



City of Perry

Housing Needs Assessment

2022

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Housing Needs Assessment Strategy Committee

| | |
|---------------------|--|
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| John Andorf | Perry City Council |
| Dr. Randy McCaulley | Perry City Council |
| Lynn Ubben | Perry Community School District |
| Bill Clark | Perry Industries, Perry Economic Development |
| Bob Nevitt | Nevitt Real Estate |
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| Kevin Wicks | Resident of Perry |
| Tony Sweet | Tyson Foods |
| Eddie Diaz | St. Patrick's Principal |
| Ruben Gonzolez | Local Realtor |
| Maritza Alarcon | Perry Water Works |
| Steve Tibbles | City of Perry Building Official/Compliance Officer |
| Matt May | Hy-Vee Store Director |
| Ned Menke | Perry Community School District |
| Joel Martin | Perry Elementary Associate Principal |
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Executive Summary

The City of Perry determined there was a need for a deeper look into the housing within the city. Region XII Council of Governments was chosen to work alongside the city to develop a housing needs assessment. This assessment will take a look deeper into background data, to analyze changes which could be either harming or encouraging change. This data will then be used to make decisions with all the information possible.



The diverse and growing population of Perry requires a more diverse housing stock than that of which is presently available to the population. This historic city, established in 1869, has many social, cultural, recreational and educational, as well as many other, opportunities to offer those who live and work in the city. Being located 25 miles from the Des Moines metro, Perry offers the small town Iowa feel close enough to the metro for people to commute. Being able to understand the wants and needs of commuters would allow for Perry to cater to these needs and then advertise the amenities it has to offer.

Through meetings, research, surveys and public participation, Region XII has developed an in depth analysis of Perry’s housing stock and the problems the city is facing in regards to housing. After determining the concerns of the city, Region XII has made recommendations and suggested programs which would benefit the housing stock in Perry.

Since 2010, Perry’s population has increased 16 percent to 8,089 in 2015. The city’s population is comprised of 61.93 percent white, 1.5 percent

black or African American, 1.53 percent Asian, 0.1 percent American Indian or Native Alaskan, 33.75 percent Hispanic or Latino of any race, and 1.19 percent two or more races.

Perry has a larger percentage of residents who’s highest level of education is high school or the equivalent compared to both Dallas County and the State of Iowa. The city’s large number of manufacturing and service positions often depend on reliability and work ethic over educational experiences. The unemployment rate has decreased by from 7.7 percent in 2013 to 3.4 percent in 2014. This decrease in unemployment was experienced while the laborforce increased in size by two percent. Tyson, the city’s largest employer, employs over 1,200 workers from Perry and the surrounding areas. In 2014, 20 percent of the city’s population lived and worked within the city, while 80 percent lived within the city and traveled elsewhere for work.

The city’s housing stock is made up of 3,180 units located within 2,379 structures. Perry has a median housing value of \$84,900, with values ranging from \$5,000 to over \$145,000. Dallas County has a median housing value of \$184,400 which is over double Perry’s median housing value. Since 2010, there has been a 6 percent increase in homeownership. In 2014, 66 percent of Perry residents owned their homes, while 34 percent rented. Those who rented, on average paid \$635 per month before utilities on rent.

| | |
|-------------------------|----------|
| Population | 7,986 |
| Housing Units | 3,180 |
| Median Household Income | \$45,691 |
| Median Housing Value | \$84,900 |
| Unemployment Rate | 3.4% |

The median household income in Perry has increased to \$45,691 in 2014. This increase in household income was experienced during the same time the city was experiencing an increase in the average household size in both owner and renter occupied housing. So although the median household income has risen, generally, there are more people living in each household. Although there has been a rise in median household income, and a decrease in unemployment, an estimated 14 percent of Perry's population, in 2014, was living at or below the poverty level.



A strengths, weaknesses, opportunities, and threats (SWOT) analysis was completed with the results showing that although there is room for improvement in the city's housing stock, there are some areas that the city is doing well. The city's government, diversity, tourist attractions, and readiness to expand are noted as some of the city's strengths. The city's housing stock experiences a large number of weaknesses. There is a lack of quality inventory for the upper and middle classes to purchase. There are a number of both owner-occupied and renter-occupied units throughout the city which have fallen into disrepair and need action taken to remedy the problem. In recent years, there have been few new homes being built, which is leading the housing stock to age quickly. The city's opportunities come from attracting new businesses to the area, as well as capitalizing on the current tourist attractions within the city. The available lots present opportunities for new housing developments. The city's aging housing stock as well as slum rental properties pose major threats to the city's housing.

The goals set forth in this document will help guide Perry towards further developing and enhancing its housing stock. These goals which were developed through meetings with local stakeholders are:

- Improve the owner-occupied housing stock
- Increase homeownership
- Improve the renter-occupied housing stock
- Promote Perry

The action plan for these goals on page 36 describes these goals, as well as the actions necessary to accomplish them.

This document strives to provide a strategy to address the weaknesses and build on the city's strengths to improve the housing stock.



