



Portland Housing Bureau

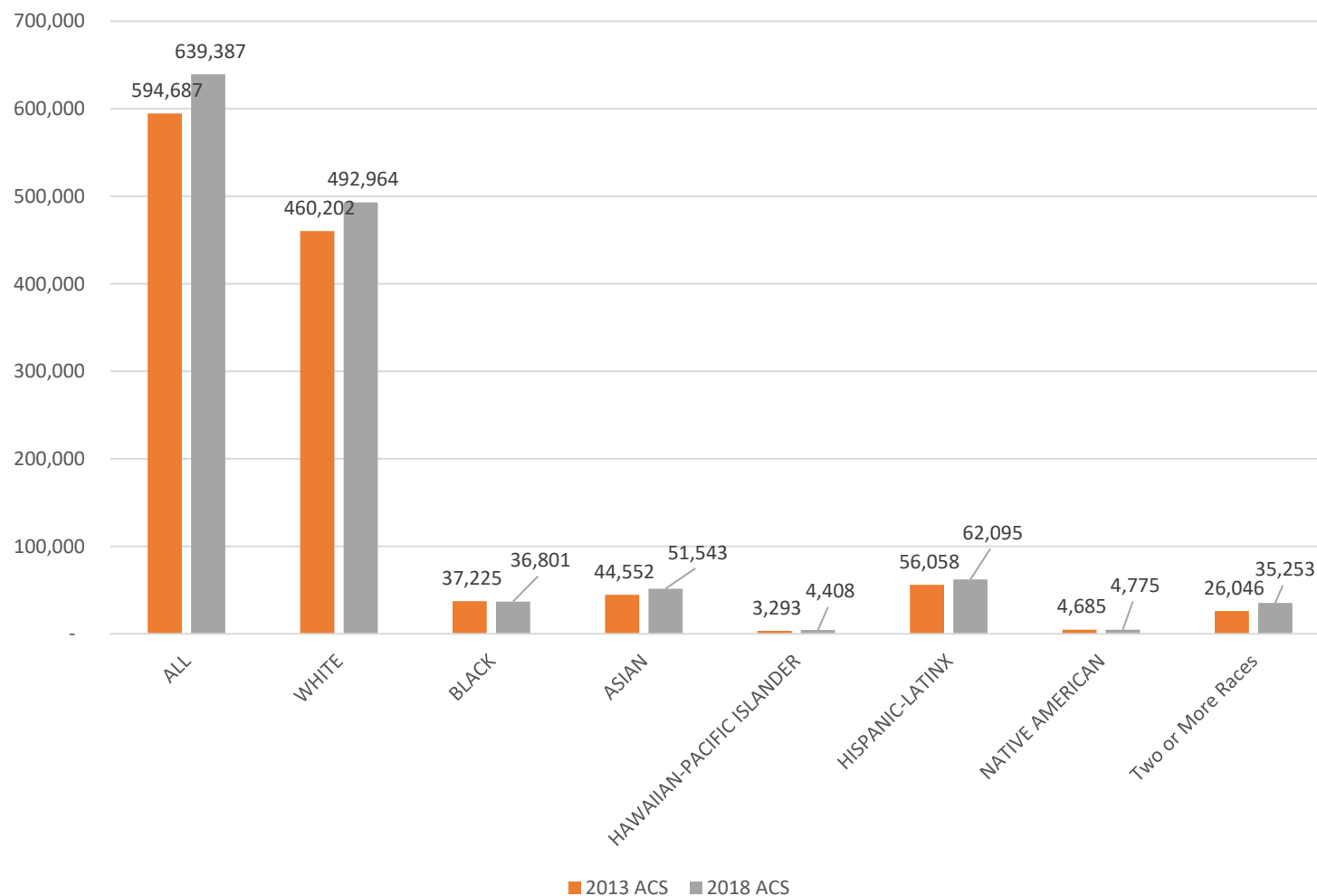
Demographic & Current Housing Market Trends

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Presentation to the PHB Fair Housing Advocacy Committee

February 9, 2021

Population by Race and Ethnicity



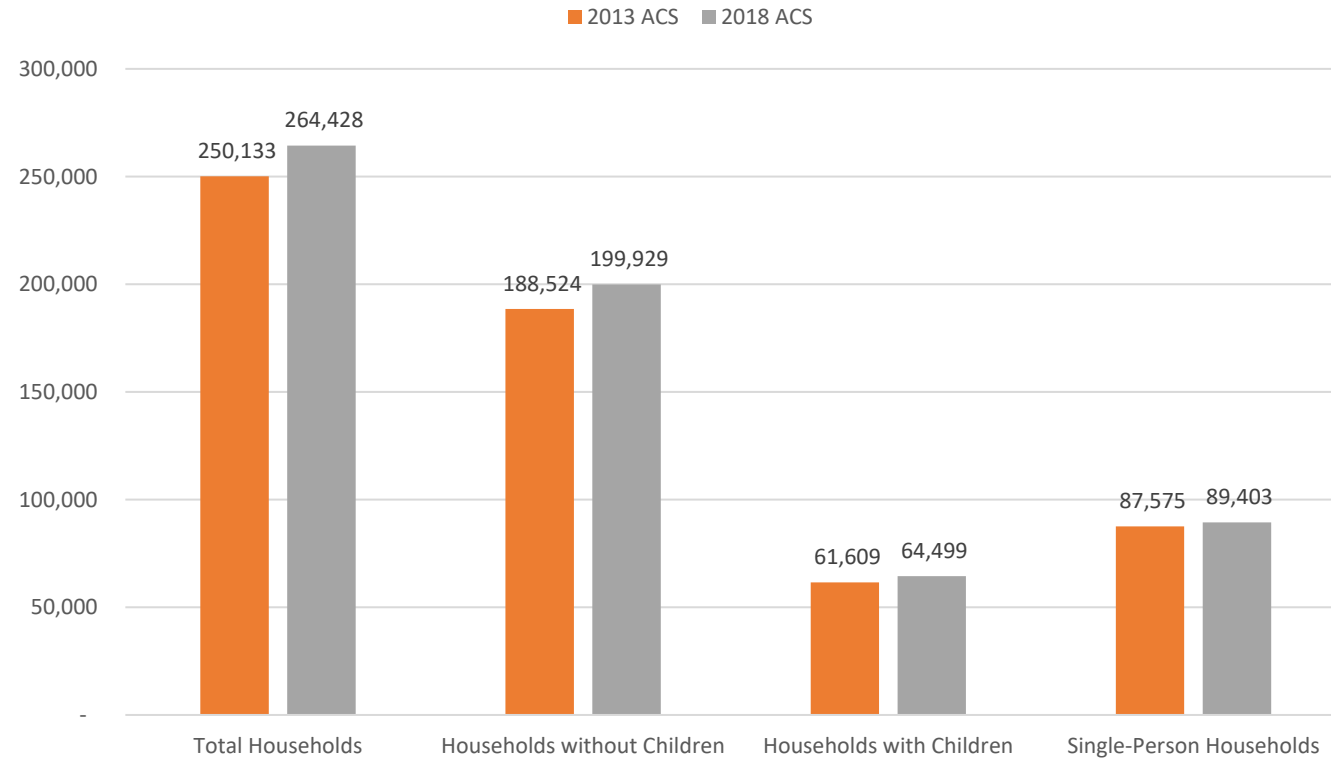
From 2013 – 2018, Population of the City of Portland grew by 7.5%

