%	1,225	18.4%	613	17.1%	106	15.4%
\$25,000 to \$34,999	15,482	13.7%	1,516	22.7%	590	16.4%	67	9.8%
\$35,000 to \$49,999	18,571	16.5%	738	11.1%	555	15.5%	17	2.5%
\$50,000 to \$64,999	14,403	12.8%	652	9.8%	170	4.7%	0	0.0%
\$65,000 to \$74,999	5,210	4.6%	433	6.5%	216	6.0%	35	5.1%
\$75,000+	11,865	10.5%	340	5.1%	371	10.3%	80	11.6%
Total	112,808	100.0%	6,665	100.0%	3,591	100.0%	687	100.0%

Source: U.S. Census Bureau, 2020 5-Year American Community Survey (B07010); Bowen National Research

According to data provided by the American Community Survey (ACS), a substantial portion of the population that moved to Muskegon County from a different Michigan county or from another state earned less than \$25,000 per year. Note that this data was provided for the county *population* (not households) ages 15 and above for which income was reported. As such, it is likely that a significant share of the population earning less than \$25,000 per year consists of children (between 15 and 17 years of age) and young adults considered to be dependents within a larger family.

Specifically, this lower income segment (<\$25,000) represented slightly over half (50.9%) of the Muskegon County population that moved to the county from a different Michigan county or from another state. Those that moved from a different state had the largest share (71.0%) of individuals making less than \$25,000 per year, which is a significantly higher share than the corresponding share (41.9%) among Muskegon County residents that remained in the same house year over year. By comparison, a far lower share (21.0%) of the population that moved within the past year, regardless of origin county or state, earned more than \$50,000 annually.

Based on our evaluation of the components of population change between 2010 and 2020 and 2019 ACS county-to-county migration flow, the population increase in Muskegon County in the previous decade was primarily the result of natural increase and international migration. It appears, however, that domestic migration has increased more recently while natural increase has likely declined to an extent. As such, domestic migration will play an increasingly important role in

maintaining, or increasing, the population base of the county. A majority of the recent in-migrants to Muskegon County are between the ages of 25 and 64 years, earn low to moderate wages, and originate from nearby Michigan counties. As such, future housing supply will need to account for both the age and income levels of these migrants in order for the county to fully benefit from migration.

C. COMMUNITY SERVICES

The location, type, and number of community attributes (both services and amenities) can have a significant impact on housing market performance and the ability of a market to support existing and future residential development. Typically, a geographic area served by an abundance of amenities and services should be more desirable than one with minimal offerings, and its housing market should perform better accordingly. As a result, community attributes were examined in Muskegon County as part of this Housing Needs Assessment.

Muskegon County is located in the western portion of Michigan and bordered by Oceana County to the north; Kent and Newaygo counties to the east; Ottawa County to the south; and Lake Michigan to the west. The county has seven cities and is anchored by Muskegon, its county seat of government. Norton Shores and Muskegon Heights are among the other more populated cities. Additional townships, villages and communities comprise the balance of the county. As a result of its location on Lake Michigan, Muskegon County is a popular attraction for year-round recreational activity and seasonal tourism, boasting 26 miles of beaches and 65 miles of trails.

Community services in Muskegon County are evaluated by various geographic areas. The following is a summary of these services.

City of Muskegon

Serving as the county seat, the city of Muskegon is approximately 42.0 miles northwest of Grand Rapids. Muskegon is located on the eastern shore of Lake Michigan and is also bordered by Muskegon Lake. Muskegon is home to the county's government offices and its largest collection of community services. U.S. Highway 31 runs north and south through the eastern portion of the city while State Routes 46 and 120 and U.S. Highway 31 Business provide arterial access to additional areas. Muskegon Area Transit Systems (MATS) offers fixed-route transportation throughout the city and additional portions of the county, as well as a curb-to-curb complimentary paratransit service for people that qualify.

The city of Muskegon has numerous restaurants, hotels and recreational amenities that are situated along the northern boundary. The Muskegon Museum of Art, Frauenthal Center for Performing Arts, the Muskegon Museum of History and Science and Trinity Health Arena are among the recreational opportunities surrounding Hackley Park in the walkable downtown portion of Muskegon. Heritage Landing Park and access to the Muskegon Lakeshore Trail are also in

proximity along with services on Shoreline Drive and in the Lakeside Social District on Lakeshore Drive. The western area of the city offers parks, Muskegon Country Club, and boating access to Lake Michigan. Veterans Memorial Park is located in the northern portion of the city.

East Apple Avenue (State Route 46) operates as a service corridor, running east and west through much of the city. Restaurants, gas stations, dollar stores and Benson Sav-Mor Pharmacy are among the services along this stretch of road. Trinity Health Muskegon Hospital, the county's emergency medical center and largest employer is in the southeast corner of the city in a health campus along U.S. Highway 31. A service area in southern Muskegon along U.S. Highway 31 Business includes Rite Aid, Walgreens, ALDI and Gordon Food Service. Public schools that serve students in kindergarten through 12th grade are scattered throughout the city limits and Muskegon Community College is located in the northeastern portion of the city.

North Muskegon County

Situated on the northern border of Muskegon Lake is the city of North Muskegon. Ruddman Drive and Whitehall Road are the primary service corridors and offer traditional services such as restaurants, a grocery store, a library, pharmacies, gas stations, and a police department. Just north of the city of Muskegon, the U.S. Highway 31 and State Route 120 intersection provides a number of community services such as gas stations, convenience stores, restaurants, a Spectrum Health medical facility, and a Meijer department store.

U.S. Highway 31 passes near the village of Lakewood Club and near the adjacent cities of Montague and Whitehall in northern Muskegon County. These two cities are situated on opposite sides of White Lake. Water Steet and Colby Street are the primary corridors in Montague and Whitehall, respectively. A service and lodging corridor surrounds the U.S. Highway 31/U.S. Highway 31 Business intersection. Multiple hotels, restaurants and Walmart Supercenter are among the services here. A smaller contingent of services is located along U.S. Highway 31 in the far northern portion of the county, which is less developed than other areas. Big Blue Lake and surrounding camping opportunities are located on the northern boundary.

East Muskegon County

Similar to the far northern portion of Muskegon County, the eastern area of Muskegon County is also less developed with fewer residences and fewer services. State Route 46 extends east from the city of Muskegon to the eastern boundary of the county with various services and businesses located along the route. The unincorporated community of Wolf Lake and the villages of Ravenna and Casnovia are small communities in the east-central and eastern portions of the county that provide a handful of essential services and easy access to State Route 46.

South Muskegon County

South of Muskegon are the cities of Roosevelt, Muskegon Heights and Norton Shores. U.S. Highway 31 Business and U.S. Highway 31 are the primary arterials running north and south through these cities and serve as corridors for several essential services. Henry Street, which also runs north and south from Muskegon to the county's southern boundary, is a significant service corridor offering restaurants, banks, grocery stores, dollar stores, pharmacies and larger department stores such as Meijer and Walmart Supercenter. A variety of lodging opportunities are scattered along the aforementioned arterial roads. Other notable services in southern Muskegon County include the Muskegon County Airport in Norton Shores, Mona Lake, Lake Harbor Park and P.J. Hoffmaster State Park in the southwestern corner. The village of Fruitport and select services are also located in the southern portion of the county.

West Muskegon County

Lake Michigan serves as the western boundary for Muskegon County. As such, a number of recreational areas are present in this portion of the county. In addition to the 26 miles of beaches, the area offers Muskegon State Park, Duck Lake State Park, additional park space and multiple golf courses on or near the shoreline. The Muskegon Channel provides commercial and recreational boating access to and from Lake Michigan while multiple attractions, campgrounds and recreational areas are in proximity.

Essential Services

There are 11 police departments throughout the county and close to 30 fire departments. Trinity Health Muskegon Hospital in Muskegon is the largest medical facility and emergency medical center. In addition, the Hackley Community Care facility in Muskegon serves as an acute care and mental health center. Additional primary care facilities are scattered throughout the county. A total of 11 public school districts are within the county limits as are a several childcare facilities and public libraries. Several programs and services for senior citizens are available through funds from Muskegon County Senior Millage.

The previously mentioned Muskegon Area Transit System (MATS) offers fixed-route service throughout the city of Muskegon and to some areas in the southern portion of the county. A standard one-way fare is \$1.25 with discounts for seniors and people with disabilities. A paratransit service is available for people unable to ride a fixed-route bus. On-demand, shared rides are available to destinations in Muskegon, Muskegon Heights, Roosevelt Park and Norton Shores via MATS' Go2 service and standard on-demand rides are \$4.00 each. Among the abundance of trails in Muskegon County is a portion of the Hart-Montague bicycle trail, the White Lake Pathway, the Fred Meijer Berry Junction Trail and the Muskegon Lakeshore Trail. Numerous outdoor and recreational areas, in addition to the ones previously mentioned, are scattered throughout the county.

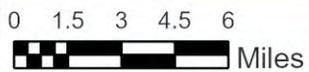
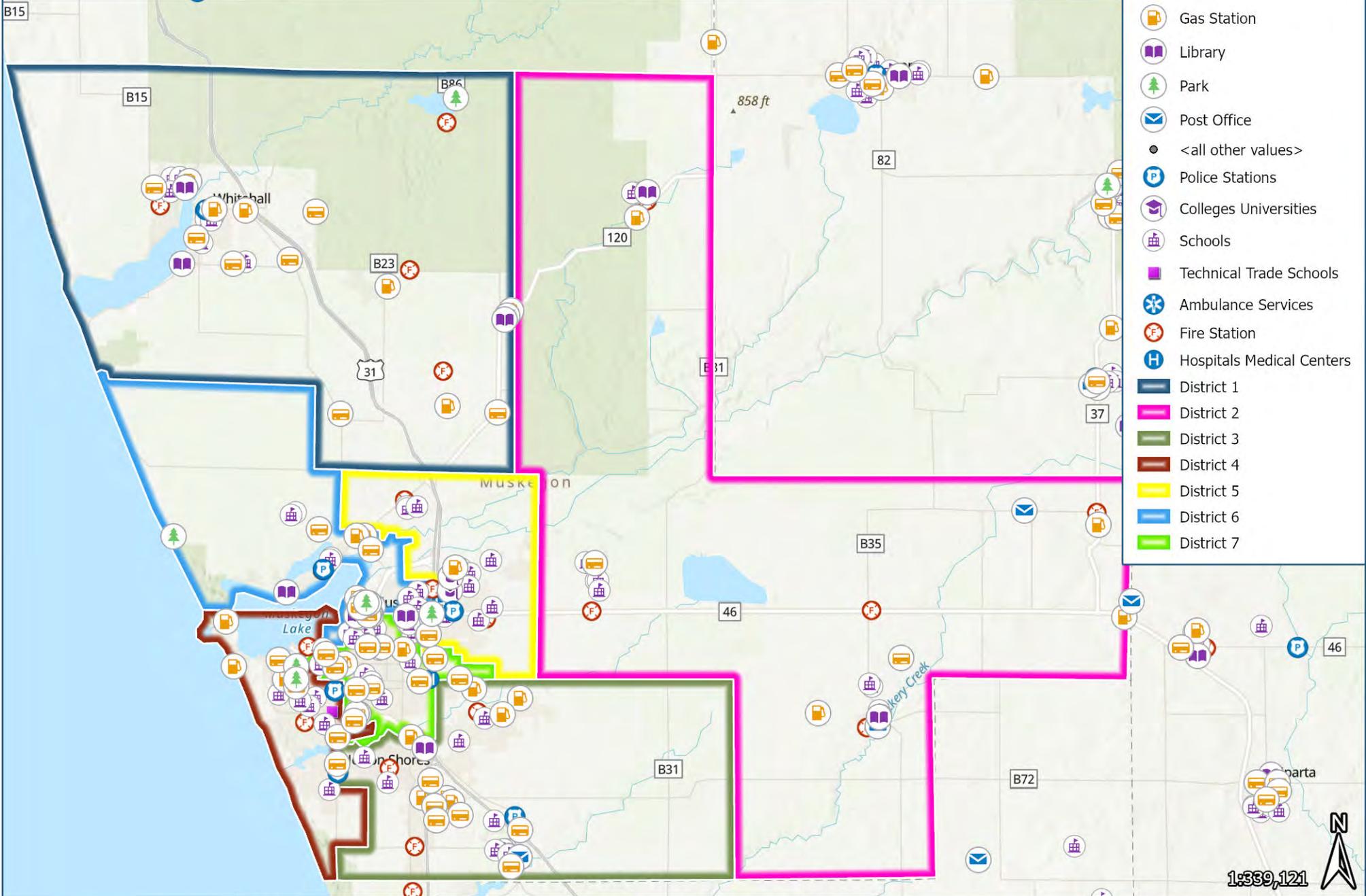
Overall, Muskegon County has sufficient access to essential community services and recreational amenities that likely serve all occupations and income levels. Public transportation and arterial roadways reliably offer access to a variety of essential services and employment opportunities within the county. Many community services, shopping plazas and service corridors are located along or in proximity to these roads. Unsurprisingly, the city of Muskegon and its surrounding area has the largest concentration of services, but they are not limited to this portion of the county; residents in other population centers have access to their own essential services or are generally less than a 30-minute drive from Muskegon.

It is anticipated that most future residential development will be in areas within reasonable proximity to the more commonly needed community services (e.g., shopping, healthcare, and pharmaceutical providers).

A map of notable community services within the study area is included on the following page.

Industry Description

-  Bank
-  Gas Station
-  Library
-  Park
-  Post Office
-  <all other values>
-  Police Stations
-  Colleges Universities
-  Schools
-  Technical Trade Schools
-  Ambulance Services
-  Fire Station
-  Hospitals Medical Centers
-  District 1
-  District 2
-  District 3
-  District 4
-  District 5
-  District 6
-  District 7



D. DEVELOPMENT OPPORTUNITIES

Housing markets expand when the number of households increase, either from immigration or from new household formations. In order for a given market to grow, households must find acceptable and available housing units (either newly created or pre-existing). If acceptable units are not available, households will not enter the housing market and the market may stagnate or decline. Rehabilitation of occupied units does not expand housing markets, although it may improve them. For new housing to be created, land and/or existing buildings (suitable for residential use) must be readily available, properly zoned, and feasibly sized for development. The absence of available residential real estate can prevent housing market growth unless unrealized zoning densities (units per acre) are achieved on existing properties.

Market growth strategies that recommend additional or newly created housing units should have one or more of the following real estate options available: 1) land without buildings, including surface parking lots (new development), 2) unusable buildings (demolition-redevelopment), 3) reusable non-residential buildings (adaptive-reuse), and 4) vacant reusable residential buildings (rehabilitation). Reusable residential buildings should be unoccupied prior to acquisition and/or renovation, in order for their units to be newly created within the market. In addition to their availability, these real estate offerings should be zoned for residential use (or capable of achieving same) and of a feasible size for profitability.

Through online and on-the-ground research conducted in December of 2022 and April of 2023, Bowen National Research identified and inspected sites that could support potential residential development in Muskegon County. Real estate listings and information from the county equalization department were also used to supplement information collected for this report. It should be noted that these potential housing development properties were selected without complete knowledge of availability, price, or zoning status and that the vacancy and for-sale status was not confirmed. Although this search was not exhaustive, it does represent a list of some of the most obvious real estate opportunities in the PSA (Muskegon County). The investigation resulted in 42 properties being identified within Muskegon County. Of the 42 total properties, 18 properties contain at least one existing building that is not necessarily vacant and may require demolition, new construction or adaptive reuse. The remaining 24 properties were vacant or undeveloped parcels of land that could potentially support residential development. It should be noted that our survey of potential development opportunities in Muskegon County consists of properties that were actively marketed for sale at the time of this report as well as those identified in person while conducting on-the-ground research.

Information on housing development opportunity sites in Muskegon County is presented in the following table.

Map Code	Street Address	Location	Year Built	Building Size (Square Feet)	Land Size (Acres)	Zoning District
1	360 W. Western Ave.	Muskegon	1890/2013	25,965	0.18	FBC-DT: Downtown
2	Black Creek Rd.	Muskegon	-	-	10.56	I-2: General Industrial
3	930 W. Sherman Blvd.	Muskegon	1960	27,993	4.13	B-2: Convenience Comparison Business
4	136 W. Webster Ave.	Muskegon	1900	14,501	0.43	FBC-NC: Neighborhood Core
5	1700 Oak Ave.	Muskegon	1985	75,023	25.48	MC: Medical Care
6	731 Yuba St.	Muskegon	-	-	2.71	I-1: Light Industrial
7	2034 Lakeshore Dr.	Muskegon	N/A	1,500	0.27	LFBC-LHC: Lakeside Heavy Commercial
8	1380 Beidler St.	Muskegon	-	-	0.32	FBC-UR: Urban Residential
9	1195 W. Western Ave.	Muskegon	-	-	0.91	FBC-NE: Neighborhood Edge
10	1822 Terrace St.	Muskegon	-	-	0.39	B-4 General Business District
11	1700 Messler St.	Muskegon	1988	2,373	23.20	I-2: General Industrial
12	921 W. Western Ave.	Muskegon	-	-	2.60	FBC-NE: Neighborhood Edge
13	387-401 Morris Ave.	Muskegon	-	-	1.13	FBC-DT: Downtown
14	1974 Peck St.	Muskegon	-	-	0.36	B-4: General Business District
15	2157 Hudson St.	Muskegon	-	-	0.19	R-1: Single-Family Low Density Residential
16	1070 Terrace St.	Muskegon	-	-	0.20	FBC-NC: Neighborhood Core
17	1687 Elwood St.	Muskegon	-	-	0.34	R-3: Single-Family High Density Residential
18	1415-1427 Dudley Ave.	Muskegon	-	-	0.47	R-2: Single-Family Medium Density Residential
19	2119 Lemuel St.	Muskegon	-	-	9.20	I-1: Light Industrial
20	327 E. Laketon Ave.	Muskegon	1930	4,749	0.45	B-4: General Business District
21	500 Agard Rd.	Dalton Twp.	-	-	108.80	D-1: Industrial
22	3843 Russell Rd.	Dalton Twp.	1994	1,536	10.00	C-2: Regional Commercial
23	4545 E. Evanston Ave.	Egelston Twp.	-	-	48.90	I-2: Industrial
24	1845 E. Mt. Garfield Rd.	Fruitport Charter Twp.	-	-	3.03	PUD: Planned Unit Development
25	E. Sternberg Rd./ Sheridan Dr.	Fruitport Charter Twp.	-	-	9.37	PUD: Planned Unit Development
26	8875 Water St.	Montague	1957/2020	2,386	0.50	C-2: General Commercial
27	1611 Oak Ave.	Muskegon Charter Twp.	1967/2007	27,096	2.20	M/S: Municipal/School District*
28	1635 E. Apple Ave.	Muskegon Charter Twp.	1992/2019	3,480	0.45	C-1: Neighborhood Commercial*
29	1890 E. Apple Ave.	Muskegon Charter Twp.	1968/2007	90,116	14.12	M/S: Municipal/School District*
30	2037 E. Laketon Ave.	Muskegon Charter Twp.	1960/2019	11,862	1.33	C-1: Neighborhood Commercial*
31	3373 E. Apple Ave.	Muskegon Charter Twp.	-	-	41.80	RR: Rural Residential* C-1: Neighborhood Commercial* R-1: Single-Family Residential*
32	891 S. Mill Iron Rd.	Muskegon Charter Twp.	-	-	2.59	C-1: Neighborhood Commercial*
33	E. Apple Ave.	Muskegon Charter Twp.	-	-	3.00	C-1: Neighborhood Commercial*
34	3300 Hoyt St.	Muskegon Heights	1950	5,200	0.61	RM-1: Residential
35	1161 E. Pontaluna Rd.	Norton Shores	-	-	2.30	C-2: General Retail
36	1655 W. Norton Ave.	Norton Shores	1965	8,190	1.40	R-3: Single-Family Residential
37	191 S. Seaway Dr.	Norton Shores	-	-	3.05	PUD: Planned Unit Development
38	4769 Harvey St.	Norton Shores	-	-	2.30	PUD: Planned Unit Development
39	733-737 W. Summit Ave.	Norton Shores	1972	1,914	0.35	C-2: General Retail
40	2967 Henry St.	Roosevelt Park	1971/2007	55,800	3.61	C-E: Henry Commercial East
41	1367 W. Sherman Blvd.	Roosevelt Park	-	-	6.80	I-W: Industry West
42	10244 Lost Valley	White River Twp.	1966/1990	2,180	0.76	WR: Waterfront Residential

Sources: LoopNet, Muskegon County Economic Development, Realtor.com

FBC – Form Based Code; LFBC – Lakeside Form Based Code

*Muskegon Charter Township zoning information provided by a draft copy of the zoning map.

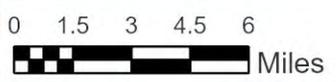
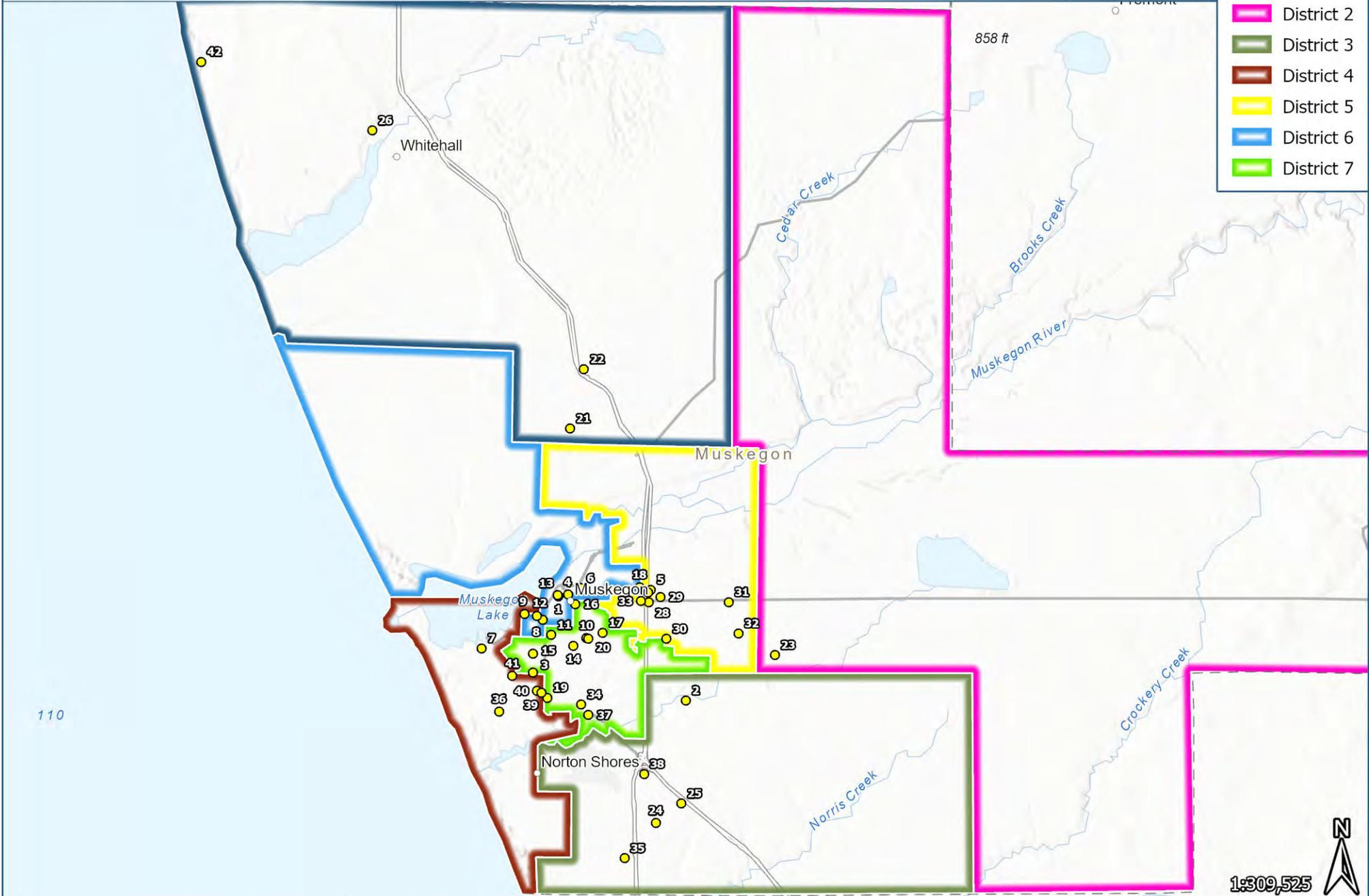
Our cursory investigation for sites within Muskegon County (both land and buildings) identified 42 properties that are potentially capable of accommodating future residential development via new construction or adaptive reuse. The 42 identified properties listed in the preceding table represent 350.79 acres of land and 361,864 square feet of existing structure area. Note that eight of the identified properties consist of at least 10 acres of land, providing the ability to develop larger residential projects that may include a single-family home subdivision or multifamily housing. A total of 18 properties have at least one existing building or structure, which range in size from 1,500 square feet to over 90,000 square feet, potentially enabling the redevelopment of such structures into single-family or multifamily projects. However, not all of these properties may be feasible to redevelop as housing due to overall age, condition, or structural makeup (availability and feasibility of identified properties were beyond the scope of this study).

As this analysis has identified housing development sites within Muskegon County to support an increase of residential development, the location within the PSA where new residential units will have the greatest opportunity for success is the next critical question. Note that eight of the properties identified as part of this analysis are within the city of Muskegon and have a form based zoning code. The City of Muskegon established form based zoning codes for areas within or near downtown and the lakeshore to allow for flexibility regarding current and future land uses in these areas. As these areas are specifically targeted for form based zoning, it is likely that potential development parcels with a form based zoning code may be desirable areas for residential development. As such, sites within or near these areas are likely most conducive to new residential units due to the proximity of area services. Within other municipalities and townships in Muskegon County, potential redevelopment sites are located in a variety of zoning districts, including those for residential, commercial, and industrial land uses.

It is critical to point out that the properties identified in this section do not represent all properties that are available for residential development. There are likely many sites, both parcels and buildings, within the PSA (Muskegon County) that could be placed on the market and made available for development. Future housing strategies may involve public outreach efforts to encourage property owners to notify a designated organization (e.g., local government or economic development representatives, a land bank authority, local Habitat for Humanity officials, local housing authority representatives, etc.) of properties that may be made available for purchase and subsequent development opportunities.

Maps illustrating the location of the 42 potential housing development opportunity properties are on the following pages. The Map Code number in the summary table on page VII-21 is used to locate each property.

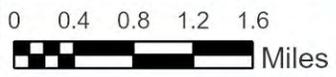
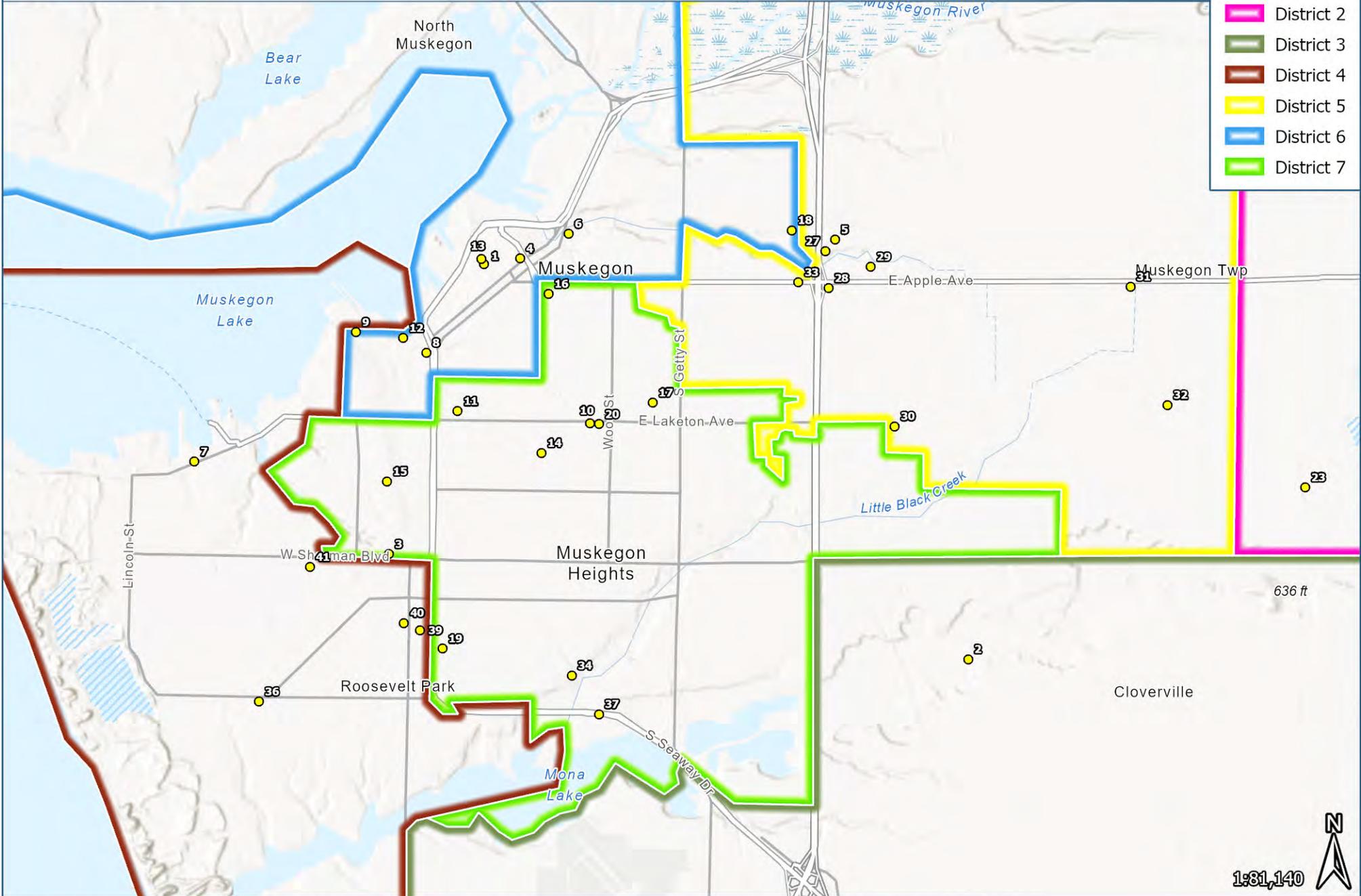
- Dev opp
- District 1
- District 2
- District 3
- District 4
- District 5
- District 6
- District 7



Esri, NASA, NGA, USGS, Esri, HERE, Garmin, SafeGraph, FAO, METI/NASA, USGS, EPA, NPS
Additional Source(s): Bowen National Research



- Dev opp
- ▬ District 1
- ▬ District 2
- ▬ District 3
- ▬ District 4
- ▬ District 5
- ▬ District 6
- ▬ District 7



E. SPECIAL NEEDS POPULATIONS

As part of this analysis, we collected and evaluated data relative to a variety of special needs populations in Muskegon County. The following table identifies the various special needs populations, and the respective size of each population within the county, that were considered in this report.

Special Needs Populations	
Group	Number
Homeless (2022)	135
Veterans	10,884*
Persons with a Disability	24,200*

Sources: Muskegon County CoC Network Point-In-Time Survey Count year 2022; U.S. Census Bureau, five-year American Community Survey (2017-2021 Tables S2101 and S1810)

*Based on ACS five-year estimates (2017-2021)

Based on the preceding table, the largest number of special needs persons evaluated in this report is among the population of persons with a disability which consists of 24,200 people. Over 10,800 people in the county are veterans and approximately 135 people are homeless within Muskegon County. Although the estimates of veteran and homeless populations that were evaluated are smaller than the population of persons with a disability, the challenges experienced by these groups are equally unique and severe. As a result, all of these special needs populations should be kept in mind as policies, programs, and incentives are developed to meet the overall housing needs of Muskegon County. These groups are evaluated further in the following narratives.

Homeless Population

Muskegon County, Michigan is located within the Muskegon County Homeless Continuum of Care Network (also referred to as Norton Shores, Muskegon City & County CoC, MI-516, and MCHCCN) which was created to help support and promote services for the homeless population. Muskegon County is the only county within the Muskegon County CoC Network. The most recent Point-In-Time (PIT) homeless count for the Muskegon County CoC Network occurred in January 2022.

According to some resources, PIT counts conducted in 2020 through 2022 around the United States may not be considered accurate due to COVID-related issues that impacted the ability to locate and survey homeless persons. Therefore, while these PIT counts are included in the following analysis, it is important to keep in mind that these numbers may be skewed due to methodologies that were likely impacted by COVID-19.

A summary of the PIT homeless counts from 2016 to 2022 in the Muskegon County CoC Network is provided to gain insight on the county's homeless population. It should be noted that although PIT counts are widely used to estimate the homeless population of a given area, the data represents a one-day count of the homeless and can be affected by a number of factors including weather, resources, and methodologies; therefore, the numbers can fluctuate significantly from year to year and on any given day within a year.

The following table summarizes the homeless population in the Muskegon County CoC Network by shelter status from 2016 to 2022.

Homeless Population by Shelter Status – Muskegon County CoC Network (Share of Total Homeless Population)								
Shelter Status	2016	2017	2018	2019	2020	2021	2022	Average 2016-2022
Emergency Shelter	141 (73.8%)	108 (80.0%)	114 (71.7%)	120 (88.2%)	122 (94.6%)	76 (72.4%)	122 (90.4%)	114 (80.9%)
Transitional Housing	43 (22.5%)	17 (12.6%)	11 (6.9%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	0 (0.0%)	10 (7.1%)
Unsheltered	7 (3.7%)	10 (7.4%)	34 (21.4%)	16 (11.8%)	7 (5.4%)	29 (27.6%)	13 (9.6%)	17 (12.1%)
Total Homeless Population	191 (100.0%)	135 (100.0%)	159 (100.0%)	136 (100.0%)	129 (100.0%)	105 (100.0%)	135 (100.0%)	141 (100.0%)

Source: 2016-2022 PIT Counts (<https://www.hudexchange.info/>)

In January 2022, a total of 135 homeless persons were counted in the Muskegon County CoC Network. Most of the homeless persons counted (90.4%) were in emergency shelters, while 9.6% of homeless persons were unsheltered. There were no homeless persons counted in transitional housing.

Overall, the total homeless population in the Muskegon County CoC Network over the seven-year period ranged from a low of 105 people to a high of 191 people with an average of 141 homeless people counted per year. On average, over three-quarters (80.9%) of all homeless persons counted were in emergency shelters, 12.1% were unsheltered, and 7.1% were in transitional housing.

The following table summarizes the Muskegon County CoC Network homeless population by subpopulation based on the PIT counts from 2016 to 2022. Note that the count represents the total number of *persons*, not individual households.

Homeless Subpopulations by Select Group – Muskegon County CoC Network (Share of Total Homeless Population)								
Subpopulation	2016	2017	2018	2019	2020	2021	2022	Average 2016-2022
Chronically Homeless	5 (2.6%)	2 (1.5%)	19 (11.9%)	14 (10.3%)	9 (7.0%)	13 (12.4%)	12 (8.9%)	11 (7.8%)
Veterans	4 (2.1%)	5 (3.7%)	4 (2.5%)	6 (4.4%)	5 (3.9%)	5 (4.8%)	1 (0.7%)	4 (2.8%)
Unaccompanied Youth Households (Under Age 25)	18 (9.4%)	4 (3.0%)	13 (8.2%)	11 (8.1%)	9 (7.0%)	2 (1.9%)	5 (3.7%)	9 (6.4%)
Total Homeless Population	191 (100.0%)	135 (100.0%)	159 (100.0%)	136 (100.0%)	129 (100.0%)	105 (100.0%)	135 (100.0%)	141 (100.0%)

Source: 2016-2022 PIT Counts (<https://www.hudexchange.info/>)

As the preceding table illustrates, most homeless persons in the Muskegon County CoC Network do not identify with a specific subpopulation. The annual PIT counts from 2016 to 2022 in the Muskegon County CoC Network identified an average of 11 (7.8%) chronically homeless persons, four (2.8%) homeless veterans, and nine (6.4%) members of an unaccompanied youth household under the age of 25.

The following table summarizes the Muskegon County CoC Network homeless population by age based on the PIT counts from 2016 to 2022.

Homeless Population by Age Cohort – Muskegon County CoC Network (Share of Total Homeless Population)								
Age	2016	2017	2018	2019	2020	2021	2022	Average 2016-2022
Under Age 18	60 (31.4%)	29 (21.5%)	32 (20.1%)	33 (24.2%)	33 (25.6%)	17 (15.9%)	36 (26.7%)	34 (24.1%)
Age 18 to 24	32 (16.8%)	14 (10.4%)	20 (12.6%)	11 (8.1%)	11 (8.5%)	2 (1.9%)	13 (9.6%)	15 (10.6%)
Age 25+	99 (51.8%)	92 (68.1%)	107 (67.3%)	92 (67.6%)	85 (65.9%)	57 (54.3%)	86 (63.7%)	88 (62.4%)
Total Homeless Population	191 (100.0%)	135 (100.0%)	159 (100.0%)	136 (100.0%)	129 (100.0%)	105 (100.0%)	135 (100.0%)	141 (100.0%)

Source: 2016-2022 PIT Counts (<https://www.hudexchange.info/>)

Note: Number represents the total number of individuals within cohort, not households

As illustrated in the preceding table, an average of 62.4% of the homeless population identified in the Muskegon County CoC Network from 2016 to 2022 are over the age of 25. Note that, on average, 24.1% of homeless persons identified in the Muskegon County CoC Network were children.

The following is a partial list of participants in the Muskegon County CoC Network that provides services to homeless persons and households in Muskegon County.

Services Targeted to Homeless Persons and Households			
Provider Name	Entity Type	Housing	Non-Housing Services
Every Woman's Place	NTEE Nonprofit	Yes	Primarily provides emergency shelter and services for women and their children who have experienced abuse (stalking, sexual assault, sex trafficking, and domestic violence). Additional resources include intervention, counseling, survivor advocacy, and support services for mothers and children.
Family Promise of the Lakeshore	Nonprofit	Yes	Primarily provides resources such as shelter, job search assistance, case management, tutoring for children, life skills classes, and referral to community agencies.
Muskegon Rescue Mission (Men's Shelter & Women's and Children's Shelter)	Nonprofit	Yes	Primarily provides shelter and meals for the homeless.

Source: Muskegon County Homeless Continuum of Care Network (Muskegon County CoC Network), Bowen National Research

As the preceding table illustrates, there are entities within Muskegon County that provide services for the homeless population. The organizations providing programs and services for the homeless population represent a broad array of service provider specializations, including those that are capable of addressing homeless individuals with issues related to employment, life skills, domestic violence support, and mental health.

The total number of units and beds available to the homeless population among Muskegon County CoC Network participants is summarized in the following table:

Number of Beds & Units Targeting Homeless Population (Muskegon County CoC Network)								
Provider Name	Housing Type	Family Units	Family Beds	Adult-Only Beds	Child-Only Beds	Seasonal	Overflow/Voucher	Total Beds (year-round)
Every Woman's Place	Emergency Shelter/ Permanent Supportive Housing	11	36	23	0	0	0	59
Family Promise of the Lakeshore	Emergency Shelter	4	14	0	0	0	0	14
Muskegon Rescue Mission	Emergency Shelter	9	26	38	0	30	0	64
Community Mental Health Services (CMHS) of Muskegon County	Permanent Supportive Housing	0	0	20	0	N/A	N/A	20
Community enCompass	Permanent Supportive Housing/ Rapid Re-housing	31	85	46	0	N/A	N/A	131
Muskegon Housing Commission	Permanent Supportive Housing	13	24	15	0	N/A	N/A	39
Pioneer Resources	Permanent Supportive Housing	0	0	4	0	N/A	N/A	4
Michigan State Housing Development Authority (MSHDA)	Permanent Housing	100	260	230	0	N/A	N/A	490
Total		168	445	376	0	30	0	821

Source: Housing Inventory Count Report – HUD 2022 CoC (MI-516: Muskegon County CoC Network)

N/A – Not Applicable

Note: Total beds is Family Beds plus Adult-Only beds and does not include family units or seasonal beds

According to the most recent Housing Inventory Count (HIC) Report published by HUD, a total of 821 beds are available to homeless persons in Muskegon County, with all beds located within the county. The majority of available beds are located through the Michigan State Housing Development Authority (MSHDA) and at Community enCompass shelters, and account for 621 of the 821 beds available year round. There was an average of 141 homeless persons per year in Muskegon County between 2016 and 2022. Of the 141 homeless persons, an average of 17 were unsheltered during this period. As such, while there seems to be significant capacity for the homeless population within the Muskegon County CoC Network, there may be an issue with homeless shelter accessibility in the region as many homeless persons may experience challenges in finding transportation.

Veterans

Veterans, who often comprise a notable share of a community's population, often experience challenges with securing proper healthcare, education, employment, and housing for a variety of reasons. According to the five-year American Community Survey (2017-2021), there are approximately 10,884 veterans within Muskegon County, representing about 8.1% of the adult population.

The following table illustrates the number and share of the veteran population by age group in Muskegon County. Note that the percentages shown in the table are reflective of the total civilian population and veteran population separately.

Muskegon County, Michigan				
Population 18 Years and Over	Civilians		Veterans	
	Number	Percent	Number	Percent
18 to 34 years	37,014	27.4%	778	7.1%
35 to 54 years	42,951	31.8%	2,158	19.8%
55 to 64 years	24,960	18.5%	2,485	22.8%
65 to 74 years	18,320	13.6%	3,016	27.7%
75 years and over	11,730	8.7%	2,447	22.5%
Total	134,975	100.0%	10,884	100.0%

Source: United States Census Bureau (Table S2101: American Community Survey 2017-2021)

As the preceding table illustrates, veterans are generally older than the civilian population with the greatest shares among the 65 to 74 age group (27.7%) and the 75 and over age group (22.5%).

The following table compares median income, the share of the population with income below the poverty level, the unemployment rate, and the disability status of the veteran and civilian populations in Muskegon County and the state of Michigan.

Income, Employment, and Disability Status Comparison (Veterans versus Non-Veterans)		
	Muskegon County	Michigan
Median Income		
-Veterans	\$34,612	\$41,796
-Non-Veterans	\$30,078	\$32,466
Income Below Poverty Level (Past 12 Months)		
-Veterans	9.0%	7.2%
-Non-Veterans	11.6%	12.3%
Unemployment Rate		
-Veterans	6.8%	4.6%
-Non-Veterans	7.4%	6.2%
Disabled (At Least One Disability)		
-Veterans	33.4%	31.1%
-Non-Veterans	16.0%	15.8%

Source: U.S. Census Bureau, 2017-2021 American Community Survey (S2101)

The median income of veterans in Muskegon County is typically more than the median income of non-veterans, and veterans are less likely to be living below the poverty level compared to non-veterans in the county. As the preceding table illustrates, veterans living in Muskegon County had a per-person annual median income of \$34,612, which is a higher per-person median income compared to non-veterans in the county (\$30,078). A lower share of veterans in Muskegon County (9.0%) lived below the poverty level when compared to non-veterans (11.6%). The unemployment rate among veterans in the county (6.8%) is also below the unemployment rate for non-veterans (7.4%).

It should be noted that a higher share (33.4%) of veterans have at least one disability compared to non-veterans (16.0%). This higher share of veterans with a disability is often afflicted by homelessness. According to the Disabled Veterans National Foundation (DVNF), over half of the homeless veterans have disabilities.

The following table illustrates the number of homeless veterans identified during the annual Point-in-Time (PIT) counts from 2016 to 2022 in the Muskegon County Homeless Continuum of Care Network.

Homeless Veterans Muskegon County CoC Network Annual PIT Counts (Share of Total Homeless Population)	
Year	Number and Share of Homeless Veterans
2016	4 (2.1%)
2017	5 (3.7%)
2018	4 (2.5%)
2019	6 (4.4%)
2020	5 (3.9%)
2021	5 (4.8%)
2022	1 (0.7%)

Source: HUD PIT counts by CoC (2016-2022)

The number of homeless veterans within the Muskegon County CoC Network between 2016 and 2022 ranged between one and six people. Note that in 2022, of the 135 overall homeless persons identified in the Muskegon County CoC Network, only one homeless person (0.7%) identified as a veteran. Additionally, only 50 of the 851 total beds (821 year-round beds and 30 seasonal beds) for homeless persons within the Muskegon County CoC Network are designated for veterans. A total of 39 of the beds are located within the Muskegon Housing Commission (tenant-based VASH Vouchers), six are located in the HUD PSH Veteran Families, and five are located at the HUD PSH Veterans Singles (both PSH properties are project-based). All 50 of the homeless beds designated for a veteran are located within Muskegon County; however, these units are likely located at scattered sites and exact addresses could not be confirmed. While many services are provided to veterans at the national and state levels, very few affordable housing options are specifically designated for veterans. During the surveys of multifamily housing conducted by Bowen National Research, there were no housing units identified in Muskegon County designated specifically for veterans. From 2019 to 2022, it is also important to note that 17 VASH-vouchers were awarded to Michigan State Housing Development Authority (which could be used in any county within the state) while zero HUD-VASH Vouchers were awarded to the Muskegon Housing Commission. As such, this may signal a need for additional housing options and/or assistance for veterans in Muskegon County, especially among the veterans with a disability that reside in the county.

Persons with a Disability

Persons with a disability, particularly those within the typical range of working ages, are vulnerable to becoming homeless due to the fact that such persons often cannot find housing to meet their specific needs. It can also be difficult to secure housing that is affordable as persons with a disability often experience limited earning capacity. An individual with a disability is defined by the Americans with Disabilities Act (ADA) as a person who has a physical or mental impairment that substantially limits one or more major life activities, a person who has a history or record of such an impairment, or a person who is perceived by others as having such an impairment. The ADA does not specifically name all of the impairments that are covered. Although the American Community Survey (ACS) data does not identify persons with disabilities as defined by the ADA Amendments Act, the ACS data provides the most current estimates of the population with self-reported disabilities. Its sample size is also large enough to enable state and county estimates.

The American Community Survey identifies people with disabilities by asking questions pertaining to six different areas of functionality. The following table summarizes the number of persons with a disability in Muskegon County by age group.

Muskegon County Population with Disabilities by Age			
Age	Total Population	Number of Population With At Least One Type of Disability	Share of Population With At Least One Type of Disability
Under 5 years	10,487	10	0.1%
5 to 17 years	30,084	1,547	5.1%
18 to 34 years	35,706	2,920	8.2%
35 to 64 years	65,728	10,126	15.4%
65 to 74 years	17,931	4,392	24.5%
75 years and older	11,329	5,205	45.9%
Total	171,265	24,200	14.1%

Source: 2017-2021 American Community Survey (Table S1810) 5-Year Estimates

Based on 2017-2021 ACS data, the rate of disabilities among Muskegon County's population was an estimated 14.1% which reflects an estimated 24,200 people in the county with at least one disability. The overall population with at least one disability in Muskegon County correlates significantly with age. Note that among the county population ages 75 and older, over 45% of this population group has at least one type of disability, while 24.5% of the county population between 65 and 74 years of age has at least one type of disability. People with disabilities may have limits on their education, employment opportunities, and often their quality of life. As the earning potential of some individuals with a disability could be limited, the access to affordable housing alternatives and certain services are important to this special needs population.

The following table summarizes the population with a disability by race:

Muskegon County Population with Disabilities by Race			
Race	Total Population	Number of Population With At Least One Type of Disability	Share of Population With At Least One Type of Disability
White	136,631	18,900	13.8%
Black or African American	21,074	3,685	17.5%
American Indian and Alaska Native	1,291	359	27.8%
Asian	1,278	140	11.0%
Native Hawaiian and other Pacific Islander	23	4	17.4%
Some other race	1,211	120	9.9%
Two or more races	9,757	992	10.2%
Total	171,265	24,200	14.1%

Source: 2017-2021 American Community Survey (Table S1810) 5-Year Estimates

As illustrated in the previous table, over 27% of the American Indian and Alaska Native population has at least one type of disability. However, it should be noted that the share of total American Indian and Alaska Natives in the county comprise less than 1.0% of Muskegon County's population. Approximately 17.5% of the Black or African American population has at least one type of disability (with the total Black or African American population comprising a 15.4% share of total population). While there is a distinct difference in disability population shares by race in Muskegon County, it is important to note that these shares are likely skewed by the low populations of certain races (such as Native Hawaiian and other Pacific Islander) in Muskegon County along with the fact that data represents a five-year estimate.

Persons that are blind, disabled, or over age 65 can qualify for Supplemental Security Income (SSI). In Michigan, a total of 265,956 persons received SSI in 2020 (via Social Security Office of Retirement and Disability Policy Supplemental Security Income State Data), with over 92% of recipients being disabled. In Muskegon County, a total of 5,973 persons received SSI as of December 2020. Of the 5,973 SSI recipients in Muskegon County, 16% of recipients were aged 65 and older and 97% of recipients were blind or had a disability.

Note that the state of Michigan also pays a state supplement to persons that receive a federal SSI payment. The maximum state supplement amount is \$928 for an individual residing in an independent living unit. Note that the state supplement only supplies the difference between federal SSI and the maximum eligible amount set by the state. For example, an individual that already receives the maximum federal SSI payment of \$914 would only receive \$14, which is the difference between the \$928 maximum state supplement and the \$914 federal maximum amount (Source: [Michigan Department of Health and Human Services-SSI Payment Levels](#)).

The following table summarizes the rental housing affordability by persons on a fixed SSI income for select areas:

Rental Housing Affordability for Persons on a Fixed Income by Housing Market Area (2023)				
Housing Market Area	SSI Monthly Payment	SSI as Percent of Median Income	Percent SSI for One-Bedroom Apartment	Percent SSI for Efficiency Apartment
Muskegon County	\$928	20.5%	89%	79%
Michigan	\$928	17.4%	92%	82%
National	\$914	16.7%	141%	129%

Source: Priced Out - Technical Assistance Collaborative (<https://www.tacinc.org/resources/priced-out/>)

The maximum SSI monthly payment of \$928 for a recipient in Muskegon County (which consists of the \$914 maximum federal SSI payment plus a \$14 supplement provided by the state of Michigan) is 89% of a one-bedroom unit and 79% of an efficiency unit. As a result, it is difficult for most people receiving only SSI assistance to reasonably afford most rental alternatives in the market.

In addition to federal SSI payments, persons with a disability in Muskegon County are eligible for housing assistance from the U.S. Department of Housing and Urban Development (HUD) and local housing authorities. Persons with a disability in Muskegon County can also receive help and treatment from mental health advocacy and rehabilitation organizations based in the county. A summary of these organizations is listed below:

- Pioneer Resources, in the city of Muskegon, is a nonprofit organization that provides services for seniors as well as individuals who are disabled. Services include, but are not limited to, employment training and opportunities, supported housing and low-income housing, transportation services, recreational programs and camps, and autism services.
- The Arc Muskegon is a social services organization that provides multiple services in Muskegon including support services for people with developmental and intellectual disabilities.

Based on research and analysis of the housing supply in Muskegon County, three properties were found in the county containing units specifically designated for persons with disabilities. These properties are Pioneer Arbour (eight one-bedroom units and eight two-bedroom units), Pioneer House (13 one-bedroom units), and Whispering Timbers (18 one-bedroom units). It is notable that Pioneer House has a HUD contract with an expiration date of September 30, 2023 and Whispering Timbers has a HUD contact expiration date of June 30, 2023 according to data from HUDUser.gov (updated April 28, 2023). As such, it appears that the overall supply of affordable housing specifically designated for persons with disabilities in Muskegon County is extremely limited.

Note that several programs exist at the state and federal level that could potentially create additional housing opportunities for disabled persons. A Targeting Program through the Department of Health and Human Services requires 10% of all the rental units developed using the Low-Income Housing Tax Credit (LIHTC) program be reserved for persons with a disability. The SOAR Initiative is conducted by the Housing and Homeless Services Division in the Michigan Department of Health and Human Services and assists individuals with disabilities in enrolling in SSI benefits.

VIII. HOUSING GAP ESTIMATES

INTRODUCTION

This section of our report provides five-year housing gap estimates for both rental and for-sale housing within the PSA (Muskegon County). The assessment includes demand from a variety of sources and focuses on the housing demand potential of Muskegon County, though consideration is given to potential support that may originate from outside the county.

Housing to meet the needs of both current and future households in the market will most likely involve multifamily, duplex, and single-family housing alternatives. There are a variety of financing mechanisms that can support the development of housing alternatives such as federal and state government programs, as well as conventional financing through private lending institutions. These different financing alternatives often have specific income and rent/price restrictions, which affect the market they target.

We evaluated the market's ability to support rental and for-sale housing based on five levels of income/affordability. While there may be overlap among these levels due to program targeting and rent/price levels charged, we have established specific income stratifications that are exclusive of each other in order to eliminate double counting demand. We used HUD's published income and rent limits for the Muskegon County, Michigan MSA.

The following table summarizes the income segments used in this analysis to estimate potential housing demand.

Household Income/Wage & Affordability Levels				
Percent AMHI	Income Range*	Hourly Wage**	Affordable Rents***	Affordable Prices^
≤30%	≤ \$22,710	≤ \$10.91	≤ \$567	≤ \$75,700
31%-50%	\$22,711-\$37,850	\$10.92-\$18.20	\$568-\$946	\$75,701-\$126,167
51%-80%	\$37,851-\$60,560	\$18.21-\$29.12	\$947-\$1,513	\$126,168-\$201,867
81%-120%	\$60,561-\$90,840	\$29.13-\$43.67	\$1,514-\$2,271	\$201,868-\$302,800
121%+	\$90,841+	\$43.68+	\$2,272+	\$302,801+

AMHI – Area Median Household Income

* Based on HUD limits for the Muskegon County, Michigan MSA (4-person limit)

** Assumes full-time employment 2,080 hours/year (Assumes one wage earner household)

*** Based on assumption tenants pay up to 30% of income toward rent

^Based on assumption homebuyer can afford to purchase home priced three times annual income after 10% down payment

While different state and federal housing programs establish income and rent restrictions for their respective programs, in reality, there is potential overlap between windows of affordability between the programs. Further, those who respond to a certain product or program type vary. This is because housing markets are highly dynamic, with households entering and exiting by tenure and economic profile. Further, qualifying policies of property owners and management impact the households that may respond to specific project types.