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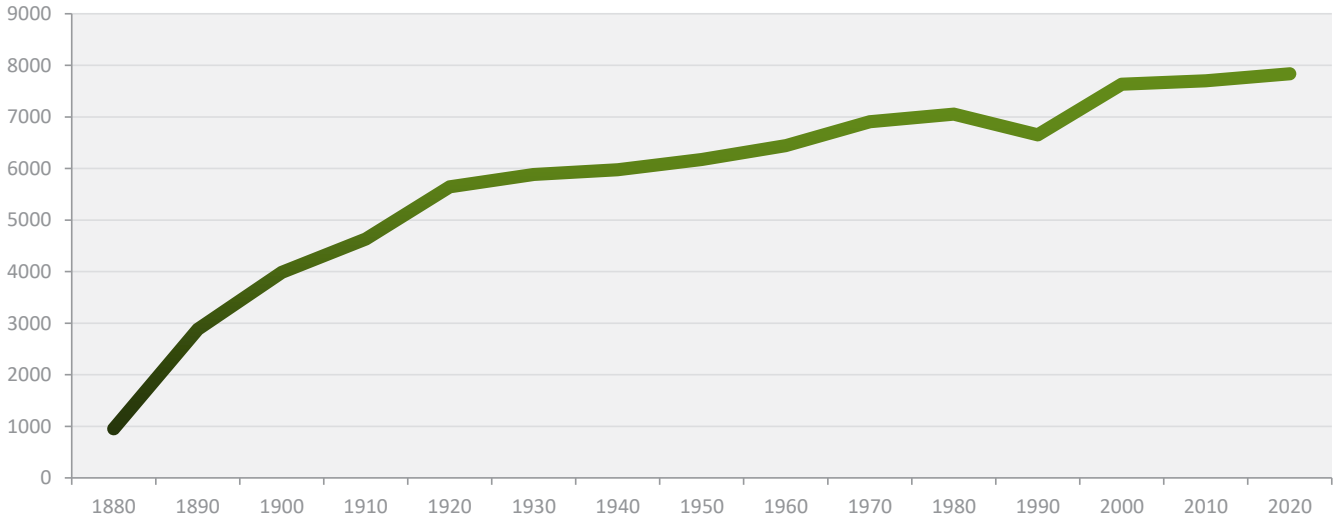


Background

POPULATION

Since 1990, Perry’s population has increased from 6,652 to 7,836 in 2020, a 17 percent increase. The city’s population is expected to continue to grow. By 2030, the City of Perry is expected to grow to 8,800 residents. Currently, the population of Perry accounts for 7.8 percent of Dallas County’s total population.

Figure 1: City of Perry Population, 1880-2020



Source: U.S. Census Bureau

Although the population is on the rise, Perry, like many smaller Iowa cities, is experiencing a decline in the population aged 10-19 and 20-34 which is shown below. Numbers of young adults leaving their hometown in search of higher education continue to grow. This phenomenon has been coined a “brain drain”. After these students have received the level of education they desired, they search for employment, and many times end up in larger metro areas because of the higher wages, and various opportunities available. The chart shows that a number of these students have moved back between the ages of 20-34, but a larger majority moves back between the ages of 35-54. This demographic is moving back when they are looking to settle down and start families. Since 2010, there has been a steady decline of percentage of residents aged 65-85, but an increase in the 55-64 and 85 and over ranges.

Table 1: Population by Age

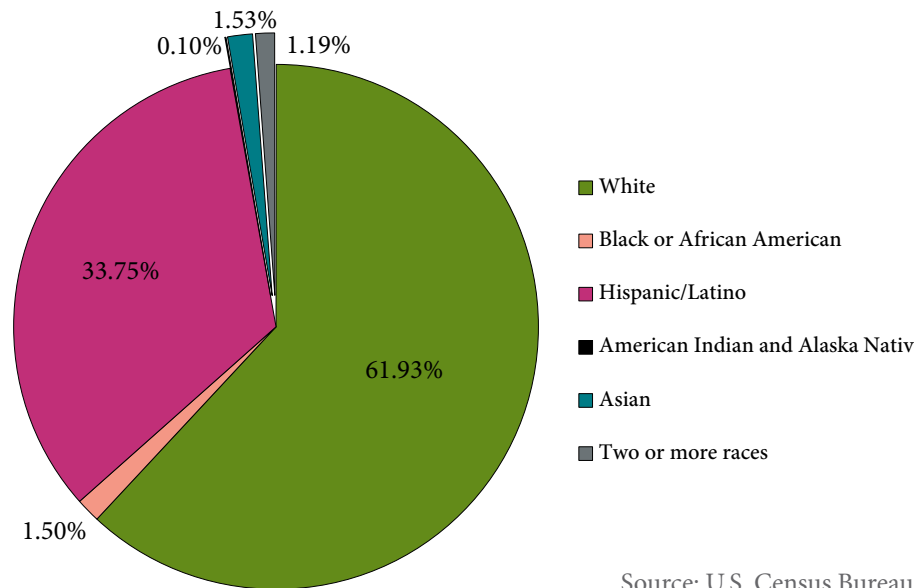
| | Perry 2010 | Perry 2011 | Perry 2012 | Perry 2013 | Perry 2014 |
|-------------|------------|------------|------------|------------|------------|
| 9 and under | 16.32% | 15.89% | 16.36% | 17.63% | 17.57% |
| 10 to 19 | 15.08% | 14.53% | 15.46% | 12.85% | 13.41% |
| 20 to 34 | 20.72% | 20.47% | 21.97% | 20.55% | 20.09% |
| 35 to 54 | 26.47% | 25.53% | 23.31% | 24.79% | 26.03% |
| 55 to 64 | 6.21% | 7.71% | 8.46% | 9.93% | 9.39% |
| 65 to 84 | 12.54% | 13.26% | 11.22% | 11.09% | 10.22% |
| 85 and over | 2.67% | 2.62% | 3.22% | 3.16% | 3.29% |