Significant Increase for White, Asian, Pacific Islander, Hispanic-Latinx

Not Significant Changes for Black or African American and Native American, the groups that tend to get under-counted. PHB tries to work with Community Validated Numbers.

Share of POC increased from 28 % to 29.5% - Significant Shift to Greater Diversity

Number of Households – City of Portland



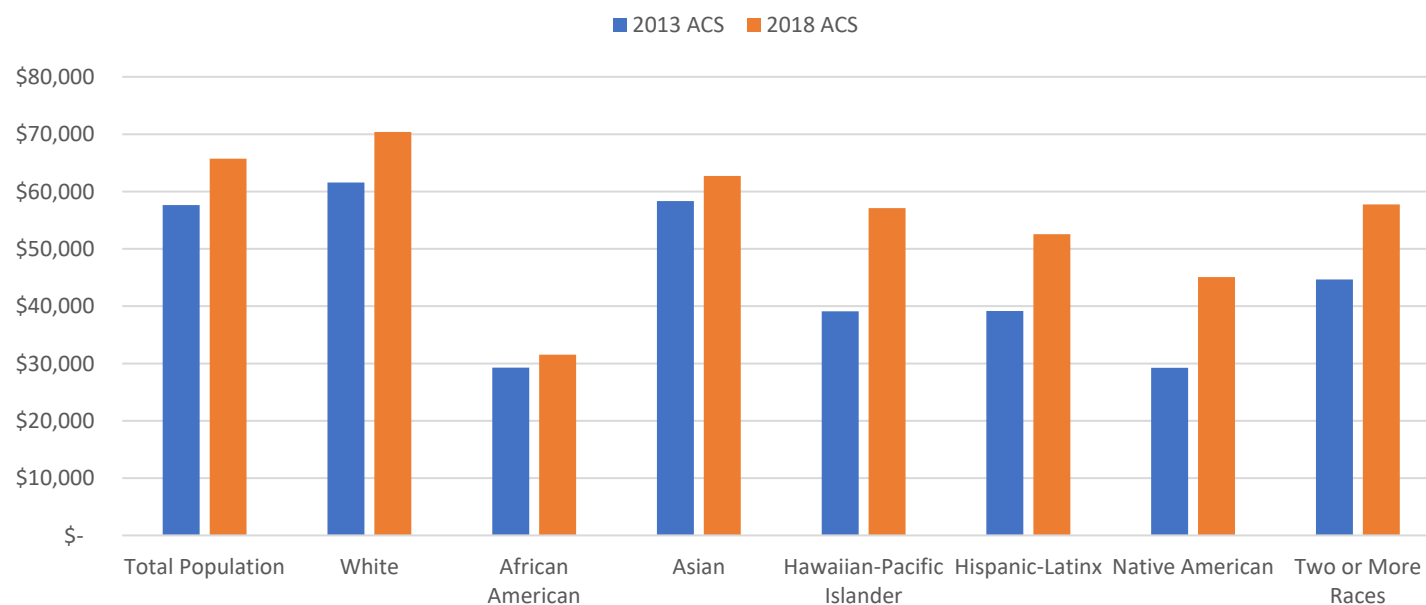
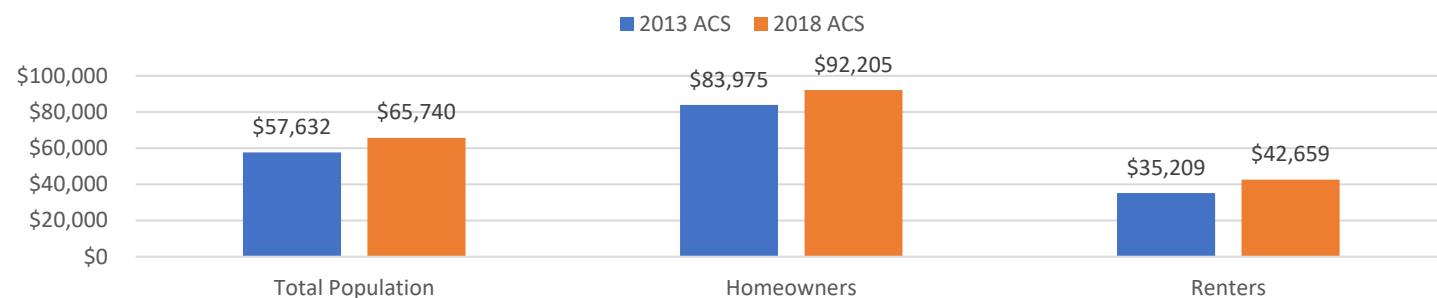
From 2013 – 2018, the Number of Households grew by 5.7%

Households without Children grew 6.0%

Households with Children by 4.7%

Single-Person Households – Major Component – grew by 2.1%

Income by Tenure, and Race & Ethnicity (in 2018\$)

