

Housing Affordability Study  
Phase Two Report

to the  
**City of Naples CRA**



from  
**Bright Community Trust**



**1 December 2021**

## Table of Contents

A.	Cover Letter	Page 3
B.	Community Meeting #2 Notes	Page 5
C.	Shimberg Center Report	Page 7
D.	GAI Report	Page 24
E.	About the Partners	Page 35



To the City of Naples CRA Board,

As the President of Bright Community Trust, I am pleased to present our Phase Two Report for the Housing Affordability Study to the City of Naples CRA Board.

## **PHASE II – HOUSEHOLDS & HOUSING ASSESSMENTS (90-120 days)**

**Task 2 – Local Demographics.** This element will be completed by Bright and Shimberg. Task 2 reporting elements are anticipated to include:

- **Current Naples residents**, earning under 120% Area Median Income (AMI) or ~\$100k household income, broken down by **income ranges**, and **household size and configuration** (single adult; adults living together without children; households with children), and **demographics**,
- **Cost burden** for renters and owners,
- **Housing plus transportation cost estimates**,
- A focus on the **workforce, including characteristics of commuters to and from Naples**,
- Similar data for County and SW Florida region, for context, including **comparison with 2017 ULI Collier study**, and
- Ongoing **community engagement with CRA residents and workforce**.

*Deliverables: CRA resident/workforce meeting. Data tables and graphics in a written report that includes interpretation of the data and data source citations. Virtual or in-person presentation. Technical assistance as needed in the use of the data.*

**Task 3 – Local Housing Supply.** This element will be completed by Bright, GAI, and Shimberg. The purpose is to quantify, map and document the housing typologies in the CRA, City, County, and Region. This will allow us to characterize:

- For Sale and For Rent **housing supply**,
- **Changes over time** in the housing supply, median rents, and home sale prices, including **comparison with the 2017 ULI Collier study**,
- A map by **'suitability' for specified Household Size / Configurations**,
- **Affordability** at various income ranges,
- The **range of housing choices** within the sub-area geography of the CRA,
- The identification of any **existing private development sites** which are part of a Federal Program that may be expiring in the future, and
- A visualization with maps or infographics of any **mismatches between the Target Group and housing supply** within the CRA.

*Deliverables: Functional GIS-based mapping database of housing types suitable to create mapping graphics and a technical summary memorandum of housing types to support the household Target Market.*

**PHASE II OUTPUTS:** Initial presentation (virtual or in-person) of households and housing assessments, mapping tools, and written report. Feedback on the Phase II assessments will be incorporated into Phase III recommendations.

The analysis that follows, completed by the team at Bright, our partners at the University of Florida's Shimberg Center for Housing Studies, and GAI Consultants Community Solutions Group, gives community input from CRA residents, workforce, and other interested parties on their views on housing needs, especially in light of the sale of the Gordon River Apartments; a detailed analysis of resident and non-resident-workforce households including sizes and incomes; and an analysis of housing available for rent and for sale in the CRA, City, and County, with unit counts and pricing information broken down by proximity to better illustrate housing challenges for the households analyzed. There were some minor data constraints, noted in this report, that create a few limitations on our analyses, but overall we believe this information will provide many useful insights into the current situation facing residents of the CRA, the City, and surrounding areas, that will help quantify the needs to be addressed with recommendations in the final Phase of this project. We hope these findings provide much-needed input to the vital work of the CRA Board as you consider the best ways to address these needs.

Thank you,  
Frank Wells  
President  
Bright Community Trust



## **Housing Affordability Study for Naples CRA Community Meeting #2 Notes**

Tuesday 21 September 2021 at 6:00pm  
River Park Community Center

Staff: Frank Wells, Bright Community Trust  
Jeff Oris, City of Naples Interim CRA Manager

The group of 38 attendees at River Park Community Center included: Mayor Teresa Heitmann, Vice Mayor Terry Hutchison, CRA Chair Raymond Christman, and CRA Vice-Chair Michael McCabe; Quenby Tyler, CRA Advisory Board (CRAAB) Chair and George Dondanville, CRAAB Member; Vincent Keeys, NAACP; local nonprofits. Naples Daily News was also present and live-tweeted the event: [A Thread from @Omar fromPR: "Good evening, Naples. I am at the Community Redevelopment Agency affordable housing public meeting in the \[...\]" \(threader.app\)](#) and subsequently did a video story: [Gordon River Apts. concerns voiced at Naples affordable housing meeting \(naplesnews.com\)](#)

There was a delay in beginning the meeting, as it had been publicized at both 6:00pm and 6:30pm, and in order to maximize participation, the start was delayed to 6:30pm to accommodate.

Jeff Oris opened the meeting by welcoming the larger-than-expected group and describing the City and CRA interest in housing affordability, including recent Board and CRAAB discussions, leading to the engagement of Bright Community Trust for this study. He also mentioned the presence of the public officials in the room and the fact that they would not be able to participate in the discussion because of Government in The Sunshine laws but were very interested in hearing from the community and would be available for discussion afterward. He then introduced Frank Wells.

Wells opened briefly by describing this meeting as an opportunity to share what had been learned so far in the Housing Affordability Study underway but primarily focused on listening to the community, especially with the recent sale of the Gordon River Apartments. He then presented the results of Phase 1 of the Study, focused on the current inventory of affordable housing and the possible strategies for rehabbing a property like Gordon River Apartments (which sold between the time that piece of the study was completed and this community meeting.)

There were questions about the lack of new construction of affordable units since 2005, per the study, and Wells discussed this, explaining the expiration of affordability provisions on many units over time without replacement units being developed that had led to the current small inventory of truly affordable rentals in and around Naples.

There was also some discussion of the Study evaluation of options for rehabilitation or redevelopment of Gordon River Apartments (prior to the sale), explaining the financial dynamics of the various cases that were considered: redevelopment of the property at currently zoned, much lower, density, which was found to be financially impractical; redevelopment of the property at the current number of units, which would require significantly higher density than allowed under current zoning, and still found to be financially impractical; a mixed-income redevelopment, which would have resulted in the highest density, including a somewhat lower number of affordable units, along with many additional market-rate units, which the CRA Board deemed as too dense and so incompatible with the area; and rehabilitation of the existing units, the most practical option before the sale.



After some discussion of these options, the community feedback moved quickly to center on the current events at the Gordon River Apartments (GRA). Residents shared stories about their precarious financial situation, already spending 60%, 70%, or more of their paychecks on rent under the previous owners, and unable to sustain projected increases in rent. Oris was able to share information from some conversations between the City and the new owners that rents would likely go up around \$200 per month in the short term, and perhaps an additional \$200 per month after planned renovations.

Residents described having cars towed without what they felt was appropriate notice or good reason; coming home from work to find themselves locked out when locks were changed; being told that a deposit was not on record, and so a new deposit would be owed along with a lease renewal. These speakers and others shared a sense of "Where else can I go? I can't afford the rent increases, but there is nowhere else anywhere close that is affordable or has any availability either." The stories of GRA residents with a child with special needs or a multi-decade resident senior on a fixed income were particularly emotional, who see no other options and feel that the new owners and the City do not care about their fate.

Wells reflected these stories back, asking if we were hearing residents say they need more information, more communication, even if the news is bad news, so that they can at least make some plans. There was some sense of agreement with this; there was also general frustration that the new owners were not presented or did not send a representative.

One speaker expressed that meetings like this seem like a waste of time since the City could do more if it wanted to, with which others concurred; one replied that the City does not really want more housing for Black residents and those with lower incomes but rather wants to redevelop this mostly-waterfront neighborhood for more affluent new residents, and there were many nods of agreement with this sentiment too.

Wells discussed one strategy for keeping long-time homeowners in the neighborhood in their homes by funding rehabs, which are needed by a number of residents, especially seniors. There is the prospect of more state funding for such programs next year, though these programs have challenges too and are not the cure for every situation. Some previous residents described selling their homes recently as property prices have gotten so high and moving away to take advantage of lower prices elsewhere in the county or the region; this option, of course, is not available to renters.

The meeting was understandably tense and full of anxiety and fear. It finally wound down after two hours, after all assembled had the opportunity to express their concerns; several attendees stayed after to continue the discussions long after. Mr. Wells thanked the attendees for their input and informed them that there would be several more opportunities to build on these discussions in the months to come.

# Naples Housing Data Assessment: Phase 2 Report

Prepared by Shimberg Center for Housing Studies, University of Florida

Contact: Anne Ray, [aray@ufl.edu](mailto:aray@ufl.edu)

## Introduction

Bright Communities Trust engaged the Shimberg Center to create a two-part housing data assessment for the City of Naples, with a focus on the city's community redevelopment area (CRA). Phase 1 of the assessment discussed the city's inventory of affordable rental housing. Phase 2 of the assessment, summarized in this report, provides data on household size and family characteristics; household income, homeownership rates, and housing costs; and commuting patterns among workers traveling into Naples and residents of the CRA traveling to work.

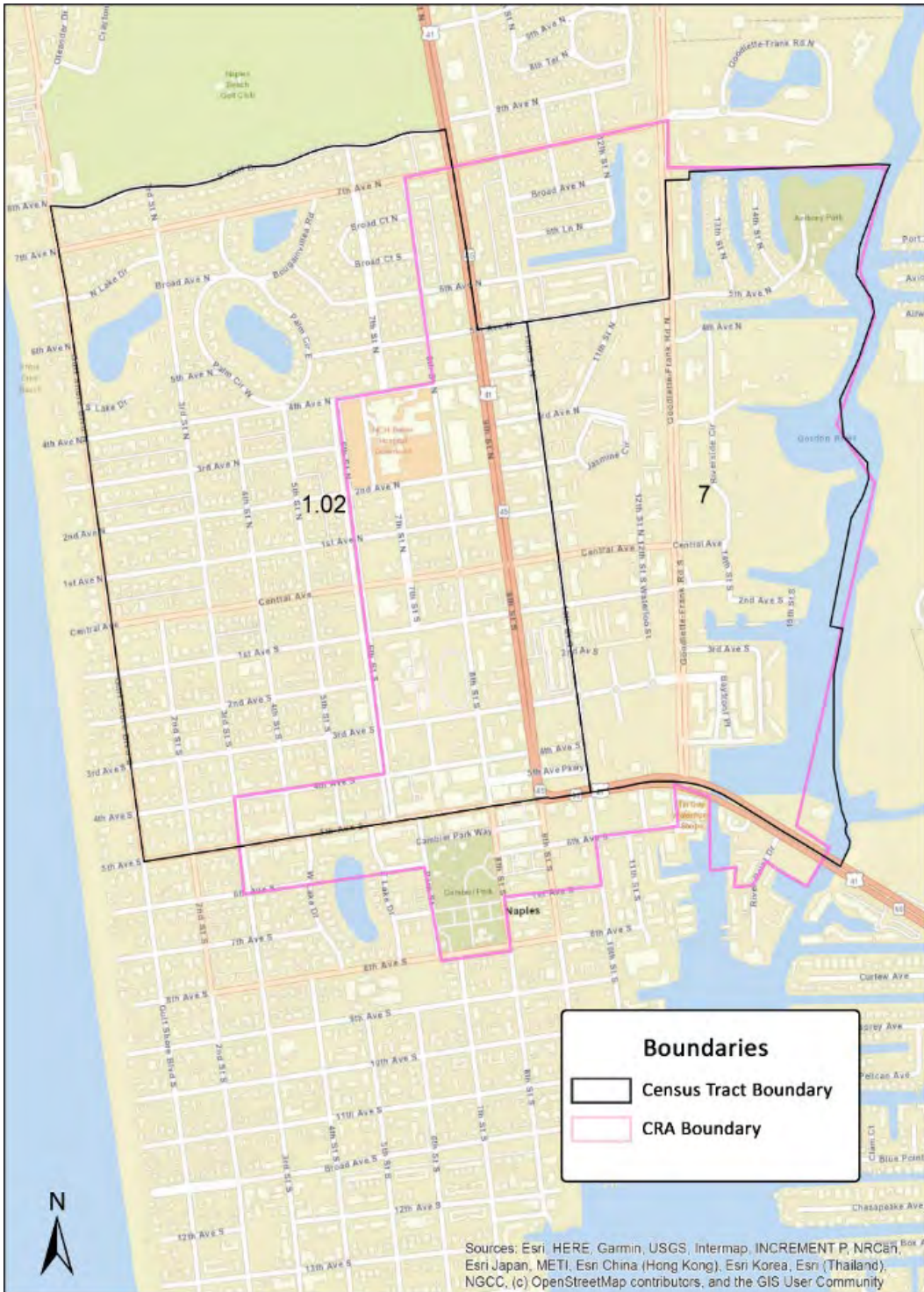
Data sources include the U.S. Census Bureau's American Community Survey and Longitudinal Employer-Household Dynamics (LEHD) dataset, and property appraiser data obtained from the Florida Department of Revenue. Where data are available, indicators are presented at up to four nested levels:

- CRA: For most indicators, CRA boundaries are approximated using the two Collier County Census Tracts that most closely align with the district, Tracts 1.02 and 7 (see Figure 1). This area is referred to below as "CRA tracts." The combined area includes residential blocks in Tract 1.02 to the west of the CRA, which may skew some Census data results toward higher income populations and more expensive housing. For the commuting analysis, the LEHD dataset allowed drawing the boundaries to more closely mirror the actual CRA boundaries using Census blocks.
- City of Naples
- Collier County
- Southwest Counties: Combined region including Collier, Charlotte, Glades, Hendry, Lee, and Sarasota Counties

Key findings are as follows:

- Demographic data point to a need for smaller affordable housing units to serve Naples' base of 1-2 person households, many with members age 62 and older.
- Households in the CRA tend to be younger and are more likely to be renters compared to the surrounding city and counties. The homeownership rate in the CRA is 55 percent, compared to 74-78 percent in the city and counties.
- Renter household incomes in the city and county are far lower than owners' incomes. Therefore, despite very high housing costs for homeowners, low-income renters are more likely to experience housing cost burden.
- Naples is a net importer of workers from surrounding Collier and Lee County communities. Only six percent of Naples jobs are filled by city residents.
- The central location of the CRA enables its residents to stay close to home for work. About one-fourth of CRA resident workers are employed in Naples, and over one-third work in other parts of Collier County.

Figure 1. CRA & Census Tract Boundaries



Sources: Esri, HERE, Garmin, USGS, Intermap, INCREMENT P, NRCan, Esri Japan, METI, Esri China (Hong Kong), Esri Korea, Esri (Thailand), NGCC, (c) OpenStreetMap contributors, and the GIS User Community

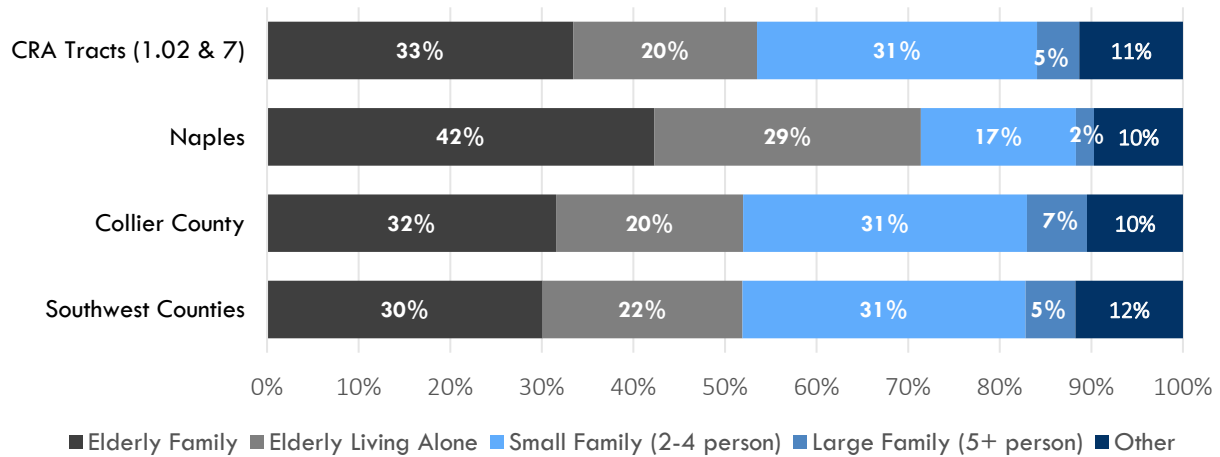


## Household and Population Characteristics

Demographic data point to a need for smaller housing units to serve Naples' base of 1-2 person households, including older households.

As Figure 2 shows, 71 percent of households in the City of Naples are made up of either elderly couples or elderly individuals (age 62 or older). In the CRA tracts and the larger surrounding county and region, the share of elderly households is smaller, although they still make up 53 percent of households. Most of the rest are made up of 2-4 person households.

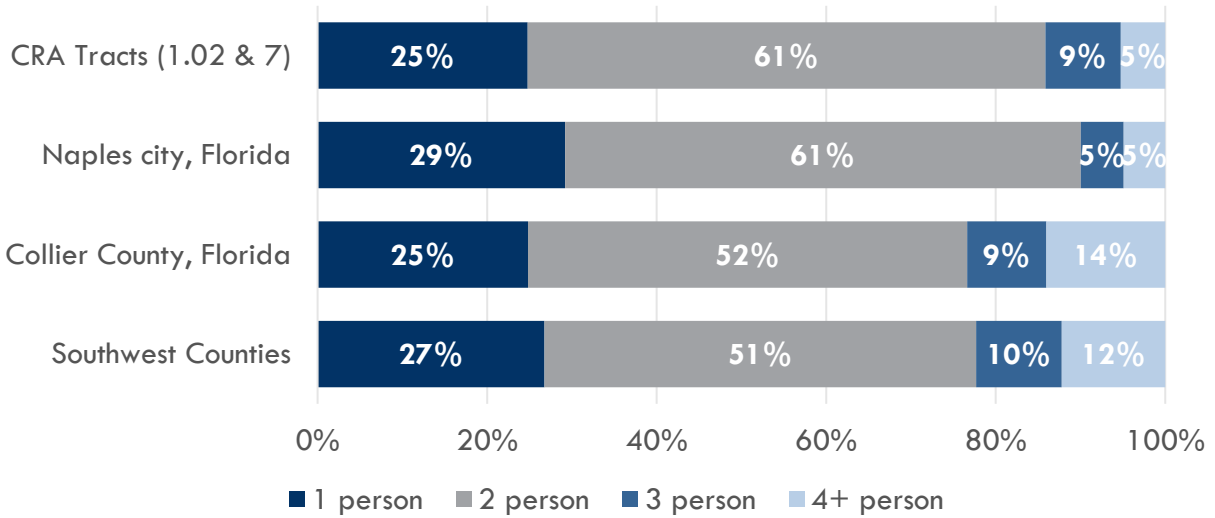
**Figure 2. Households by Family Composition**



Source: Shimberg Center tabulation of HUD 2013-2017 CHAS dataset. Southwest Counties made up of Charlotte, Collier, Glades, Hendry, Lee, & Sarasota Counties combined.

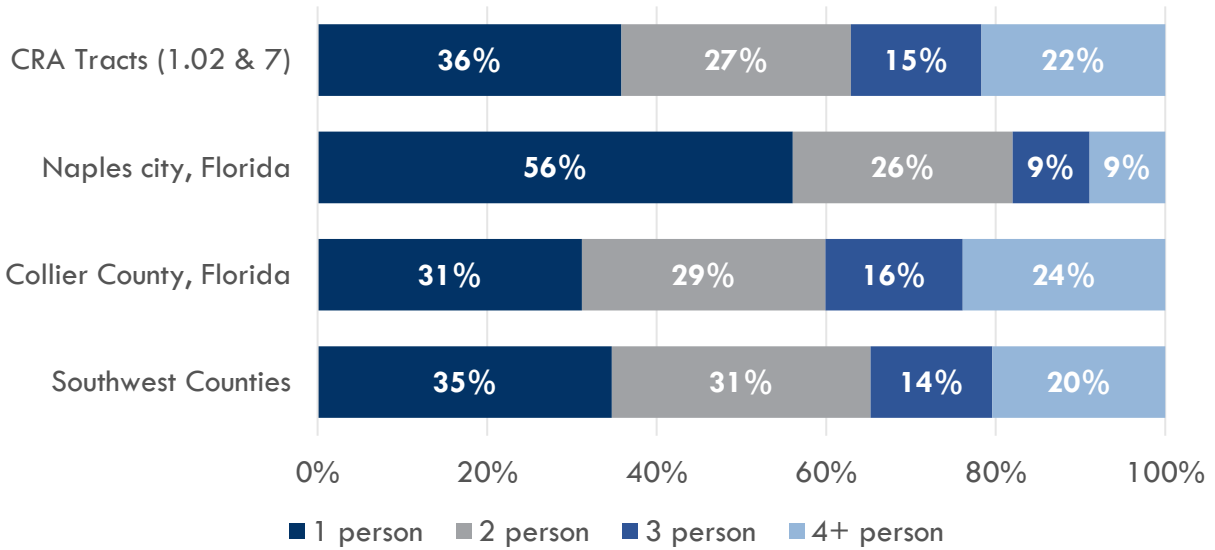
Figures 3 and 4 show more detailed household size data by tenure (owner vs. renter status). At all geographic levels, most households are made up of 1-2 people. Nearly two-thirds of owner households in the CRA and Naples are 2-person households. While the renter category includes a larger share of households with three or more people, 1-2 person households still make up the majority. The City of Naples in particular has a large share of single person renter households.

**Figure 3. Owner-Occupied Units by Household Size**



Source: Shimberg Center tabulation of 2015-2019 American Community Survey. Southwest Counties made up of Charlotte, Collier, Glades, Hendry, Lee, & Sarasota Counties combined.

**Figure 4. Renter-Occupied Units by Household Size**

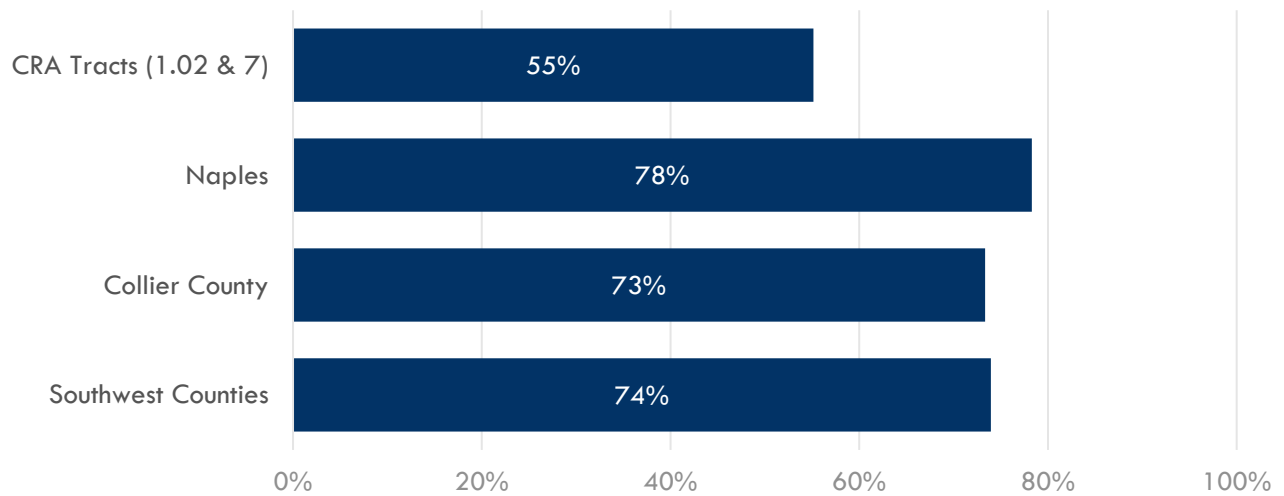


Source: Shimberg Center tabulation of 2015-2019 American Community Survey. Southwest Counties made up of Charlotte, Collier, Glades, Hendry, Lee, & Sarasota Counties combined.

## Income, Tenure and Housing Costs

Most residents of Naples and the surrounding counties own their homes. Naples' homeownership rate is 78 percent, slightly above the Collier County (73 percent) and Southwest Counties (74 percent) levels. The homeownership rate in the CRA tracts is considerably lower, at 55 percent.

**Figure 5. Homeownership Rate**



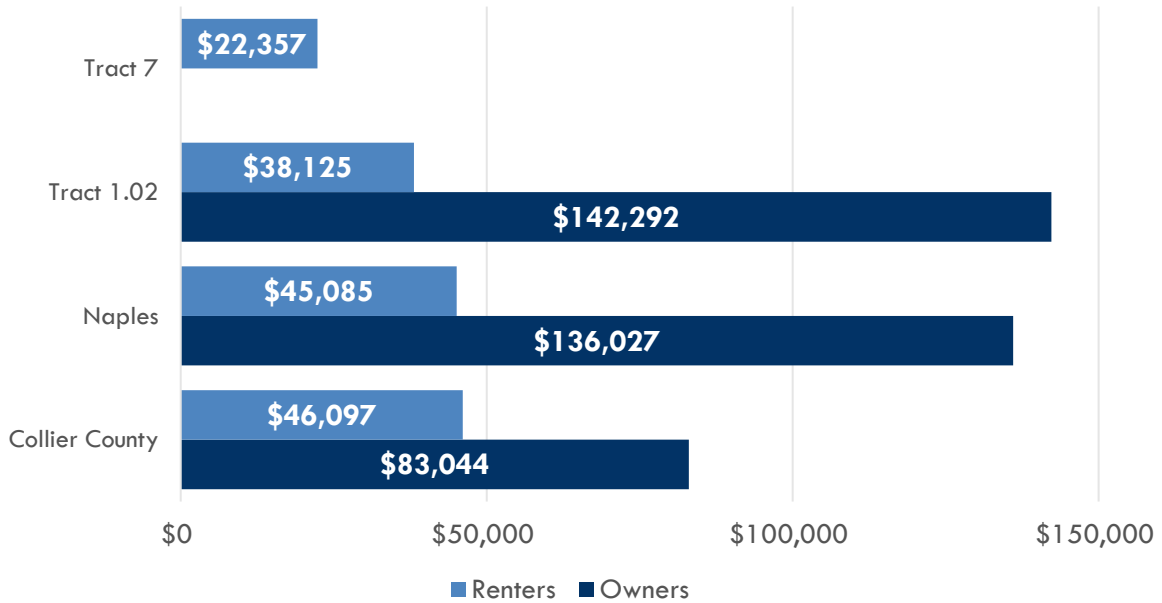
*Source: Shimberg Center tabulation of 2015-2019 American Community Survey. Southwest Counties made up of Charlotte, Collier, Glades, Hendry, Lee, & Sarasota Counties combined.*

Figure 6 shows median household incomes for homeowners and renters in the two CRA tracts, the city, and Collier County (owner median unavailable for Tract 7). Homeowner incomes far exceed renter incomes throughout the county. Owner incomes in Tract 1.02 and the city are particularly high, while renter incomes in Tract 7 are particularly low.<sup>1</sup>

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<sup>1</sup> Medians from the American Community Survey cannot be aggregated. Therefore, median incomes and housing costs are unavailable for the combined CRA Census Tracts and Southwest Counties.

**Figure 6. Median Income by Tenure**

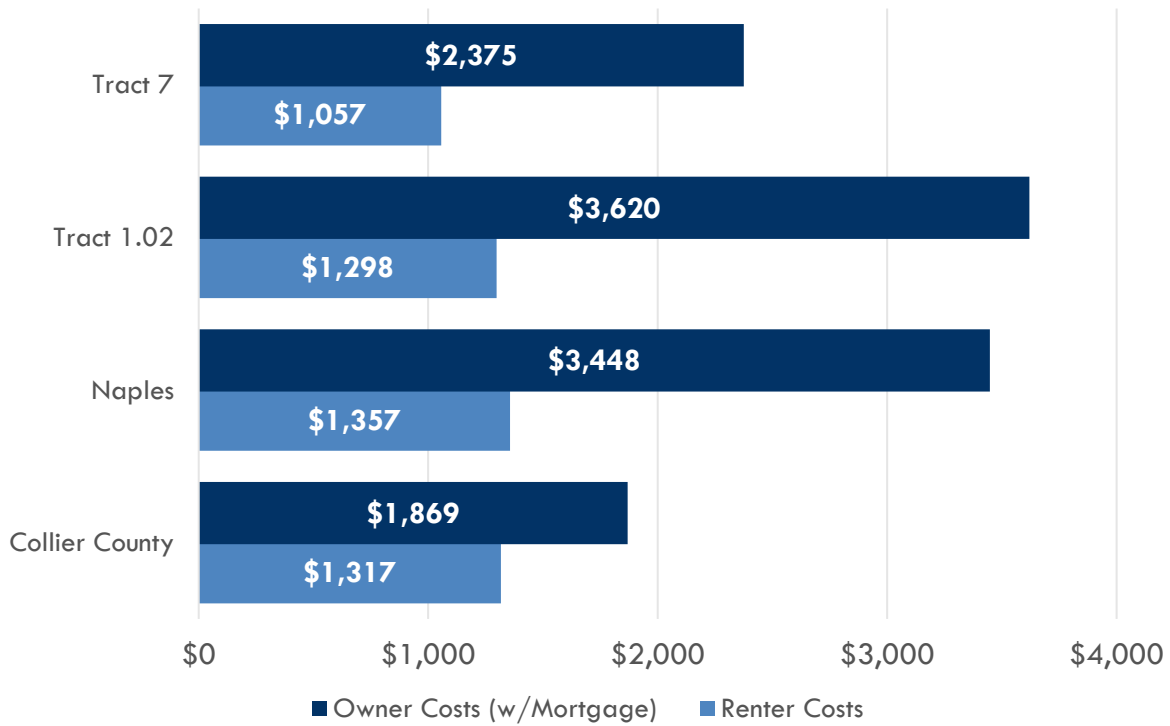


Source: Shimberg Center tabulation of 2015-2019 American Community Survey. Census Tract 7 median owner income unavailable.