| | Iowa 2010 | Iowa 2011 | Iowa 2012 | Iowa 2013 | Iowa 2014 |
|-------------|-----------|-----------|-----------|-----------|-----------|
| 9 and under | 13.13% | 13.13% | 13.11% | 13.05% | 13.01% |
| 10 to 19 | 13.92% | 13.88% | 13.74% | 13.65% | 13.55% |
| 20 to 34 | 19.39% | 19.45% | 19.63% | 19.74% | 19.86% |
| 35 to 54 | 27.17% | 26.73% | 26.30% | 25.90% | 25.53% |
| 55 to 64 | 11.58% | 11.96% | 12.27% | 12.58% | 12.80% |
| 65 to 84 | 12.44% | 12.45% | 12.52% | 12.61% | 12.79% |
| 85 and over | 2.36% | 2.40% | 2.42% | 2.47% | 2.48% |

Perry and the State of Iowa’s populations are broken down by age in Table 1 on the right. While the changes in population seem large, it is important to note that the county and state as a whole are facing a large number of the same changes.

Source: U.S. Census Bureau

Figure 2: Racial Breakdown of Perry's Population, 2014



RACE

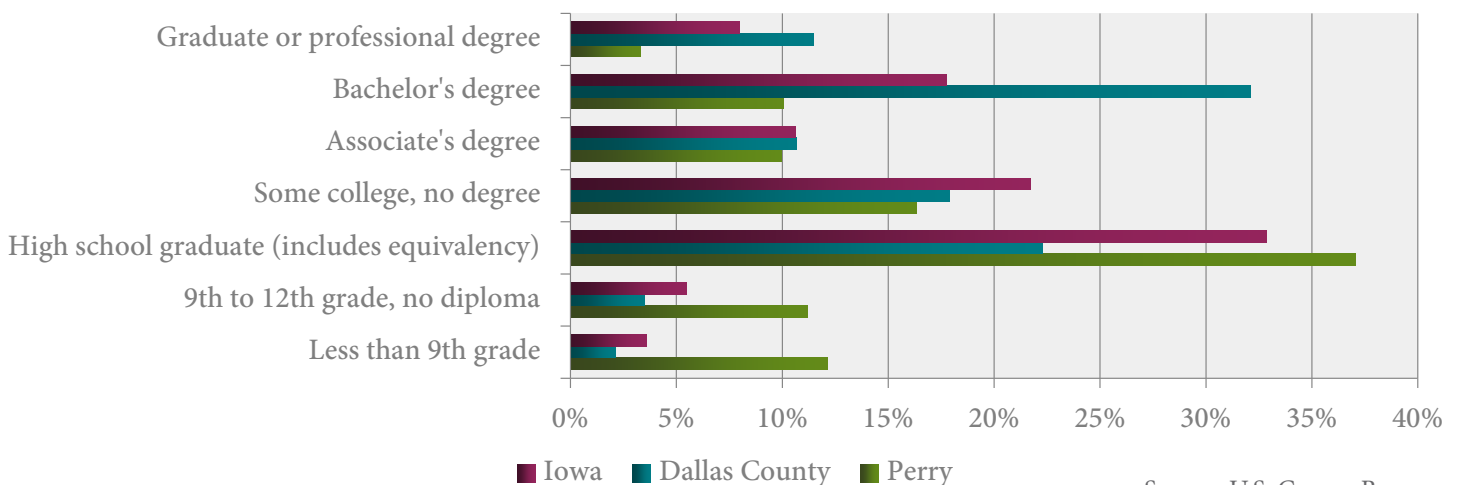
Currently, 61.93 percent of the city's population is white, 1.5 percent is black or African American, 33.75 percent are Hispanic/Latino of any race, 0.1 percent are American Indian or Native Alaskan, 1.53 percent are Asian, and 1.19 percent is two or more races. Population changes since the 2010 census, have decreased the white population by nearly 11 percent. During this same time period the Hispanic/Latino population has grown by over 9 percent. This increase has led Perry to have a larger percentage of Hispanic/Latinos (61.39%) than Dallas county as a whole (6.2%).

EDUCATIONAL ATTAINMENT

The educational attainment of the workforce is an increasingly important item of consideration. Figure 3 compares the highest level of educational attainment for the population above the age of 25 in Perry with Dallas County and Iowa from the 2014 American Community Survey.