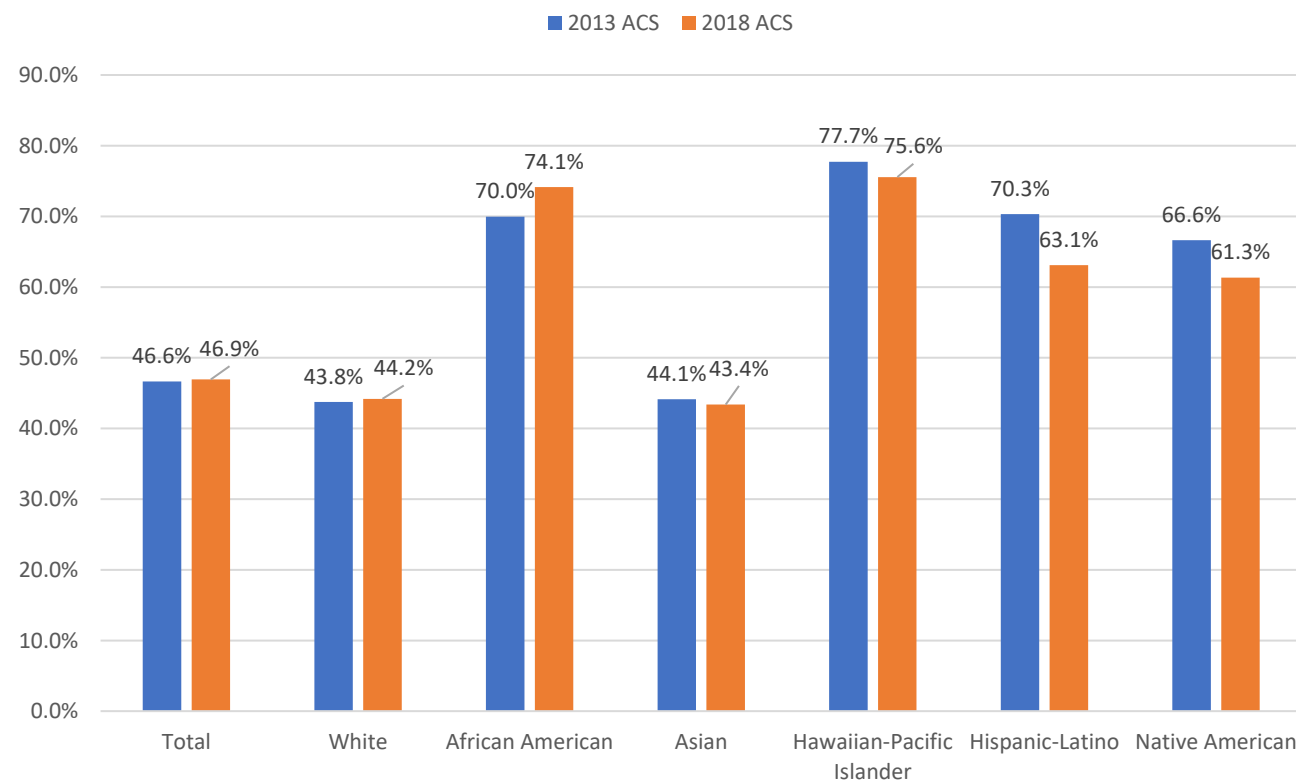


Significant increase in income occurred from 2013 to 2018.

Portland's wealth is still unevenly distributed and many of our historic residents are still struggling to make rent or to afford homeownership.

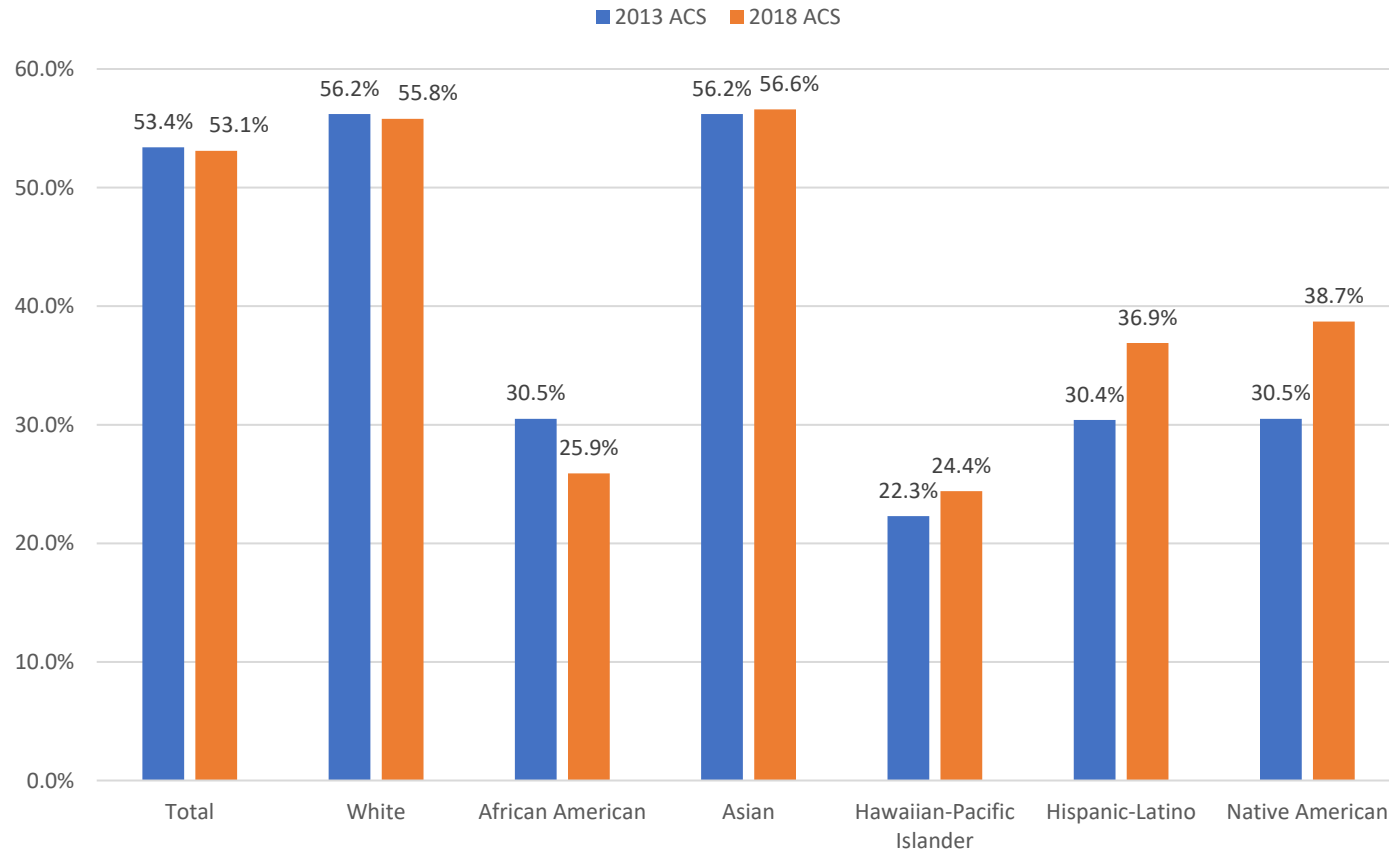
Homeowners are more than twice the renters when it comes to income. So is the difference between Whites and Communities of Color.