Commensurate with their higher incomes, owners’ housing costs far outstrip renters’ costs. Figure 7 compares median monthly housing costs for owners with mortgages to costs for renters. For owners, these costs include principal and interest payments, taxes, insurance, utilities, and condominium and mobile home fees. For renters, these costs include rent paid to the landlord and tenant-paid utilities.

Owner median housing costs are nearly \$3,500 per month in Naples, well above the countywide median of \$1,869. Tract 1.02, which includes homes to the west of the CRA as well as the western half of the CRA, has a similarly high median cost. While lower, the median cost of \$2,375 in Tract 7 still exceeds the countywide median. These high monthly costs are driven by large concentrations of higher-end homes in the CRA, city, and county. Among renters, median costs are more uniform and much lower than the owner costs, ranging from \$1,057 per month in Tract 7 to \$1,357 citywide.

**Figure 7. Median Monthly Housing Cost by Owner/Renter Status**



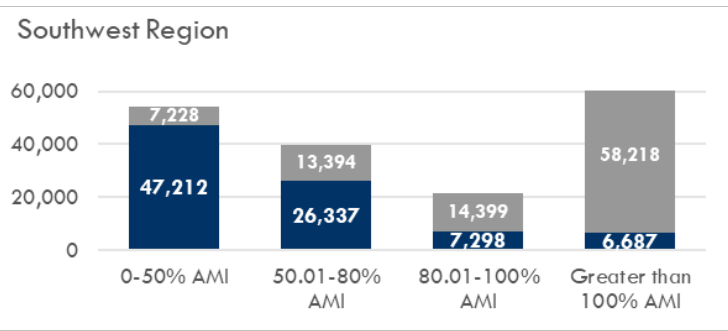
*Source: Shimberg Center tabulation of 2015-2019 American Community Survey. Median costs include utilities. Owner costs for owners with mortgages only. Owner costs include mortgages, taxes, property insurance, utilities, and condo/mobile home lot fees. Renter costs include contract rent paid to landlord and utilities.*

Renters in the area generally pay less than their housing than owners, but they also have far lower incomes. For this reason, renters’ lower costs do not necessarily translate into *affordable* rents. At all geographic levels, most low-income renters and homeowners are cost-burdened, meaning they pay more than 30 percent of their income for housing costs. Figure 8 shows the breakdown of households by income as a percentage of area median income (AMI) and cost burden status for the city, Collier County, and the Southwest Counties. Tract-level data for the CRA are unavailable.

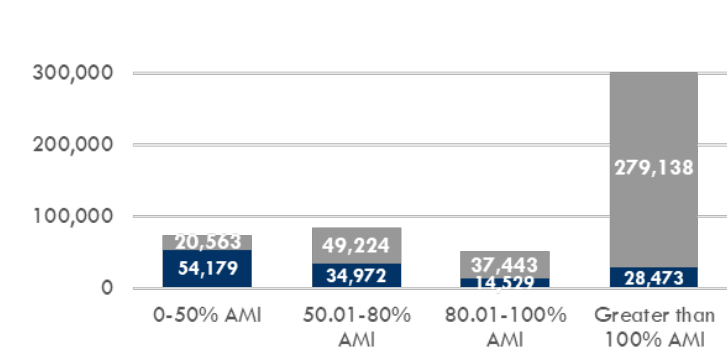
A majority of renters and owners are cost burdened among households with incomes up to 50 percent AMI (approximately \$30,000-\$42,000, depending on household size). For households at 50-80 percent AMI (up to \$47,000-67,000), a majority of renters at all geographic levels and a majority of owners in Naples are cost burdened.

Figure 8. Households by Tenure, Income (% AMI), and Cost Burden

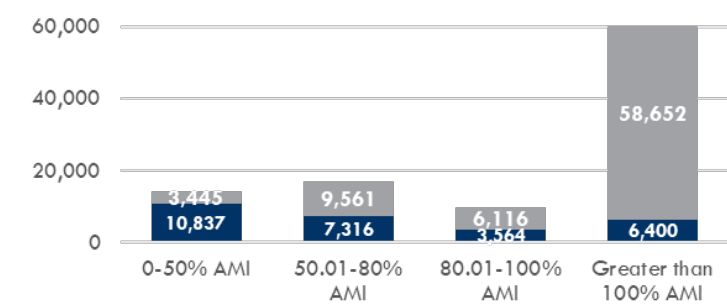
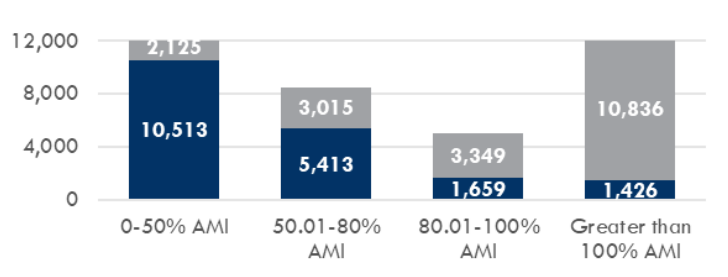
**Renters**



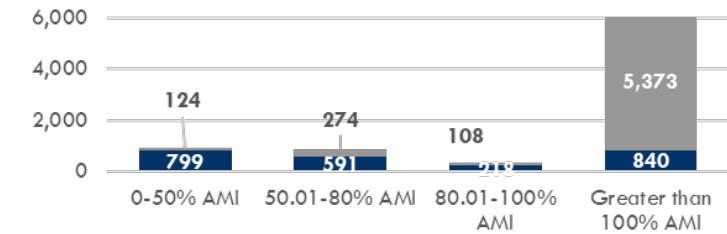
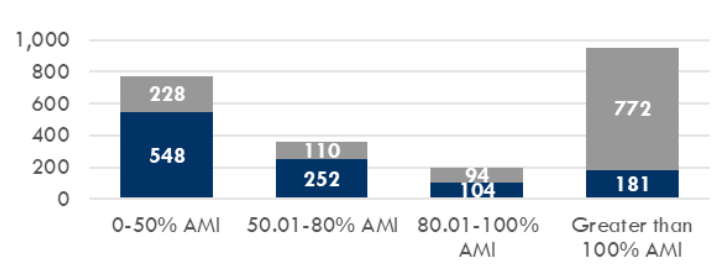
**Owners**



**Collier County**



**Naples**



■ Cost Burdened    ■ Not Cost Burdened

Source: Shimberg Center, Affordable Housing Needs Assessment

## Workforce and Commuting Patterns

Increasing the affordable housing supply is key to providing homes for the local workforce and reducing workers' commuting costs. This section provides information about workforce location to help plan for their housing needs. It describes commuting patterns, job characteristics, and worker characteristics for two groups: 1) "Commuting In," employees with a *work location* in Naples and 2) "Commuting Out," employed residents whose *home location* is in the CRA boundaries. Data come from the Census Bureau's Longitudinal Employer-Household Dynamics (LEHD) dataset, which pairs workers with their employers' locations.

The cost burden gaps presented earlier reflect the extent to which housing costs have risen out of the reach of the workforce. The median wage for jobs in Collier County in 2020 was \$18.39 per hour, or approximately \$38,000 per year. Working full-time, a worker paying 30 percent of this amount for housing costs could afford to pay \$956 per month for housing, below the Naples median rent of \$1,357. Even with two full-time workers at this level, the median owner cost of \$3,448 is far out of reach.

While this section looks at workforce commuting, we note that with the region's older population profile, the larger gap between housing costs and Social Security retirement benefits is of particular concern. Nearly 82,000 people receive Social Security retirement benefits in Collier County, with an average benefit of \$1,709 per month. For those depending solely on that income, an affordable housing cost at 30 percent of income would be \$513 per month.

### Commuting In: Naples Workforce Profile

The LEHD counts 27,376 jobs with work locations in Naples.<sup>2</sup> With its small population and large commercial base, Naples is a net importer of workers. The city only has 6,335 resident workers total, and of these, just 1,695 work in Naples itself. The remaining 25,681 Naples employees live outside the city (Figure 9), as follows:

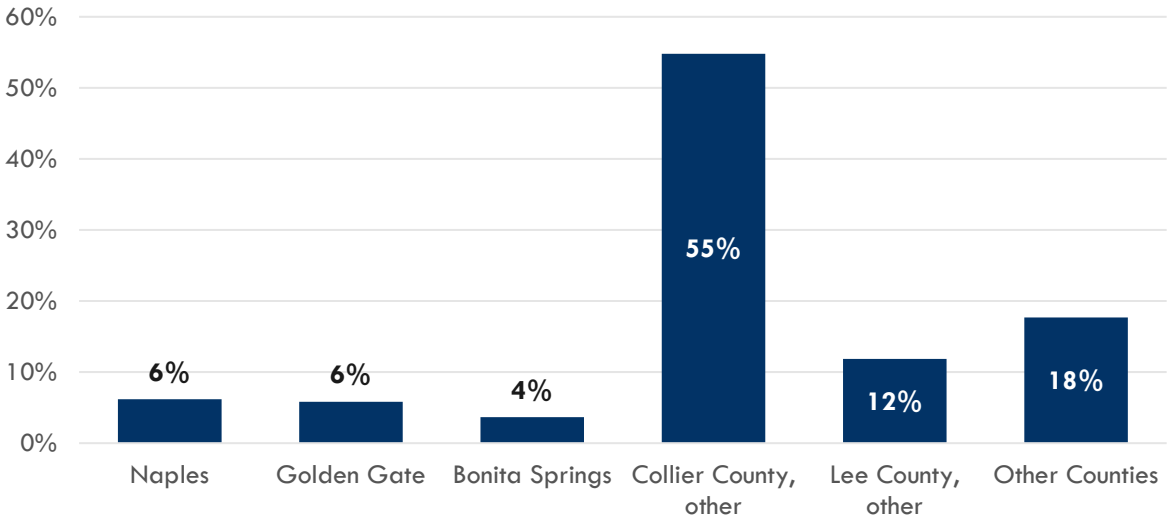
- 1,591 live in Golden Gate (6 percent of all Naples workers)
- 15,002 live elsewhere Collier County (55 percent)
- 1,000 live in Bonita Springs (4 percent)
- 3,245 live elsewhere in Lee County (12 percent)
- 4,843 live in counties other than Collier or Lee (18 percent)

Figure 10 shows the distance and direction from workplaces in Naples to workers' home residences. The chart shows that commuters travel from homes north and east of the city to Naples workplaces, with a smaller contingent traveling from the southeast. Just over half of workers live less than 10 miles from the workplace, 20 percent live 10-24 miles away, nine percent live 25-50 miles away, and nearly 18 percent live more than 50 miles from the workplace. Most workers traveling 10 or more miles come from communities north and northeast of the city. The longest distances likely include employees who work remotely or at locations other than their firms' headquarters.

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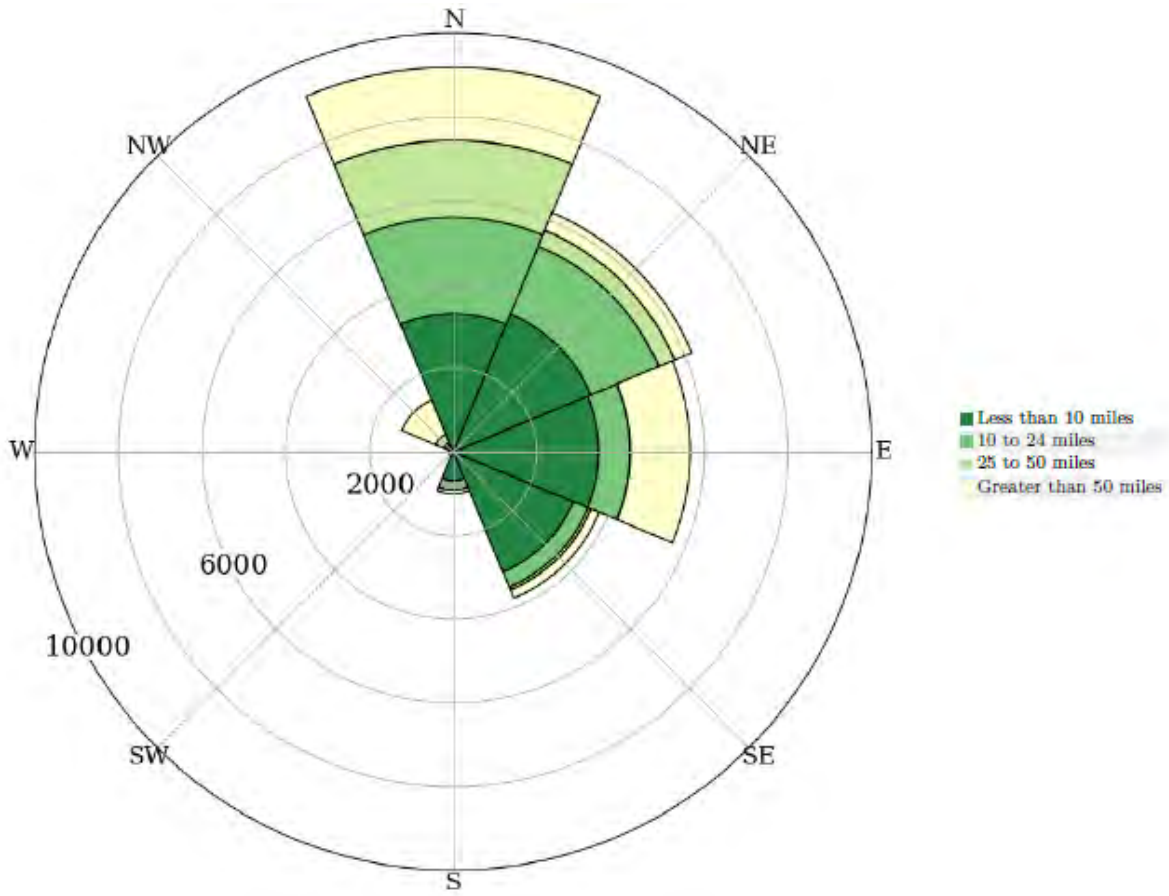
<sup>2</sup> Job locations are based on the employer's address. For remote workers and some multi-site employers such as construction companies, school districts, and local government employees, this results in some jobs listed at a headquarters address rather than the actual work location.

**Figure 9. Place of Residence for Naples Employees**



Source: Shimberg Center tabulation of U.S. Census Bureau, Longitudinal Employer-Household Dynamics (LEHD) dataset

**Figure 10. Distance and Direction from Work to Home, Naples Employees**

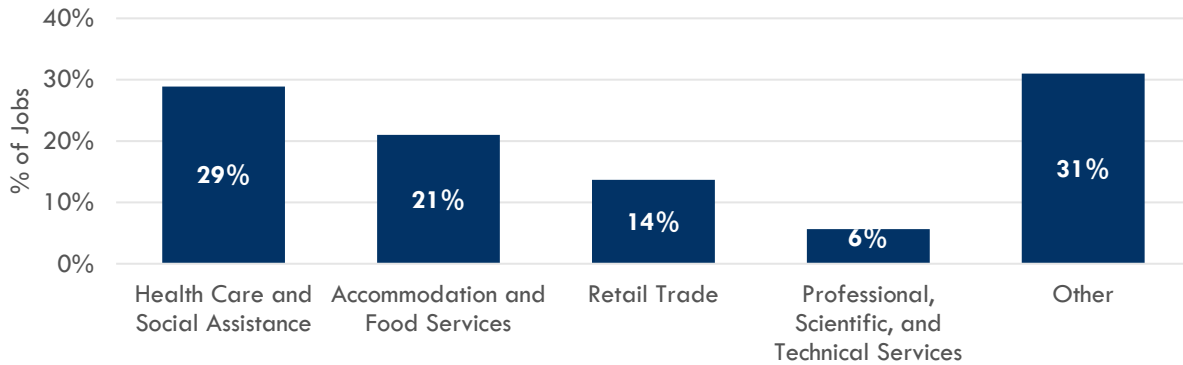


Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics, 2018



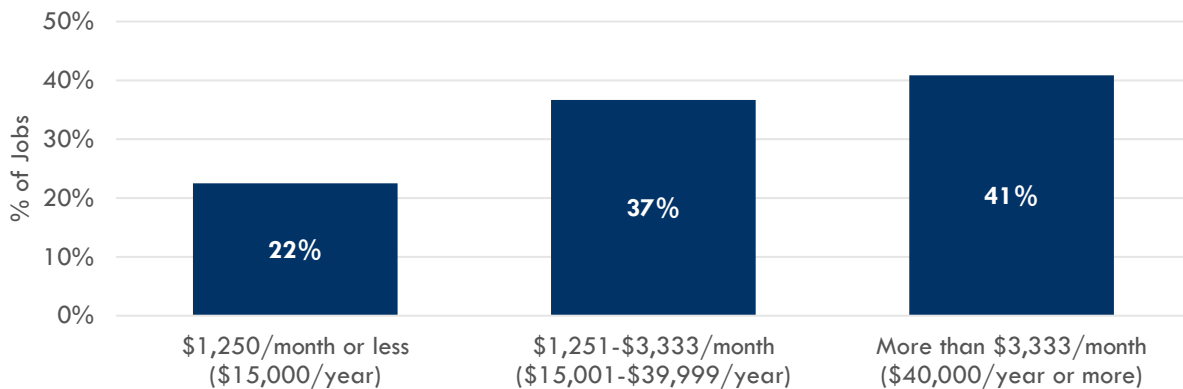
*Job characteristics:* Most Naples jobs are in service industries (Figure 11). Nearly two-thirds of jobs are in health care and social assistance (29 percent), accommodation and food services (21 percent), and retail (14 percent). Over half of jobs pay less than \$40,000 per year, including 22 percent that pay less than \$15,000 per year and 37 percent that pay between \$15,000 and \$40,000 (Figure 12). Note that these include part-time jobs.

**Figure 11. Top Industries, Naples Jobs**



Source: Shimberg Center tabulation of U.S. Census Bureau, Longitudinal Employer-Household Dynamics (LEHD) dataset

**Figure 12. Wages, Naples Jobs**

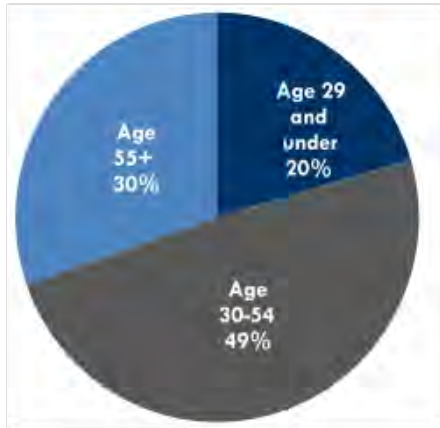


Source: Shimberg Center tabulation of U.S. Census Bureau, Longitudinal Employer-Household Dynamics (LEHD) dataset

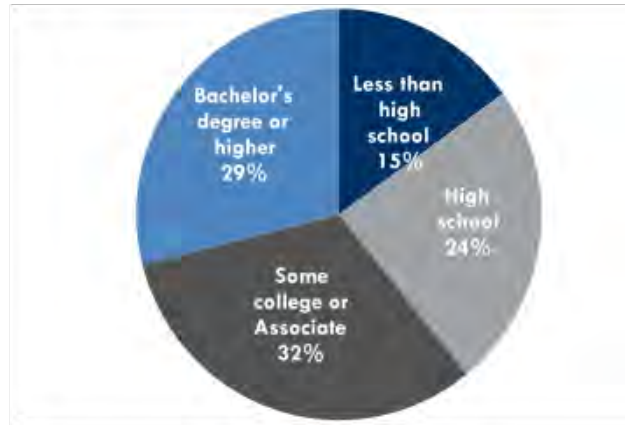
*Worker characteristics:* As Figure 13 shows, Naples’ workforce is primarily made up of White, non-Hispanic workers. Twelve percent of workers are African-American; 22 percent are Hispanic/Latino. Nearly two-thirds of jobs are held by workers with post-high school education, including 29 percent with a Bachelor’s degree or higher. Half of workers are between age 30 and 54.

Figure 13. Worker characteristics for jobs located in Naples

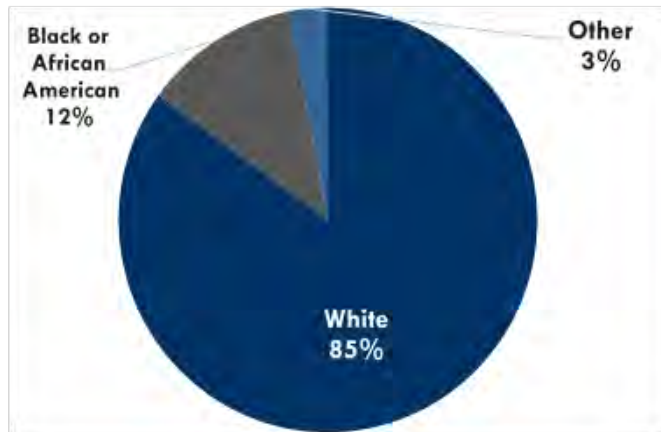
**Age**



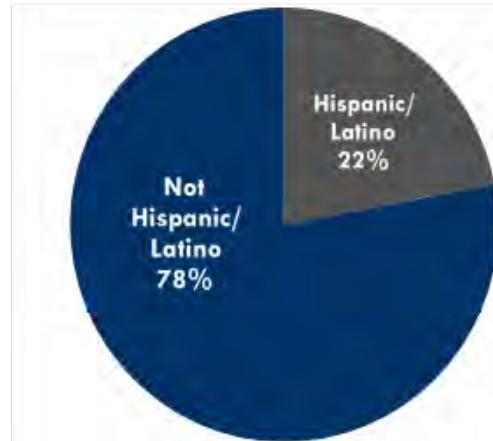
**Educational Attainment**



**Race**



**Ethnicity**



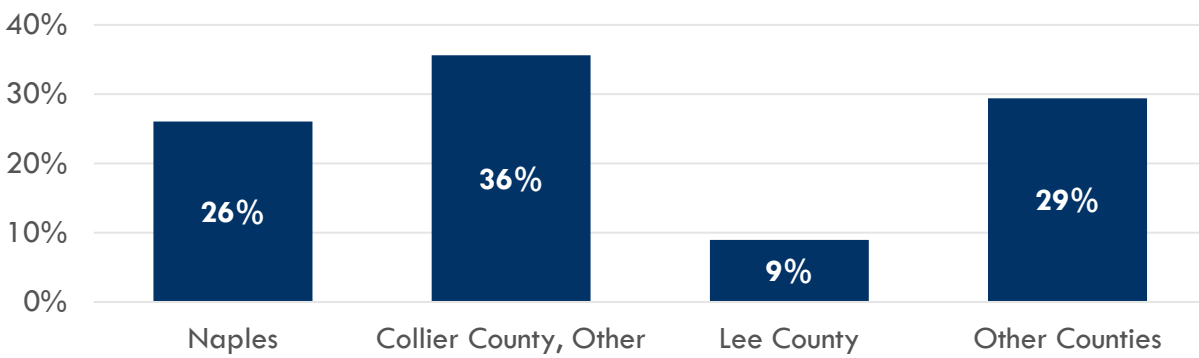
Source: Shimberg Center tabulation of U.S. Census Bureau, Longitudinal Employer-Household Dynamics (LEHD) dataset

### Commuting Out: CRA Residents Profile

The LEHD counts 837 resident workers who are living in the CRA district. As Figure 14 shows, over one-fourth (26 percent) work in the City of Naples, and an additional 36 percent work for employers elsewhere in Collier County. A small group (9 percent) work for Lee County employers. The remaining 29 percent work for employers in other counties. Again, some of these may be employees of companies headquartered outside of the county who have worksites in Naples or Collier County.

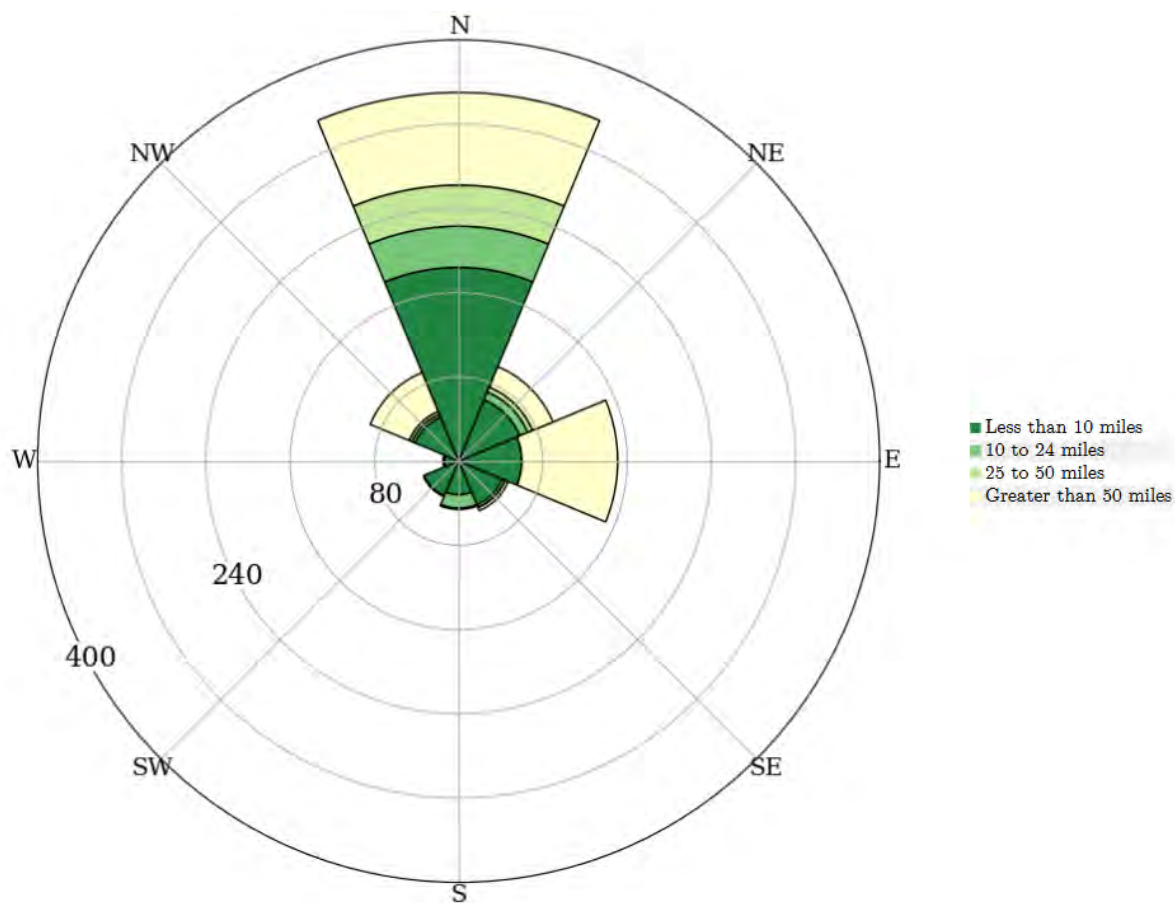
Most CRA resident workers (57 percent) commute less than 10 miles to work (Figure 15), a benefit of the CRA's central location in Naples. Common work destinations include the commercial areas in the city surrounding the CRA and the commercial corridors north of the city along Tamiami Trail and Pine Ridge Road.

**Figure 14. Place of Work for CRA Residents**



Source: Shimberg Center tabulation of U.S. Census Bureau, Longitudinal Employer-Household Dynamics (LEHD) dataset

Figure 15. Distance and Direction from Home to Work, CRA Residents

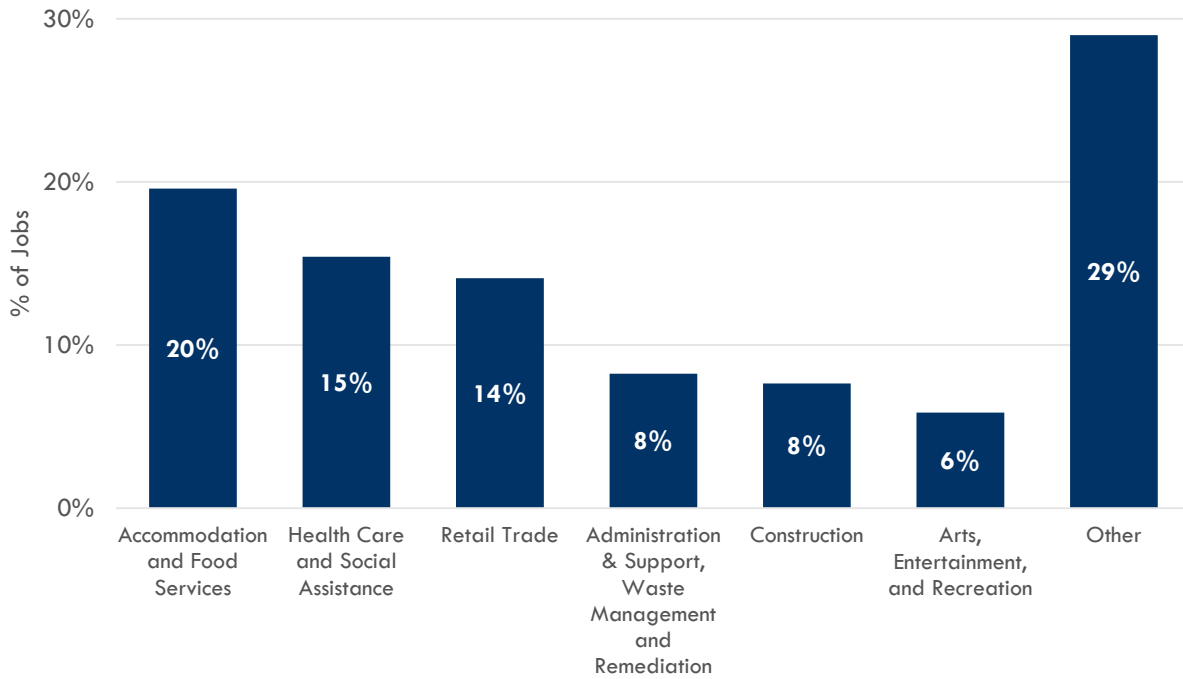


Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics, 2018

*Job characteristics:* CRA resident workers are employed in a variety of industries. As Figure 16 shows, the largest concentration, 20 percent, is in accommodation and food service jobs. Wages tend to be lower for CRA resident workers compared to the Naples job base. Nearly three-quarters of jobs pay less than \$40,000 per year, with 44 percent paying \$15,001-39,999 and 30 percent paying \$15,000 or less (Figure 17).