As such, while a household may prefer a certain product, ownership/management qualifying procedures (i.e., review of credit history, current income verification, criminal background checks, etc.) may affect housing choices that are available to households.

Regardless, we have used the preceding income segmentations as the ranges that a typical project or lending institution would use to qualify residents, based on their household income. Ultimately, any new product added to the market will be influenced by many decisions made by the developer and management. This includes eligibility requirements, design type, location, rents/prices, amenities, and other features. As such, our estimates assume that the rents/prices, quality, location, design, and features of new housing product are marketable and will appeal to most renters and homebuyers.

1. Rental Housing Gap Estimates

The primary sources of demand for new rental housing include the following:

- Household Growth
- Units Required for a Balanced Market
- Replacement of Substandard Housing
- External (Outside County) Commuter Support
- Severe Cost Burdened Households
- Step-Down Support

Since the focus of this report is on the specific housing needs of Muskegon County, we have focused the rental housing demand estimates on the metrics that only impact the PSA (Muskegon County).

New Renter Household Growth

The first source of demand is generally easily quantifiable and includes the net change in renter households between the baseline year of 2022 and the projection year of 2027.

Units Required for a Balanced Market

The second demand component considers the number of units a market requires to offer balanced market conditions, including some level of vacancies. Healthy markets require approximately 4% to 6% of the rental market to be available in order to allow for inner-market mobility and encourage competitive rental rates. Markets with vacancy rates below a healthy rate often suffer from rapid rent increases, minimal tenant turnover (which may result in deferred maintenance), and residents being forced into housing situations that do not meet their housing needs. Markets with low vacancy rates often require additional units, while markets with high vacancy

rates often indicate a surplus of rental housing. The vacancy rates by program type and/or affordability level used to determine if there is a deficit or surplus of rental units are based on our survey of area rental alternatives. We used a vacancy rate of 5% to establish balanced market conditions.

Replacement of Substandard Housing

Demand for new units as replacement housing takes into consideration that while some properties are adequately maintained and periodically updated, a portion of the existing stock reaches a point of functional obsolescence over time and needs to be replaced. This comes in the form of either units that are substandard (lacking complete plumbing and/or are overcrowded) or units expected to be removed from the housing stock through demolitions. Based on Census demographic data included in this report, approximately 3.8% of renter households in Muskegon County are living in substandard housing (e.g., lacking complete plumbing or are overcrowded). Lower income households more often live in substandard housing conditions than higher income households, which we have accounted for in our gap estimates.

External Commuter Support

Market support can originate from households not currently living in the market. This is particularly true for people who work in Muskegon County but commute from outside of the county and would consider moving to Muskegon County, if adequate and affordable housing that met residents' specific needs was offered. Currently, there are few *available* rental housing options in the market. As such, external market support will likely be created if new housing product is developed in Muskegon County.

Based on our experience in evaluating rental housing in markets throughout the country, it is not uncommon for new product to attract as much as 30% of its support from outside the market area. As a result, we have assumed that a portion of the demand for new housing will originate from the 21,177 commuters traveling into the PSA (Muskegon County) from areas outside of the county.

Severe Cost Burdened Households

HUD defines severe cost burdened households as those paying 50% or more of their household income toward housing costs. While such households are housed, the disproportionately high share of their income being utilized for housing costs is considered excessive and often leaves little money for impacted households to pay for other essentials such as healthy foods, transportation, medical/healthcare, and education. Therefore, households meeting these criteria were included in our estimates.

Step-down Support

It is not uncommon for households of a certain income level (typically higher income households) to rent a unit at a lower rent despite the fact they can afford a higher rent unit. Using housing cost and income data reported by American Community Survey (ACS), we have applied a portion of this step-down support to lower income demand estimates.

Note: In terms of the development pipeline, we only included residential rental units that are confirmed as planned or under construction. Conversely, we have excluded projects that have not secured financing, are under preliminary review, or have not established a specific project concept (e.g., number of units, rents, target market, etc.). Any vacant housing units are accounted for in the “Balanced Market” portion of our demand estimates.

The following table summarizes the rental housing gaps by affordability level in the PSA (Muskegon County).

Muskegon County, Michigan					
Rental Housing Gap Estimates (2022-2027)					
Percent of Median Income	≤ 30%	31%-50%	51%-80%	81%-120%	121%+
Household Income Range	≤ \$22,710	\$22,711-\$37,850	\$37,851-\$60,560	\$60,561-\$90,840	\$90,841+
Monthly Rent Range	≤ \$567	\$568-\$946	\$947-\$1,513	\$1,514-\$2,271	\$2,272+
Household Growth	-1,467	-493	202	503	1,009
Balanced Market*	313	202	181	85	51
Replacement Housing**	476	153	69	22	6
External Market Support^	390	251	225	146	88
Severe Cost Burdened	899	450	150	0	0
Step-Down Support	113	135	55	159	-462
Less Pipeline Units	0	0	-205	-455	-208
Overall Units Needed	724	698	677	460	484

*Based on Bowen National Research’s survey of area rentals

**Based on ESRI/ACS estimates of units lacking complete indoor plumbing or are overcrowded

^Based on Bowen National Research proprietary research and ACS migration patterns for Muskegon County

Based on the preceding demand estimates, it is clear that there is some level of rental housing demand among all household income levels within the PSA (Muskegon County) over the five-year projection period. Overall, there is a housing need for approximately 3,043 additional rental units in the county over the next five years. The housing gaps range from a low of 460 units needed with rents that are priced between \$1,514 and \$2,271 to a high of 724 units needed with rents below \$568. Without the addition of new rental product similar to the numbers cited in the preceding table, the area will not meet the growing and changing housing needs of the market.

Based on the demographics of the market, including projected household growth estimates and projected changes in household compositions (e.g., household size, ages, etc.), it appears that approximately one-quarter to one-third of the demand for new rental housing could be specifically targeted to

meet the needs of area seniors, though a project could be built to meet the housing needs of both seniors and families concurrently. For general-occupancy projects, a unit mix of around 25% to 35% one-bedroom units, 40% to 60% two-bedroom units, and 10% to 20% three-bedroom units should be the general goal for future rental housing. Senior-oriented projects should consider unit mixes closer to 50% for both one- and two-bedroom units each. Additional details of the area's rental housing supply are included in Section VI and may serve as a guide for future rental housing development design decisions.

It is critical to understand that these estimates represent potential units of demand by targeted income level. The actual number of rental units that can be supported will ultimately be contingent upon a variety of factors including the location of a project, proposed features (i.e., rents, amenities, bedroom type, unit mix, square footage, etc.), product quality, design (i.e., townhouse, single-family homes, or garden-style units), management and marketing efforts. As such, each targeted segment outlined in the previous table may be able to support more or less than the number of units shown in the table. The potential number of units of support should be considered a general guideline to residential development planning.

2. For-Sale Housing Gap Estimates

This section of the report addresses the gap for for-sale housing alternatives in the PSA (Muskegon County). Like the rental housing demand analysis, the for-sale housing analysis considers individual household income segments and corresponding housing price ranges.

Naturally, there are cases where a household can afford a higher down payment to purchase a more expensive home. There are also cases in which a household purchases a less expensive home although they could afford a higher purchase price. The actual support for new housing will ultimately be based on a variety of product factors such as price points, square footage, amenities, design, quality of finishes, and location. Considering these variations, this broad analysis provides the basis in which to estimate the *potential* demand of new for-sale housing within the PSA (Muskegon County).

There are a variety of market factors that impact the demand for new homes within an area. In particular, area and neighborhood perceptions, quality of school districts, socioeconomic characteristics, mobility patterns, demolition and revitalization efforts, and availability of existing homes all play a role in generating new home sales. Support can be both internal (households moving within the market) and external (households new to the market).

Overall, we have considered the following specific sources of demand for new for-sale housing in the PSA (Muskegon County).

- Household Growth
- Units Required for a Balanced Market
- Replacement of Substandard Housing
- External (Outside County) Commuter Support
- Severe Cost Burdened Households
- Step-Down Support

New Household Growth

In this report, owner household growth projections from 2022 to 2027 are based on ESRI estimates. This projected growth was evaluated for each of the targeted income segments. It should be noted that changes in the number of households within a specific income segment do not necessarily mean that households are coming to or leaving the market, but instead, many of these households are likely to experience income growth or loss that would move them into a higher or lower income segment. Furthermore, should additional for-sale housing become available, either through new construction or conversion of rental units, demand for new for-sale housing could increase.

Units Required for a Balanced Market

Typically, a healthy for-sale housing market should have approximately 2% to 3% of its inventory vacant. Such vacancies allow for inner-market mobility, such as households upsizing or downsizing due to changes in family composition or income, and for people to move into the market. When markets have too few vacancies, housing prices often escalate at an abnormal rate, homes can get neglected, and potential homebuyers can leave a market. Conversely, an excess of homes can lead to stagnant or declining home prices, property neglect, or lead to such homes being converted to rentals. For the purposes of this analysis, we have assumed up to a 3.0% vacancy rate for a balanced market and accounted for for-sale housing units currently available for purchase in the market.

Replacement of Substandard Housing

Demand for new units as replacement housing takes into consideration that while some properties are adequately maintained and periodically updated, a portion of the existing stock reaches a point of functional obsolescence over time and needs to be replaced. This comes in the form of either units that are substandard (lacking complete plumbing or are overcrowded) or units expected to be removed from the housing stock through demolitions. Based on Census data, approximately 1.2% of owner households in Muskegon County live in substandard housing (e.g., lack complete indoor plumbing or are overcrowded). This share has been adjusted among lower and higher income households.

External Market Support

Market support can originate from households *not* currently living in the market but that commute into it for work on a regular basis. As shown in Section VII of this report, approximately 21,177 people commute into Muskegon County. These people represent potential future residents that may move to the county if adequate, desirable, and marketable housing was developed in the county. For the purposes of this analysis, we have used a conservative demand ratio of up to 30% to estimate the demand that could originate from outside of Muskegon County.

Severe Cost Burdened Households

HUD defines severe cost burdened households as those paying 50% or more of their household income toward housing costs. While such households are housed, the disproportionately high share of their income being utilized for housing costs is considered excessive and often leaves little money for impacted households to pay for other essentials such as healthy foods, transportation, medical/healthcare, and education. Therefore, households meeting these criteria were included in our estimates.

Step-Down Support

It is not uncommon for households of a certain income level (typically higher income households) to purchase a home at a lower price point despite the fact they can afford a higher priced home. Using housing cost and income data reported by American Community Survey (ACS), we have applied a portion of this step-down support to lower income demand estimates.

Note: In terms of the development pipeline, we only included for-sale residential units currently in the development pipeline that are planned or under construction and do not have a confirmed buyer, such as a condominium unit or a spec home, in our demand estimates. Conversely, we have excluded single-family home lots that may have been platted or are being developed, as such lots do not represent actual housing *units* that are available for purchase. Any vacant housing units are accounted for in the “Balanced Market” portion of our demand estimates.

The following table summarizes the for-sale housing gaps by affordability level in the PSA (Muskegon County).

Muskegon County, Michigan					
For-Sale Housing Gap Estimates (2022-2027)					
Percent of Median Income	≤ 30%	31%-50%	51%-80%	81%-120%	121%+
Household Income Range	≤ \$22,710	\$22,711-\$37,850	\$37,851-\$60,560	\$60,561-\$90,840	\$90,841+
Price Point	≤ \$75,700	\$75,701-\$126,167	\$126,168-\$201,867	\$201,868-\$302,800	\$302,801+
Household Growth	-944	-887	-1,033	410	2,918
Balanced Market*	135	191	247	282	376
Replacement Housing**	131	90	65	35	24
External Market Support^	335	460	666	714	959
Severe Cost Burdened	810	405	135	0	0
Step-Down Support	52	-20	544	1,135	-1,711
Less Pipeline Units	0	0	0	-156	-227
Overall Units Needed	519	239	624	2,420	2,339

*Based on MLS inventory of available homes

**Based on ESRI/ACS estimates of units lacking complete indoor plumbing or are overcrowded

^Based on Bowen National Research proprietary research and ACS migration patterns for Muskegon County

The overall for-sale housing gap in the PSA (Muskegon County) is approximately 6,141 units over the five-year projection period. While all home price segments and affordability levels have some level of need, the greatest gap (2,420 units) appears to be for housing priced between \$201,868 and \$302,800. There is also a notable gap for product priced at \$302,801 and higher (2,339 units). While there are notable gaps for product priced under \$201,868, it will likely be difficult for developers to build product at this lower price level. However, some older existing homes in the market could be repaired and modernized and sold in the market at these lower price points. The lack of product at higher price levels will increase demand for lower priced units, as many buyers may “step down” to a lower price point. This will place greater pressure on the market’s lower priced product and create greater challenges to lower income households and first-time homebuyers who already have limited housing alternatives that are affordable to them.

In most markets, if there is support for new housing at a particular price point or concept and such product is not offered in a specific area, households may leave the area and seek this housing alternative elsewhere, defer their purchase decision, or seek another housing alternative. Additionally, households considering relocation to the PSA (Muskegon County) may not move to the PSA if the housing product offered does not meet their needs in terms of pricing, quality, product design, or location. As such, the PSA housing stock may not be able to meet current or future demand, which may limit the market’s ability to serve many of the households seeking to purchase a home in the PSA, particularly moderate and higher income households. Regardless, we believe opportunities exist to develop a variety of product types at a variety of price points. The addition of such housing will better enable the PSA to attract and retain residents (including local employees), as well as seniors, families, and younger adults.

In terms of product design, we believe a variety of product could be successful in Muskegon County. Based on current and projected demographics, as well as the available inventory of for-sale housing, we believe a combination of one- and two-bedroom condominium units could be successful, particularly if they are located in or near the more walkable areas of Muskegon County, for example. Additionally, detached or attached single-story cottage-style condominium product, primarily consisting of two-bedroom units, could be successful in attracting/serving area seniors, particularly those seeking to downsize from their single-family homes. Larger, traditional detached single-family homes catering to families could be successful in this market, particularly product serving moderate and higher income households, though affordable for-sale housing product for lower income and first-time homebuyer households would also do well in this market. Such product should primarily consist of three-bedroom units, with a smaller share of four-bedroom units. The for-sale housing supply of Muskegon County is summarized in Section VI and can provide additional details of project concept considerations for future for-sale product in the county.

Overall, there is potential support for a variety of residential development alternatives in the PSA (Muskegon County). It is important to understand that the housing demand estimates shown in this report assume no major changes occur in the local economy and that the demographic trends and projections provided in this report materialize. As such, our demand estimates should be considered conservative and serve as a baseline for development potential. Should new product be developed, it is reasonable to believe that people will consider moving to Muskegon County, assuming the housing is aggressively marketed throughout the region.

IX. COMMUNITY INPUT RESULTS AND ANALYSIS

A. INTRODUCTION

To gain information, perspective and insight about Muskegon County housing issues and the factors influencing housing decisions by its residents, developers and others, Bowen National Research conducted targeted surveys of three specific groups: Stakeholders, Employers, and Residents/Commuters. These surveys were conducted during December of 2022 through January of 2023 and questions were customized to solicit specific information relative to each segment of the market that was surveyed.

The surveys were conducted through the SurveyMonkey.com website. The city of Muskegon and Muskegon County heavily promoted the surveys through various efforts including social media, print media and television ads, and these efforts were instrumental in producing an exceptional response rate with valuable insight. In total, nearly 1,800 survey responses were received from a broad cross section of the community. The following is a summary of the three surveys conducted by our firm.

Stakeholder Survey – A total of 39 respondents representing community leaders (stakeholders) from a broad field of expertise participated in a survey that inquired about common housing issues, housing needs, barriers to development, and possible solutions or initiatives that could be considered to address housing on a local level.

Employer Survey – A total of 64 respondents representing some of the area’s largest employers participated in a survey that inquired about general employee composition, housing situations and housing needs. The survey also identified housing issues and the degree housing impacts local employers.

Resident/Commuter Survey – A total of 1,695 respondents participated in a survey that inquired about current housing conditions and needs, the overall housing market of Muskegon County, and factors that influence the interest level of non-residents to move to Muskegon County. Respondents included Muskegon County residents (1,602), non-resident commuters (64), and non-resident/non-commuters (29). Note that certain questions in this survey related to the *current housing market* were intended to elicit separate responses specific to the county versus the city of Muskegon. An analysis of the questions for both geographies is included, where applicable, for this survey.

The survey instruments used for community input are included in Addendum D.

Key findings from the surveys are included on the following pages.

B. STAKEHOLDER SURVEY RESULTS

A total of 39 area stakeholders from a broad range of organization types participated in the housing survey, with the following results (note that percentages may not add up to 100.0% due to rounding or because respondents were able to select more than one answer).

Stakeholder respondents were asked to provide the type of organization they represent. Note that respondents were able to select more than one type of organization. A total of 39 respondents provided input to this question with the following distribution:

Stakeholder Respondents by Organization Type			
Type	Number	Type	Number
Business/Employer/Private Sector	10	Housing Organization	2
Landlord/Property Management	10	Education/Higher Education/University	1
Local Government/Municipal Official	10	Faith Organization	1
Nonprofit Organization	8	Housing Authority	1
Housing Developer	5	Agency on Aging/Senior Services	1
Economic Development Organization	2	Other	6

Stakeholder respondents were asked to provide the area they serve. A total of 24 respondents provided input to this question with the following distribution:

- Muskegon (city): **10 (41.7%)**
- Muskegon County: **8 (33.3%)**
- Norton Shores: **3 (12.5%)**
- Muskegon Heights: **1 (4.2%)**
- Whitehall: **1 (4.2%)**
- Other area of Muskegon County: **1 (4.2%)**

Stakeholder respondents were asked to provide the degree that certain housing types are needed by price point within the market. A total of 24 respondents provided feedback to this question with the following results:

Housing Needs by Price Point			
Housing Type (Price Point)	Weighted Score*	Housing Type (Price Point)	Weighted Score*
Rental Housing (\$500-\$999/month)	87.5	Rental Housing (\$1,000-\$1,499/month)	56.8
Senior Care (incomes/assets < \$25,000)	85.2	For-Sale Housing (\$200,000-\$249,999)	54.8
For-Sale Housing (Less than \$150,000)	83.3	For-Sale Housing (\$250,000-\$349,999)	46.3
Rental Housing (Less than \$500/month)	79.2	Rental Housing (\$1,500 or more/month)	36.1
For-Sale Housing (\$150,000-\$199,999)	76.2	For-Sale Housing (\$350,000 or more)	33.8
Senior Care (incomes/assets > \$25,000)	72.5		

*High Need = 100.0, Moderate Need = 50.0, Minimal Need = 25.0

Stakeholder respondents were asked to provide the need for housing for specific populations within the market. A total of 24 respondents provided insight to this question with the following results:

Housing Needs by Population Served			
Population	Weighted Score*	Population	Weighted Score*
Family Housing (2+ Bedrooms)	92.9	Senior Living (Independent Living)	75.0
Housing for Millennials (Ages 25 to 39)	83.7	Senior Living (Assisted Living, Nursing Care)	66.7
Low-Income Workforce (< \$30,000)	82.3	Rentals that Accept Housing Choice Vouchers	66.7
Moderate Workforce (\$30,000-\$60,000)	77.3	Higher Income Workforce (\$60,000+)	60.0
Single-Person (Studio/One-Bedroom)	76.2		

*High Need = 100.0, Moderate Need = 50.0, Minimal Need = 25.0

Stakeholder respondents were asked to provide the level of demand for specific housing styles in the market. A total of 23 respondents provided feedback to this question with the following results:

Housing Needs by Style			
Housing Style	Weighted Score*	Housing Style	Weighted Score*
Ranch Homes/Single Floor Plan Units	82.1	Mixed-Use/Units Above Retail (Downtown Housing)	60.7
Traditional Two-Story Single-Family Homes	71.3	Condominiums	47.6
Multifamily Apartments	68.2	Accessory Dwelling Units/Tiny Houses	45.0
Low-Cost Fixer-Uppers (Single-Family Homes)	66.7	Single-Room Occupancy (SRO)	41.7
Duplex/Triplex/Townhomes	62.0	Manufactured/Mobile Homes	35.0

*High Need = 100.0, Moderate Need = 50.0, Minimal Need = 25.0

In addition to the housing types listed in the preceding table, two respondents noted through an open-ended response that there was a need for *safe, affordable, and ADA accessible HUD subsidized housing for lower income households.*

Stakeholder respondents were asked to identify the most common housing issues experienced in the market. A total of 24 respondents provided insight to this question with the following distribution:

Housing Issues Experienced	
Issue	Share of Respondents
Rent Affordability	95.8%
Limited Availability	87.5%
Home Purchase Affordability	83.3%
Investors Buying Properties and Increasing Rents/Prices	45.8%
Lack of Down Payment for Purchase	37.5%
High Cost of Maintenance/Upkeep	37.5%
Lack of Rental Deposit (or First/Last Month Rent)	33.3%
Absentee Landlords	33.3%
Substandard Housing (quality/condition)	29.2%
High Cost of Renovation	29.2%
Failed Background Checks	25.0%
Overcrowded Housing	16.7%
Foreclosure	8.3%
Lack of Access to Public Transportation	8.3%

Stakeholder respondents were asked to rank the priority that should be given to specific housing construction types in the market. A total of 24 respondents provided insight to this question with the following results:

Priority of Housing Construction Types (Per Stakeholder Respondents)	
Construction Type	Weighted Score*
Repair/Renovation/Revitalization of Existing Housing	85.4
Clear Blighted/Unused Structures to Create Land for New Development	72.8
New Construction	68.5
Adaptive Reuse (i.e., Warehouse Conversion to Residential)	65.5
Mixed-Use	65.5

*High Priority = 100.0, Moderate Priority = 50.0, Low Priority = 25.0

Stakeholder respondents were asked to identify common barriers or obstacles (all that apply) that exist in the market that limit residential development. A total of 24 respondents provided feedback to this question. The following is a list of the most commonly cited barriers per stakeholder respondents:

Common Barriers/Obstacles to Residential Development (Per Stakeholder Respondents)		
Barrier/Obstacle	Number of Respondents	Share of Respondents
Cost of Labor/Materials	18	75.0%
Development Costs	14	58.3%
Financing	12	50.0%
Crime/Perception of Crime	11	45.8%
Local Government Regulations ("red tape")	8	33.3%
Cost of Infrastructure	7	29.2%
Housing Converting to Short-Term/Vacation Rentals	7	29.2%
Neighborhood Blight	7	29.2%
Community Support	6	25.0%
Land/Zoning Regulations	6	25.0%

Stakeholder respondents were asked to identify up to five initiatives that they believe represents the best options to reduce or eliminate the area's greatest barriers to residential development. A total of 24 respondents provided insight to this question with the following results:

Best Options to Reduce Barriers/Obstacles to Residential Development (Per Stakeholder Respondents)		
Initiatives to Reduce Barriers/Obstacles	Number of Respondents	Share of Respondents
Educate the Public on the Importance of Different Types of Housing	9	37.5%
Collaboration Between Public and Private Sectors	8	33.3%
Establishment of a Housing Trust Fund (focuses on preservation/development of affordable housing)	7	29.2%
Government Assistance with Infrastructure	7	29.2%
Removal of City Fines/Fees/Liens on Existing Homes to Encourage Transactions	7	29.2%
Waive/Lower Development Fees	7	29.2%
Expand Grant Seeking Efforts	6	25.0%
Government Sale of Public Land/Buildings at Discount or Donated	6	25.0%
Revisit/Modify Zoning (e.g., density, setbacks, etc.)	6	25.0%

Stakeholder respondents were given a list of initiatives and asked to identify three that should be areas of focus for the market. A total of 24 respondents provided insight to this question with the following results:

Top Areas of Focus for the Market (Per Stakeholder Respondents)		
Initiatives	Number of Respondents	Share of Respondents
Renovate/Repurpose Buildings for Housing	14	58.3%
Removal/Mitigation of Residential Blight	12	50.0%
Critical Home Repair	10	41.7%
Develop New Housing	8	33.3%
Accessibility to Key Community Services (e.g., healthcare, childcare, etc.)	6	25.0%
Address Crime	6	25.0%

Stakeholder respondents were asked to approximate the degree that housing negatively impacts local residents. A total of 23 respondents provided insight to this question with the following results:

Housing Impacts on Local Residents (Per Stakeholder Respondents)	
Impact	Weighted Score*
Causes People to Live in Substandard Housing	86.4
Prevents Seniors from Living in Housing that Fits Their Needs	79.5
Causes People to Live in Housing They Cannot Afford	75.0
Limits the Ability of Families to Grow/Thrive	75.0
Causes People to Live in Unsafe Housing or Neighborhoods	73.8

*Significant Impact = 100.0, Minor Impact = 50.0, No Impact = 0.0

Stakeholder respondents were asked to identify priorities to assist *renters* in the area. A total of 24 respondents provided feedback to this question. The following table summarizes the top responses from stakeholders. Note that respondents could select up to five answers.

Top Priorities to Assist Renters (Per Stakeholder Respondents)		
Assistance Type	Number of Respondents	Share of Respondents
Properties that Meet Code/Life Safety Compliance	12	50.0%
Renter Security Deposit Assistance	10	41.7%
Housing Resource Center	10	41.7%
Rental Housing Inspection Program	9	37.5%
Rental Registry	9	37.5%
Credit Repair Assistance	8	33.3%
Housing Placement Service	8	33.3%

Stakeholder respondents were asked to identify priorities to assist *homeowners* or buyers in the area. A total of 24 respondents provided feedback to this question. The following table summarizes the top responses from stakeholders. Note that respondents could select up to five answers.

Top Priorities to Assist Homeowners (Per Stakeholder Respondents)		
Assistance Type	Number of Respondents	Share of Respondents
Property Maintenance Education	15	62.5%
Homebuyer Downpayment Assistance	14	58.3%
Home Repair Assistance	14	58.3%
Credit Repair Assistance	12	50.0%
Foreclosure Avoidance Education	11	45.8%
Homebuyer/Homeowner Education	9	37.5%
Home Weatherization Assistance	8	33.3%

Stakeholder respondents were asked to provide additional information about housing challenges in the market in the form of an open-ended response. A total of six respondents provided additional insight. Some key points from the responses are summarized below.

- Everyone should have the opportunity for a path to home ownership. Additionally, ownership benefits the local government through increased tax revenue.
- Most of the Muskegon area population lives below poverty. Gentrification in low-income neighborhoods is driving out long-time residents.
- Significant need for barrier-free, affordable housing for residents under 60 years of age.
- More focus on accessible housing at various price points for those with disabilities.
- Use of data-driven decisions regarding housing development based on income levels in the area and more emphasis on the homeless in the community.
- Additional workforce housing to encourage residency in place of commuting.

Stakeholder respondents were asked if they are knowledgeable of the homeless population or other special needs populations with regards to housing in the area. A total of 23 respondents provided feedback with the following distribution:

- Yes: **13 (56.5%)**
- No: **10 (43.5%)**

Stakeholder respondents were then asked to rank the need for specialized housing types (emergency shelters, group homes, permanent supportive housing, and traditional housing) for specific special needs populations in the area. A total of 20 respondents provided insight to this question with the following weighted results:

Need for Housing Types Among Special Needs Populations (Per Stakeholder Respondents)				
Housing Type	Target Population (Weighted Score*)			
	Disabled	Unaccompanied Youth	Homeless	Veterans
Emergency Shelter	67.6	76.7	80.6	76.7
Group Homes	70.6	75.0	48.1	52.1
Permanent Supportive Housing	93.8	75.0	57.7	82.7
Transitional Housing	66.1	78.3	71.4	68.8

*High Need = 100.0, Moderate Need = 50.0, Minimal Need = 25.0, No Need = 0.0

Based on the survey results, each special needs population in the area would benefit from different specialized housing to varying degrees. People with disabilities appear to be most in need of permanent supportive housing. While unaccompanied youth would likely benefit from a variety of options according to respondents, transitional housing received the highest rating. The homeless population of the area appears to be most in need of emergency shelters, while veterans would likely benefit most from permanent supportive housing.

Stakeholder respondents were asked to provide, in their opinion, the obstacles to the development of housing for homeless and/or special needs populations in the area. A total of 13 respondents provided insight to this question. Some key obstacles cited by stakeholders included topics related to the following:

- Lack of funding and cost to construct/operate
- Lack of staffing
- Coordination of grant funding to support ongoing services
- Muskegon has access to many of these resources, which results in individuals relocating from neighboring counties.

Stakeholder respondents were then asked to provide recommendations to address the needs of the homeless population and/or special needs populations in the area. A total of 12 respondents provided additional insight to this question. Some key recommendations from stakeholders include the following:

- Repurposing of manufacturing plants and abandoned property with the land bank.
- Property repair and maintenance training programs to bring property up to code and allow participants the opportunity to purchase the subject property.
- Reduce the number of redundant inspections from multiple entities
- Increased sourcing of financial aid, grants, etc.
- Targeted survey of special needs families to accurately assess current needs.
- Creation of “room to rent” or “shared living” program that provides tax or cash incentives for homeowners that house individuals with barriers to independent living.
- Additional programs that offer financial support and counseling.
- Additional resources targeted to young disabled individuals.
- Funding to improve housing in disrepair to provide for more entry-level home purchases.
- Specialized loan programs with private and public institutions designed for special needs populations.
- Quality portable housing services (with lighting, outdoor spaces, covered parking) that can be moved to where people reside.

Stakeholder Summary

Muskegon County, Michigan Summary of Stakeholder Survey Results

Category	Top Needs / Issues	Consensus
Housing Needs by Price Point	<ul style="list-style-type: none"> • Rental Housing (\$500-\$999/month) • Senior Care (incomes/assets < \$25,000) • For-Sale Housing (Less than \$150,000) 	87.5* 85.2* 83.3*
Housing Needs by Population	<ul style="list-style-type: none"> • Family Housing (2+ Bedrooms) • Housing for Millennials (Ages 25 to 39) • Low-Income Workforce (< \$30,000) 	92.9* 83.7* 82.3*
Housing Needs by Style	<ul style="list-style-type: none"> • Ranch Homes/Single Floor Plan Units • Traditional Two-Story Single-Family Homes 	82.1* 71.3*
Housing Issues Experienced	<ul style="list-style-type: none"> • Rent Affordability • Limited Availability • Home Purchase Affordability 	95.8% 87.5% 83.3%
Priority by Construction Type	<ul style="list-style-type: none"> • Repair/Renovation/Revitalization of Existing Housing • Clear Blighted/Unused Structures to Create Land for New Development 	85.4* 72.8*
Residential Barriers	<ul style="list-style-type: none"> • Cost of Labor/Materials • Development Costs • Financing 	75.0% 58.3% 50.0%
Reduction of Barriers	<ul style="list-style-type: none"> • Educate the Public on the Importance of Different Types of Housing • Collaboration Between Public and Private Sectors 	37.5% 33.3%
Areas of Focus	<ul style="list-style-type: none"> • Renovating/Repurposing Buildings for Housing • Removal/Mitigation of Residential Blight 	58.3% 50.0%
Housing Impact on Residents	<ul style="list-style-type: none"> • Causes People to Live in Substandard Housing • Prevents Seniors from Living in Housing That Fits Their Needs • Causes People to Live in Housing They Cannot Afford • Limits the Ability of Families to Grow/Thrive • Causes People to Live in Unsafe Housing or Neighborhoods 	86.4* 79.5* 75.0* 75.0* 73.8*
Renter Assistance Priorities	<ul style="list-style-type: none"> • Properties That Meet Code/Life Safety Compliance • Renter Security Deposit Assistance • Housing Resource Center 	50.0% 41.7% 41.7%
Homeowner Assistance Priorities	<ul style="list-style-type: none"> • Property Maintenance Education • Homebuyer Down payment Assistance • Home Repair Assistance • Credit Repair Assistance 	62.5% 58.3% 58.3% 50.0%
Housing Type Need for Special Needs Populations	<ul style="list-style-type: none"> • Permanent Supportive Housing (Disabled) • Transitional Housing (Unaccompanied Youth) • Emergency Shelter (Homeless) • Permanent Supportive Housing (Veterans) 	93.8* 78.3* 80.6* 82.7*

*Denotes weighted score

C. EMPLOYER SURVEY RESULTS

A total of 64 representatives from area employers responded to the housing survey, with the following results (Note that percentages may not add up to 100.0% due to rounding or because respondents were able to select more than one answer).

Employer respondents were asked to describe the primary business activity of their company. The employers that participated in the survey are representative of a diverse group of organizations which work within a multitude of sectors that include government entities, manufacturing, professional positions (e.g., accounting, legal, etc.), restaurant, healthcare, retail, education, construction, recreation, technology and industrial distribution.

Employer respondents were asked to approximate the number of people they employ locally. A total of 62 respondents provided feedback to this question. Based on the survey responses, approximately 2,980 individuals are employed by these companies with the following distribution of firms by number of employees:

- 1 to 25 Employees: **32 (51.6%)**
- 26 to 50 Employees: **9 (14.5%)**
- 51 to 100 Employees: **11 (17.8%)**
- 101 to 500 Employees: **10 (16.1%)**

Employer respondents were asked to approximate the number of employees by employment status (part-time, full-time, seasonal). A total of 63 respondents provided feedback to this question with the following distribution:

- Part-Time: **19.2%**
- Full-Time: **73.2%**
- Seasonal: **7.6%**

Employer respondents were asked to approximate the percentage of their employees who reside in Muskegon County. A total of 60 respondents provided feedback to this question. *On average*, respondents indicated that approximately **80.0%** of their respective employees are Muskegon County residents.

Employer respondents were asked to estimate the number of *new jobs by annual wages* that their company will create over the next three years. A total of 59 respondents provided insight to this question. The following table summarizes the employer responses and provides the estimated total number of new jobs by annual salary.

Estimated New Jobs Created by Employers by Annual Salary (Next Three Years)	
Annual Salary	Estimated Total Number of New Jobs
Less than \$25,000	71
\$25,000 to \$50,000	818
\$51,000 to \$75,000	193
\$76,000 to \$100,000	34
Over \$100,000	8
Estimated Total Number of New Jobs Created by Employers	1,124

As the preceding table illustrates, employer respondents estimate job creation over the next three years of up to 1,124 new jobs. The majority of jobs (72.8%) estimated to be created within the county are expected to pay annual salaries between \$25,000 and \$50,000. It is important to note, however, that these are estimates provided by respondents based on current economic conditions, and these estimates can change for a variety of reasons at any point in time.

Employer respondents were asked if they have had difficulty attracting or retaining employees due to housing related issues in the past couple of years. A total of 63 respondents provided feedback to this question with the following distribution:

- Yes: **25 (39.7%)**
- No: **23 (36.5%)**
- Unknown: **15 (23.8%)**

Employer respondents were asked to identify the three most common housing issues/challenges experienced by their employees. Employers could select options from a list of common housing issues that was provided. A total of 63 respondents provided feedback to this question. The following table illustrates the most common responses:

Top Housing Issues Experienced by Employees (Per Employer Respondents)	
Issue	Share of Respondents
Unaffordable Rental Housing	68.3%
Unaffordable For-Sale Housing	46.0%
Lack of Available Housing	42.9%
Lack of Deposit/Down Payment	31.8%
Housing is Far from Work	19.1%
Lack of Quality Housing	19.1%

Employer respondents were then asked how the housing issues that their employees or prospective employees experience are impacting the company. Employers could select from a list of impact options that was provided. A total of 62 respondents provided feedback to this question. The following table illustrates the top five responses:

Top Five Impacts for Employers Resulting from Housing Issues	
Impact	Share of Respondents
Difficulty Attracting Employees	45.2%
Adversely Impacts Productivity	32.3%
Adversely Impacts Company Morale	29.0%
Difficulty Retaining Employees	27.4%
Unknown	27.4%

Clearly, the lack of available housing within the county has directly impacted area employers, as nearly half (45.2%) of employer respondents indicated that housing issues/challenges within the area have made it difficult for them to attract employees.

Employer respondents were then asked if additional housing was provided in Muskegon County that adequately served the needs of employees, to what degree would this increase the likelihood that their company would employ more people over the next three years. All 64 respondents supplied an answer to this question with the following distribution:

- Much More Likely: **12 (18.7%)**
- Somewhat Likely: **25 (39.1%)**
- Not Likely/No Impact: **10 (15.6%)**
- Unknown: **17 (26.6%)**

Employer respondents were asked if housing was not an issue, how many additional employees would their company hire in the next three years. A total of 63 respondents provided insight to this question. Although 44 of the 63 respondents (69.8%) indicated that they “did not know” the effect, **13** respondents indicated that they would hire more staff, ranging between **199 and 309** additional employees.

Employer respondents were asked if their company currently provides any type of housing assistance to employees and to specify the type provided. A total of 63 respondents provided feedback to this question with the following insight:

- **50 of the 63** respondents (**79.4%**) indicated that they do not provide any type of housing assistance.
- **13 of the 63** respondents (**20.6%**) indicated that they provide at least some type of housing assistance. Among the assistance types noted by respondents included: *emergency financial assistance, relocation assistance, down payment or rental assistance, housing subsidies, housing counseling, seasonal assistance, workforce housing, and coordination with area agencies to locate affordable housing for employees.*

Employer respondents were then asked what type of assistance, if any, would they consider providing to their employees to assist with housing. A total of 63 respondents provided insight to this question with the following distribution:

Potential Employer Provided Housing Assistance Programs	
Program	Share*
Rental Security Deposit Assistance	20.6%
Housing Counseling/Placement Services	17.5%
Homebuyer Down Payment Assistance	17.5%
Housing Relocation Reimbursement	14.3%
Housing Relocation Services/Assistance	12.7%
Rental Assistance/Subsidy	11.1%
Partnering In/Developing Employee Housing	7.9%
Unknown	4.8%
Increased Wages/Salary	1.6%
None	50.8%

*Share of employer respondents that indicated they would consider providing the program.

Employer respondents were asked to indicate the level of importance of future government housing programs, policies or incentives that could be implemented to assist employees with housing or addressing the market's housing issues. A total of 63 respondents provided feedback to this question. The following table provides a weighted summary of the responses:

Housing Programs, Policies, and Initiatives by Degree of Importance	
Program	Weighted Score*
New Housing Development/Redevelopment	74.1
Homebuyer Assistance	70.2
Renter Assistance	68.2
Housing Assistance for Public Employees (Police, Fire, Teachers, Etc.)	62.5
Development of More Public Housing	58.5
Direct Government Investment in Land for Workforce Housing (Land Banking)	53.9

*Most Important = 100.0, Somewhat Important = 50.0, Least Important = 25.0

Employer respondents were asked, in terms of product pricing, what are the three most needed housing price points for their employees. Employers could select from a list of pricing options that was provided. A total of 63 respondents provided feedback to this question, with the results illustrated below:

Most Needed Housing Price Points for Employees	
Type of Housing Product (Price)	Share of Respondents
Entry Level/Workforce For-Sale Housing (Below \$200,000)	76.2%
Moderate Market-Rate Rental Housing (\$750-\$1,250/month)	63.5%
Affordable Rental Housing (Under \$750/month)	63.5%
Moderate For-Sale Housing (\$200,000-\$300,000)	41.3%
Higher-End Market-Rate Rental Housing (Above \$1,250/month)	3.2%
Higher-End For-Sale Housing (Above \$300,000)	3.2%

Employer respondents were then asked, in terms of product type, what are the most needed types of housing for their employees. Employers could select from a list of housing product types that was provided. All 64 respondents provided feedback to this question, with the results illustrated below:

Most Needed Housing Types for Employees	
Type of Housing Product	Share of Respondents
Single-Family Homes (Owner)	78.1%
Single-Family Homes (Rental)	50.0%
Multifamily Apartments	45.3%
Duplex/Townhome (Rental)	26.6%
Condominiums (Owner)	23.4%
Duplex/Townhome (Owner)	23.4%
Mobile Homes	12.5%
Condominiums (Rental)	9.4%
Short-Term/Seasonal Housing	6.3%
Dormitories/Shared Living	6.3%

Employer respondents were asked to provide any additional comments regarding housing issues and needs that impact employees within Muskegon County. A total of 23 respondents provided feedback in the form of an open-ended response. Feedback from respondents included topics related to *increased inspection of rental homes, foreclosure assistance, the need for safer, quality affordable housing and additional policing to create safer neighborhoods.*

Employer Summary

Muskegon County, Michigan Summary of Employer Survey Results		
Category	Top Needs / Issues	Consensus
Housing Issues for Employees	<ul style="list-style-type: none"> Unaffordable Rental Housing Unaffordable For-Sale Housing Lack of Available Housing 	68.3% 46.0% 42.9%
Impacts for Employers	<ul style="list-style-type: none"> Difficulty Attracting Employees Adversely Impacts Productivity 	45.2% 32.3%
Effects of Adequate Housing Supply	<ul style="list-style-type: none"> Somewhat Likely to Hire New Employees Additional Employees Hired 	39.1% 199 to 309
Employer Housing Assistance	<ul style="list-style-type: none"> Do Not Currently Provide Housing Assistance to Employees Provide Some Type of Housing Assistance 	79.4% 20.6%
Housing Assistance Program Consideration	<ul style="list-style-type: none"> Rental Security Deposit Assistance Housing Counseling/Placement Services Homebuyer Down Payment Assistance 	20.6% 17.5% 17.5%
Housing Program or Policy Importance	<ul style="list-style-type: none"> New Housing Development/Redevelopment Homebuyer Assistance Renter Assistance 	74.1* 70.2* 68.2*
Housing Needs by Price	<ul style="list-style-type: none"> Entry Level/Workforce For-Sale Housing (Below \$200,000) Moderate Market-Rate Rental Housing (\$750-\$1,250/month) Affordable Rental Housing (Under \$750/month) 	76.2% 63.5% 63.5%
Housing Needs by Product Type	<ul style="list-style-type: none"> Single-Family Homes (Owner) Single-Family Homes (Rental) Multifamily Apartments 	78.1% 50.0% 45.3%

*Denotes weighted score

D. RESIDENT/COMMUTER SURVEY RESULTS

Note that certain questions in this survey related to the *current housing market* were intended to elicit separate responses specific to the county versus the city of Muskegon. An analysis of the questions for both geographies is included, where applicable, for this survey. Also note that percentages may not add up to 100.0% due to rounding or because respondents were able to select more than one answer. A total of 1,695 individuals responded to the housing survey with the following results.

Current Housing Situation

Respondents were asked what part of the county they currently live in or if they commute to the county for work. A total of 1,695 respondents provided feedback to this question with the following distribution:

Respondents by Area of Residence/Commuter Status		
Response	Number of Respondents	Share of Respondents
Within Muskegon County	1,602	94.5%
Outside County, But Commute to County for Work	64	3.8%
Do Not Reside or Commute to County	29	1.7%

Respondents that indicated that they live outside the county but commute to the county for work (commuters) were asked to provide the ZIP code of their residence. A total of 62 respondents provided feedback to this question with the following distribution of responses:

Commuters by ZIP Code (Area) of Residence		
ZIP Code (Area)	Number of Respondents	Share of Respondents
49456 (Spring Lake, MI)	10	16.1%
49417 (Grand Haven, MI)	6	9.7%
49404 (Coopersville, MI)	5	8.1%
49428 (Jenison, MI)	3	4.8%
49534 (Grand Rapids, MI)	3	4.8%
49448 (Nunica, MI)	2	3.2%
49424 (Holland, MI)	2	3.2%
49301 (Ada, MI)	2	3.2%
49426 (Hudsonville, MI)	2	3.2%
49337 (Newaygo, MI)	2	3.2%
All Other ZIP Codes	25	40.3%

Respondents were asked if they rent or own their place of residence. A total of 1,422 *Muskegon County residents* responded to this question with the following distribution:

Muskegon County Resident Respondents by Tenure		
Tenure	Number of Respondents	Share of Respondents
Own	967	68.0%
Rent	320	22.5%
Live With Family/Friends	91	6.4%
Caretaker (Does Not Pay Rent)	11	0.8%
Homeless	8	0.6%
Other	25	1.8%

Respondents were asked to approximate their total monthly housing expenses (including rent/mortgage costs, utilities, taxes, insurance, etc.). A total of 1,411 *Muskegon County residents* provided insight to this question with the following distribution:

Muskegon County Respondents by Monthly Housing Expenses		
Total Monthly Housing Expenses	Number of Respondents	Share of Respondents
\$0 (No Expense)	37	2.6%
Up to \$250	31	2.2%
\$251 to \$500	101	7.2%
\$501 to \$750	152	10.8%
\$751 to \$1,000	212	15.0%
\$1,001 to \$1,250	202	14.3%
\$1,251 to \$1,500	221	15.7%
\$1,501 to \$1,750	163	11.6%
\$1,751 to \$2,000	118	8.4%
Over \$2,000	174	12.3%

A list of common housing issues was supplied and respondents were asked to specify whether they have experienced, or are currently experiencing, any of the issues as they relate to their place of residence. A total of 1,397 *Muskegon County residents* provided feedback to this question with the following distribution:

Housing Issues Experienced (Per Muskegon County Resident Respondents)		
Housing Issue	Number of Respondents	Share of Respondents
Cost Burdened (Paying More Than 30% of Income Toward Housing Cost)	364	26.1%
Credit Score Was Not High Enough for a Lease and/or Mortgage	180	12.9%
Did Not Have Sufficient Deposit or Down Payment	166	11.9%
Had To Move In With Family and/or Friends	162	11.6%
Substandard Housing (I Couldn't Afford to Maintain)	98	7.0%
Overcrowded Housing	95	6.8%
Substandard Housing (Landlord Did Not Maintain)	79	5.7%
Homelessness	72	5.2%
Expiring Lease or Eviction	71	5.1%
Housing or Lending Discrimination	45	3.2%
Landlords Won't Accept Housing Choice Vouchers	25	1.8%
Foreclosure	22	1.6%
None	783	56.0%

Current Housing Market

Respondents were asked if they are familiar with the housing conditions in Muskegon County. A total of **569** respondents indicated they were familiar with the housing conditions in the *county (outside the city of Muskegon)*, while **1,123** indicated they were familiar with housing conditions within the *city of Muskegon*, specifically.

Respondents were asked how they would describe the overall housing market in Muskegon County and the city of Muskegon. A total of 569 respondents provided feedback relative to the overall county, while 952 respondents provided feedback specific to the city of Muskegon. The following illustrates respondent feedback:

Muskegon County Housing Market Rating				
Rating	Muskegon County		City of Muskegon	
	Number of Respondents	Share of Respondents	Number of Respondents	Share of Respondents
Good, No Issues	17	3.0%	22	2.3%
Fair, Some Issues	290	51.0%	312	32.8%
Poor, Many Issues	253	44.5%	596	62.6%
No Opinion	9	1.6%	22	2.3%
Total	569	100.0%	952	100.0%

Respondents were asked to identify, in their opinion, the top three issues that negatively impact the Muskegon County housing market. Respondents could select (up to three) options from a list and/or provide an open-ended response. A total of 579 respondents for the county and 529 for the city provided feedback to this question. The following table illustrates the top 10 issues cited by respondents:

Top 10 Issues Negatively Impacting the Muskegon County Housing Market				
Issue	Muskegon County		City of Muskegon	
	Number of Respondents	Share of Respondents	Number of Respondents	Share of Respondents
High Prices or Rents	411	71.0%	329	62.2%
Not Enough Housing/Rental Options (Few Vacancies)	255	44.0%	202	38.2%
Mismatch Between Local Jobs/Wages and Housing Costs	143	24.7%	138	26.1%
Neglected/Blighted Properties/Neighborhood (Poor Condition)	141	24.4%	195	36.9%
Owners Unable to Afford Home Maintenance/Upkeep	119	20.6%	103	19.5%
Lack of Public Transportation	73	12.6%	34	6.4%
Property/Income Taxes	61	10.5%	44	8.3%
Housing Being Converted to Short-Term/Vacation Rentals	55	9.5%	73	13.8%
High Crime	49	8.5%	53	10.0%
Excessive/Rising Utility Costs	46	7.9%	45	8.5%

Respondents were given an opportunity to provide open-ended feedback to the previous question. A total of 17 respondents provided additional feedback regarding issues negatively impacting the county housing market. Topics included *investment companies purchasing properties and increasing price/rent, lack of affordable/accessible rentals for seniors, too many seasonal homes in area, lack of communication between agencies, lack of connectivity (sidewalks/bike paths) in certain areas, lack of housing in desirable areas, and mismatch of property quality and price.*

Respondents were asked if they believe it is difficult for people to find suitable housing in Muskegon County. A total of 574 respondents for the county and 960 for the city provided feedback to this question with the following distribution:

Level of Difficulty Locating Suitable Housing in Muskegon County				
Rating	Muskegon County		City of Muskegon	
	Number of Respondents	Share of Respondents	Number of Respondents	Share of Respondents
Yes	308	53.7%	562	58.5%
Somewhat	222	38.7%	330	34.4%
No	36	6.3%	34	3.5%
I Don't Know	8	1.4%	34	3.5%
Total	574	100.0%	960	100.0%

For the respondents that answered “Yes” or “Somewhat” to the previous question, the respondents were then asked to provide the reason they believe it is difficult for people to find suitable housing in Muskegon County. Respondents were given a list of reasons to choose from (all that apply) and/or given the option to provide an open-ended response. A total of 527 respondents for the county and 498 for the city provided insight to this question with the following distribution of responses:

Reasons for Difficulty in Locating Suitable Housing in Muskegon County				
Reason	Muskegon County		City of Muskegon	
	Number of Respondents	Share of Respondents	Number of Respondents	Share of Respondents
Housing Not Affordable	455	86.3%	406	81.5%
Not Enough Housing (Limited Availability)	302	57.3%	258	51.8%
Undesirable Location/Neighborhood	242	45.9%	216	43.4%
Lack of Housing to Meet Specific Needs (i.e., number of bedrooms)	231	43.8%	165	33.1%
Lack of Down Payment or Rental Deposit	204	38.7%	189	38.0%
Poor Quality of Housing	201	38.1%	196	39.4%
Age of Housing (too old)	128	24.3%	117	23.5%
Previous Record of Felony/Incarceration/Eviction	105	19.9%	96	19.3%
Discrimination	92	17.5%	92	18.5%
Landlords Not Accepting Housing Choice Vouchers	90	17.1%	82	16.5%
Lack of Advertising/Resources to Find Available Housing	55	10.4%	55	11.0%
Other	28	5.3%	58	11.6%

Among the respondents that selected “Other” and provided an open-ended response, reasons for difficulty in the county cited by the respondents include the topics of *the abundance of short-term rentals/seasonal homes, lack of housing for middle-income households, lack of affordable housing for single-income households, mismatch of wages/housing costs, desirability of neighborhoods (road conditions, street lighting, quality of schools), low credit score/lack of established credit limits housing opportunities, and lack of public transportation in county (outside of Muskegon/Muskegon Heights).*

Respondents were asked to rate the degree of need (High, Minimal, No Need) for certain *housing types* in Muskegon County. A total of 552 provided insight to this question. The following table provides a *weighted* summary of respondent feedback.

Degree of Need for Housing Types in Muskegon County			
Housing Type	Weighted Score*	Housing Type	Weighted Score*
Family Housing (2+ Bedrooms)	85.8	Senior Care Facilities (Assisted Living/Nursing Care)	64.9
Rental Housing (\$500-\$1,000/month)	82.9	Single-Person (Studio/One-Bedroom)	57.4
For-Sale Housing (Less than \$100,000)	79.3	Senior Condominiums (For-Sale Housing)	54.0
Housing for Ages 25-40	77.3	Rental Housing (\$1,001-\$1,500/month)	46.4
Rental Housing (Less than \$500/month)	77.0	For-Sale Housing (\$201,000-\$300,000)	34.7
Senior Apartments (Independent Living)	70.7	Communal Housing (Shared Living Space)	33.8
For-Sale Housing (\$100,000-\$200,000)	70.6	Rental Housing (Over \$1,500/month)	20.8
Rentals that Accept Housing Choice Vouchers	65.0	For-Sale Housing (Over \$300,000)	19.8

*High Need = 100.0, Minimal Need = 25.0, No Need = 0.0

Respondents were asked to rate the degree of need (High, Minimal, No Need) for certain *housing styles* in Muskegon County. A total of 546 respondents provided feedback to this question. The following table provides a *weighted* summary of respondent feedback.

Degree of Need for Housing Styles in Muskegon County	
Housing Style	Weighted Score*
Ranch Homes/Single Floor Plan Units	82.4
Modern Move-In Ready Single-Family Homes	79.5
Apartments	71.8
Duplex/Triplex/Townhomes	67.8
Low Cost Fixer-Uppers (single-family homes)	66.2
Condominiums	42.8
Single-Room Occupancy (SRO)	40.3
Accessory Dwelling Unit (Above Garage, Income Suite, Etc.)	39.5

*High Need = 100.0, Minimal Need = 25.0, No Need = 0.0

Respondents were asked to share any other comments or concerns about housing in Muskegon County. A total of 82 resident respondents provided additional feedback in the form of an open-ended response. While many of the topics of the responses were cited in previous questions, some additional comments and concerns were mentioned. Topics included *the need for more one-bedroom apartments, the need to address blight, high cost of taxes, addressing the homeless population, need for tiny homes, reevaluation of zoning in some areas, and the need for rental inspections.*

Interest in Living in Muskegon

Respondents that currently do not live in Muskegon County were asked if they would have any interest relocating to specific areas of the county if housing were available. A total of 44 *non-residents of Muskegon County* provided responses to this question.