Over 37 percent of Perry's population aged 25 and over has obtained a high school diploma or GED as their highest form of education compared to Dallas County's 22 percent. This is supported by the number of manufacturing, food processing, and service positions that often are more reliant on reliability and work ethic than educational experiences.

Figure 3: Educational Attainment, Age 25 and over



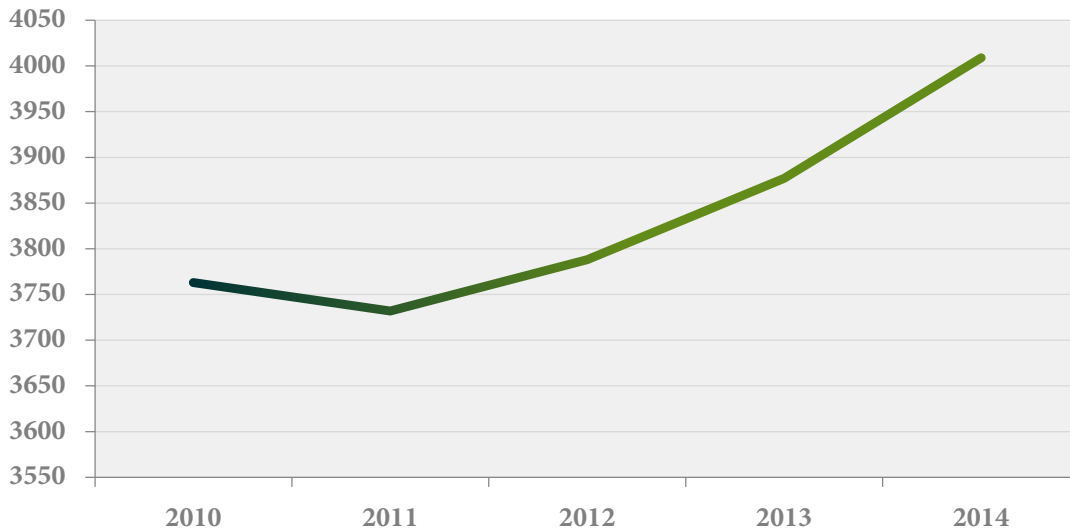
LABORFORCE

Perry's unemployment rate in 2015 was 3.4 percent, a 4.3 percent decrease from 2013 (7.7 percent). During this same time frame, the city saw the number of workers in the labor force increase by 2 percent. This increase led to 65 percent of the population being employed. Table 2 on the next page shows Perry's unemployment rate since 2010 compared to Dallas County and Iowa. From 2010 to 2013, Perry had a considerably higher rate of unemployment compared to both Dallas County and Iowa. When the city's unemployment rate was decreasing, the city's laborforce was increasing in size. Figure 3 shows that the laborforce has increased by 246 people since 2010.

Almost 30 percent of the city's population works in production, transportation and material moving occupations. The average yearly salary for these positions is \$28,066. Sales/office positions and management/business occupations both employ around 22 percent of the population, but management positions average salary, \$34,018, is over double of what sales positions average, \$15,917. A complete breakdown of Perry's population by occupation can be found in figure 4 below comparing the city to Dallas County and Iowa.

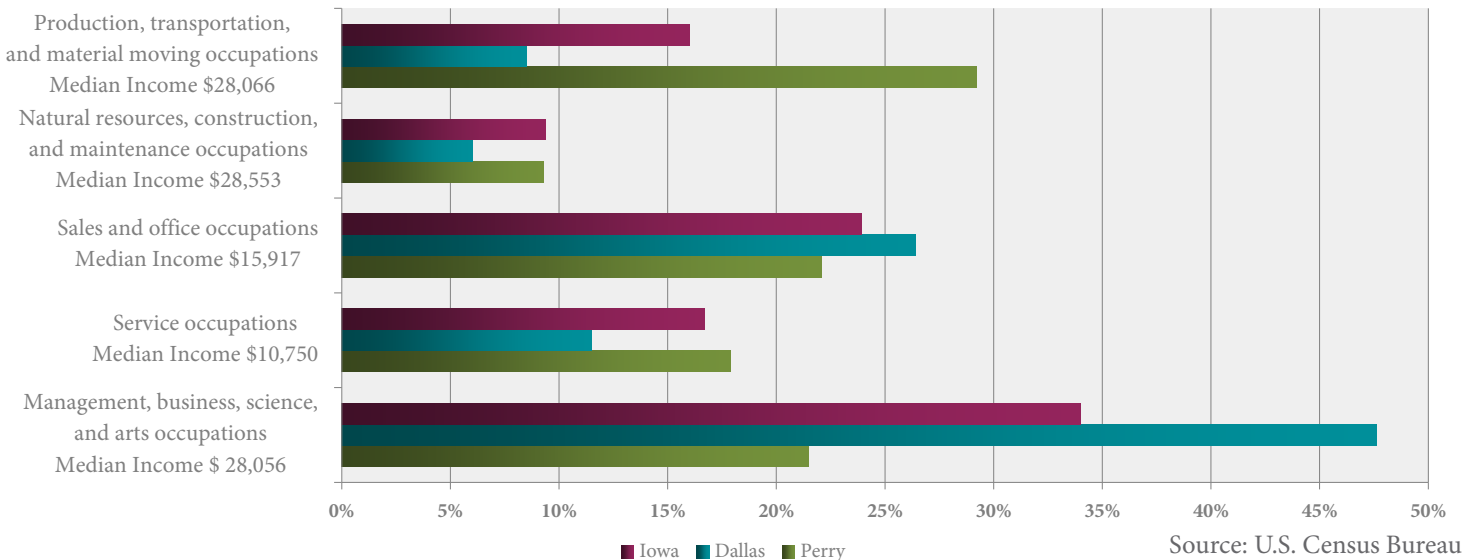
Tyson Foods, located just outside Perry city limits, employs over 1,200 workers from Perry and surrounding cities and is the largest employer in the city. Dallas County Hospital is the second largest employer with 120 employees.