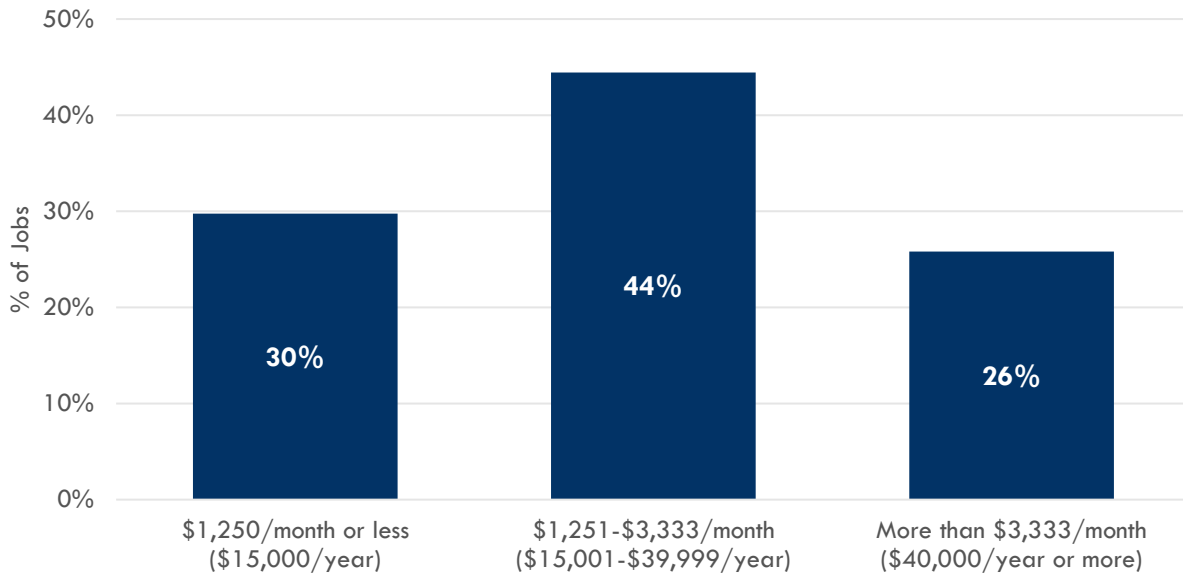
*Worker characteristics:* The CRA resident workers include 55 percent White residents and 41 percent African-American (Figure 18). Twenty percent of the resident workers are Hispanic/Latino. Roughly half of the resident workers have a post-high school education, including 20 percent who hold a Bachelor’s degree or higher.

**Figure 16. Top Industries, CRA Resident Workers**



Source: Shimberg Center tabulation of U.S. Census Bureau, Longitudinal Employer-Household Dynamics (LEHD) dataset

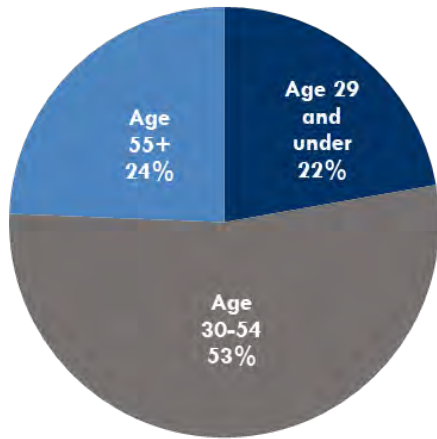
**Figure 17. Wages, CRA Resident Workers**



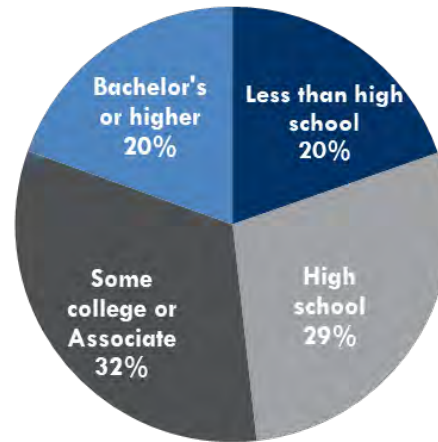
Source: Shimberg Center tabulation of U.S. Census Bureau, Longitudinal Employer-Household Dynamics (LEHD) dataset

Figure 18. Worker Characteristics, CRA Resident Workers

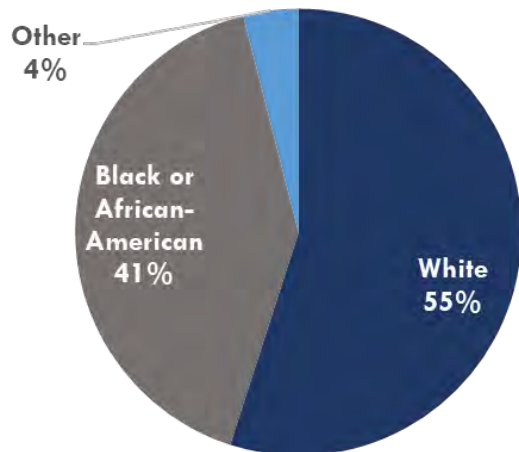
**Age**



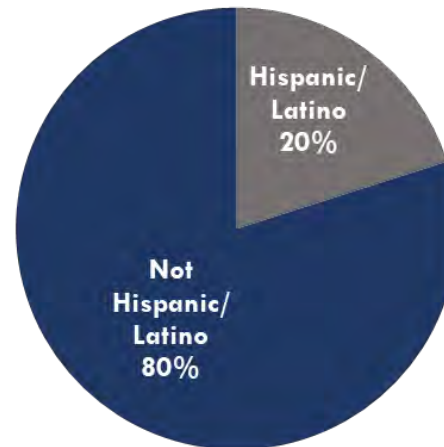
**Educational Attainment**



**Race**



**Ethnicity**



Source: Shimberg Center tabulation of U.S. Census Bureau, Longitudinal Employer-Household Dynamics (LEHD) dataset

## Conclusion

The housing and workforce analysis place Naples in a regional context. The city is a net importer of workers for surrounding communities to the north and east. Often these workers are filling jobs paying less than \$40,000 per year. Even with two full-time workers in a household, these wages fall short of what is needed for affordable homeownership, and rule out many newer rental units as well.

These gaps also affect the region's large population of older adults. While many retirees in the area bring savings and other forms of wealth beyond retirement benefits, those who depend on Social Security would find little available housing that is affordable at current benefit levels. Adding smaller units that cater to the area's significant number of 1-2 person households, including accessibility features for older households, is one way to restore balance to the housing market.

Finally, the analysis shows the value of preserving and expanding housing at a variety of price points in the CRA district itself. The district provides a central location for Naples' workforce and houses a higher proportion of working-age households than the surrounding area. Maintaining and expanding the affordable housing supply in the CRA provides the opportunity to make both housing and transportation more affordable for Naples' workforce.



# Memorandum

To	Frank Wells (Bright Community Trust)
CC	
Subject	Local Housing Supply Analysis Methodology
Project	Naples Housing Study
From:	Patrick Panza, AICP; Laura Smith; Natalie Frazier
Date	December 1, 2021

The Community Solutions Group performed an analysis of local housing supply within the Collier County limits for the purpose of quantifying, mapping, and documenting the housing typologies found within various sub-geographies. Sub-geographies utilized in this analysis include the Naples CRA and several geometric regions, each representing a buffer distance from the Naples CRA (1, 3, 5, 7, 10, 20, and 40 miles).

Within limitations, the Local Housing Supply Analysis identified both the 'for-sale' and 'for-rent' housing supply, and provides additional information regarding housing suitability and affordability across the project sub-geographies. The analysis results and summary statistics are presented in a series of accompanying infographics.

### Methodology

The analysis utilized four primary datasets:

- ▶ 2021 Collier County parcel boundaries (Florida Department of Revenue "FDOR", 2021)
- ▶ 2021 Collier County final real property (NAL) assessment roll (FDOR, 2021)
- ▶ Compiled multi-family residential property summary reports (CoStar, 2021)
- ▶ Collier County Area Median Income ("AMI") metrics (U.S. Department of Housing and Urban Development "HUD", 2021 Median Income)

Development of the project sub-geographies was informed by socio-demographic statistics contained within the Shimberg Center for Housing Studies *Naples Housing Data Assessment: Phase II* summary report.

Together, these datasets provided a foundation upon which to investigate housing supply and various housing characteristics pertinent to the analysis, such as typology (e.g. bedroom count, for-sale vs. for-rent), estimated cost, and location.



## **For-Rent Housing Analysis**

The for-rent housing analysis utilized compiled multi-family residential property summary reports (CoStar, 2021) constituting an inventory of for-rent housing units located within Collier County. Multi-family residential properties of 10 units or more were included in the inventory.

### Supply

For each property (if available), reported data included total unit counts for the following unit types: Studio (0-bedroom), 1-bedroom, 2-bedroom, 3-bedroom, and 4-bedroom.

### Cost

For each property (if available), reported data included average weighted monthly rent per unit type.

### Affordability and Suitability

The project sub-geographies were used in a GIS spatial analysis to generate summary statistics of per-type unit counts and average weighted unit costs in each sub-geography. Combined with Collier County Area Median Income ("AMI") categories (HUD, 2021) and combined-income and rent limits (Florida Housing Finance Corporation, 2021), the summary statistics were further categorized by affordability at various income levels.

## **For-Sale Housing Analysis**

The for-sale housing analysis utilized the Collier County parcel boundaries and real property assessment roll (FDOR, 2021).

### Supply

DOR land use codes and Homestead exemption codes were used to extract a subset of parcels representing the for-sale single-family residential properties located within Collier County.

### Cost

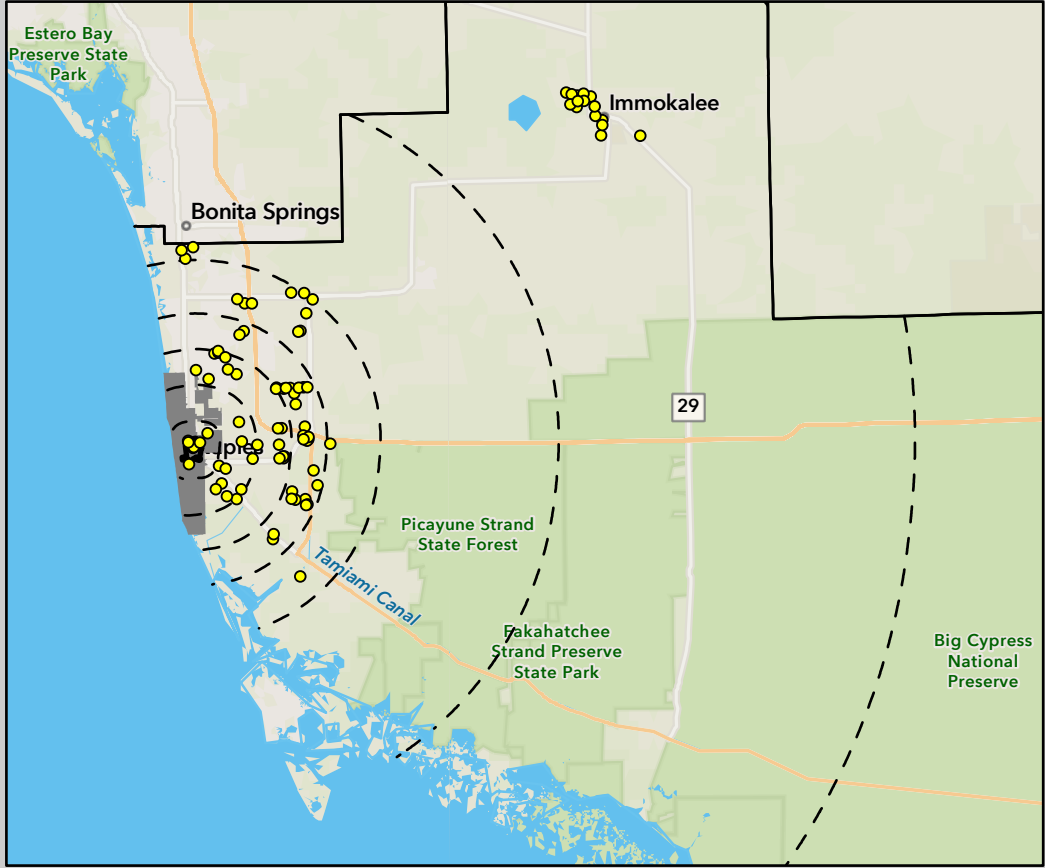
Estimated monthly mortgage payments for individual properties were calculated using the Just Value (FDOR, 2021) of the property as the basis for calculating the monthly mortgage payment (principle + interest) on a standard 30-year mortgage at an APR of 3.8%.

### Affordability and Suitability

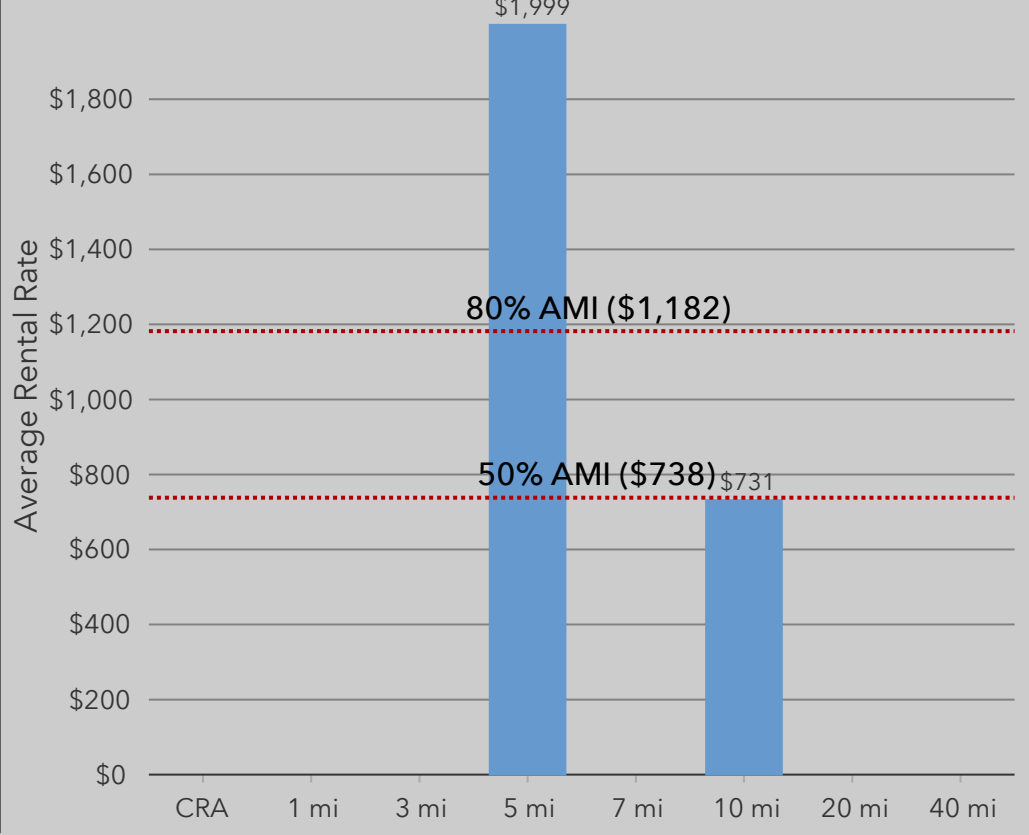
Per the HUD Comprehensive Housing Affordability Strategy guidelines, households spending more than 30 percent of income on housing costs are considered to be housing-cost burdened. This 30% upper limit was used in combination with the Collier County AMI of \$84,300 (HUD, 2021) and combined-income and rent limits (Florida Housing Finance Corporation, 2021) to determine cost thresholds used in evaluation of affordability at various income levels.

## **End Notes**

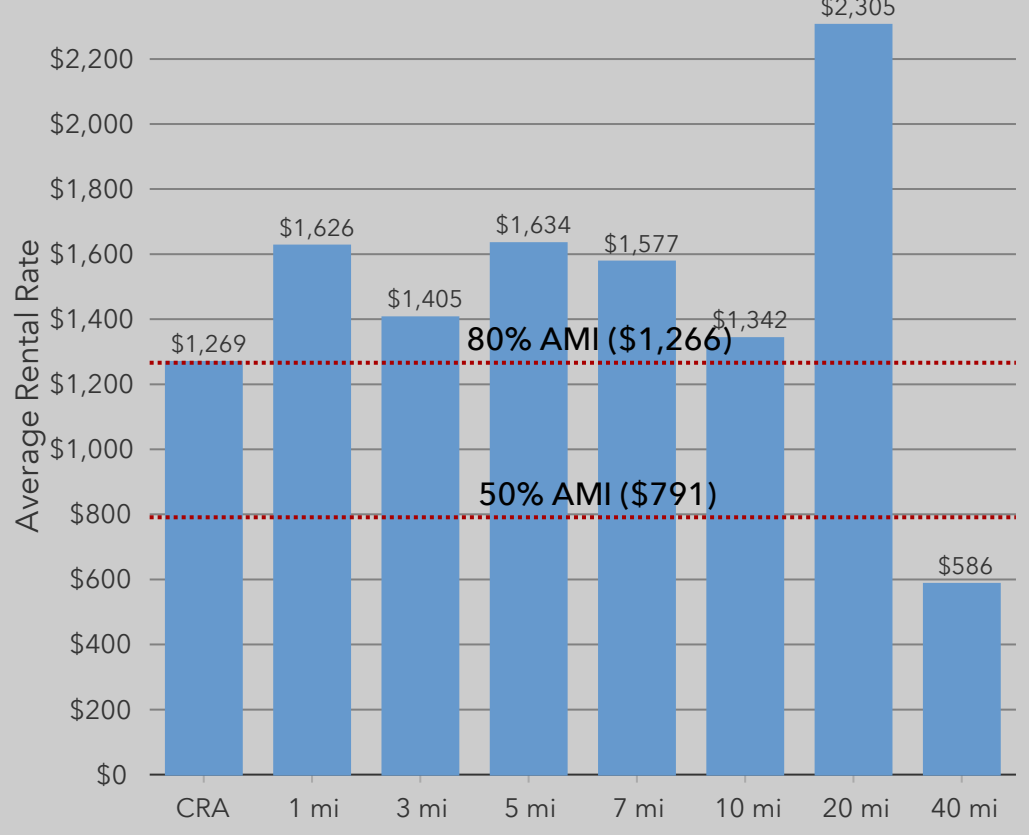
# For-rent Supply



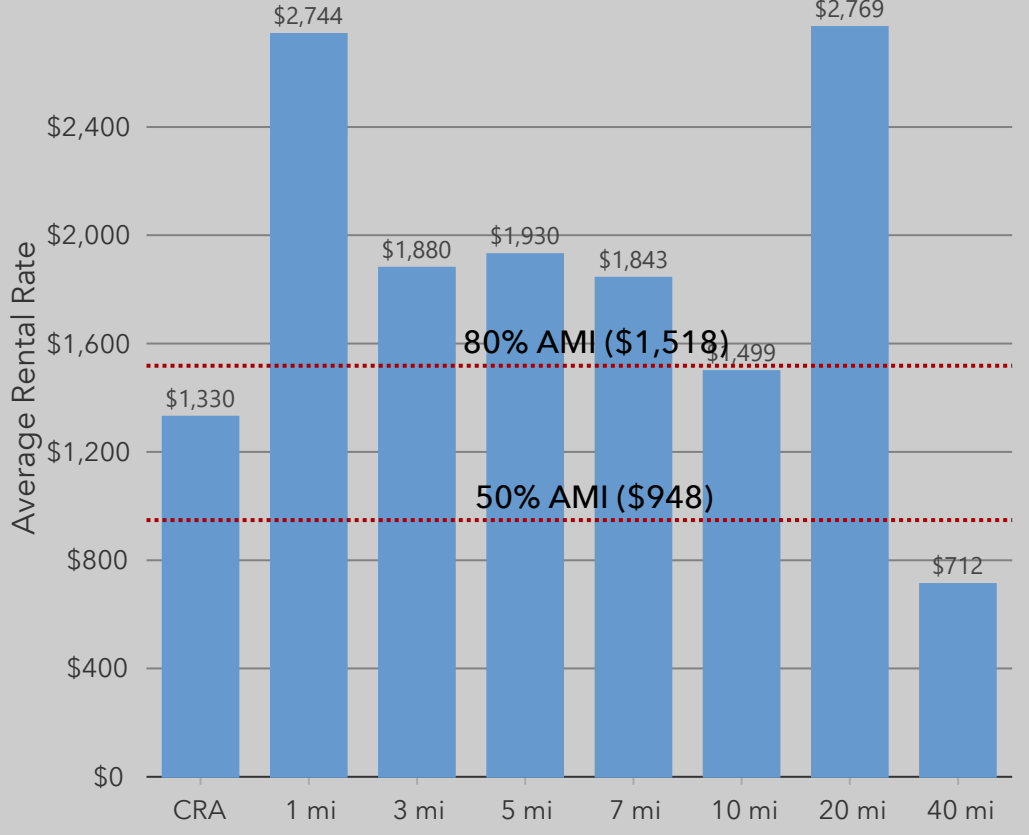
### Average Rent (Studios)



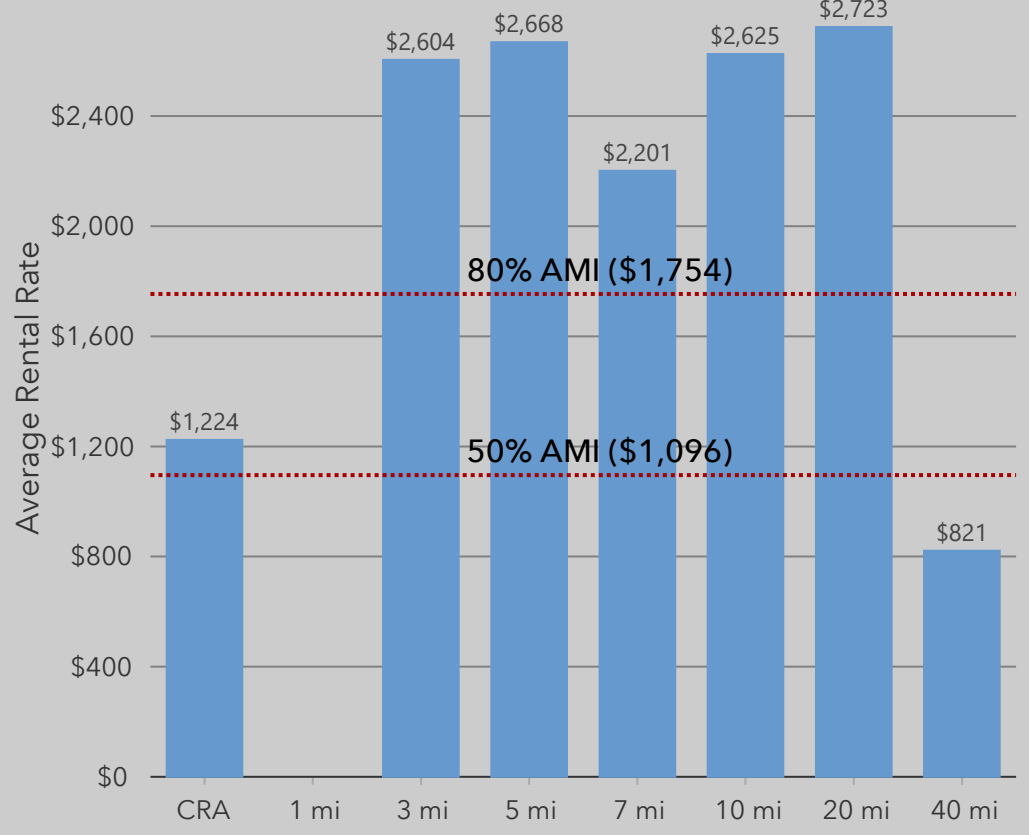
### Average Rent (1br)



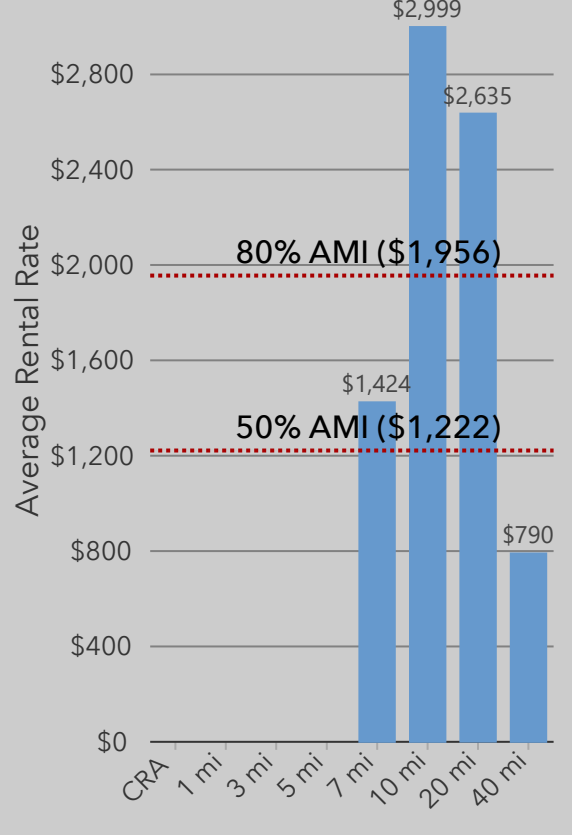
### Average Rent (2br)



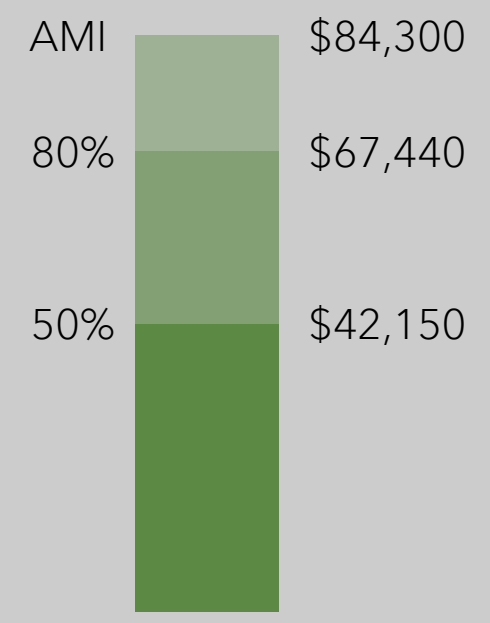
### Average Rent (3br)



### Average Rent (4br)



## Collier County AMI

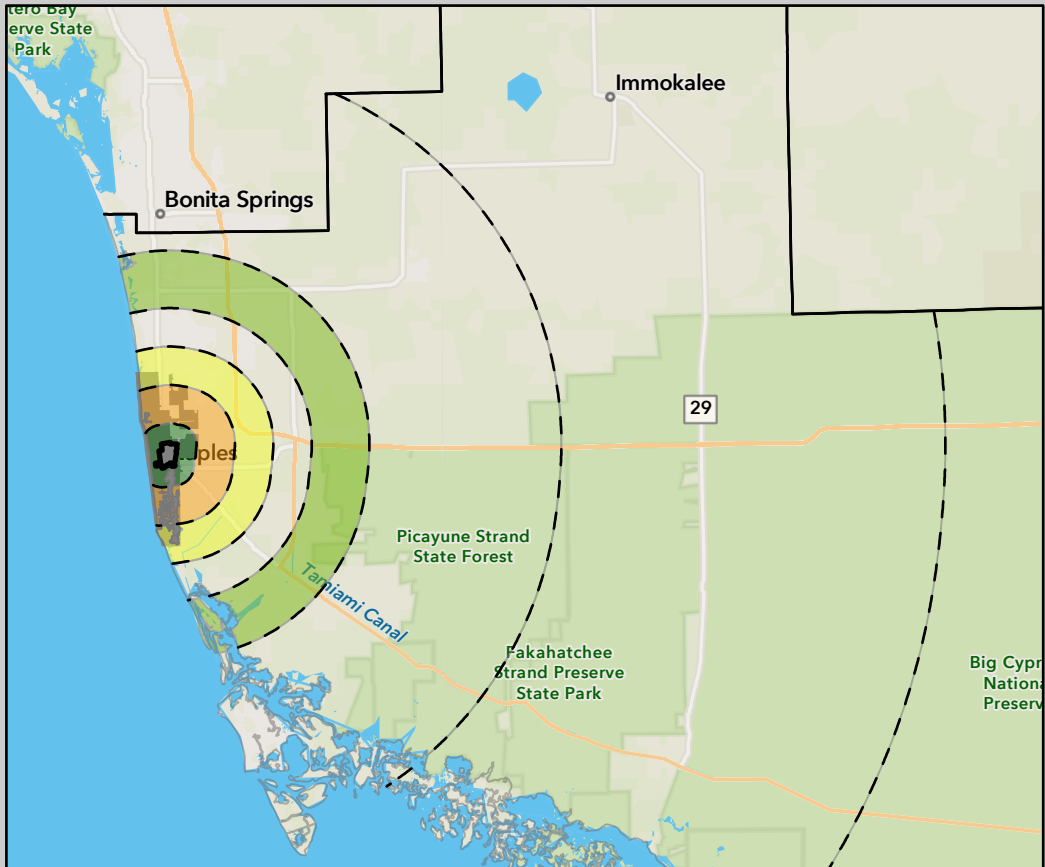


Note: Rent Limit source - Florida Housing Finance Corporation, 2021 Combined Income and Rent Limits by County