Non-Resident Interest in Relocating to Areas of Muskegon County		
Area	Number of Respondents	Share of Respondents
Muskegon	4	9.1%
Muskegon Heights	0	0.0%
Norton Shores	8	18.2%
Ravenna	5	11.4%
Whitehall	2	4.5%
Other Area of County	4	9.1%
I do not want to live in Muskegon County	21	47.7%
Total	44	100.0%

Overall, among the 44 non-residents of Muskegon County that responded to this question, a majority (52.3%) indicated they would move to Muskegon County. According to the survey results, 9.1% of respondents who live outside Muskegon County indicated they would have interest relocating to the city of Muskegon if adequate housing were available. Nearly one-fifth (18.2%) of respondents indicated they would have interest relocating to Norton Shores, while nearly half (47.7%) indicated they do not have an interest in relocating to Muskegon County, regardless of area.

Non-residents of Muskegon County were then asked what style of housing they would be interested in living in within Muskegon County. A total of 23 non-resident respondents provided feedback with the following distribution. Note that respondents could select more than one type of housing style.

Preferred Housing Style (Per Non-Resident Survey Respondents)		
Housing Style	Number of Respondents	Share of Respondents
Modern, Move-In Ready Single-Family Home	17	73.9%
Ranch Homes or Single Floor Plan Unit	11	47.8%
Duplex/Triplex/Townhome	7	30.4%
Low-Cost Fixer-Upper	5	21.7%
Condominium	4	17.4%
Apartment	2	8.7%
Senior Living	1	4.3%
Single-Room Occupancy	0	0.0%
Accessory Dwelling Unit (income suite)	0	0.0%

Non-residents of Muskegon County were then asked how many bedrooms they would require if they moved to Muskegon County. A total of 23 respondents provided insight to this question with the following results.

Bedrooms Required (Per Non-Resident Survey Respondents)		
Number of Bedrooms	Number of Respondents	Share of Respondents
Studio	0	0.0%
One-Bedroom	0	0.0%
Two-Bedroom	6	26.1%
Three-Bedroom	14	60.9%
Four-Bedroom+	3	13.0%

Non-residents of Muskegon County were then asked what they would be willing to pay per month, including all utility costs, to live in Muskegon County. A total of 23 respondents provided feedback to this question with the following distribution.

Monthly Housing Expenses Willing to Pay (Per Non-Resident Survey Respondents)		
Total Housing Expenses	Number of Respondents	Share of Respondents
No Expense	1	4.3%
Up to \$500	0	0.0%
\$501 - \$750	1	4.3%
\$751 - \$1,000	3	13.0%
\$1,001 - \$1,250	7	30.4%
\$1,251 - \$1,500	5	21.7%
\$1,501 - \$2,000	4	17.4%
Over \$2,000	2	8.7%

Non-residents of Muskegon County were then asked if anything, besides housing, could be addressed, added, or changed in Muskegon County to increase the likelihood of them locating to Muskegon County. A total of 11 respondents provided feedback and responses included *more restaurants and evening entertainment, more support for small businesses, reduction in crime and an increase in police presence, better paying jobs, more bike paths, playgrounds, and parks, more grocery stores, lower taxes, and improvement in the local school districts.*

Demographic Distribution

Respondents were asked to provide their age. The distribution of responses for Muskegon County residents and commuters is illustrated in the following table.

Survey Respondent Age Distribution				
Age Range	Muskegon County Residents		Muskegon County Commuters	
	Number of Respondents	Share of Respondents	Number of Respondents	Share of Respondents
17 years or less	1	0.1%	0	0.0%
18 to 22 years	9	0.6%	0	0.0%
23 to 29 years	71	4.4%	5	7.8%
30 to 39 years	182	11.4%	9	14.1%
40 to 49 years	222	13.9%	14	21.9%
50 to 59 years	210	13.1%	8	12.5%
60 to 75 years	303	18.9%	7	10.9%
76 years or older	35	2.2%	0	0.0%
Declined/Blank	569	35.5%	21	32.8%

Respondents were asked to provide their ethnicity. The distribution of responses for Muskegon County residents and commuters is illustrated in the following table.

Survey Respondent Ethnicity Distribution				
Age Range	Muskegon County Residents		Muskegon County Commuters	
	Number of Respondents	Share of Respondents	Number of Respondents	Share of Respondents
American Indian/Alaskan Native	11	0.7%	1	1.6%
Asian/Pacific Islander	5	0.3%	0	0.0%
Black/African American	147	9.2%	2	3.1%
Hispanic/Latino	18	1.1%	2	3.1%
White/Caucasian	750	46.8%	30	46.9%
Declined/Blank	653	40.8%	27	42.2%
Other	18	1.1%	2	3.1%

Respondents were asked to estimate the gross annual income of all residents living in their household. The distribution of responses for Muskegon County residents and commuters is illustrated in the following table.

Survey Respondent Age Distribution				
Age Range	Muskegon County Residents		Muskegon County Commuters	
	Number of Respondents	Share of Respondents	Number of Respondents	Share of Respondents
Less than \$15,000	76	4.7%	0	0.0%
\$15,000-\$24,999	77	4.8%	0	0.0%
\$25,000-\$39,999	143	8.9%	1	1.6%
\$40,000-\$59,999	182	11.4%	7	10.9%
\$60,000-\$74,999	114	7.1%	5	7.8%
\$75,000-\$99,999	155	9.7%	7	10.9%
\$100,000-\$149,999	130	8.1%	13	20.3%
\$150,000-\$199,999	53	3.3%	7	10.9%
\$200,000 or more	40	2.5%	2	3.1%
Declined/Blank	632	39.5%	22	34.4%

Resident/Commuter Summary

**Muskegon County, Michigan
Summary of Resident/Commuter Survey Results**

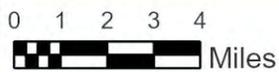
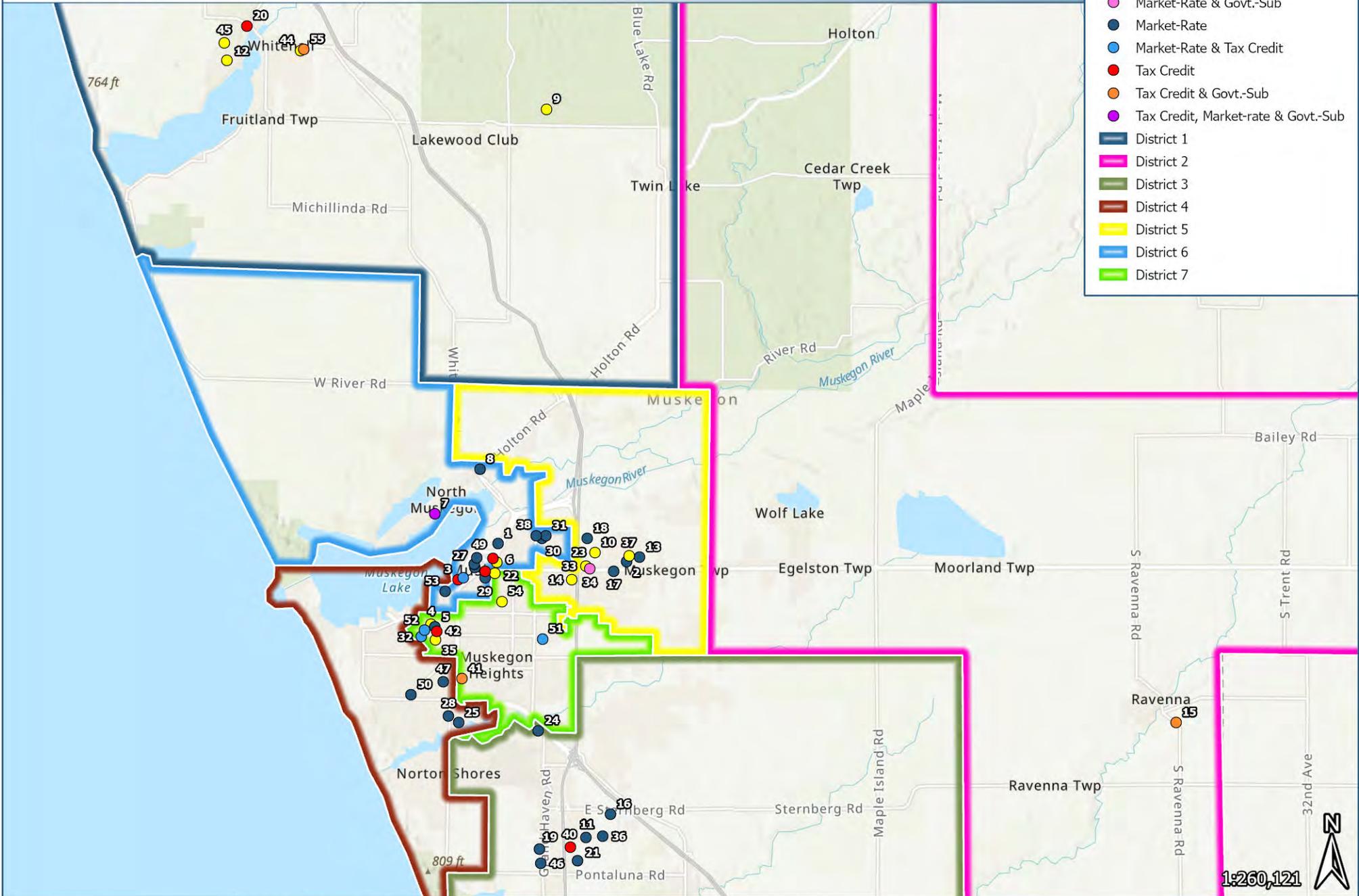
Category	Top Needs / Issues	Consensus
Top Housing Issues Experienced	<ul style="list-style-type: none"> • Cost Burdened (Paying 30% or More of Income Toward Housing Costs) • Credit Score Not High Enough For a Lease and/or Mortgage • Did Not Have Sufficient Deposit or Down Payment • Had to Move in with Family and/or Friends 	<p>26.1%</p> <p>12.9%</p> <p>11.9%</p> <p>11.6%</p>
Housing Market Rating	<ul style="list-style-type: none"> • Fair, Some Issues • Poor, Many Issues • Good, No Issues 	<p>51.0%</p> <p>44.5%</p> <p>3.0%</p>
Top Issues Negatively Impacting Housing Market	<ul style="list-style-type: none"> • High Prices or Rents • Not Enough Housing/Rental Options (Few Vacancies) • Mismatch Between Local Jobs/Wages and Housing Costs • Neglected/Blighted Properties/Neighborhood (Poor Condition) • Owners Unable to Afford Home Maintenance/Upkeep 	<p>71.0%</p> <p>44.0%</p> <p>24.7%</p> <p>24.4%</p> <p>20.6%</p>
Difficulty Locating Suitable Housing	<ul style="list-style-type: none"> • Yes • Somewhat • No 	<p>53.7%</p> <p>38.7%</p> <p>6.3%</p>
Top Reasons for Difficulty Finding Housing	<ul style="list-style-type: none"> • Housing Not Affordable • Not Enough Housing (Limited Availability) • Undesirable Location/Neighborhood • Lack of Housing to Meet Specific Needs (such as number of bedrooms) • Lack of Down Payment of Rental Deposit • Poor Quality of Housing 	<p>86.3%</p> <p>57.3%</p> <p>45.9%</p> <p>43.8%</p> <p>38.7%</p> <p>38.1%</p>
Top Housing Types Needed	<ul style="list-style-type: none"> • Family Housing (2+ Bedrooms) • Rental Housing (\$500-\$1,000/Month) • For-Sale Housing (Less than \$100,000) • Housing for Ages 25-40 • Rental Housing (Less than \$500/Month) 	<p>85.8*</p> <p>82.9*</p> <p>79.3*</p> <p>77.3*</p> <p>77.0*</p>
Top Housing Styles Needed	<ul style="list-style-type: none"> • Ranch Homes/Single Floor Plan Units • Modern Move-In Ready Single-Family Homes • Apartments 	<p>82.4*</p> <p>79.5*</p> <p>71.8*</p>

*Denotes a weighted score (High Need = 100.0, Minimal Need = 25.0, No Need = 0.0)

ADDENDUM A:
FIELD SURVEY OF
CONVENTIONAL RENTALS

Apartment Type

- Government-Subsidized
- Market-Rate & Govt.-Sub
- Market-Rate
- Market-Rate & Tax Credit
- Tax Credit
- Tax Credit & Govt.-Sub
- Tax Credit, Market-rate & Govt.-Sub
- District 1
- District 2
- District 3
- District 4
- District 5
- District 6
- District 7



Map ID	Property	Prop Type	Quality Rating	Year Built	Total Units	Vacant	Occ. Rate
1	Amazon Apts.	MRR	A	1889	132	3	97.7%
2	Arbor Crossing	MRR	B	1996	112	0	100.0%
3	Art Works Muskegon	TAX	B+	1890	26	0	100.0%
4	Barclay Senior Village	GSS	B-	1980	70	0	100.0%
5	Barclay Village Apts. & Townhomes	MRR	B-	1979	162	0	100.0%
6	Bayview Tower	GSS	C	1980	200	0	100.0%
7	Berkshire Muskegon	TMG	B+	2018	84	0	100.0%
8	Beverly Hills	MRR	B-	1965	138	0	100.0%
9	Blue Lake Residences	GSS		1970	70	0	100.0%
10	Carriage House of Muskegon	MRG	B	1971	124	0	100.0%
11	Catalina Shores	MRR	B+	2004	88	5	94.3%
12	Channel View Apts.	GSS		1982	56	0	100.0%
13	Chesapeake Landing	MRR	B	2004	88	7	92.0%
14	Christian Manor	GSS	B-	1985	42	0	100.0%
15	Creekside Apts.	TGS	C+	1982	31	0	100.0%
16	Darley Village	MRR	B	2006	51	0	100.0%
17	Eastwood Village	MRR	C+	1968	69	3	95.7%
18	Glen Oaks	MRR	B	1973	667	0	100.0%
19	Hamptons of Norton Shores	MRR	B	2002	104	2	98.1%
20	Harbour Pointe Apts.	TAX	B	2003	34	0	100.0%
21	Harmony Lake	MRR	A	2022	217	0	100.0%
22	Hartford Terrace	GSS	C+	1974	160	0	100.0%
23	Hickory Village	GSS	B-	1974	180	0	100.0%
24	Hidden Cove	MRR	B-	1971	54	0	100.0%
25	Lake Forest	MRR	B	1975	252	0	100.0%
26	Lakeview Lofts I	MRR	A	2019	20	0	100.0%
27	Leonard Apts.	MRR	A	2022	18	5	72.2%
28	Mona Shores	MRR	C+	1965	39	0	100.0%
29	Muskegon Hamilton	MRR	B+	1929	20	1	95.0%
30	Muskegon Townhouses	MRR	B-	1970	213	0	100.0%
31	Oakhill Village & Townhomes	MRR	B-	1972	175	16	90.9%
32	Park Terrace	MRT	B	2003	150	0	100.0%
33	Park Woods	GSS	C+	1979	100	0	100.0%
34	Pine Grove Manor	MRG	B-	1973	172	0	100.0%
35	Pioneer Arbour	GSS	C+	1991	16	0	100.0%
36	Platinum Pines	MRR	B+	2017	55	1	98.2%

Comparable Property	(MIG) Market-Rate, Income-Restricted (not LIHTC) & Govt-Subsidized	(TIG) Tax Credit, Income-Restricted (not LIHTC) & Govt-Subsidized
Senior Restricted	(TAX) Tax Credit	(INR) Income-Restricted (not LIHTC)
(MRR) Market-Rate	(TGS) Tax Credit & Government-Subsidized	(ING) Income-Restricted (not LIHTC) & Government-Subsidized
(MRT) Market-Rate & Tax Credit	(TMI) Tax Credit, Market-Rate, Income-Restricted (not LIHTC)	(GSS) Government-Subsidized
(MRG) Market-Rate & Government-Subsidized	(TIN) Tax Credit & Income-Restricted (not LIHTC)	(ALL) Tax Credit, Market-Rate, Govt-Subsidized & Income-Restricted
(MIN) Market-Rate & Income-Restricted (not LIHTC)	(TMG) Tax Credit, Market-Rate & Government-Subsidized	

Map ID	Property	Prop Type	Quality Rating	Year Built	Total Units	Vacant	Occ. Rate
37	Quail Meadows	GSS	C+	1980	120	0	100.0%
38	Regency Apts.	MRR	B	2007	46	0	100.0%
39	Renaissance Place	MRT	B	2008	24	0	100.0%
40	Reserve at Norton Shores	TAX	B	2005	150	0	100.0%
41	Roosevelt Apts.	TGS	B	1929	50	0	100.0%
42	Royale Glen Townhomes	TAX	B	1994	78	0	100.0%
43	Samaritas Affordable Living Muskegon	TAX	B+	2022	0	0	
44	Shawl Apts. I	GSS	C+	1983	40	0	100.0%
45	Shawl Apts. II	GSS	B	1991	25	0	100.0%
46	Shoreline Landing	MRR	B	2003	210	0	100.0%
47	Shores of Roosevelt Park	MRR	B-	1973	302	2	99.3%
48	Ten21	TAX	B+	2021	73	0	100.0%
49	Terrace Flats	MRR	B	2018	20	0	100.0%
50	Tiffany Woods	MRR	B	1970	302	5	98.3%
51	Trinity Village	MRT	B-	1993	60	0	100.0%
52	Village at Park Terrace (IL)	MRT	B	2003	122	5	95.9%
53	Watermark Lofts	MRR	B	1899	33	0	100.0%
54	Whispering Timbers	GSS		2002	18	0	100.0%
55	Whitehall Apts. II	TGS	B	1983	48	0	100.0%

 Comparable Property	 (MIG) Market-Rate, Income-Restricted (not LIHTC) & Govt-Subsidized	 (TIG) Tax Credit, Income-Restricted (not LIHTC) & Govt-Subsidized
 Senior Restricted	 (TAX) Tax Credit	 (INR) Income-Restricted (not LIHTC)
 (MRR) Market-Rate	 (TGS) Tax Credit & Government-Subsidized	 (ING) Income-Restricted (not LIHTC) & Government-Subsidized
 (MRT) Market-Rate & Tax Credit	 (TMI) Tax Credit, Market-Rate, Income-Restricted (not LIHTC)	 (GSS) Government-Subsidized
 (MRG) Market-Rate & Government-Subsidized	 (TIN) Tax Credit & Income-Restricted (not LIHTC)	 (ALL) Tax Credit, Market-Rate, Govt-Subsidized & Income-Restricted
 (MIN) Market-Rate & Income-Restricted (not LIHTC)	 (TMG) Tax Credit, Market-Rate & Government-Subsidized	

1	Amazon Apts. 550 W. Western Ave., Muskegon, MI 49440	Contact: Nicole Phone: (231) 725-0040
	Total Units: 132 UC: 0 Occupancy: 97.7% Stories: 5 w/Elevator Year Built: 1889 BR: 0, 1, 2, 3 Vacant Units: 3 Waitlist: None AR Year: Target Population: Family Yr Renovated: 2002 Rent Special: None Notes: Rent range due to renovations & floorplan	

2	Arbor Crossing 834 S Sheridan Dr, Muskegon, MI 49442	Contact: Patti Phone: (231) 777-4907
	Total Units: 112 UC: 0 Occupancy: 100.0% Stories: 1,2 Year Built: 1996 BR: 1, 2, 3 Vacant Units: 0 Waitlist: None AR Year: Target Population: Family Yr Renovated: Rent Special: None Notes: Former Tax Credit property; Rents change daily	

3	Art Works Muskegon 1204 8th St, Muskegon, MI 49440	Contact: Bonnie Phone: (231) 728-8505
	Total Units: 26 UC: 0 Occupancy: 100.0% Stories: 2 w/Elevator Year Built: 1890 BR: 2 Vacant Units: 0 Waitlist: 79 HH AR Year: 2005 Target Population: Family Yr Renovated: Rent Special: None Notes: Tax Credit	

4	Barclay Senior Village 1931 Barclay St, Muskegon, MI 49441	Contact: Julie Phone: (231) 331-8027
	Total Units: 70 UC: 0 Occupancy: 100.0% Stories: 2 Year Built: 1980 BR: 1, 2 Vacant Units: 0 Waitlist: Yes AR Year: Target Population: Senior 62+ Yr Renovated: Rent Special: None Notes: HUD Section 8	

5	Barclay Village Apts. & Townhomes 2081 Barclay St., Muskegon, MI 49440	Contact: Julie Phone: (231) 755-3939
	Total Units: 162 UC: 0 Occupancy: 100.0% Stories: 2,3 Year Built: 1979 BR: 1, 2, 3 Vacant Units: 0 Waitlist: 2-3 mos AR Year: Target Population: Family Yr Renovated: Rent Special: None Notes: Rent range due to garden units with balconies & upgrades	

<ul style="list-style-type: none"> ✔ Comparable Property ◆ Senior Restricted (MRR) Market-Rate (MRT) Market-Rate & Tax Credit (MRG) Market-Rate & Government-Subsidized (MIN) Market-Rate & Income-Restricted (not LIHTC) 	<ul style="list-style-type: none"> (MIG) Market-Rate, Income-Restricted (not LIHTC) & Govt-Subsidized (TAX) Tax Credit (TGS) Tax Credit & Government-Subsidized (TMI) Tax Credit, Market-Rate, Income-Restricted (not LIHTC) (TIN) Tax Credit & Income-Restricted (not LIHTC) (TMG) Tax Credit, Market-Rate & Government-Subsidized 	<ul style="list-style-type: none"> (TIG) Tax Credit, Income-Restricted (not LIHTC) & Govt-Subsidized (INR) Income-Restricted (not LIHTC) (ING) Income-Restricted (not LIHTC) & Government-Subsidized (GSS) Government-Subsidized (ALL) Tax Credit, Market-Rate, Govt-Subsidized & Income-Restricted
--	---	--

6	Bayview Tower 864 Spring St, Muskegon, MI 49442	Contact: Grinell Phone: (231) 726-6984
	Total Units: 200 UC: 0 Occupancy: 100.0% Stories: 8 w/Elevator Year Built: 1980 BR: 1, 2 Vacant Units: 0 Waitlist: 1 mos AR Year: Target Population: Senior 62+ Yr Renovated: Rent Special: None Notes: HUD Section 8	
7	Berkshire Muskegon 292 1st St, Muskegon, MI 49440	Contact: Diolinda Phone: (231) 722-9520
	Total Units: 84 UC: 0 Occupancy: 100.0% Stories: 3 w/Elevator Year Built: 2018 BR: 1, 2 Vacant Units: 0 Waitlist: 55 HH AR Year: Target Population: Senior 55+ Yr Renovated: Rent Special: None Notes: Market-rate (7 units); Tax Credit (62 units); Tax Credit & PBV (15 units)	
8	Beverly Hills 415 Mitzi St., Muskegon, MI 49440	Contact: Rebecca Phone: (231) 744-1968
	Total Units: 138 UC: 0 Occupancy: 100.0% Stories: 2.5 Year Built: 1965 BR: 0, 1, 2, 3 Vacant Units: 0 Waitlist: 15 HH AR Year: Target Population: Family Yr Renovated: Rent Special: None Notes: Rent range due to upgraded units & floorplan	
9	Blue Lake Residences 7190 Progress Rd, Twin Lake, MI 49457	Contact: Vickie Phone: (231) 893-1164
Picture Not Available	Total Units: 70 UC: 0 Occupancy: 100.0% Stories: 1 Year Built: 1970 BR: 2, 3, 4 Vacant Units: 0 Waitlist: Yes AR Year: Target Population: Family Yr Renovated: Rent Special: None Notes: HUD Section 8	
10	Carriage House of Muskegon 1890 Carriage Rd, Muskegon, MI 49442	Contact: Ashton Phone: (231) 773-2811
	Total Units: 124 UC: 0 Occupancy: 100.0% Stories: 2 Year Built: 1971 BR: 1, 2, 3 Vacant Units: 0 Waitlist: MRR; 6 mos AR Year: Target Population: Family Yr Renovated: Rent Special: None Notes: Garen unit rent range due to floor level; Market-rate (65 units); HUD Section 8 (59 units)	

 Comparable Property	 (MIG) Market-Rate, Income-Restricted (not LIHTC) & Govt-Subsidized	 (TIG) Tax Credit, Income-Restricted (not LIHTC) & Govt-Subsidized
 Senior Restricted	 (TAX) Tax Credit	 (INR) Income-Restricted (not LIHTC)
 (MRR) Market-Rate	 (TGS) Tax Credit & Government-Subsidized	 (ING) Income-Restricted (not LIHTC) & Government-Subsidized
 (MRT) Market-Rate & Tax Credit	 (TMI) Tax Credit, Market-Rate, Income-Restricted (not LIHTC)	 (GSS) Government-Subsidized
 (MRG) Market-Rate & Government-Subsidized	 (TIN) Tax Credit & Income-Restricted (not LIHTC)	 (ALL) Tax Credit, Market-Rate, Govt-Subsidized & Income-Restricted
 (MIN) Market-Rate & Income-Restricted (not LIHTC)	 (TMG) Tax Credit, Market-Rate & Government-Subsidized	

11	Catalina Shores 5970 Avalon Drive, Muskegon, MI 49444	Contact: Michelle Phone: (231) 798-9700
		Total Units: 88 UC: 0 Occupancy: 94.3% Stories: 2,3 Year Built: 2004 BR: 1, 2, 3 Vacant Units: 5 Waitlist: None AR Year: Target Population: Family Yr Renovated: Rent Special: None Notes: Rent range due to floorplan

12	Channel View Apts. 8050 Cook St, Montague, MI 49437	Contact: Jeanie Phone: (231) 893-2739
	Picture Not Available	Total Units: 56 UC: 0 Occupancy: 100.0% Stories: 2 Year Built: 1982 BR: 1, 2, 3 Vacant Units: 0 Waitlist: 12 mos AR Year: Target Population: Family Yr Renovated: Rent Special: None Notes: RD 515 (56); Has RA (31 units); Accepts HCV (0 currently); RD 515, has RA (31 units)

13	Chesapeake Landing 2690 Chesapeake Dr, Muskegon, MI 49442	Contact: Hunter Phone: (231) 777-2100
		Total Units: 88 UC: 0 Occupancy: 92.0% Stories: 2 Year Built: 2004 BR: 1, 2, 3 Vacant Units: 7 Waitlist: None AR Year: Target Population: Family Yr Renovated: Rent Special: None Notes: Rents change daily

14	Christian Manor 1480 McLaughlin Ave, Muskegon, MI 49442	Contact: Kate Phone: (231) 777-3788
		Total Units: 42 UC: 0 Occupancy: 100.0% Stories: 3 w/Elevator Year Built: 1985 BR: 0 Vacant Units: 0 Waitlist: None AR Year: Target Population: Family Yr Renovated: Rent Special: None Notes: HUD Section 8

15	Creekside Apts. 3796 S Ravenna Rd, Ravenna, MI 49451	Contact: Christine Phone: (231) 853-6356
		Total Units: 31 UC: 0 Occupancy: 100.0% Stories: 2 Year Built: 1982 BR: 1, 2 Vacant Units: 0 Waitlist: 53 HH AR Year: Target Population: Family Yr Renovated: 1999 Rent Special: None Notes: Tax Credit; RD 515, has RA (29 units)

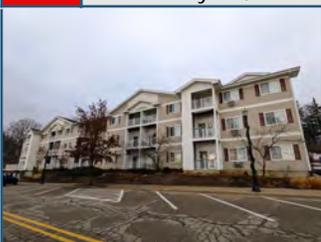
<ul style="list-style-type: none">  Comparable Property  Senior Restricted  (MRR) Market-Rate  (MRT) Market-Rate & Tax Credit  (MRG) Market-Rate & Government-Subsidized  (MIN) Market-Rate & Income-Restricted (not LIHTC) 	<ul style="list-style-type: none">  (MIG) Market-Rate, Income-Restricted (not LIHTC) & Govt-Subsidized  (TAX) Tax Credit  (TGS) Tax Credit & Government-Subsidized  (TMI) Tax Credit, Market-Rate, Income-Restricted (not LIHTC)  (TIN) Tax Credit & Income-Restricted (not LIHTC)  (TMG) Tax Credit, Market-Rate & Government-Subsidized 	<ul style="list-style-type: none">  (TIG) Tax Credit, Income-Restricted (not LIHTC) & Govt-Subsidized  (INR) Income-Restricted (not LIHTC)  (ING) Income-Restricted (not LIHTC) & Government-Subsidized  (GSS) Government-Subsidized  (ALL) Tax Credit, Market-Rate, Govt-Subsidized & Income-Restricted
---	---	--

	16 Darley Village 2245 Darley Dr., Muskegon, MI 49444		Contact: Skylar Phone: (231) 799-0077			
	Total Units: 51 UC: 0 Occupancy: 100.0% Stories: 1,2 w/Elevator Year Built: 2006 BR: 1, 2 Vacant Units: 0 Waitlist: 15 HH AR Year: Target Population: Senior 55+ Yr Renovated: Rent Special: None Notes: Offers month to month leasing only					

	17 Eastwood Village 2243 E. Apple Avenue Ste B, Muskegon, MI 49440		Contact: Taylor Phone: (231) 773-9777			
	Total Units: 69 UC: 0 Occupancy: 95.7% Stories: 3 Year Built: 1968 BR: 0, 2, 3 Vacant Units: 3 Waitlist: None AR Year: Target Population: Family Yr Renovated: Rent Special: None Notes:					

	18 Glen Oaks 410 Glen Oaks Dr., Muskegon, MI 49440		Contact: Pam Phone: (231) 773-4142			
	Total Units: 667 UC: 0 Occupancy: 100.0% Stories: 3 Year Built: 1973 BR: 1, 2 Vacant Units: 0 Waitlist: 3 HH AR Year: Target Population: Family Yr Renovated: Rent Special: None Notes: Rents change daily					

	19 Hamptons of Norton Shores 909 Hamptons Ct, Norton Shores, MI 49441		Contact: Darcy Phone: (231) 798-5000			
	Total Units: 104 UC: 0 Occupancy: 98.1% Stories: 2 Year Built: 2002 BR: 1, 2, 3 Vacant Units: 2 Waitlist: None AR Year: Target Population: Family Yr Renovated: Rent Special: None Notes: Rent range due to floorplan					

	20 Harbour Pointe Apts. 8673 Ferry St., Montague, MI 49437		Contact: Gwen Phone: (231) 893-7344			
	Total Units: 34 UC: 0 Occupancy: 100.0% Stories: 3 w/Elevator Year Built: 2003 BR: 1, 2 Vacant Units: 0 Waitlist: 3 HH AR Year: Target Population: Senior 55+ Yr Renovated: Rent Special: None Notes: Tax Credit; HOME Funds (9 units); Rent range for HOME funds					

Comparable Property	(MIG) Market-Rate, Income-Restricted (not LIHTC) & Govt-Subsidized	(TIG) Tax Credit, Income-Restricted (not LIHTC) & Govt-Subsidized
Senior Restricted	(TAX) Tax Credit	(INR) Income-Restricted (not LIHTC)
(MRR) Market-Rate	(TGS) Tax Credit & Government-Subsidized	(ING) Income-Restricted (not LIHTC) & Government-Subsidized
(MRT) Market-Rate & Tax Credit	(TMI) Tax Credit, Market-Rate, Income-Restricted (not LIHTC)	(GSS) Government-Subsidized
(MRG) Market-Rate & Government-Subsidized	(TIN) Tax Credit & Income-Restricted (not LIHTC)	(ALL) Tax Credit, Market-Rate, Govt-Subsidized & Income-Restricted
(MIN) Market-Rate & Income-Restricted (not LIHTC)	(TMG) Tax Credit, Market-Rate & Government-Subsidized	

21	Harmony Lake 6334 Harvey St, Fruitport Township, MI 49444	Contact: Lisa Phone: (231) 730-4000
	Total Units: 217 UC: 0 Occupancy: 100.0% Stories: 3 Year Built: 2022 BR: 1, 2 Vacant Units: 0 Waitlist: 17 HH AR Year: 2022 Target Population: Family Yr Renovated: Rent Special: None Notes: Rent range due to floor level & view	

22	Hartford Terrace 1080 Terrace St, Muskegon, MI 49442	Contact: Angie Phone: (231) 722-2647
	Total Units: 160 UC: 0 Occupancy: 100.0% Stories: 11 w/Elevator Year Built: 1974 BR: 1 Vacant Units: 0 Waitlist: 55 HH AR Year: Target Population: Family, Senior, Disabled Yr Renovated: Rent Special: None Notes: Public Housing	

23	Hickory Village 1890 Carriage Rd, Muskegon, MI 49442	Contact: Ashton Phone: (231) 773-2811
	Total Units: 180 UC: 0 Occupancy: 100.0% Stories: 2 w/Elevator Year Built: 1974 BR: 1 Vacant Units: 0 Waitlist: 6 mos AR Year: Target Population: Senior 62+ Yr Renovated: Rent Special: None Notes: HUD Section 8	

24	Hidden Cove 3975 Grand Haven Rd., Norton Shores, MI 49440	Contact: Britney Phone: (231) 798-7290
	Total Units: 54 UC: 0 Occupancy: 100.0% Stories: 2.5 Year Built: 1971 BR: 2, 3 Vacant Units: 0 Waitlist: 1 HH AR Year: Target Population: Family Yr Renovated: 2000 Rent Special: None Notes:	

25	Lake Forest 581 Lake Forest Ln., Muskegon, MI 49440	Contact: Quinn Phone: (231) 780-2166
	Total Units: 252 UC: 0 Occupancy: 100.0% Stories: 3 Year Built: 1975 BR: 1, 2, 3 Vacant Units: 0 Waitlist: 5 HH AR Year: Target Population: Family Yr Renovated: Rent Special: None Notes: Rents change daily	

<ul style="list-style-type: none"> ✔ Comparable Property ◆ Senior Restricted (MRR) Market-Rate (MRT) Market-Rate & Tax Credit (MRG) Market-Rate & Government-Subsidized (MIN) Market-Rate & Income-Restricted (not LIHTC) 	<ul style="list-style-type: none"> (MIG) Market-Rate, Income-Restricted (not LIHTC) & Govt-Subsidized (TAX) Tax Credit (TGS) Tax Credit & Government-Subsidized (TMI) Tax Credit, Market-Rate, Income-Restricted (not LIHTC) (TIN) Tax Credit & Income-Restricted (not LIHTC) (TMG) Tax Credit, Market-Rate & Government-Subsidized 	<ul style="list-style-type: none"> (TIG) Tax Credit, Income-Restricted (not LIHTC) & Govt-Subsidized (INR) Income-Restricted (not LIHTC) (ING) Income-Restricted (not LIHTC) & Government-Subsidized (GSS) Government-Subsidized (ALL) Tax Credit, Market-Rate, Govt-Subsidized & Income-Restricted
--	---	--

26	Lakeview Lofts I 351 W Western Ave, Muskegon, MI 49440		Contact: Josh Phone: (312) 451-6629			
	Picture Not Available	Total Units: 20 UC: 0 Occupancy: 100.0% Stories: 6 w/Elevator Year Built: 2019 BR: 2 Vacant Units: 0 Waitlist: 12 HH AR Year: Target Population: Family Yr Renovated: Rent Special: None Notes: Preleasing 11/2018, opened 7/2019, stabilized occupancy 11/2019				

27	Leonard Apts. 292 W Western Ave, Muskegon, MI 49440		Contact: Courtney Phone: (231) 241-8170			
		Total Units: 18 UC: 0 Occupancy: 72.2% Stories: 6 w/Elevator Year Built: 2022 BR: 1, 2 Vacant Units: 5 Waitlist: None AR Year: Target Population: Family Yr Renovated: Rent Special: None Notes: Preleasing 7/2021, 1st units opened 6/2022, still in lease-up				

28	Mona Shores 3711 Henry St, Norton Shores, MI 49441		Contact: Kathy Phone: (231) 759-2222			
		Total Units: 39 UC: 0 Occupancy: 100.0% Stories: 3 Year Built: 1965 BR: 1, 2 Vacant Units: 0 Waitlist: None AR Year: Target Population: Family Yr Renovated: Rent Special: None Notes:				

29	Muskegon Hamilton 81 Hamilton Ave, Muskegon, MI 49440		Contact: Georgia Strube Phone: (231) 288-1644			
		Total Units: 20 UC: 0 Occupancy: 95.0% Stories: 3 Year Built: 1929 BR: 0, 1, 2 Vacant Units: 1 Waitlist: None AR Year: Target Population: Family Yr Renovated: Rent Special: None Notes:				

30	Muskegon Townhouses 919 Marquette Ave., Muskegon, MI 49440		Contact: Latrisha Phone: (231) 222-9458			
		Total Units: 213 UC: 0 Occupancy: 100.0% Stories: 2 Year Built: 1970 BR: 1, 2, 3 Vacant Units: 0 Waitlist: 2-6 mos AR Year: Target Population: Family Yr Renovated: Rent Special: None Notes: Higher rent for units with w/d				

✓	Comparable Property	■	(MIG) Market-Rate, Income-Restricted (not LIHTC) & Govt-Subsidized	■	(TIG) Tax Credit, Income-Restricted (not LIHTC) & Govt-Subsidized
◆	Senior Restricted	■	(TAX) Tax Credit	■	(INR) Income-Restricted (not LIHTC)
■	(MRR) Market-Rate	■	(TGS) Tax Credit & Government-Subsidized	■	(ING) Income-Restricted (not LIHTC) & Government-Subsidized
■	(MRT) Market-Rate & Tax Credit	■	(TMI) Tax Credit, Market-Rate, Income-Restricted (not LIHTC)	■	(GSS) Government-Subsidized
■	(MRG) Market-Rate & Government-Subsidized	■	(TIN) Tax Credit & Income-Restricted (not LIHTC)	■	(ALL) Tax Credit, Market-Rate, Govt-Subsidized & Income-Restricted
■	(MIN) Market-Rate & Income-Restricted (not LIHTC)	■	(TMG) Tax Credit, Market-Rate & Government-Subsidized		

31	Oakhill Village & Townhomes 1000 Marquette Ave, Muskegon, MI 49442	Contact: Lois Phone: (231) 598-4480
		Total Units: 175 UC: 0 Occupancy: 90.9% Stories: 1,2 Year Built: 1972 BR: 1, 2, 3, 4 Vacant Units: 16 Waitlist: None AR Year: Target Population: Family Yr Renovated: Rent Special: None Notes:

32	Park Terrace 1290 W. Hackley Ave., Muskegon, MI 49441	Contact: Amber Phone: (231) 759-1449
		Total Units: 150 UC: 0 Occupancy: 100.0% Stories: 2 Year Built: 2003 BR: 1, 2, 3 Vacant Units: 0 Waitlist: 30 HH AR Year: Target Population: Family Yr Renovated: Rent Special: None Notes: Market-rate (80 units); Tax Credit (70 units)

33	Park Woods 924 Shonat St, Muskegon Township, MI 49442	Contact: Tiffany Phone: (231) 773-3234
		Total Units: 100 UC: 0 Occupancy: 100.0% Stories: 2,3 w/Elevator Year Built: 1979 BR: 1, 2, 3 Vacant Units: 0 Waitlist: 24-36 mos AR Year: Target Population: Family, Senior 62+ Yr Renovated: Rent Special: None Notes: HUD Section 8

34	Pine Grove Manor 1764 E Apple Ave, Muskegon, MI 49442	Contact: Missy Phone: (231) 773-5563
		Total Units: 172 UC: 0 Occupancy: 100.0% Stories: 9 w/Elevator Year Built: 1973 BR: 1, 2 Vacant Units: 0 Waitlist: None AR Year: Target Population: Senior 62+ Yr Renovated: Rent Special: None Notes: Market-rate (25 units); HUD Section 8 (147 units)

35	Pioneer Arbour 2300 Barclay St, Muskegon, MI 49441	Contact: Bridgette Phone: (231) 220-2313
		Total Units: 16 UC: 0 Occupancy: 100.0% Stories: 1 Year Built: 1991 BR: 1, 2 Vacant Units: 0 Waitlist: 23 HH AR Year: Target Population: Disabled Yr Renovated: Rent Special: None Notes: HUD section 202

<ul style="list-style-type: none">  Comparable Property  Senior Restricted  (MRR) Market-Rate  (MRT) Market-Rate & Tax Credit  (MRG) Market-Rate & Government-Subsidized  (MIN) Market-Rate & Income-Restricted (not LIHTC) 	<ul style="list-style-type: none">  (MIG) Market-Rate, Income-Restricted (not LIHTC) & Govt-Subsidized  (TAX) Tax Credit  (TGS) Tax Credit & Government-Subsidized  (TMI) Tax Credit, Market-Rate, Income-Restricted (not LIHTC)  (TIN) Tax Credit & Income-Restricted (not LIHTC)  (TMG) Tax Credit, Market-Rate & Government-Subsidized 	<ul style="list-style-type: none">  (TIG) Tax Credit, Income-Restricted (not LIHTC) & Govt-Subsidized  (INR) Income-Restricted (not LIHTC)  (ING) Income-Restricted (not LIHTC) & Government-Subsidized  (GSS) Government-Subsidized  (ALL) Tax Credit, Market-Rate, Govt-Subsidized & Income-Restricted
---	---	--

36	Platinum Pines 5850 Quarterline Rd, Muskegon, MI 49444	Contact: Gary Phone: (231) 747-0016
	 <p>Total Units: 55 UC: 0 Occupancy: 98.2% Stories: 2 Year Built: 2017 BR: 1, 2, 3 Vacant Units: 1 Waitlist: None AR Year: Target Population: Family Yr Renovated: Rent Special: None Notes: Rent range due to unit location & floorplan</p>	

37	Quail Meadows 725 Meadow Ct, Muskegon, MI 49442	Contact: Bonnie Phone: (231) 777-3013
	 <p>Total Units: 120 UC: 0 Occupancy: 100.0% Stories: 2 Year Built: 1980 BR: 1, 2, 3 Vacant Units: 0 Waitlist: 14-120 mos AR Year: Target Population: Family Yr Renovated: Rent Special: None Notes: HUD Section 8</p>	

38	Regency Apts. 860 Marquette Ave, Muskegon, MI 49442	Contact: Pam Phone: (231) 225-4120
	 <p>Total Units: 46 UC: 0 Occupancy: 100.0% Stories: 2 Year Built: 2007 BR: 2, 3 Vacant Units: 0 Waitlist: Yes AR Year: Target Population: Family Yr Renovated: Rent Special: None Notes:</p>	

39	Renaissance Place 570 W. Clay Ave., Muskegon, MI 49440	Contact: Nancy Phone: (231) 728-5300
	 <p>Total Units: 24 UC: 0 Occupancy: 100.0% Stories: 3 w/Elevator Year Built: 2008 BR: 2 Vacant Units: 0 Waitlist: Yes AR Year: Target Population: Senior 55+ Yr Renovated: Rent Special: None Notes: Market-rate (1 unit); Tax Credit (23 units)</p>	

40	Reserve at Norton Shores 1523 Norton Shores Ln, Norton Shores, MI 49444	Contact: Nikki Phone: (231) 799-0909
	 <p>Total Units: 150 UC: 0 Occupancy: 100.0% Stories: 1,2 Year Built: 2005 BR: 1, 2, 3 Vacant Units: 0 Waitlist: 25 HH AR Year: Target Population: Family Yr Renovated: Rent Special: None Notes: Tax Credit</p>	

<ul style="list-style-type: none">  Comparable Property  Senior Restricted  (MRR) Market-Rate  (MRT) Market-Rate & Tax Credit  (MRG) Market-Rate & Government-Subsidized  (MIN) Market-Rate & Income-Restricted (not LIHTC) 	<ul style="list-style-type: none">  (MIG) Market-Rate, Income-Restricted (not LIHTC) & Govt-Subsidized  (TAX) Tax Credit  (TGS) Tax Credit & Government-Subsidized  (TMI) Tax Credit, Market-Rate, Income-Restricted (not LIHTC)  (TIN) Tax Credit & Income-Restricted (not LIHTC)  (TMG) Tax Credit, Market-Rate & Government-Subsidized 	<ul style="list-style-type: none">  (TIG) Tax Credit, Income-Restricted (not LIHTC) & Govt-Subsidized  (INR) Income-Restricted (not LIHTC)  (ING) Income-Restricted (not LIHTC) & Government-Subsidized  (GSS) Government-Subsidized  (ALL) Tax Credit, Market-Rate, Govt-Subsidized & Income-Restricted
---	---	--

41	Roosevelt Apts. 525 W Summit Ave, Muskegon Heights, MI 49444	Contact: Lisa Phone: (231) 557-9225
	Total Units: 50 UC: 0 Occupancy: 100.0% Stories: 2,3 Year Built: 1929 BR: 1, 2 Vacant Units: 0 Waitlist: Tax Credit; 63 HH AR Year: 2017 Target Population: Family, Homeless Yr Renovated: Rent Special: None Notes: Tax Credit (26 units); HUD Section 8 (24 units)	
42	Royale Glen Townhomes 1085 Royal Glen Dr, Muskegon, MI 49441	Contact: Yvonne Phone: (231) 759-7030
	Total Units: 78 UC: 0 Occupancy: 100.0% Stories: 2 Year Built: 1994 BR: 2, 3 Vacant Units: 0 Waitlist: 6 mos AR Year: Target Population: Family Yr Renovated: Rent Special: None Notes: Tax Credit	
43	Samaritas Affordable Living Muskegon 785 Spring St, Muskegon, MI 49440	Contact: Sheila Morris Phone: (231) 900-1414
	Total Units: 0 UC: 53 Occupancy: Stories: 4 w/Elevator Year Built: 2022 BR: 1 Vacant Units: 0 Waitlist: None AR Year: Target Population: Senior 55+ Yr Renovated: Rent Special: None Notes: Opened 12/2022; No units preleased yet, just taking applications	
44	Shawl Apts. I 225 Hall St, Whitehall, MI 49461	Contact: Christina Phone: (231) 894-9464
	Total Units: 40 UC: 0 Occupancy: 100.0% Stories: 1 Year Built: 1983 BR: 1 Vacant Units: 0 Waitlist: 30 mos AR Year: Target Population: Senior 62+ Yr Renovated: Rent Special: None Notes: HUD Section 8	
45	Shawl Apts. II 8363 Cook St, Montague, MI 49437	Contact: Christina Phone: (231) 894-9464
Picture Not Available	Total Units: 25 UC: 0 Occupancy: 100.0% Stories: 1 Year Built: 1991 BR: 1 Vacant Units: 0 Waitlist: 50 HH AR Year: Target Population: Senior 62+ Yr Renovated: Rent Special: None Notes: HUD Section 202	

 Comparable Property	 (MIG) Market-Rate, Income-Restricted (not LIHTC) & Govt-Subsidized	 (TIG) Tax Credit, Income-Restricted (not LIHTC) & Govt-Subsidized
 Senior Restricted	 (TAX) Tax Credit	 (INR) Income-Restricted (not LIHTC)
 (MRR) Market-Rate	 (TGS) Tax Credit & Government-Subsidized	 (ING) Income-Restricted (not LIHTC) & Government-Subsidized
 (MRT) Market-Rate & Tax Credit	 (TMI) Tax Credit, Market-Rate, Income-Restricted (not LIHTC)	 (GSS) Government-Subsidized
 (MRG) Market-Rate & Government-Subsidized	 (TIN) Tax Credit & Income-Restricted (not LIHTC)	 (ALL) Tax Credit, Market-Rate, Govt-Subsidized & Income-Restricted
 (MIN) Market-Rate & Income-Restricted (not LIHTC)	 (TMG) Tax Credit, Market-Rate & Government-Subsidized	

46	Shoreline Landing		Contact: Mary		
	959 Flette St., Norton Shores, MI 49441		Phone: (231) 799-8808		
		Total Units: 210 UC: 0	Occupancy: 100.0%	Stories: 2,3	Year Built: 2003
		BR: 1, 2, 3	Vacant Units: 0	Waitlist: 36 HH	AR Year:
		Target Population: Family			Yr Renovated:
		Rent Special: None			
		Notes: Rent range based on floorplan & units with attached garage			

47	Shores of Roosevelt Park		Contact: Kristen		
	3050 Maple Grove Rd, Muskegon, MI 49441		Phone: (231) 903-0094		
		Total Units: 302 UC: 0	Occupancy: 99.3%	Stories: 3	Year Built: 1973
		BR: 0, 1, 2	Vacant Units: 2	Waitlist: None	AR Year:
		Target Population: Family			Yr Renovated:
		Rent Special: None			
		Notes: Rent range due to upgrades & floor level			

48	Ten21		Contact: Ashley		
	1021 Jefferson St, Muskegon, MI 49440		Phone: (231) 769-2440		
		Total Units: 73 UC: 0	Occupancy: 100.0%	Stories: 3	Year Built: 2021
		BR: 1, 2	Vacant Units: 0	Waitlist: 6 mos	AR Year:
		Target Population: Family			Yr Renovated:
		Rent Special: None			
		Notes: Opened 9/2021, stabilized occupancy 2/2021			

49	Terrace Flats		Contact: Kristen		
	316 Morris Ave, Muskegon, MI 49440		Phone: (231) 724-5393		
		Total Units: 20 UC: 0	Occupancy: 100.0%	Stories: 7	w/Elevator Year Built: 2018
		BR: 1, 2	Vacant Units: 0	Waitlist: 120 HH	AR Year:
		Target Population: Family			Yr Renovated:
		Rent Special: None			
		Notes: 2-br rent range based on view & amenities; Preleasing 12/2017, opened 3/2018, stabilized occupancy 11/2018			

50	Tiffany Woods		Contact: Stacey		
	3298 Roosevelt Rd., Muskegon, MI 49440		Phone: (231) 780-3105		
		Total Units: 302 UC: 0	Occupancy: 98.3%	Stories: 2.5	Year Built: 1970
		BR: 1, 2, 3	Vacant Units: 5	Waitlist: None	AR Year:
		Target Population: Family			Yr Renovated:
		Rent Special: None			
		Notes: Rent range due to upgrades & floor level			

 Comparable Property	 (MIG) Market-Rate, Income-Restricted (not LIHTC) & Govt-Subsidized	 (TIG) Tax Credit, Income-Restricted (not LIHTC) & Govt-Subsidized
 Senior Restricted	 (TAX) Tax Credit	 (INR) Income-Restricted (not LIHTC)
 (MRR) Market-Rate	 (TGS) Tax Credit & Government-Subsidized	 (ING) Income-Restricted (not LIHTC) & Government-Subsidized
 (MRT) Market-Rate & Tax Credit	 (TMI) Tax Credit, Market-Rate, Income-Restricted (not LIHTC)	 (GSS) Government-Subsidized
 (MRG) Market-Rate & Government-Subsidized	 (TIN) Tax Credit & Income-Restricted (not LIHTC)	 (ALL) Tax Credit, Market-Rate, Govt-Subsidized & Income-Restricted
 (MIN) Market-Rate & Income-Restricted (not LIHTC)	 (TMG) Tax Credit, Market-Rate & Government-Subsidized	

51	Trinity Village 2205 Valley St., Muskegon, MI 49444	Contact: Pam Phone: (231) 722-7205
	Total Units: 60 UC: 0 Occupancy: 100.0% Stories: 1,2 Year Built: 1993 BR: 1, 2, 3 Vacant Units: 0 Waitlist: 75 HH AR Year: Target Population: Family Yr Renovated: Rent Special: None Notes: Market-rate (30 units); Tax Credit (30 units)	
52	Village at Park Terrace (IL) 1350 W. Hackley Ave., Muskegon, MI 49440	Contact: Mary Phone: (231) 755-6560
	Total Units: 122 UC: 0 Occupancy: 95.9% Stories: 3 w/Elevator Year Built: 2003 BR: 1, 2 Vacant Units: 5 Waitlist: Tax Credit; 6-12 mos AR Year: Target Population: Senior 55+ Yr Renovated: Rent Special: \$1,000 rent credit after 90 days Notes: Market-rate (62 units); Tax Credit (60 units)	
53	Watermark Lofts 930 Washington Ave, Muskegon, MI 49441	Contact: Liz Phone: (231) 727-0805
	Total Units: 33 UC: 0 Occupancy: 100.0% Stories: 5 w/Elevator Year Built: 1899 BR: 1, 2, 3 Vacant Units: 0 Waitlist: 2-3 mos AR Year: 2008 Target Population: Family Yr Renovated: Rent Special: None Notes:	
54	Whispering Timbers 1589 Hoyt St, Muskegon, MI 49442	Contact: Phone: (231) 726-4501
Picture Not Available	Total Units: 18 UC: 0 Occupancy: 100.0% Stories: 1 Year Built: 2002 BR: 1 Vacant Units: 0 Waitlist: None AR Year: Target Population: Disabled Yr Renovated: Rent Special: None Notes:	
55	Whitehall Apts. II 1123 E Colby St, Whitehall, MI 49461	Contact: Jamie Phone: (231) 894-8236
Picture Not Available	Total Units: 48 UC: 0 Occupancy: 100.0% Stories: 2 Year Built: 1983 BR: 1, 2, 3 Vacant Units: 0 Waitlist: 67 HH AR Year: 2021 Target Population: Family Yr Renovated: Rent Special: None Notes: Tax Credit; HUD Section 8; RD 515, has no RA	

 Comparable Property	 (MIG) Market-Rate, Income-Restricted (not LIHTC) & Govt-Subsidized	 (TIG) Tax Credit, Income-Restricted (not LIHTC) & Govt-Subsidized
 Senior Restricted	 (TAX) Tax Credit	 (INR) Income-Restricted (not LIHTC)
 (MRR) Market-Rate	 (TGS) Tax Credit & Government-Subsidized	 (ING) Income-Restricted (not LIHTC) & Government-Subsidized
 (MRT) Market-Rate & Tax Credit	 (TMI) Tax Credit, Market-Rate, Income-Restricted (not LIHTC)	 (GSS) Government-Subsidized
 (MRG) Market-Rate & Government-Subsidized	 (TIN) Tax Credit & Income-Restricted (not LIHTC)	 (ALL) Tax Credit, Market-Rate, Govt-Subsidized & Income-Restricted
 (MIN) Market-Rate & Income-Restricted (not LIHTC)	 (TMG) Tax Credit, Market-Rate & Government-Subsidized	

ADDENDUM B:
NON-CONVENTIONAL &
VACATION RENTAL SURVEYS

NON-CONVENTIONAL RENTALS

	Address	City	Type	Price	Square Feet	Price Per Square Foot	Bed	Bath	Year Built	Source
1	3200 5th Street	Muskegon Heights	Single-Family Home	\$825	743	\$1.11	1	1.0	1930	Westshore Prop. Mgmt.
2	2816 Jefferson Street	Muskegon Heights	Single-Family Home	\$1,095	1,128	\$0.97	3	1.0	1915	Trulia
3	2129 Jarman Street	Muskegon Heights	Single-Family Home	\$850	1,000	\$0.85	2	1.0	1920	Trulia
4	161 West Delano Avenue	Muskegon Heights	Single-Family Home	\$750	900	\$0.83	2	1.0	1940	Trulia
5	113 Harrison Boulevard	Muskegon Heights	Single-Family Home	\$925	900	\$1.03	2	1.0	1940	Trulia
6	2113 6th Street	Muskegon Heights	Single-Family Home	\$1,050	1,160	\$0.91	2	1.0	1929	Trulia
7	6192 Whitehall Road	Whitehall	Single-Family Home	\$1,000	1,092	\$0.92	3	2.0	1971	Trulia
8	2451 Pembroke Drive	Norton Shores	Single-Family Home	\$925	600	\$1.54	2	1.0	-	Apartments.com
9	1486 Carr Road	Muskegon	Apartment	\$995	800	\$1.24	2	1.0	1987	Apartments.com
10	516 Courtland Lane	Muskegon	Apartment	\$999	1,056	\$0.95	3	2.0	2021	Trulia
11	516 Courtland Lane	Muskegon	Single-Family Home	\$1,249	1,456	\$0.86	3	2.0	2021	Trulia
12	1011 Ruddiman Drive	Muskegon	Apartment	\$915	900	\$1.02	1	1.0	1963	Trulia
13	2262 Lincoln Park Drive	Muskegon	Duplex	\$950	1,664	\$0.57	2	1.0	1967	Trulia
14	1475 West Street	Muskegon	Single-Family Home	\$1,150	950	\$1.21	3	1.0	1973	Apartments.com
15	2925 Lemuel Street	Muskegon Heights	Single-Family Home	\$850	672	\$1.26	2	1.0	1920	Apartments.com
16	3134 Glendale Street	Muskegon Heights	Single-Family Home	\$875	935	\$0.94	2	1.0	1927	Apartments.com
17	3350 Highland Street	Muskegon Heights	Single-Family Home	\$1,175	1,000	\$1.18	3	1.0	1945	Apartments.com
18	3137 Merriam Street	Muskegon Heights	Apartment	\$700	600	\$1.17	2	1.0	1925	Rentals.com
19	1294 West Norton Avenue	Muskegon	Apartment	\$995	-	-	2	1.0	1987	Rentals.com
20	1519 Canterbury Avenue	Norton Shores	Single-Family Home	\$1,200	1,194	\$1.01	3	1.0	1955	Zillow
21	306 Gibbs Street	Whitehall	Single-Family Home	\$1,300	1,000	\$1.30	3	1.0	1973	Zillow
22	2728 Bellevue Road	Norton Shores	Single-Family Home	\$1,400	980	\$1.43	2	2.0	1945	Realtor.com
23	2336 Hoyt Street	Muskegon Heights	Single-Family Home	\$950	1,600	\$0.59	3	1.0	1925	Realtor.com
24	1480 Carr Road	Muskegon	Apartment	\$995	-	-	2	1.0	-	Realtor.com
25	2088 Garland Drive	Norton Shores	Single-Family Home	\$1,700	1,104	\$1.54	3	1.0	1960	Trulia

(Continued)

NON-CONVENTIONAL RENTALS

	Address	City	Type	Price	Square Feet	Price Per Square Foot	Bed	Bath	Year Built	Source
26	403 East Broadway Avenue	Muskegon Heights	Single-Family Home	\$950	672	\$1.41	3	1.0	1915	Trulia
27	67 West Broadway Avenue	Muskegon Heights	Apartment	\$750	400	\$1.88	1	1.0	-	Craigslist
28	2643 Howden Street	Muskegon Heights	Single-Family Home	\$795	690	\$1.15	2	1.0	1925	ForRent.com
29	201 Harrison Boulevard	Muskegon Heights	Single-Family Home	\$775	580	\$1.34	1	1.0	1925	Craigslist
30	2921 Peck Street	Muskegon Heights	Apartment	\$650	-	-	1	1.0	1925	Craigslist
31	2921 Peck Street	Muskegon Heights	Apartment	\$725	-	-	1	1.0	1925	Craigslist
32	North Whitehall Road	Muskegon Heights	Single-Family Home	\$1,380	1,428	\$0.97	3	1.5	-	Craigslist
33	Old Channel Trail	Montague	Four-plex	\$695	550	\$1.26	2	1.0	-	Craigslist
34	1879 Burton Road	Muskegon	Single-Family Home	\$950	980	\$0.97	2	1.0	1940	Apartments.com

VACATION RENTALS

There is a large amount of vacation data; specifically, 526 Airbnb and Vrbo listings. Upon your request we can provide this data in Excel form.

