

# For Everyone Home in Winston-Salem: An Update

By Marla Newman and Matt Weber | June 9, 2020





## An anti-displacement and inclusive growth initiative for mixed-market cities.

- ▶ Roots of the initiative
- ▶ Competitive Selection Process
- ▶ Winston-Salem Team
  - Councilmember Denise Adams
  - Community Development Director Marla Newman
  - Planning and Development Services Director Aaron King
  - Winston-Salem Urban League President James Perry
  - Community Engagement Consultant Paula McCoy





## Our Values and Process

**Strong Community  
Engagement**

**Centering  
Racial Equity**

**Ongoing Peer  
Learning**

**Lasting  
Affordability**

### ▶ Three Phases

- Conduct **Needs Assessment**
- Develop Anti-Displacement and Inclusive Growth **Policy Agenda**
- Select Item from Policy Agenda and Develop **Implementable Policy**

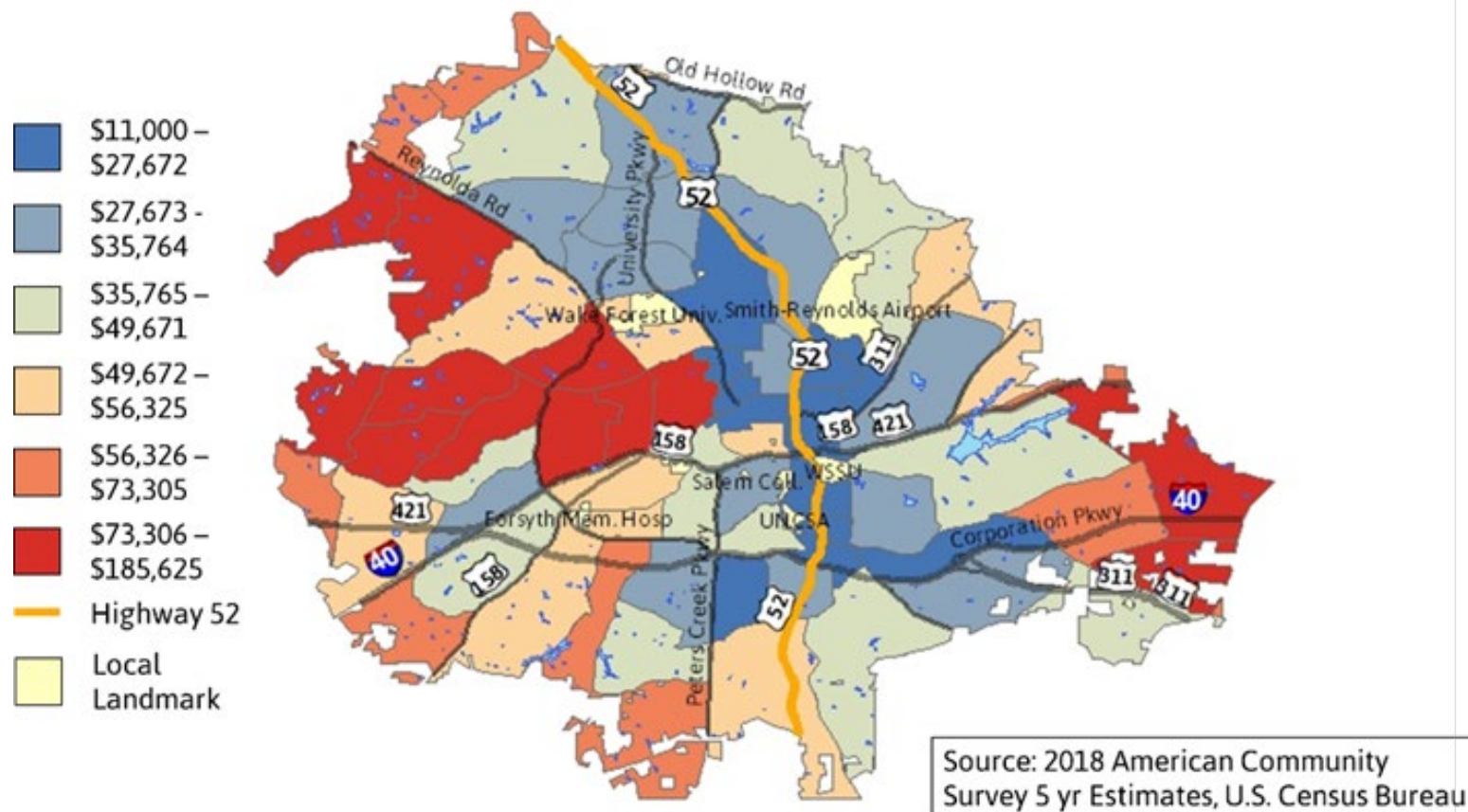


# Winston-Salem's Racial Equity Gap



## A Highway Runs Through It

Median Household Income by Census Tract in 2018

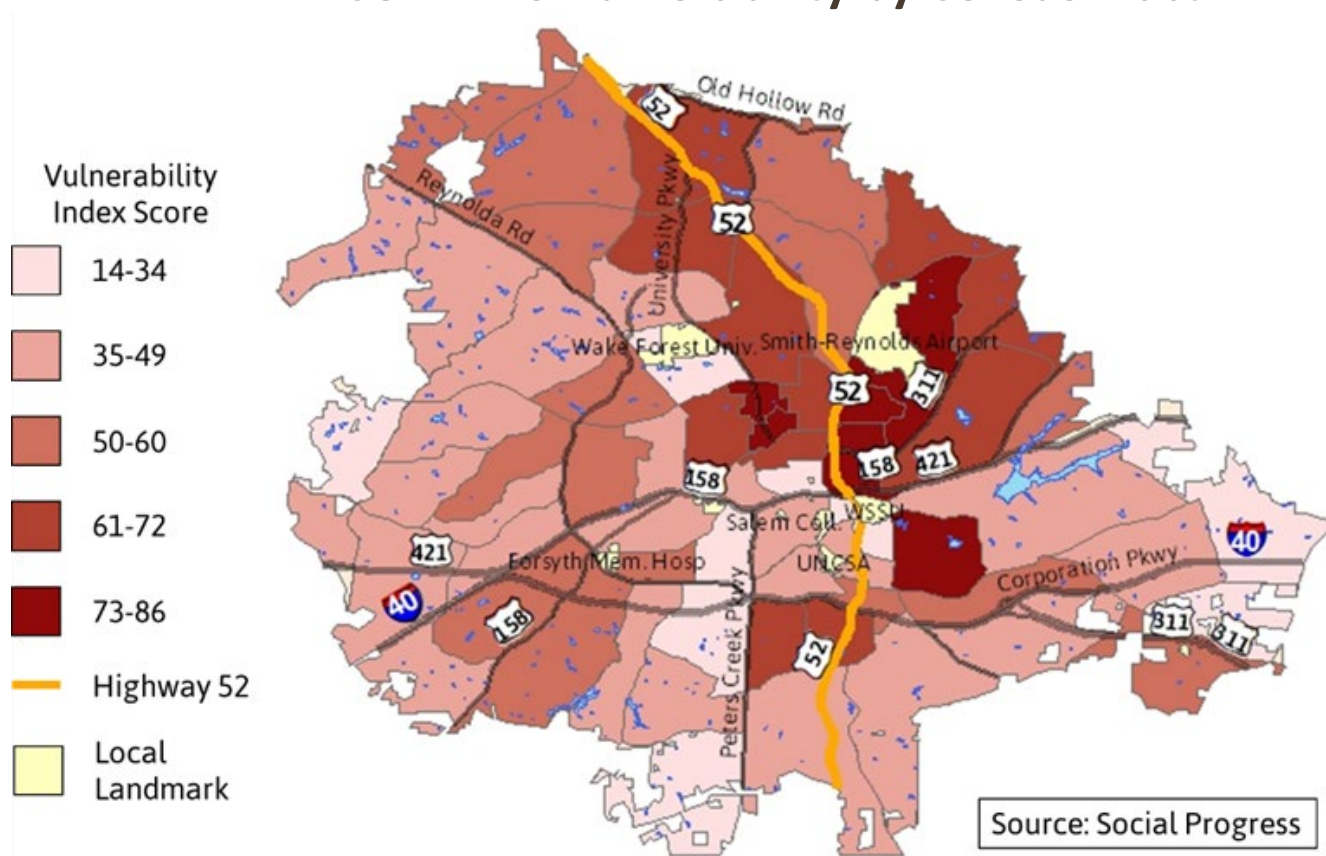


# Winston-Salem's Racial Equity Gap



## A Highway Runs Through It

### COVID-19 Vulnerability by Census Tract



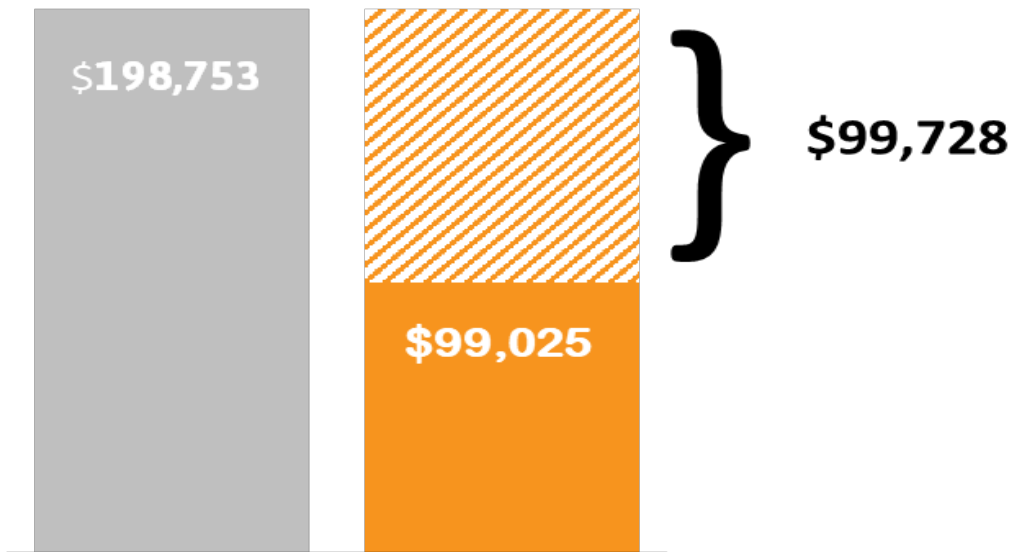
# Racial Equity Dividend



Potential Racial Equity Dividend:

**\$1.824 Billion More Wealth in Our Community**

The **median home value gap** between predominantly white neighborhoods and **neighborhoods of color**.