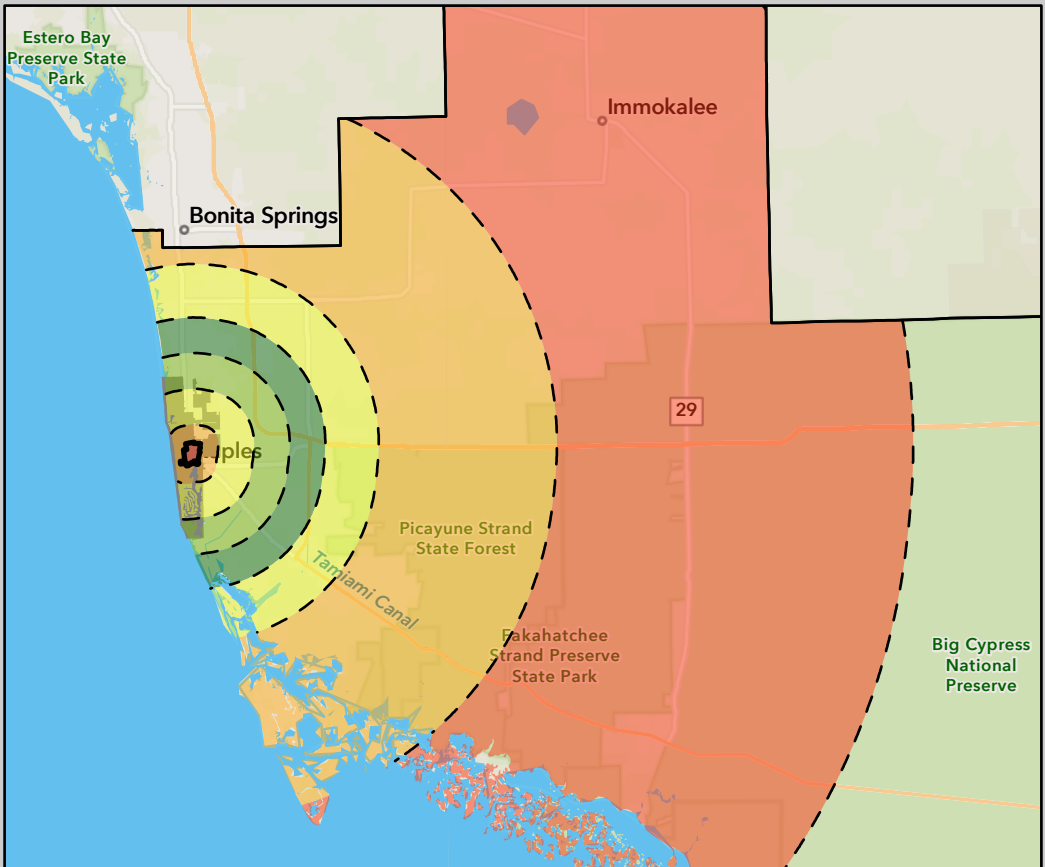
# Average Rental Rates | For-rent Supply



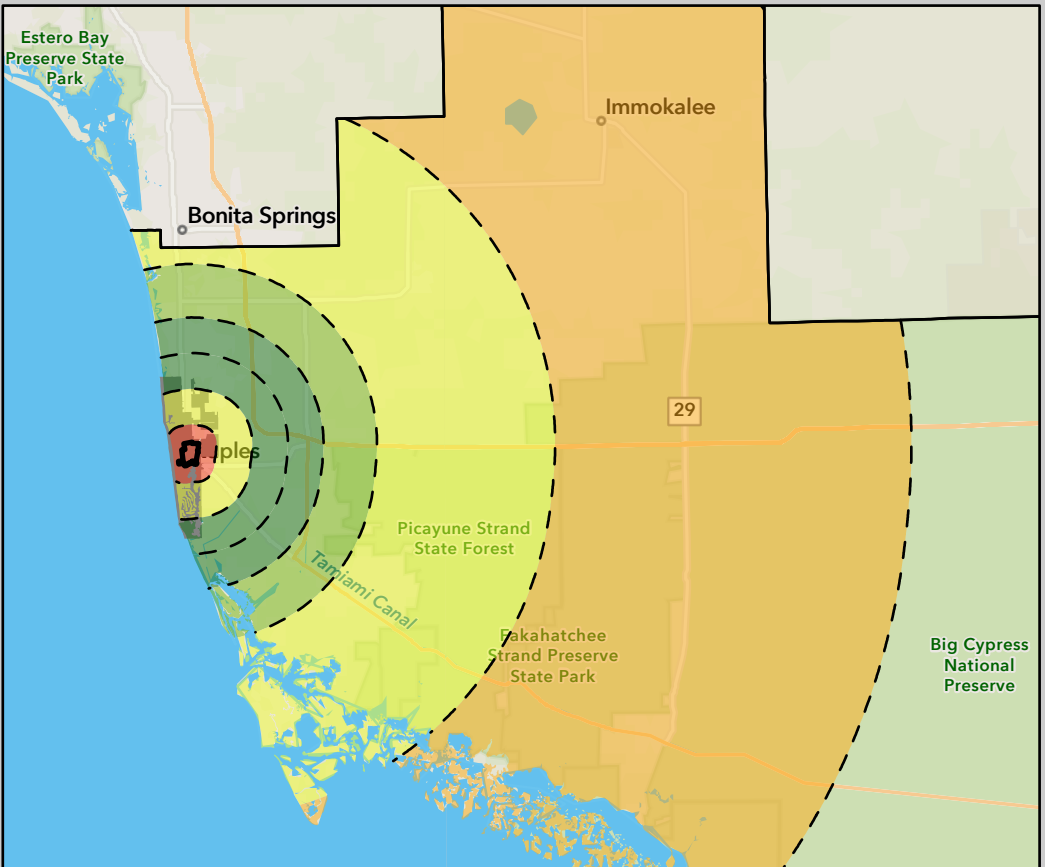
**Studio Units**



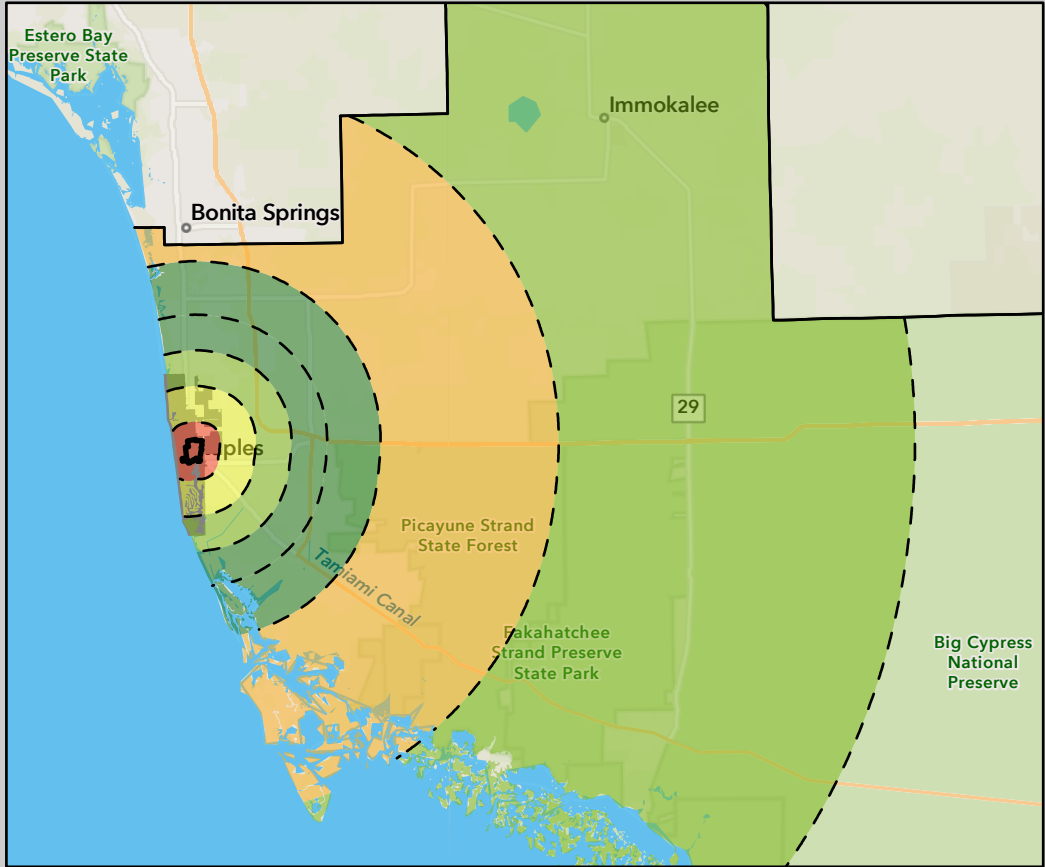
**1-bedroom Units**



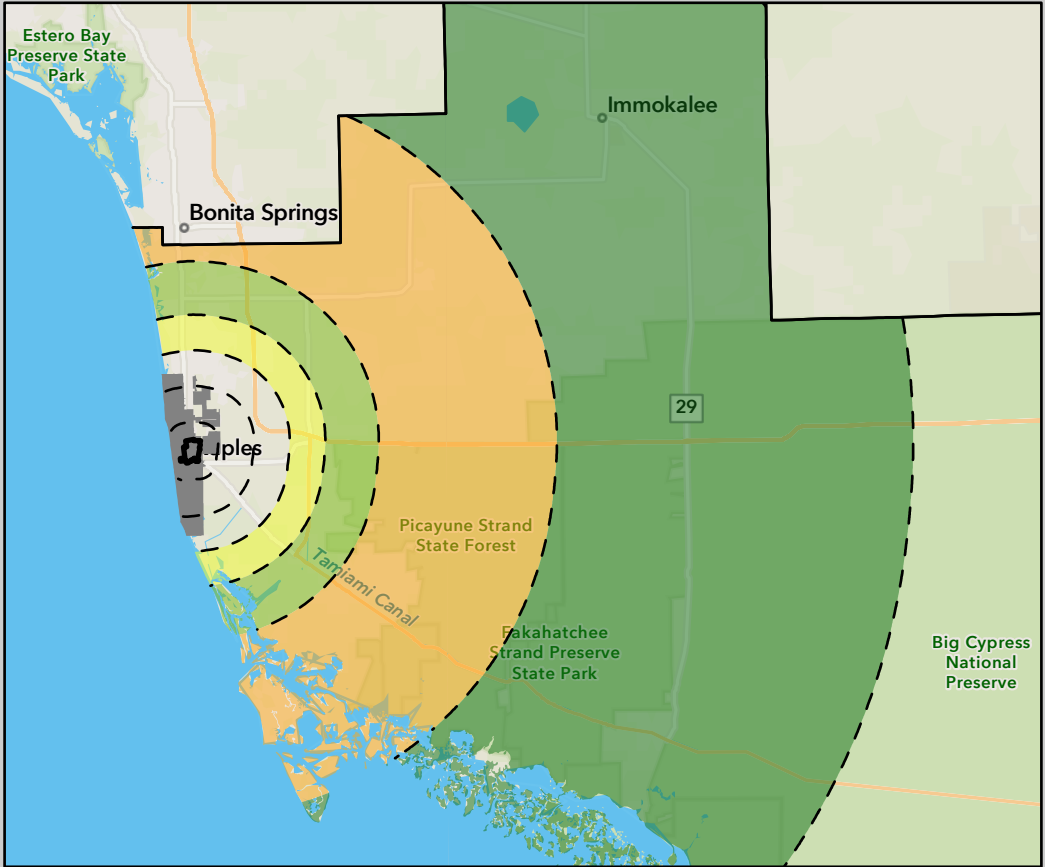
**2-bedroom Units**



**3-bedroom Units**



**4-bedroom Units**



Region ID	Total Units (Studios)	Total Units (1br)	Total Units (2br)	Total Units (3br)	Total Units (4br)
CRA	0	84	411	21	0
1 mi	147	422	330	0	0
3 mi	8	773	690	239	0
5 mi	52	1336	2441	562	0
7 mi	0	2009	3565	1167	27
10 mi	92	823	911	886	70
20 mi	0	360	699	198	12
40 mi	0	137	606	538	116

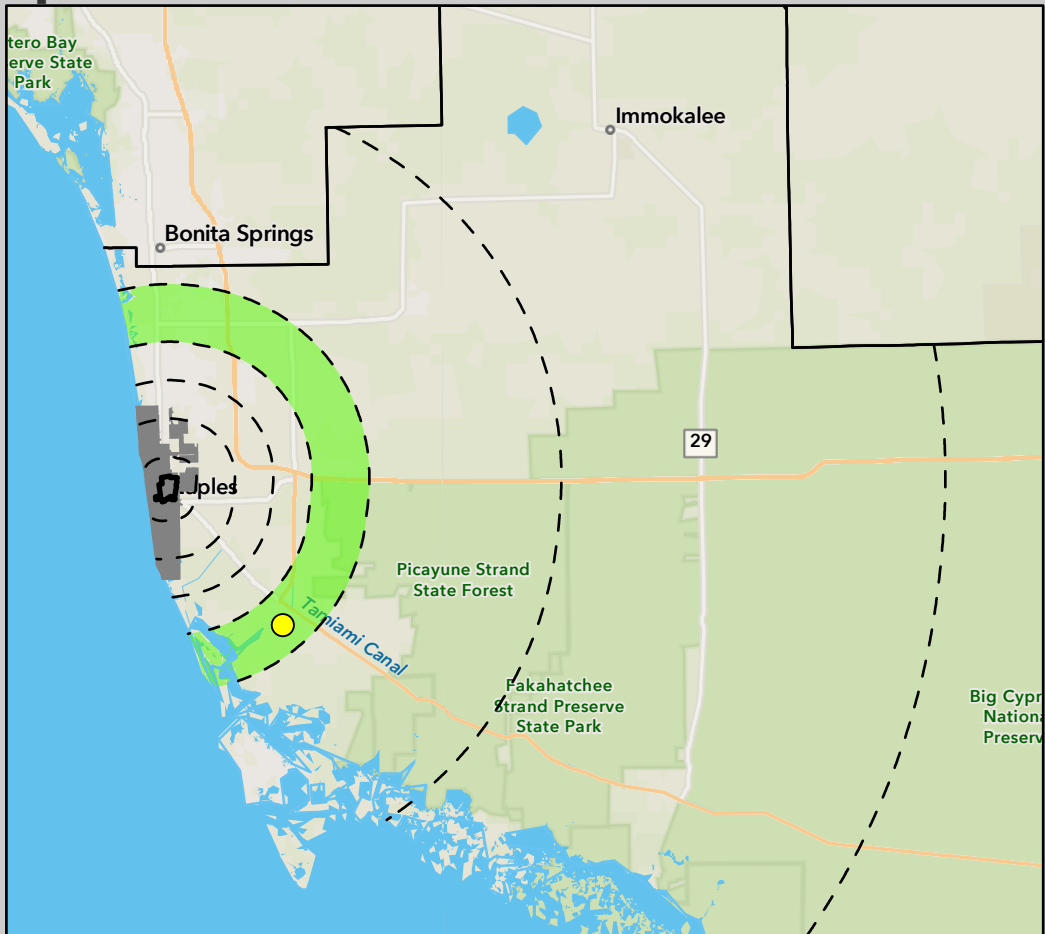
Note: Includes properties without reported rental rates.

**Total For-rent Supply | Collier County**

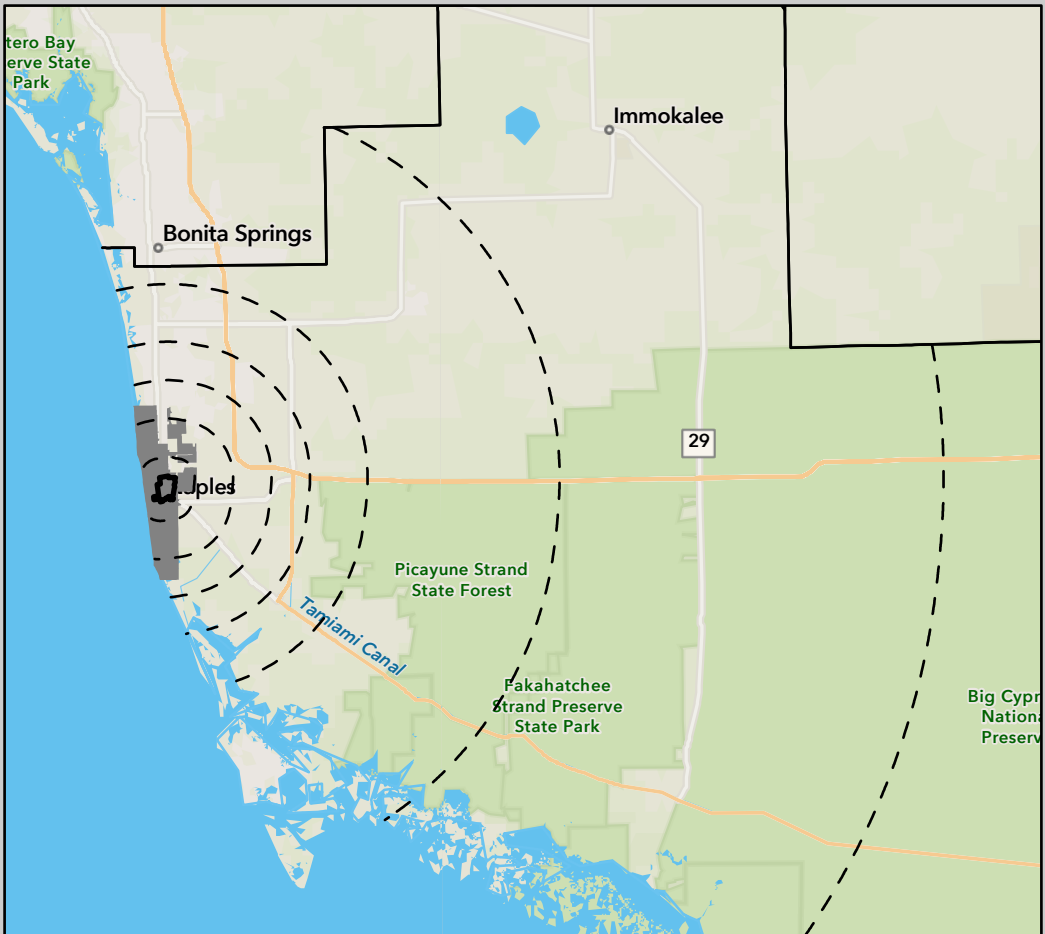
Collier County Sub-geographies



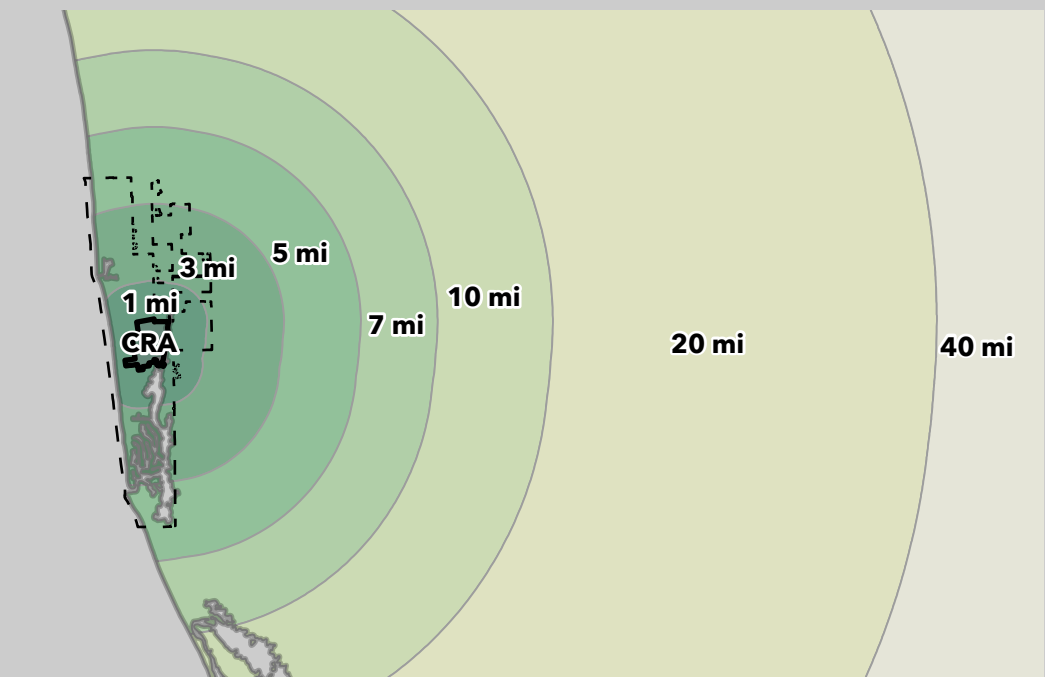
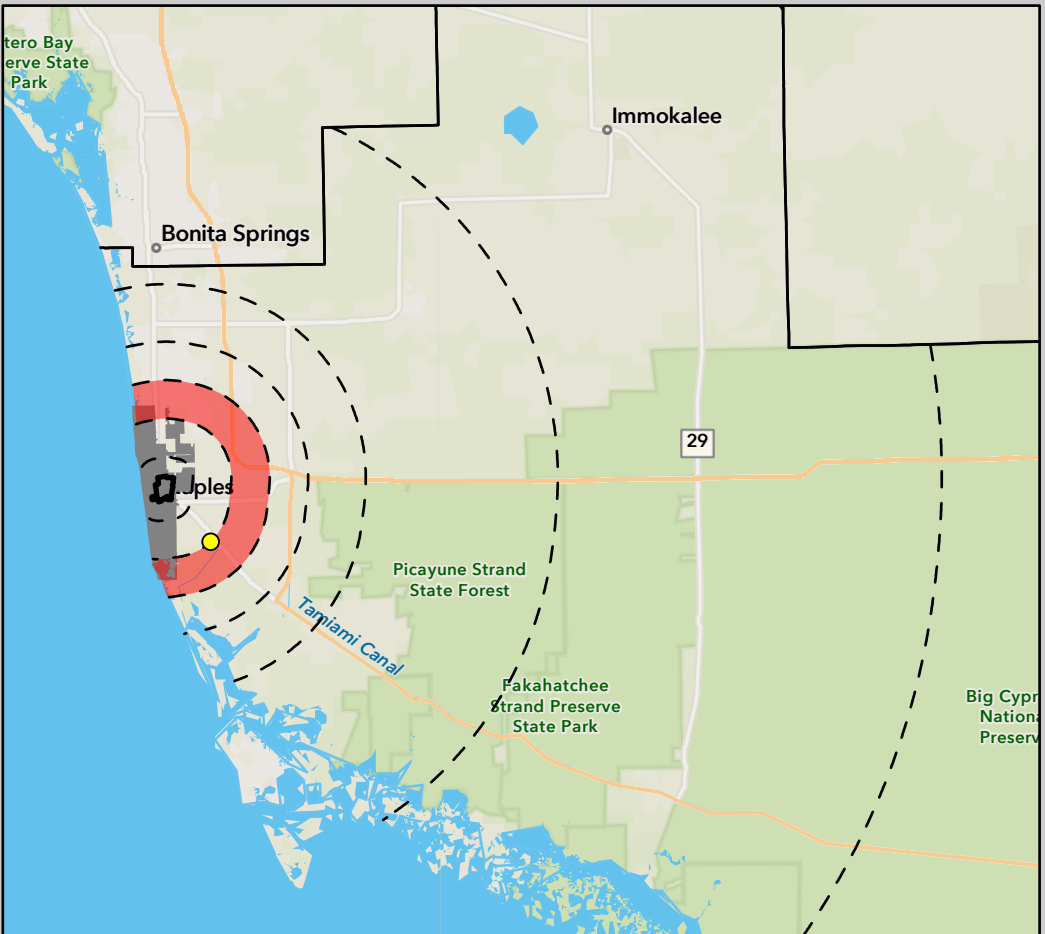
**Up to 50% AMI**



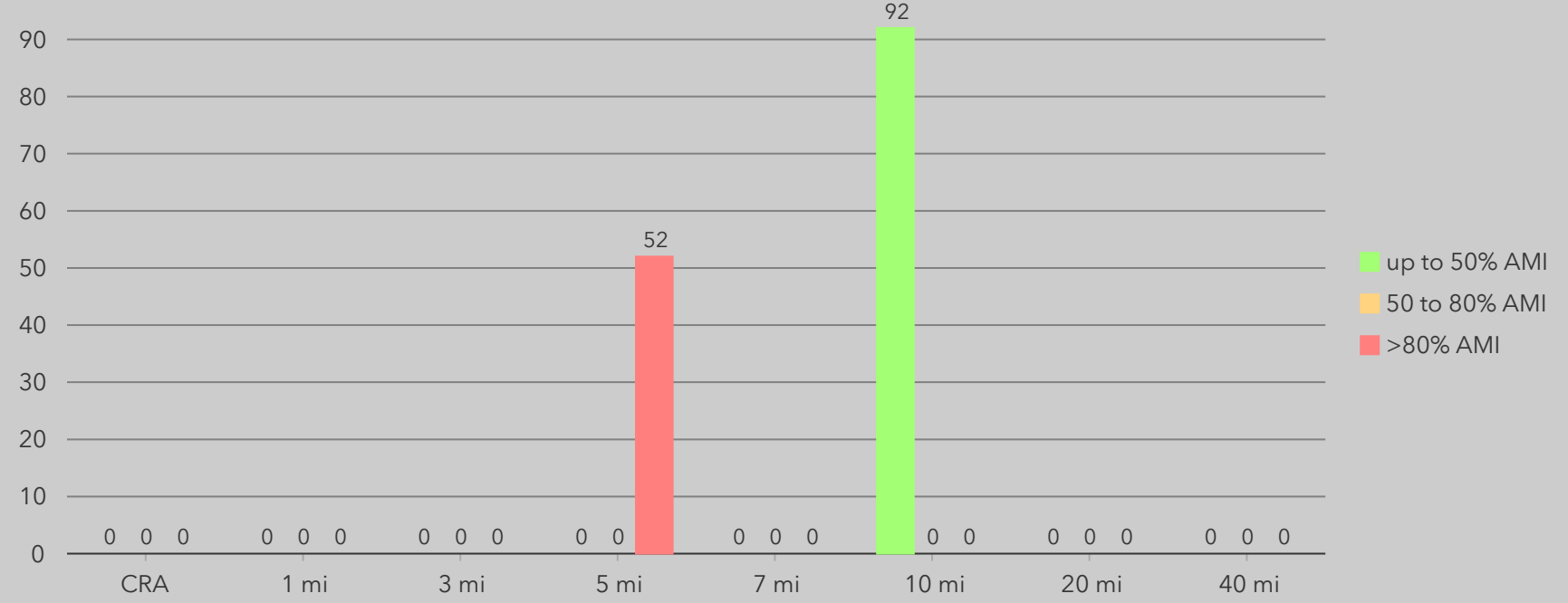
**50 to 80% AMI**



**>80% AMI**



Total Studio Units

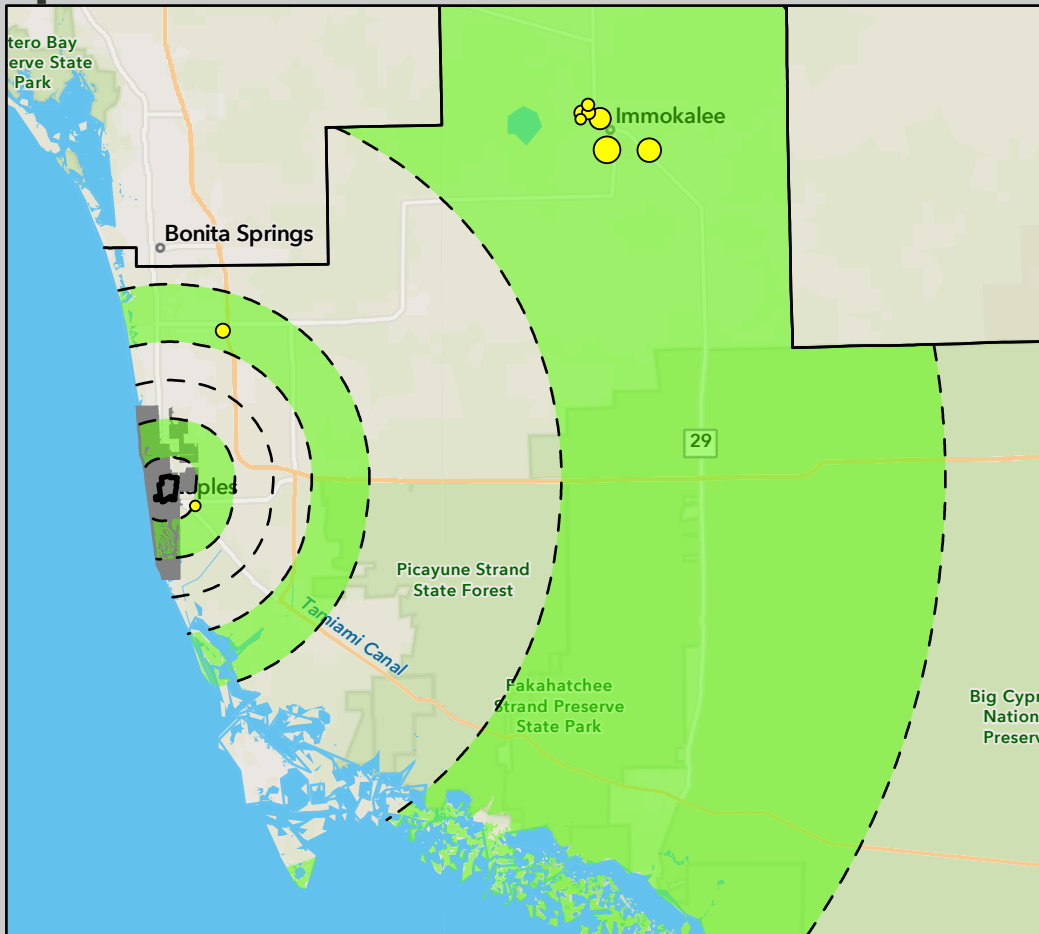


Note: Only properties with reported rental rates depicted.