ADDENDUM C:
SENIOR CARE HOUSING SURVEY

Independent Living/Congregate Care

Map ID	Facility Name	Address	City	ST	Year Built	Total Units	Vacant Beds	Occ. Rate	Base Monthly Rates
I-1	Village at Park Terrace	1350 W. Hackley Ave.	Muskegon	MI	2003	122	12	90.0%	\$1,240-\$1830
I-2	DaySpring Independent Living Apts.	640 Lake Forest Ln.	Norton Shores	MI	2000	16	0	100.0%	\$2145-\$2,725
C-1	Oaks	1740 Village Dr.	Muskegon	MI	2001	97	0	100.0%	\$1,617-\$2,470

Assisted Living-Home for the Aged

Map ID	Facility Name	Address	City	ST	Year Built/ Renovated	Licensed Beds	Marketed Beds	Vacant Beds	Occ. Rate	Base Monthly Rates
A-1	Christian Care Assisted Living	1530 McLaughlin Ave.	Muskegon	MI	2007	105	84	29	65.5%	\$3,500 - \$5,000
A-2	Christian Care Assisted Living	2053 S. Sheridan	Muskegon	MI	2012	21	21	0	100.0%	\$5,500
A-3	Cove at Lake Woods	1776 Vulcan St.	Muskegon	MI	1970/2007	80	80	60	25.0%	\$2,250
A-4	Dayspring Asst. Living Residence	572 Lake Forest Ln.	Muskegon	MI	2000	72	66	1	98.5%	\$3,290 - \$6,045
A-5	Hume Home of Muskegon	1244 W Southern Ave.	Muskegon	MI	1912	34	34	17	50.0%	\$3,700
A-6	Seminole Shores Assisted Living Center	850 Seminole Rd.	Muskegon	MI	2000	129	100	33	67.0%	\$4,700
A-7	Northcrest Assisted Living Community	2650 Ruddiman St.	North Muskegon	MI	1970/2016	86	85	34	60.0%	\$1,975 - \$2,975

Assisted Living-Large Group

Map ID	Facility Name	Address	City	ST	Year Built	Licensed Beds	Marketed Beds	Vacant Beds	Occ. Rate	Base Monthly Rates
A-8	Agape Home at Blueberry Fields	4747 E. Mount Garfield Rd.	Fruitport	MI	2010	18	18	0	100.0%	\$4,075 - \$4,625
A-9	Chestnut Fields Retirement Community	5425 Chestnut Dr.	Muskegon	MI	2007	72	72	42	41.7%	\$4,300
A-10	Sanctuary at the Oaks #1	1740 Village Dr.	Muskegon	MI	2001	17	17	0	100.0%	\$3,192-\$5,211
A-11	Sanctuary at the Oaks #2	1740 Village Dr.	Muskegon	MI	2001	16	16	0	100.0%	\$3,192-\$5,211
A-12	Agape Home	4445 S. Brooks Rd.	Muskegon	MI	1989	20	20	0	100.0%	\$3,560-\$4,385
A-13	Hallstrom Castle Assisted Living	5638 Holton Rd.	Twin Lake	MI	2020	20	20	0	100.0%	\$3,900-\$6,000

Nursing Care

Map ID	Facility Name	Address	City	ST	Year Built/ Renovated	Licensed Beds	Marketed Beds	Vacant Beds	Occ. Rate	Base Monthly Rates
N-1	Christian Care Nursing Center	2053 S. Sheridan Dr.	Muskegon	MI	1997	49	49	24	51.0%	\$9,885
N-2	Hillcrest Nursing and Rehabilitation Community	695 Mitzi St.	North Muskegon	MI	1987	39	39	8	79.5%	\$10,433-\$11,376
N-3	Lake Woods Nursing & Rehabilitation Center	1684 Vulcan St.	Muskegon	MI	1970/2007	90	90	18	80.0%	\$10,189
N-4	Roosevelt Park Nursing and Rehabilitation Community	1300 W. Broadway Ave.	Muskegon	MI	1960	39	39	4	89.7%	\$9,308-\$10,129
N-5	SKLD Muskegon	1061 W. Hackley Ave.	Muskegon	MI	2002	107	107	23	78.5%	\$10,189

ADDENDUM D:
COMMUNITY INPUT RESULTS

STAKEHOLDER SURVEY

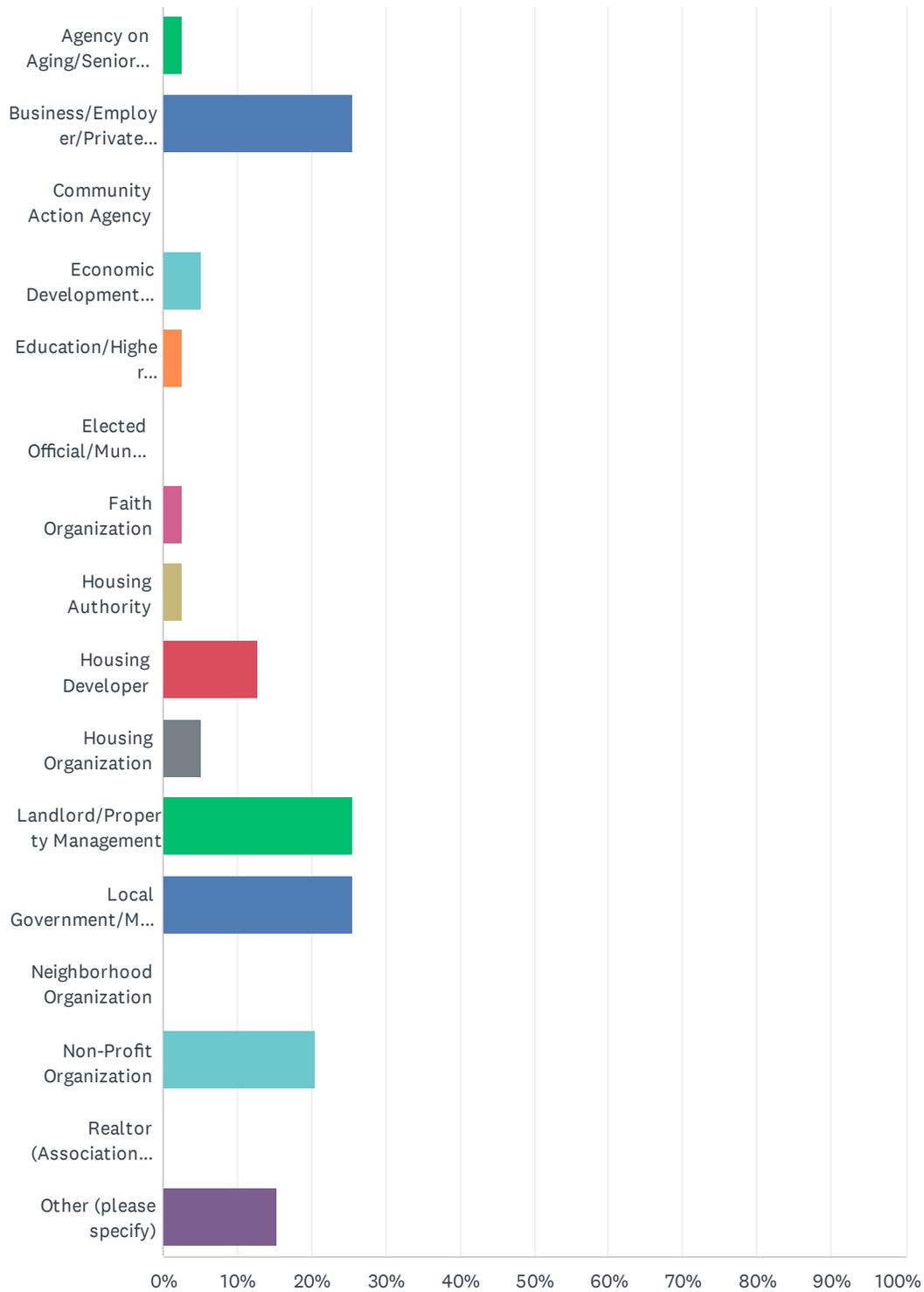
Q1 Please provide your contact information, should we need to follow-up with this response.

Answered: 39 Skipped: 0

ANSWER CHOICES	RESPONSES	
Name	100.00%	39
Organization	94.87%	37
Email Address	100.00%	39
Phone Number	92.31%	36

Q2 What type of organization do you represent? (select all that apply)

Answered: 39 Skipped: 0

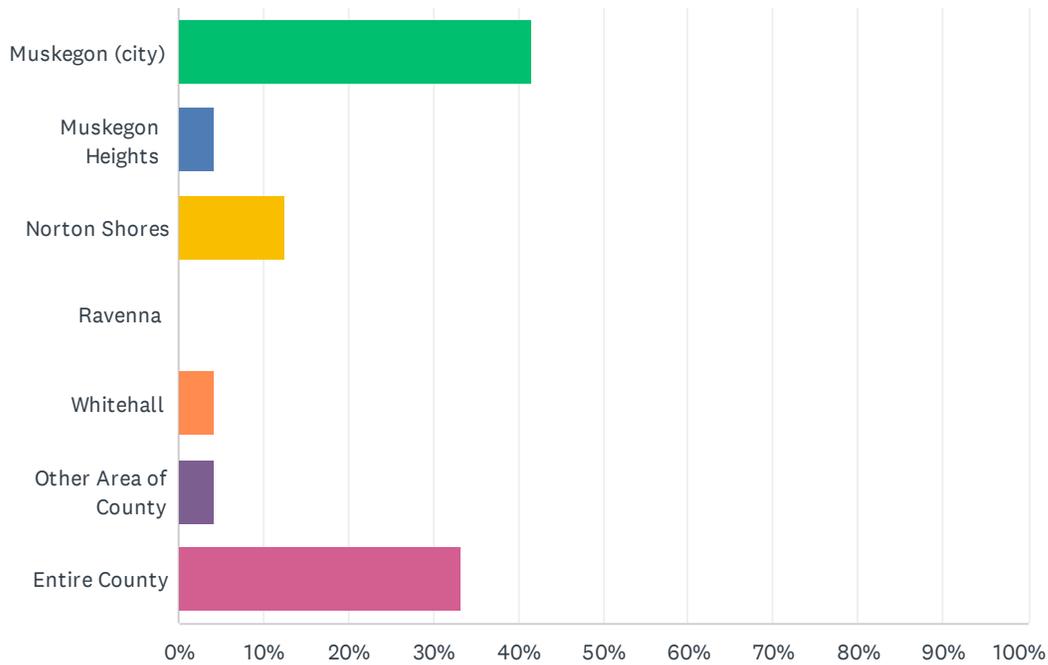


Muskegon, Michigan Stakeholder Survey

ANSWER CHOICES	RESPONSES	
Agency on Aging/Senior Services	2.56%	1
Business/Employer/Private Sector	25.64%	10
Community Action Agency	0.00%	0
Economic Development Organizations	5.13%	2
Education/Higher Education/University	2.56%	1
Elected Official/Municipal Contact	0.00%	0
Faith Organization	2.56%	1
Housing Authority	2.56%	1
Housing Developer	12.82%	5
Housing Organization	5.13%	2
Landlord/Property Management	25.64%	10
Local Government/Municipal Official	25.64%	10
Neighborhood Organization	0.00%	0
Non-Profit Organization	20.51%	8
Realtor (Association/Board of Realtors/Etc.)	0.00%	0
Other (please specify)	15.38%	6
Total Respondents: 39		

Q3 What area do you serve?

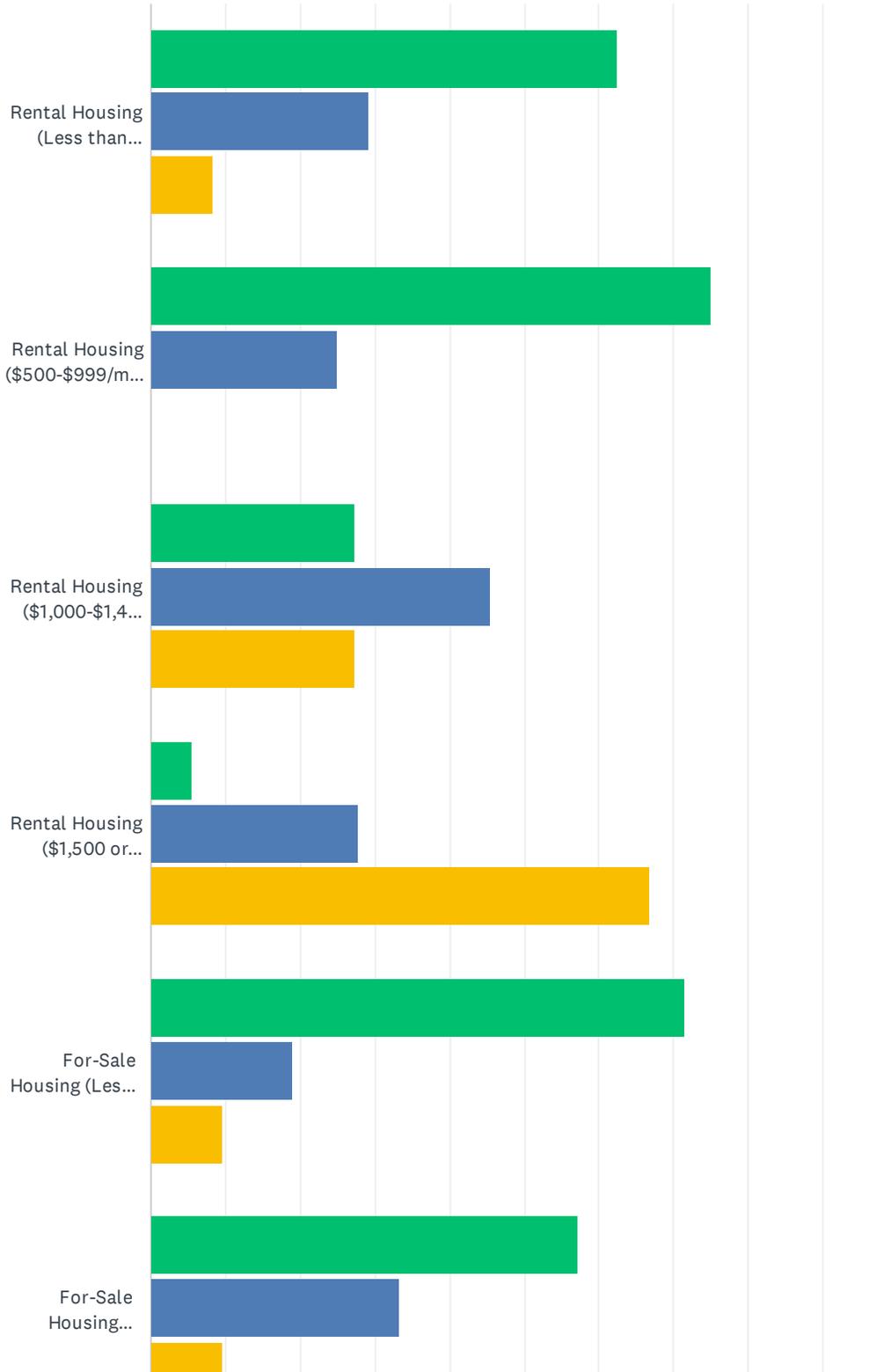
Answered: 24 Skipped: 15



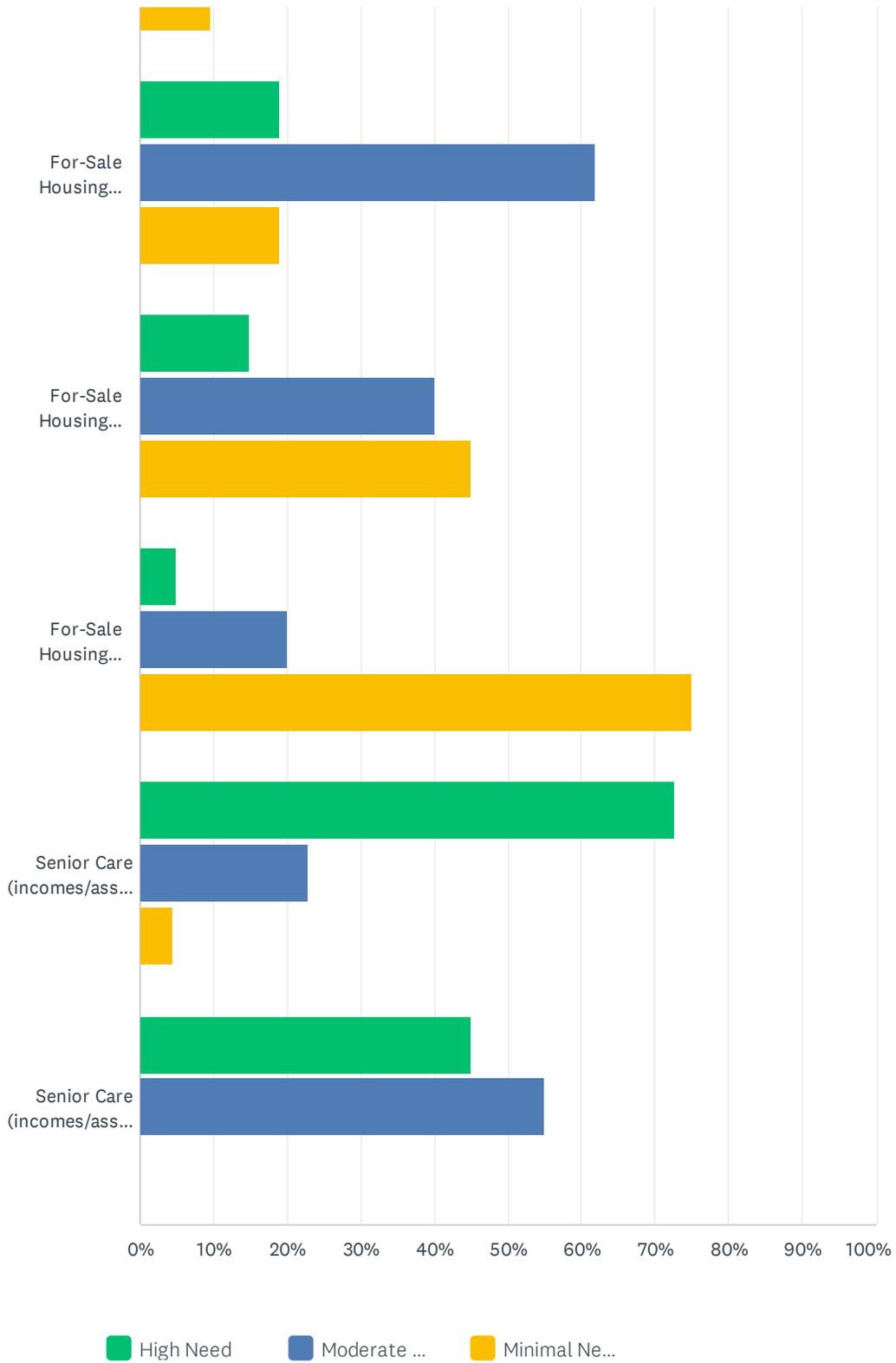
ANSWER CHOICES	RESPONSES	
Muskegon (city)	41.67%	10
Muskegon Heights	4.17%	1
Norton Shores	12.50%	3
Ravenna	0.00%	0
Whitehall	4.17%	1
Other Area of County	4.17%	1
Entire County	33.33%	8
TOTAL		24

Q4 To what degree are each of the following housing types needed by price point in the market? (Note: Senior care reflects household income/assets as opposed to rents/fees)

Answered: 24 Skipped: 15



Muskegon, Michigan Stakeholder Survey

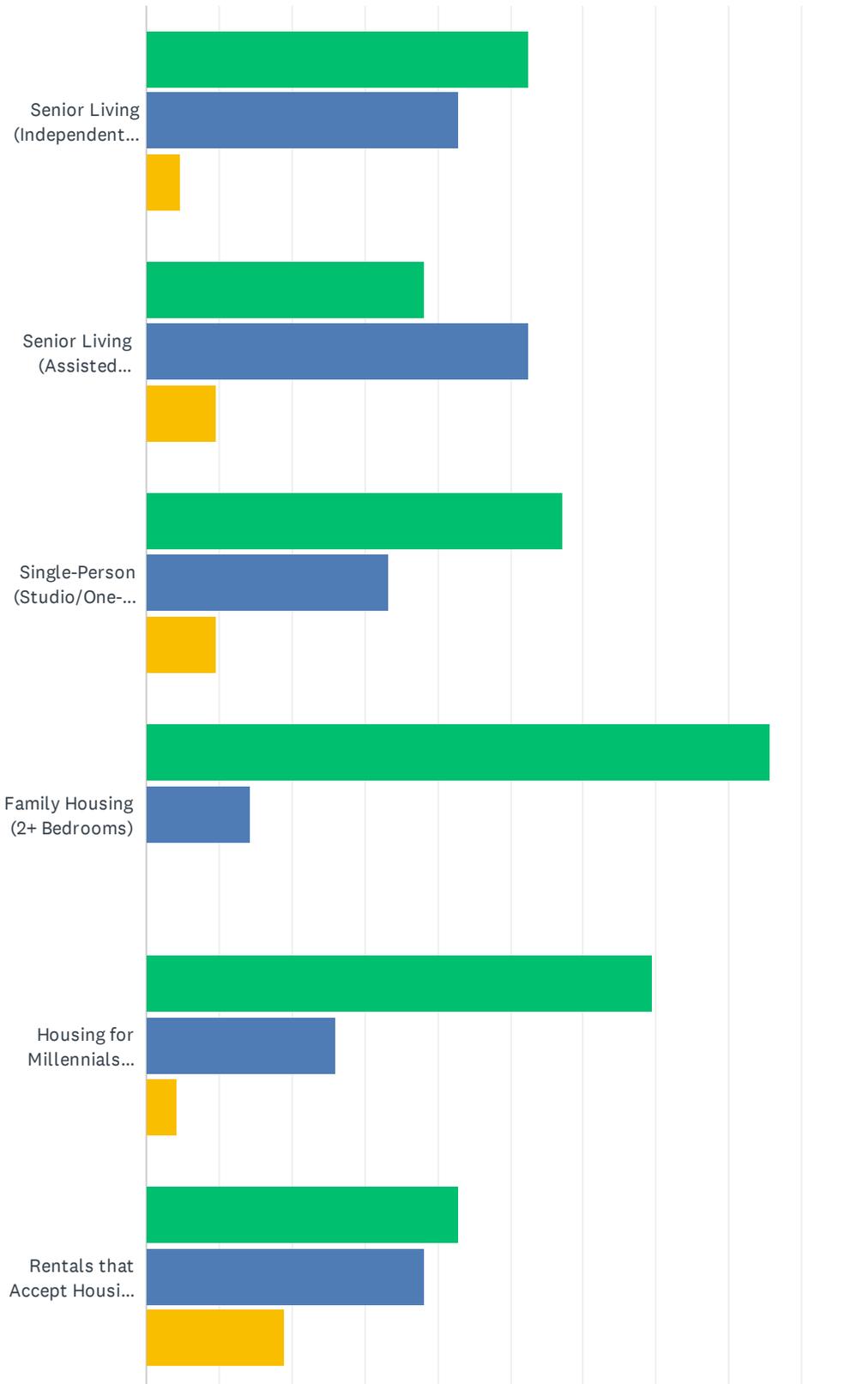


Muskegon, Michigan Stakeholder Survey

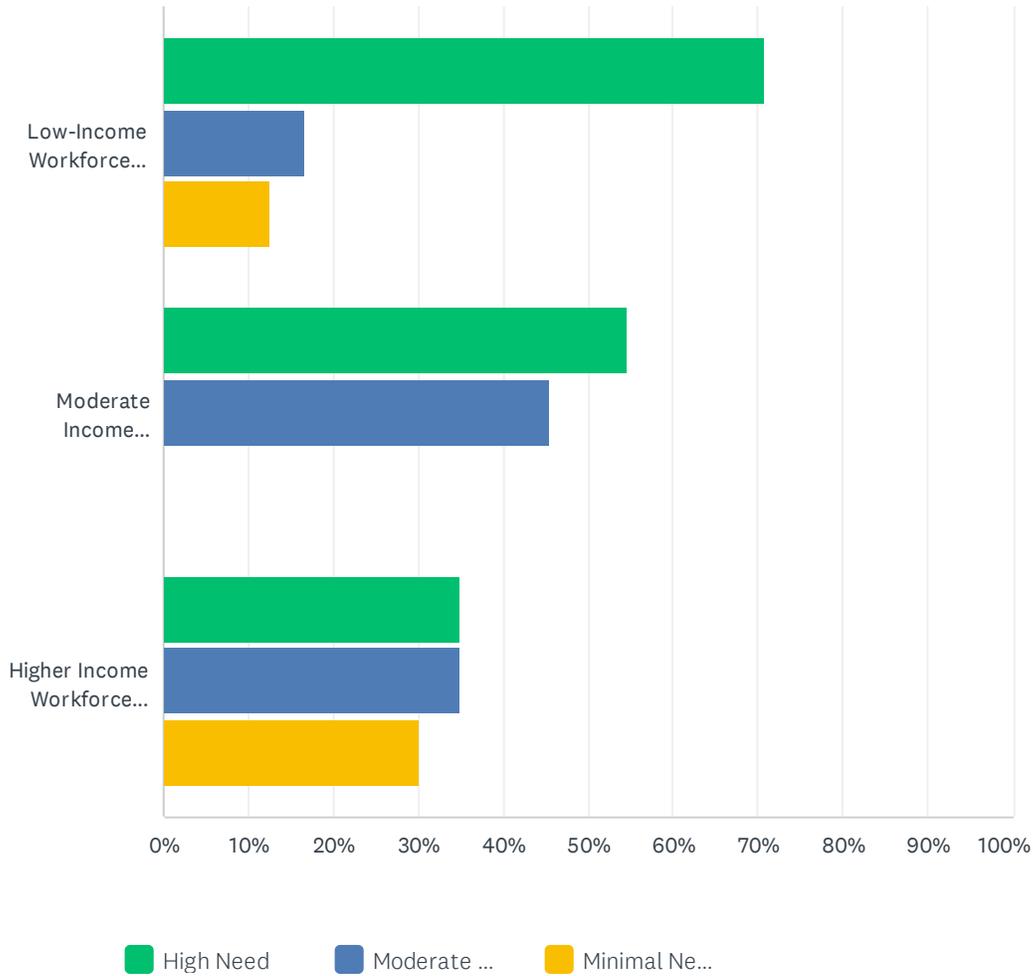
	HIGH NEED	MODERATE NEED	MINIMAL NEED	TOTAL	WEIGHTED AVERAGE
Rental Housing (Less than \$500/month)	62.50% 15	29.17% 7	8.33% 2	24	1.46
Rental Housing (\$500-\$999/month)	75.00% 18	25.00% 6	0.00% 0	24	1.25
Rental Housing (\$1,000-\$1,499/month)	27.27% 6	45.45% 10	27.27% 6	22	2.00
Rental Housing (\$1,500 or more/month)	5.56% 1	27.78% 5	66.67% 12	18	2.61
For-Sale Housing (Less than \$150,000)	71.43% 15	19.05% 4	9.52% 2	21	1.38
For-Sale Housing (\$150,000-\$199,999)	57.14% 12	33.33% 7	9.52% 2	21	1.52
For-Sale Housing (\$200,000-\$249,999)	19.05% 4	61.90% 13	19.05% 4	21	2.00
For-Sale Housing (\$250,000-\$349,999)	15.00% 3	40.00% 8	45.00% 9	20	2.30
For-Sale Housing (\$350,000 or more)	5.00% 1	20.00% 4	75.00% 15	20	2.70
Senior Care (incomes/assets <\$25,000)	72.73% 16	22.73% 5	4.55% 1	22	1.32
Senior Care (incomes/assets >\$25,000)	45.00% 9	55.00% 11	0.00% 0	20	1.55

Q5 What is the need for housing by each of the following populations in the market?

Answered: 24 Skipped: 15



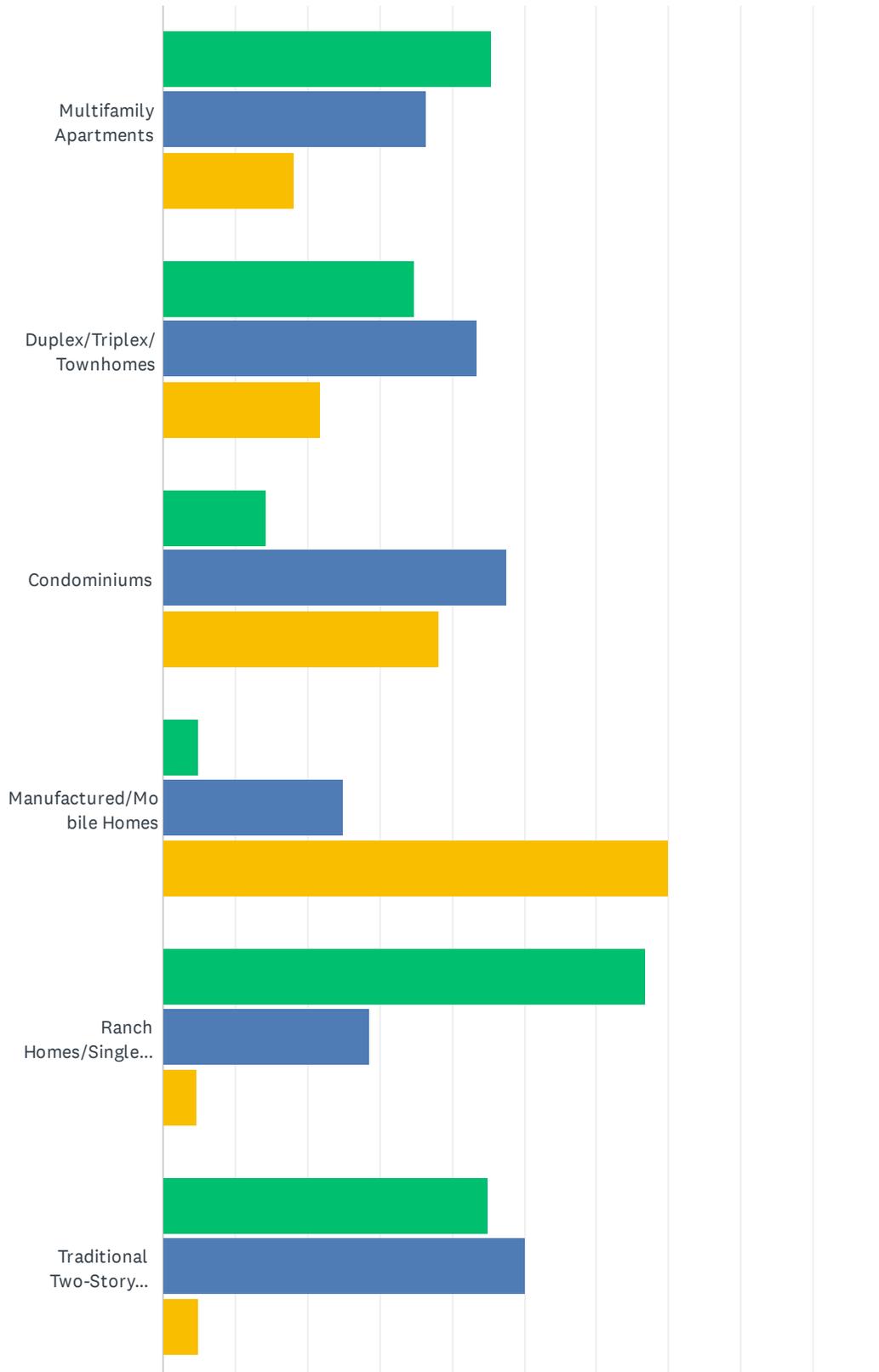
Muskegon, Michigan Stakeholder Survey



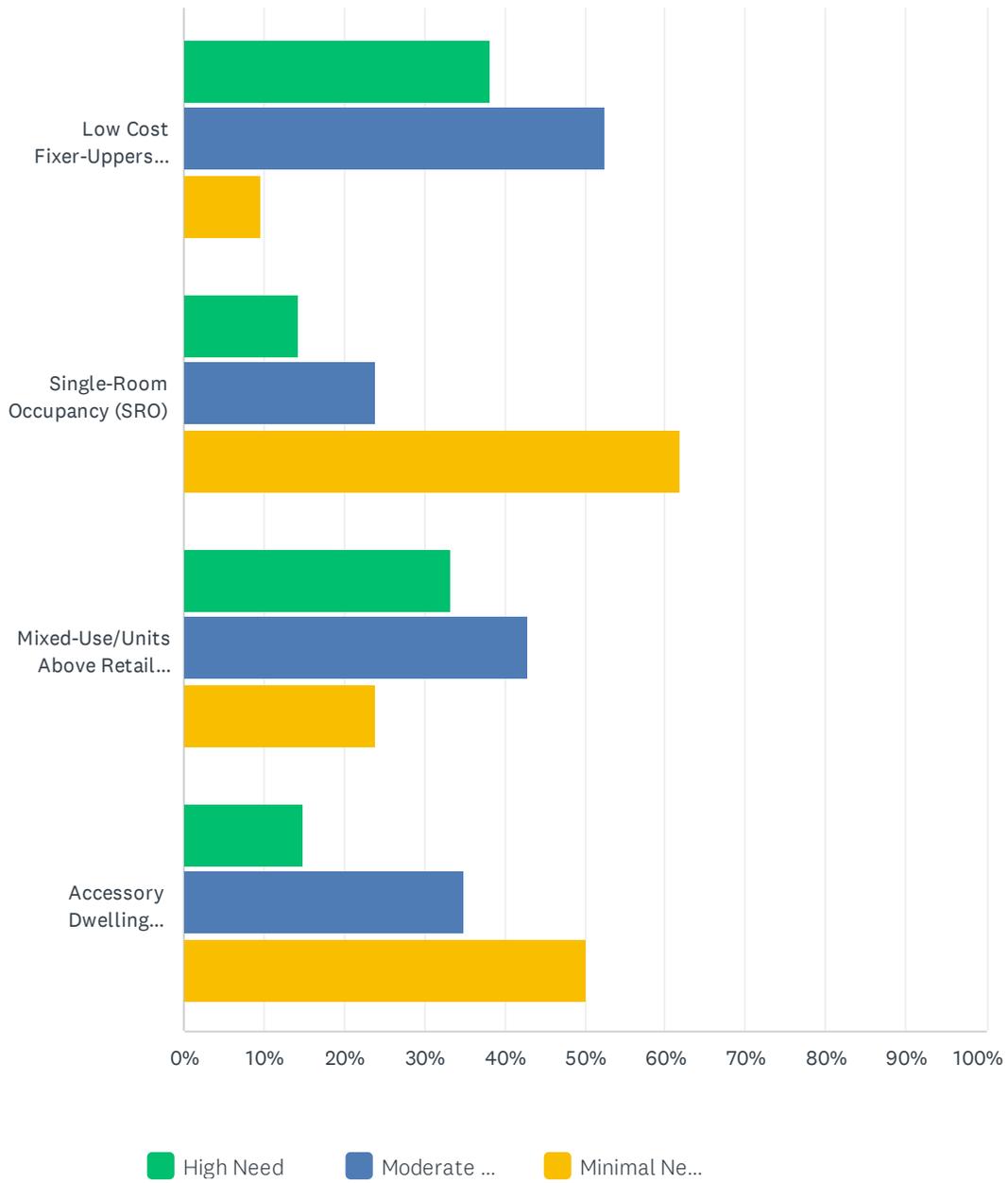
	HIGH NEED	MODERATE NEED	MINIMAL NEED	TOTAL	WEIGHTED AVERAGE
Senior Living (Independent Living)	52.38% 11	42.86% 9	4.76% 1	21	1.52
Senior Living (Assisted Living, Nursing Care)	38.10% 8	52.38% 11	9.52% 2	21	1.71
Single-Person (Studio/One-Bedroom)	57.14% 12	33.33% 7	9.52% 2	21	1.52
Family Housing (2+ Bedrooms)	85.71% 18	14.29% 3	0.00% 0	21	1.14
Housing for Millennials (Ages 25-39)	69.57% 16	26.09% 6	4.35% 1	23	1.35
Rentals that Accept Housing Choice Voucher Holders	42.86% 9	38.10% 8	19.05% 4	21	1.76
Low-Income Workforce (<\$30k)	70.83% 17	16.67% 4	12.50% 3	24	1.42
Moderate Income Workforce (\$30k-\$60k)	54.55% 12	45.45% 10	0.00% 0	22	1.45
Higher Income Workforce (\$60k+)	35.00% 7	35.00% 7	30.00% 6	20	1.95

Q6 What is the demand for each of the following housing styles in the market?

Answered: 23 Skipped: 16



Muskegon, Michigan Stakeholder Survey

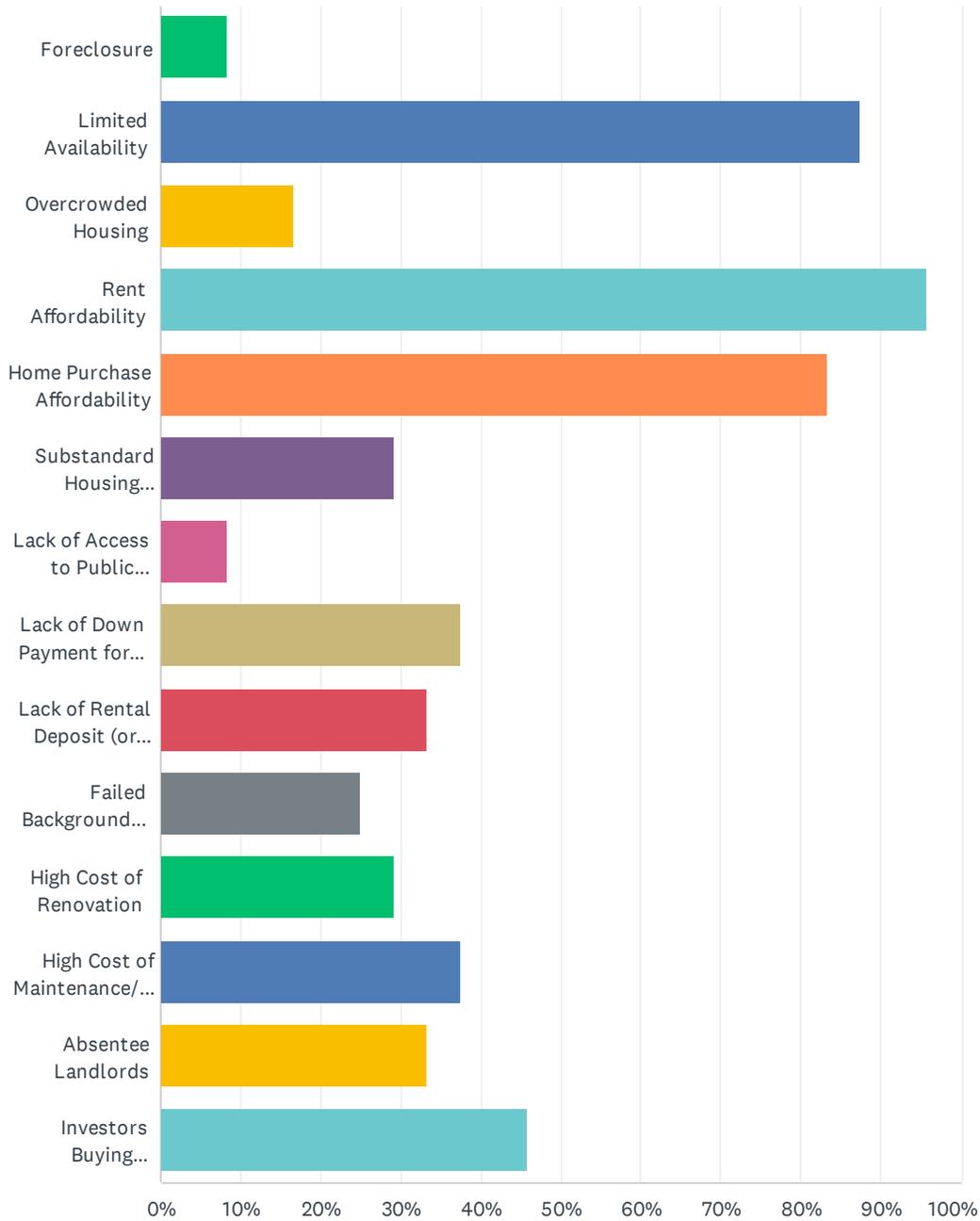


Muskegon, Michigan Stakeholder Survey

	HIGH NEED	MODERATE NEED	MINIMAL NEED	TOTAL	WEIGHTED AVERAGE
Multifamily Apartments	45.45% 10	36.36% 8	18.18% 4	22	1.73
Duplex/Triplex/Townhomes	34.78% 8	43.48% 10	21.74% 5	23	1.87
Condominiums	14.29% 3	47.62% 10	38.10% 8	21	2.24
Manufactured/Mobile Homes	5.00% 1	25.00% 5	70.00% 14	20	2.65
Ranch Homes/Single Floor Plan Units	66.67% 14	28.57% 6	4.76% 1	21	1.38
Traditional Two-Story Single-Family Homes	45.00% 9	50.00% 10	5.00% 1	20	1.60
Low Cost Fixer-Uppers (single-family homes)	38.10% 8	52.38% 11	9.52% 2	21	1.71
Single-Room Occupancy (SRO)	14.29% 3	23.81% 5	61.90% 13	21	2.48
Mixed-Use/Units Above Retail (Downtown Housing)	33.33% 7	42.86% 9	23.81% 5	21	1.90
Accessory Dwelling Units/Tiny Houses	15.00% 3	35.00% 7	50.00% 10	20	2.35

Q7 What are the most common housing issues experienced in the market? (select all that apply)

Answered: 24 Skipped: 15

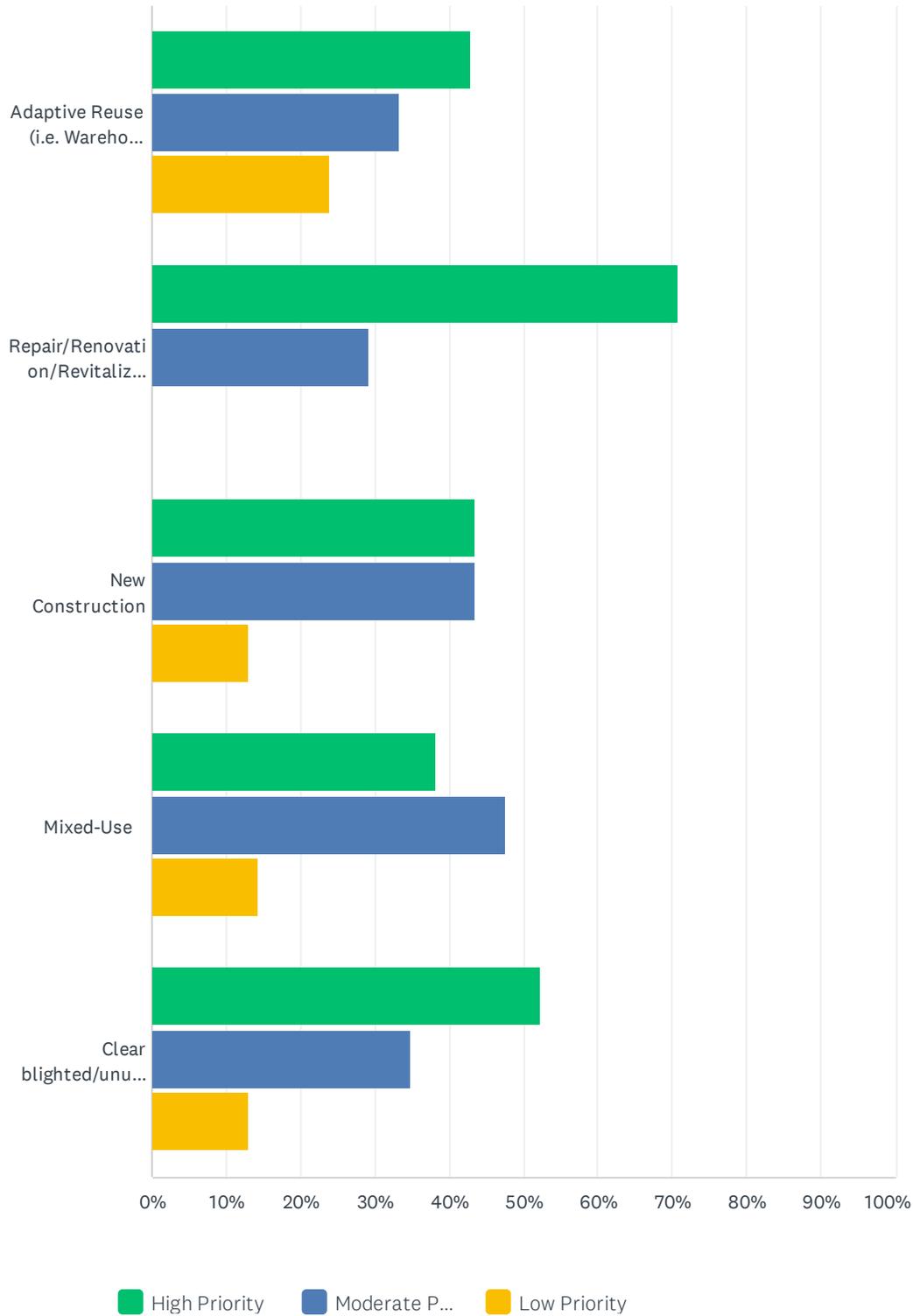


Muskegon, Michigan Stakeholder Survey

ANSWER CHOICES	RESPONSES	
Foreclosure	8.33%	2
Limited Availability	87.50%	21
Overcrowded Housing	16.67%	4
Rent Affordability	95.83%	23
Home Purchase Affordability	83.33%	20
Substandard Housing (quality/condition)	29.17%	7
Lack of Access to Public Transportation	8.33%	2
Lack of Down Payment for Purchase	37.50%	9
Lack of Rental Deposit (or First/Last Month Rent)	33.33%	8
Failed Background Checks	25.00%	6
High Cost of Renovation	29.17%	7
High Cost of Maintenance/Upkeep	37.50%	9
Absentee Landlords	33.33%	8
Investors Buying Properties and Increasing Rents/Prices	45.83%	11
Total Respondents: 24		

Q8 What priority should be given to each of the following construction types of housing in the market?

