

# BOUNCE *FORWARD*

*BUILDING THRIVING, HEALTHY, &  
EQUITABLE COMMUNITIES*



**MARCH**  
4 & 5, 12, 19, 25 & 26



**RMLUI 2021**  
*WESTERN PLACES | WESTERN SPACES*

# Whose Home On The Range?

## Rural Housing Challenges and Strategies



**RMLUI 2021**  
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**CLARION**

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COMMUNITY  
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Working together  
for Colorado's children



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# WHOSE HOME ON THE RANGE? RURAL HOUSING CHALLENGES AND STRATEGIES

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*West Central Mountains Economic  
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Housing Resources Coordinator  
*Idaho Housing and Finance Association  
Idaho Rural Partnership, Board Member*





1. Common challenges

2. Valley co, ID pop. 10,709

3. Blackfoot, ID pop. 11,907

4. Sedona, AZ pop. 10,322

5. Q&A

# COMMON CHALLENGES

- Climate, culture impacts
- COVID-19 effects: remote vs. essential workers
- Private equity: shifting ownership & influence
- Rural is different
- Housing as social determinant of health
- Foregone spending, the multiplier effect
- All the crises: wages, housing, transit, health...



## WHO ARE CITIES FOR?

***A resort community without housing for essential workers is just a resort.***

*—Jim Lewis, former Blaine County, ID Superintendent*

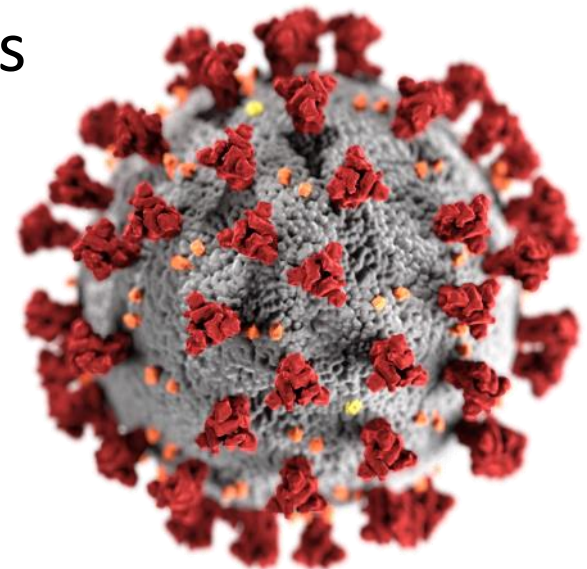
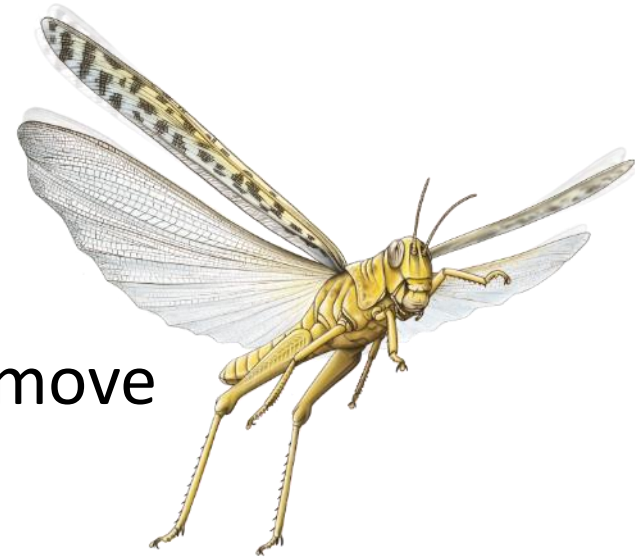
*I'm an excellent renter and have never been in any trouble. I'm a caregiver in my mid 40s with one cat. I was forced to move from my home of 12 years in 2017 because people out of state bought the unit and wanted to cash in on the growth around here. —Michelle*

# REMOTE/ESSENTIAL WORK

Newly untethered workers on the move

Newly recognized essential workers

- Build housing and communities
- Keep communities supplied, operational and livable
- Care for children and elders
- Displaced by outside wealth



# CLIMATE/CULTURE IMPACTS

- Cost-of-living drivers
- Political drivers
- Natural disaster drivers
- Private equity opportunism
- Remote-control residential
- Loss of diversity



Friday, February 5, 2021

Good day! I am looking for Mercedes regarding the [REDACTED] St property? This is Ryan, do I have the right number? txt STOP if uninterested

1:40 PM

Who do you represent?

1:45 PM

This is Ryan and I'm an investor. I'm looking for another property or fixer upper and I like the area. I'm reaching out to owners closeby to see if interested

Would you consider an offer for the property? I buy properties in the area

1:46 PM

Absolutely not.

Stop

1:47 PM

# RURAL IS DIFFERENT



- Comp plans, codes may discourage MF/density
- Costly to build and develop (labor, trades, materials)
- Narrow tax base limits local match, infrastructure
- Traditional lenders are more cautious with rural
- 'Affordable' stigma, NIMBY
- Demographics, definitions (outdated federal lens)
- Homeless service barriers (isolation, information)