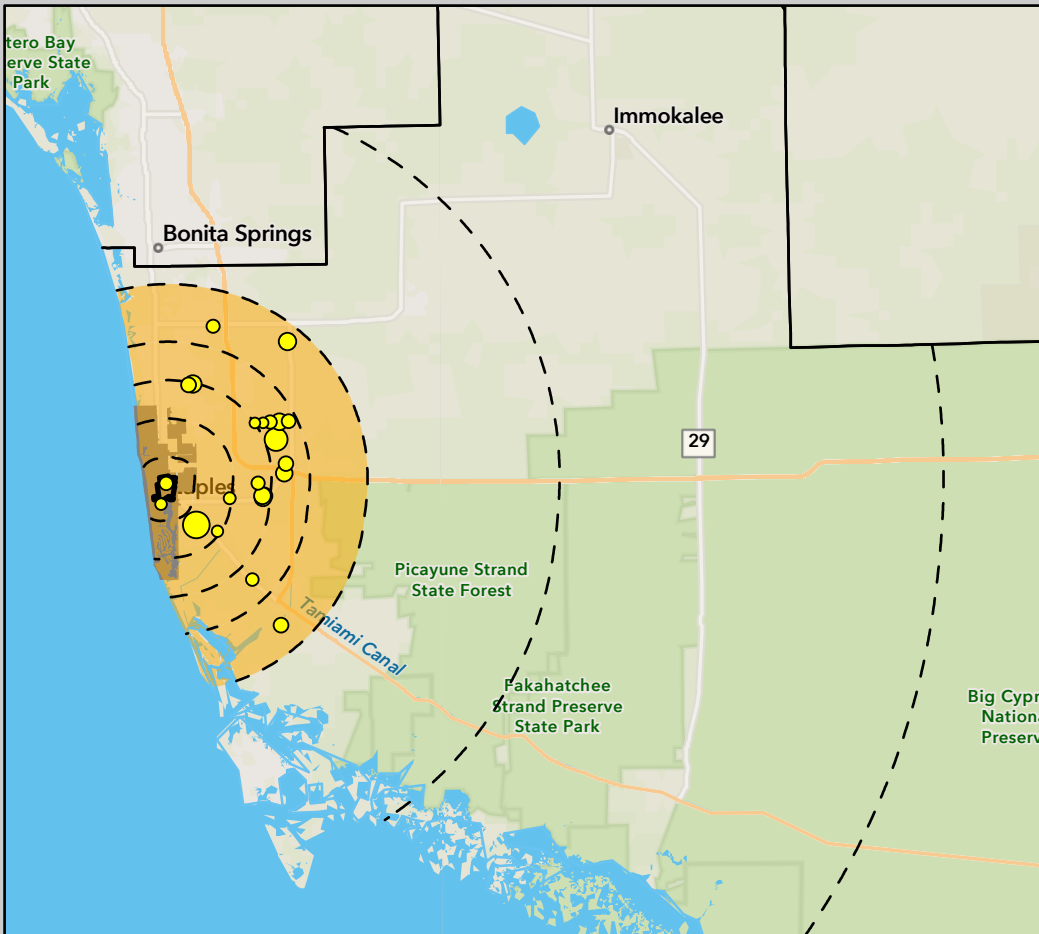
**For-rent Supply & Suitability | Studio Units**



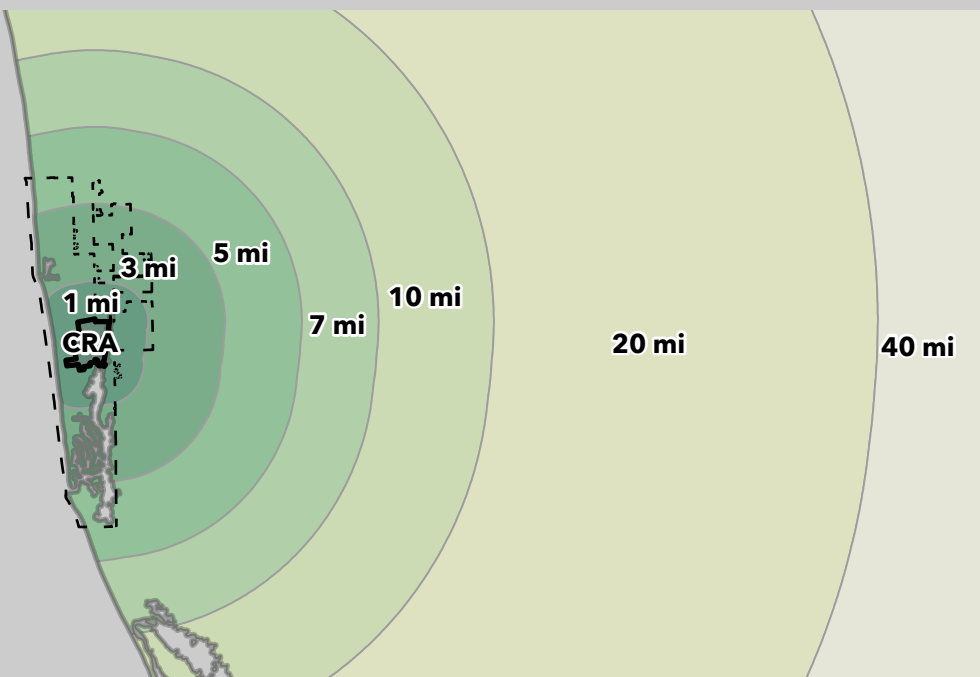
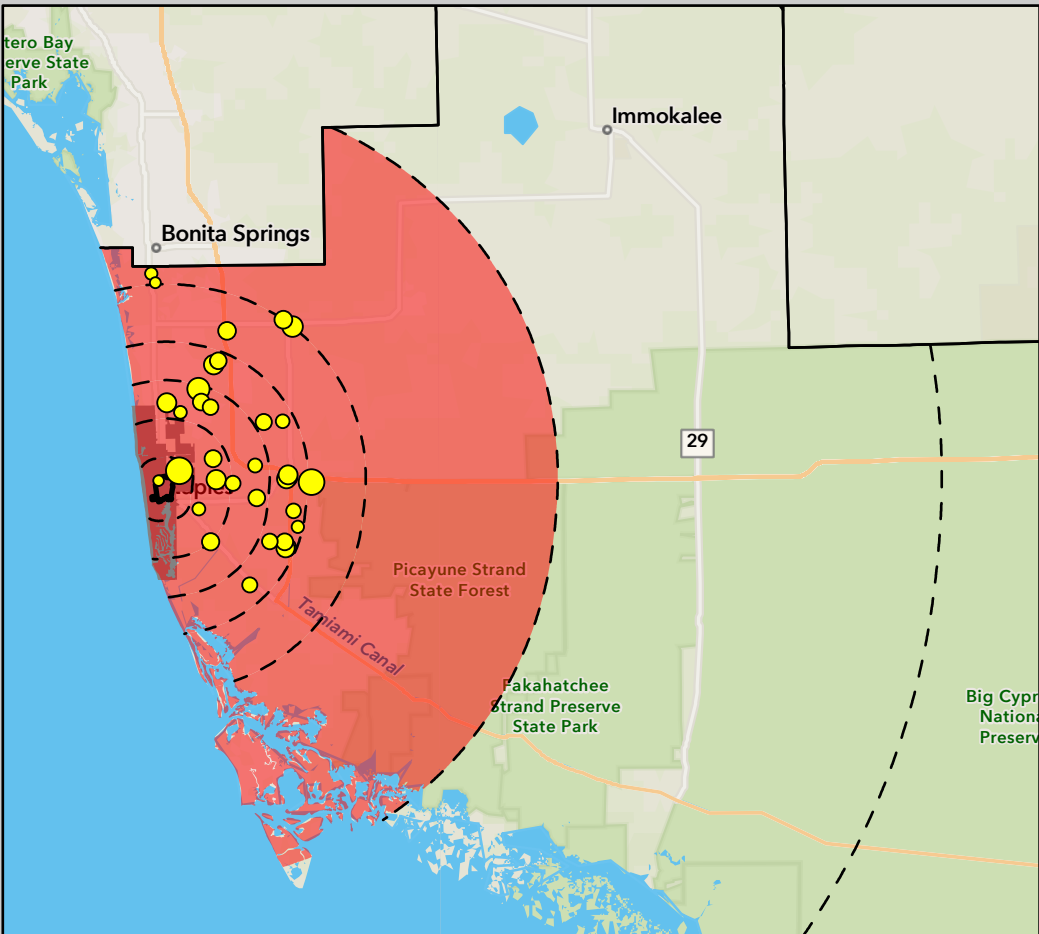
**Up to 50% AMI**



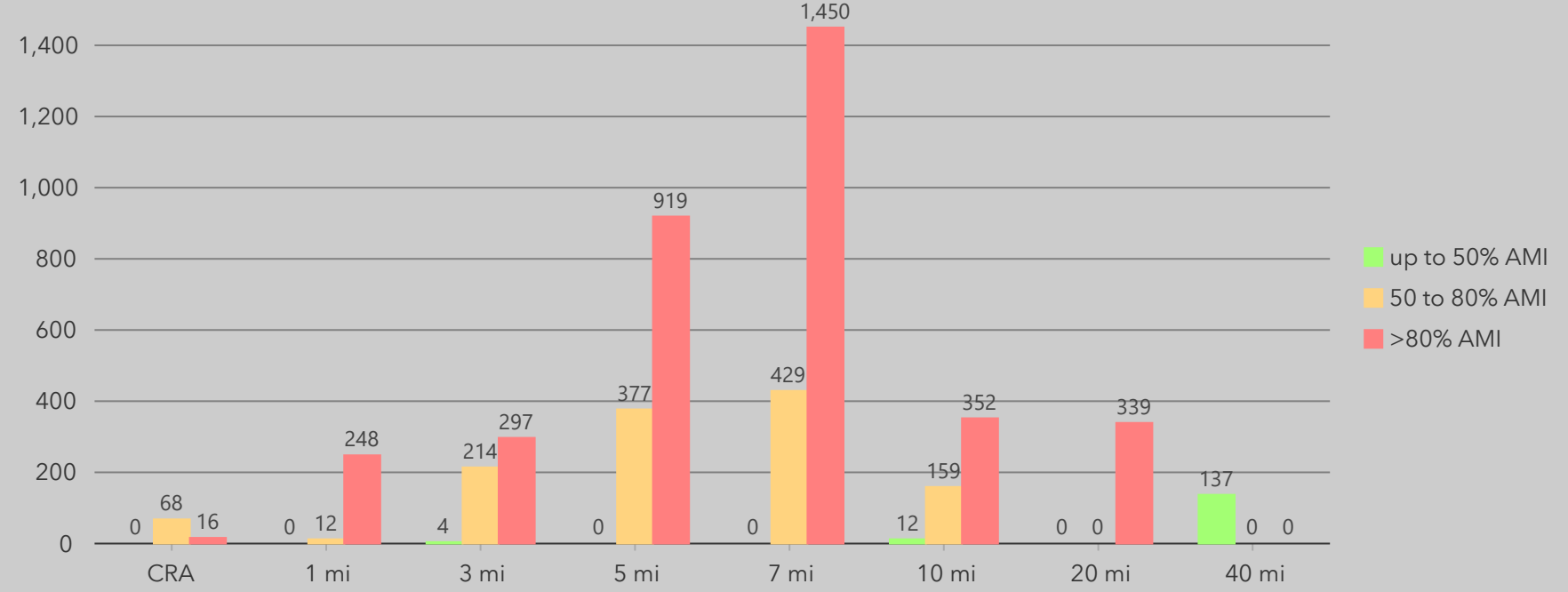
**50 to 80% AMI**



**>80% AMI**



Total 1-bedroom Units

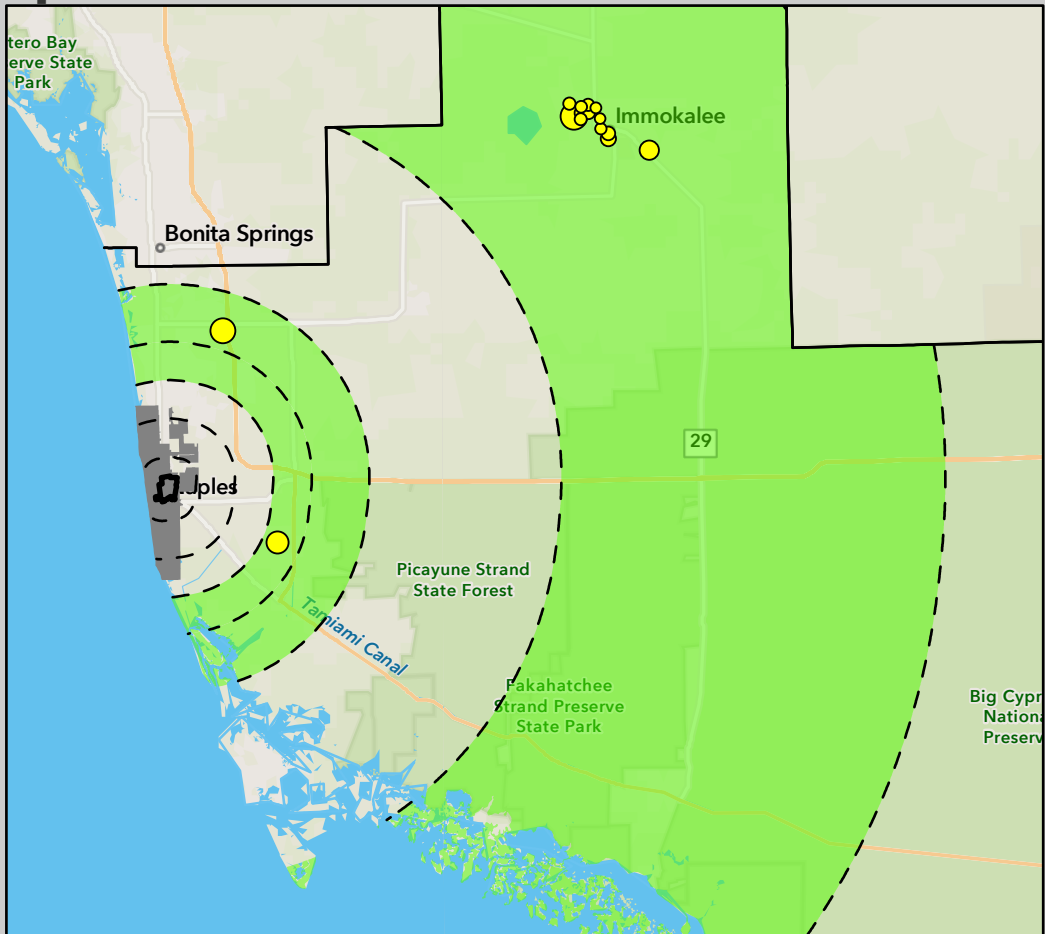


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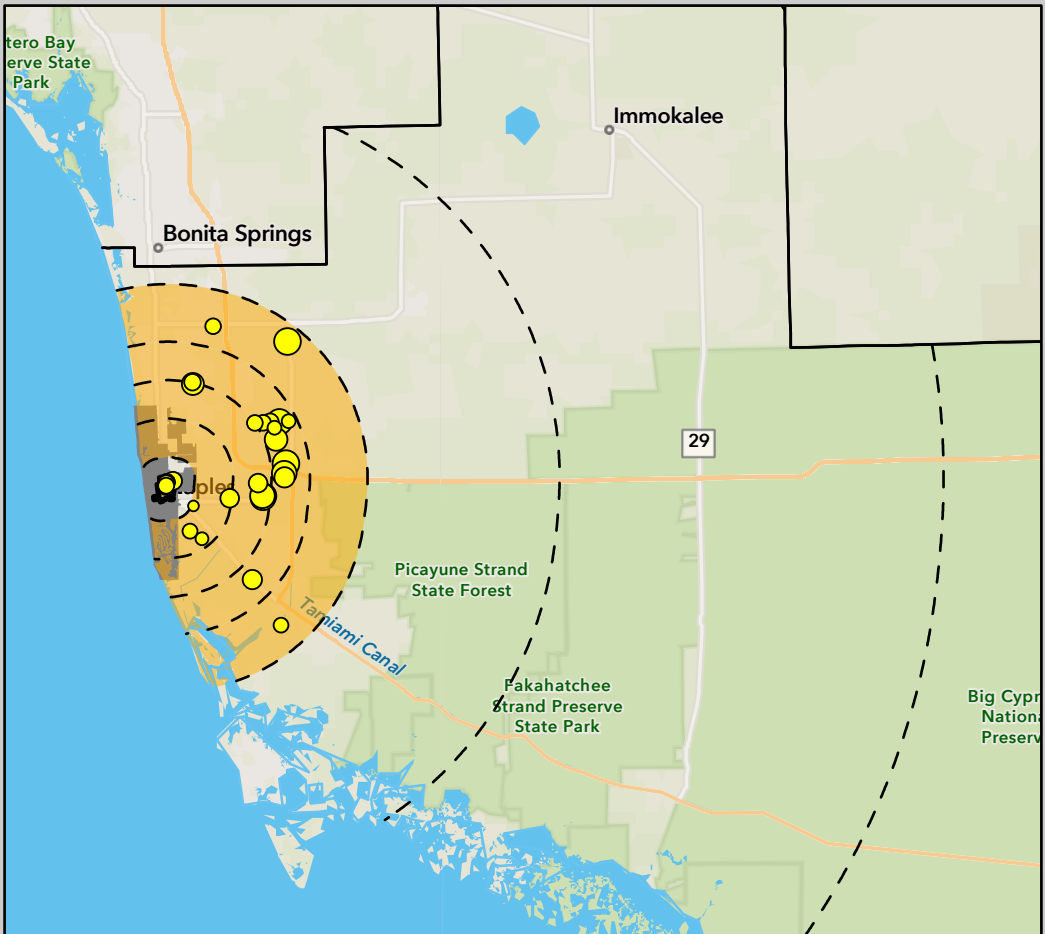
**For-rent Supply & Suitability | 1-bedroom Units**



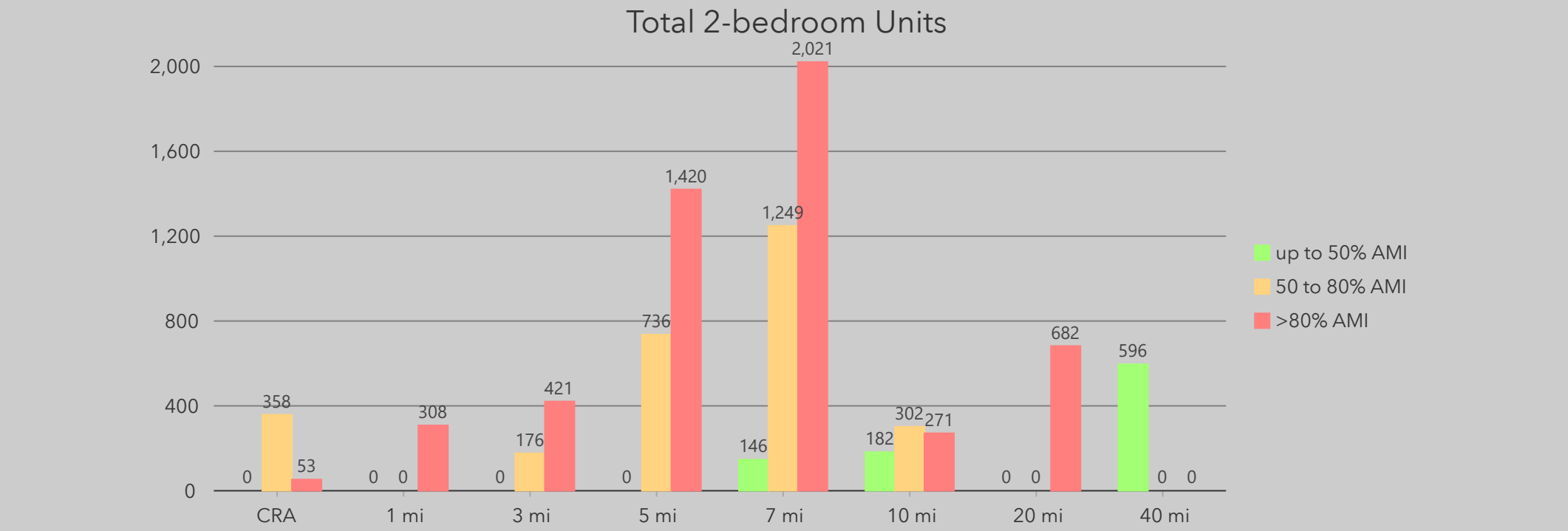
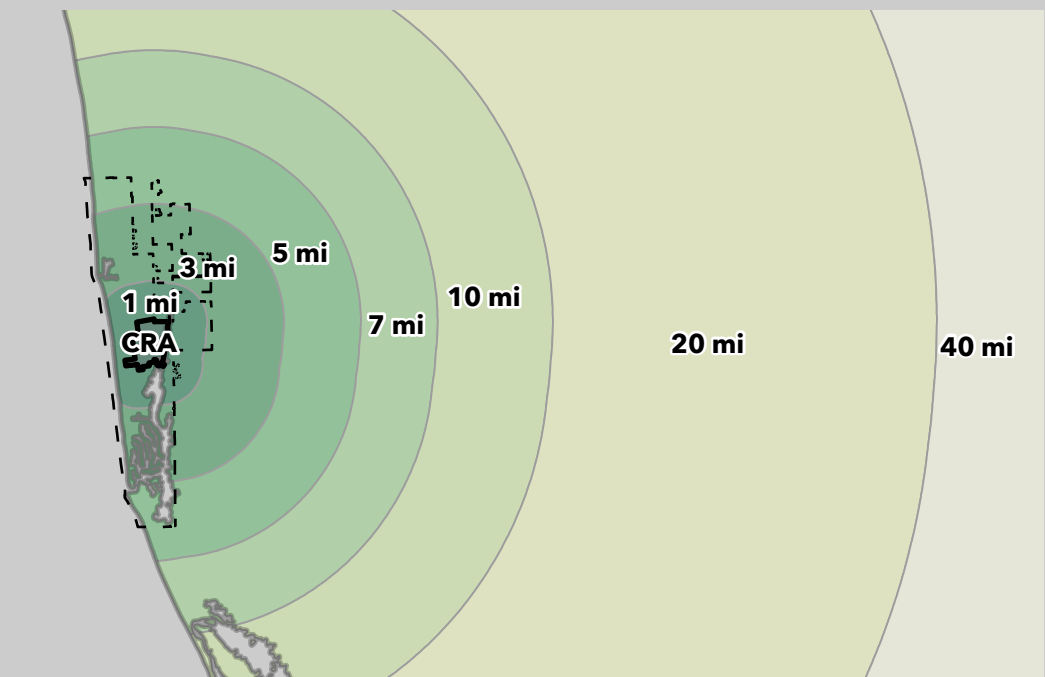
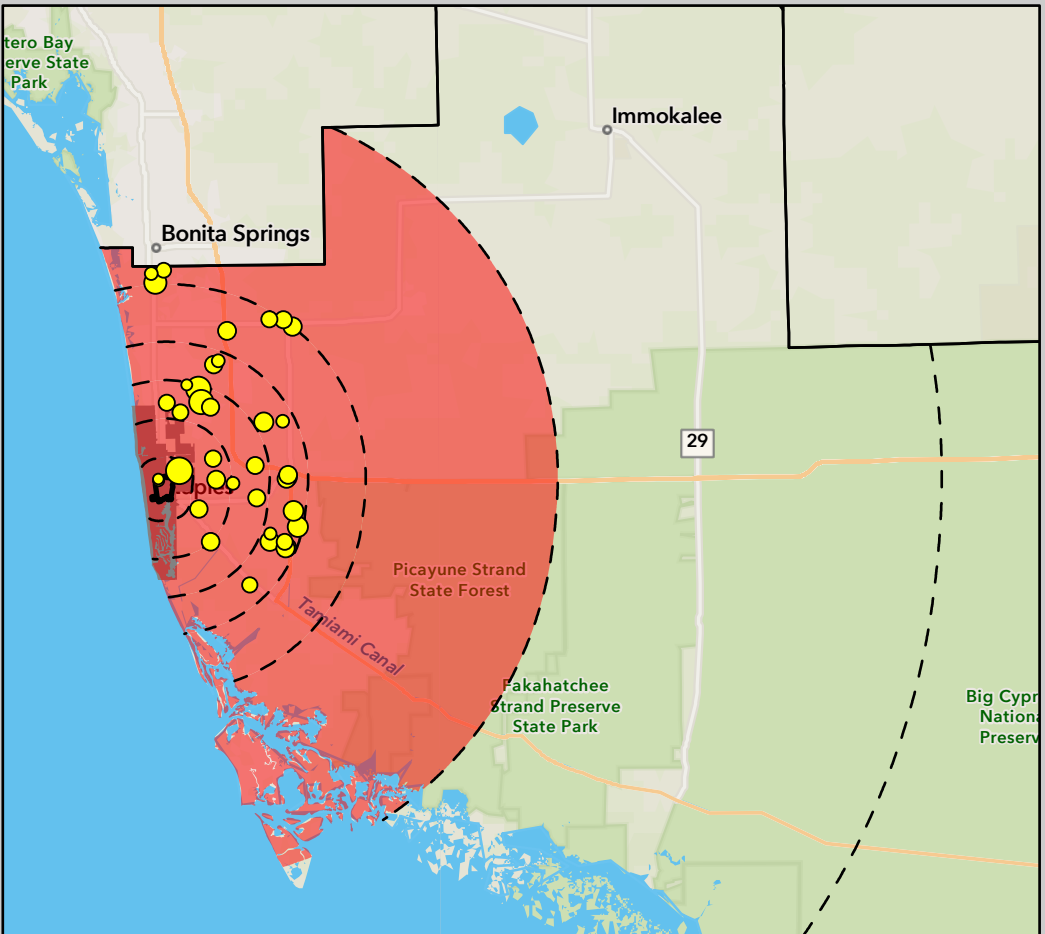
**Up to 50% AMI**



**50 to 80% AMI**



**>80% AMI**

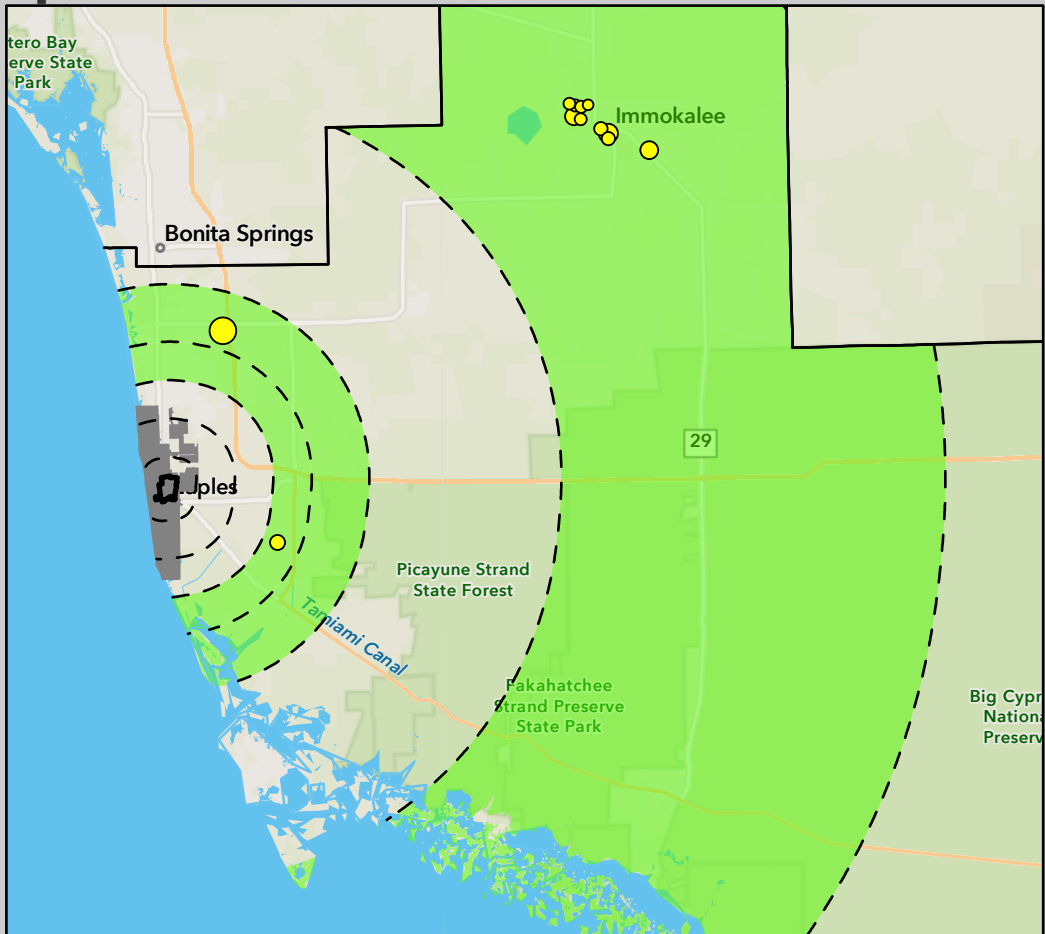


Note: Only properties with reported rental rates depicted.