Answered: 24 Skipped: 15

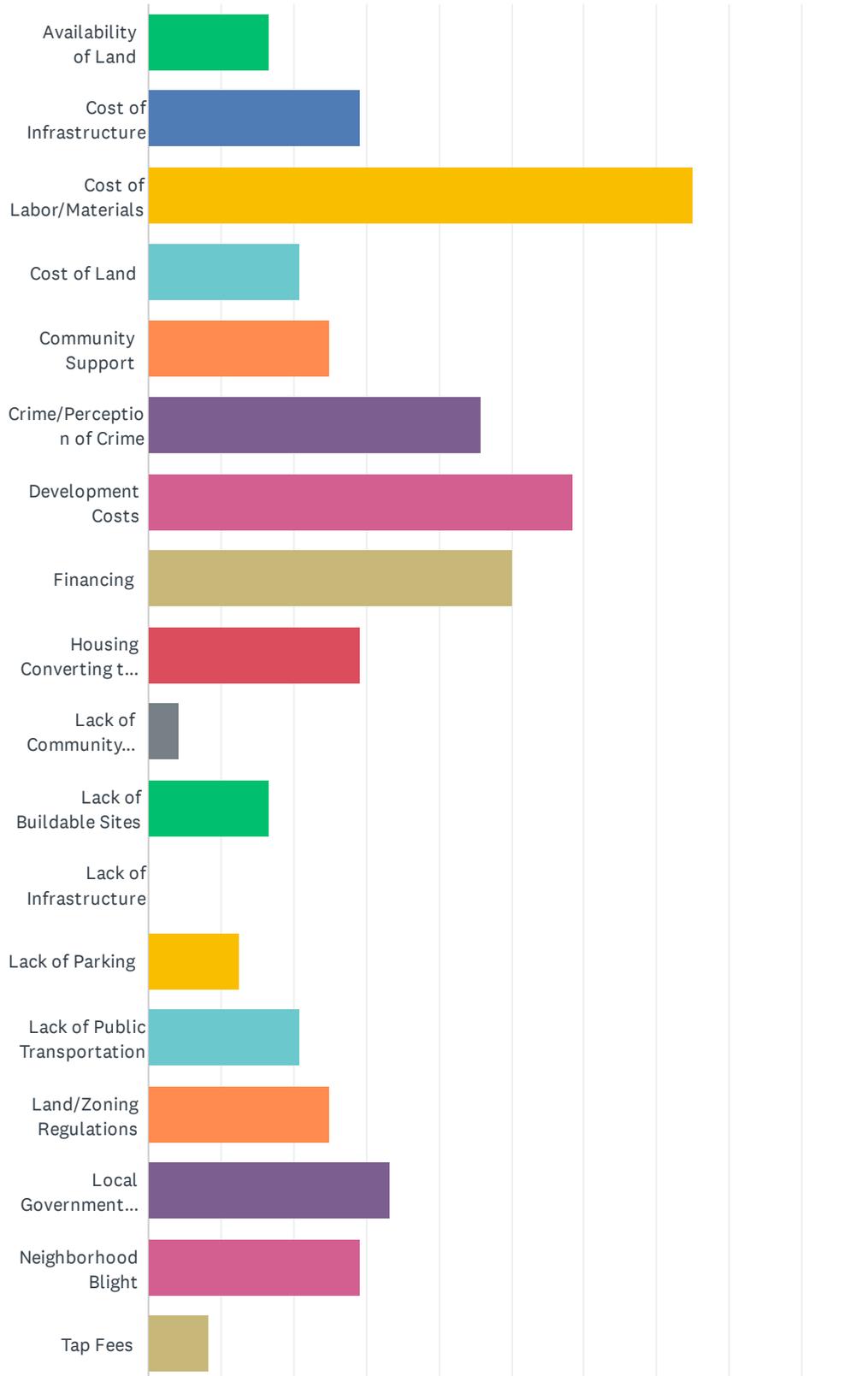


Muskegon, Michigan Stakeholder Survey

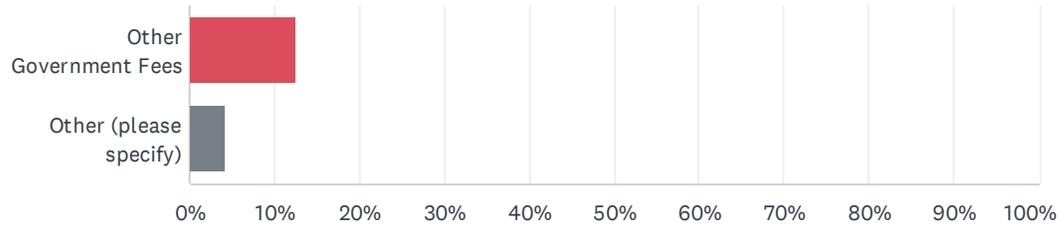
	HIGH PRIORITY	MODERATE PRIORITY	LOW PRIORITY	TOTAL	WEIGHTED AVERAGE
Adaptive Reuse (i.e. Warehouse Conversion to Residential)	42.86% 9	33.33% 7	23.81% 5	21	1.81
Repair/Renovation/Revitalization of Existing Housing	70.83% 17	29.17% 7	0.00% 0	24	1.29
New Construction	43.48% 10	43.48% 10	13.04% 3	23	1.70
Mixed-Use	38.10% 8	47.62% 10	14.29% 3	21	1.76
Clear blighted/unused structures to create land for new development	52.17% 12	34.78% 8	13.04% 3	23	1.61

Q9 What common barriers or obstacles exist in the market that you believe limit residential development? (select all that apply)

Answered: 24 Skipped: 15



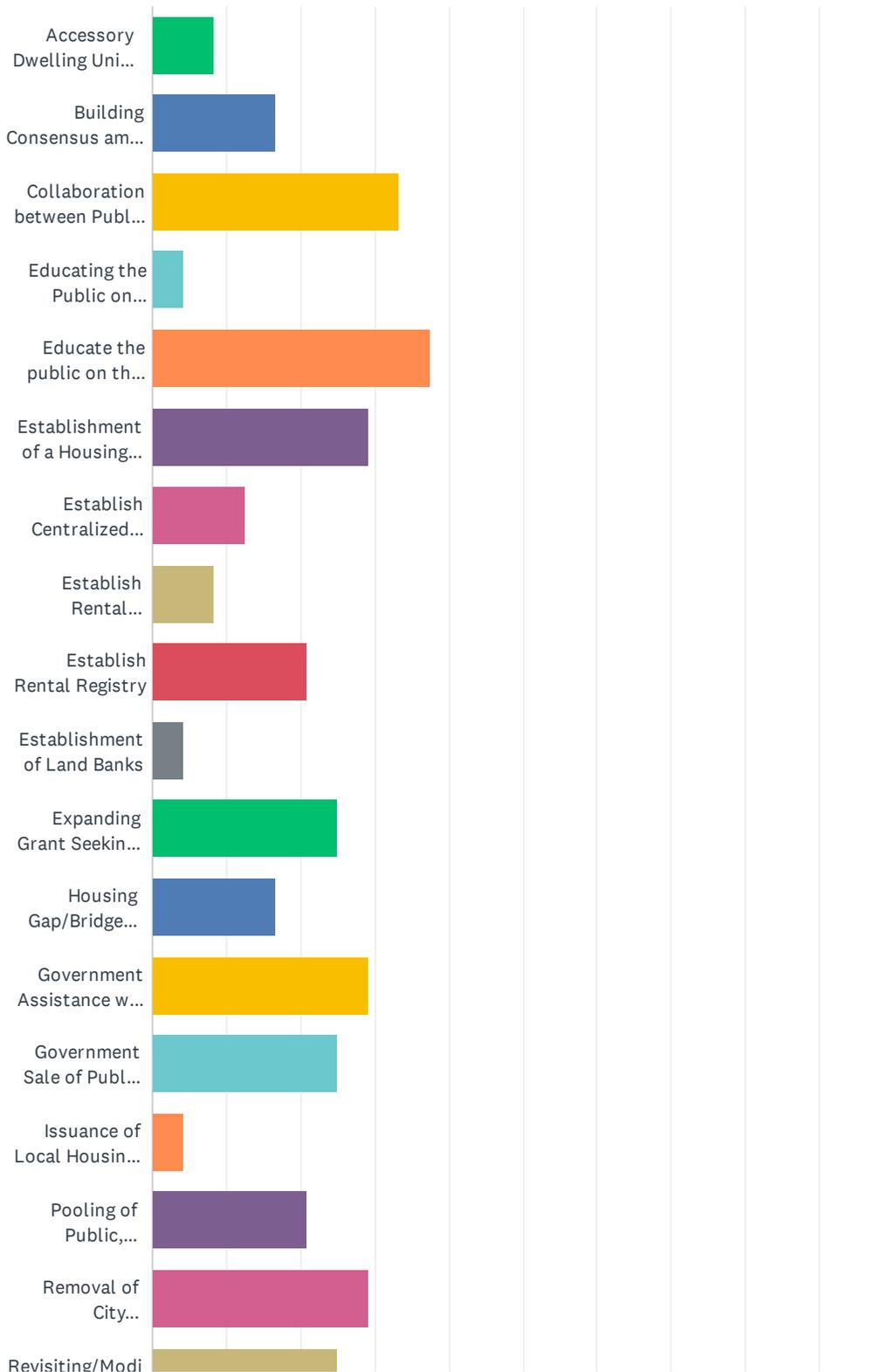
Muskegon, Michigan Stakeholder Survey



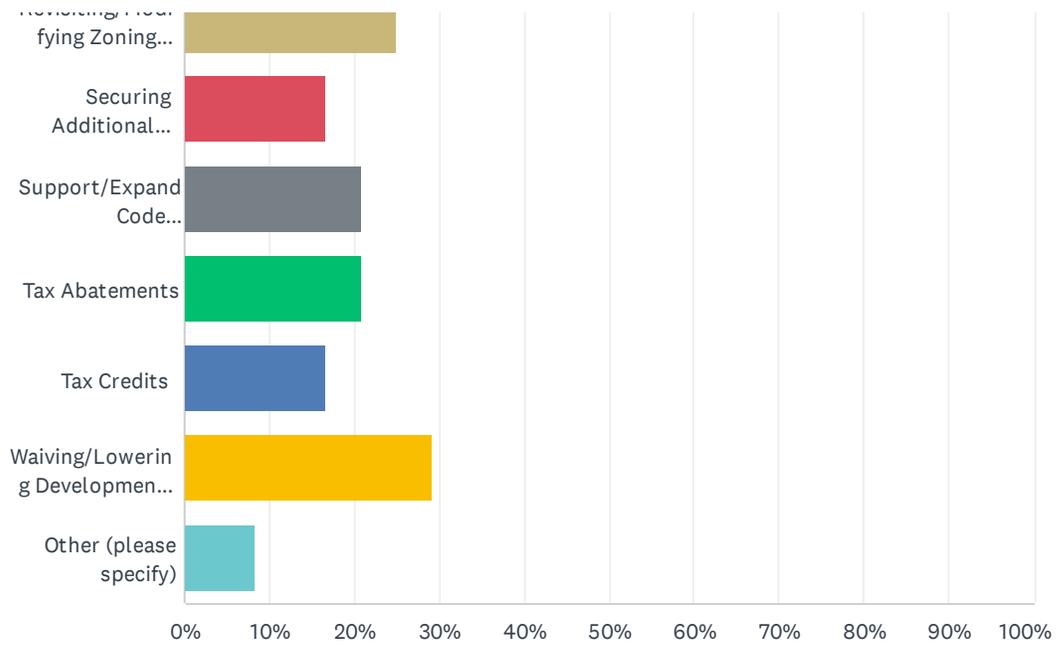
ANSWER CHOICES	RESPONSES	
Availability of Land	16.67%	4
Cost of Infrastructure	29.17%	7
Cost of Labor/Materials	75.00%	18
Cost of Land	20.83%	5
Community Support	25.00%	6
Crime/Perception of Crime	45.83%	11
Development Costs	58.33%	14
Financing	50.00%	12
Housing Converting to Short-Term/Vacation Rentals	29.17%	7
Lack of Community Services	4.17%	1
Lack of Buildable Sites	16.67%	4
Lack of Infrastructure	0.00%	0
Lack of Parking	12.50%	3
Lack of Public Transportation	20.83%	5
Land/Zoning Regulations	25.00%	6
Local Government Regulations ("red tape")	33.33%	8
Neighborhood Blight	29.17%	7
Tap Fees	8.33%	2
Other Government Fees	12.50%	3
Other (please specify)	4.17%	1
Total Respondents: 24		

Q10 Which of the following represent the best options to reduce or eliminate the area's greatest barriers to residential development? (Select up to 5)

Answered: 24 Skipped: 15



Muskegon, Michigan Stakeholder Survey

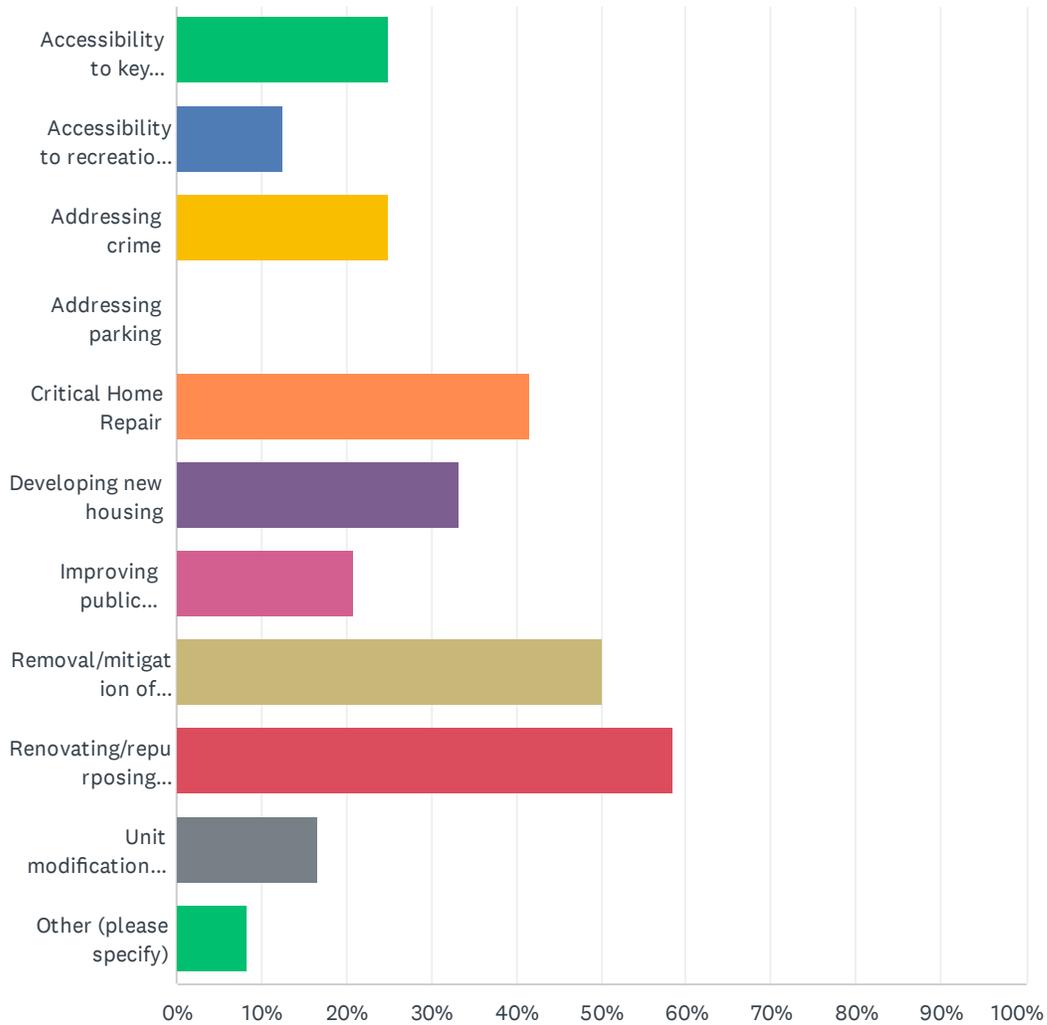


Muskegon, Michigan Stakeholder Survey

ANSWER CHOICES	RESPONSES	
Accessory Dwelling Unit Opportunities	8.33%	2
Building Consensus among Communities/Advocates	16.67%	4
Collaboration between Public and Private Sectors	33.33%	8
Educating the Public on Importance of Housing	4.17%	1
Educate the public on the importance of different types of housing	37.50%	9
Establishment of a Housing Trust Fund (focuses on preservation/development of affordable housing)	29.17%	7
Establish Centralized Developer/Builder Resource Center	12.50%	3
Establish Rental Inspection Program	8.33%	2
Establish Rental Registry	20.83%	5
Establishment of Land Banks	4.17%	1
Expanding Grant Seeking Efforts	25.00%	6
Housing Gap/Bridge Financing	16.67%	4
Government Assistance with Infrastructure	29.17%	7
Government Sale of Public Land/Buildings at Discount or Donated	25.00%	6
Issuance of Local Housing Bond	4.17%	1
Pooling of Public, Philanthropic, and Private Resources	20.83%	5
Removal of City Fines/Fees/Liens on Existing Homes to Encourage Transactions	29.17%	7
Revisiting/Modifying Zoning (e.g., density, setbacks, etc.)	25.00%	6
Securing Additional Housing Choice Vouchers	16.67%	4
Support/Expand Code Enforcement	20.83%	5
Tax Abatements	20.83%	5
Tax Credits	16.67%	4
Waiving/Lowering Development Fees	29.17%	7
Other (please specify)	8.33%	2
Total Respondents: 24		

Q11 Of the following, which three items below should be areas of focus for the market? (select up to three)

Answered: 24 Skipped: 15

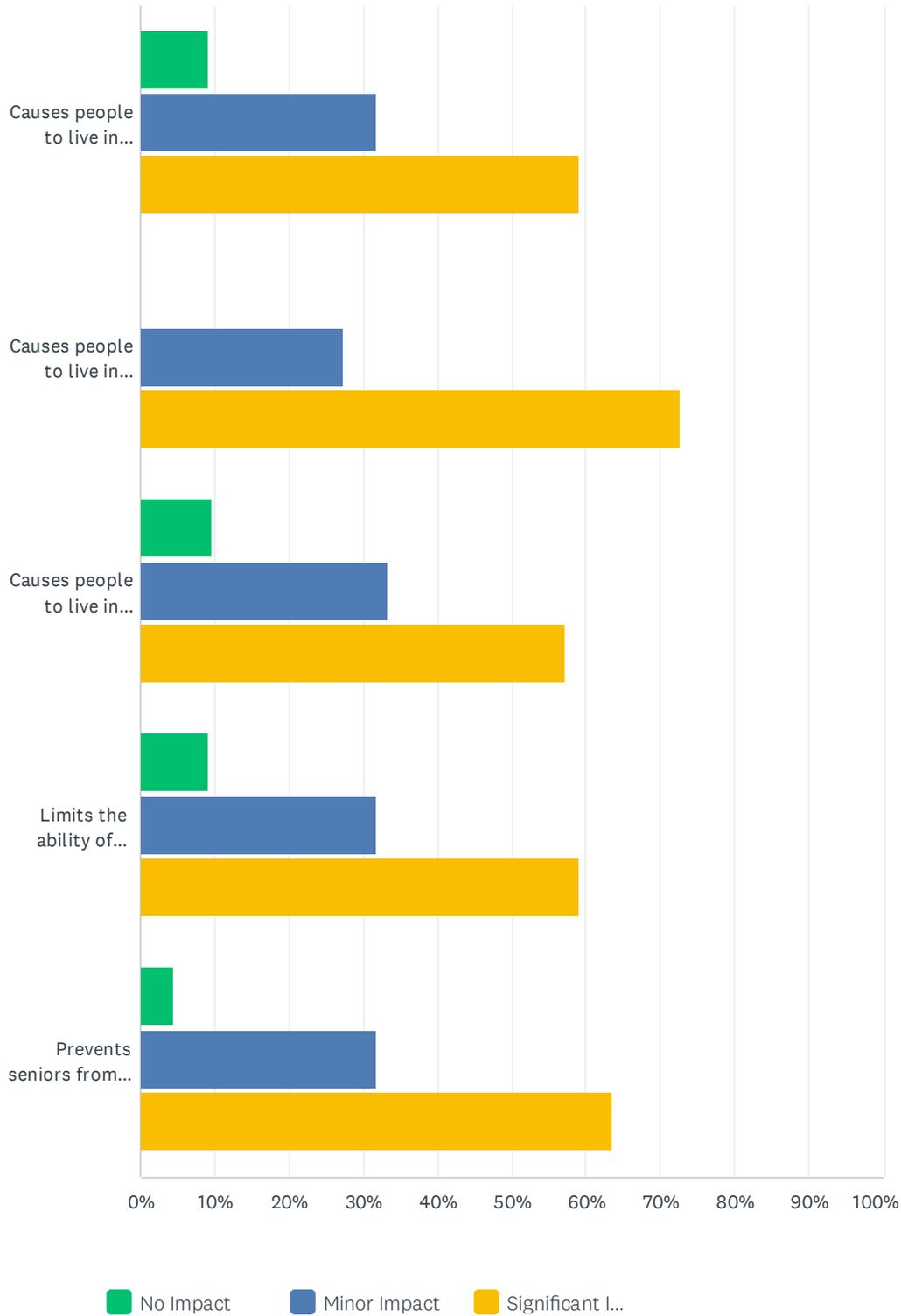


Muskegon, Michigan Stakeholder Survey

ANSWER CHOICES	RESPONSES	
Accessibility to key community services (e.g. Healthcare, childcare, etc.)	25.00%	6
Accessibility to recreational amenities	12.50%	3
Addressing crime	25.00%	6
Addressing parking	0.00%	0
Critical Home Repair	41.67%	10
Developing new housing	33.33%	8
Improving public transportation	20.83%	5
Removal/mitigation of residential blight	50.00%	12
Renovating/repurposing buildings for housing	58.33%	14
Unit modifications to allow aging in place	16.67%	4
Other (please specify)	8.33%	2
Total Respondents: 24		

Q12 To what degree do you believe housing negatively impacts local residents?

Answered: 23 Skipped: 16

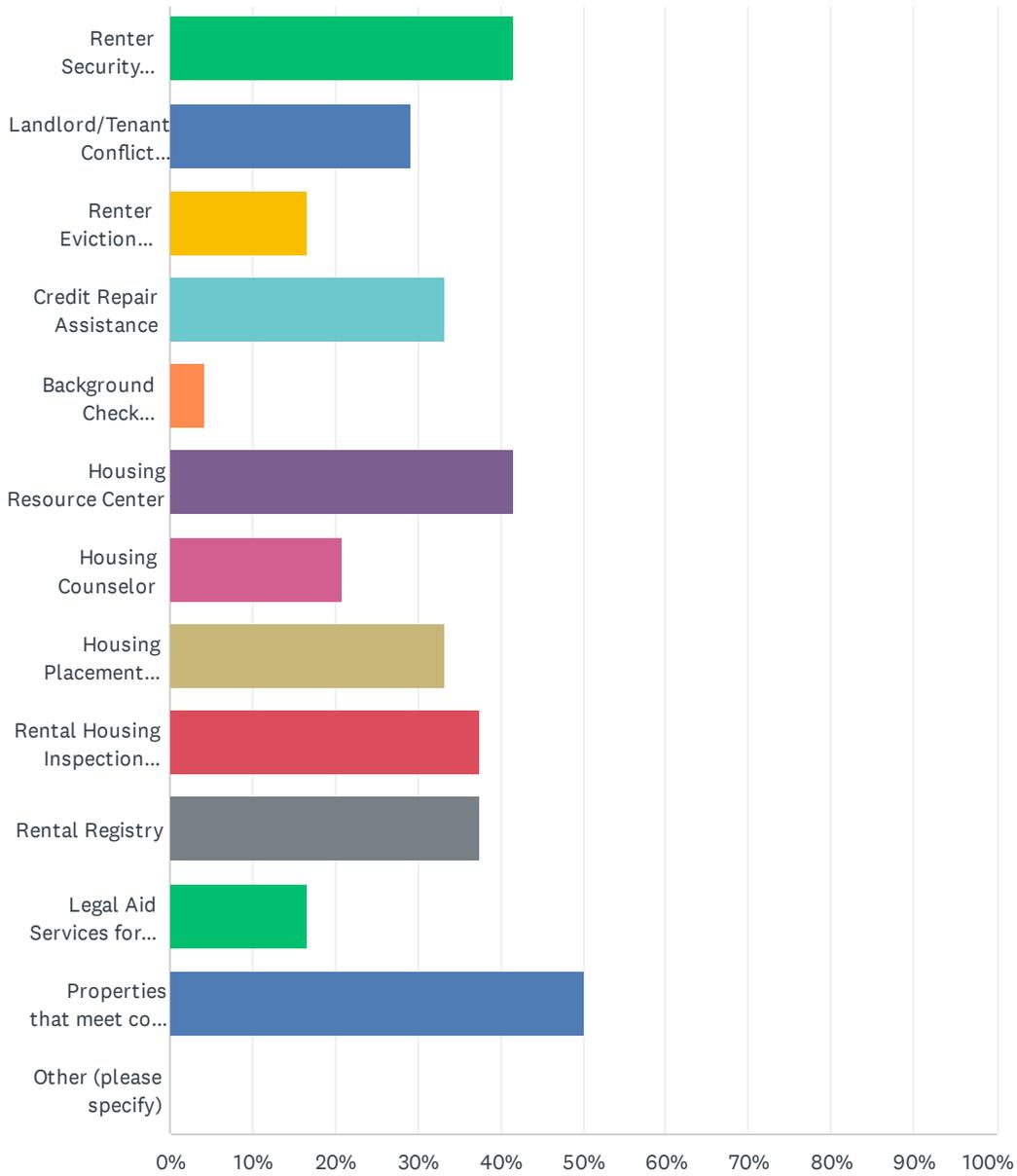


Muskegon, Michigan Stakeholder Survey

	NO IMPACT	MINOR IMPACT	SIGNIFICANT IMPACT	TOTAL	WEIGHTED AVERAGE
Causes people to live in housing they cannot afford	9.09% 2	31.82% 7	59.09% 13	22	2.50
Causes people to live in substandard housing	0.00% 0	27.27% 6	72.73% 16	22	2.73
Causes people to live in unsafe housing or neighborhoods	9.52% 2	33.33% 7	57.14% 12	21	2.48
Limits the ability of families to grow/thrive	9.09% 2	31.82% 7	59.09% 13	22	2.50
Prevents seniors from living in housing that fits their needs	4.55% 1	31.82% 7	63.64% 14	22	2.59

Q13 Which of the following options do you believe should become priorities to assist renters in the area? (select up to five)

Answered: 24 Skipped: 15

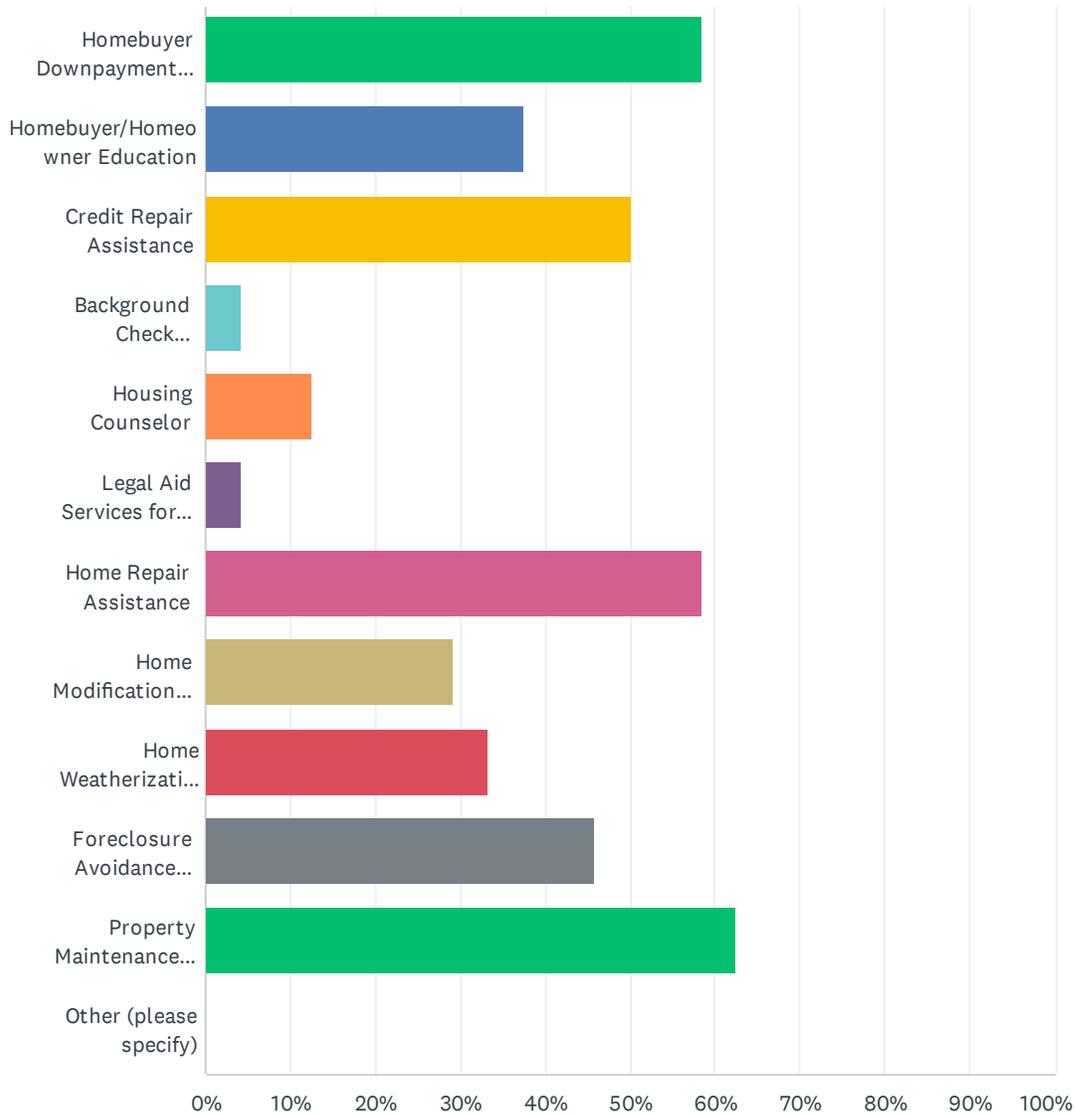


Muskegon, Michigan Stakeholder Survey

ANSWER CHOICES	RESPONSES	
Renter Security Deposit Assistance	41.67%	10
Landlord/Tenant Conflict Resolution	29.17%	7
Renter Eviction Prevention	16.67%	4
Credit Repair Assistance	33.33%	8
Background Check Resolution	4.17%	1
Housing Resource Center	41.67%	10
Housing Counselor	20.83%	5
Housing Placement Service	33.33%	8
Rental Housing Inspection Program	37.50%	9
Rental Registry	37.50%	9
Legal Aid Services for Housing	16.67%	4
Properties that meet code/ life safety compliance	50.00%	12
Other (please specify)	0.00%	0
Total Respondents: 24		

Q14 Which of the following options do you believe should become priorities to assist homeowners/buyers in the area? (select up to five)

Answered: 24 Skipped: 15



Muskegon, Michigan Stakeholder Survey

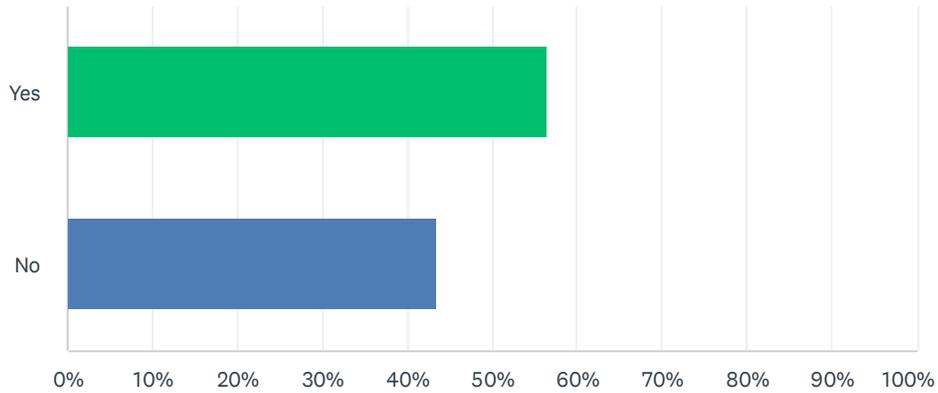
ANSWER CHOICES	RESPONSES	
Homebuyer Downpayment Assistance	58.33%	14
Homebuyer/Homeowner Education	37.50%	9
Credit Repair Assistance	50.00%	12
Background Check Resolution	4.17%	1
Housing Counselor	12.50%	3
Legal Aid Services for Housing	4.17%	1
Home Repair Assistance	58.33%	14
Home Modification Assistance	29.17%	7
Home Weatherization Assistance	33.33%	8
Foreclosure Avoidance Education	45.83%	11
Property Maintenance Education	62.50%	15
Other (please specify)	0.00%	0
Total Respondents: 24		

Q15 Is there anything else you would like to share about housing challenges in the market?

Answered: 7 Skipped: 32

Q16 Are you knowledgeable of the homeless and/or special needs populations and their housing needs in the area?

Answered: 23 Skipped: 16



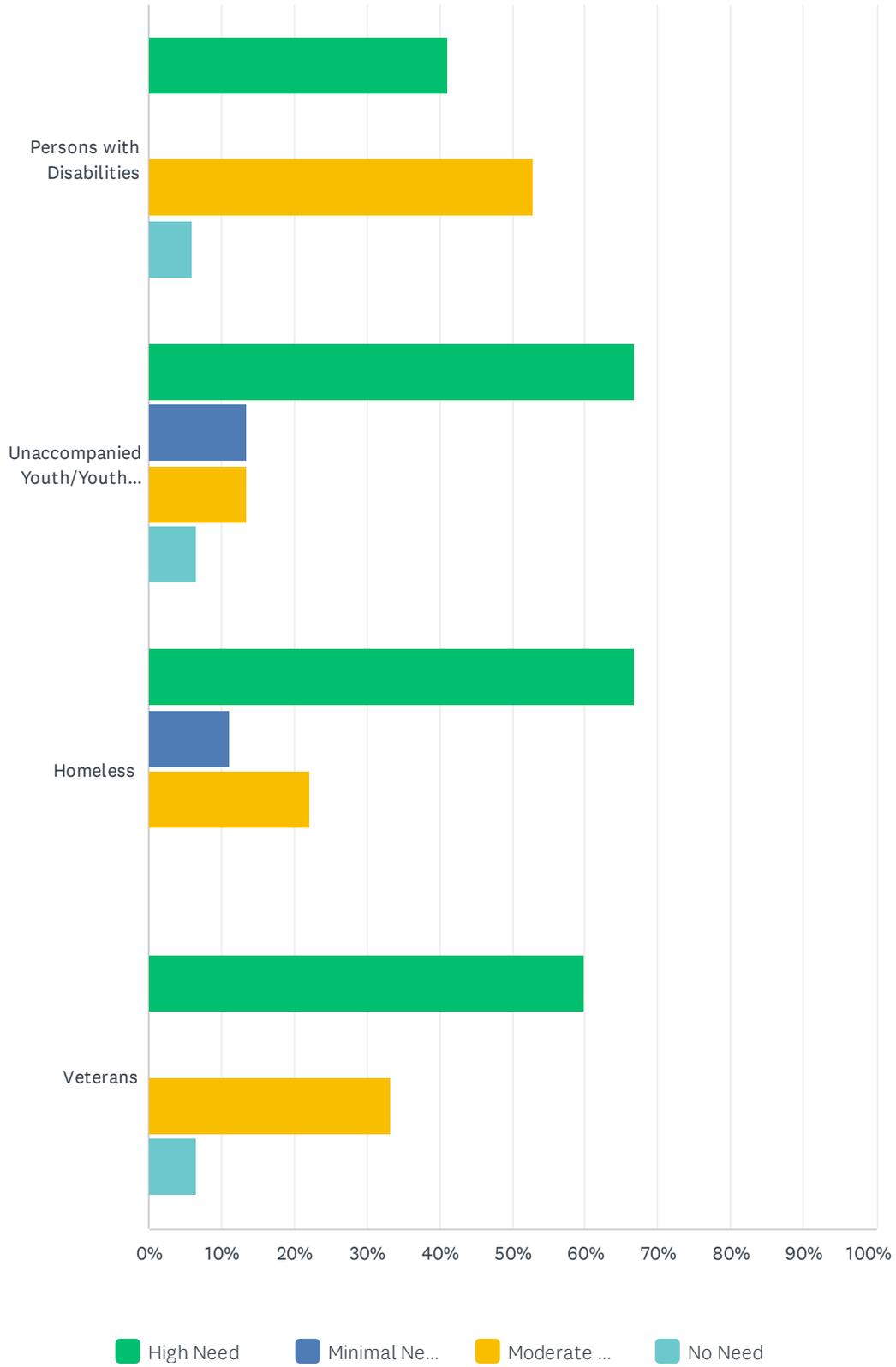
ANSWER CHOICES	RESPONSES	
Yes	56.52%	13
No	43.48%	10
TOTAL		23

Q17 Rank the level of need for various housing types for each population target.

Answered: 20 Skipped: 19

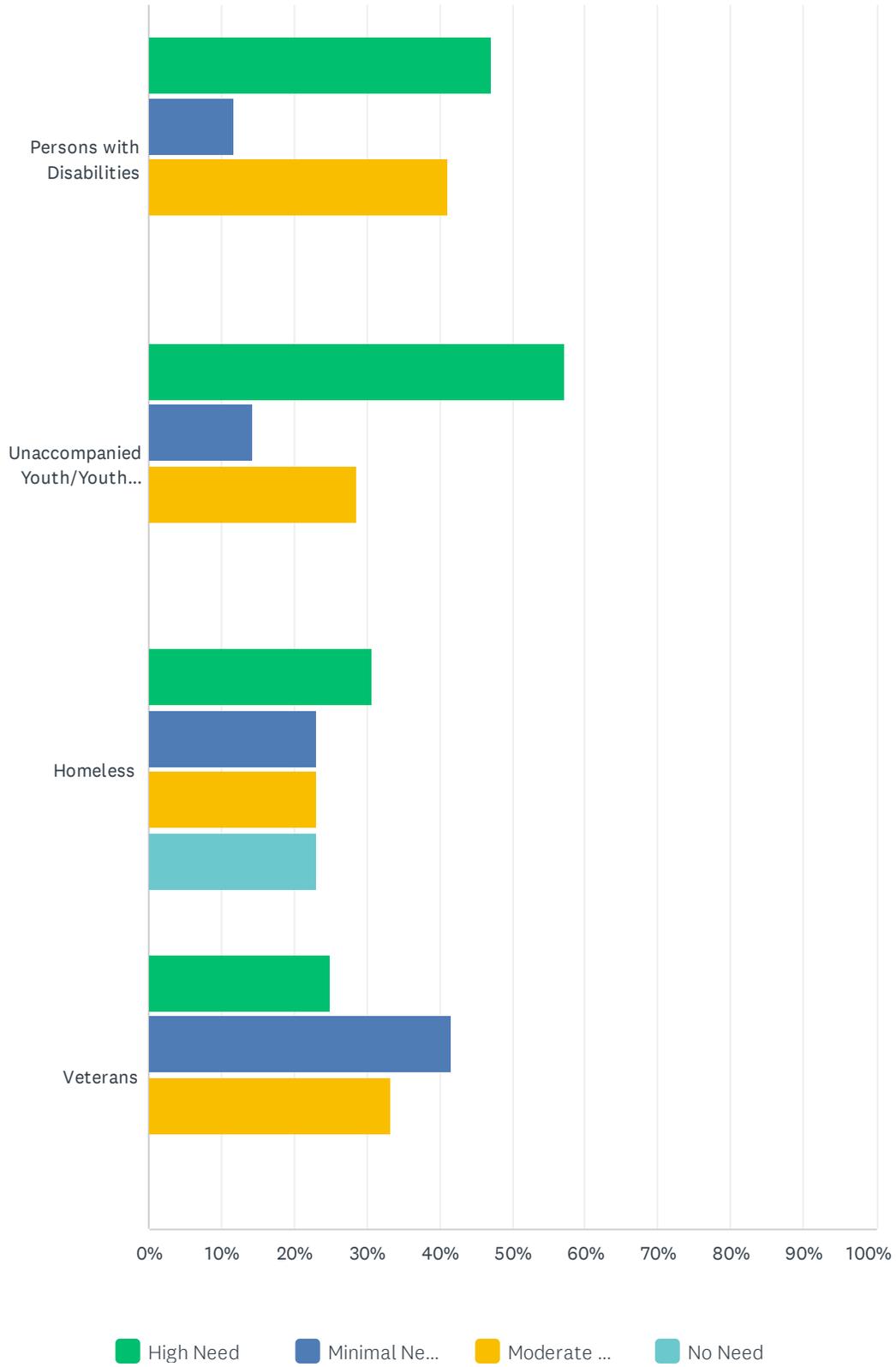
Muskegon, Michigan Stakeholder Survey

Emergency Shelter



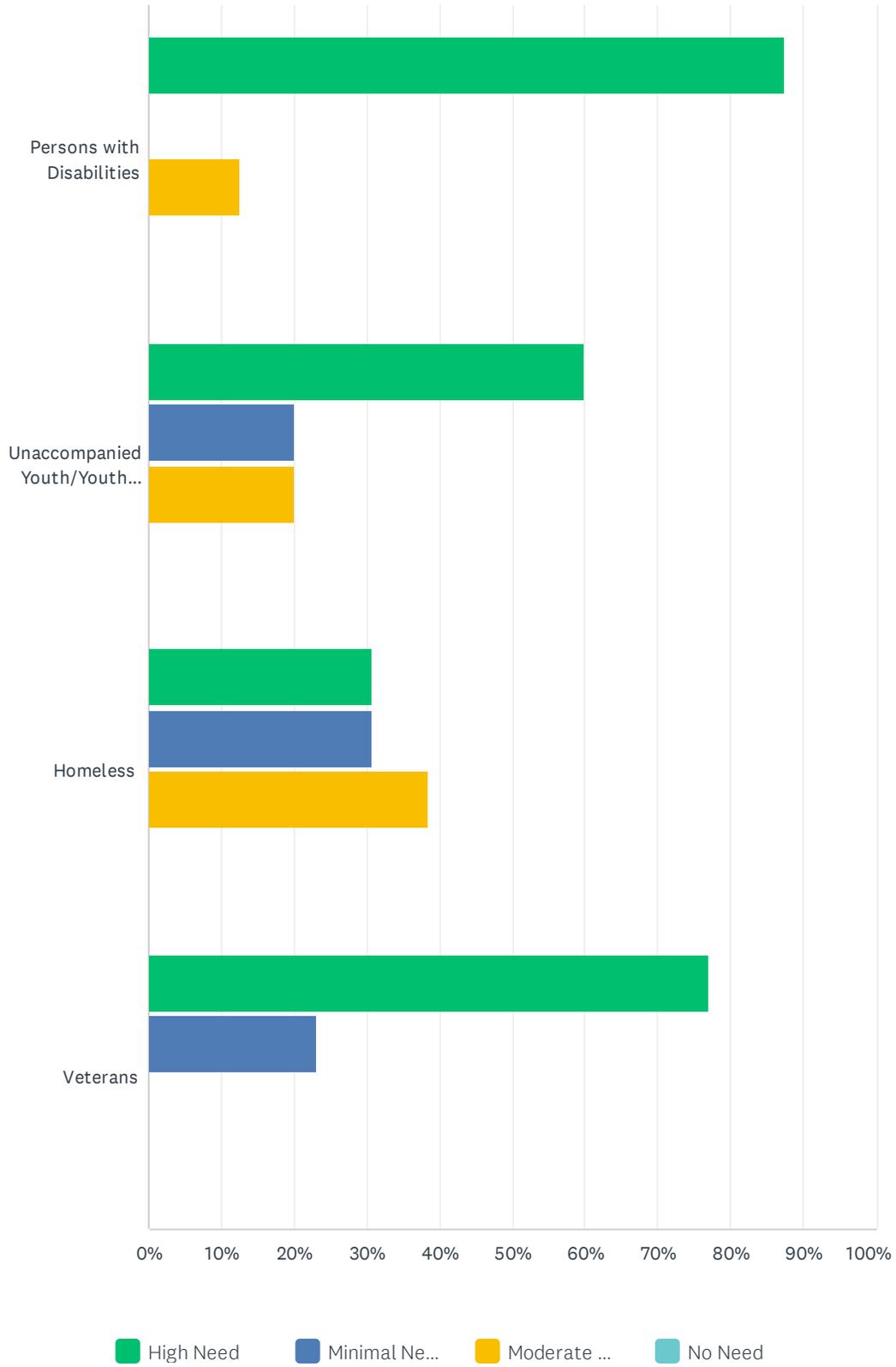
Muskegon, Michigan Stakeholder Survey

Group Homes



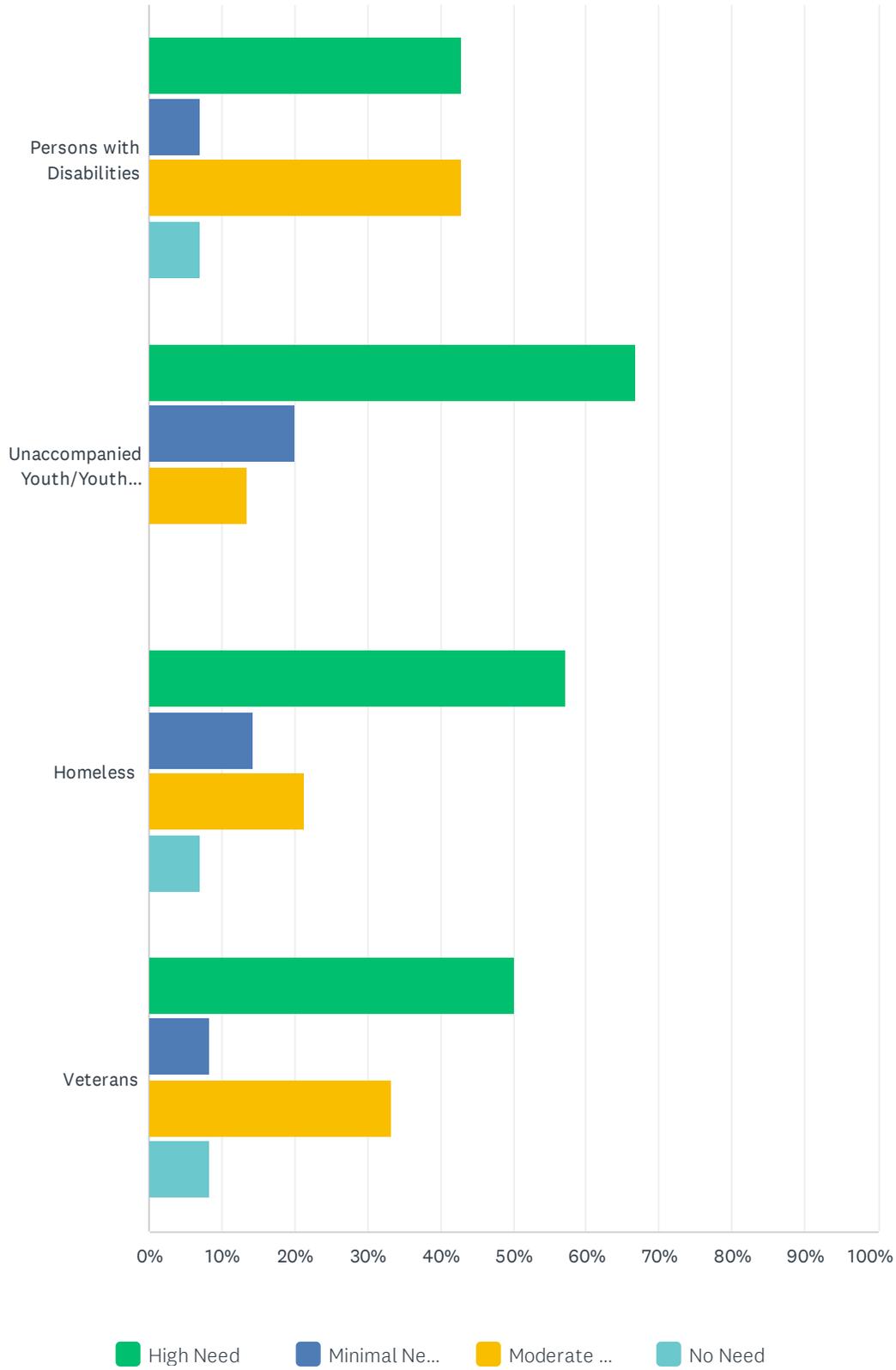
Muskegon, Michigan Stakeholder Survey

Permanent Supportive Housing



Muskegon, Michigan Stakeholder Survey

Transitional Housing



Muskegon, Michigan Stakeholder Survey

Emergency Shelter					
	HIGH NEED	MINIMAL NEED	MODERATE NEED	NO NEED	TOTAL
Persons with Disabilities	41.18% 7	0.00% 0	52.94% 9	5.88% 1	17
Unaccompanied Youth/Youth Aging Out of Foster Care	66.67% 10	13.33% 2	13.33% 2	6.67% 1	15
Homeless	66.67% 12	11.11% 2	22.22% 4	0.00% 0	18
Veterans	60.00% 9	0.00% 0	33.33% 5	6.67% 1	15
Group Homes					
	HIGH NEED	MINIMAL NEED	MODERATE NEED	NO NEED	TOTAL
Persons with Disabilities	47.06% 8	11.76% 2	41.18% 7	0.00% 0	17
Unaccompanied Youth/Youth Aging Out of Foster Care	57.14% 8	14.29% 2	28.57% 4	0.00% 0	14
Homeless	30.77% 4	23.08% 3	23.08% 3	23.08% 3	13
Veterans	25.00% 3	41.67% 5	33.33% 4	0.00% 0	12
Permanent Supportive Housing					
	HIGH NEED	MINIMAL NEED	MODERATE NEED	NO NEED	TOTAL
Persons with Disabilities	87.50% 14	0.00% 0	12.50% 2	0.00% 0	16
Unaccompanied Youth/Youth Aging Out of Foster Care	60.00% 9	20.00% 3	20.00% 3	0.00% 0	15
Homeless	30.77% 4	30.77% 4	38.46% 5	0.00% 0	13
Veterans	76.92% 10	23.08% 3	0.00% 0	0.00% 0	13
Transitional Housing					
	HIGH NEED	MINIMAL NEED	MODERATE NEED	NO NEED	TOTAL
Persons with Disabilities	42.86% 6	7.14% 1	42.86% 6	7.14% 1	14
Unaccompanied Youth/Youth Aging Out of Foster Care	66.67% 10	20.00% 3	13.33% 2	0.00% 0	15
Homeless	57.14% 8	14.29% 2	21.43% 3	7.14% 1	14
Veterans	50.00% 6	8.33% 1	33.33% 4	8.33% 1	12

Q18 What are the obstacles to the development of housing for the above-mentioned special needs populations in the area?

Answered: 13 Skipped: 26

Q19 Provide any recommendations on ways to address the needs of the above-mentioned special needs populations in the area?

Answered: 12 Skipped: 27

EMPLOYER SURVEY

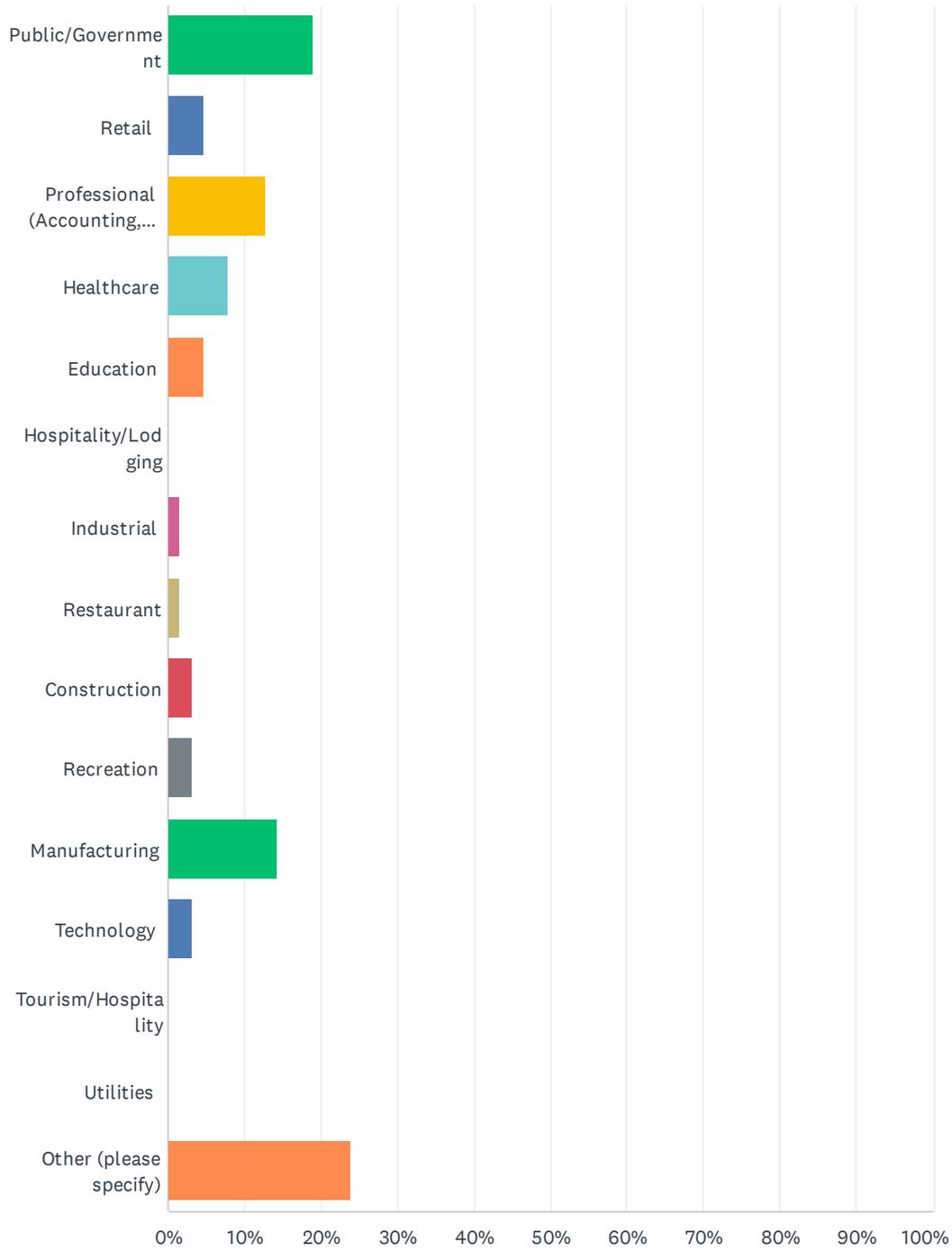
Q1 Provide Your Contact Information

Answered: 64 Skipped: 0

ANSWER CHOICES	RESPONSES	
Name	100.00%	64
Company	100.00%	64
Address	0.00%	0
Address 2	0.00%	0
City/Town	0.00%	0
State/Province	0.00%	0
ZIP/Postal Code	0.00%	0
Country	0.00%	0
Email Address	100.00%	64
Phone Number	100.00%	64

Q2 Describe the primary type of company you represent.