Rentership by Race and Ethnicity



Rentership Continues to Increase among African American, White, and Overall

Homeownership by Race and Ethnicity



Slight Decrease in Homeownership Overall, White and Black American

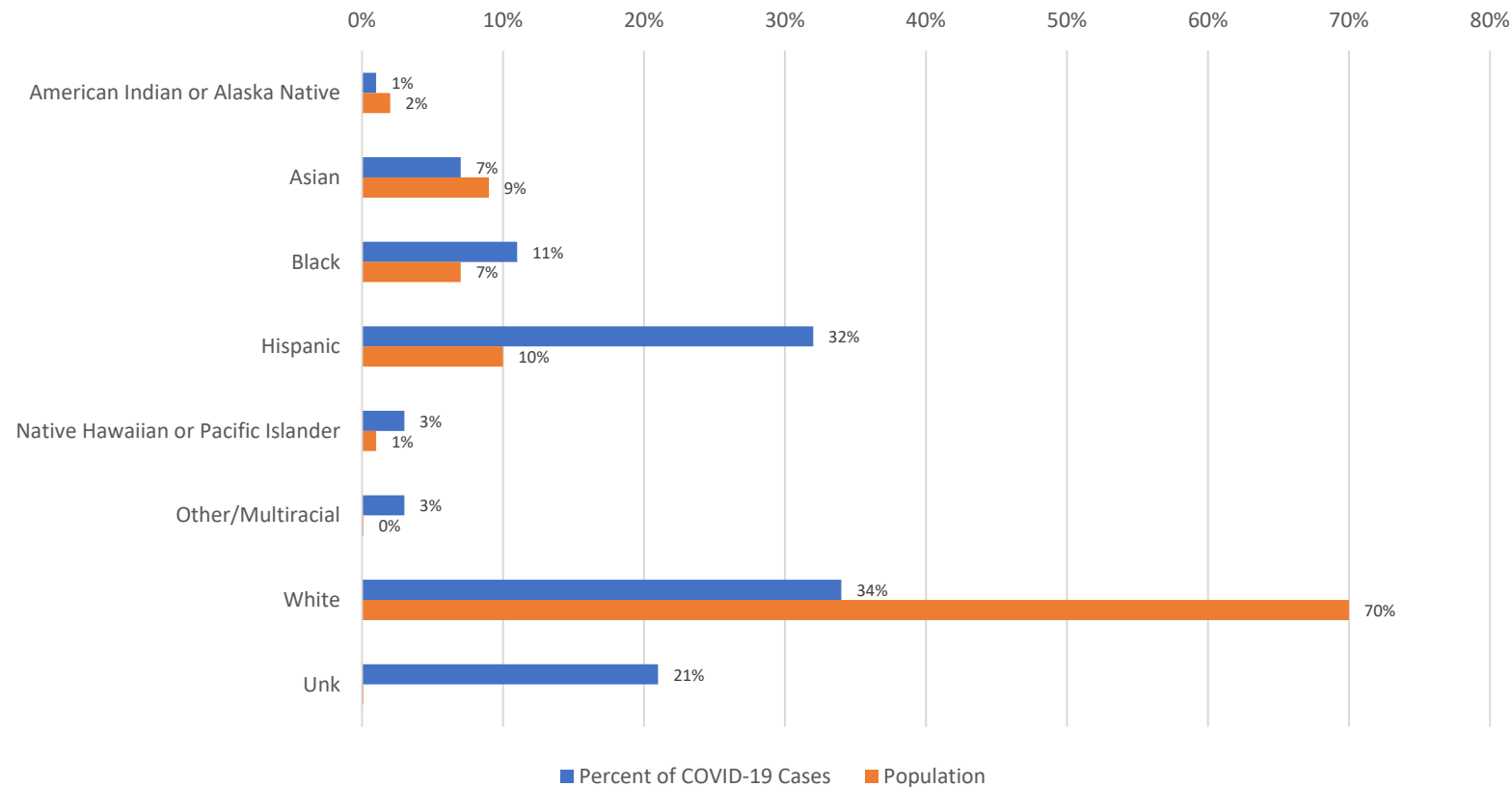
Increase for Asian, Hawaiian-Pacific Islander, Hispanic-Latinx, and Native American



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Current Housing Market Trends in Portland