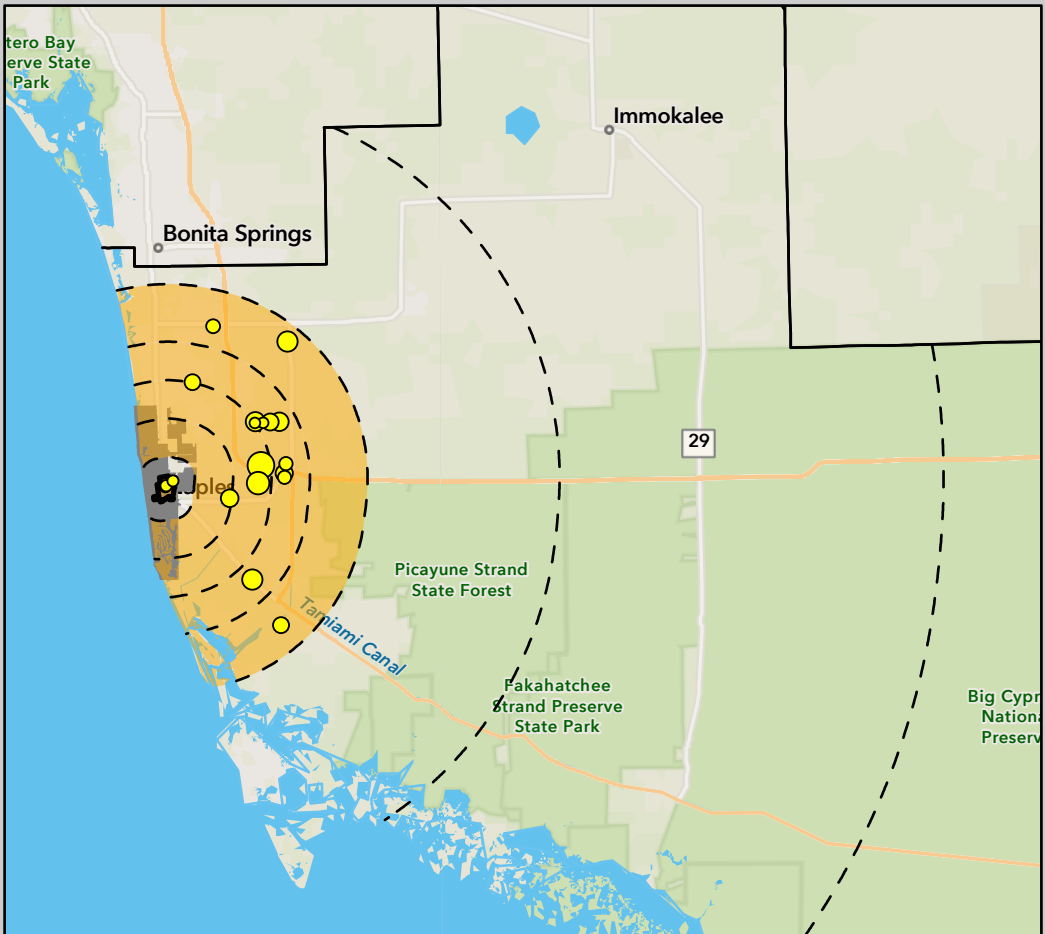
**For-rent Supply & Suitability | 2-bedroom Units**



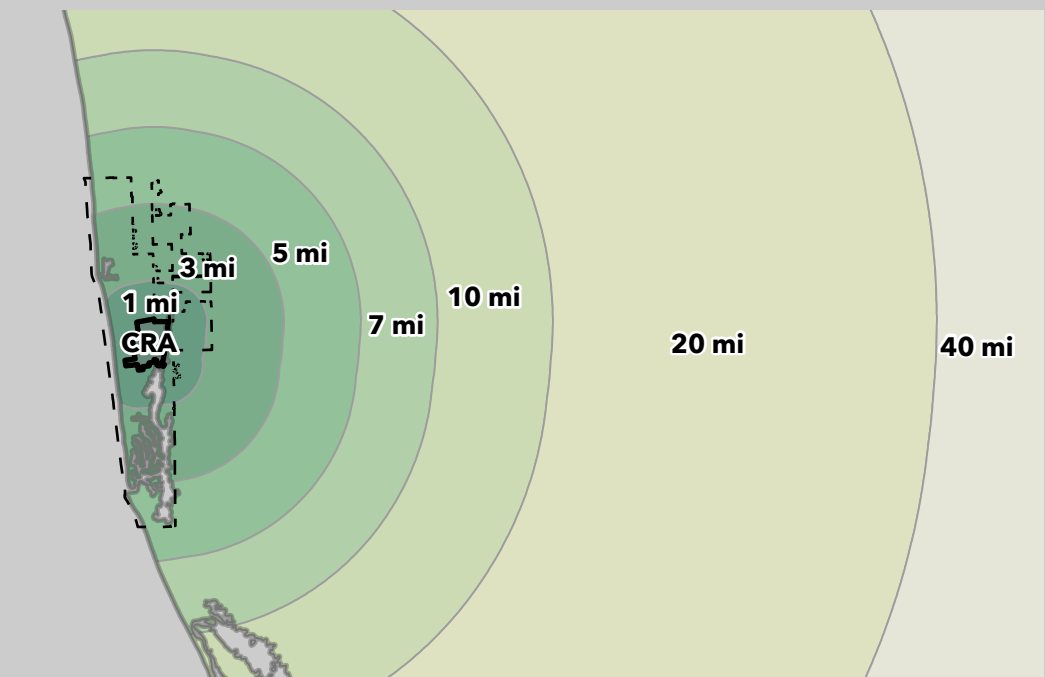
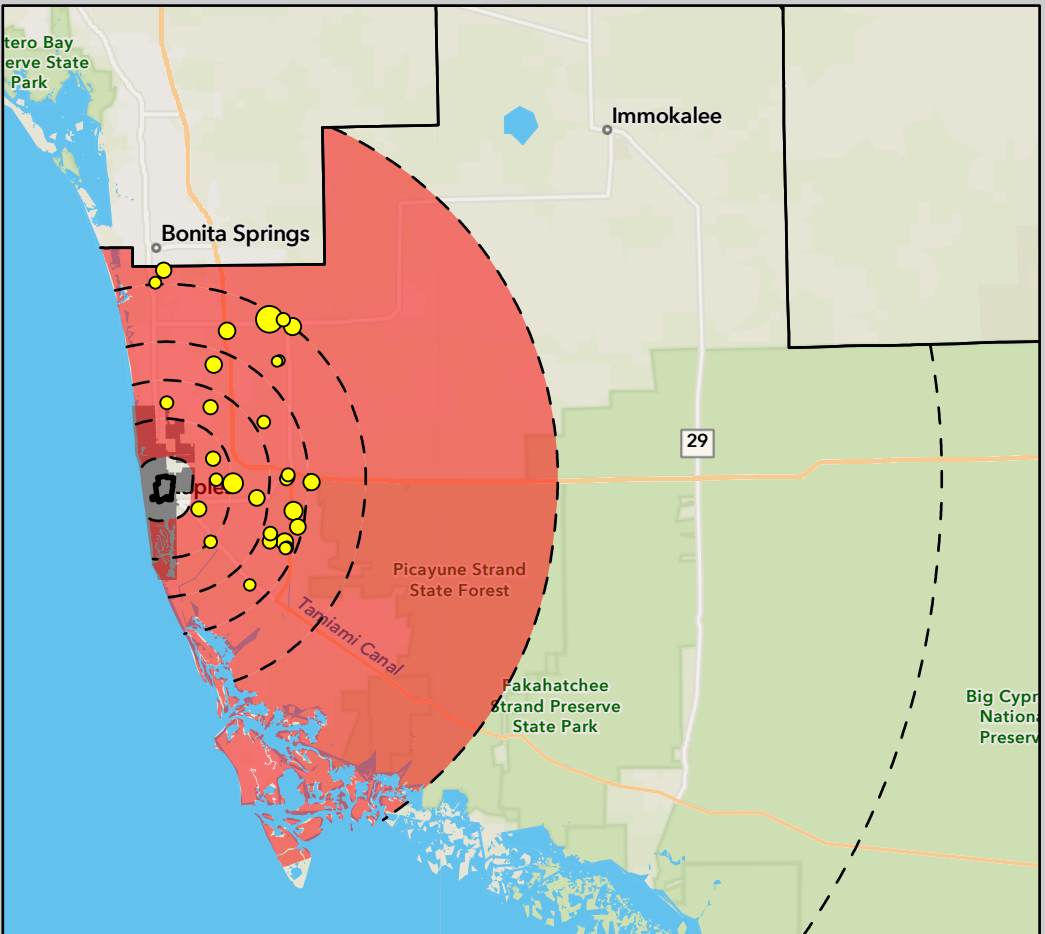
**Up to 50% AMI**



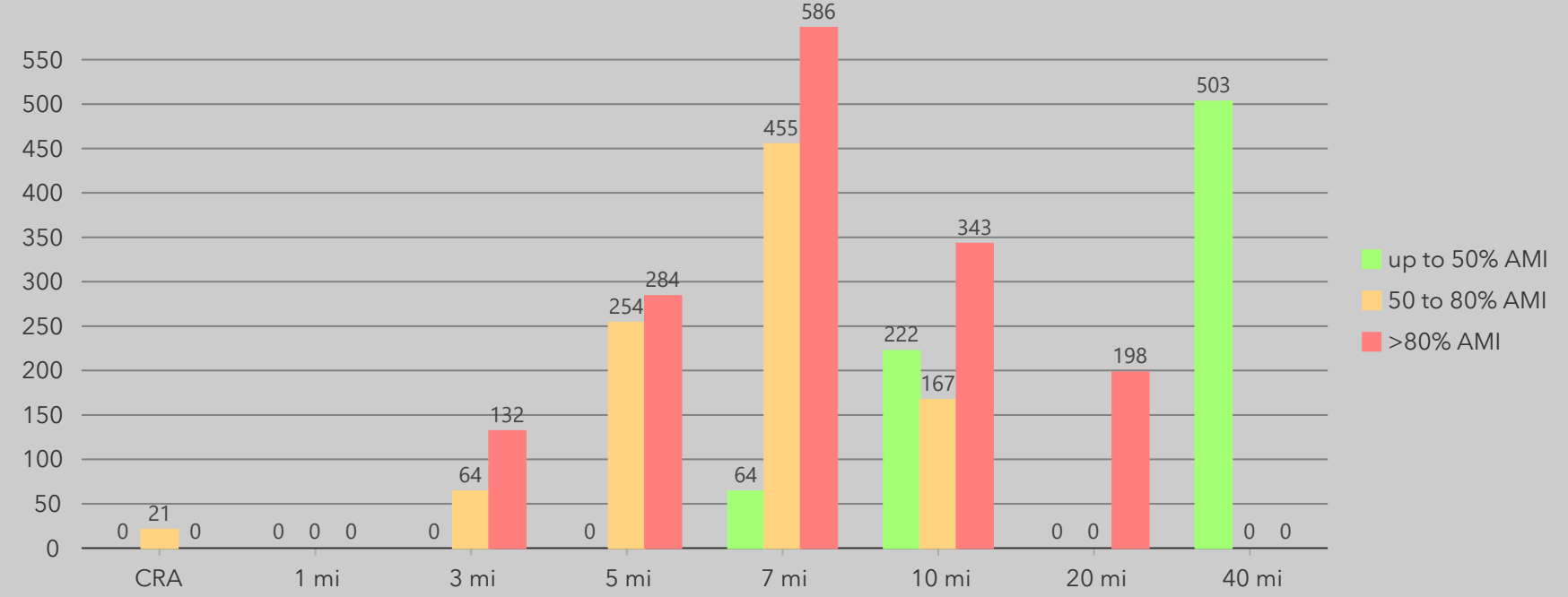
**50 to 80% AMI**



**>80% AMI**



Total 3-bedroom Units

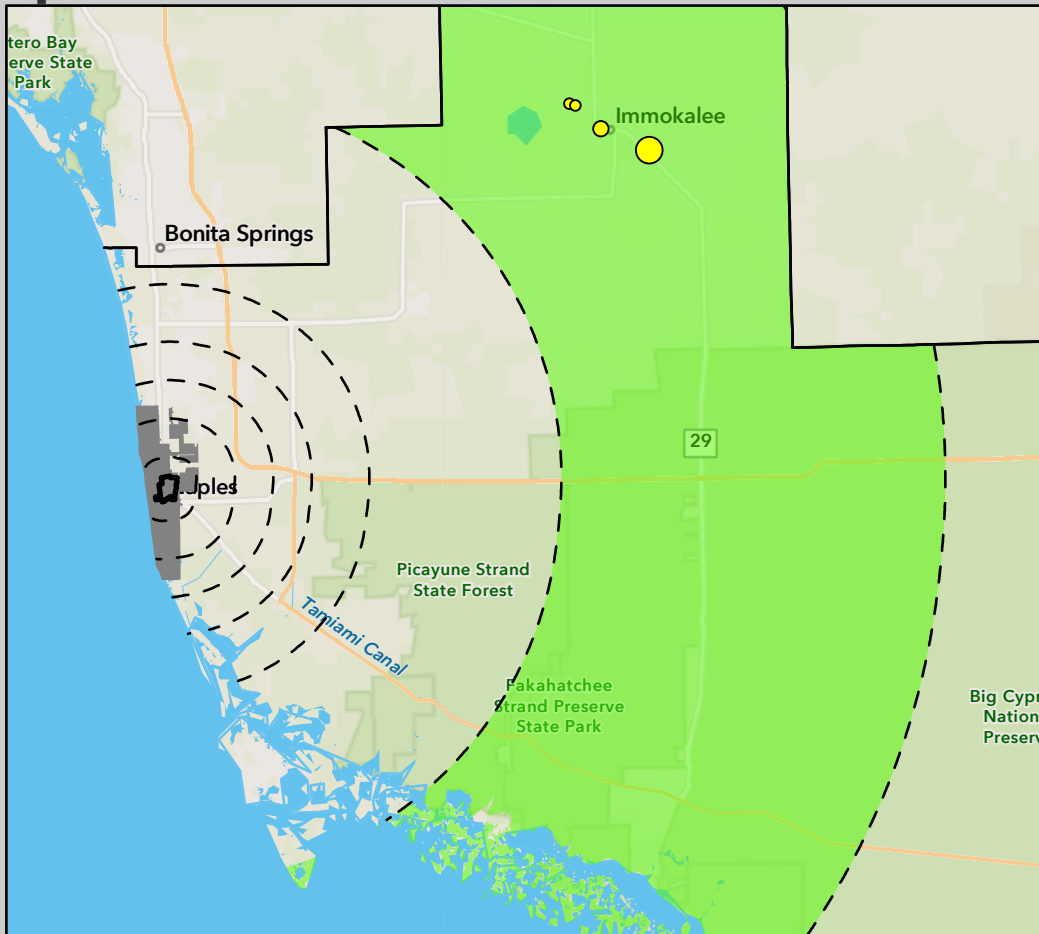


Note: Only properties with reported rental rates depicted.

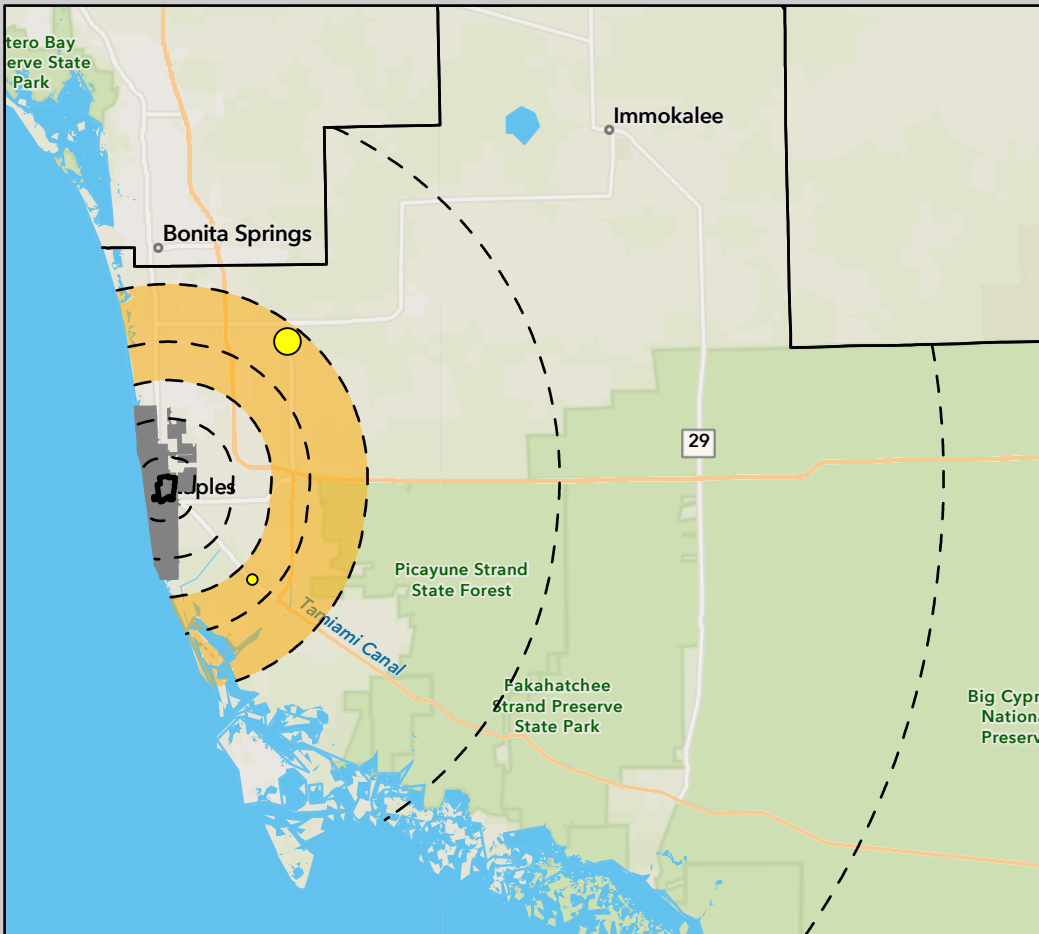
**For-rent Supply & Suitability | 3-bedroom Units**



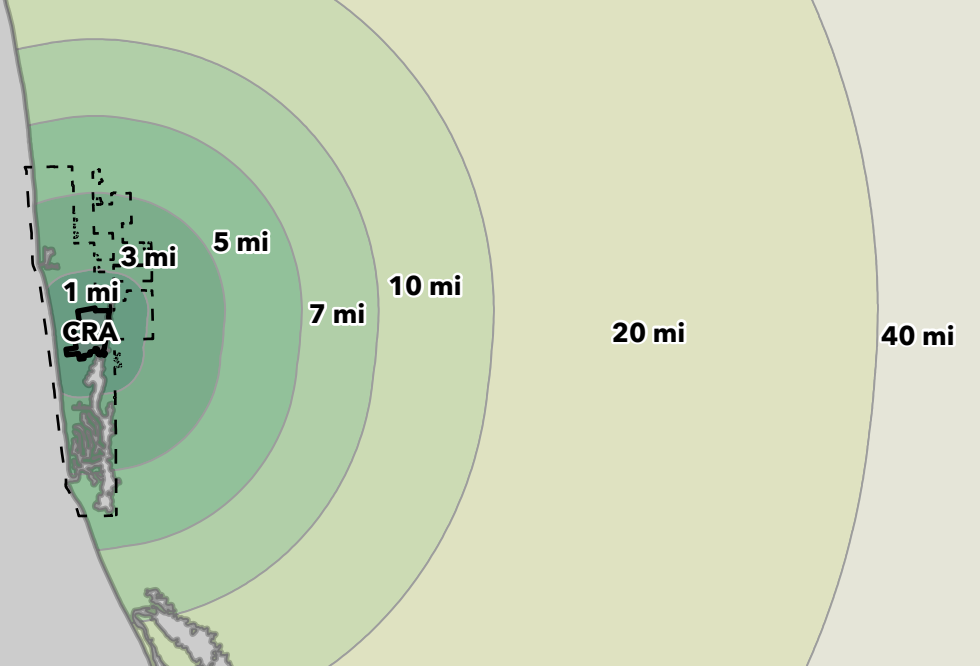
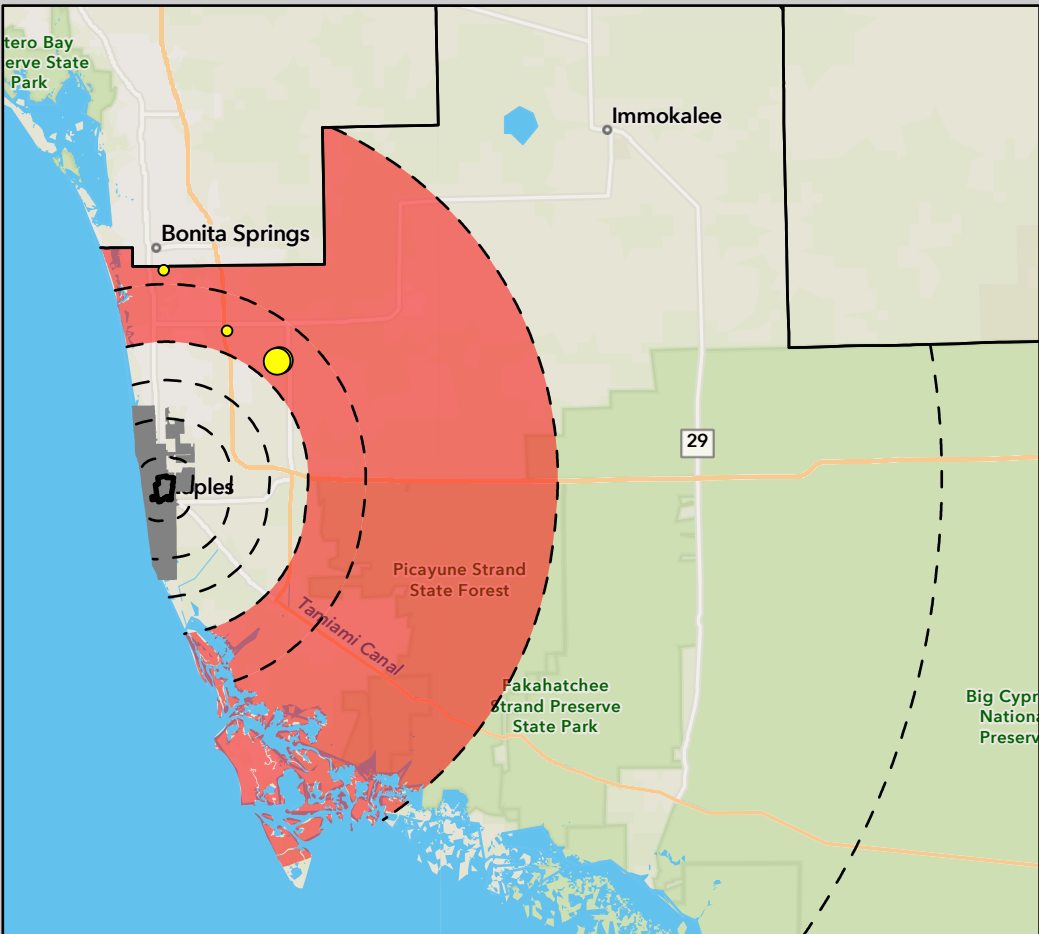
**Up to 50% AMI**