Answered: 63 Skipped: 1



Muskegon, Michigan Employer Survey

ANSWER CHOICES	RESPONSES	
Public/Government	19.05%	12
Retail	4.76%	3
Professional (Accounting, Legal, Etc.)	12.70%	8
Healthcare	7.94%	5
Education	4.76%	3
Hospitality/Lodging	0.00%	0
Industrial	1.59%	1
Restaurant	1.59%	1
Construction	3.17%	2
Recreation	3.17%	2
Manufacturing	14.29%	9
Technology	3.17%	2
Tourism/Hospitality	0.00%	0
Utilities	0.00%	0
Other (please specify)	23.81%	15
TOTAL		63

Q3 Approximately how many people do you employ locally?

Answered: 62 Skipped: 2

Q4 Approximately what number of your local employees are part-time, full-time and seasonal?

Answered: 63 Skipped: 1

ANSWER CHOICES	RESPONSES	
Part-Time	74.60%	47
Full-Time	88.89%	56
Seasonal	49.21%	31

Q5 Approximately what percentage of your local employees live in the county?

Answered: 64 Skipped: 0

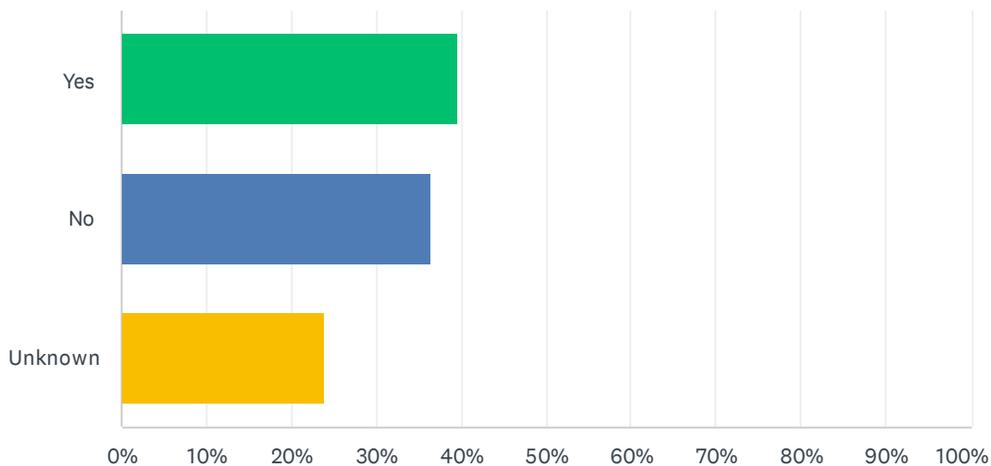
Q6 Approximate the number of jobs that the company may create over the next three years by annual wage?

Answered: 59 Skipped: 5

ANSWER CHOICES	RESPONSES	
Less than \$25,000	44.07%	26
\$25,000 - \$50,000	79.66%	47
\$51,000 - \$75,000	57.63%	34
\$76,000 - \$100,000	37.29%	22
More than \$100,000	22.03%	13

Q7 Have you had difficulty attracting or retaining employees due to housing related issues in the past couple of years?

Answered: 63 Skipped: 1

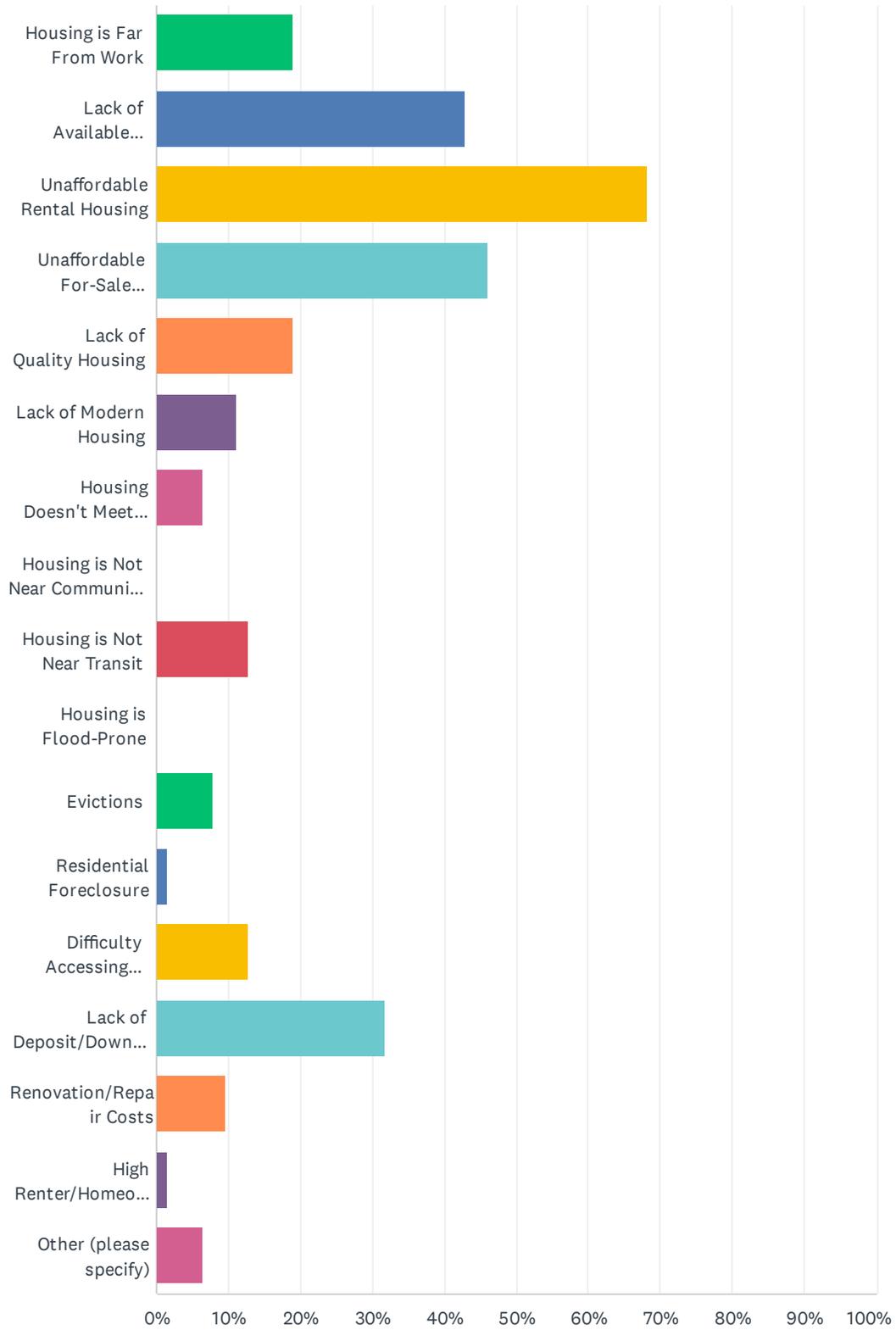


ANSWER CHOICES	RESPONSES	
Yes	39.68%	25
No	36.51%	23
Unknown	23.81%	15
TOTAL		63

Q8 What are the three most common housing issues/challenges experienced by your employees:

Answered: 63 Skipped: 1

Muskegon, Michigan Employer Survey

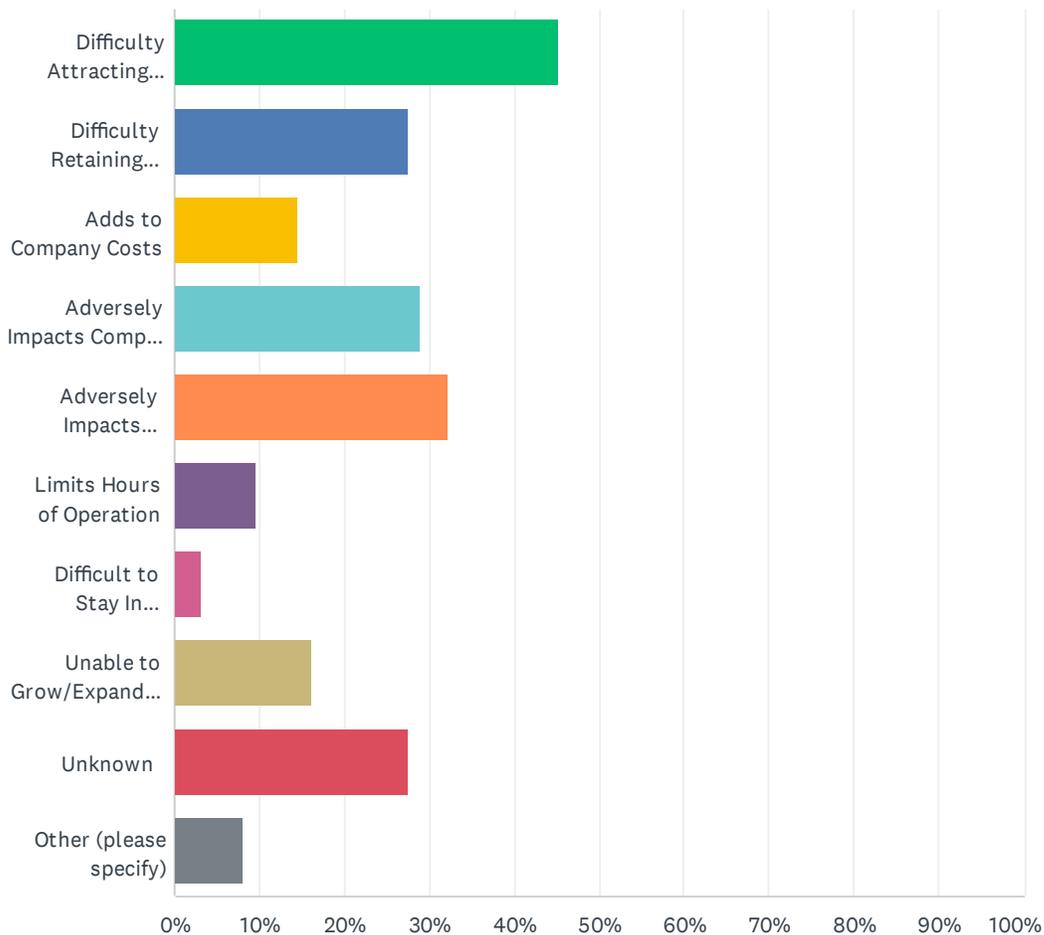


Muskegon, Michigan Employer Survey

ANSWER CHOICES	RESPONSES	
Housing is Far From Work	19.05%	12
Lack of Available Housing	42.86%	27
Unaffordable Rental Housing	68.25%	43
Unaffordable For-Sale Housing	46.03%	29
Lack of Quality Housing	19.05%	12
Lack of Modern Housing	11.11%	7
Housing Doesn't Meet Employee's Needs	6.35%	4
Housing is Not Near Community Services	0.00%	0
Housing is Not Near Transit	12.70%	8
Housing is Flood-Prone	0.00%	0
Evictions	7.94%	5
Residential Foreclosure	1.59%	1
Difficulty Accessing Financing/Credit	12.70%	8
Lack of Deposit/Down Payment	31.75%	20
Renovation/Repair Costs	9.52%	6
High Renter/Homeowner Insurance Costs	1.59%	1
Other (please specify)	6.35%	4
Total Respondents: 63		

Q9 In what ways, if any, are the housing issues that your employees or prospective employees face impacting your company? (Select all that apply)

Answered: 62 Skipped: 2

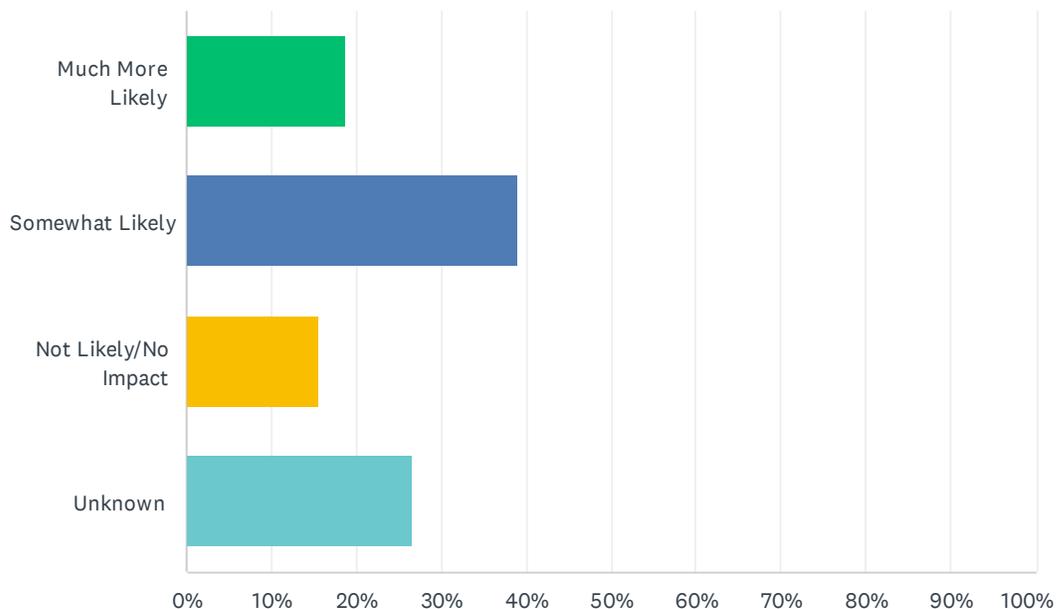


Muskegon, Michigan Employer Survey

ANSWER CHOICES	RESPONSES	
Difficulty Attracting Employees	45.16%	28
Difficulty Retaining Employees	27.42%	17
Adds to Company Costs	14.52%	9
Adversely Impacts Company Morale	29.03%	18
Adversely Impacts Productivity	32.26%	20
Limits Hours of Operation	9.68%	6
Difficult to Stay In Business	3.23%	2
Unable to Grow/Expand Business	16.13%	10
Unknown	27.42%	17
Other (please specify)	8.06%	5
Total Respondents: 62		

Q10 If additional housing was provided in the county that adequately served the needs of employees, to what degree would this increase the likelihood that your company would employ more people in the next three years?

Answered: 64 Skipped: 0



ANSWER CHOICES	RESPONSES	
Much More Likely	18.75%	12
Somewhat Likely	39.06%	25
Not Likely/No Impact	15.63%	10
Unknown	26.56%	17
TOTAL		64

Q11 If housing was not an issue in hiring, how many additional employees would you hire in the next three years? (If you don't know, please state "don't know")

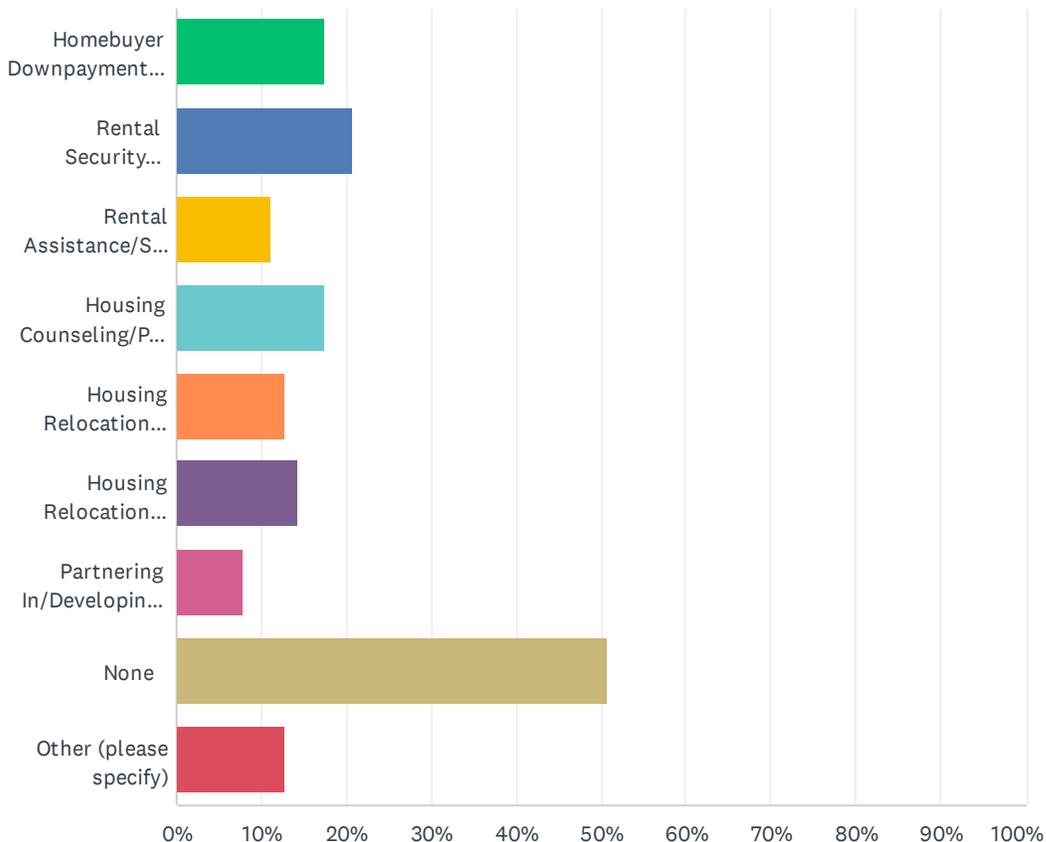
Answered: 63 Skipped: 1

Q12 Describe any type of housing assistance your company offers to its employees (e.g. down payment assistance, housing subsidy, workforce housing, etc.). If none are offered, please state “none”.

Answered: 63 Skipped: 1

Q13 What type of assistance, if any, would you consider providing to your employees to assist them with housing? (Select all that apply)

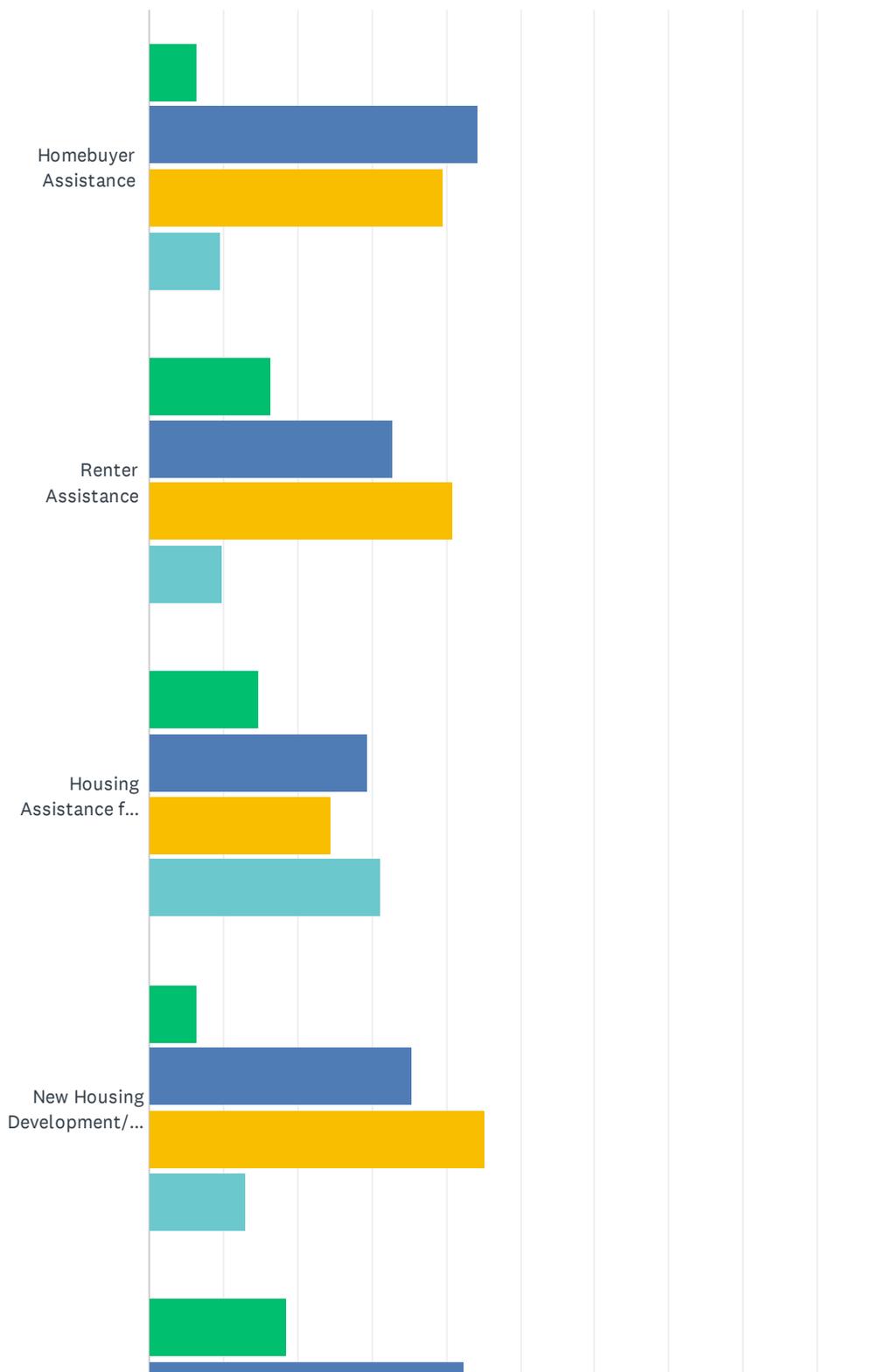
Answered: 63 Skipped: 1



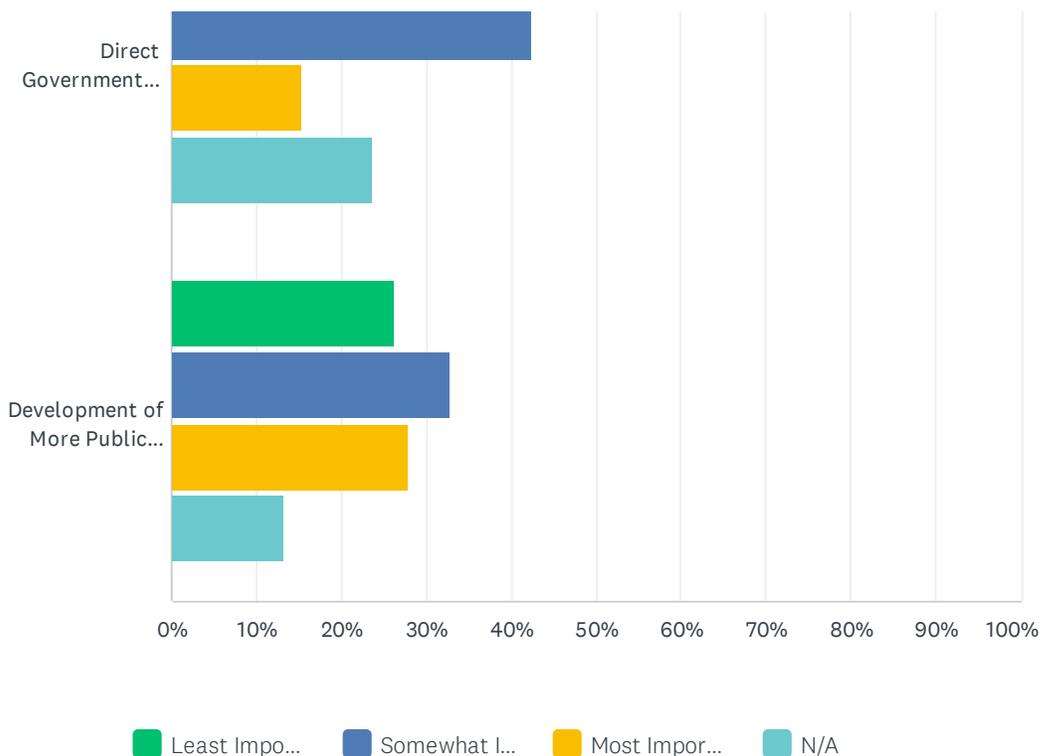
ANSWER CHOICES	RESPONSES	
Homebuyer Downpayment Assistance	17.46%	11
Rental Security Deposit Assistance	20.63%	13
Rental Assistance/Subsidy	11.11%	7
Housing Counseling/Placement Services	17.46%	11
Housing Relocation Services/Assistance	12.70%	8
Housing Relocation Reimbursement	14.29%	9
Partnering In/Developing Employee Housing	7.94%	5
None	50.79%	32
Other (please specify)	12.70%	8
Total Respondents: 63		

Q14 What is the level of importance of any future government housing programs, policies or incentives that could be implemented to assist employees with housing or addressing the market's housing issues?

Answered: 63 Skipped: 1



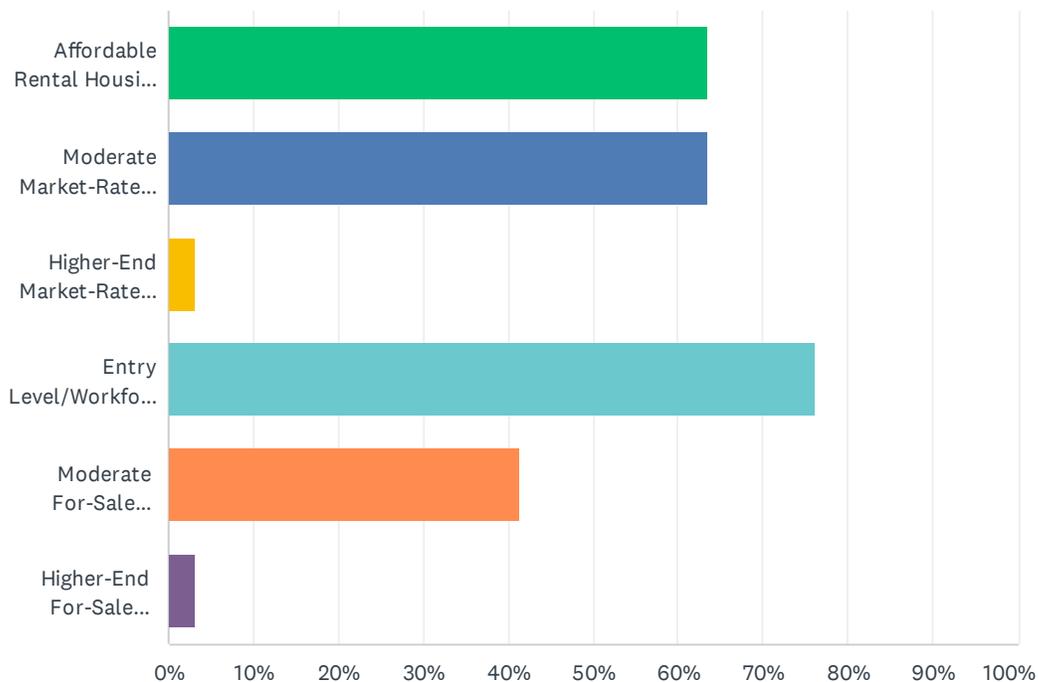
Muskegon, Michigan Employer Survey



	LEAST IMPORTANT	SOMEWHAT IMPORTANT	MOST IMPORTANT	N/A	TOTAL	WEIGHTED AVERAGE
Homebuyer Assistance	6.35% 4	44.44% 28	39.68% 25	9.52% 6	63	2.37
Renter Assistance	16.39% 10	32.79% 20	40.98% 25	9.84% 6	61	2.27
Housing Assistance for Public Employees (Police, Fire, Teachers, Etc.)	14.75% 9	29.51% 18	24.59% 15	31.15% 19	61	2.14
New Housing Development/ Redevelopment	6.45% 4	35.48% 22	45.16% 28	12.90% 8	62	2.44
Direct Government Investment in Land for Workforce Housing (Land Banking)	18.64% 11	42.37% 25	15.25% 9	23.73% 14	59	1.96
Development of More Public Housing	26.23% 16	32.79% 20	27.87% 17	13.11% 8	61	2.02

Q15 In terms of product pricing, what are the three most-needed housing price-points for your employees?

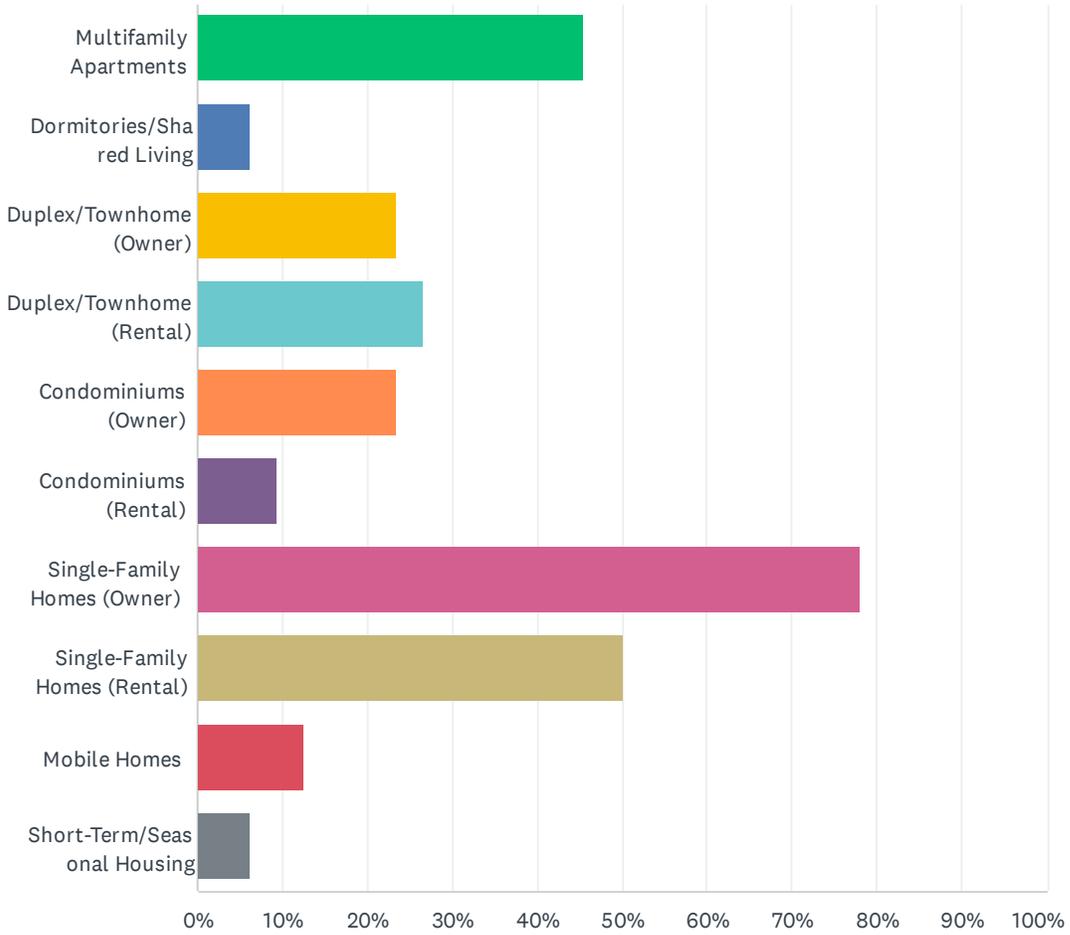
Answered: 63 Skipped: 1



ANSWER CHOICES	RESPONSES	
Affordable Rental Housing (Under \$750/month)	63.49%	40
Moderate Market-Rate Rental Housing (\$750-\$1,250/month)	63.49%	40
Higher-End Market-Rate Rental Housing (Above \$1,250/month)	3.17%	2
Entry Level/Workforce For-Sale Housing (Below \$200,000)	76.19%	48
Moderate For-Sale Housing (\$200,000-\$300,000)	41.27%	26
Higher-End For-Sale Housing (Above \$300,000)	3.17%	2
Total Respondents: 63		

Q16 In terms of product type, what are the three most-needed types of housing for your employees?

Answered: 64 Skipped: 0



Muskegon, Michigan Employer Survey

ANSWER CHOICES	RESPONSES	
Multifamily Apartments	45.31%	29
Dormitories/Shared Living	6.25%	4
Duplex/Townhome (Owner)	23.44%	15
Duplex/Townhome (Rental)	26.56%	17
Condominiums (Owner)	23.44%	15
Condominiums (Rental)	9.38%	6
Single-Family Homes (Owner)	78.13%	50
Single-Family Homes (Rental)	50.00%	32
Mobile Homes	12.50%	8
Short-Term/Seasonal Housing	6.25%	4
Total Respondents: 64		

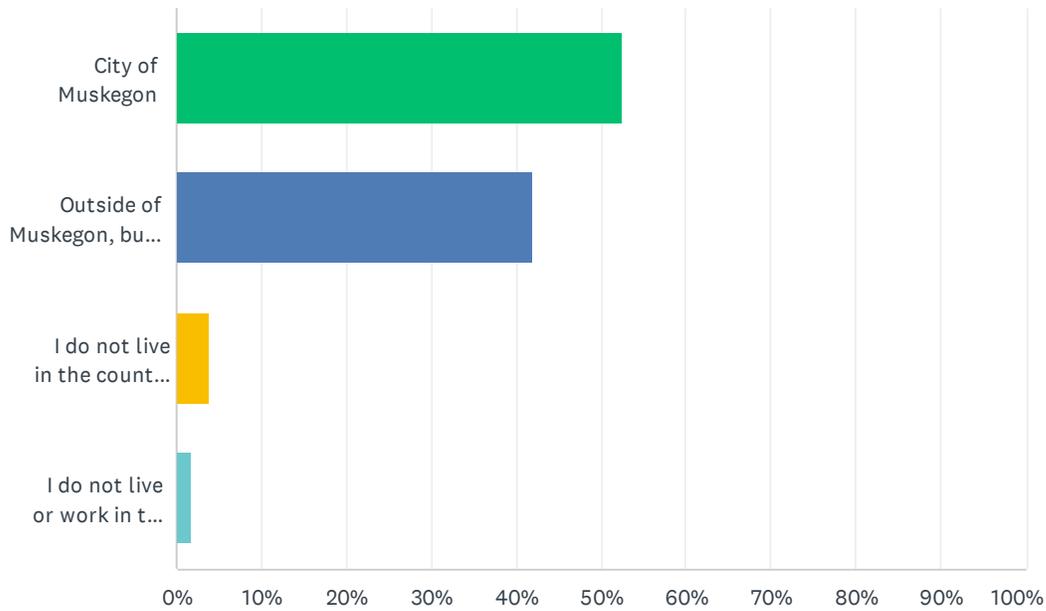
Q17 Do you have any additional comments regarding housing issues and needs that impact employees within the county?

Answered: 23 Skipped: 41

RESIDENT/COMMUTER SURVEY

Q1 What part of the county do you currently live in?

Answered: 1,695 Skipped: 0



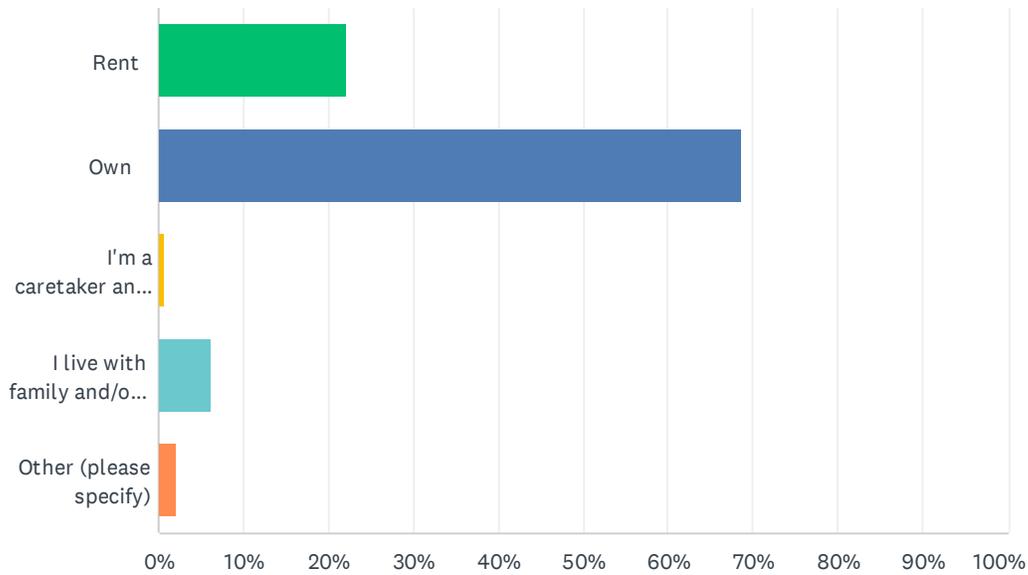
ANSWER CHOICES	RESPONSES	
City of Muskegon	52.45%	889
Outside of Muskegon, but within the county	42.06%	713
I do not live in the county, but I commute to the county for work	3.78%	64
I do not live or work in the county	1.71%	29
TOTAL		1,695

Q2 Please provide the zip code of your current residence.

Answered: 62 Skipped: 1,633

Q3 Do you rent or own the place where you live?

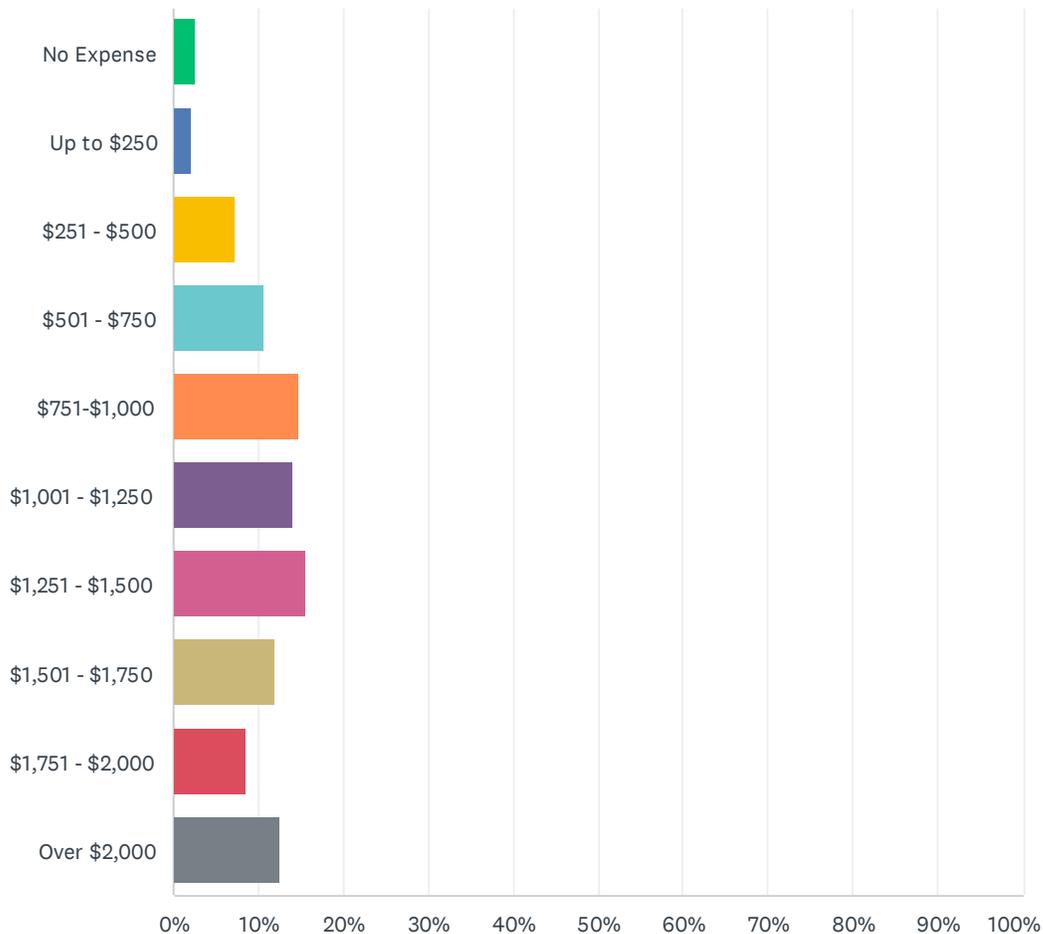
Answered: 1,479 Skipped: 216



ANSWER CHOICES	PERCENTAGE	RESPONSES
Rent	22.11%	327
Own	68.70%	1,016
I'm a caretaker and do not pay rent	0.74%	11
I live with family and/or friends	6.22%	92
Other (please specify)	2.23%	33
TOTAL		1,479

Q4 What is your approximate total monthly housing expense including rent/mortgage costs, utilities, taxes, insurance, etc.?

Answered: 1,468 Skipped: 227

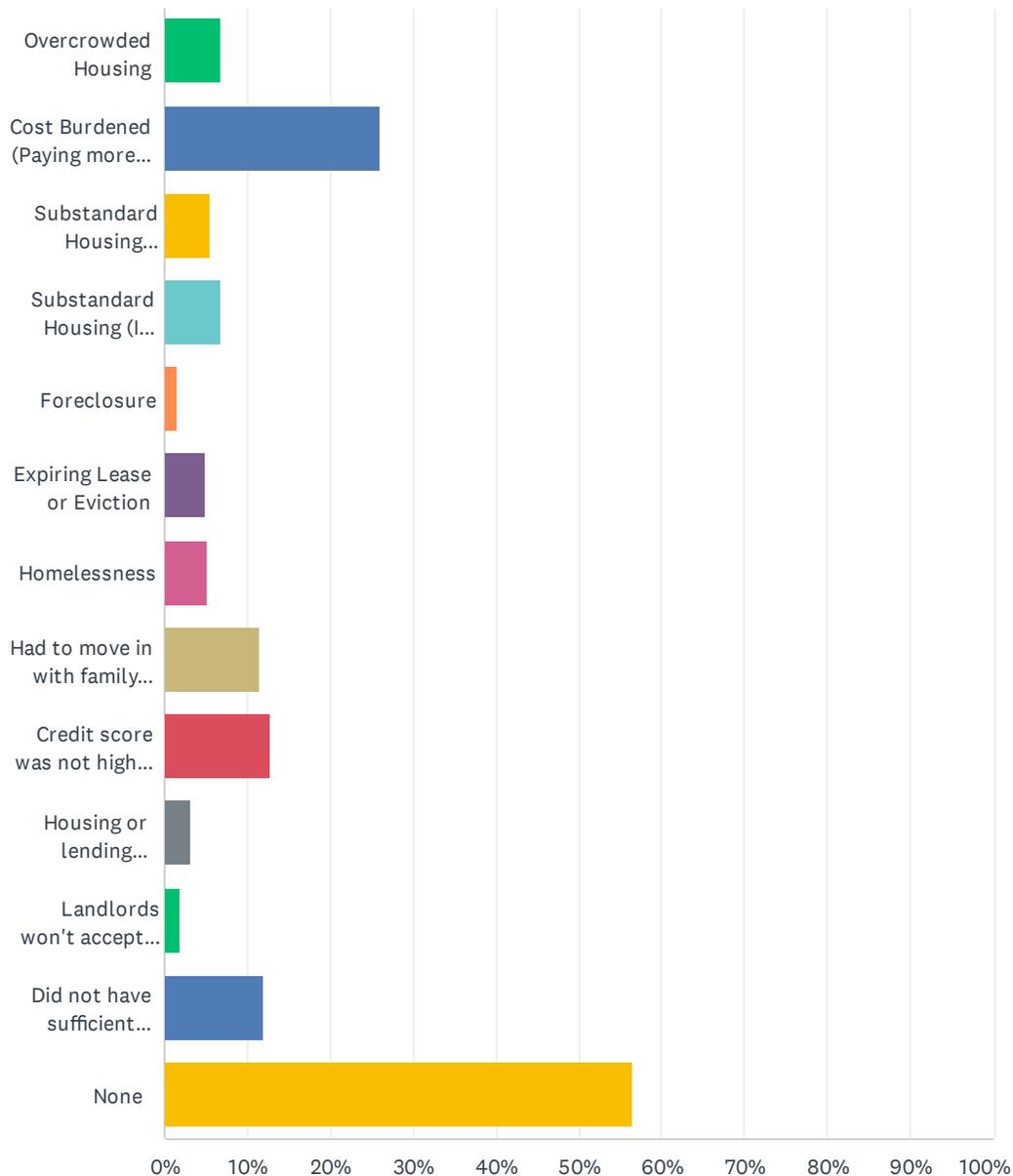


Muskegon County, Michigan Resident/Commuter Housing Survey

ANSWER CHOICES	RESPONSES	
No Expense	2.52%	37
Up to \$250	2.11%	31
\$251 - \$500	7.15%	105
\$501 - \$750	10.69%	157
\$751-\$1,000	14.78%	217
\$1,001 - \$1,250	14.03%	206
\$1,251 - \$1,500	15.67%	230
\$1,501 - \$1,750	11.85%	174
\$1,751 - \$2,000	8.51%	125
Over \$2,000	12.67%	186
TOTAL	1,468	

Q5 Have you experienced, or are you currently experiencing any of the following as it relates to your place of residence? (check all that apply)

Answered: 1,443 Skipped: 252

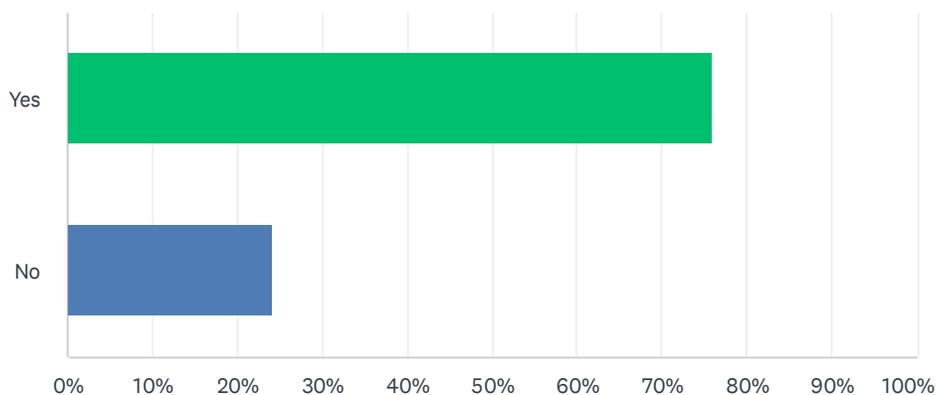


Muskegon County, Michigan Resident/Commuter Housing Survey

ANSWER CHOICES	RESPONSES	
Overcrowded Housing	6.72%	97
Cost Burdened (Paying more than 30% of your income toward housing cost)	25.99%	375
Substandard Housing (landlord did not maintain)	5.54%	80
Substandard Housing (I couldn't afford to maintain)	6.86%	99
Foreclosure	1.52%	22
Expiring Lease or Eviction	4.99%	72
Homelessness	5.13%	74
Had to move in with family and/or friends	11.43%	165
Credit score was not high enough for a lease and/or mortgage	12.75%	184
Housing or lending discrimination	3.26%	47
Landlords won't accept Housing Choice Vouchers	1.87%	27
Did not have sufficient deposit or down payment	11.85%	171
None	56.48%	815
Total Respondents: 1,443		

Q6 Are you familiar with the housing conditions of the city of Muskegon?

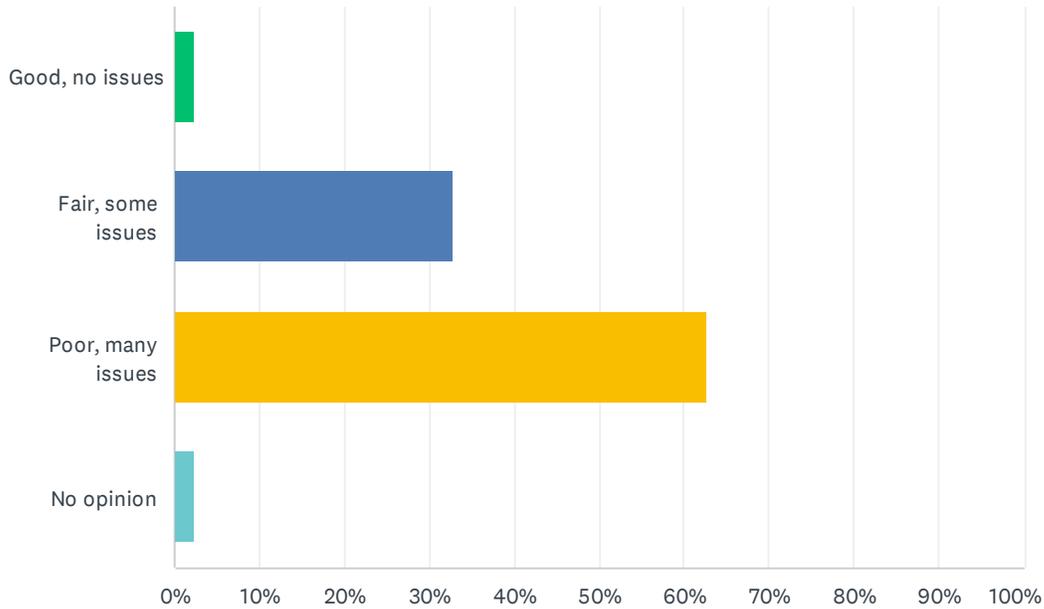
Answered: 1,480 Skipped: 215



ANSWER CHOICES	RESPONSES	
Yes	75.88%	1,123
No	24.12%	357
TOTAL		1,480

Q7 How would you describe the overall housing market in the city of Muskegon?

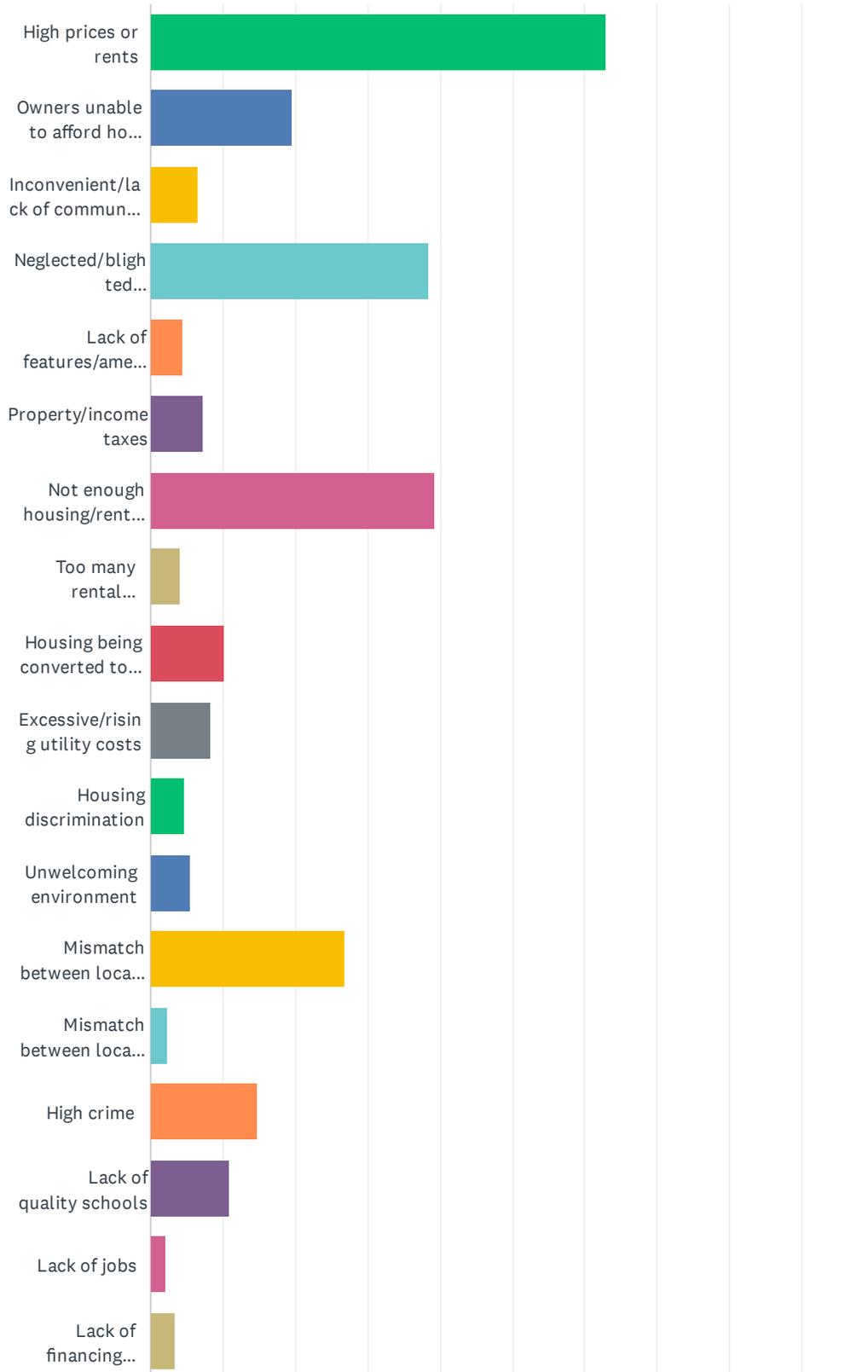
Answered: 952 Skipped: 743



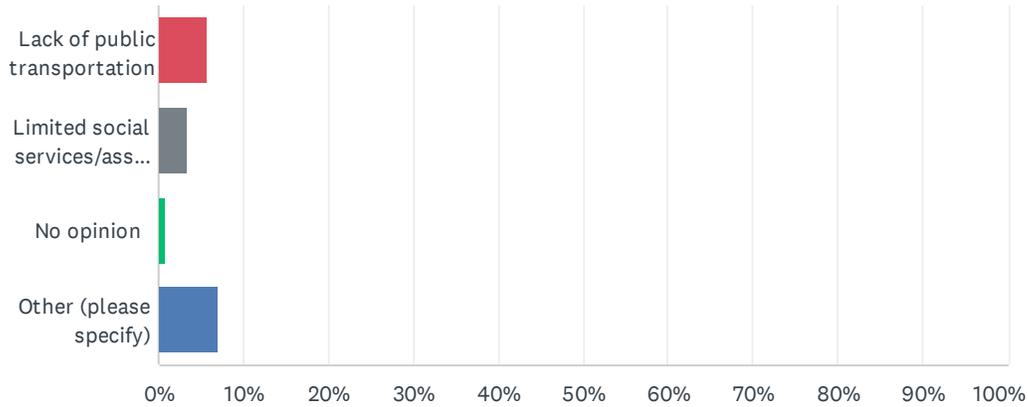
ANSWER CHOICES	RESPONSES	
Good, no issues	2.31%	22
Fair, some issues	32.77%	312
Poor, many issues	62.61%	596
No opinion	2.31%	22
TOTAL		952

Q8 In your opinion, what are the top three issues negatively impacting the the city of Muskegon housing market? (you can only select up to three)

Answered: 968 Skipped: 727



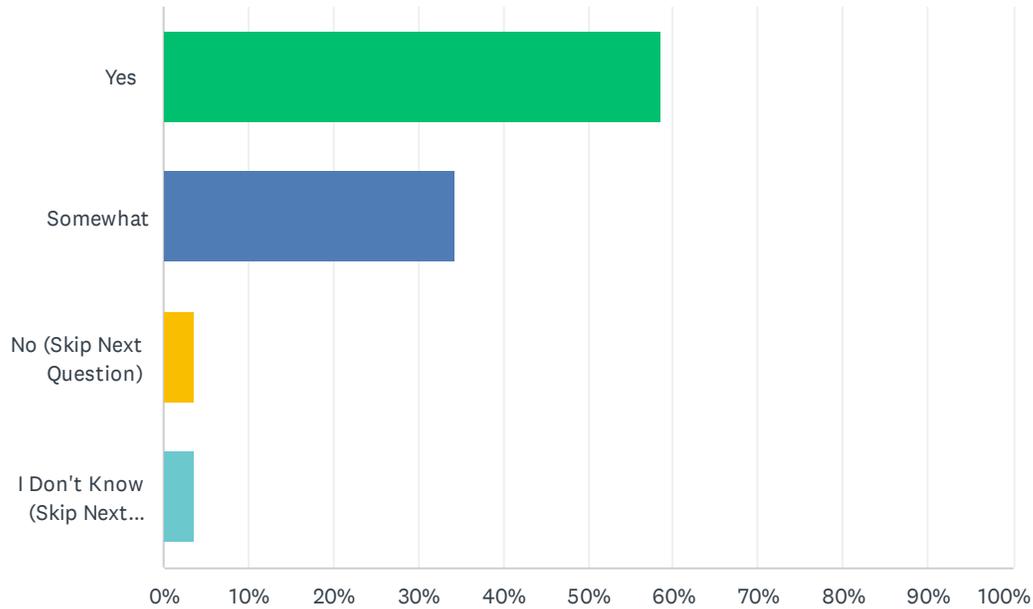
Muskegon County, Michigan Resident/Commuter Housing Survey



ANSWER CHOICES	RESPONSES	
High prices or rents	62.81%	608
Owners unable to afford home maintenance/upkeep	19.63%	190
Inconvenient/lack of community services (healthcare, pharmacies, shopping, etc.)	6.71%	65
Neglected/blighted properties/neighborhood (poor condition)	38.33%	371
Lack of features/amenities (playground, street trees, well-maintained sidewalks, etc.)	4.55%	44
Property/income taxes	7.33%	71
Not enough housing/rental options (few vacancies)	39.15%	379
Too many rental properties (many vacancies)	4.03%	39
Housing being converted to short-term/vacation rentals	10.33%	100
Excessive/rising utility costs	8.26%	80
Housing discrimination	4.75%	46
Unwelcoming environment	5.58%	54
Mismatch between local jobs/wages and housing costs	26.96%	261
Mismatch between local jobs and location of housing	2.27%	22
High crime	14.77%	143
Lack of quality schools	10.95%	106
Lack of jobs	2.07%	20
Lack of financing options	3.31%	32
Lack of public transportation	5.68%	55
Limited social services/assistance programs	3.41%	33
No opinion	0.83%	8
Other (please specify)	7.13%	69
Total Respondents: 968		

Q9 Do you believe it is difficult for people to find suitable housing in the city of Muskegon?