# ► Community Priorities

## Top Six Significant Community Priorities



*Source: United Way of Treasure Valley 2020 Community Assessment*



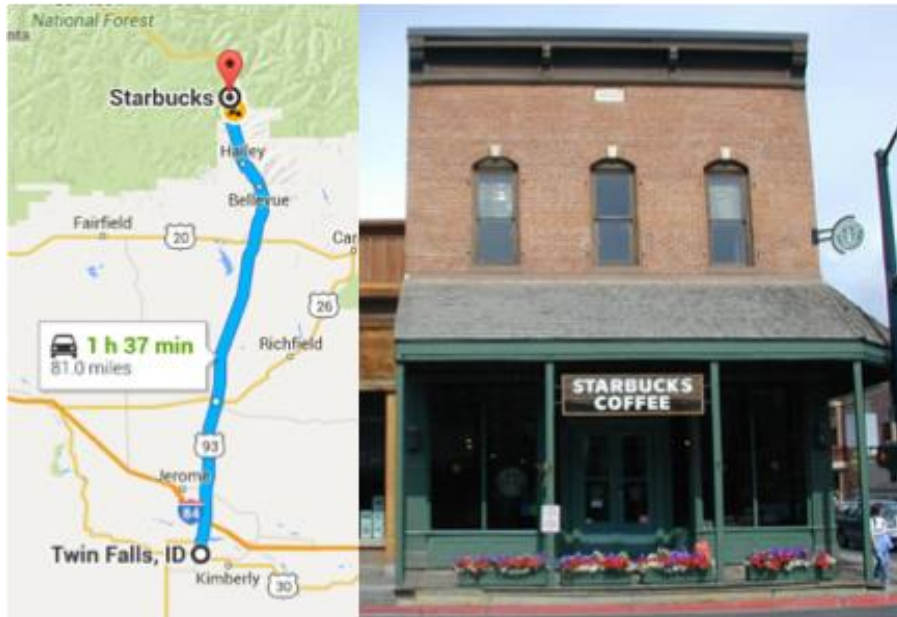
## ► **Wages vs Housing**

GROWING IDAHO

### **Priced out of the Treasure Valley: Housing prices skyrocket while wages remain stagnant**

Home prices are up about 73% in Idaho over the last 5 years while wages have grown just 14% in that same time period, according to the Idaho Department of Labor.

# Re-thinking subsidy



## Case Study

1. Single parent commuting from Twin Falls to Ketchum daily to work as a barista.
2. Budget: 1 pre-K, 1 K-12 child

<b>F/T @ \$7.25/hr</b>	<b>\$1,160</b>
2bdm rent (2/19)	\$1,016
Child care	\$550
<b>Subtotal</b>	<b>\$1,666</b>
<b>Monthly deficit</b>	<b>-\$406</b>

*Displaced workers provide a subsidy to employers and customers by commuting long distances, compromising health and safety in order to provide service...at a price we consider affordable. — 'Planning Behind' [thebluereview.org](http://thebluereview.org)*



# WEST CENTRAL MOUNTAINS

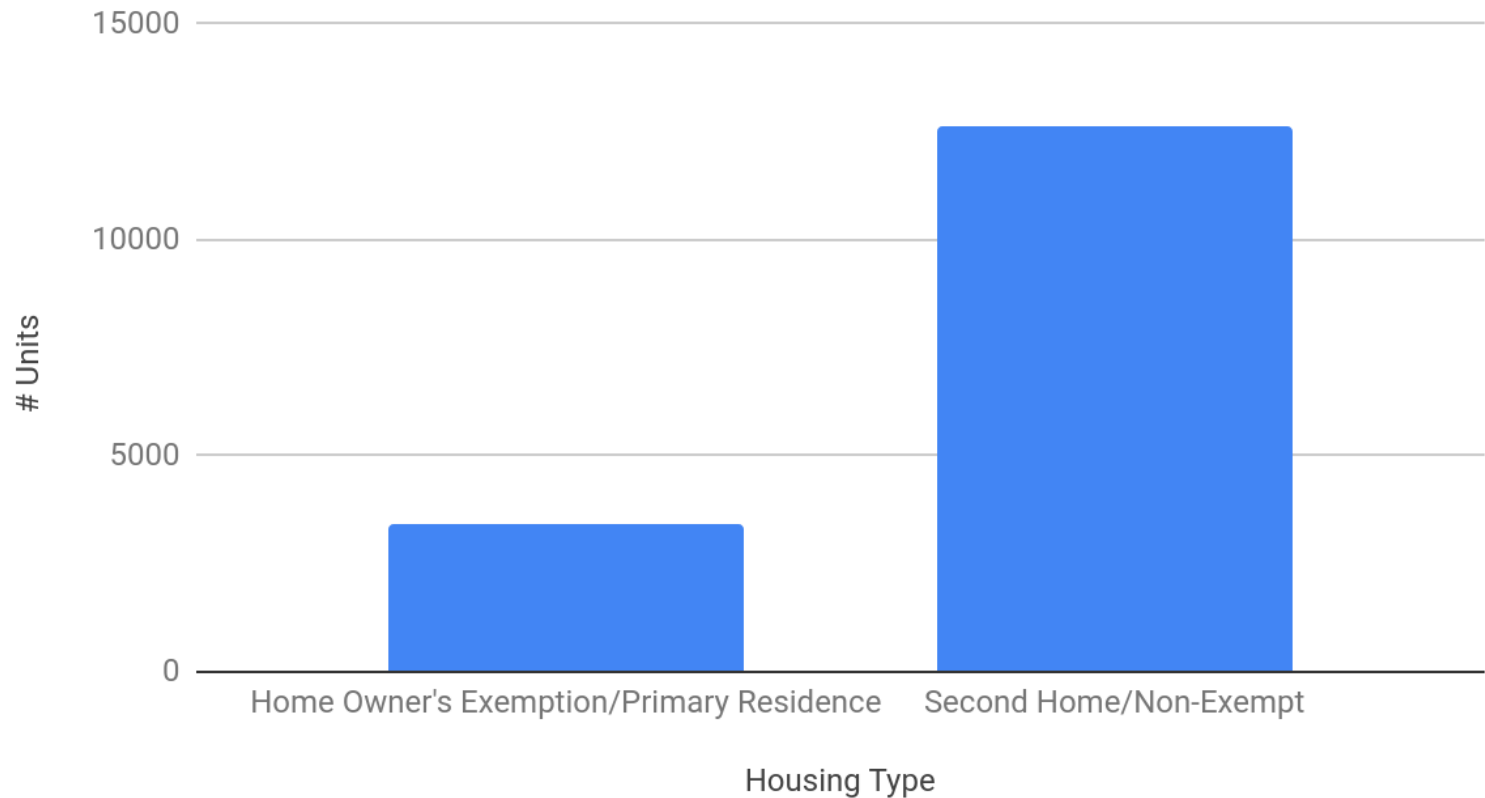
## ECONOMIC DEVELOPMENT COUNCIL

Valley County • Cascade • Donnelly • McCall • Meadows Valley

Andrew Mentzer | Executive Director  
[wcmedc.org](http://wcmedc.org) | 208.703.0161

# ► Valley County, Idaho

Valley County 2019 Housing Stock



# SAME OLD SONG & DANCE



- Short building season
- Supply/market imbalances
- Exorbitant land costs
- Limited supply of skilled labor
- NIMBY