Figure 4: Laborforce, 2014



Source: U.S. Bureau of Labor Statistics

Figure 5: Occupation by Industry, 2014



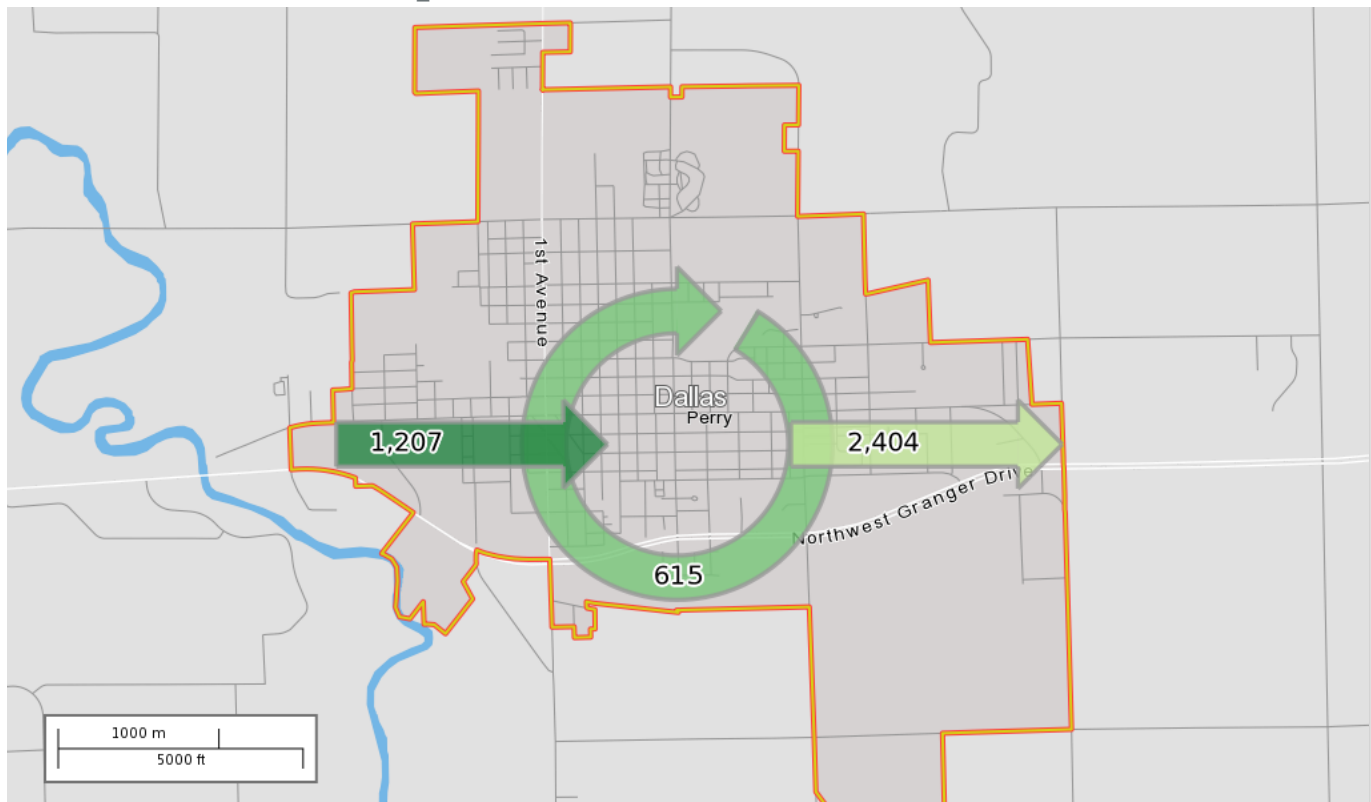
Source: U.S. Census Bureau

Table 2: Unemployment Rate

| | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 |
|----------------------|-------------|--------------|-------------|-------------|-------------|-------------|
| Perry | 9.8% | 10.5% | 8.4% | 7.7% | 4.4% | 3.4% |
| Dallas County | 4.2% | 4.1% | 3.8% | 3.4% | 3.1% | 2.7% |
| Iowa | 6.1% | 5.5% | 5.0% | 4.8% | 4.4% | 3.8% |

A survey completed by the United States Census Bureau in 2014 found 33.75 percent of the population lives and works within Perry city limits. The remainder of the city’s employment positions are filled by those who live outside the city (1,207 people or 66.25 percent) Of working Perry residents, 79.62 percent travel outside the city for employment. This number is an increase from 78 percent in 2010. This means the city loses 1,197 workers to other cities. If more positions were made available within the city, it is possible more Perry residents would choose to live and work within the city. A map of this survey can be found below. A table of the survey results can be found on the next page.