If homes in neighborhoods of color were worth as much as the median home value in predominantly white neighborhoods, Winston-Salem homeowners would have an additional **\$1.824 billion** of wealth.



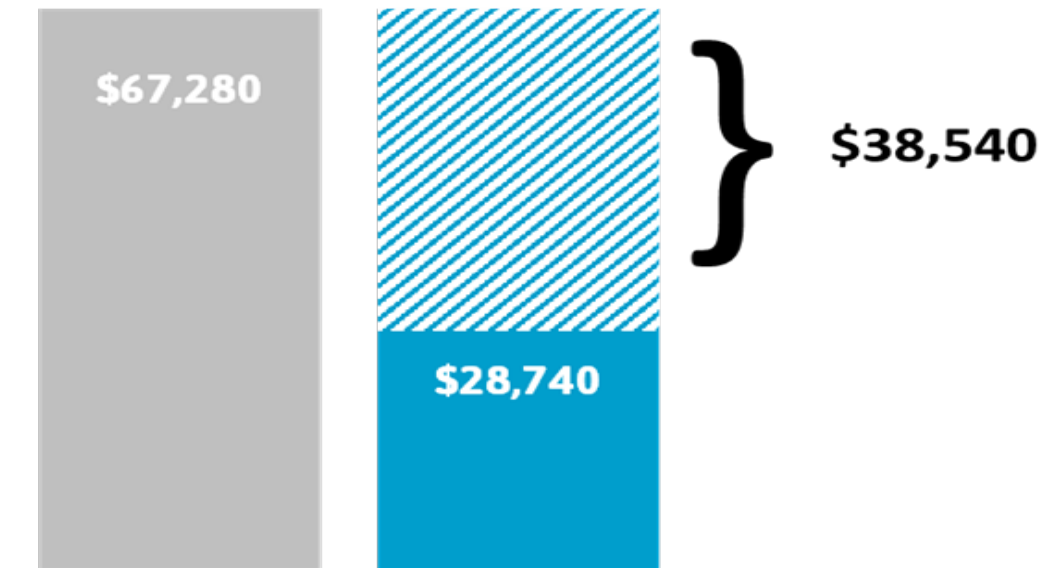
# Racial Equity Dividend



Potential Racial Equity Dividend:

**\$705 Million More Money to Spend Locally Every Year**

The **median income gap** between predominantly white neighborhoods and neighborhoods of color.



If households in neighborhoods of color earned as much as the median household income in predominantly white neighborhoods, residents would have an additional