# THE SURVEY SAYS...

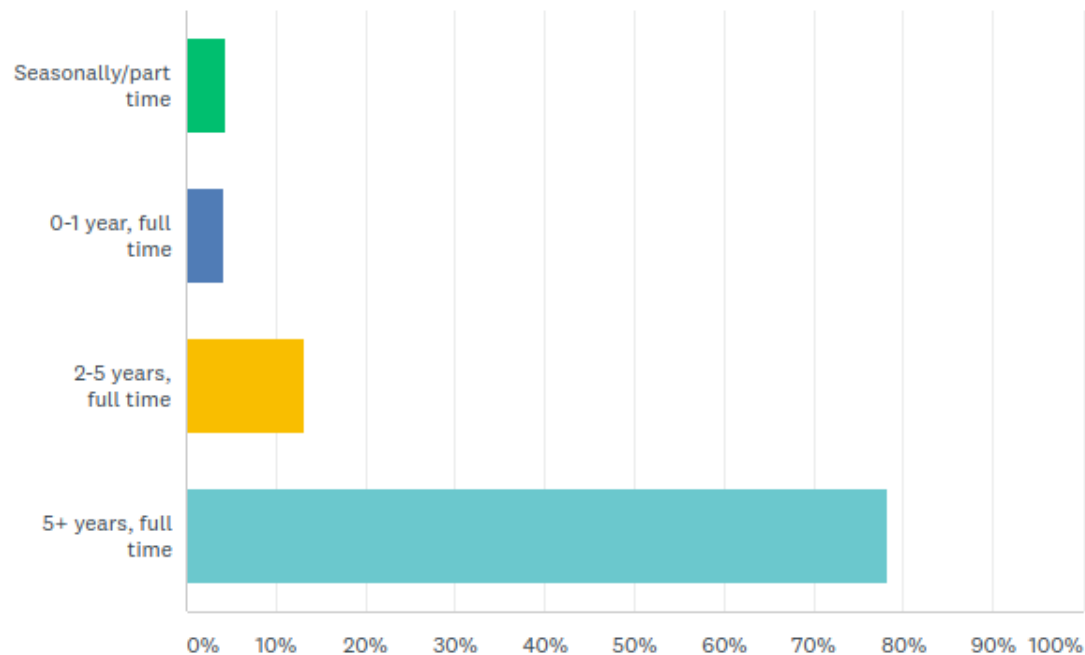
- Most people are paying \$1000-\$1500/month in rent or a mortgage
- Most people can afford \$500-\$1500/month
- 64% of respondents own their homes
- Most respondents commute less than 5 miles to work
- People put a high level of importance (7.4/10) on how close their home is to their work



# ► The Survey says...

How long do you plan to live and work in the West Central Mountains region?

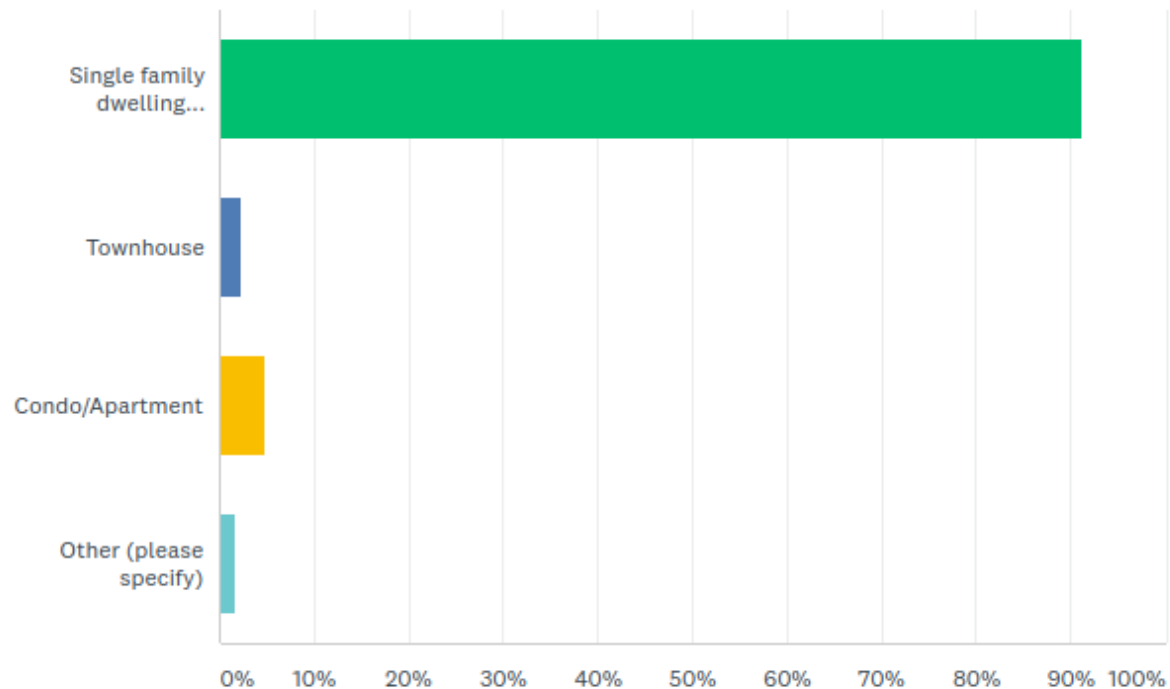
Answered: 591 Skipped: 3



# ► The Survey says...

Of the following, what is your housing type preference?

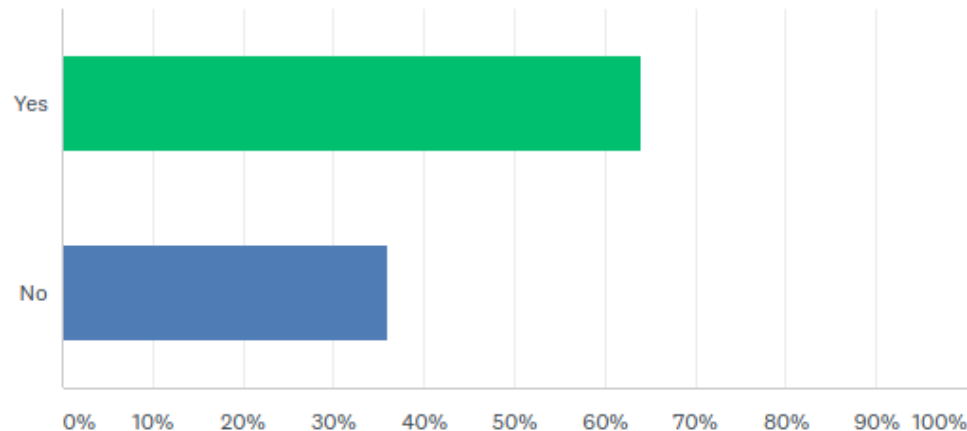
Answered: 589 Skipped: 5



# ► The Survey says...

Do you feel secure in your housing situation, now and in the future?