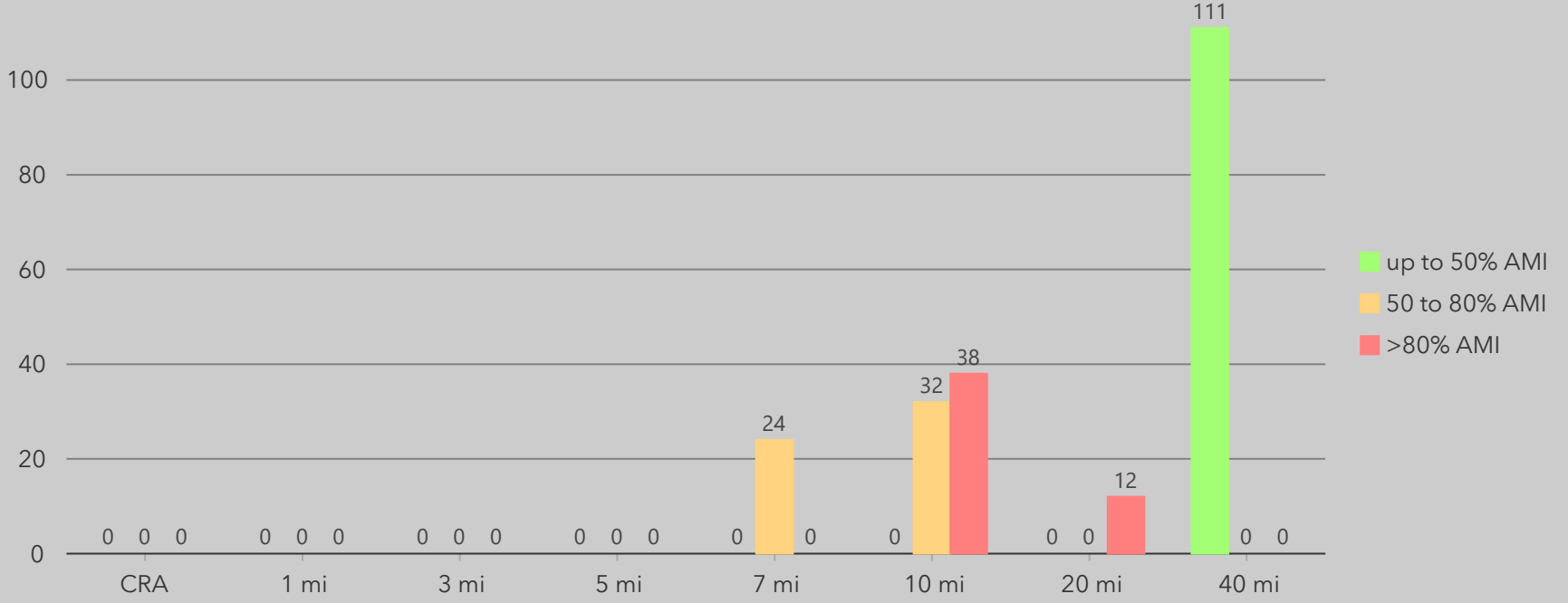
**50 to 80% AMI**



**>80% AMI**



Total 4-bedroom Units

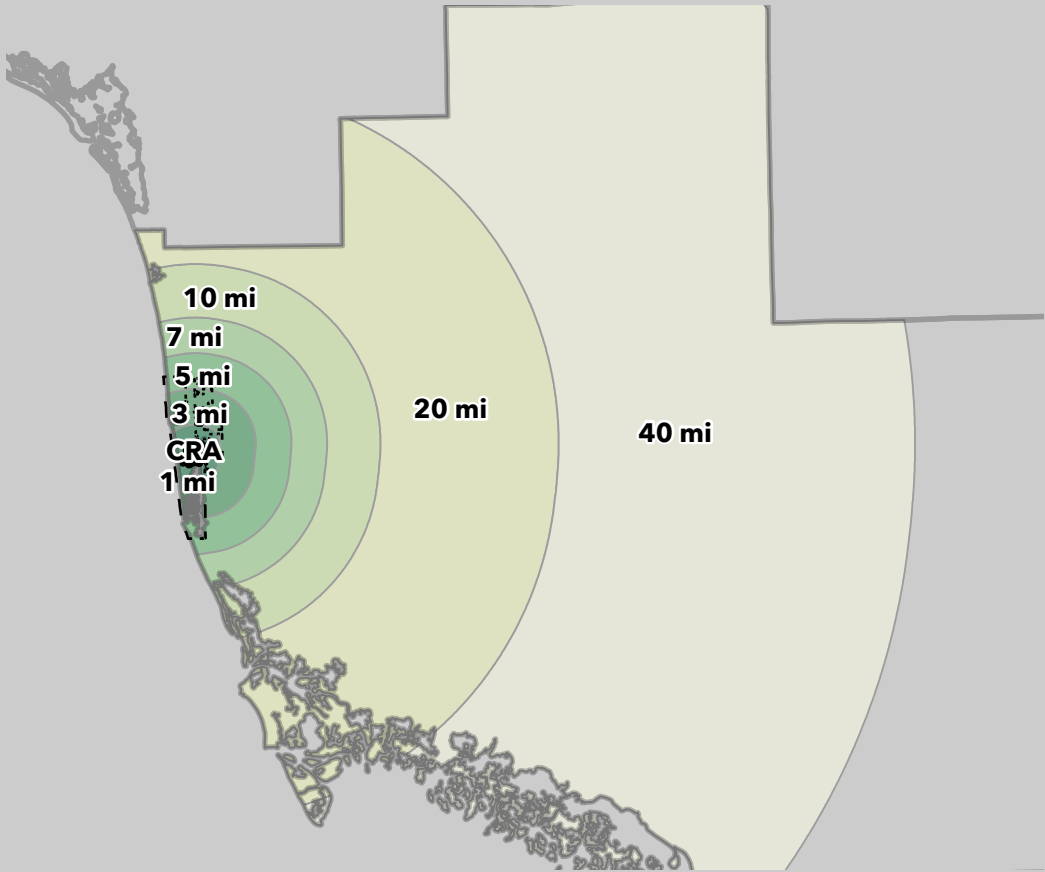


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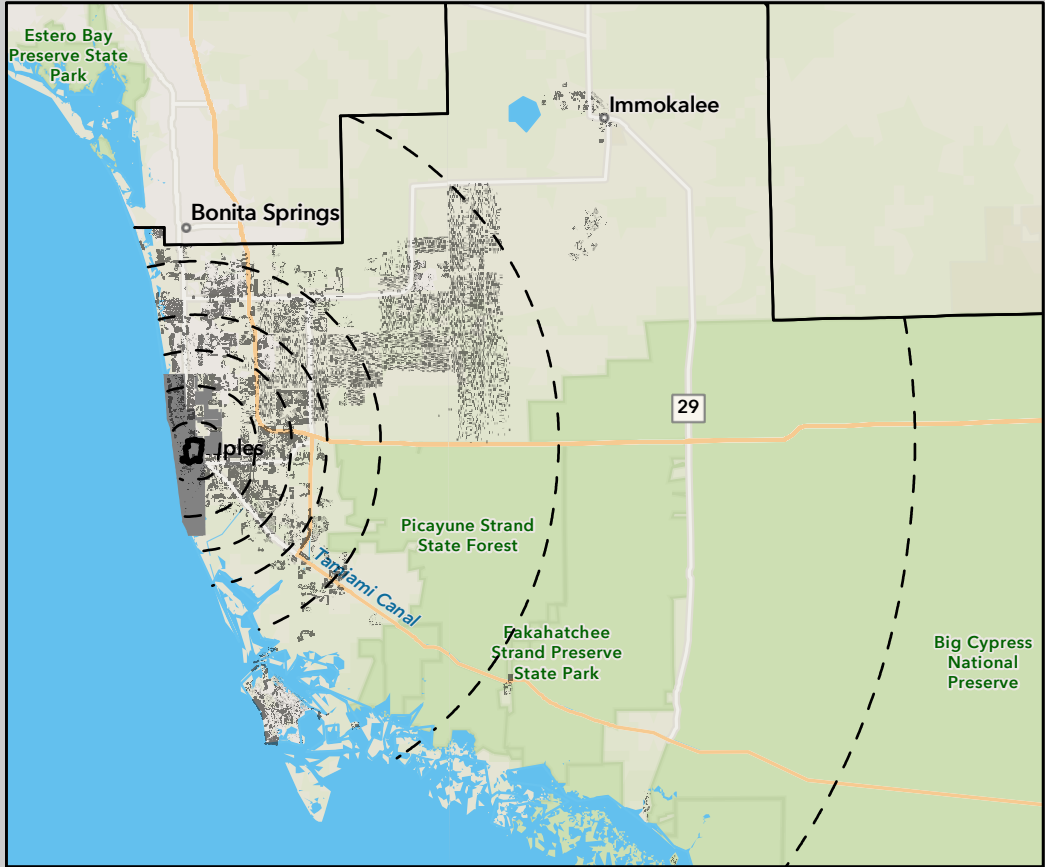
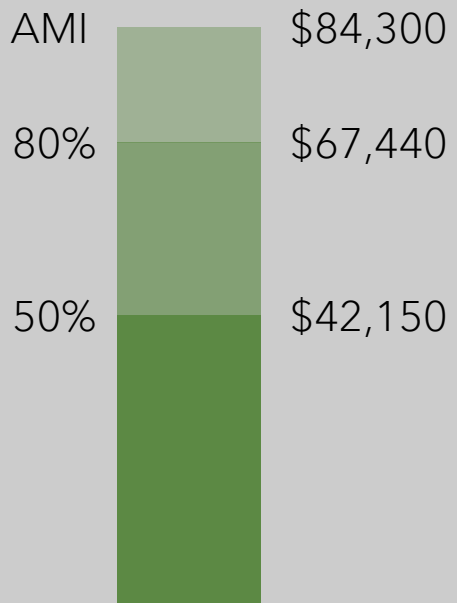
**For-rent Supply & Suitability | 4-bedroom Units**



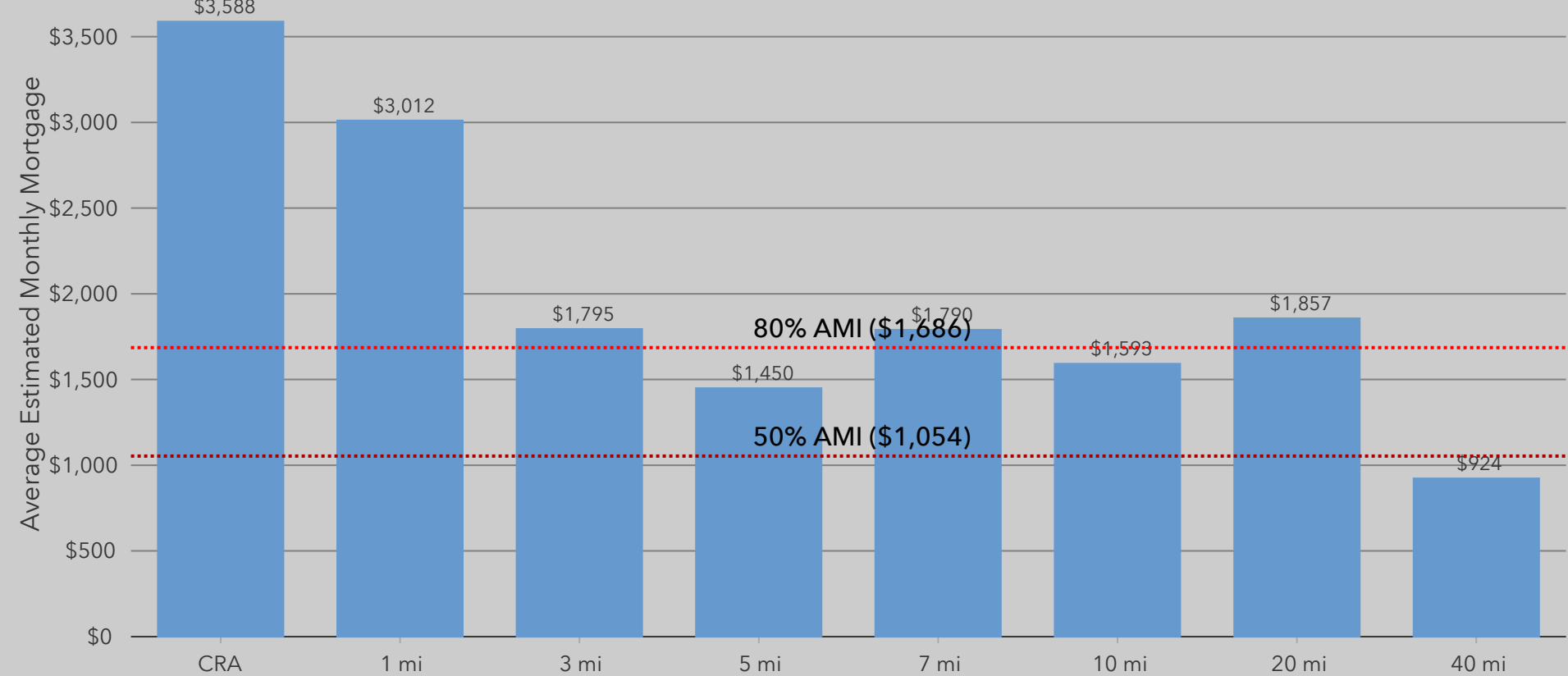




### Collier County Area Median Income



### Average Estimated Monthly Mortgage (Total Living Area <=3,000 SF)

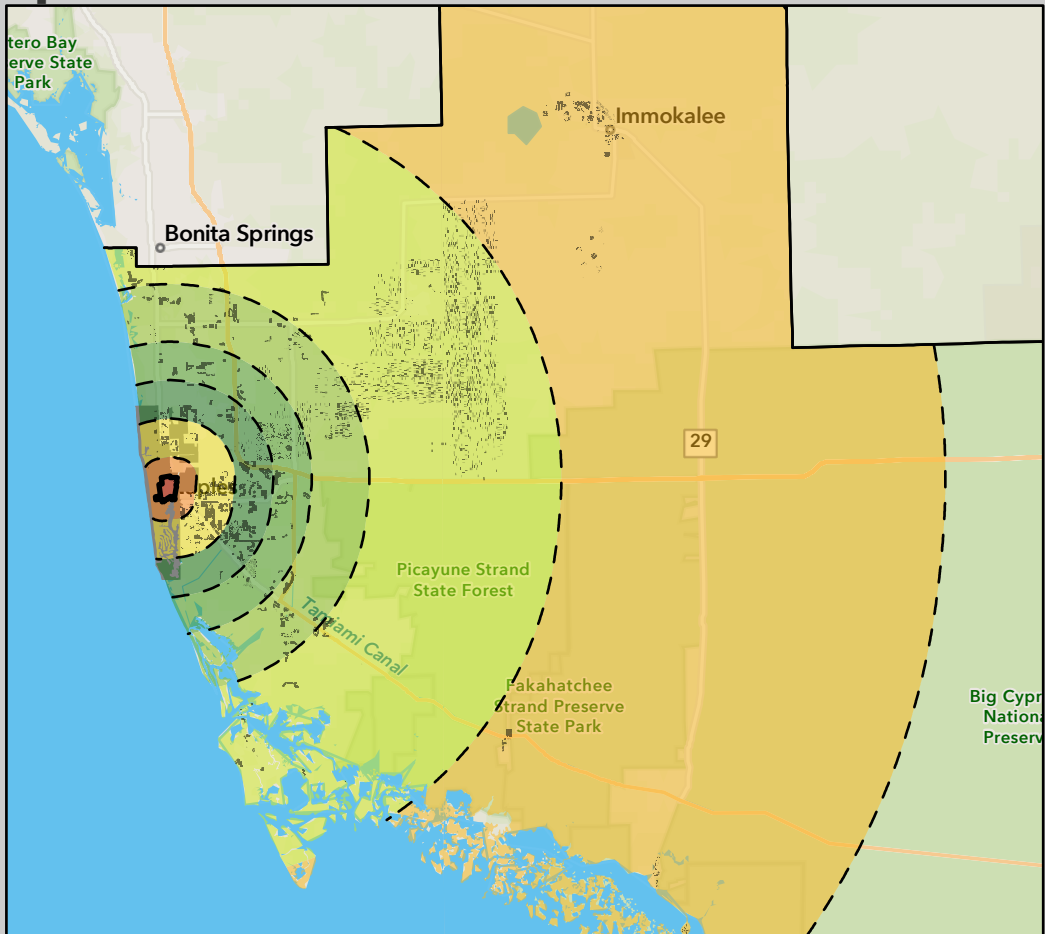


Note: Mortgage affordability based on maximum 30% of household income allocated toward mortgage.

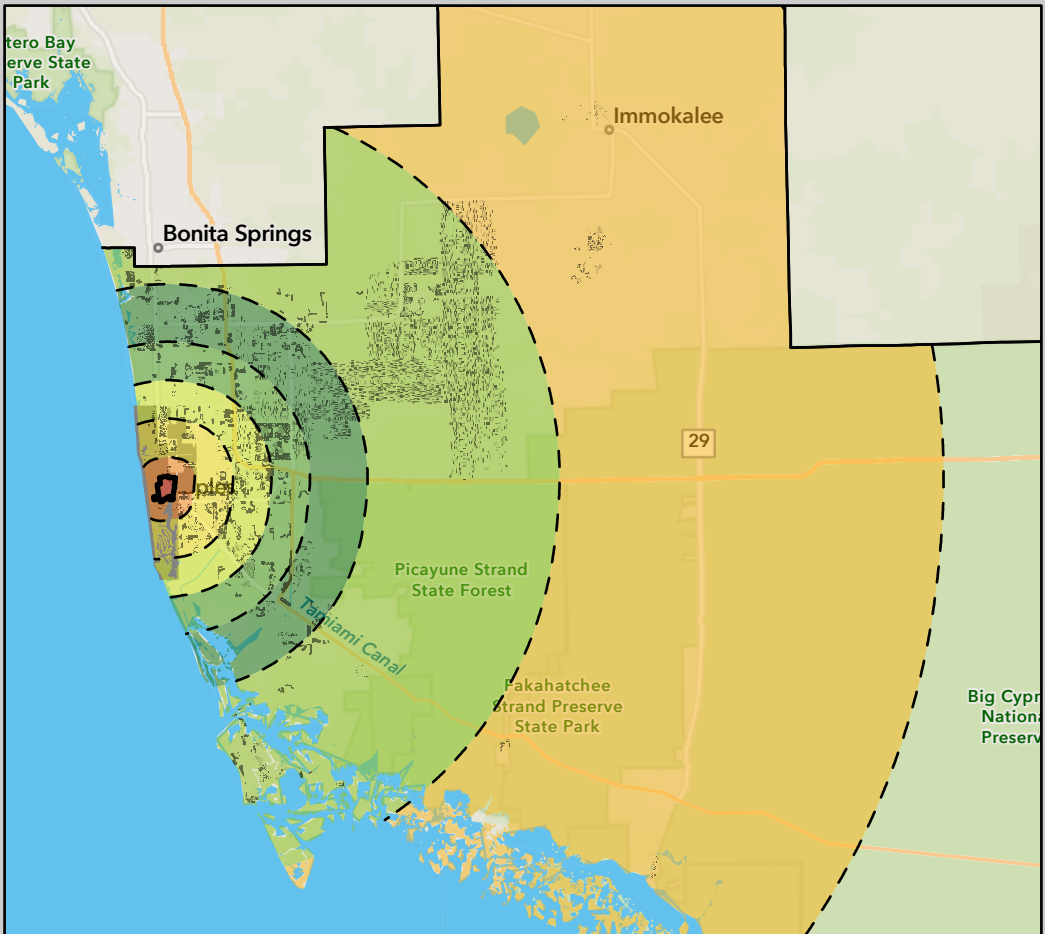
## Average Mortgage Rates | For-sale Supply



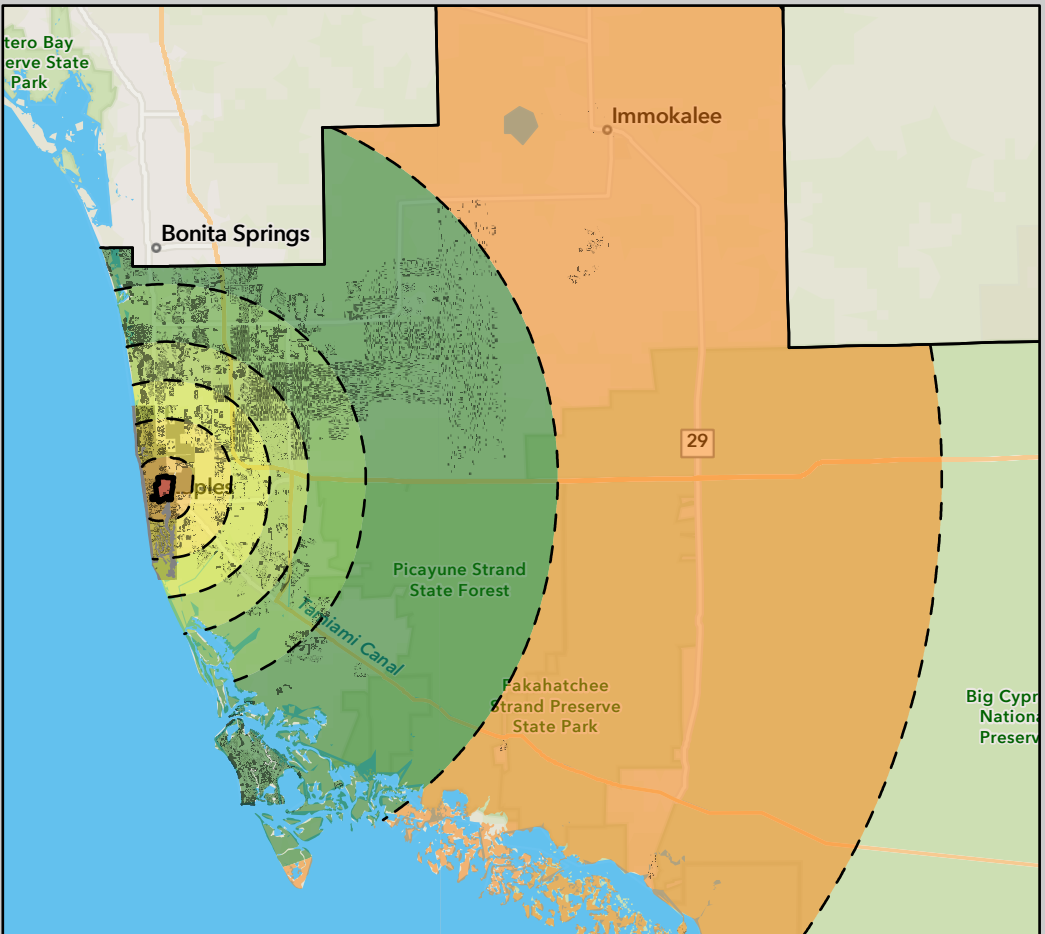
**Up to 50% AMI**



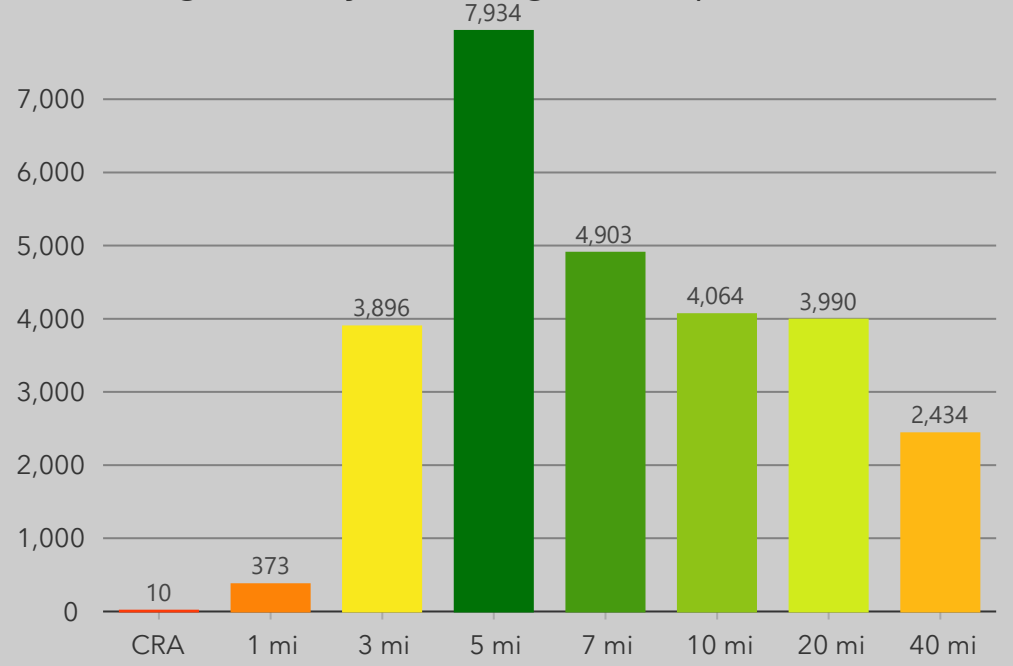
**50 to 80% AMI**



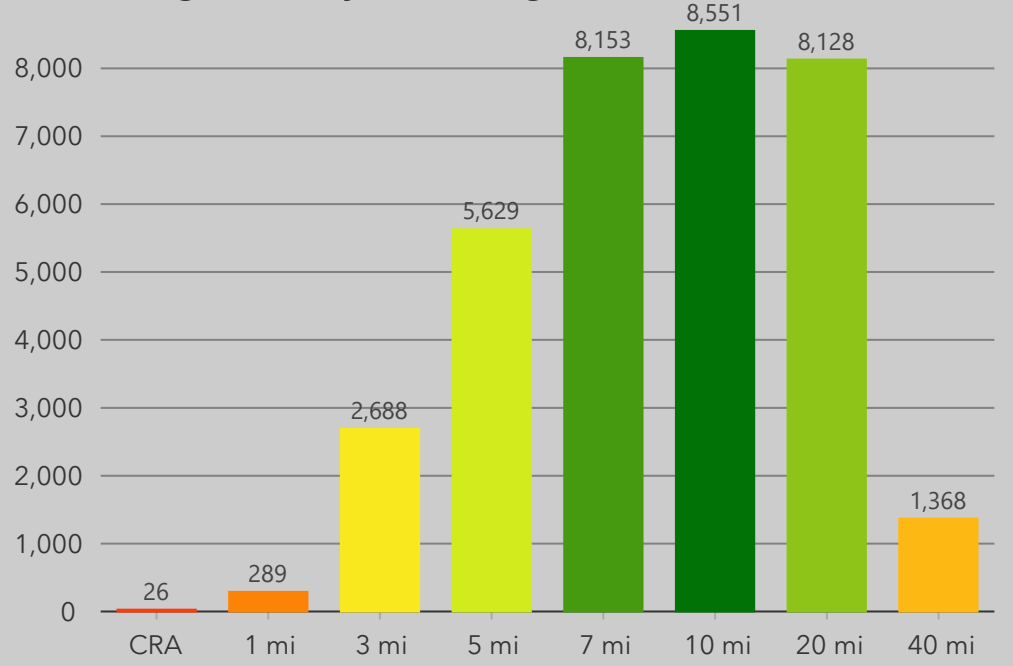
**>80% AMI**



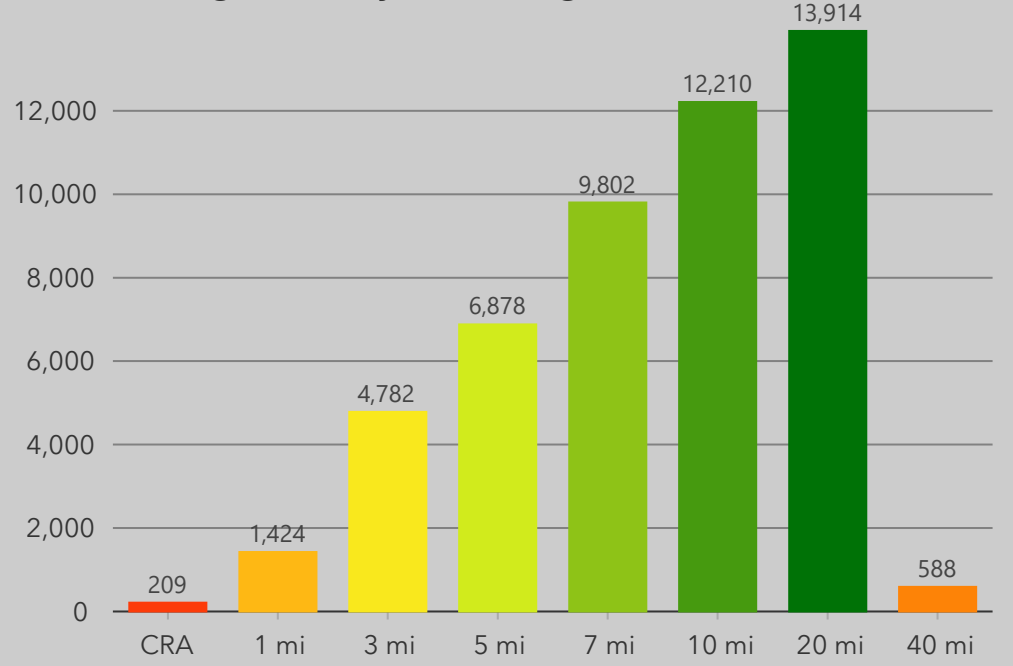
Single-family Dwelling Units up to 50% AMI



Single-family Dwelling Units 50 to 80% AMI



Single-family Dwelling Units >80% AMI



Note: Only properties with reported rental rates depicted.

Frank Wells  
President  
Bright Community Trust, Inc.

Frank Wells is a lifelong entrepreneur, founding several successful businesses, including World Power & Water, which developed technology for infrastructure-scale ocean-based production of electricity and clean water and raised over \$100,000,000 in project funding commitments, and the Venture House social enterprise project, creating low-cost housing options to attract and retain entrepreneurs, artists, and social innovators while improving target neighborhoods and creating jobs and community impact. Frank is a graduate of Leadership St Pete, Leadership Tampa Bay, Leadership Orlando, the statewide Wedgworth Leadership Institute for Agriculture and Natural Resources, and Leadership Florida's flagship Cornerstone program, and has served on numerous boards and community groups, including USF St Pete's Entrepreneurship Advisory Board, Your Real Stories, The Collective, and chairing the grand opening gala for the Chihuly Collection, among many others. Frank currently serves as Chief Impact Officer for Bright Community Trust, solving the critical need for good, safe, healthy homes within financial reach for every individual and family across Florida.

# Frank Wells

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St. Petersburg, FL | +1.727.203.5800 | Frank@TheBrightWay.org

## Bio Sketch

Frank Wells has spent his career in both the nonprofit and for-profit sectors, committed to innovative solutions, advanced leadership and collaborative strategies that solve complex problems. A proven leader from an early age, he earned his Eagle Scout award at age 13; later, he was selected by his 45 fellow leaders as President of his class of Leadership Tampa Bay 2010. In business, he built World Power & Water from a sketch on a legal pad to a 9-figure funding commitment in less than 5 years. Today, Frank is applying his vision for innovative solutions, collaboration and leadership to address housing affordability and jobs, business and economic growth in regions around Florida. “If networking were an Olympic sport,” said Frank, “I’d be a favorite to medal for Team USA – and I love to put that network to work collaboratively, so we can all achieve greater success in our endeavors.”

## Education/Credentials

### LEADERSHIP CREDENTIALS

- Leadership Florida Cornerstone Class XXXVII (2018-2019): The flagship program of the premier statewide leadership network
- Leadership Orlando (2016-2017): 7-county Central Florida leadership development program
- Wedgworth Leadership Institute for Agriculture & Natural Resources (2013 – 2015): Two-year leadership development program, 55 program days, including 2-week national leadership trip and 3-week international leadership trip. One of 30 selected statewide for the program.
- Gazelle Lab Business Accelerator: TechStars network affiliate - National Business Incubator Association member
- CEOspace Free Enterprise Forum: Graduate (6x) High-Growth Company Leadership, Entrepreneurial Leadership, Capital Formation & Fundraising, IP. Classes 706, 906, 1206, 307, 507, 709
- Center for Creative Leadership / Leadership Development Institute (2010): Leadership Development Program. Flagship leadership development program of the Center for Creative Leadership, training emerging senior leaders
- Leadership Tampa Bay (2009 – 2010): Regional leadership development program
- Leadership St. Pete (2008 – 009): City leadership development program

### UNIVERSITY OF SOUTH FLORIDA | ECKERD COLLEGE | ST. PETERSBURG COLLEGE | FULL SAIL UNIVERSITY

- Music Composition, Conducting, Digital Music Production, Recording Engineering, Electrical & Computer Engineering

## Skills & Achievements

### LEADERSHIP

- Business and nonprofit innovation consulting; dedicated to futuristic thinking and resource development within communities, region and state-level for economic and environmental progress. Graduate of

## **INNOVATION**

- Created the award-winning Venture House program that incubates entrepreneurs and artists as economy drivers and job creators and matches them with a creative affordable housing solution to the benefit of low to moderate income communities. Developed a strategic initiative for a comprehensive Regional Affordable Housing Solution Collaborative spanning Central Florida.

## **ACHIEVEMENT**

- Build capital and lead a great development team to cultivate a 35% increase in Bright Community Trust annual budget from multiple funding sources, including a \$250,000 grant from the Coalition for a Healthy St. Pete among several others. Fostered strategic partnerships across Central Florida to expand Bright Community Trust initiatives, growing it from a county-wide program to a regional partnership with exponential impact on affordable housing solutions.

## **MANAGEMENT/OVERSIGHT**

- 20+ years leading internal and external teams, including project management, direct staffing, multiple contractors and cultivating strategic external partnerships. This has led to billions of dollars in energy partnerships, leading a county-wide multi-million-dollar program in a regional/Central Florida expansion. to leverage resources and dramatically increase impact on affordable housing solutions.

## **Experience**

### **CHIEF IMPACT OFFICER | BRIGHT COMMUNITY TRUST | JAN 2018 - CURRENT**

- Strategy. Resources. Connections. Developing diverse revenue streams and integrative, collaborative partnership strategies. Solving housing needs with innovative regional-scale solutions from Florida's leading land trust and community development enterprise. Integrating the personal, neighborhood, municipal, and regional in a comprehensive regional plan encompassing data, policy, funding, sustainability, communications, and organizational capacity, from door-to-door outreach and engagement, to housing, workforce and economic development, to a \$100 million regional housing impact fund.