**\$705 million**

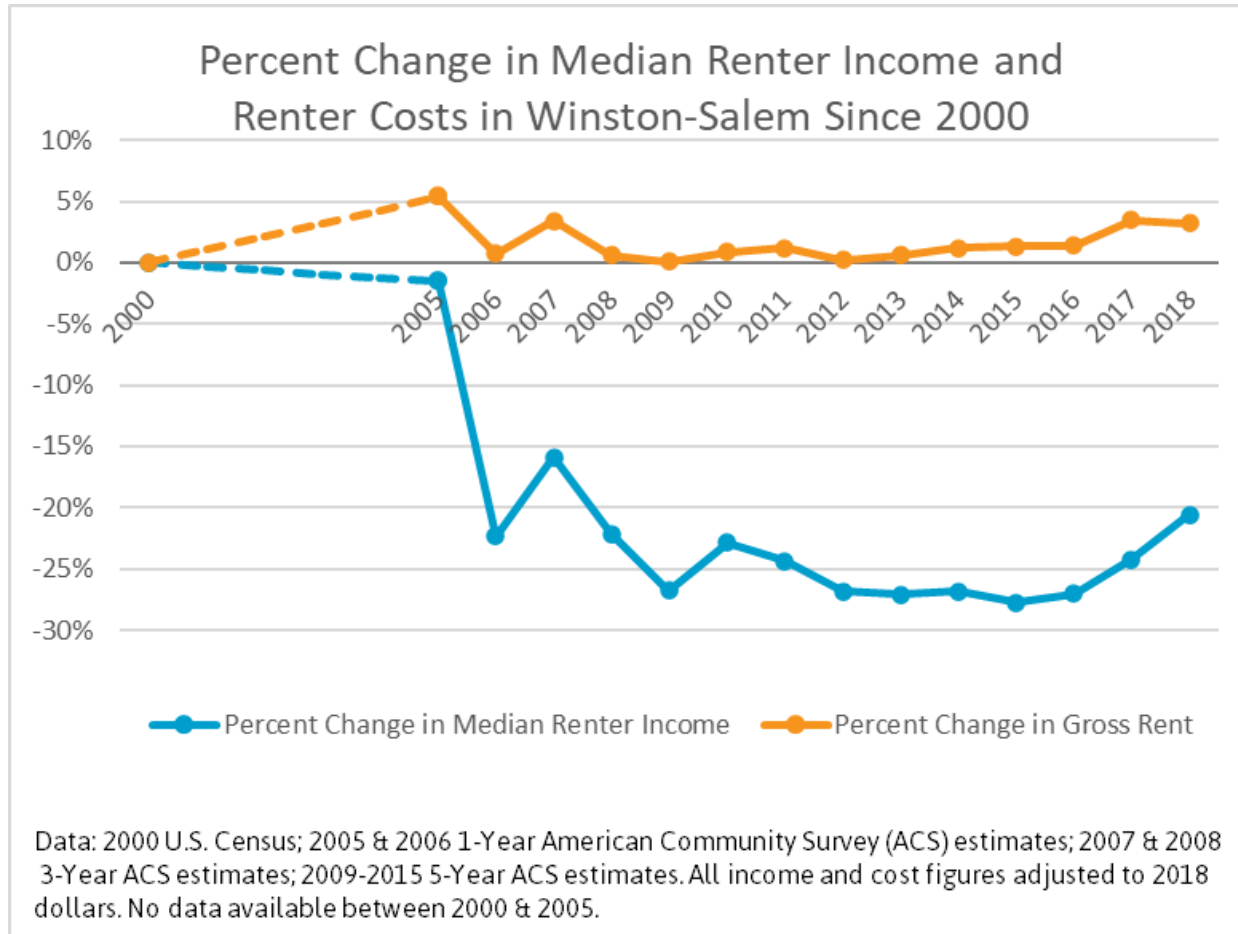
to spend in Winston-Salem



# Income and Affordability



Income has not kept pace with rents.



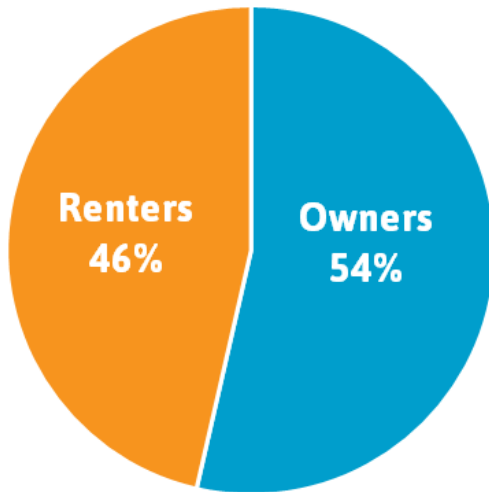


# Income and Affordability

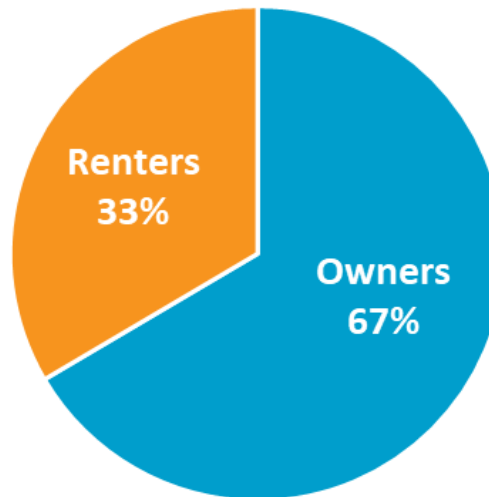


Households of color tend to be renters.