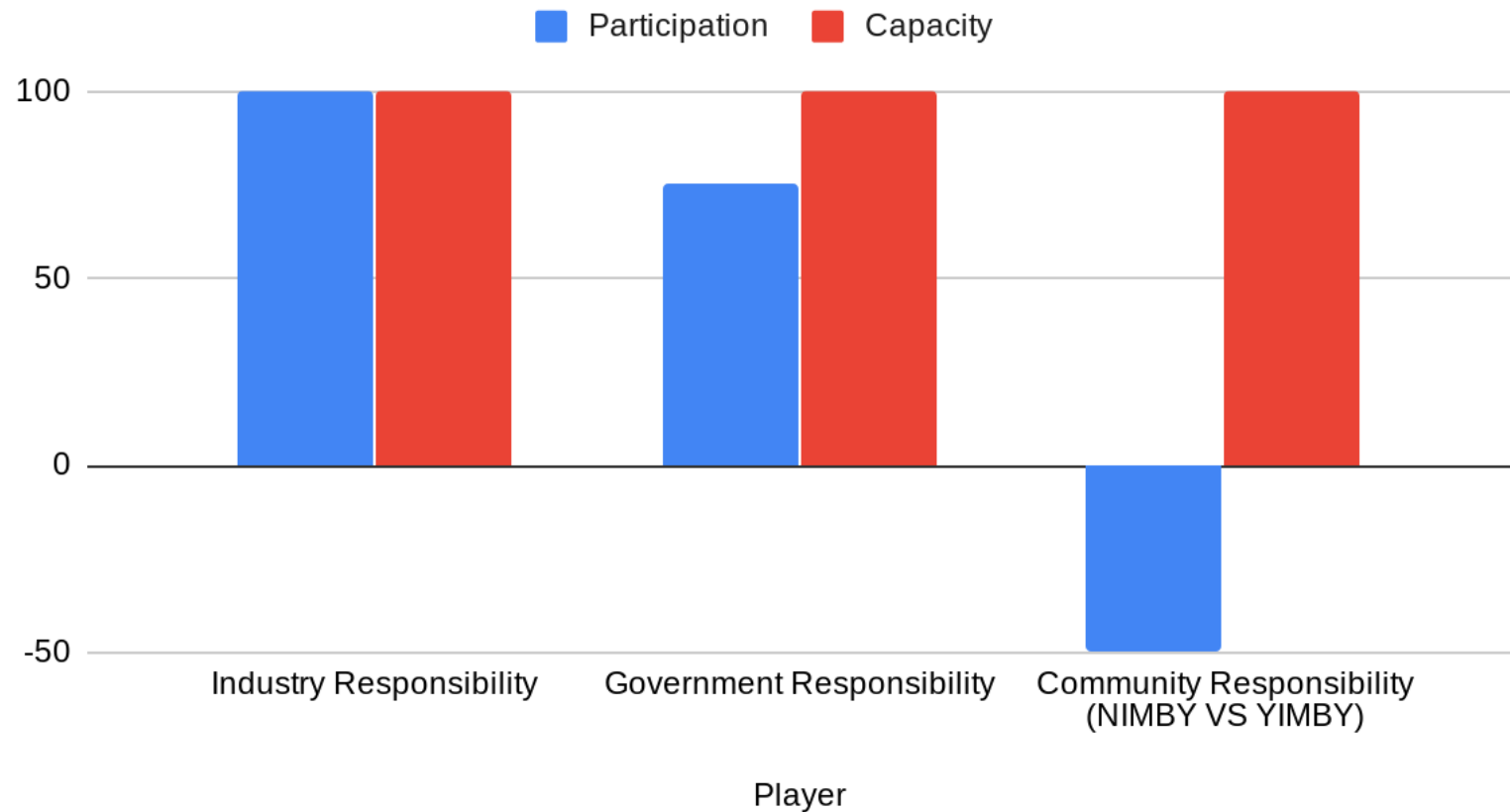
Answered: 590 Skipped: 4



ANSWER CHOICES	RESPONSES	
Yes	64.07%	378
No	35.93%	212
TOTAL		590

# ► Solution: YIMBY

## Participation VS Capacity



# SOLUTION: HOUSING CONVERSION

Property tax exemption

Public private partnerships

- Airbnb
- Vacasa
- Local property managers
- Hotels







Kurt Hibbert, M.P.A. | Community and Economic  
Development Director

**Population in 2019: 12,034**

**Population change\* since 2000: +15.5%**

\*[www.city-data.com/city/Blackfoot-Idaho.html#b](http://www.city-data.com/city/Blackfoot-Idaho.html#b)

# THE WAKE-UP CALL

- Rampant Year-Round RV Living
- Degradation of Low- and Very Low-Cost Units
- Loss of Employee Base
- Outcry from Major Employers
- Broken Window Effect-Impacts
- Only 11 houses on the market/No rental availability
- THERE IS NO PLACE TO LIVE IN TOWN!

# THE ONGOING CALLS

- Out-of-state retirees
- Remote workers
- Investors
- Developers and builders



# THE RESPONSE...

Asked “Why is this happening in our town?”

## Zoning Ordinance Audit

- Accessory Dwelling Units were “Zoned Out” (-)
- There was a “Trailer Park” provision (+)
- There was an “RV Park” provision (+)
- High density zoning was not well defined and therefore not programmed (-)
- Nothing in the ordinance encouraged High Density or gave incentives for infill projects (-)

# ACTION STEPS



- Idaho's 1st **Tiny Home Ordinance (THO)**  
([tinyurl.com/yamoeb6t](http://tinyurl.com/yamoeb6t))
- Legitimize Accessory Dwelling Units (ADUs)
- Rezone blighted and distressed areas to stimulate high-density housing investment
- Create new housing-friendly language in ALL zones
- Initiate long-overdue annexations

# BACK TO THE FUTURE

- Tiny Homes are a part of our western history
- The shift came when Zoning Laws began requiring large homes on large lots
- Tiny Home subdivisions older developed neighb





# T.H.O. GOALS

- Lower development infrastructure costs
- Help infill odd parcels not yet developed
- Create a park-like community with a close neighborhood feel
- “YES” to higher density
- Communicate expectation up front
- Education: NIMBY equates to HIGHER TAXES!