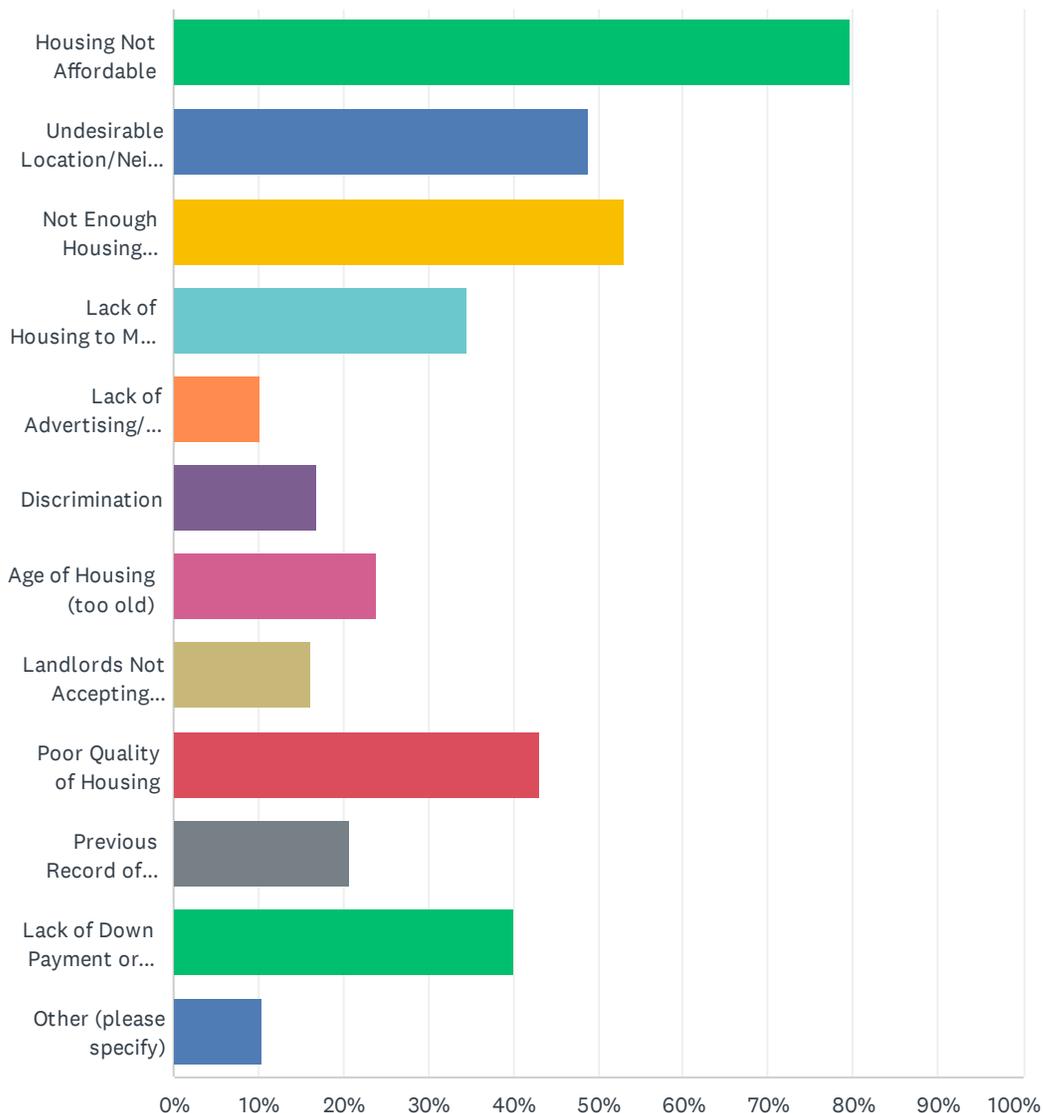
Answered: 960 Skipped: 735



ANSWER CHOICES	RESPONSES
Yes	58.54% 562
Somewhat	34.38% 330
No (Skip Next Question)	3.54% 34
I Don't Know (Skip Next Question)	3.54% 34
TOTAL	960

Q10 If you answered YES or SOMEWHAT in the previous question, why do you believe it is difficult for people to find suitable housing in the city of Muskegon? (select all that apply)

Answered: 903 Skipped: 792

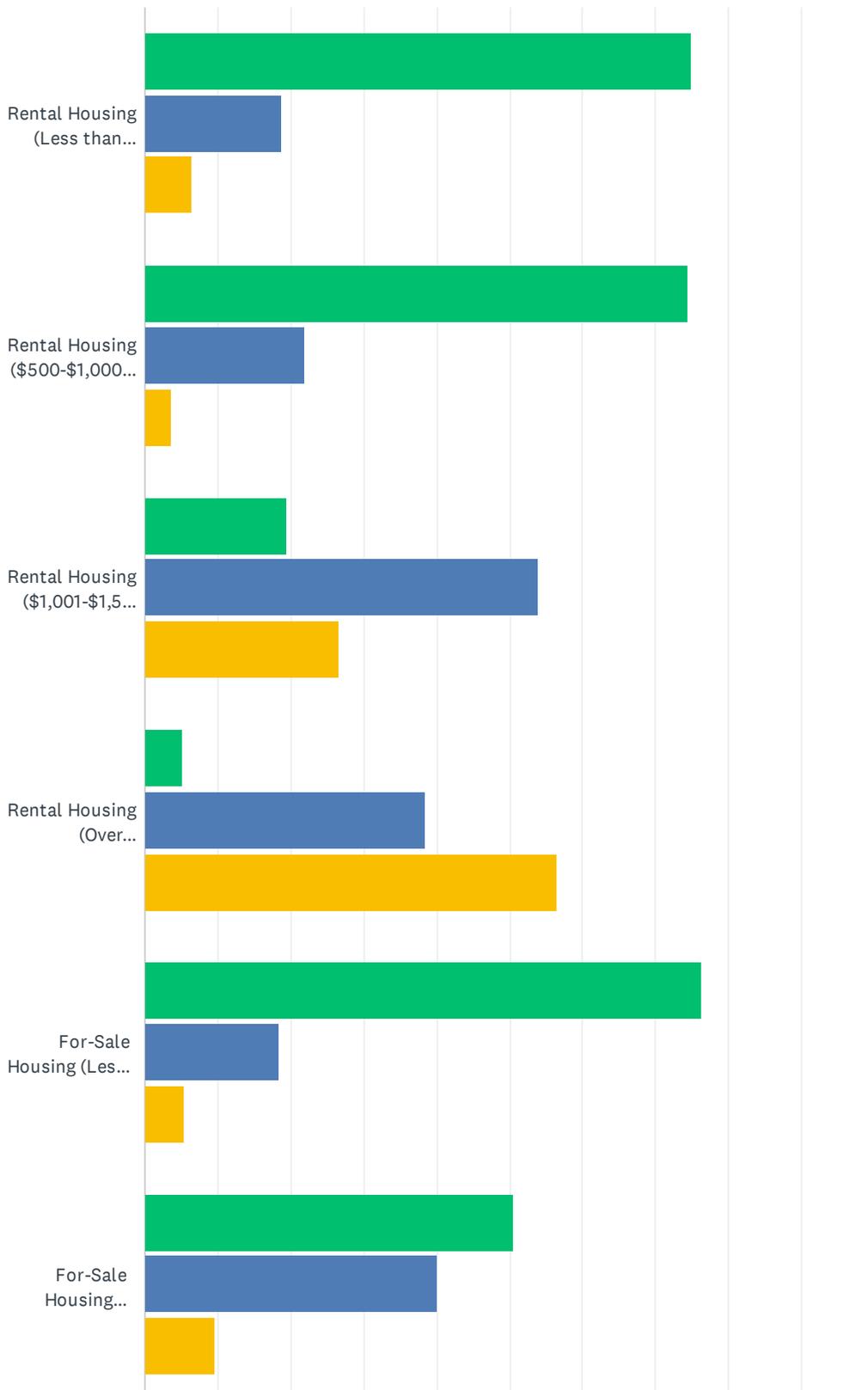


Muskegon County, Michigan Resident/Commuter Housing Survey

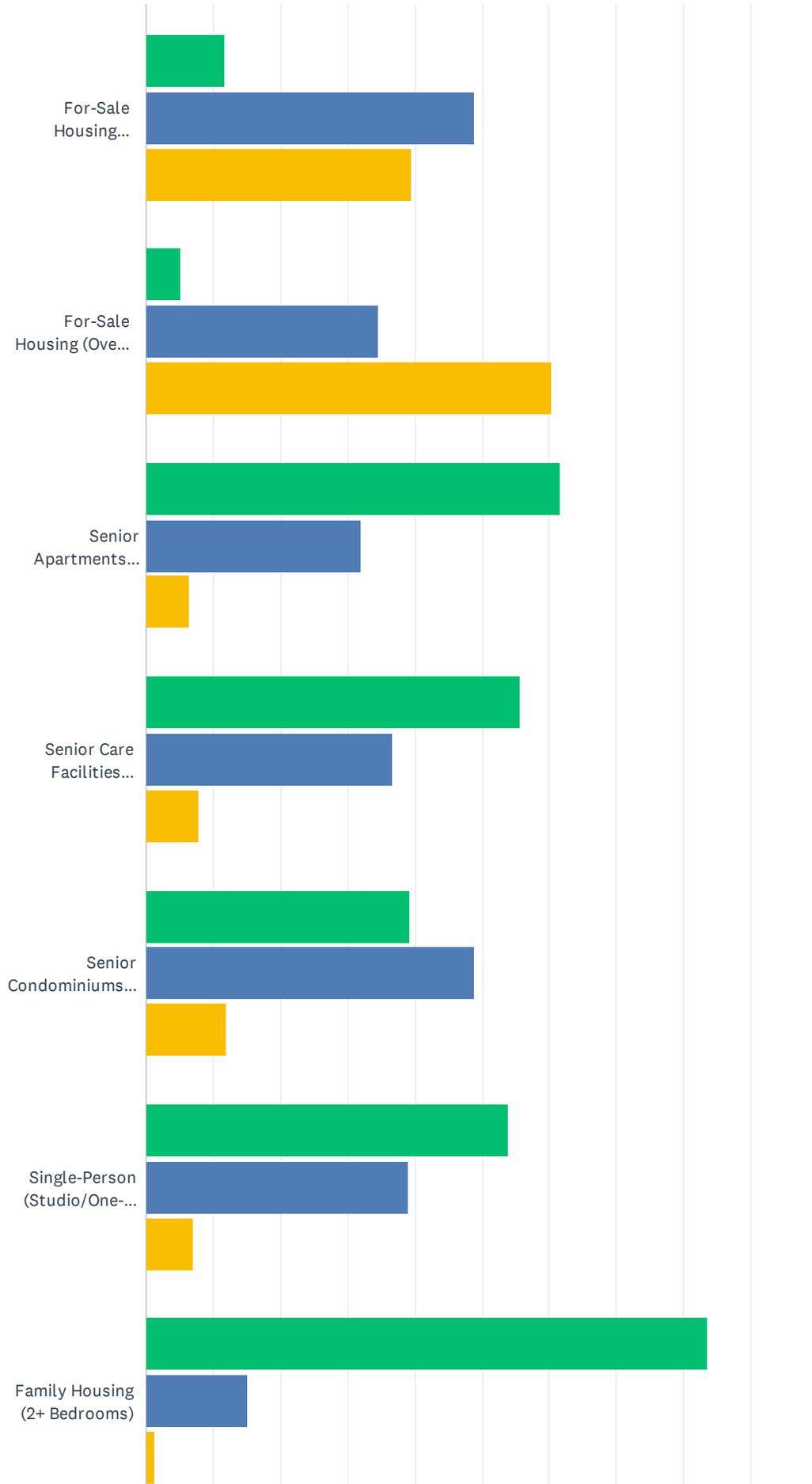
ANSWER CHOICES	RESPONSES	
Housing Not Affordable	79.84%	721
Undesirable Location/Neighborhood	48.73%	440
Not Enough Housing (Limited Availability)	53.05%	479
Lack of Housing to Meet Specific Needs (such as number of bedrooms)	34.55%	312
Lack of Advertising/Resources to Find Available Housing	10.30%	93
Discrimination	16.83%	152
Age of Housing (too old)	23.81%	215
Landlords Not Accepting Housing Choice Vouchers	16.28%	147
Poor Quality of Housing	43.08%	389
Previous Record of Felony/Incarceration/Eviction	20.60%	186
Lack of Down Payment or Rental Deposit	40.09%	362
Other (please specify)	10.41%	94
Total Respondents: 903		

Q11 To what degree are each of the following housing types needed in the city of Muskegon?

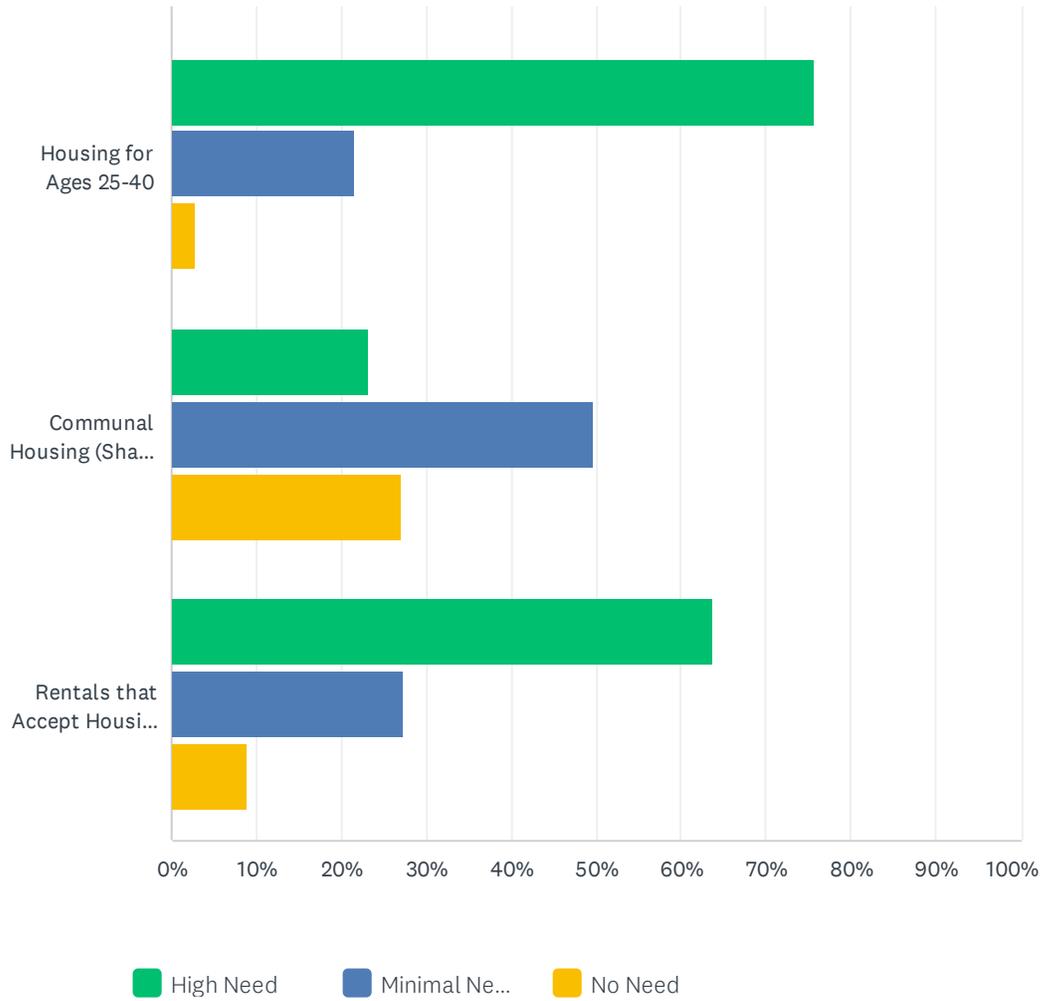
Answered: 948 Skipped: 747



Muskegon County, Michigan Resident/Commuter Housing Survey



Muskegon County, Michigan Resident/Commuter Housing Survey

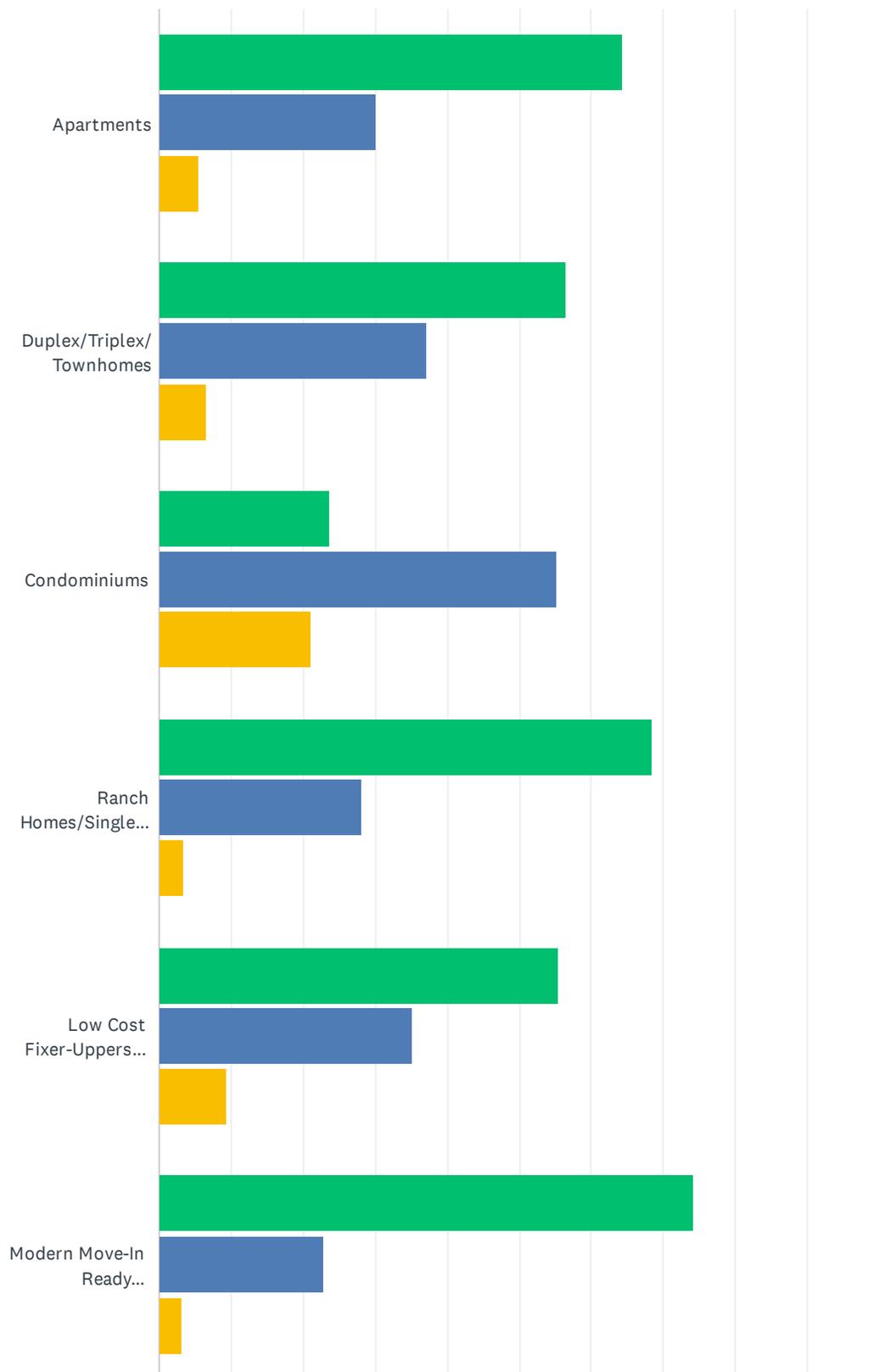


Muskegon County, Michigan Resident/Commuter Housing Survey

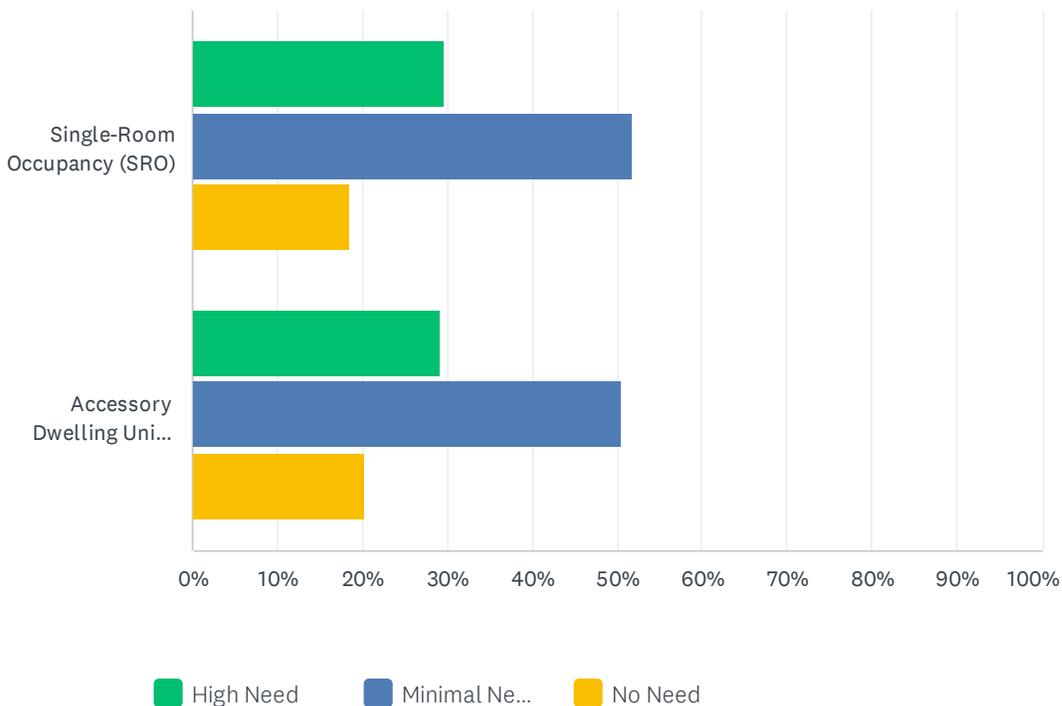
	HIGH NEED	MINIMAL NEED	NO NEED	TOTAL	WEIGHTED AVERAGE
Rental Housing (Less than \$500/month)	74.81% 677	18.78% 170	6.41% 58	905	1.32
Rental Housing (\$500-\$1,000/month)	74.43% 684	21.87% 201	3.70% 34	919	1.29
Rental Housing (\$1,001-\$1,500/month)	19.33% 168	53.97% 469	26.70% 232	869	2.07
Rental Housing (Over \$1,500/month)	5.05% 44	38.46% 335	56.49% 492	871	2.51
For-Sale Housing (Less than \$100,000)	76.27% 688	18.29% 165	5.43% 49	902	1.29
For-Sale Housing (\$100,000-\$200,000)	50.44% 456	40.04% 362	9.51% 86	904	1.59
For-Sale Housing (\$201,000-\$300,000)	11.64% 102	48.86% 428	39.50% 346	876	2.28
For-Sale Housing (Over \$300,000)	5.15% 45	34.55% 302	60.30% 527	874	2.55
Senior Apartments (Independent Living)	61.65% 553	32.00% 287	6.35% 57	897	1.45
Senior Care Facilities (Assisted Living/Nursing Care)	55.61% 491	36.58% 323	7.81% 69	883	1.52
Senior Condominiums (For-Sale Housing)	39.25% 345	48.81% 429	11.95% 105	879	1.73
Single-Person (Studio/One-Bedroom)	54.05% 474	39.00% 342	6.96% 61	877	1.53
Family Housing (2+ Bedrooms)	83.63% 751	15.14% 136	1.22% 11	898	1.18
Housing for Ages 25-40	75.71% 667	21.57% 190	2.72% 24	881	1.27
Communal Housing (Shared Living Space)	23.26% 200	49.65% 427	27.09% 233	860	2.04
Rentals that Accept Housing Choice Vouchers	63.82% 538	27.28% 230	8.90% 75	843	1.45

Q12 To what degree are each of the following housing styles needed in the city of Muskegon?

Answered: 932 Skipped: 763



Muskegon County, Michigan Resident/Commuter Housing Survey



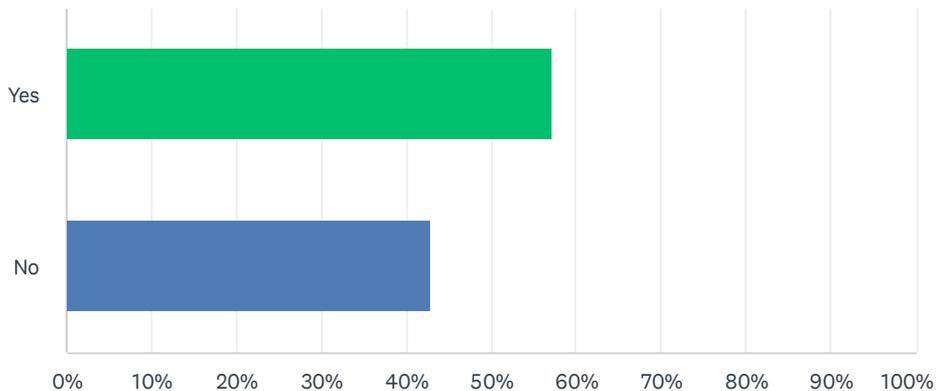
	HIGH NEED	MINIMAL NEED	NO NEED	TOTAL	WEIGHTED AVERAGE
Apartments	64.43% 587	29.97% 273	5.60% 51	911	1.41
Duplex/Triplex/Townhomes	56.40% 502	37.08% 330	6.52% 58	890	1.50
Condominiums	23.69% 208	55.24% 485	21.07% 185	878	1.97
Ranch Homes/Single Floor Plan Units	68.49% 613	28.16% 252	3.35% 30	895	1.35
Low Cost Fixer-Uppers (single-family homes)	55.33% 493	35.24% 314	9.43% 84	891	1.54
Modern Move-In Ready Single-Family Homes	74.11% 667	22.78% 205	3.11% 28	900	1.29
Single-Room Occupancy (SRO)	29.63% 256	51.74% 447	18.63% 161	864	1.89
Accessory Dwelling Unit (Above Garage, Income Suite, Etc.)	29.20% 252	50.52% 436	20.28% 175	863	1.91

Q13 Please share any other comments/concerns about housing in the city of Muskegon.

Answered: 280 Skipped: 1,415

Q14 Are you familiar with the housing conditions of Muskegon County (outside of Muskegon city)?

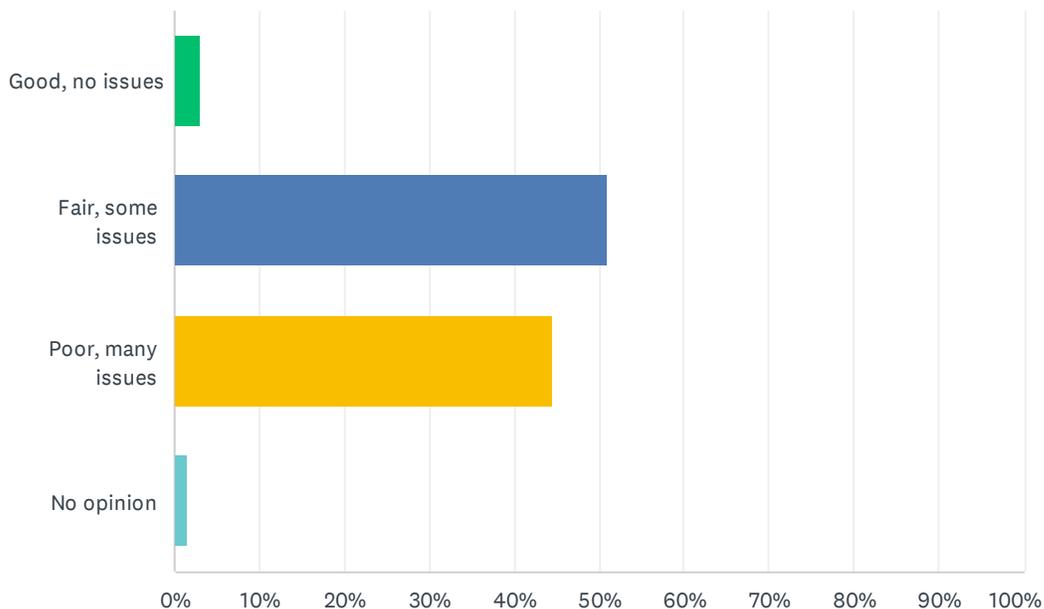
Answered: 1,288 Skipped: 407



ANSWER CHOICES	RESPONSES	
Yes	57.14%	736
No	42.86%	552
TOTAL		1,288

Q15 How would you describe the overall housing market in Muskegon County?

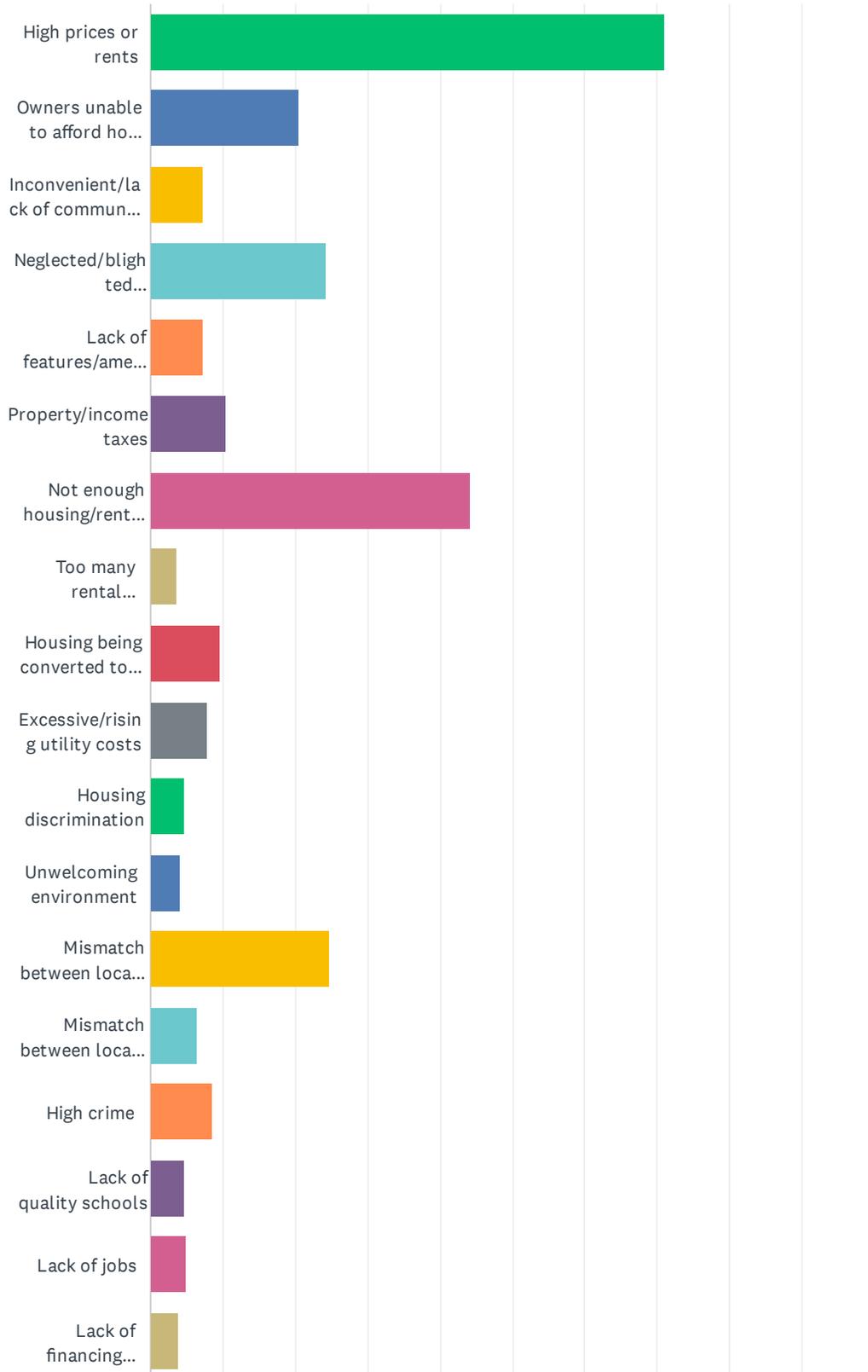
Answered: 569 Skipped: 1,126



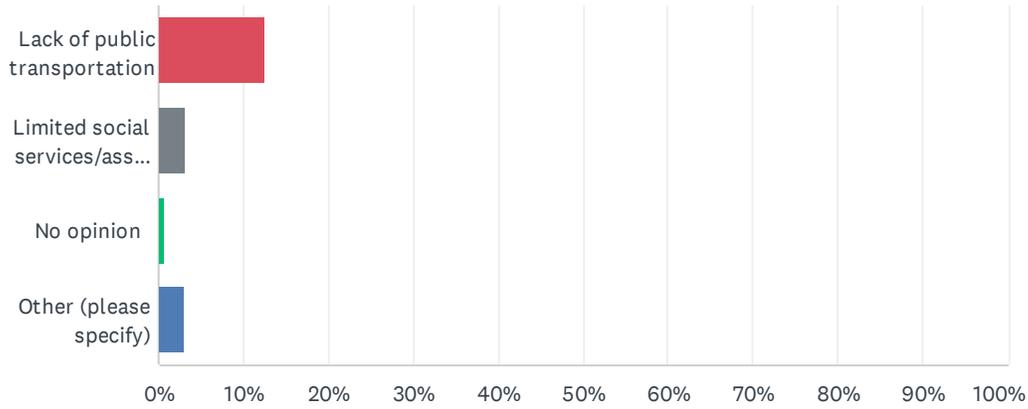
ANSWER CHOICES	RESPONSES	
Good, no issues	2.99%	17
Fair, some issues	50.97%	290
Poor, many issues	44.46%	253
No opinion	1.58%	9
TOTAL		569

Q16 In your opinion, what are the top three issues negatively impacting the Muskegon County housing market? (you can only select up to three)

Answered: 579 Skipped: 1,116



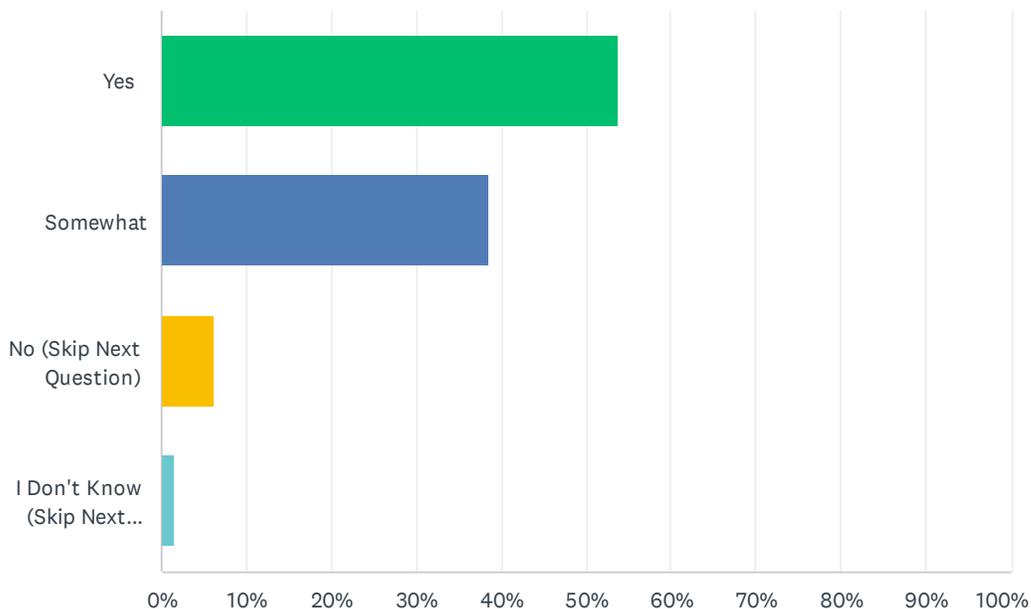
Muskegon County, Michigan Resident/Commuter Housing Survey



ANSWER CHOICES	RESPONSES	
High prices or rents	70.98%	411
Owners unable to afford home maintenance/upkeep	20.55%	119
Inconvenient/lack of community services (healthcare, pharmacies, shopping, etc.)	7.25%	42
Neglected/blighted properties/neighborhood (poor condition)	24.35%	141
Lack of features/amenities (playground, street trees, well-maintained sidewalks, etc.)	7.25%	42
Property/income taxes	10.54%	61
Not enough housing/rental options (few vacancies)	44.04%	255
Too many rental properties (many vacancies)	3.63%	21
Housing being converted to short-term/vacation rentals	9.50%	55
Excessive/rising utility costs	7.94%	46
Housing discrimination	4.66%	27
Unwelcoming environment	4.15%	24
Mismatch between local jobs/wages and housing costs	24.70%	143
Mismatch between local jobs and location of housing	6.39%	37
High crime	8.46%	49
Lack of quality schools	4.66%	27
Lack of jobs	4.84%	28
Lack of financing options	3.80%	22
Lack of public transportation	12.61%	73
Limited social services/assistance programs	3.28%	19
No opinion	0.69%	4
Other (please specify)	2.94%	17
Total Respondents: 579		

Q17 Do you believe it is difficult for people to find suitable housing in Muskegon County?

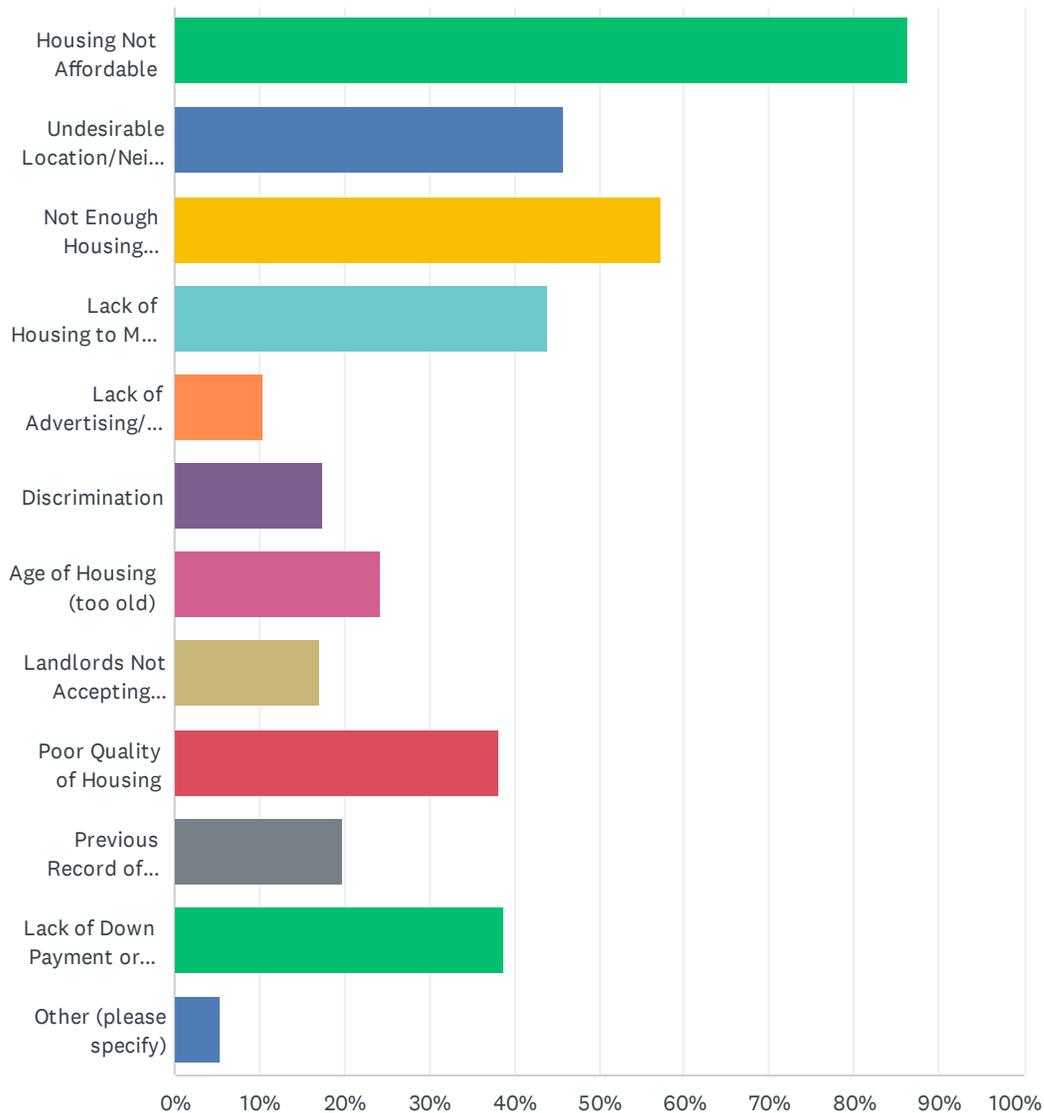
Answered: 574 Skipped: 1,121



ANSWER CHOICES	RESPONSES
Yes	53.66% 308
Somewhat	38.68% 222
No (Skip Next Question)	6.27% 36
I Don't Know (Skip Next Question)	1.39% 8
TOTAL	574

Q18 If you answered YES or SOMEWHAT in the previous question, why do you believe it is difficult for people to find suitable housing in Muskegon County? (select all that apply)

Answered: 527 Skipped: 1,168

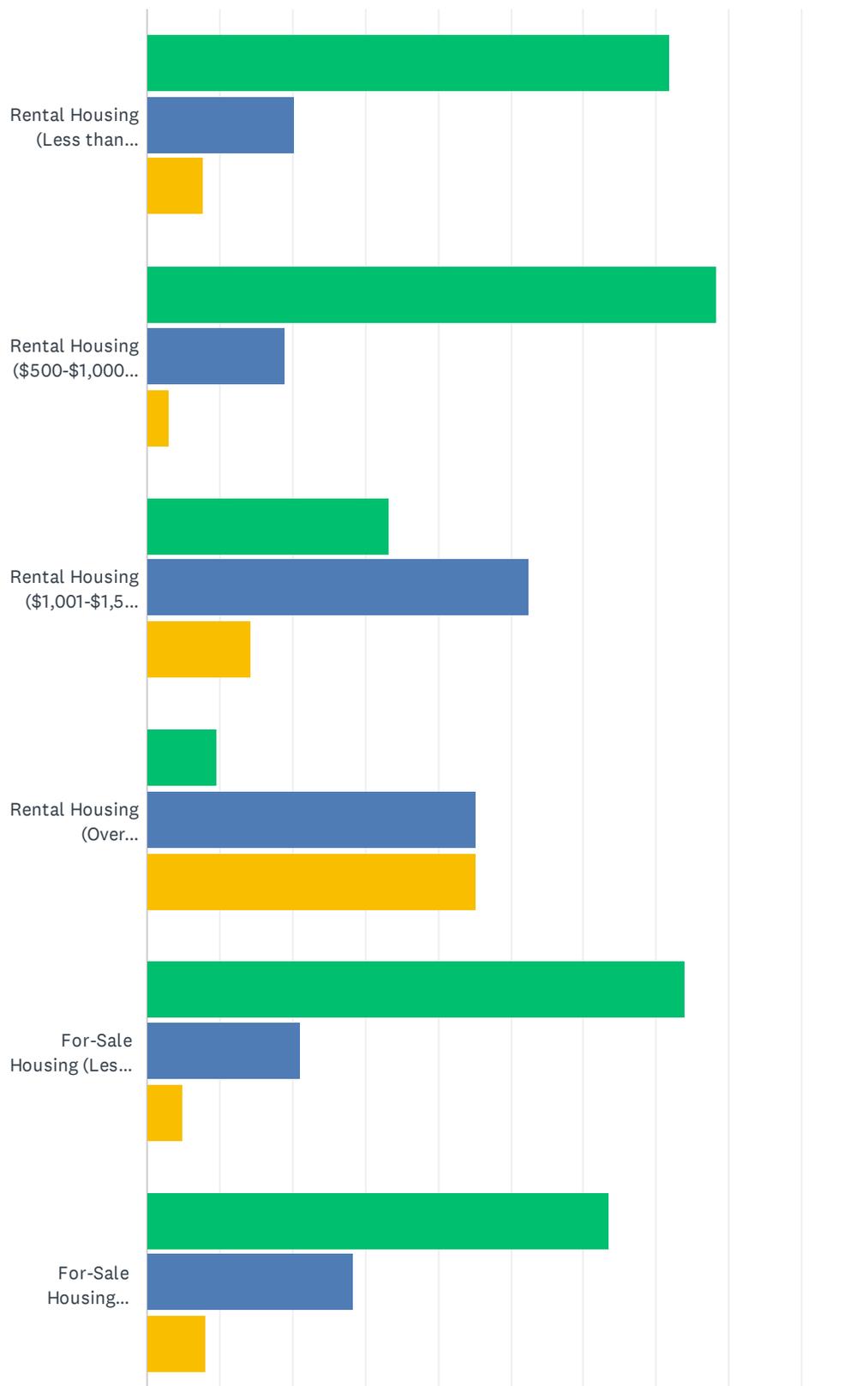


Muskegon County, Michigan Resident/Commuter Housing Survey

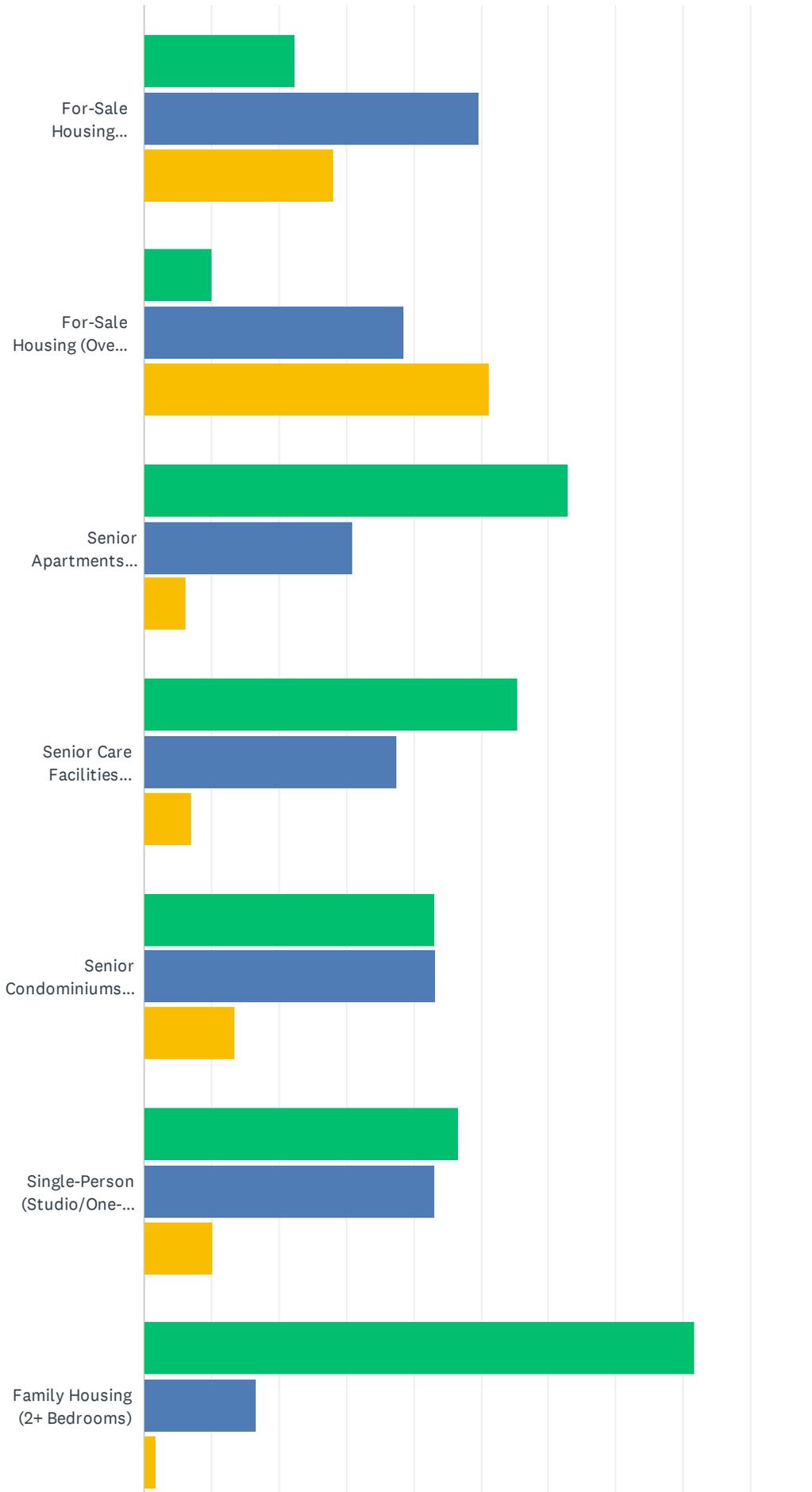
ANSWER CHOICES	RESPONSES	
Housing Not Affordable	86.34%	455
Undesirable Location/Neighborhood	45.92%	242
Not Enough Housing (Limited Availability)	57.31%	302
Lack of Housing to Meet Specific Needs (such as number of bedrooms)	43.83%	231
Lack of Advertising/Resources to Find Available Housing	10.44%	55
Discrimination	17.46%	92
Age of Housing (too old)	24.29%	128
Landlords Not Accepting Housing Choice Vouchers	17.08%	90
Poor Quality of Housing	38.14%	201
Previous Record of Felony/Incarceration/Eviction	19.92%	105
Lack of Down Payment or Rental Deposit	38.71%	204
Other (please specify)	5.31%	28
Total Respondents: 527		

Q19 To what degree are each of the following housing types needed in Muskegon County.