### **FOUNDER | VENTURE HOUSE | DEC 2013 - CURRENT**

- The vision of Venture House is a City that is a magnet for entrepreneurs and artists, with strong housing stocks in thriving neighborhoods, with an abundance of good jobs and a flourishing economy. | Our strategy is to take boarded vacant houses, those in foreclosure and other problem properties, one small cluster of 5-10 houses at a time within a target neighborhood in need of fresh energy and rehab them (including a big sweat equity contribution) to provide affordably-priced housing for local entrepreneurs and artists who will commit to live there and create jobs and enhance the culture in our City and be involved in their community. | Venture House was the winning pitch (out of 39) at the 2013 St Pete Impact Forum, and has been covered in media locally, nationally and in Canada, the UK and Denmark, including a feature story in Fast Company online. | Venture House now operates as a program of Bright Community Trust.

### **CHIEF EXECUTIVE OFFICER | WORLD POWER & WATER | MAY 2007 - 2017**

- Strategy. Resources. Connections. Solving housing needs with innovative regional-scale solutions from Florida's leading land trust and community development enterprise. | Large-Scale Domestic &

International Projects | World Power & Water develops renewable energy, fresh water and other sustainable resource projects for utility companies, government entities, international development agencies and others. | We're particularly successful matching infrastructure needs with technology solutions with fundable deal structures: everyone loves sustainability when it's also bottom line profitable. | We have deep contacts in both established commercial players and emerging technology companies, as well as expertise in project financing, development, policy and other key fields. | How can we work together to build a project that's great for the planet - and great for the bottom line?

## **Selected Volunteer & Community Engagement**

- **Leadership Florida:** West Central Region, Events Chair 2019-2020
- **St Petersburg Area Chamber of Commerce:** CEO Search Committee
- **St Petersburg Mayor Rick Kriseman:** Transition Team
- **Leadership St Petersburg:** Planning Committee
- **Leadership St Petersburg:** Alumni Board
- **Leadership Tampa Bay:** Seminar Chair
- **Chihuly Collection:** Opening Gala Chair
- **UU Church of the Larger Fellowship:** National Vice Chair
- **UU Musicians Network:** National Conference Host and Chair
- **National Association for Civilian Oversight of Law Enforcement (NACOLE):** National Conference Host Committee
- **New Leaders Council:** Advisory Board
- **Warehouse Arts District Association:** Board, Advisory Board
- **Your Real Stories:** Advisory Board
- **Science Center of Pinellas County:** Board, Treasurer
- **Greater Mt Zion African Methodist Episcopal Church:** Member

**Traci Blue**

Director of Strategic Community Initiatives  
Bright Community Trust, Inc.

Traci Blue is a Community Relations Management professional with a passion for working within the Central Florida community and 20+ years of experience in the fields of community relations, public relations, training, coaching, and management. She has spent her career serving in the fields of corporate sports management, government, and non-profit management. She has also served on several non-profit Boards of Directors in the Central Florida community.

She has earned a Certification in Volunteer Administration, which serves as evidence of experience and leadership in the field of volunteer management. She is also a Certified Practitioner of Myers Briggs Type Indicator (MBTI) to facilitate the MBTI as a resource for individuals, groups, and organizations.

## **Traci D. Blue, CVA**

312 Becky Street – Orlando, FL 32824

Cellular 407-310-1067

tracidblue@gmail.com

[www.linkedin.com/in/traciblue-cva](http://www.linkedin.com/in/traciblue-cva)

**CAREER PROFILE:** Driven professional with 15+ years of leadership experience in the fields of community relations, community affairs, volunteer management, public relations, management, training, leadership development, and coaching and a passion for working within the Central Florida community, as well as strong attention to detail and robust communication skills

### **WORK HISTORY:**

2020-present Central Florida Regional Housing Trust

#### **Director of Strategic Community Initiatives**

- Responsible for community outreach and engagement

2018-present Orange County Public Schools

#### **Language Arts Teacher, Robinswood Middle School-**

- Responsible for pushing into 6<sup>th</sup>, 7<sup>th</sup>, and 8<sup>th</sup> grade classes to assist selected students with meeting iReady benchmarks and increasing reading levels through use of re-teaching and scaffolding strategies, providing motivation and incentives.
- Supporting ELA teams with After-School Tutoring and Saturday Enrichment.

2013-2018 Heart of Florida United Way

#### **Director, Volunteer Resource Center-**

- Responsible for leading the development, implementation, maintenance, and evaluation of volunteer engagement strategies, including relationship building, in-kind donations, sponsorship activities, and event coordination, which aim to facilitate people's active participation in community solutions by focusing volunteer efforts on HFUW's Community Investment strategies.
- Responsible for measuring and reporting activity and relevant outcomes, as well as working with executives, individuals, community-based organizations, businesses, government, and staff to engage citizens in meaningful, quality volunteer roles that make a measurable difference in the quality of life for people in our community.
- Chaired United Way Worldwide Strategic Volunteer Engagement Committee and served on United Way Worldwide Council of Volunteer and Employee Engagement.
- Participated in organization-wide strategic planning process.

2012-2013 Junior Achievement of Central Florida, Inc.

#### **Program Director, JA Academy –**

- Responsible for recruiting and retaining students and mentors, establishing and maintaining community service opportunities, executive speaker series participants, internship opportunities, field trips, job shadowing, etc.
- Develop and implement training programs and training evaluation
- Manage program evaluation and measurement
- Oversee development and implementation of recognition programs
- Develop and maintain relationships with key external community leaders and groups, business leaders, resources and sponsorship investments



2010-2012

A Gift For Teaching

**Volunteer Manager –**

- Managed volunteer recruiting, placement, scheduling, tracking, training, and orientation, etc.
- Filled positions within Free Store and warehouse operations
- Provided volunteers to assist with development, administration and special events
- Wrote columns for AGFT blog spot and quarterly volunteer newsletter
- Provided regular volunteer recognition with minimal budget, including annual volunteer appreciation event
- Managed student community service and court-mandated community service programs
- Utilized volunteers to help ensure that teachers have a positive shopping experience
- Establish and maintain relationships with key community contacts in order to engage community members and organizations in providing supplies and resources for the AGFT Free Store

2002-2009

City of Orlando

**Volunteer Program Manager –**

- Managed Volunteer Program staff and budget and coordinated volunteer efforts of citizens and employees
- Managed committee of 20+ employee volunteers who organized and executed monthly group volunteer projects and events
- Created and maintained communication section on City intranet to inform staff members of available community outreach/volunteer opportunities
- Served as lead contact for Emergency Support Function 15 (volunteers and donated goods) for the City of Orlando's Emergency Management
- Developed and maintained relationships with multiple community contacts in corporate, non-profit, faith-based and community organizations
- Coordinated several events and projects, such as staff mentoring program with Orange County Public Schools, Mayor's Annual Volunteer Appreciation Reception, Project Homeless Connect, and many more
- Responsible for writing and presenting information, as well as writing talking points for Mayor about the City of Orlando and its volunteer program
- Developed service projects for various groups visiting Orlando for corporate, youth, and faith-based conferences

2000-2002

INROADS/Central Florida, Inc.

**Intern Relationship Manager –**

- Scheduled and coordinated all intern, corporate, and Talent Pool training
- Coached and advised interns on academic and career issues
- Managed INROADS Student Association and INROADS Alumni Association
- Managed internal database for records and reporting
- Conducted trainings and presentations for interns and corporations
- Planned and implemented various events, including the Annual Awards Banquet
- Produced annual banquet programs, including bios, advertisements, award nominees, etc.
- Managed relationships with local corporate partners/sponsors, local high schools, and Florida colleges

1998-1999

Orlando Solar Bears & Orlando Miracle (RDV Sports)

**Community Relations Coordinator –**

- Coordinated all community relations programs and events for the Orlando Solar Bears (IHL hockey team) and the Orlando Miracle (WNBA basketball team), including programs such as Reading Is Your Goal, Florida Hospital Ice Pack, Miracle at Midnight, Coach Peck's Kids, and many others
- Worked closely with OMYF staff and programs
- Developed and maintained partnerships with Orange and Seminole county schools, including Partners in Education programs, as well as local and national non-profits
- Served as community relations representative on behalf of both teams
- Miracle and Solar Bears community relations/outreach programs affected over 10,000 Central Floridians per year

1995-1998

Orlando Solar Bears (RDV Sports)

**Senior Ticket Sales Representative –**

- Sold hockey season tickets and maintained season ticket accounts, both individual and corporate accounts
- Set up and implemented group sales plans and birthday party packages
- Contributed to selling 5,500 season ticket packages for inaugural season

1991-1995

Orlando Magic (RDV Sports)

**Assistant Director Publicity/Media Relations Non-Basketball –**

- Handled all non-basketball publicity/media relations-including all community relations, promotions, player media, and community relations appearances, and business aspects of the Orlando Magic
- Coordinated marketing and sale of publications and photos
- Wrote and co-edited copy for *Magic Magazine*, team's monthly magazine, *HOOP*, game program, and *Magic Fax Break*, team's bi-weekly fax newsletter,
- Selected and managed staff of interns
- Worked closely with NBA Media Relations and Community Relations staff

1990-1991

Structure

**Assistant Manager –**

- Assisted in running the daily operations of the business and managing staff
- Maintained good sales performance
- Completed management paperwork
- Created enthusiasm in employees, as well as customers, for the business
- Executed and maintained merchandise displays

**PROFESSIONAL/COMMUNITY AFFILIATIONS:**

Leadership Orlando, Class 89

Orlando/Orange County COMPACT Board of Directors (Former Chair)

Eckerd Project Bridge Advisory Council Member

Florida Association of Volunteer Resource Management Board of Directors

Council of Volunteer Management of Central Florida member

Florida Civic Advance

**PREVIOUS COMMUNITY AFFILIATIONS:**

United Way Worldwide Volunteer & Employee Engagement Council member

United Way Worldwide Strategic Volunteer Engagement Committee (Chair)

UCF Alumni Association Board of Directors (Exec. Committee)

UCF Alumni Community Volunteer Chapter (Former Chair)

Orange County Boys & Girls Club Board of Directors (Vice-Chair)

Athlete Connections Board of Directors

Orlando Community Relations Club Member

Orlando Regional Corporate Volunteer Council Board of Directors

2008 Jefferson Award Winner

Orlando/Orange County COMPACT Mentor/2001 COMPACT Mentor of the Year

YMCA Achievers Program Committee member and alumna

Jones High School Academy of Business & Industry Advisory Board

VisionQuest Community Advisory Board Member

Heart of Florida United Way Loaned Executive

Heart of Florida United Way Volunteer Center Advisory Committee Member

Walt Disney World Helping Kids Shine Grants Judges Committee Member

**CERTIFICATION:**

Certified in Volunteer Administration

Certified in Myers Briggs Type Indicator (MBTI)

**EDUCATION:**

B.A. Organizational Communications,

University of Central Florida

# Evan K. Shelley

evan@thebrightway.org

## Education

University of Kentucky, **B.S. Civil Engineering** Spring 2017

Transylvania University, **B.A. Physics; Minor in Spanish** Spring 2017

## Experience

*Manager of Real Estate Projects* Orlando, FL

*Bright Community Trust / Central Florida Regional Housing Trust* Feb 2020 - Present

- Working with various governments to organize real estate developments
- Oversee affordable residential real estate projects
- Communicating with contractors for determining project cost

*Marketing and Acquisitions / Founder*

Orlando, FL

*Simple Sale Central Florida*

Nov 2018 - Present

- Acquiring Distressed Residential Properties in Central Florida
- Working with homeowners to give a pleasant experience
- Marketing the brand throughout Central Florida

*Site Development Estimator*

Kissimmee, FL

*Jr Davis Construction*

June 2018 - Nov 2018

- Estimated multi-million-dollar roadway projects
- Coordinated bid proposals
- Aid in creating proposals for upcoming jobs

*Project Engineer*

Lexington, KY

*Gray Construction*

August 2016 - May 2017

- Assist co-workers in problem-solving difficult situations
- Contact sub-contractors to discuss current projects
- Created proposals for upcoming jobs

## Awards

- Division III Academic All-American, Golf, Transylvania University

**Anne Ray, Shimberg Center for Housing Studies**

Anne Ray is the manager of the Florida Housing Data Clearinghouse (<http://data.shimberg.ufl.edu>), a free, online source of data on affordable housing needs and supply. Since joining the Shimberg Center in 2001, she also has performed research on public housing, preservation of affordable rental housing, energy efficiency in the affordable housing stock, the housing needs of persons with disabilities, farmworker housing, homelessness among Florida children and youth, and the Low-Income Housing Tax Credit. Ms. Ray is responsible for producing the Center's triennial Statewide Rental Market Study and has co-authored numerous reports on statewide and local housing needs. Ms. Ray received a BA in History from the University of Michigan and a Masters in Urban Planning and Policy from the University of Illinois at Chicago.

**Anne L. Ray**  
**203 Rinker Hall, P.O. Box 115703**  
**Gainesville, Florida 32611**  
**aray@ufl.edu**  
**(352) 273-1195 (office), (352) 870-5877 (cell)**

## **Education**

University of Illinois at Chicago, School of Urban Planning and Policy  
Master of Urban Planning and Policy, 1996

University of Michigan, College of Literature, Sciences and Arts  
Bachelor of Arts in History with Highest Honors, 1991

## **Employment**

Florida Housing Data Clearinghouse Manager, Shimberg Center for Housing Studies,  
University of Florida, Gainesville, FL, 2009 to present.

Affiliated Researcher, Shimberg Center for Housing Studies, University of Florida,  
Gainesville, FL, 2001 to 2009.

Research and Business Planning Consultant, Hart-Shegos and Associates, St. Paul,  
MN, 2000-2008.

Program Associate, Family Housing Fund, Minneapolis, MN, 1996-1999.

## **Recent Grants and Contracts (Principal Investigator)**

Florida Housing Finance Corporation, Florida Housing Data Clearinghouse, 2010-  
2019 (annual contracts ranging from \$165,000 to \$315,000).

Miami Homes for All, Housing Instability, 2019. \$8,075.

Jessie Ball duPont Fund, Inventory of Public Funding Sources for Affordable Housing  
in Jacksonville, 2016. \$10,000.

Florida Housing Finance Corporation. Areas of Opportunity, 2015. \$25,000.

Economic Systems, Inc. (for HUD Multi-Disciplinary Research Team), Opting In,  
Opting Out, A Decade Later, 2014. \$83,400.

Florida Housing Finance Corporation, Farm Labor Trends and Multifamily Housing  
Demand in Florida, 2014. \$20,000.

John D. and Catherine T. MacArthur Foundation, Multifamily Energy Efficiency, Consumption, Tenant Stability and Retrofit Effectiveness, 2014. \$370,000.

U.S. Department of Housing and Urban Development/Office of Policy Development and Research, Using Parcel and Household Data to Evaluate the Low-Income Housing Tax Credit and Housing Choice Voucher Programs: Accessibility, Opportunity and Tenant Choice, 2013. \$170,000.

Florida Housing Finance Corporation, Statewide Rental Market Study. \$50,000 per contract for 2010, 2013, 2016 and 2019.

Neighborhood Housing Services of South Florida. Data Warehouse and Online Reporting System. 2012. \$32,000.

Neighborhood Housing Services of South Florida. Rental Registration and Receivership Data System. 2012. \$20,000.

Jessie Ball duPont Fund, Duval County Housing Supply and Demand Research, 2011. \$13,000.

Florida Housing Finance Corporation, Low Income Housing Tax Credit Research and Analysis, 2011. \$5,000.

Jessie Ball duPont Fund, Weatherization Assistance Program Analysis, 2010. \$5,000.

### **Selected Publications and Reports**

Ray, Anne, White, Evian de Leon, Aradanas, Audrey. (2019). [Students Experiencing Homelessness in Florida: Updates and Solutions.](#)

Shimberg Center for Housing Studies. (2019). [2019 Rental Market Study.](#) (Primary Author). Also primary author of 2010, 2013, and 2016 editions.

Ray, Anne, Wang, Ruoniu, Nguyen, Diep, Martinez, Jim, Taylor, Nicholas and Searcy, Jennison Kipp. (2019). [Household Energy Costs and the Housing Choice Voucher Program: Do Utility Allowances Pay the Bills?](#), *Housing Policy Debate* 29(40), pp. 607-626.

Ray, Anne L., Kim, Jeongseob, Nguyen, Diep, Choi, Jongwon, McElwain, Kelly and Stater, Keely Jones. (2018). ["Opting In, Opting Out, a Decade Later."](#) *Cityscape* 20(1), pp.63-88.

Shimberg Center for Housing Studies. (2018). [Social Security and SSI: The Affordable Rent Gap in Florida.](#) (Primary Author).

Ray, Anne L., Gallo, Melissa, Green, Pauline, Velarde, Sabrina, Ibarra, Barbara, Airgood-Obrycki, Whitney, and Kleit, Rachel Garshick (2017). [Homelessness and Education in Florida: Impacts on Children and Youth.](#)

Wang, Ruonig, Larsen, Kristen, and Ray, Anne L. (2015). "[Rethinking Locational Outcomes for Housing Choice Vouchers: A Case Study in Duval County, Florida.](#)" *Housing Policy Debate* 25(4), pp.

Blanco, Andres, Kim, Jeongseob, Ray, Anne L., Stewart, Caleb, & Chung, Hyungchul. (2014). [Affordability after Subsidy: Understanding the Trajectories of Formerly Assisted Housing in Florida.](#) *Housing Policy Debate* 25(2), pp. 374-394.

Ray, Anne L. (2007). *Affordable Housing Preservation: Building a National Data Infrastructure*, Shimberg Center for Housing Studies.

Ray, Anne L. and Virginia Battista. (2004). *A Comparison of State Housing Locator Sites*, Shimberg Center for Housing Studies.

Williamson, Anne Lockwood, Anne L. Ray, and Virginia M. Battista. (2003). [Public Housing Authorities: An Analysis of Practices and Resources for Serving Persons with Disabilities](#), Shimberg Center for Housing Studies.

Smith, Marc, William O'Dell, and Anne L. Ray. (2002). "Housing Programmes and the Role of Housing Planners in Florida," *Planning Practice & Research* 17(4), pp. 429-436.

Ray, Anne L. (2001). [Inclusionary Housing: A Discussion of Policy Issues](#), *Technical Note*, Shimberg Center for Housing Studies.

Ray, Anne L. (2001). *Low-Income Housing Tax Credit And Multifamily Bond Financing: A Comparison Of State-Level Allocation Policies*, Shimberg Center for Housing Studies.

Hart-Shegos, Ellen and Anne L. Ray (editor). (2001). *Family Matters: A Guide to Developing Family Supportive Housing*, Corporation for Supportive Housing.

Ray, Anne L., *Working Doesn't Always Pay for a Home, Children Pay the Price for Homelessness, and The Need for Affordable Housing in the Twin Cities (Fact Sheets)*, Family Housing Fund, 1997.

### **Selected Recent Presentations**

Florida Bar Foundation, Housing Umbrella Group Training, 2020.

Federal Reserve Bank of Atlanta, FDIC, OCC, Interagency Bankers Roundtables, 2017 and 2019.

Florida State Appropriations Subcommittee on Transportation, Tourism and Economic Development, Committee Meetings on Affordable Housing Programs, 2015 and 2019.

Florida Chamber of Commerce Prosperity Conference, “A Solid Foundation: The State of Housing,” 2018.

Fannie Mae, Alachua County Lending Forum, 2018.

Community Indicators Consortium Impact Summit, “Housing, Neighborhoods and Health: University-Community Partnerships,” 2017.

Orange County, Regional Affordable Housing Summit, 2016.

Miami Coalition for the Homeless, Housing Summit 2015, “Framing Housing Affordability and Economic Implications,” 2015.

National Housing Conference, Solutions 2014 National Conference on State and Local Housing Policy, “Saving Green: The Financial Benefits of Energy & Water Retrofits,” 2014.

U.S. Department of Housing and Urban Development, Quarterly Market Briefing, “Preserving Affordable Rental Housing: Research and Data from Florida,” 2013.

Southeast Institute on Homelessness, Annual Conference, “How to Access Housing in Your Community,” 2012.

Bipartisan Policy Center, Orlando Regional Housing Forum roundtable, “Overview of the Florida Housing Crisis,” 2012.

National Association of Regional Councils, “Game Changers: Housing Bubble,” 2012.

National Low Income Housing Coalition, Annual Housing Policy Conference, “A Picture of Housing Preservation,” 2011.

Habitat for Humanity of Florida, Annual Statewide Conference, “State of Affordable Housing,” 2010.

Florida Legal Services, Statewide Training, “Affordable Housing Preservation,” 2008.

Florida Coalition for the Homeless, Statewide Annual Conference, “The Florida Housing Data Clearinghouse: Using Data to Learn About Your Community,” 2008.

National Preservation Data Infrastructure meeting sponsored by Shimberg Center, Florida Housing Finance Corporation and MacArthur Foundation, 2007.

University of Florida, Guest Lectures, 2012-2020. Courses have included Housing Policy, Urban Economics, Sustainable Housing, Civic Engagement, and Urban Design Studio.



# RESUME

## William J. O'Dell

### EDUCATION

Master of Arts	1996, University of Florida Major in Political Science
Bach. of Design	1987, University of Florida Major in Architecture

### PRESENT APPOINTMENT

Director – Shimberg Center for Housing Studies

### PREVIOUS RELEVANT POSITIONS

Various positions at Shimberg Center beginning in 1996 as Lecturer.

Associate in Research, Bureau of Economic and Business Research, University of Florida, Gainesville, Florida

- Policy analysis with a particular focus on housing and growth management in Florida; co-authored *Concurrency Management Systems in Florida* and *The Economic Impact of Local Government Comprehensive Plans*.
- January 1991 to January 1996.

Research Assistant, Growth Management Studies, University of Florida Law School, Gainesville, Florida

- General research; research, editing and writing for *A Practitioner's Guide to Development Impact Fees* by Nicholas, Nelson and Juergensmeyer (1992).
- December 1988 to June 1991.

Planner, Department of Planning and Development, Alachua County, Florida

- Housing Element; County housing programs and issues; successful \$650,000 CDBG grant application (in conjunction with the Alachua County Housing Authority) and program monitoring; Capital Improvement Plan and annual capital budget; Road, Park and School impact fee ordinances and technical memoranda; general data collection and analysis for comprehensive plan update.
- October 1985 to August 1988.

Associate Planner, Department of Community Development, City of Gainesville, Florida

- Day-to-day program management, long-range planning and policy formulation for the City's \$1.5 million Community Development Block Grant entitlement program.
- 1977 to August 1980.

**Relevant Research  
Support/Extramural  
Funding**

- FY2020/2021 Florida Housing Finance Corp., Florida Housing Data Clearinghouse, \$325,000;
- National Academies of Science Gulf Research Program – Thriving Communities 5, \$154,545;
- JPMorganChase, Climate Change and Affordable Housing, \$200,000;
- Florida Sea Grant, Effectiveness of Resilience Planning for Affordable Housing, \$191,000;
- FY2019/2020 Florida Housing Finance Corp., Florida Housing Data Clearinghouse, \$315,000.

**PRODUCTS RELATED TO  
PROPOSED PROJECT  
and SYNERGISTIC  
ACTIVITIES**

- Florida Housing Data Clearinghouse:  
<http://flhousingdata.shimberg.ufl.edu/>  
[http://www.shimberg.ufl.edu/preserving\\_aff\\_rental\\_housing.html](http://www.shimberg.ufl.edu/preserving_aff_rental_housing.html)  
<https://guides.lib.fsu.edu/c.php?g=352331&p=2382923>
- Florida's Affordable Housing Needs  
[http://www.shimberg.ufl.edu/fl\\_housingNeeds.html](http://www.shimberg.ufl.edu/fl_housingNeeds.html)  
[http://www.shimberg.ufl.edu/publications/FL\\_2017\\_RMS\\_fact\\_sheet.pdf](http://www.shimberg.ufl.edu/publications/FL_2017_RMS_fact_sheet.pdf)  
<http://www.shimberg.ufl.edu/publications/tab6.pdf>  
[http://www.shimberg.ufl.edu/publications/Full\\_RMSwcov\\_2016.pdf](http://www.shimberg.ufl.edu/publications/Full_RMSwcov_2016.pdf)  
<https://www.huduser.gov/portal/searchbiblio/Bibliography/201132>  
[https://www.huduser.gov/portal/pdredge/pdr\\_edge\\_featd\\_article\\_072913.html](https://www.huduser.gov/portal/pdredge/pdr_edge_featd_article_072913.html)
- Housing Suitability Models  
[http://www.shimberg.ufl.edu/fl\\_housingSuitableModel.html](http://www.shimberg.ufl.edu/fl_housingSuitableModel.html)  
<https://ocfl.app.box.com/s/bibgwzxlmpgpfo1l4itcfvmnw749qaq4/file/240210015333>  
<https://www.huduser.gov/portal/periodicals/em/summer13/highlight2.html>  
<https://www.tandfonline.com/doi/full/10.1080/10511482.2014.968182?src=recsys>

## COMMUNITY SOLUTIONS GROUP



### What We Are

GAI's Community Solutions Group is an idea-driven strategic consulting practice integrating design, planning, and economics. We are committed to enhancing communities in ways that are practical, sustainable, and authentic to our clients' needs, while being politically aware, financially feasible, and aesthetically compelling. Our mission is to create livable places of lasting value in an increasingly connected, complex, and competitive world.

### Who We Are

The Community Solutions Group is a unique team of landscape architects, urban designers, land use planners, public finance and economic development specialists, and public administrators who capture the full dimensions of strategy and solution. Committed to positioning cities for a sustainable future, we are recognized for delivering insightful, thorough, and technically sophisticated solutions. We embrace a philosophy that values the complex interrelation of people, place, and policy while considering a project's ability to positively impact its investors, community, and setting. GAI's Community Solutions Group listens carefully and actively, questioning assumptions with positive energy and fresh ideas. We seek to understand our client, the place and its context, and the real substance of issues before we act. We are passionate about our work, care for people, and are purpose-driven practitioners with a track record of positive outcomes.

### What We Do

Our work centers on finding resolution to place-based problems by implementing context-sensitive, sustainable solutions that are economically and fiscally beneficial and implementable. We engage diverse community groups to affect positive outcomes with shared benefits through integrated solutions. Consequently, our clients include governments, agencies, institutions, and developers who share an equal need to address complex and inter-related challenges. We work from planning to policy and concept to construction across the scales of region, city and campus; neighborhood, street and site.

As an art, our practice requires an understanding of the nuances of feasibility, political sensitivity, urban form, relationships, and character of place. But as a science, it involves street geometries and hydrologic flows, floor-area ratios, densities, market economics and financing mechanisms. We are effective because we are sensitive and sophisticated about implementing complex ideas across the platform of inclusive participation, thoughtful design, funding and finance, public policy, and community partnerships for initiatives both large and small. As part of GAI Consultants, Inc., our specialized practice combines with the broad knowledge of a 900-person engineering and environmental consulting firm.

Landscape Architecture + Design

Urban Design + Planning

Economics + Strategy

### Landscape Architecture

The Landscape Architecture Studio within the Community Solution Group integrates an experienced team of professionals that strives to raise the standard of planning and design services to a new level with every project, producing sustainable, context-sensitive solutions that meet our client's objectives. We listen to their concerns, their desires, and their needs; we gather a deep understanding of place and issues, and then deliver thoughtful and innovative solutions. The studio operates under a fundamental planning and design philosophy that seeks to develop solutions that make a positive contribution to the economic and social values of a community

or place. Whether the question is community master planning and place-making, streetscape and corridor design, sustainable stormwater strategies (LID), parks and open space design or corporate and campus planning and design, we are committed to creating rich, diverse and sustainable places for people; beautiful works that allow people to connect to the environment and that respect a community's cultural, historical, and environmental heritage.

### Master Planning and Urban Design Practice

The Community Solutions Group's master planning and urban design practice focuses on crafting plans that create livable places of lasting value for communities that require context-sensitive, sustainable solutions. We prioritize close collaboration with clients through an approach that emphasizes plans that reflect strong neighborhoods, livable transportation networks, interconnected park and open space systems, environmental sensitivity, and economic opportunities. Through work at the scale of city, neighborhood, and street, our plans create the framework for rich, interactive settings that bring people together in environments that facilitate meaningful experiences that enrich lives.

Our team draws upon expertise in multiple disciplines to balance physical, social, and economic needs and create urban places that enhance quality of life. We understand that each building, streetscape, transportation corridor, and park works toward creating an urban place that transcends the value of any individual element. Our planners and engineers work closely with clients to ensure that each piece of this urban fabric is deliberately designed with quality and respect for its role in the public realm. With an eye toward implementation, we also understand the complex regulatory processes that must be navigated in order to gain approval for these great community plans. We draft clear plans and regulations designed to support community goals, preserve lifestyle choices, and create economic development and redevelopment opportunities, and we forge partnerships between stakeholders and local governments to achieve these positive outcomes.

### Economic and Real Estate Consulting Practice

GAI's economic and real estate consulting services draw from the advising team's experience, education and a culture which integrates allied disciplines to enhance the appropriate solutions. The firm's approach draws upon its knowledge of growth management techniques in many state settings, local regulatory constraints, infrastructure systems and design, public finance, awareness of the needs in the private marketplace, preferred land use forms, aesthetics, emerging trends in development, and the linkages among infrastructure, economic development, and the character of the built environment. This knowledge enables our clients to choose critically between alternatives and implement a strategy or master plan that is flexible, cost effective, sustainable, and marketable, attributes sought by both our public and private clientele.