# T.H.O. MESSAGE

A. General: ....This section intends that tiny home subdivisions create a highly vegetated, park-like environment, where the emphasis is placed on minimalist living. This section only allows for tiny homes on permanent foundations and does not allow tiny homes on wheels (THOWs).

# DESIRED T.H.O. BENEFITS

- Increase housing stock, affordability, tax revenue
- Facilitate intergenerational living, lifestyle freedom
- Attract new residents
- Support vulnerable populations
- Efficient use of underdeveloped single-family areas

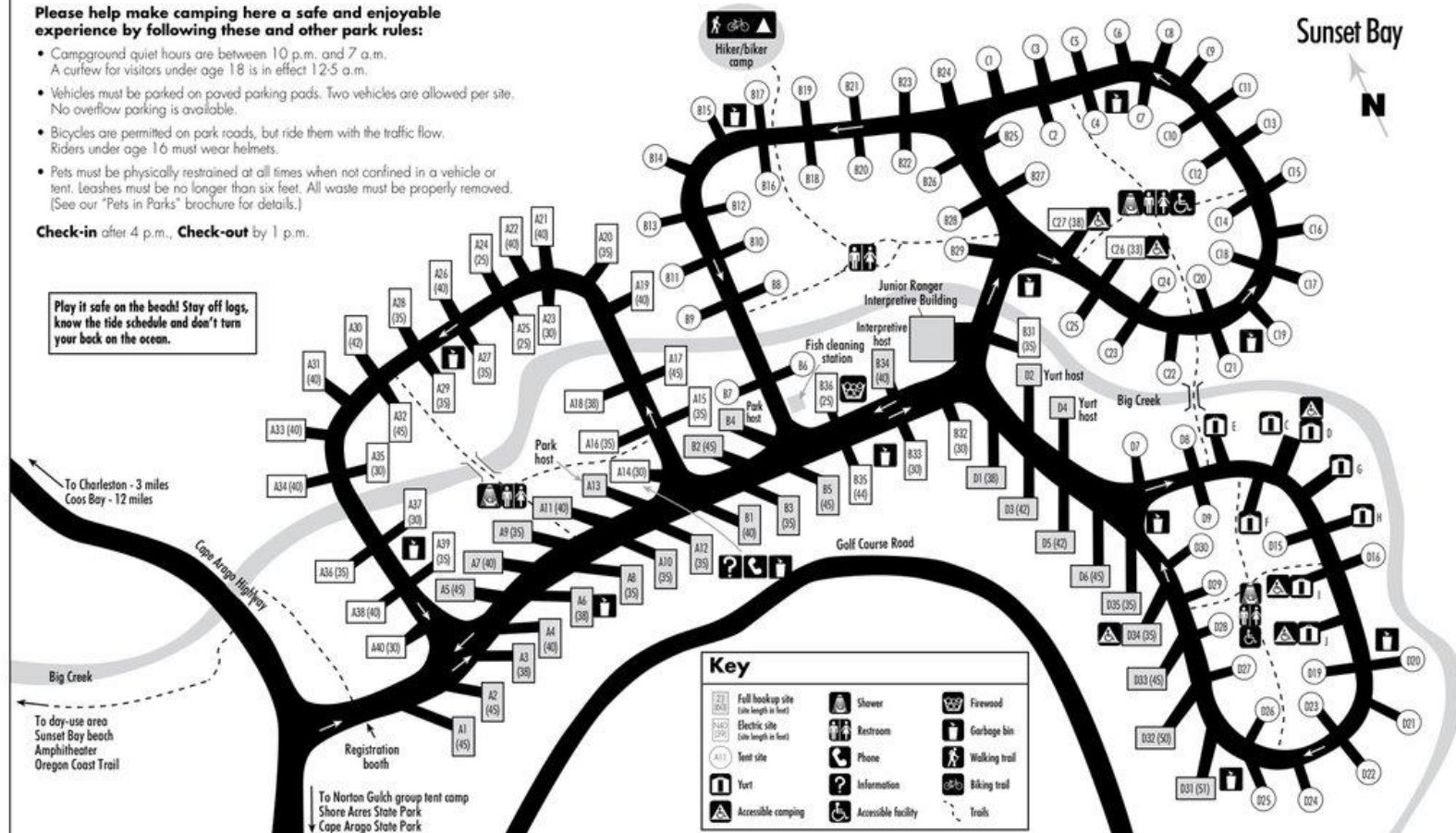
# ► Model: Sunset bay, OR

Please help make camping here a safe and enjoyable experience by following these and other park rules:

- Campground quiet hours are between 10 p.m. and 7 a.m.  
A curfew for visitors under age 18 is in effect 12-5 a.m.
- Vehicles must be parked on paved parking pads. Two vehicles are allowed per site. No overflow parking is available.
- Bicycles are permitted on park roads, but ride them with the traffic flow. Riders under age 16 must wear helmets.
- Pets must be physically restrained at all times when not confined in a vehicle or tent. Leashes must be no longer than six feet. All waste must be properly removed. (See our "Pets in Parks" brochure for details.)

Check-in after 4 p.m., Check-out by 1 p.m.

Play it safe on the beach! Stay off logs, know the tide schedule and don't turn your back on the ocean.



# ► Greenspace/seclusion



# SUBDIVISION BENEFITS

- Paved streets, sidewalks optional
- Non-traditional wastewater systems
- Infill properties acquired at less cost
- Engineered Road and Pathway System
- Allows a lower price point on homes
- Smaller Lots=higher density
- Potential for many homes quickly!