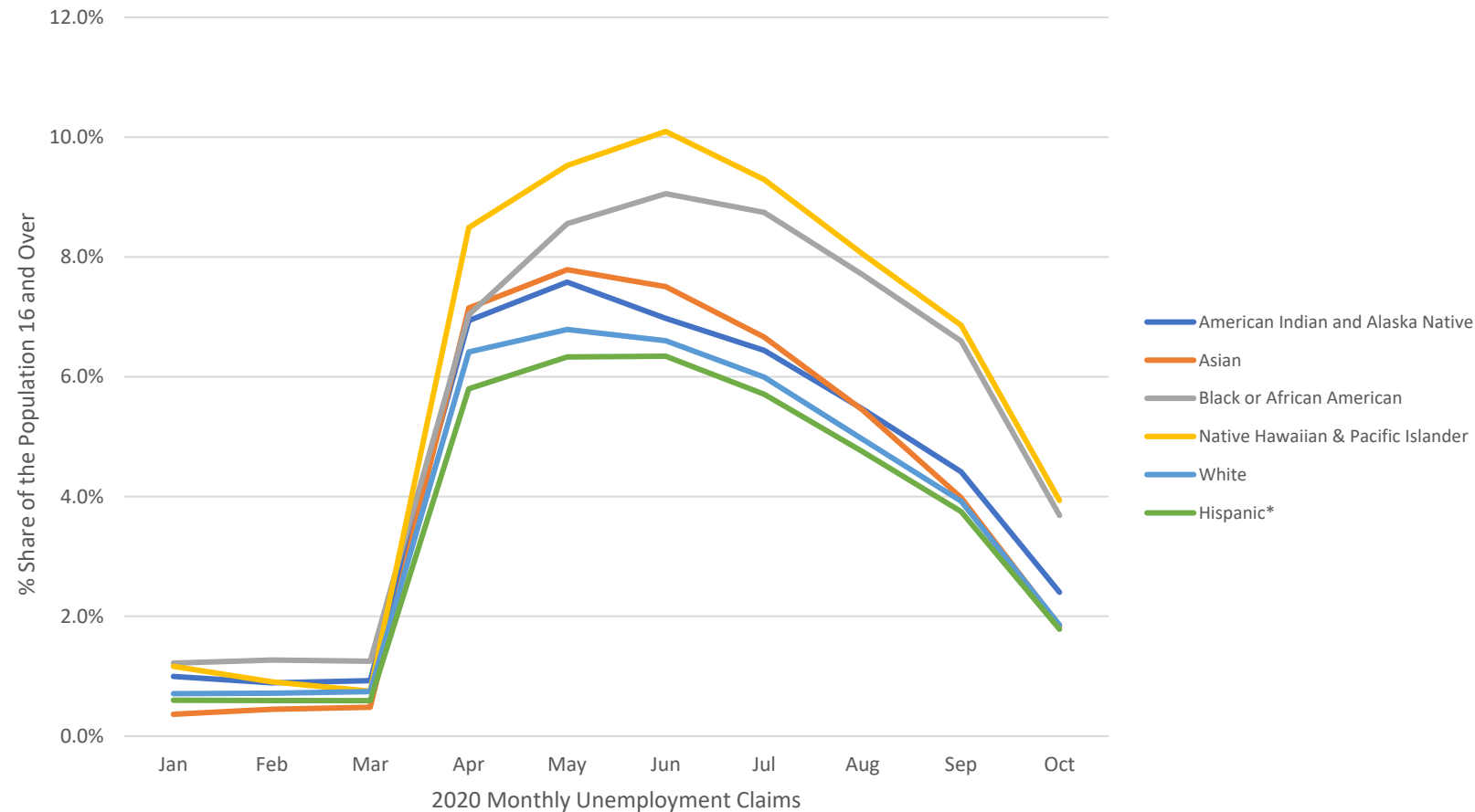
COVID-19 Impacts: Cases



COVID-19 has disproportionately impacted BIPOC communities

*Multnomah County – Regional COVID-19 Data Dashboard,
November 2020*

Share of Continuing Claims for Unemployment among Population 16 and Over (Multnomah County) *Source: Unemployment Claims Data, 2020*



Forced lockdown has led to loss in income resulting in a dramatic increase in unemployment or under employment for all Portlanders.

However, BIPOC folks were greatly affected because they tend to concentrate working in lower paying frontline and service-related industries.

Rental Housing Market

2020 has been a tough year for the rental housing market

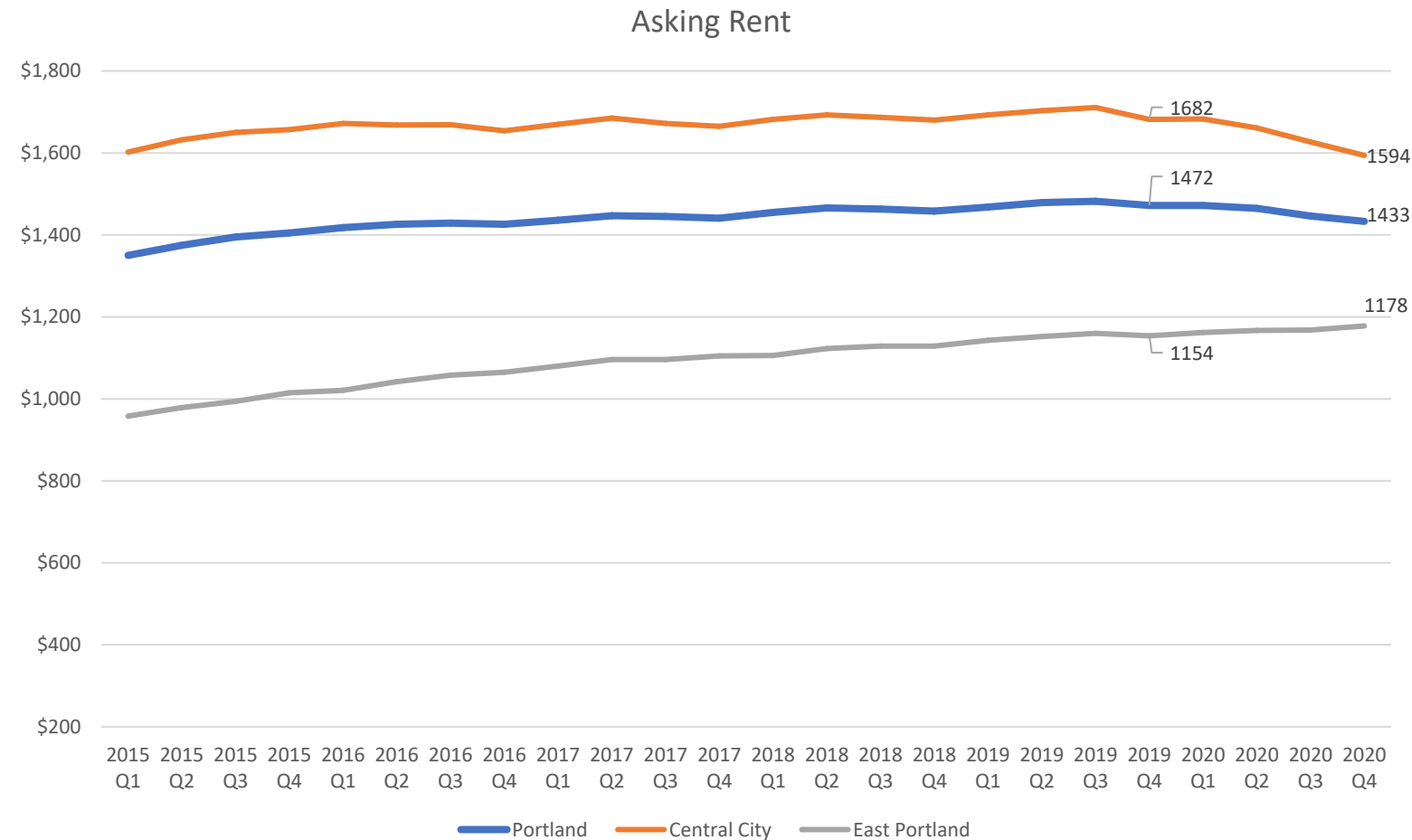
Prior to the outbreak, the Portland rental market was stabilizing in 2019 with many units coming in because of city and developer's earnest efforts.

Shift in Renters' Preference because of the COVID-19

After offices closed and many workers started working remotely, renters' preference seems to be shifting.