Map 1: Inflow/Outflow of Laborforce



Source: U.S. Census Bureau, On the Map Application, Origin-Destination Employment Statistics, 2014

Map Legend

Inflow/Outflow

- ◆ Employed and Live in Selection Area
 - ◆ Employed in Selection Area, Live Outside
 - ◆ Live in Selection Area, Employed Outside
- Note: Overlay arrows do not indicate directionality of worker flow between home and employment locations.

Table 3: Perry Workers by Area

| | # Work in Perry | % Work in Perry | # Work outside Perry | % Work outside Perry |
|-------------------------------|-----------------|-----------------|----------------------|----------------------|
| Live in Perry | 615 | 33.75% | 2404 | 79.62% |
| Live Outside Perry | 1207 | 66.25% | | |
| Total Workers in Perry | 1822 | 100.00% | | |

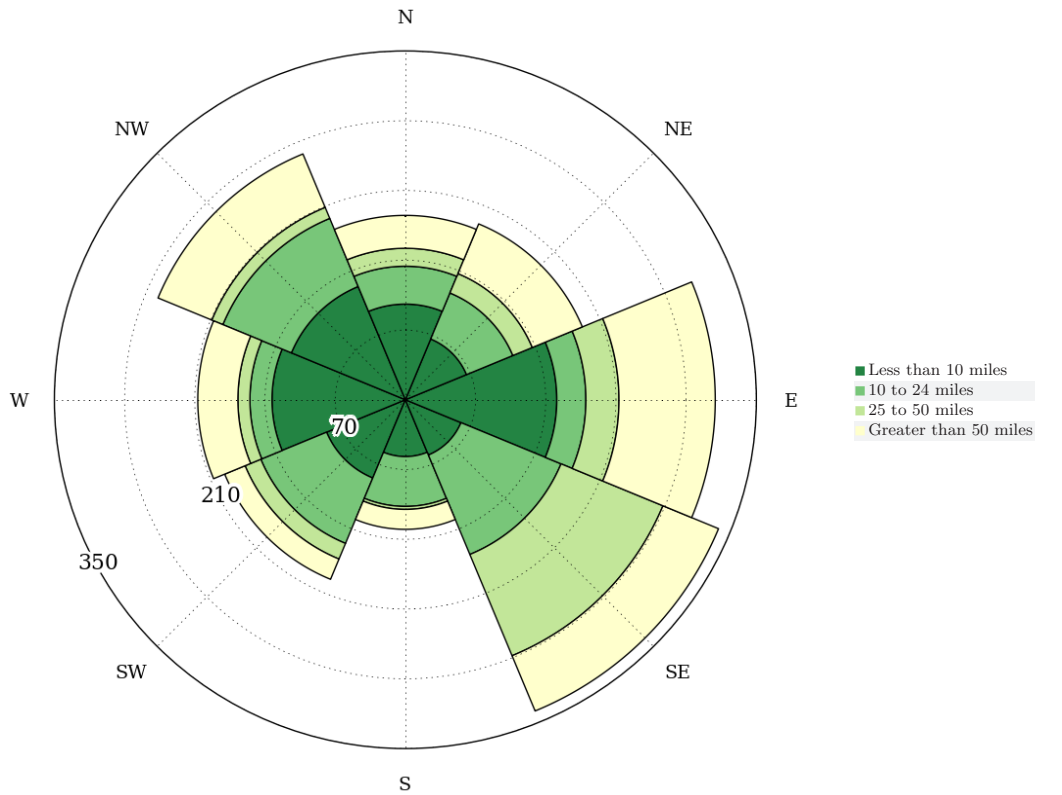
Source: U.S. Census Bureau, On the Map Application, Origin-Destination Employment Statistics, 2014

The workers Perry loses to other cities travel in multiple directions. The largest number of workers travel east or southeast, towards the Des Moines Metro, to their place of employment. The next largest cohort travels north-west, towards Greene and Carroll counties, to work. A complete breakdown of the distance and direction workers travel is located below. This information is based from home census block to the census block where the individual is employed.

Figure 6: Perry Workers by Area

Primary Jobs for All Workers in 2014

Distance and Direction from Work Census Block to Home Census Block, Employed in Selection Area



Primary Jobs for All Workers in 2014

Distance from Work Census Block to Home Census Block, Employed in Selection Area

| Distance | 2014 | |
|-----------------------|-------|-------|
| | Count | Share |
| Total Primary Jobs | 1,822 | 100.0 |
| Less than 10 miles | 771 | 42.3 |
| 10 to 24 miles | 442 | 24.3 |
| 25 to 50 miles | 226 | 12.4 |
| Greater than 50 miles | 383 | 21.0 |

Source: U.S. Census Bureau, On the Map Application, Origin-Destination Employment Statistics, 2014

HOUSEHOLD SIZE

Among homeowners in Perry, the larger proportion of households are composed of 2-person households (34%) followed by 4-or-more person households, which account for 26 percent of the city’s total owner-occupied households. Renter-occupied units with households composed of 4-or-more people make up one-third of city’s rental households. These larger rental households are followed by the single-person rental household (27%).