# YES! IN MY BACKYARD



- A Home for the Hound: My Dog Rawley
- Things rarely turn out like we would like, but we can hope and keep trying!
- Blackfoot's Tiny House Ordinance should eventually make a huge difference





Megan McRae | Assistant to the City Manager  
City of Sedona | 928.203.5199

# ARIZONA: THE NEXT IDAHO?

- Population 10,000 +
- Three million annual visitors
- 19 square miles land area in city limits
- 11% of housing units are short-term rentals (**STRs**)
- 22% of housing units are vacant / second homes

# SEDONA CHALLENGES

- Land scarcity with low density limits
- Real estate supply and pricing
- Short-term rentals (**STRs**)
- Advocates for view preservation and small town character

# ► September 2016:

## ► Short term rental evictions begin

43.8 f Sedona Sunday, February 28, 2021

NEWS

Robo-advisors can't take the place of real people.

Find an Advisor

FARM BUREAU  
FINANCIAL SERVICES

HOME STORIES v SPORTS v OPINION v CLASSIFIEDS OBITUARIES PHOTOS BLOGS SUBSCRIBE!

Sedona News City News

# New short-term rental law leads to evictions

7 min read

By Larson Newspapers - September 27, 2016

Share





1. SHORT TERM HOUSING FOR RENT

2. SHORT TERM RENTAL PROPERTIES

3. APARTMENT SHORT TERM RENTALS

4. MONTHLY APARTMENT RENTALS

5. RENTAL HOUSE BY OWNER

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Popular Today



USFS revisits 525 boondocking  
February 23, 2021



Search begins to fill 7th Sedona City Council seat  
February 23, 2021

Source: Sedona Red Rock News

# ► **May 2018:**

## ► **School Closure**

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**NEWS**



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## Sedona-Oak Creek School District to close Big Park Community School

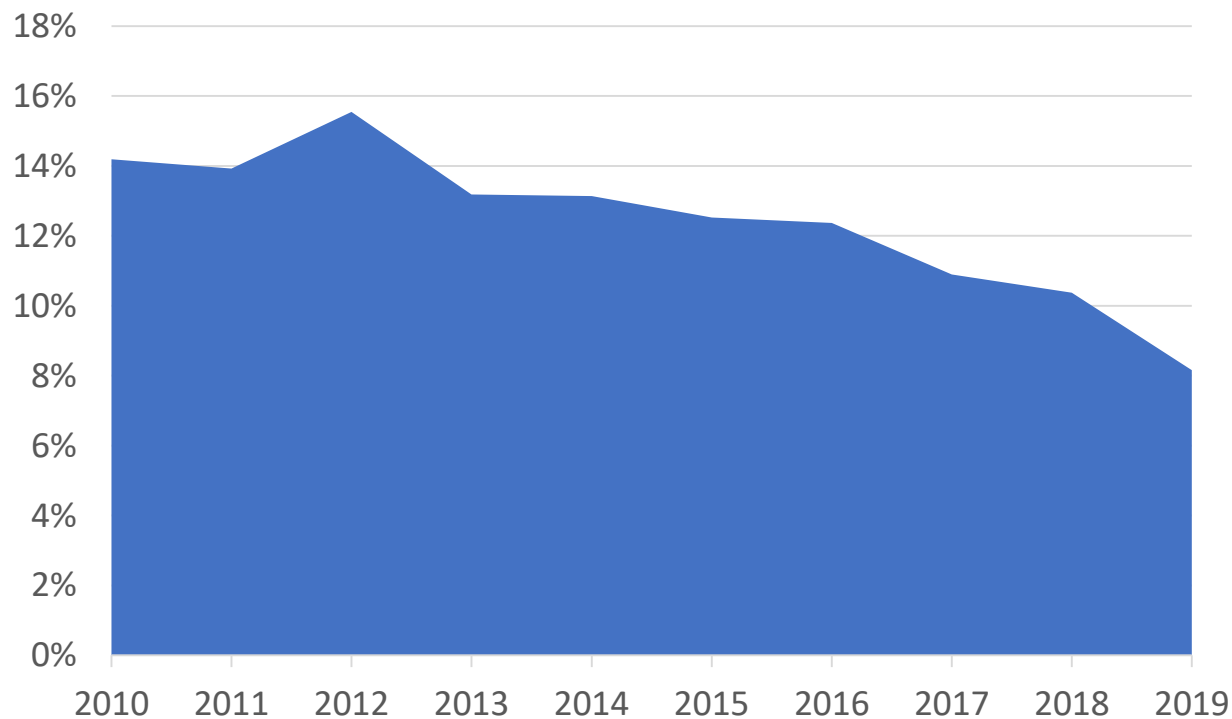
After years of uncertainty and budget cuts, the SedonaOak Creek School District Governing Board voted to close Big Park Community School during its meeting Tuesday, May 1.

The decision came after months of deliberation in the face of a nearly \$1.5 million budget deficit for the 2018-19 school year. The board has been discussing three options: A, to keep all three schools open; B, to close Big Park; and C, to close West Sedona School.

While option A left no cushion in the budget for unexpected expenses, district administration projected that options B and C both would create about \$300,000 in savings.

*Source: Sedona Red Rock News*

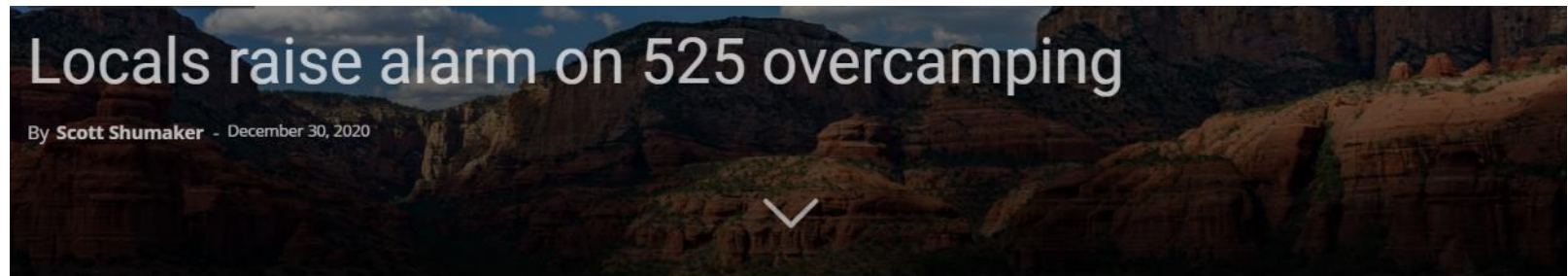
## ► Households with Children under 18



Source: American Community Survey, [data.census.gov](https://data.census.gov)

# ► December 2020:

## ► Alarm on Overcamping



**525 Overrun:** Since the start of the COVID-19 pandemic, the federal land west of Sedona that includes the western foothills, Forest Road 525 and Bill Grey Road has seen a dramatic increase in camping and public use. This is the first in a series of stories



Ad closed by Google

It's red rock county, but without the city.