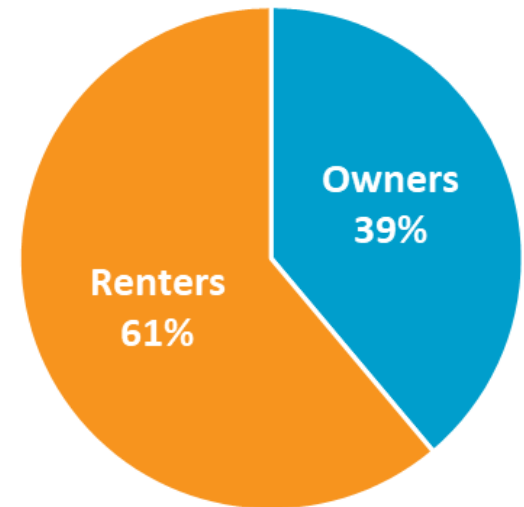
All Winston-Salem  
Households



White Households



Households of Color



# Income and Affordability

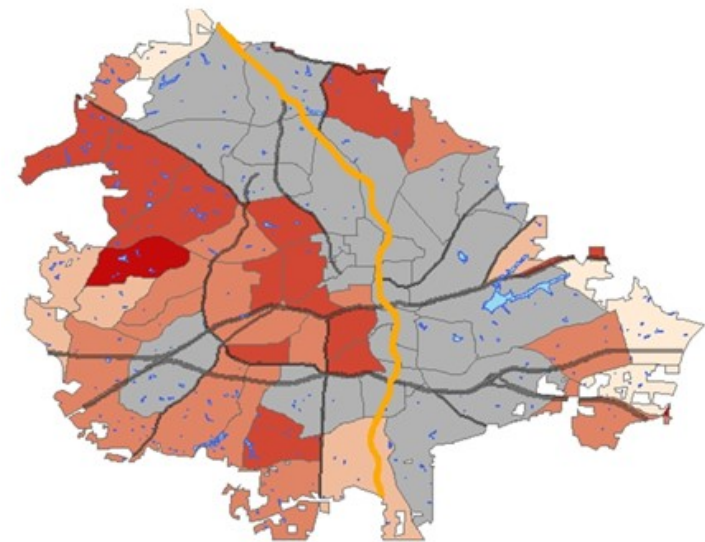
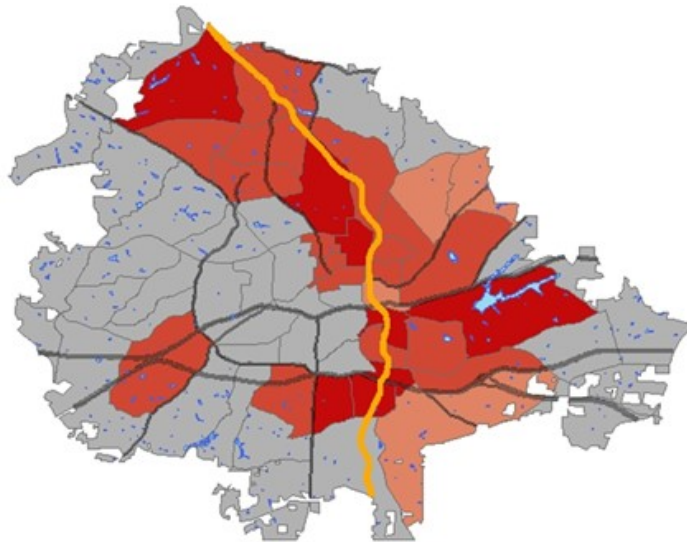


Housing cost burden tends to be higher in neighborhoods of color.

## Percent of Renters who are Housing Cost Burdened

Neighborhoods with a Majority  
Households of Color

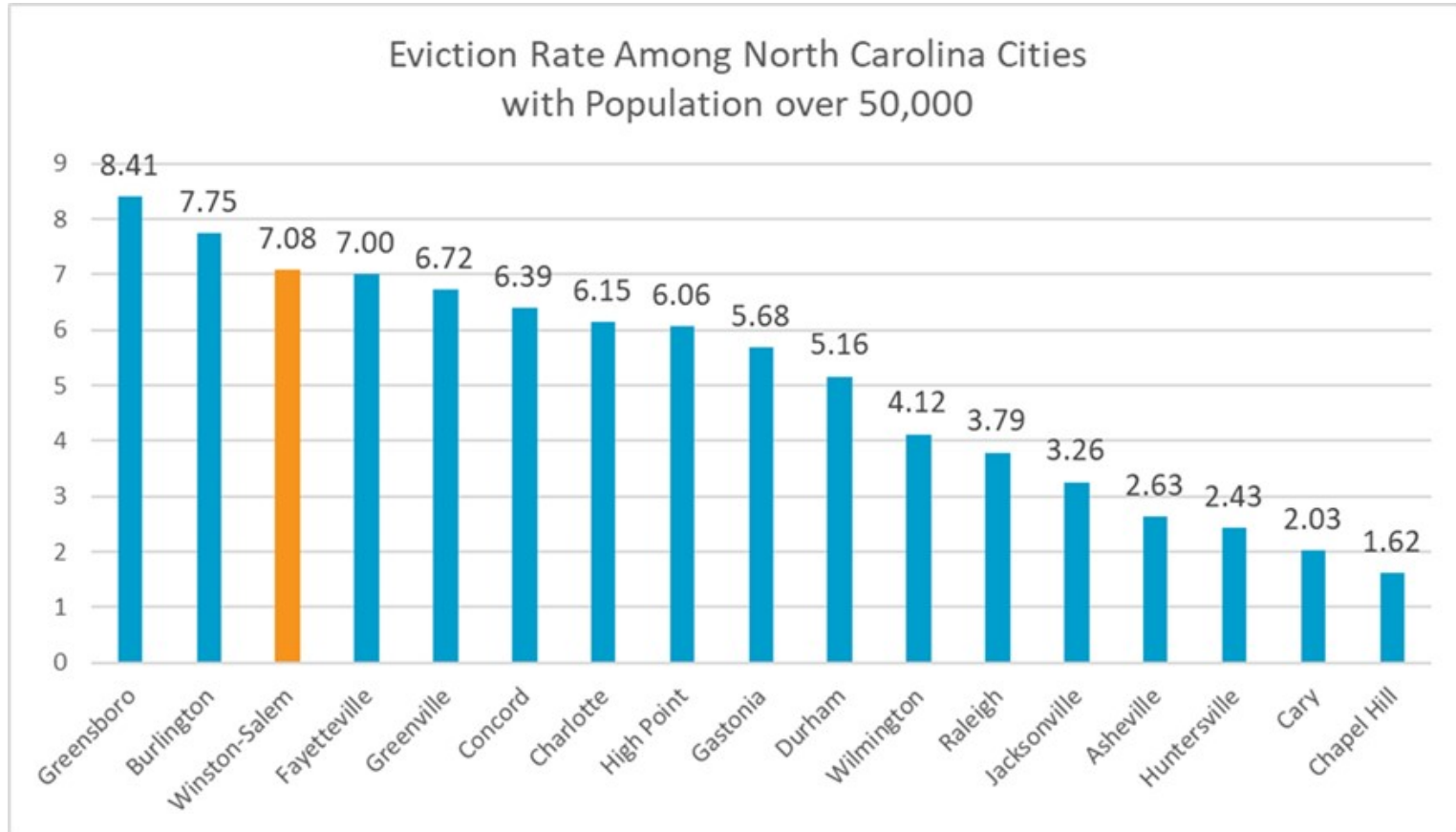
Neighborhoods with a Majority  
White Households