Table 4: Household Size by Occupancy Status

| | Owner-Occupied Housing Units | Renter-Occupied Housing Units |
|----------------------------|------------------------------|-------------------------------|
| 1-person household | 26% | 27% |
| 2 person household | 34% | 21% |
| 3-person household | 12% | 18% |
| 4 or more person household | 28% | 34% |

Source: U.S. Census Bureau

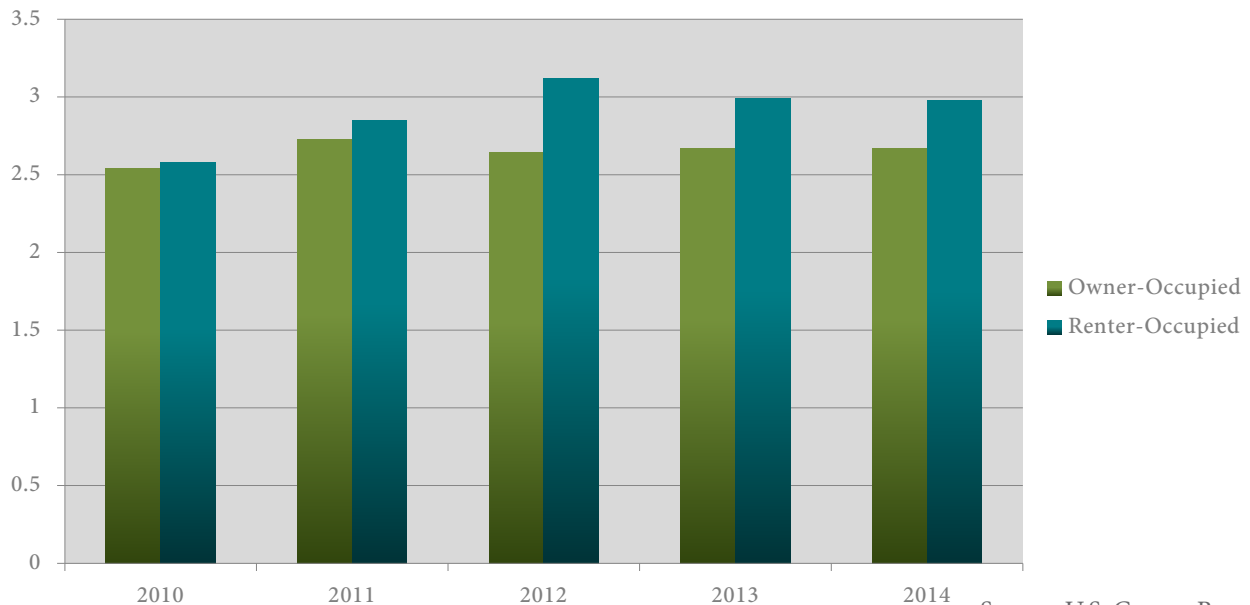
Since 2010, Perry has seen different trends emerging in the makeup of its owner and renter-occupied household sizes. Figure 7 shows the average household size by both owner-occupied and renter-occupied households since 2010. Since 2010, renter-occupied households have had a larger household size than the city’s owner-occupied households. These numbers are unlike Dallas County and the State of Iowa. Both Dallas County and Iowa have a larger average household size for owner-occupied units than their renter-occupied units.

Table 5: Average Household Size

| | Perry | Dallas County | Iowa |
|---|-------|---------------|------|
| Average household size of owner-occupied units | 2.67 | 2.75 | 2.51 |
| Average household size of renter-occupied units | 2.98 | 2.41 | 2.17 |

Source: U.S. Census Bureau

Figure 7: Average Household Size, 2010-2014



Source: U.S. Census Bureau

HOUSING UNIT FEATURES

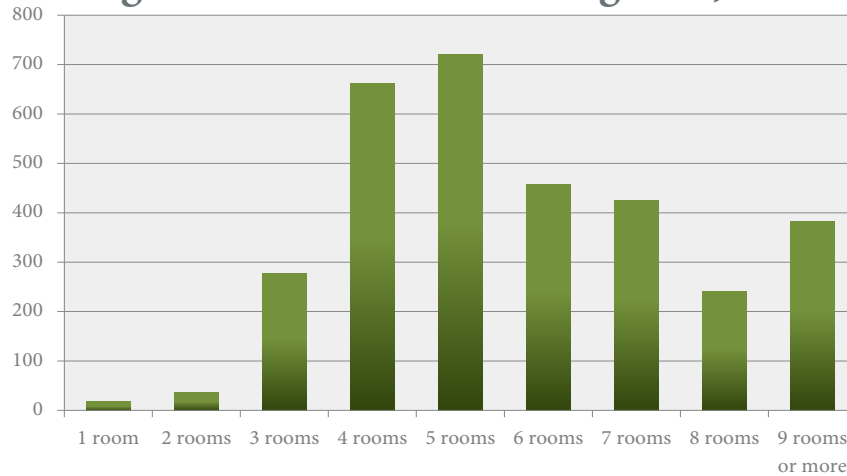
The majority (72%) of the housing units in the City of Perry are 1-unit detached homes. Duplexes have the second most representation throughout the city with 201 units (6.24%). There are 662 units (20.56%) in Perry which have 4 rooms, while there are 720 units (22.36%) with 5 rooms. The majority, 67.76 percent, of housing units in Perry have 2 or three bedrooms while less than one percent of all units have no bedroom. A complete breakdown of housing types, number of rooms per unit, and number of bedrooms per unit, according to the 2014 American Community Survey is shown below.