*Source: Sedona Red Rock News*

Popular Today



USFS revisits 525 boondocking  
February 23, 2021



# ► December 2020:

## ► Affordable Housing Plan

35.1° Sedona

Sunday, February 28, 2021

f i a t

NEWS



**NEW**  
**Everything Hook & Ladder**  
On an everything bagel-seasoned sub roll with PHILADELPHIA® Cream Cheese.

**ORDER NOW**

**FIREHOUSE SUBS**

©2021 Firehouse Subs. PHILADELPHIA® Cream Cheese is a registered trademark of the Kraft Heinz Company. See website or restaurant for full details.

HOMESTORIES ▼SPORTS ▼OPINION ▼CLASSIFIEDS OBITUARIES PHOTOS BLOGSSUBSCRIBE!

Sedona NewsCity News

# Sedona City Council presented 5-year plan to address affordable housing

4 min read

By **Ron Eland** - December 22, 2020

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1. HOUSING GRANTS FOR DISABLED

2. SECTION 8 APPROVED APARTMENTS

3. SECTION 8 VOUCHER PROGRAM

4. AFFORDABLE HOUSING FOR RENT

5. LOW INCOME HOUSING NEAR ME

Sponsored | Business Focus

Popular Today



Sedona Fire District looks at '21-'22 budget  
February 26, 2021



USFS revisits 525 boondocking  
February 23, 2021

Source: Sedona Red Rock News

# ► Study Findings



30% increase in rent in Yavapai County from 2017 to 2019.

2018



**42.5%** of Sedona households were cost-burdened for housing.



**22.7%** of Sedona residents are spending more than 50% of their income on housing.

2019



**\$636,444** average housing price in Sedona.



**\$303,000** Arizona average



Units needed to meet demand > 1200 units.

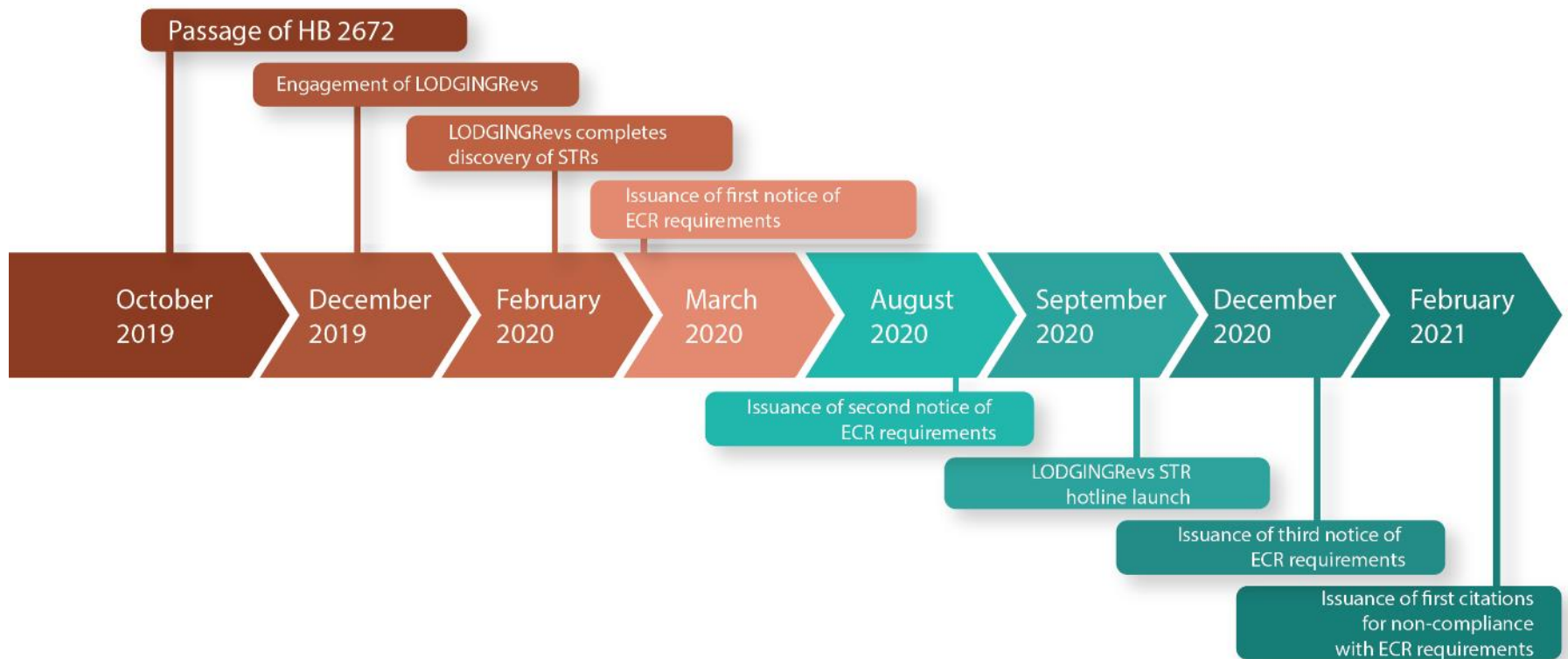


Projected >1500 units in 5 years.