- Moving to bigger apartment units
- Moving to suburbs and neighboring cities
- Searching for less pricy apartments with more space and privacy
- Purchasing single family homes

City of Portland Asking Rent *Source: CoStar 2020*



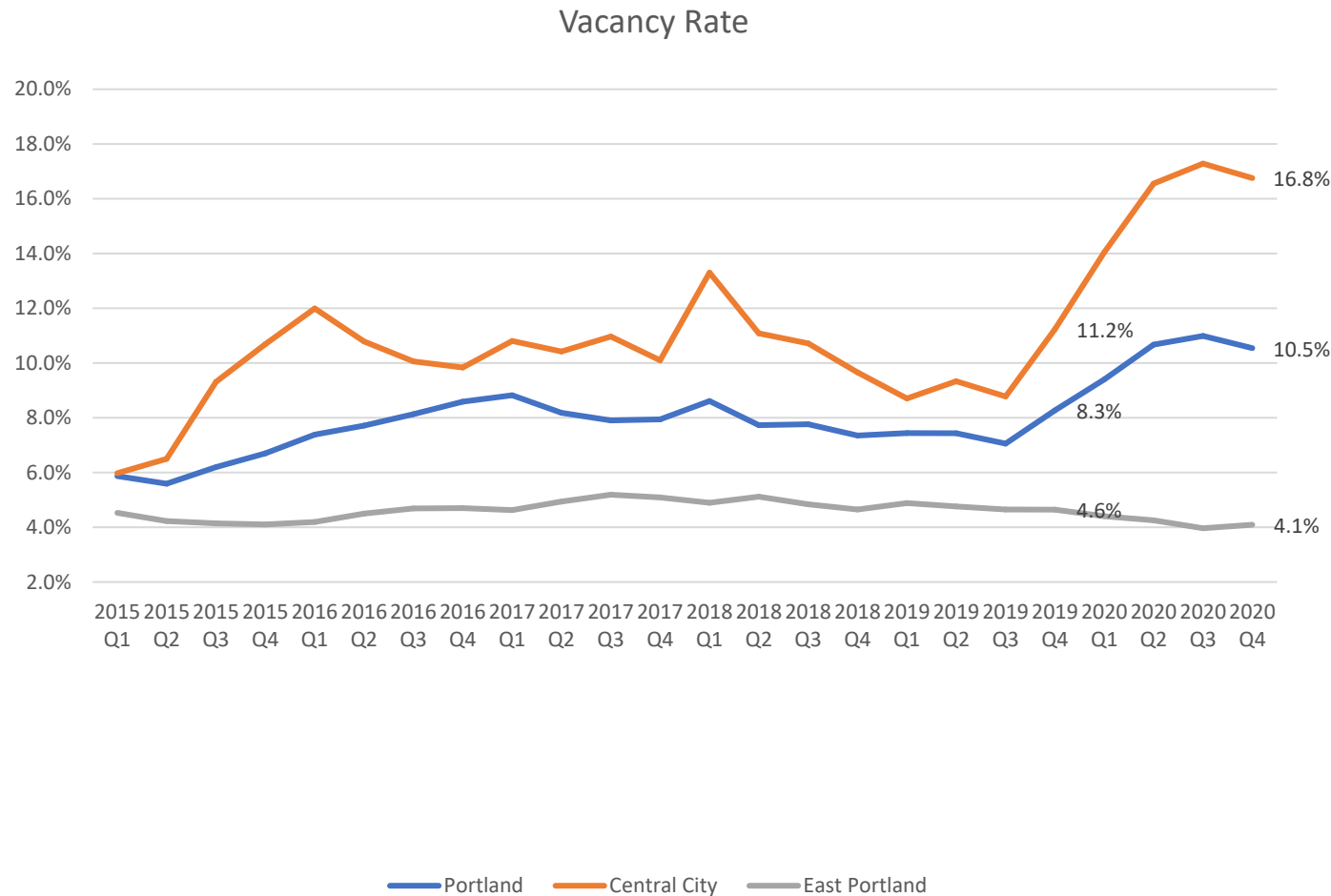
Because of the reduced apartment demand, there is subsequent rent decrease.

Portland (-2.6%)

Central City (-5.2%)

East Portland (+2.1%)

City of Portland Vacancy Rate *Source: CoStar 2020*



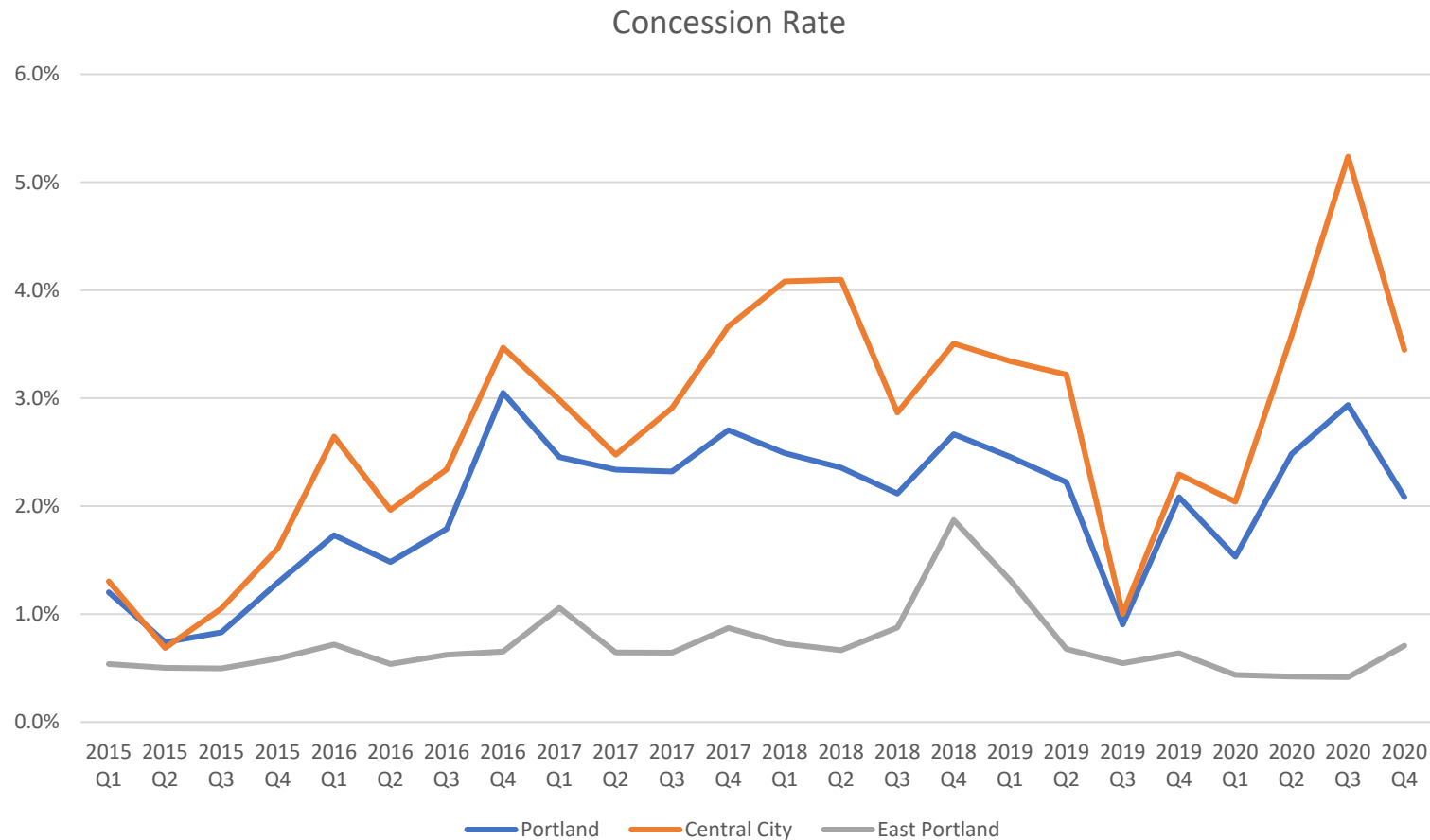
Continued trend of declining rents and increasing vacancies