# Tenants at Risk



## Winston-Salem's Eviction Rates are High



Source: 2016 Eviction Lab Data, 2016 5-yr American Community Survey Estimates.



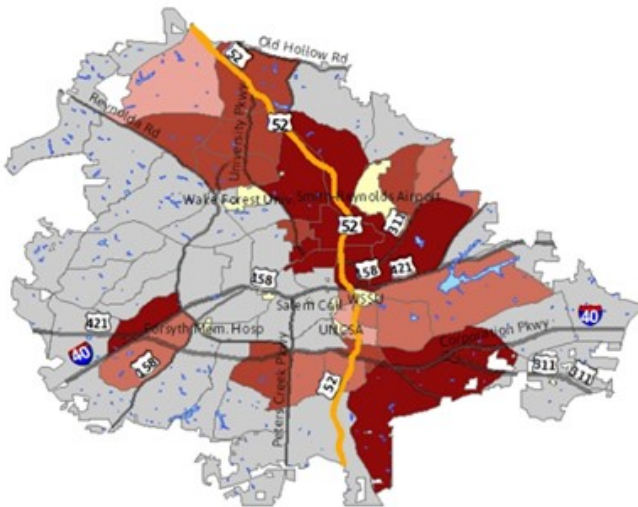
# Tenants at Risk



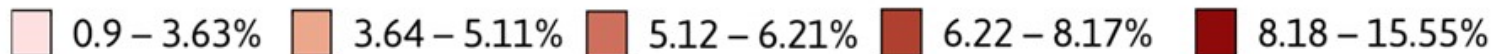
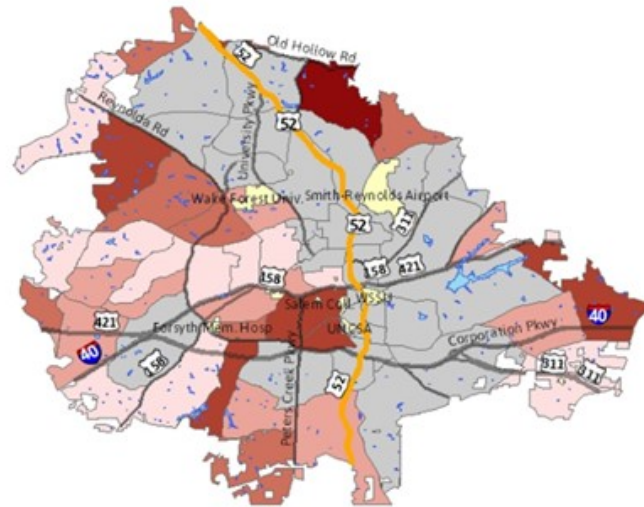
Winston-Salem's Eviction Rates are Higher in Neighborhoods of Color

## 2016 Eviction Rate by Census Tract

Neighborhoods with a Majority  
Households of Color



Neighborhoods with a Majority  
White Households



Source: 2016 Eviction Lab Data, 2016 5-yr American Community Survey Estimates.