# STR PROGRAM MANAGEMENT

- City of Sedona prohibits STRs (1995 – 2016)
- SB1350 becomes law (effective Jan 2017)
- Challenge to Sedona business license requirement
- SB1382 becomes law
- HB2672 becomes law

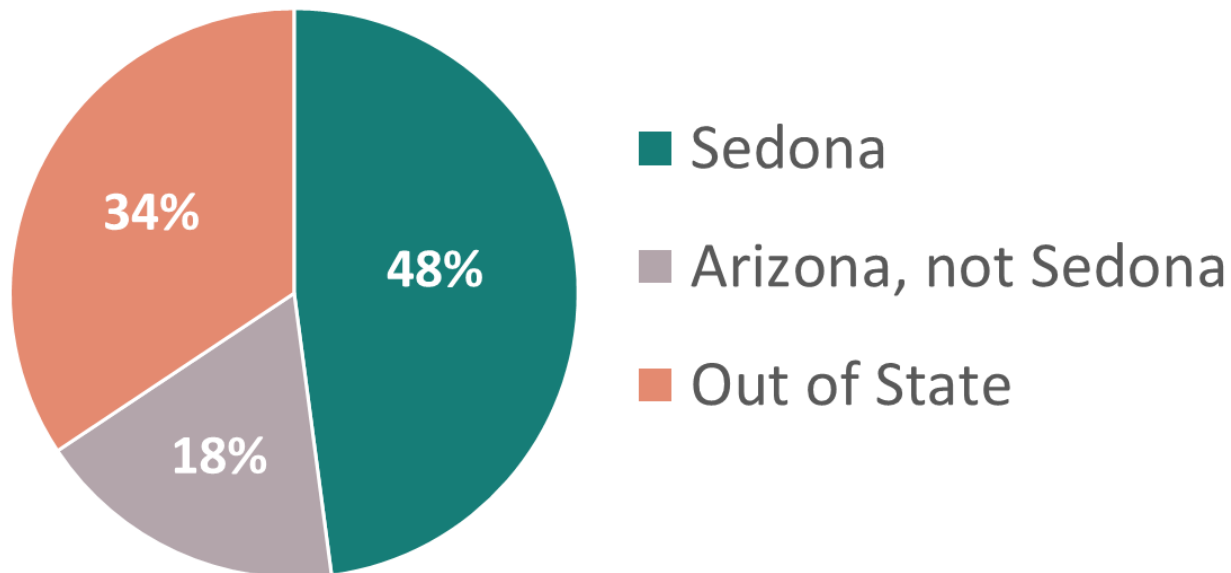
# ► **HB 2672 Implementation**



## OVER 730 STR PROPERTIES

- Over 11% of the total residential units
- Over 62% are entire single-family homes

Ownership by county GIS mailing address



# CAMPING GEAR



## Our Camping Gear, Your Dream Location in Sedona!

Sedona

### Tent

6 guests 3 beds 0 baths

### Bobbie is a Superhost

Superhosts are experienced, highly rated hosts who are committed to providing great stays for guests.



Bobbie

\$35 per night

Dates

Check-in



Checkout

Guests

1 guest



Book

You won't be charged yet

We have several tents and gear all by REI and Big Agnes, and Coleman. All

# TIKI HUT: VINTAGE RV



## TIKI HUT: Vintage RV in the heart of it all!

Sedona

### ★ Camper/RV

2 guests 1 bedroom 1 bed 1 bath

### 📍 Great location

100% of recent guests gave the location a 5-star rating.

### 🔑 Self check-in

Check yourself in with the keypad.

### 👤 Eric is a Superhost

Superhosts are experienced, highly-rated hosts who are committed to



Eric

\$99 per night

★★★★★ 18

Dates

Check-in

→ Checkout

Guests

1 guest



Book

You won't be charged yet

# TENT IN UFO ZONE



## RentaTent- Search for UFOs in UFO sighting zone!

Sedona



Tara

★ **Private room in tent**  
6 guests 1 bedroom 1 bed 0 baths

📍 **Great location**  
100% of recent guests gave the location a 5-star rating.

👤 **Tara is a Superhost**  
Superhosts are experienced, highly rated hosts who are committed to providing great stays for guests.

• **Great check in experience**

**\$32** per night  
★★★★★ 57

Dates

Check-in



Checkout

Guests

1 guest



**Book**

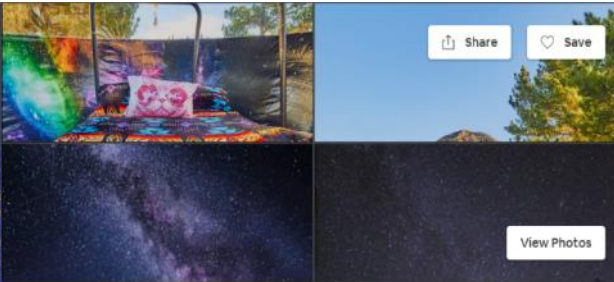
You can't book this tent yet



# SKY BUBBLE

## SEDONA STARGAZING CAPSULE

WiFi 📶 Power 🔌 Bathroom 🚿




Share Save

View Photos

### You and the Sky in a Bubble!

Sedona



Kathy

- ★ **Private room in tent**  
2 guests 1 bedroom 1 bed 1 shared bath
- ★ **Great check-in experience**  
95% of recent guests gave the check-in process a 5-star rating.
- ★ **Self check-in**  
You can check in with the doorman.

The Stars & the Sun! Meet & Relax in this cozy stargazing capsule with

**\$99** per night  
★★★★ 126

Dates  
Check-in → Checkout

Guests  
1 guest ▼

**Book**

You won't be charged until



# ANCIENT CLIFF DWELLING



## Ancient Dwelling & UNIQUE Cave on The Creek. WOW!!

Sedona

### ★ Cave

4 guests 1 bedroom 1 bed 1 bath

### 🔑 Great check-in experience

95% of recent guests gave the check-in process a 5-star rating.

### 📍 Great location

95% of recent guests gave the location a 5-star rating.

🏠 Dan is a Superhost



Dan

\$169 per night  
★★★★★ 34

Dates

Check-in → Checkout

Guests

1 guest

Book

# ON THE EDGE



## On The Edge, Eagle Eye, Panoramic View

Sedona

### ★ Private room in tiny house

3 guests 1 bedroom 1 bed 1 shared bath

### 🧼 Sparkling clean

11 recent guests said this place was sparkling clean.

### 👤 Great check-in experience

100% of recent guests gave the check-in process a 5-star rating.

### 📍 Great location



Dan

**\$115** per night  
★★★★★ 30

Dates

Check-in → Checkout

Guests

1 guest

**Book**



# MAKESHIFT RV PARK



## NEXT STEPS IN SEDONA

- Transit Administrator hired February 2021
- Hire Housing Manager
- Explore partnership with Northern AZ Housing Solutions (NAHS)
- Proposed short-term rental legislation progress

► **questions?**