In Portland, vacancy increased by 2.2% in Dec 2020 compared to Dec 2019

More in Central City (5.6%)

Steady in East Portland (-0.5%)

City of Portland Concession Rate

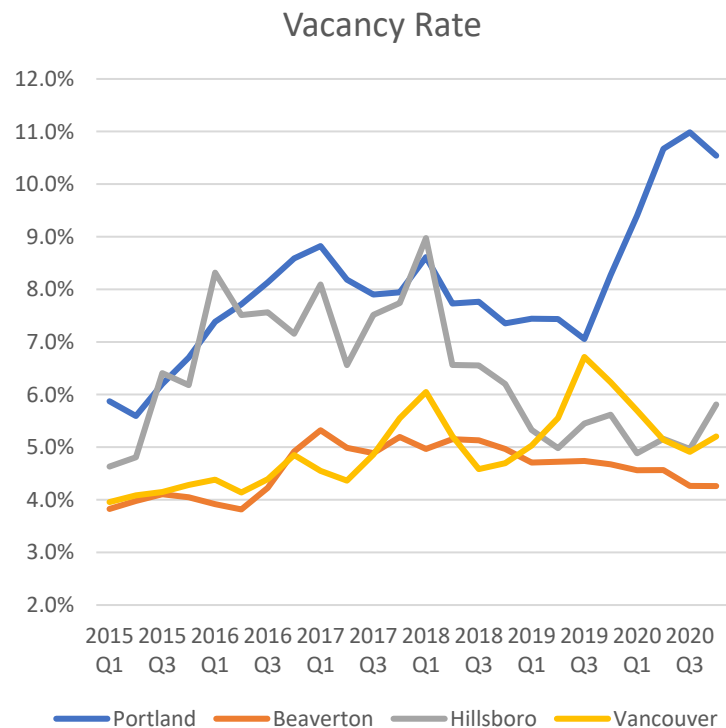
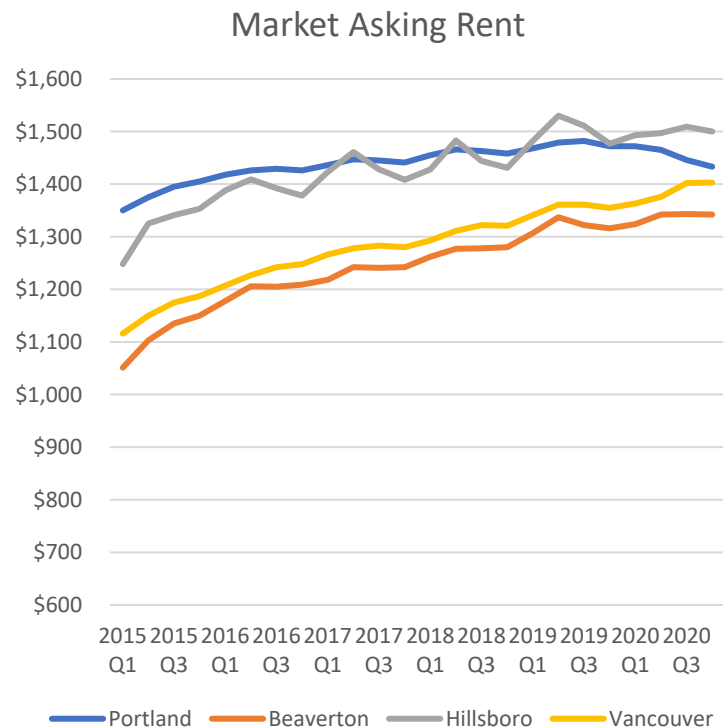


- Increased vacancies are reflected in rent concessions. East Portland and other Suburban apartment properties offer small or no concessions, while concessions in the Central City have increased each quarter of 2020.
- Downtown multifamily landlords have slashed rents by 7% since March. (CoStar 2020)

Rent Non-Payment or Deferrals

- Comparable to national trend
- Non-payment rates have been holding at 12 to 15% since the May of 2020
- Rent arrears per month to be between \$20 - \$25 Million (PHB Estimates)