# Displacement Pressures



Swift neighborhood change puts some low-income residents at risk of displacement.

## Winston-Salem Neighborhood Change Benchmarks

	Housing Costs		Median Household Income	Number of College Graduates	Non-Hispanic White Population
	Median Home Values	Median Contract Rent			
<b>2013</b>	\$ 118,000	\$ 627	\$ 42,334	161,404	539,219
<b>2018</b>	\$ 129,200	\$ 693	\$ 46,692	188,718	528,704
<b>Percent Change</b>	<b>9.5%</b>	<b>10.5%</b>	<b>10.3%</b>	<b>16.9%</b>	<b>-2.0%</b> <b>(0.0%)</b>

# Displacement Pressures

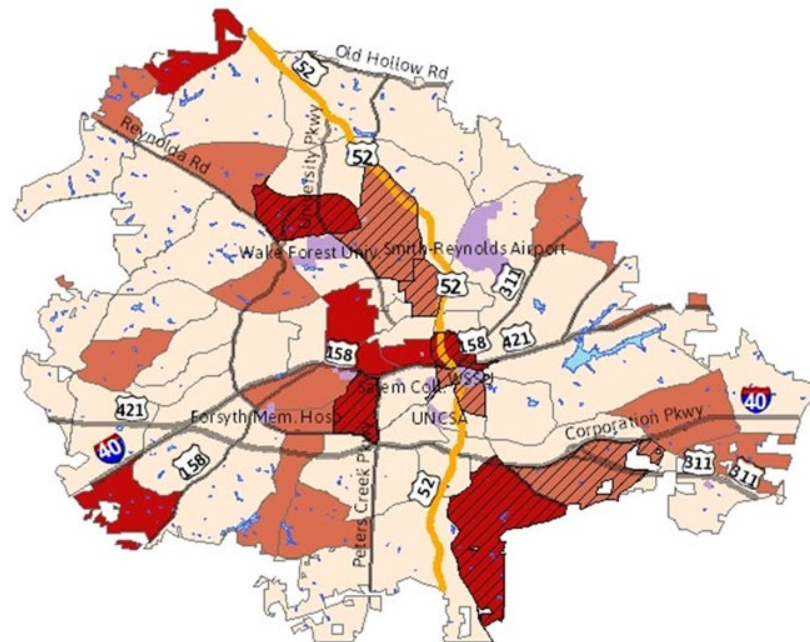


Swift neighborhood change puts some low-income residents at risk of displacement.

## Fast-Changing Winston-Salem Neighborhoods with Large Low Income Populations

**Indicators** –  
Neighborhoods changing faster than the city on these dimensions:

- Home prices or rents
- Household incomes
- Proportion with college degrees
- Proportion White



3 Indicators 4 Indicators Low Income or High Poverty

Source: U.S. Census 2013 & 2018 American Community Survey year estimates.