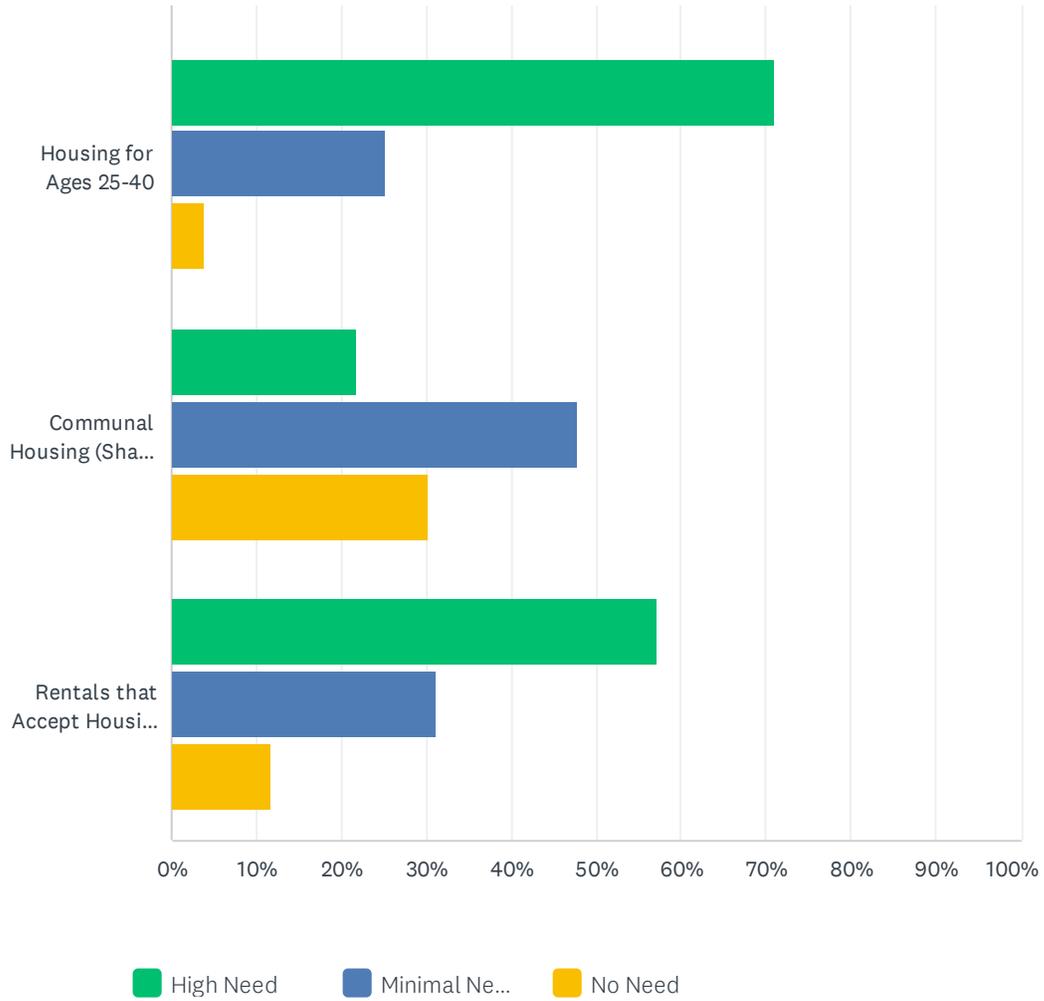
Answered: 552 Skipped: 1,143



Muskegon County, Michigan Resident/Commuter Housing Survey



Muskegon County, Michigan Resident/Commuter Housing Survey

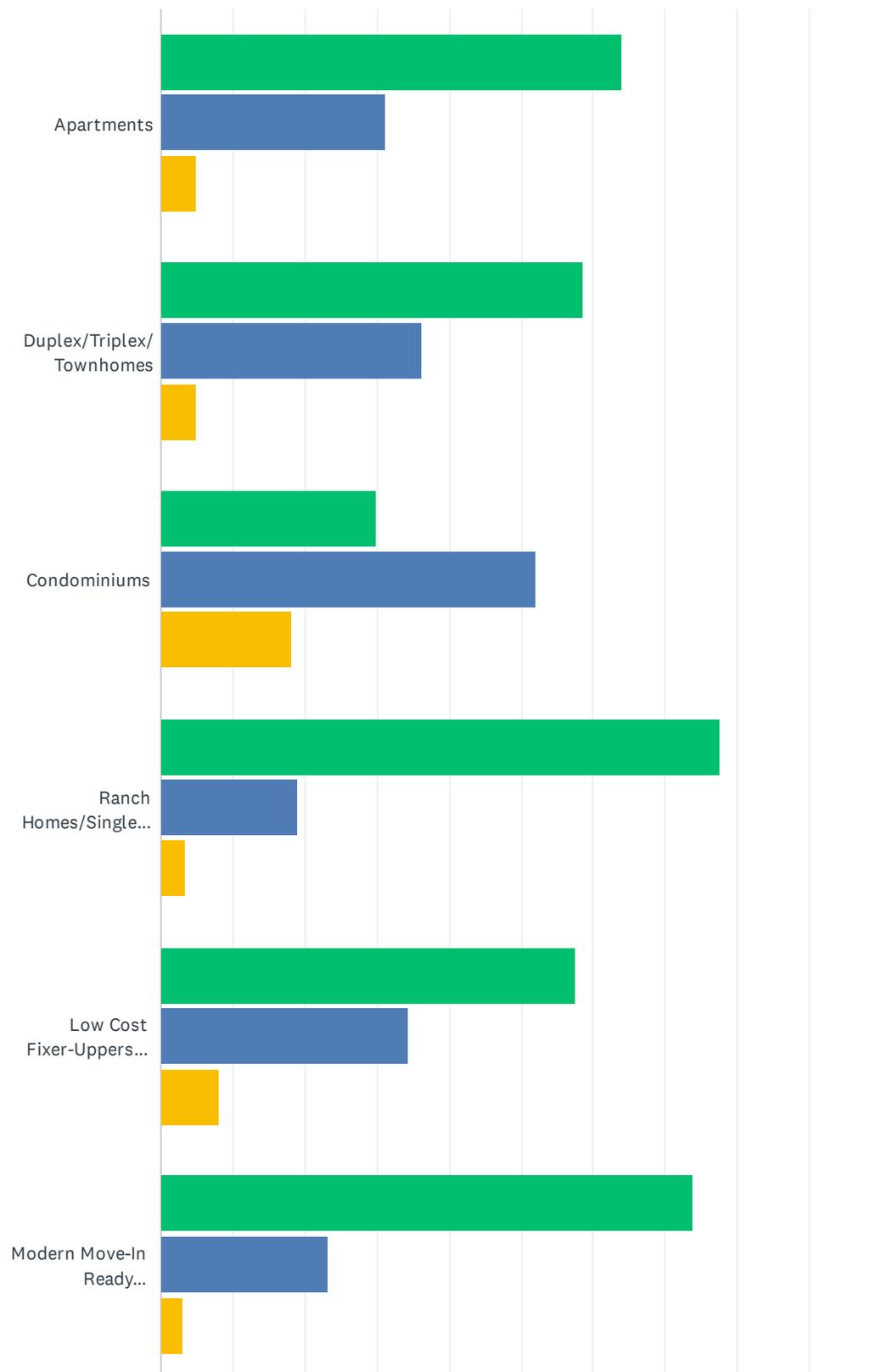


Muskegon County, Michigan Resident/Commuter Housing Survey

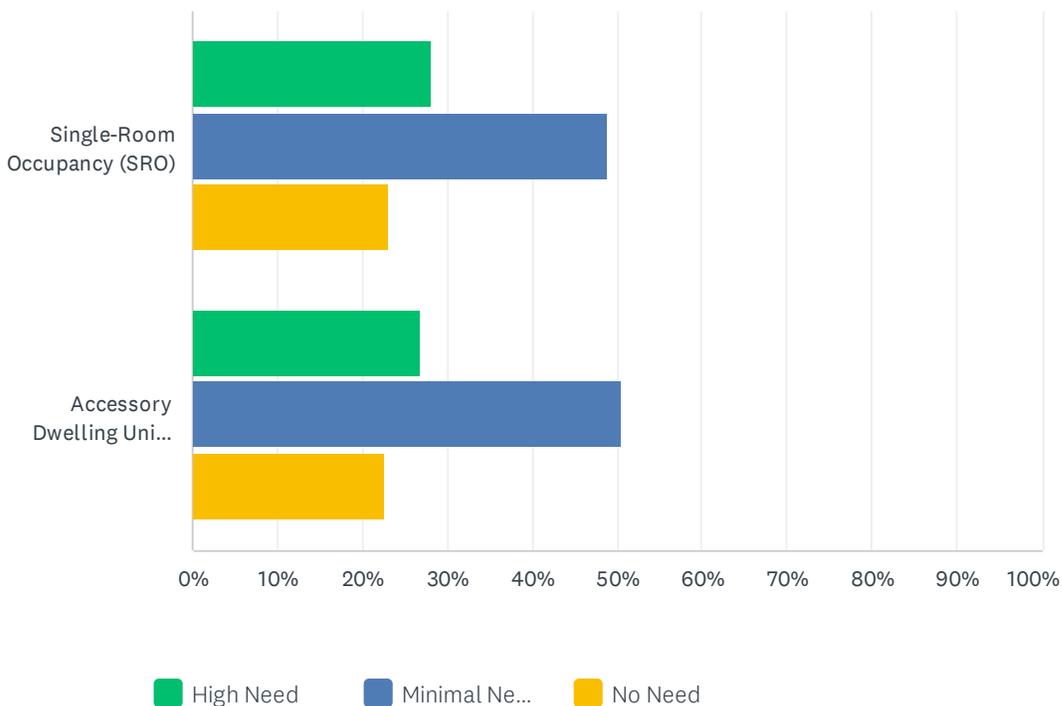
	HIGH NEED	MINIMAL NEED	NO NEED	TOTAL	WEIGHTED AVERAGE
Rental Housing (Less than \$500/month)	71.92% 379	20.30% 107	7.78% 41	527	1.36
Rental Housing (\$500-\$1,000/month)	78.15% 422	18.89% 102	2.96% 16	540	1.25
Rental Housing (\$1,001-\$1,500/month)	33.27% 172	52.42% 271	14.31% 74	517	1.81
Rental Housing (Over \$1,500/month)	9.51% 49	45.24% 233	45.24% 233	515	2.36
For-Sale Housing (Less than \$100,000)	74.00% 387	21.03% 110	4.97% 26	523	1.31
For-Sale Housing (\$100,000-\$200,000)	63.57% 335	28.27% 149	8.16% 43	527	1.45
For-Sale Housing (\$201,000-\$300,000)	22.31% 116	49.62% 258	28.08% 146	520	2.06
For-Sale Housing (Over \$300,000)	10.10% 52	38.64% 199	51.26% 264	515	2.41
Senior Apartments (Independent Living)	62.91% 329	30.98% 162	6.12% 32	523	1.43
Senior Care Facilities (Assisted Living/Nursing Care)	55.49% 288	37.57% 195	6.94% 36	519	1.51
Senior Condominiums (For-Sale Housing)	43.16% 221	43.36% 222	13.48% 69	512	1.70
Single-Person (Studio/One-Bedroom)	46.60% 240	43.11% 222	10.29% 53	515	1.64
Family Housing (2+ Bedrooms)	81.70% 424	16.57% 86	1.73% 9	519	1.20
Housing for Ages 25-40	71.03% 358	25.20% 127	3.77% 19	504	1.33
Communal Housing (Shared Living Space)	21.83% 110	47.82% 241	30.36% 153	504	2.09
Rentals that Accept Housing Choice Vouchers	57.20% 282	31.03% 153	11.76% 58	493	1.55

Q20 To what degree are each of the following housing styles needed in Muskegon County?

Answered: 546 Skipped: 1,149



Muskegon County, Michigan Resident/Commuter Housing Survey



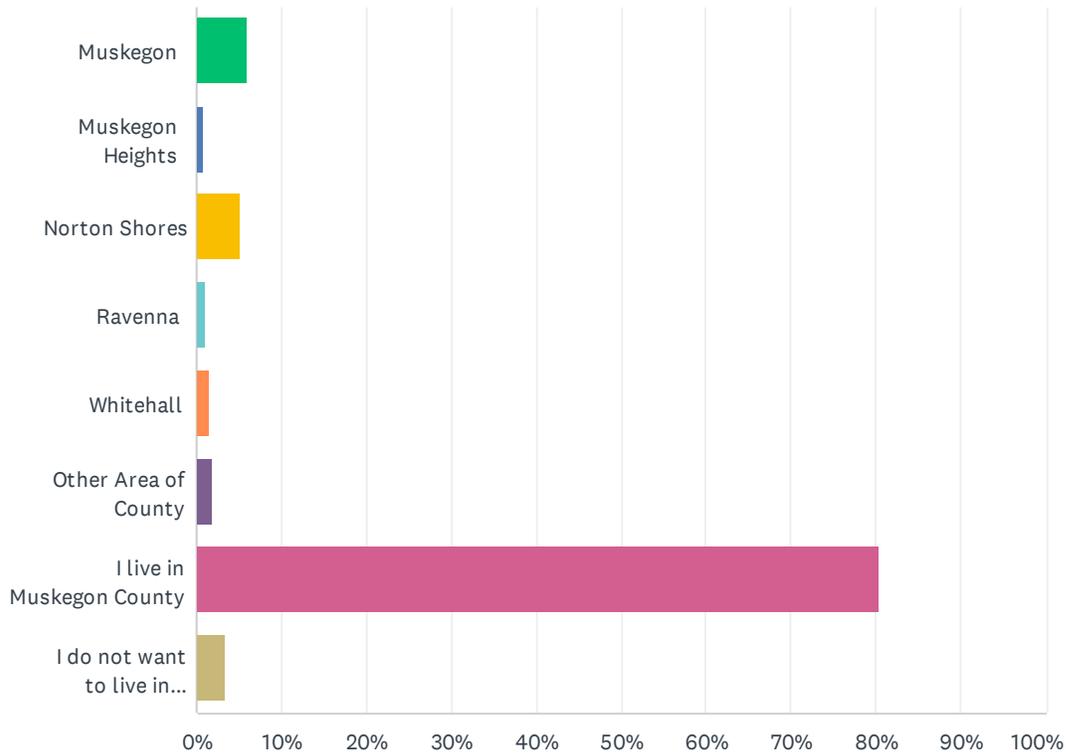
	HIGH NEED	MINIMAL NEED	NO NEED	TOTAL	WEIGHTED AVERAGE
Apartments	64.02% 338	31.06% 164	4.92% 26	528	1.41
Duplex/Triplex/Townhomes	58.70% 307	36.33% 190	4.97% 26	523	1.46
Condominiums	29.79% 154	52.03% 269	18.18% 94	517	1.88
Ranch Homes/Single Floor Plan Units	77.65% 410	18.94% 100	3.41% 18	528	1.26
Low Cost Fixer-Uppers (single-family homes)	57.58% 300	34.36% 179	8.06% 42	521	1.50
Modern Move-In Ready Single-Family Homes	73.70% 384	23.22% 121	3.07% 16	521	1.29
Single-Room Occupancy (SRO)	28.06% 140	48.90% 244	23.05% 115	499	1.95
Accessory Dwelling Unit (Above Garage, Income Suite, Etc.)	26.80% 134	50.60% 253	22.60% 113	500	1.96

Q21 Please share any other comments/concerns about housing in Muskegon County.

Answered: 82 Skipped: 1,613

Q22 If you do not currently live in Muskegon County, do you have any interest in living in any of the following parts of the county, should housing be available?

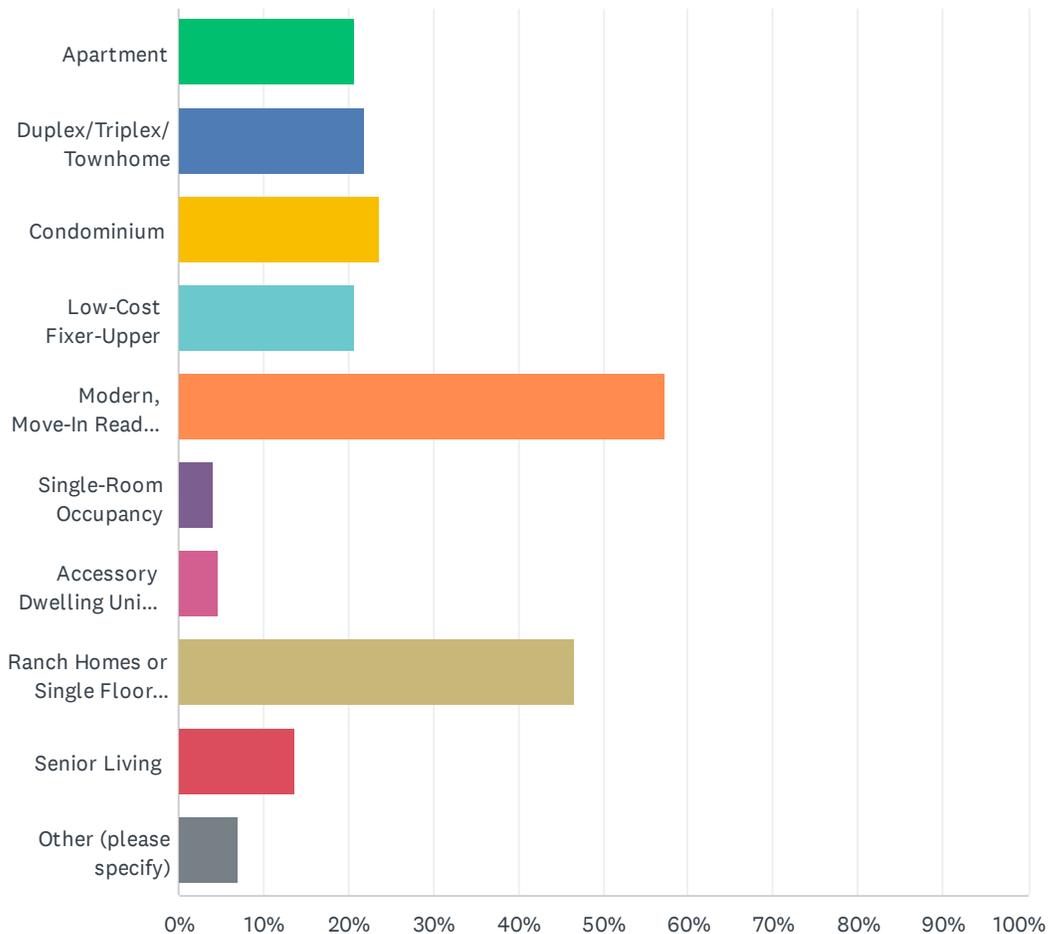
Answered: 1,116 Skipped: 579



ANSWER CHOICES	RESPONSES	
Muskegon	5.91%	66
Muskegon Heights	0.81%	9
Norton Shores	5.11%	57
Ravenna	0.99%	11
Whitehall	1.43%	16
Other Area of County	1.97%	22
I live in Muskegon County	80.38%	897
I do not want to live in Muskegon County	3.41%	38
TOTAL		1,116

Q23 What style of housing would you be interested in living in within Muskegon County? (check all that apply)

Answered: 169 Skipped: 1,526

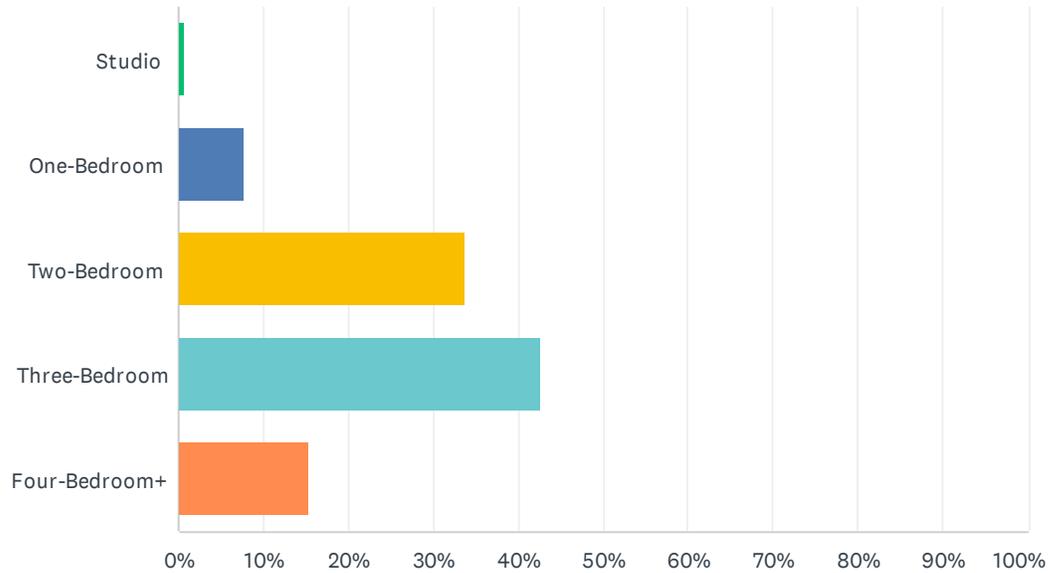


Muskegon County, Michigan Resident/Commuter Housing Survey

ANSWER CHOICES	RESPONSES	
Apartment	20.71%	35
Duplex/Triplex/Townhome	21.89%	37
Condominium	23.67%	40
Low-Cost Fixer-Upper	20.71%	35
Modern, Move-In Ready Single-Family Home	57.40%	97
Single-Room Occupancy	4.14%	7
Accessory Dwelling Unit (income suite)	4.73%	8
Ranch Homes or Single Floor Plan Unit	46.75%	79
Senior Living	13.61%	23
Other (please specify)	7.10%	12
Total Respondents: 169		

Q24 How many bedrooms would you require if you were to live in Muskegon County?

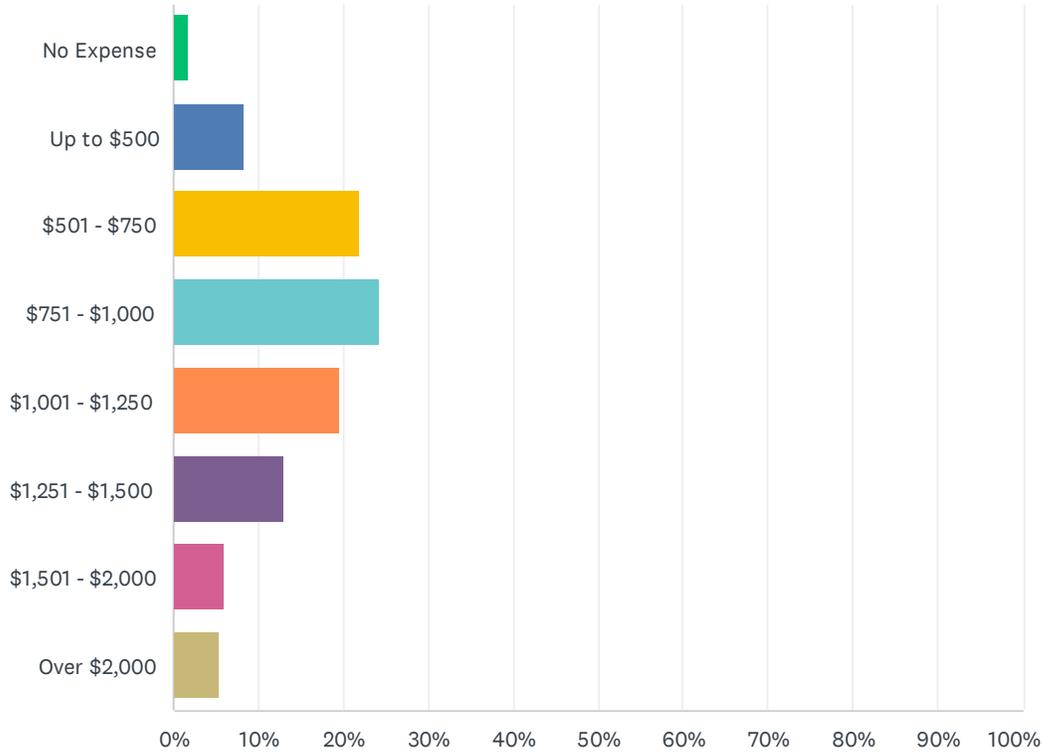
Answered: 169 Skipped: 1,526



ANSWER CHOICES	RESPONSES	
Studio	0.59%	1
One-Bedroom	7.69%	13
Two-Bedroom	33.73%	57
Three-Bedroom	42.60%	72
Four-Bedroom+	15.38%	26
TOTAL		169

Q25 What would you be willing to pay per month, including all utility costs, to live in Muskegon County?

Answered: 169 Skipped: 1,526



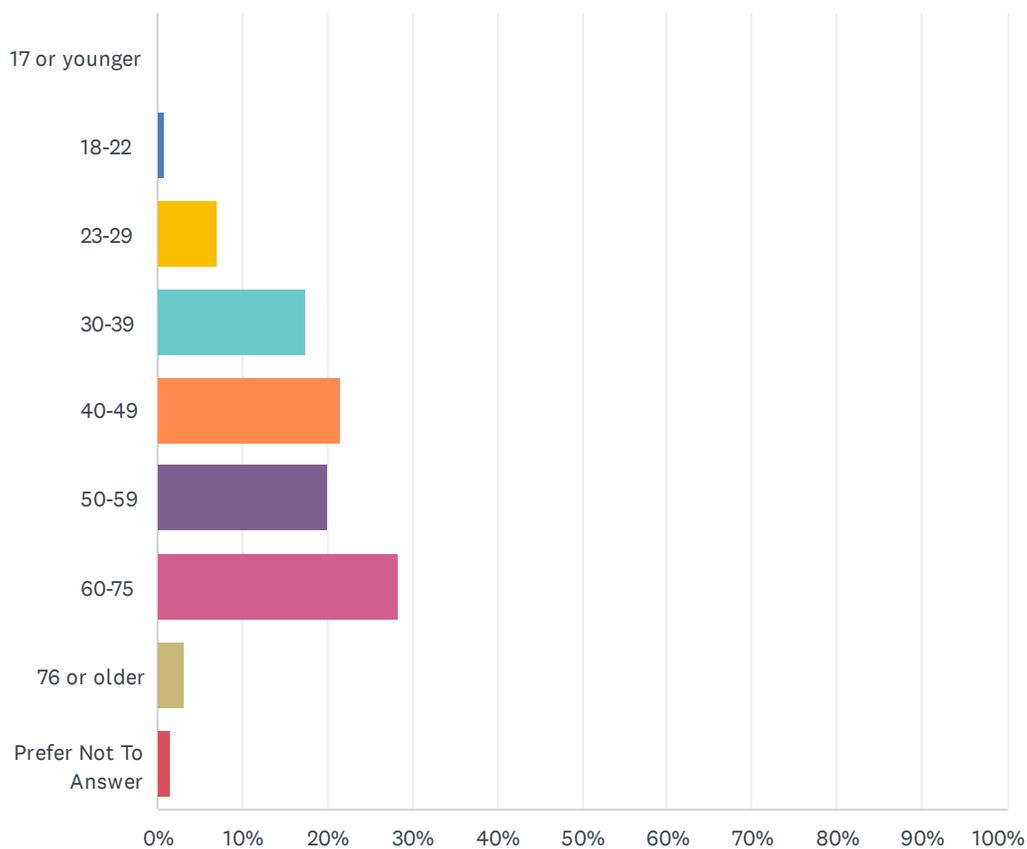
ANSWER CHOICES	RESPONSES	
No Expense	1.78%	3
Up to \$500	8.28%	14
\$501 - \$750	21.89%	37
\$751 - \$1,000	24.26%	41
\$1,001 - \$1,250	19.53%	33
\$1,251 - \$1,500	13.02%	22
\$1,501 - \$2,000	5.92%	10
Over \$2,000	5.33%	9
TOTAL		169

Q26 Is there anything besides housing that could be addressed, added or changed in Muskegon County that would increase the likelihood that you would move to the county (such as better schools, more/better employment opportunities, more restaurants, etc.)?

Answered: 63 Skipped: 1,632

Q27 What is your age?

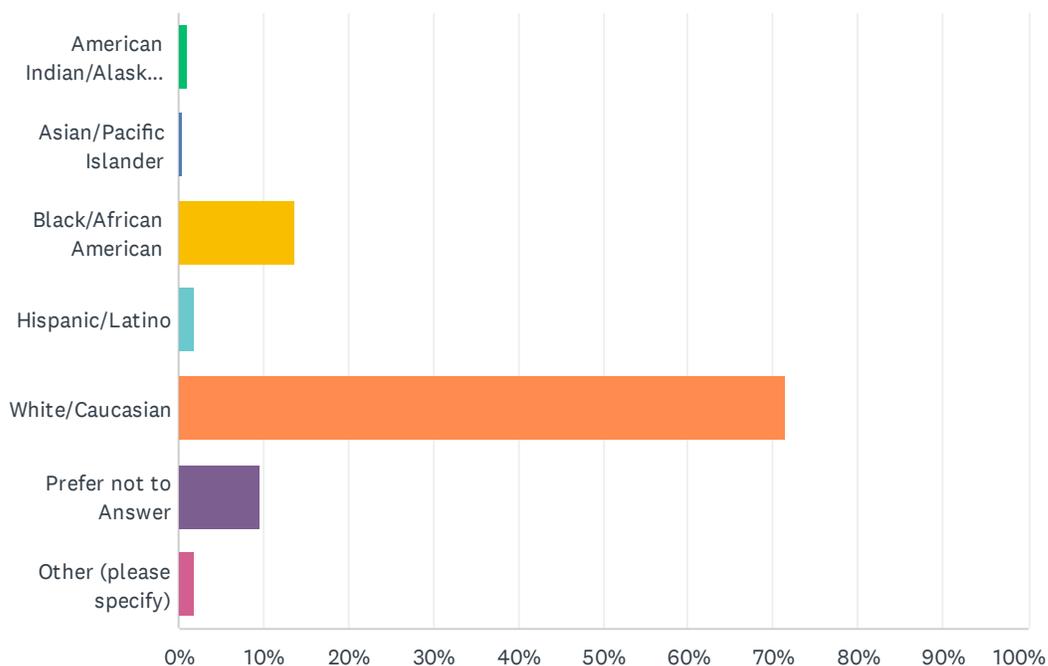
Answered: 1,093 Skipped: 602



ANSWER CHOICES	RESPONSES	
17 or younger	0.09%	1
18-22	0.82%	9
23-29	6.95%	76
30-39	17.47%	191
40-49	21.59%	236
50-59	19.95%	218
60-75	28.36%	310
76 or older	3.20%	35
Prefer Not To Answer	1.56%	17
TOTAL		1,093

Q28 What is your ethnicity?

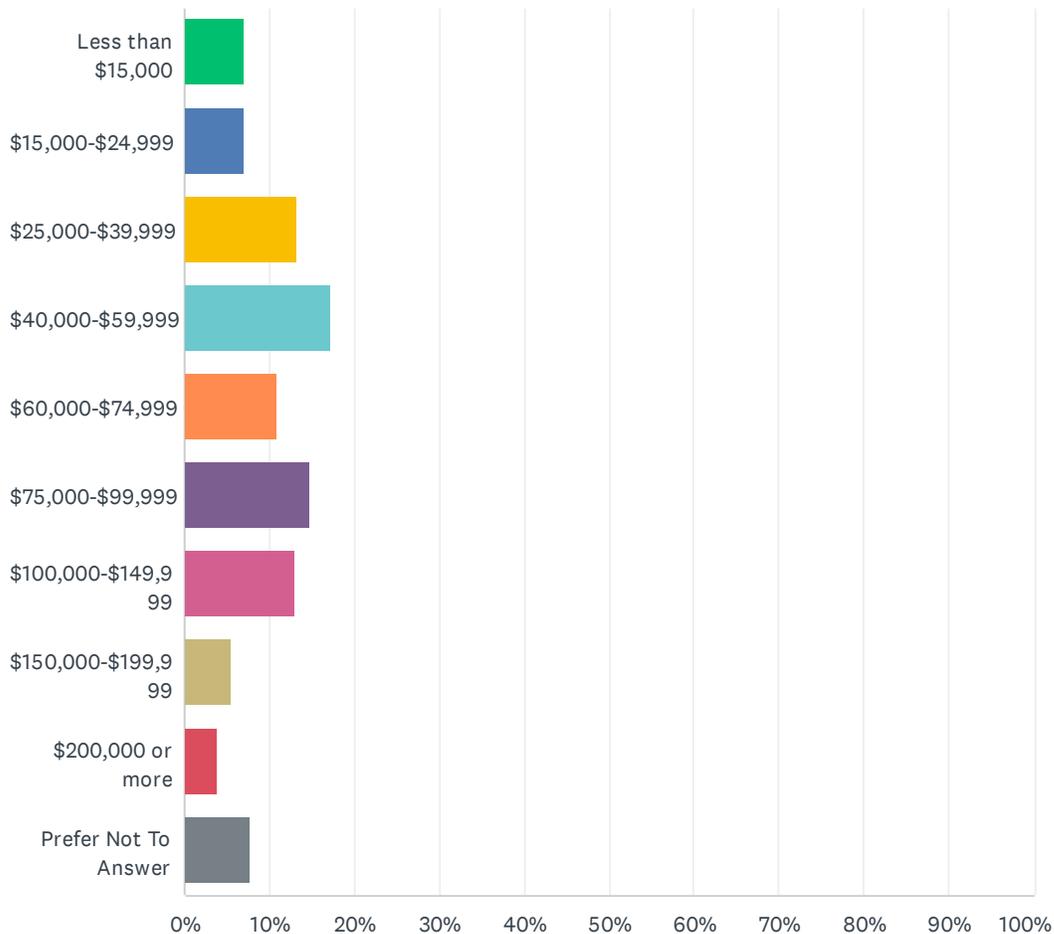
Answered: 1,091 Skipped: 604



ANSWER CHOICES	RESPONSES	
American Indian/Alaskan Native	1.10%	12
Asian/Pacific Islander	0.46%	5
Black/African American	13.66%	149
Hispanic/Latino	1.83%	20
White/Caucasian	71.49%	780
Prefer not to Answer	9.62%	105
Other (please specify)	1.83%	20
TOTAL		1,091

Q29 What is the estimated gross annual income of all residents living in your household?

Answered: 1,095 Skipped: 600



Muskegon County, Michigan Resident/Commuter Housing Survey

ANSWER CHOICES	RESPONSES	
Less than \$15,000	6.94%	76
\$15,000-\$24,999	7.03%	77
\$25,000-\$39,999	13.15%	144
\$40,000-\$59,999	17.26%	189
\$60,000-\$74,999	10.87%	119
\$75,000-\$99,999	14.79%	162
\$100,000-\$149,999	13.06%	143
\$150,000-\$199,999	5.48%	60
\$200,000 or more	3.84%	42
Prefer Not To Answer	7.58%	83
TOTAL	1,095	

ADDENDUM E: QUALIFICATIONS

The Company

Bowen National Research employs an expert staff to ensure that each market study includes the highest standards. Each staff member has hands-on experience evaluating sites and comparable properties, analyzing market characteristics and trends, and providing realistic recommendations and conclusions. The Bowen National Research staff has national experience and knowledge to assist in evaluating a variety of product types and markets.

Primary Contact and Report Author



Patrick Bowen, President of Bowen National Research, has conducted numerous housing needs assessments and provided consulting services to city, county and state development entities as it relates to residential development, including affordable and market-rate housing, for both rental and for-sale housing, and retail development opportunities. He has also prepared and supervised thousands of market feasibility studies for all types of real estate products, including housing, retail, office, industrial and mixed-use developments, since 1996. Mr. Bowen has worked closely with many state and federal housing

agencies to assist them with their market study guidelines. Mr. Bowen has his bachelor's degree in legal administration (with emphasis on business and law) from the University of West Florida and currently serves as Trustee of the National Council of Housing Market Analysts (NCHMA).

Housing Needs Assessment Experience		
Location	Client	Completion Year
Dublin, GA	City of Dublin Purchasing Departments	2018
Evansville, IN	City of Evansville, IN - Department of Metropolitan Development	2018
Beaufort County, SC	Beaufort County	2018
Burke County, NC	Burke County Board of REALTORS	2018
Ottawa County, MI	HOUSING NEXT	2018
Bowling Green, KY	City of Bowling Green Kentucky	2019
Evansville, IN	City of Evansville, IN - Department of Metropolitan Development	2019
Zanesville, OH	City of Zanesville Department of Community Development	2019
Buncombe County, NC	City of Asheville Community and Economic Development Department	2019
Cleveland County, NC	Cleveland County Government	2019
Frankstown Twp., PA	Woda Cooper Companies, Inc.	2019
Taylor County, WV	Taylor County Development Authority	2019
Lac Courte Oreilles Reservation, WI	Lac Courte Oreilles Ojibwa Community College	2019
Owensboro, KY	City of Owensboro	2019
Asheville, NC	City of Asheville Community and Economic Development Department	2020
Evansville, IN	City of Evansville, IN - Department of Metropolitan Development	2020

(continued)

Housing Needs Assessment Experience		
Location	Client	Completion Year
Youngstown, OH	Youngstown Neighborhood Development Corporation (YNDC)	2020
Richlands, VA	Town of Richlands, Virginia	2020
Elkin, NC	Elkin Economic Development Department	2020
Grand Rapids, MI	Grand Rapids Area Chamber of Commerce	2020
Morgantown, WV	City of Morgantown	2020
Erwin, TN	Unicoi County Economic Development Board	2020
Ferrum, VA	County of Franklin (Virginia)	2020
Charleston, WV	Charleston Area Alliance	2020
Wilkes County, NC	Wilkes Economic Development Corporation	2020
Oxford, OH	City of Oxford - Community Development Department	2020
New Hanover County, NC	New Hanover County Finance Department	2020
Ann Arbor, MI	Smith Group, Inc.	2020
Austin, IN	Austin Redevelopment Commission	2020
Evansville, IN	City of Evansville, IN - Department of Metropolitan Development	2021
Giddings, TX	Giddings Economic Development Corporation	2021
Georgetown County, SC	Georgetown County	2021
Western North Carolina (18 Counties)	Dogwood Health Trust	2021
Carteret County, NC	Carteret County Economic Development Foundation	2021
Ottawa County, MI	HOUSING NEXT	2021
Dayton, OH	Miami Valley Nonprofit Housing Collaborative	2021
High Country, NC (4 Counties)	NC REALTORS	2022
Evansville, IN	City of Evansville, IN - Department of Metropolitan Development	2022
Barren County, KY	The Barren County Economic Authority	2022
Kirksville, MO	City of Kirksville	2022
Rutherfordton, NC	Town of Rutherfordton	2022
Spindale, NC	Town of Spindale	2022
Wood County, WV	Wood County Development Authority & Parkersburg-Wood County Area Development Corporation	2022
Yancey County, NC	Yancey County	2022
Cherokee County, NC	Economic and Workforce Development, Tri-County Community College	2022
Rowan County, KY	Morehead-Rowan County Economic Development Council	2022
Avery County, NC	Avery County	2022
Muskegon, MI	City of Muskegon	2023
Firelands Region, OH	Firelands Forward	2023
Marshall County, WV	Marshall County Commission	2023
Lebanon County, PA	Lebanon County Coalition to End Homelessness	2023
Northern, MI	Housing North	2023

The following individuals provided research and analysis assistance:

Christopher Bunch, Market Analyst, has more than a decade of experience in conducting both site-specific market feasibility studies and broader housing needs assessments. He has conducted on-site market research of a variety of housing product, conducted stakeholder interviews and completed specialized research on housing market attributes including the impact of military personnel, heirs and estates and other unique factors that impact housing needs.

Desireé Johnson is the Director of Operations for Bowen National Research. Ms. Johnson is responsible for all client relations, the procurement of work contracts, and the overall supervision and day-to-day operations of the company. Ms. Johnson also coordinates and oversees research staff and activities. She has been involved in the real estate market research industry since 2006. Ms. Johnson has an Associate of Applied Science in Office Administration from Columbus State Community College.

Pat McDavid, Research Specialist, has conducted housing research for housing needs assessments completed throughout the country. Additionally, he is experienced in analyzing demographic and economic data in rural, suburban and metropolitan communities. Mr. McDavid has been a part of the development of market strategies, operational and fiscal performance analysis, and commercial, industrial and government (local, state, and federal) client consultation within the construction and manufacturing industries. He holds a bachelor's degree in Secondary Earth Science from Western Governors University.

Gregory Piduch, Market Analyst, has conducted site-specific analyses in both metropolitan and rural areas throughout the country. He is familiar with multiple types of rental housing programs, the day-to-day interaction with property managers and leasing agents and the collection of pertinent property details. Mr. Piduch holds a Bachelor of Arts in Communication and Rhetoric from the University of Albany, State University of New York and a Master of Professional Studies in Sports Industry Management from Georgetown University.

Jody LaCava, Research Specialist, has nearly a decade of real estate research experience. She has extensive experience in surveying a variety of housing alternatives, including rental, for-sale, and senior housing. She has experience in conducting on-site research of real estate, evaluating existing housing properties, conducting interviews, and evaluating community services. She has been involved in industry leading case studies, door-to-door resident surveys and special needs housing research.

In-House Researchers – Bowen National Research employs a staff of in-house researchers who are experienced in the surveying and evaluation of all rental and for-sale housing types, as well as in conducting interviews and surveys with city officials, economic development offices and chambers of commerce, housing authorities and residents.

No subconsultants were used as part of this assessment.

ADDENDUM F: GLOSSARY

Various key terms associated with issues and topics evaluated in this report are used throughout this document. The following provides a summary of the definitions for these key terms. It is important to note that the definitions cited below include the source of the definition, when applicable. Those definitions that were not cited originated from the National Council of Housing Market Analysts (NCHMA).

Area Median Household Income (AMHI) is the median income for families in metropolitan and non-metropolitan areas, used to calculate income limits for eligibility in a variety of housing programs. HUD estimates the median family income for an area in the current year and adjusts that amount for different family sizes so that family incomes may be expressed as a percentage of the area median income. For example, a family's income may equal 80% of the area median income, a common maximum income level for participation in HUD programs. (Bowen National Research, Various Sources)

Available rental housing is any rental product that is currently available for rent. This includes any units identified through Bowen National Research survey of affordable rental properties identified in the study areas, published listings of available rentals, and rentals disclosed by local realtors or management companies.

Basic Rent is the minimum monthly rent that tenants who do not have rental assistance pay to lease units developed through the USDA-RD Section 515 Program, the HUD Section 236 Program and the HUD Section 223 (d) (3) Below Market Interest Rate Program. The Basic Rent is calculated as the amount of rent required to operate the property, maintain debt service on a subsidized mortgage with a below-market interest rate, and provide a return on equity to the developer in accordance with the regulatory documents governing the property.

Contract Rent is (1) the actual monthly rent payable by the tenant, including any rent subsidy paid on behalf of the tenant, to the owner, inclusive of all terms of the lease (HUD & RD) or (2) the monthly rent agreed to between a tenant and a landlord (Census).

Cost overburdened households are households that pay more than 30% or 35% (depending upon source) of their annual household income toward housing costs. Typically, such households will choose a comparable property (including new affordable housing product) if it is less of a cost burden.

Elderly Person is a person who is at least 62 years of age as defined by HUD.

Elderly or Senior Housing is housing where (1) all the units in the property are restricted for occupancy by persons 62 years of age or older or (2) at least 80% of the units in each building are restricted for occupancy by households where at least one household member is 55 years of age or older and the housing is designed with amenities and facilities designed to meet the needs of senior citizens.

Extremely low-income is a person or household with income below 30% of Area Median Income adjusted for household size.

Fair Market Rent (FMR) are the estimates established by HUD of the gross rents (contract rent plus tenant paid utilities) needed to obtain modest rental units in acceptable condition in a specific county or metropolitan statistical area. HUD generally sets FMR so that 40% of the rental units have rents below the FMR. In rental markets with a shortage of lower priced rental units HUD may approve the use of Fair Market Rents that are as high as the 50th percentile of rents.

Frail Elderly is a person who is at least 62 years of age and is unable to perform at least three “activities of daily living” comprising of eating, bathing, grooming, dressing or home management activities as defined by HUD.

Garden apartments are apartments in low-rise buildings (typically two to four stories) that feature low density, ample open space around buildings, and on-site parking.

Gross Rent is the monthly housing cost to a tenant which equals the Contract Rent provided for in the lease plus the estimated cost of all tenant paid utilities.

Household is one or more people who occupy a housing unit as their usual place of residence.

Housing Choice Voucher (Section 8 Program) is a federal rent subsidy program under Section 8 of the U.S. Housing Act, which issues rent vouchers to eligible households to use in the housing of their choice. The voucher payment subsidizes the difference between the Gross Rent and the tenant’s contribution of 30% of adjusted gross income, (or 10% of gross income, whichever is greater). In cases where 30% of the tenant’s income is less than the utility allowance, the tenant will receive an assistance payment. In other cases, the tenant is responsible for paying his share of the rent each month.

Housing unit is a house, apartment, mobile home, or group of rooms used as a separate living quarters by a single household.

HUD Section 8 Program is a federal program that provides project based rental assistance. Under the program HUD contracts directly with the owner for the payment of the difference between the Contract Rent and a specified percentage of tenants’ adjusted income.

HUD Section 202 Program is a federal program, which provides direct capital assistance (i.e., grant) and operating or rental assistance to finance housing designed for occupancy by elderly households who have income not exceeding 50% of the Area Median Income. The program is limited to housing owned by 501(c)(3) nonprofit organizations or by limited partnerships where the sole general partner is a 501(c)(3) nonprofit organization. Units receive HUD project based rental assistance that enables tenants to occupy units at rents based on 30% of tenant income.

HUD Section 236 Program is a federal program which provides interest reduction payments for loans which finance housing targeted to households with income not exceeding 80% of Area Median Income who pay rent equal to the greater of Basic Rent or 30% of their adjusted income. All rents are capped at a HUD approved market rent.

HUD Section 811 Program is a federal program, which provides direct capital assistance and operating or rental assistance to finance housing designed for occupancy by persons with disabilities who have income not exceeding 50% of Area Median Income. The program is limited to housing owned by 501(c)(3) nonprofit organizations or by limited partnerships where the sole general partner is a 501(c)(3) nonprofit organization.

Income Limits are the Maximum Household Income by county or Metropolitan Statistical Area, adjusted for household size and expressed as a percentage of the Area Median Income (AMI) for the purpose of establishing an upper limit for eligibility for a specific housing program. Income Limits for federal, state and local rental housing programs typically are established at 30%, 50%, 60% or 80% of AMI.

Low-Income Household is a person or household with gross household income between 50% and 80% of Area Median Income adjusted for household size.

Low-Income Housing Tax Credit is a program to generate equity for investment in affordable rental housing authorized pursuant to Section 42 of the Internal Revenue Code, as amended. The program requires that a certain percentage of units built be restricted for occupancy to households earning 80% or less of Area Median Income, and that the rents on these units be restricted accordingly.

Market vacancy rate (physical) is the average number of apartment units in any market which are unoccupied divided by the total number of apartment units in the same market, excluding units in properties which are in the lease-up stage. Bowen National Research considers only these vacant units in its rental housing survey.

Mixed income property is an apartment property containing (1) both income restricted and unrestricted units or (2) units restricted at two or more income limits (i.e., low-income Tax Credit property with income limits of 30%, 50% and 60%).

Moderate Income is a person or household with gross household income between 40% and 60% of Area Median Income adjusted for household size.

Multifamily are structures that contain more than two housing units.

New owner-occupied household growth within a market is a primary demand component for new for-sale housing. For the purposes of this analysis, we have evaluated growth between 2022 and 2027. The 2022 households by income level are based on ESRI estimates that account for 2020 Census counts of total households for each study area. The 2022 and 2027 estimates are also based on growth projections by income level by ESRI. The difference between the two household estimates represents the new owner-occupied households that are projected to be added to a study area between 2022 and 2027. These estimates of growth are provided by each income level and corresponding price point that can be afforded.

Non-Conventional Rentals are structures with four or fewer rental units.

Overcrowded housing is often considered housing units with 1.01 or more persons per room. These units are often occupied by multi-generational families or large families that are in need of more appropriately sized and affordable housing units. For the purposes of this analysis, we have used the share of overcrowded housing from the American Community Survey.

Pipeline housing is housing that is currently under construction or is planned or proposed for development. We identified pipeline housing during our telephone interviews with local and county planning departments and through a review of published listings from housing finance entities such as NCHFA, HUD and USDA.

Population trends are changes in population levels for a particular area over a specific period of time which is a function of the level of births, deaths, and net migration.

Potential support is the equivalent to the *housing gap* referenced in this report. The *housing gap* is the total demand from eligible households that live in certain housing conditions (described in Section VIII of this report) less the available or planned housing stock that was inventoried within each study area.

Project-based rent assistance is rental assistance from any source that is allocated to the property or a specific number of units in the property and is available to each income eligible tenant of the property or an assisted unit.

Public Housing or Low-Income Conventional Public Housing is a HUD program administered by local (or regional) Housing Authorities which serves Low- and Very Low-Income households with rent based on the same formula used for HUD Section 8 assistance.

Rent burden is gross rent divided by adjusted monthly household income.

Rent burdened households are households with rent burden above the level determined by the lender, investor, or public program to be an acceptable rent-to-income ratio.

Replacement of functionally obsolete housing is a demand consideration in most established markets. Given the limited development of new housing units in the study area, homebuyers are often limited to choosing from the established housing stock, much of which is considered old and/or often in disrepair and/or functionally obsolete. There are a variety of ways to measure functionally obsolete housing and to determine the number of units that should be replaced. For the purposes of this analysis, we have applied the highest share of any of the following three metrics: cost burdened households, units lacking complete plumbing facilities, and overcrowded units. This resulting housing replacement ratio is then applied to the existing (2022) owner-occupied housing stock to estimate the number of for-sale units that should be replaced in the study areas.

Restricted rent is the rent charged under the restrictions of a specific housing program or subsidy.

Single-Family Housing is a dwelling unit, either attached or detached, designed for use by one household and with direct access to a street. It does not share heating facilities or other essential building facilities with any other dwelling.

Standard Condition: A housing unit that meets HUD's Section 8 Housing Quality Standards.

Subsidized Housing is housing that operates with a government subsidy often requiring tenants to pay up to 30% of their adjusted gross income toward rent and often limiting eligibility to households with incomes of up to 50% or 80% of the Area Median Household Income. (Bowen National Research)

Subsidy is monthly income received by a tenant or by an owner on behalf of a tenant to pay the difference between the apartment's contract rent and the amount paid by the tenant toward rent.

Substandard housing is typically considered product that lacks complete indoor plumbing facilities. Such housing is often considered to be of such poor quality and in disrepair that it should be replaced. For the purposes of this analysis, we have used the share of households living in substandard housing from the American Community Survey.

Substandard conditions are housing conditions that are conventionally considered unacceptable which may be defined in terms of lacking plumbing facilities, one or more major systems not functioning properly, or overcrowded conditions.

Tenant is one who rents real property from another.

Tenant paid utilities are the cost of utilities (not including cable, telephone, or internet) necessary for the habitation of a dwelling unit, which are paid by the tenant.

Tenure is the distinction between owner-occupied and renter-occupied housing units.

Townhouse (or Row House) is a single-family attached residence separated from another by party walls, usually on a narrow lot offering small front and back-yards; also called a row house.

Vacancy Rate – Economic Vacancy Rate (physical) is the maximum potential revenue less actual rent revenue divided by maximum potential rent revenue. The number of total habitable units that are vacant divided by the total number of units in the property.

Very Low-Income Household is a person or household with gross household income between 30% and 50% of Area Median Income adjusted for household size.

Windshield Survey references an on-site observation of a physical property or area that considers only the perspective viewed from the "windshield" of a vehicle. Such a survey does not include interior inspections or evaluations of physical structures.

ADDENDUM G: SOURCES

Bowen National Research uses various sources to gather and confirm data used in each analysis. These sources include the following:

- 2000 and 2010 U.S. Census
- Airbnb
- AllTheRooms
- American Community Survey
- Apartments.com
- ESRI Demographics
- Greater Muskegon Economic Development
- HUDUser.gov Assistance & Section 8 Contracts Database
- Local Government/Municipality Websites
- Management for each property included in the survey
- Medicare.com
- Michigan Department of Health and Human Services
- Michigan Department of Labor & Economic Opportunity
- Michigan Department of Technology, Management & Budget
- Michigan Department of Treasury
- Muskegon County Equalization Department
- National Investment Center (NIC) for Senior Housing & Care
- NIC Map Vision data
- Norton Shores, Muskegon City and Muskegon County Continuum of Care
- Planning Representatives
- Priced Out - Technical Assistance Collaborative
- Realtor.com
- Ribbon Demographics HISTA Data
- RS Means
- Senior Housing Facility Representatives
- SOCDS Building Permits Database
- Social Security Office of Retirement and Disability
- U.S. Census Longitudinal Origin-Destination Employment Statistics
- U.S. Department of Housing and Urban Development (HUD)
- U.S. Department of Labor, Bureau of Labor Statistics
- Urban Decision Group (UDG)
- Various Stakeholders