Vacancy Rate and Market Asking Rent in Portland Compared to Neighboring Cities

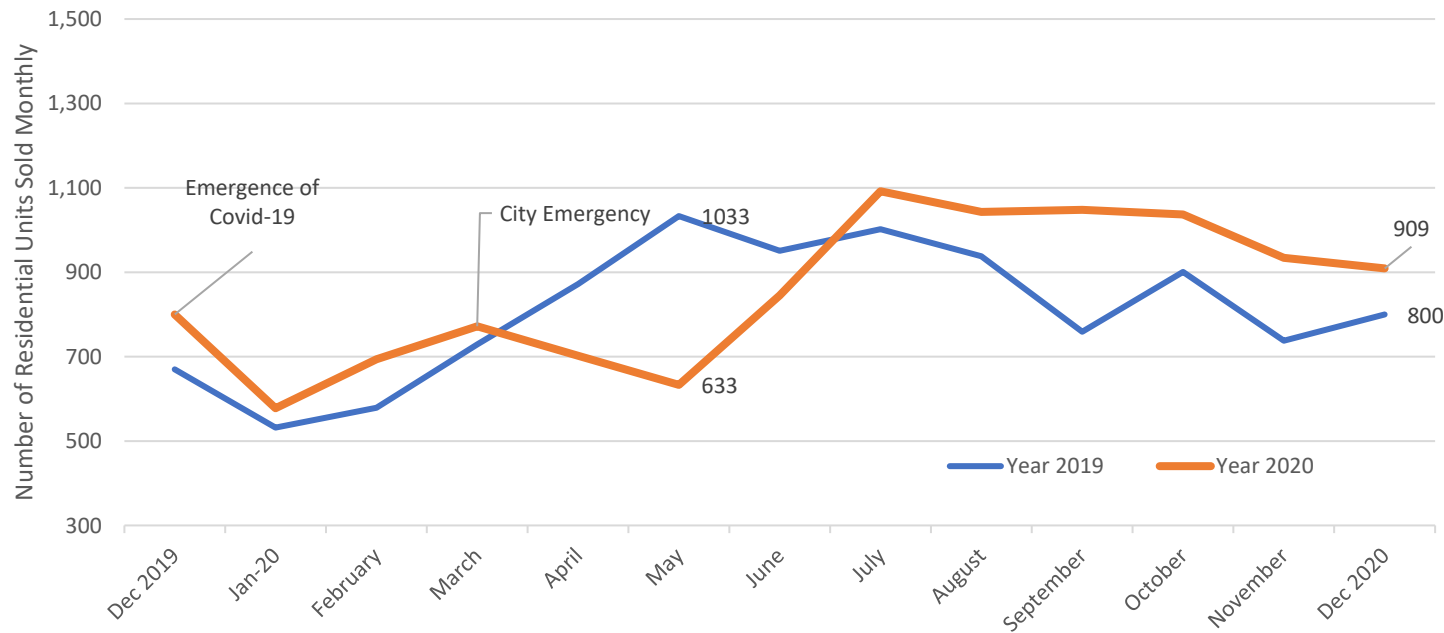


- People Moving to Suburbs?
- Suburbs see rising demand while CBDs continue to struggle to fill units

Homeownership Market

- **Homeownership market stronger before COVID-19 and remains strong**
- **Low interest rate, pent-up demand, and low inventory**
- **Now, increased preference for non-apartment units with space for work and distance**

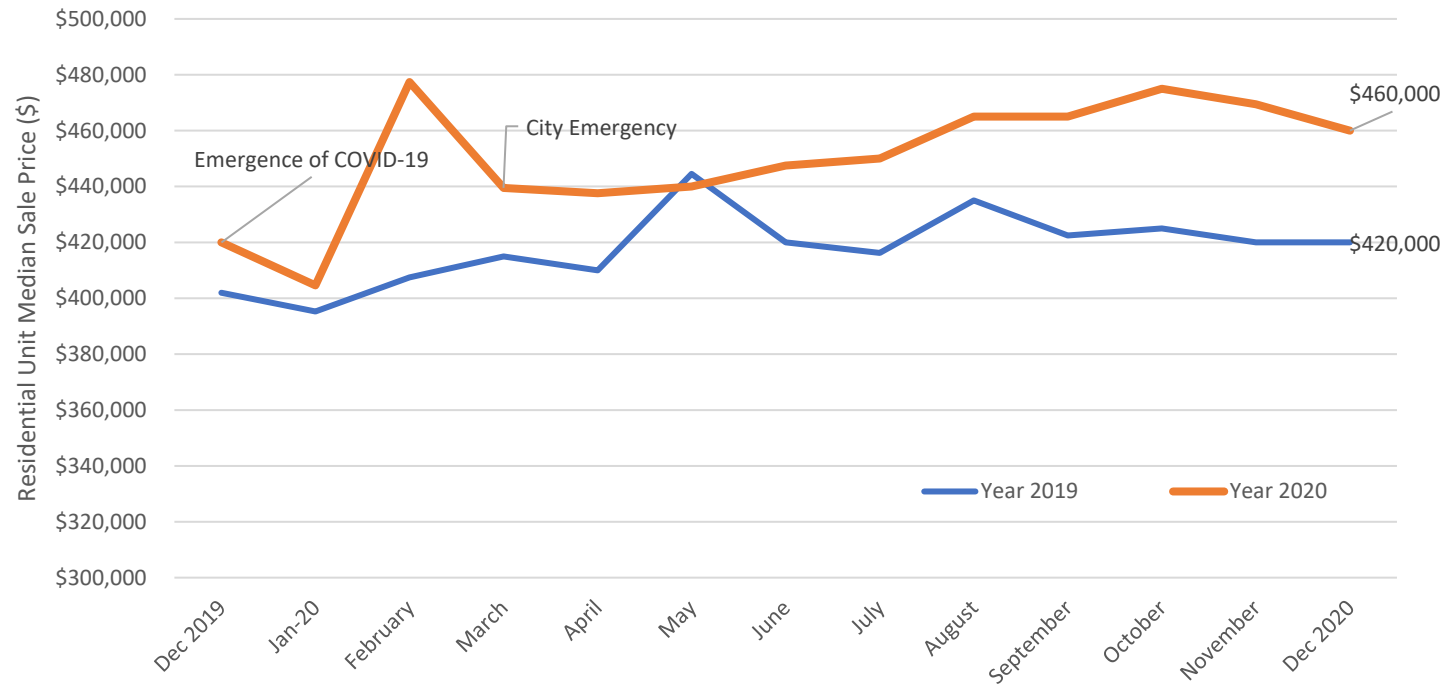
Portland: Residential Home Sales *Source: RMLS 2020*



- In December 2020, 909 units were sold much higher than 800 units in December 2019 before pandemic

Portland Residential Home Sale Price

Source: RMLS 2020



- The median home sales price has been consistently higher in 2020 compared to the same period in 2019 except for a slight dip in May.

What Next?

- Market and overall economy
- Government Policies and Action
 - Eviction Prevention, Rent Arrear Payment Arrangements
 - Foreclosure Prevention and Forbearance Plans
- Federal, State and Local Coordination



Portland Housing Bureau

Mayor Ted Wheeler • Director Shannon Callahan

DATA => Decisions => Action => CHANGE

Questions/Comments
Thank you!