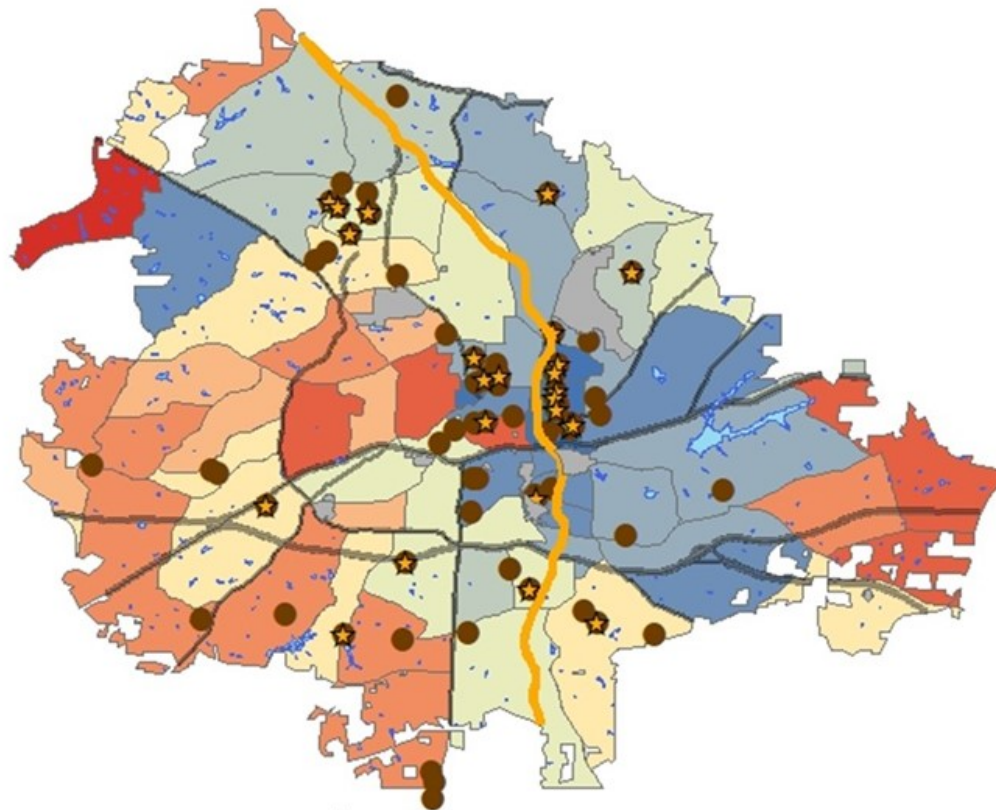
# Loss of Existing Units



## Some Affordable Units Are at Risk of Loss

### Subsidized Housing Locations and 2018 Median Rents by Census Tract

#### Median Rent



● Subsidized Housing ★ Affordability Period Expires by 2026

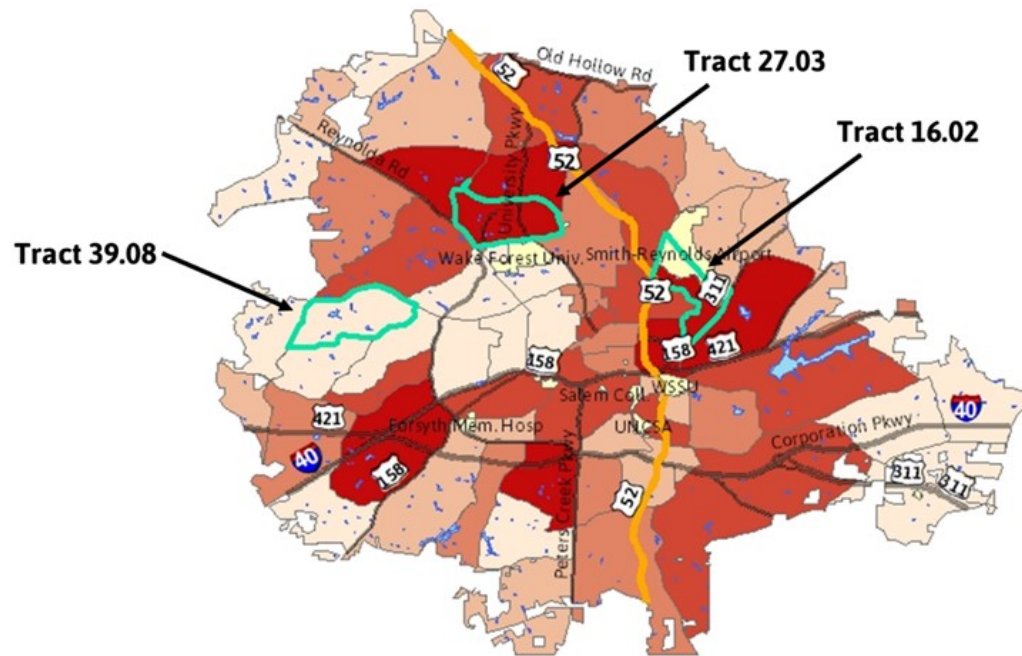


# Inclusive Community



We will all be better off if Winston -Salem can build a more inclusive community.

Number of Rental Units Affordable to Tenants Earning 50% of Area Median Income in 2018 by Census Tract









4 to 93 Units   94 – 212 Units   213 – 348 Units   349 – 530 Units   531 – 1105 Units





# Inclusive Community



	Predicted average annual income in adulthood of a child who grows up in a low-income household in this neighborhood:	Number of rental units affordable to households earning 50% of area median income:
<b>Census Tract 39.08</b> -- This tract is bounded by Robinhood Road to the north, Peace Haven Road to the east, Allistair Road to the south and Muddy Creek Greenway to the west.	 <b>\$45,000</b>	 <b>4 Units</b>
<b>Census Tract 27.02</b> -- This tract extends almost to Indiana Ave on the North, Cherry St on the east, Polo and Reynolda roads on the south, and Old Town Rd to the west.	 <b>\$24,000</b>	 <b>1,105 Units</b>
<b>Census Tract 26.02</b> -- This tract extends south from the airport to Cameron Ave, Attucks St, 26 <sup>th</sup> St, Liberty St and New Wackertown Road.	 <b>\$17,000</b>	 <b>613 Units</b>



# Next Steps



- ▶ Continued outreach and engagement on needs assessment and policy agenda, including:
  - Conducting Community Study Circles
  - Soliciting input from key stakeholders, including developers, nonprofits, landlords, tenants, neighborhood associations, city and county leaders, etc.
  - Developing mechanisms for broader public input
- ▶ Revise needs assessment based on input received.
- ▶ Conduct citywide housing condition assessment.
- ▶ Circulate draft Anti -Displacement and Inclusive Growth Agenda for review and revision.
- ▶ Develop implementable policy.



**GROUND  
ED  
SOLUTIONS  
NETWORK**

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strong communities  
from the ground up

Questions? Contact Matt Weber at  
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