Table 6: Units per Structure, 2014

| | |
|-------------------------|--------------|
| 1-unit, detached | 2,322 |
| 1-unit, attached | 177 |
| 2 units | 201 |
| 3 or 4 units | 117 |
| 5 to 9 units | 185 |
| 10 to 19 units | 88 |
| 20 or more units | 89 |
| Mobile home | 41 |

Source: U.S. Census Bureau

Figure 8: Rooms Per Housing Unit, 2014



Source: U.S. Census Bureau

Figure 9: Bedrooms Per Housing Unit, 2014



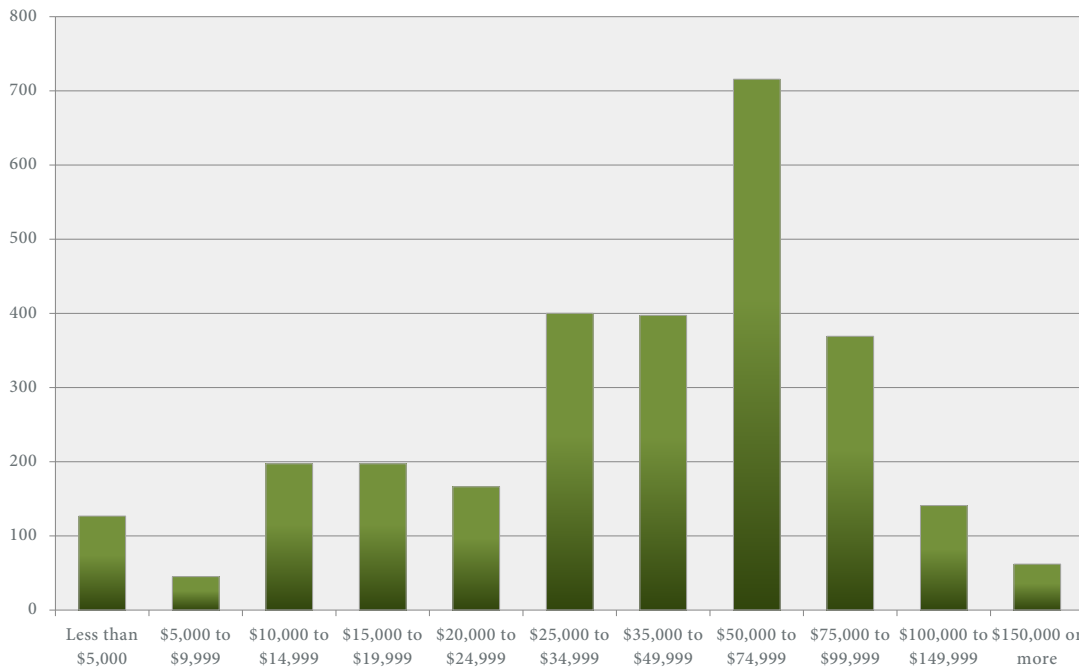
Source: U.S. Census Bureau

HOUSEHOLD INCOME

Perry has a median household income of \$45,691 according to the 2014 American Community Survey estimate. Perry has a larger percentage of the population employed in the service, production, transportation and material moving occupations than the state and county. While the city has a larger percentage of those workers, Dallas County doubles and the state has over 10% more workers in the business, management, science and arts occupations. These numbers, and figure 5 on page 12, can help explain the city’s median household income which is lower than Dallas County’s (\$74,876) and Iowa’s (\$52,716).

In 2014, 6 percent of the population lived in households which made less than \$10,000 per year. One quarter of the population lived in households which made between \$50,000 and \$74,999 annually which is higher than Perry’s median household income. Slightly more than 7 percent of the population had incomes over \$100,000.

Figure 10: Household Income, 2014



Source: U.S. Census Bureau

The United States Census Bureau determines poverty based on household size and income level. Shown below are the federal guidelines for 2016 by household size. The poverty level for a household of 1 is \$11,880, while the poverty guideline for a three person household is \$20,160.

Table 7: 2016 Federal Poverty Guidelines

| Household Size | Poverty Guideline |
|----------------|-------------------|
| 1 | \$11,880 |
| 2 | \$16,020 |
| 3 | \$20,160 |
| 4 | \$24,300 |
| 5 | \$28,440 |
| 6 | \$32,580 |
| 7 | \$36,730 |
| 8 | \$40,890 |

Source: U.S. Department of Health and Human Services

Table 8: Supplemental Income, 2014

| | Perry | Dallas County | Iowa |
|------------------------------|-------|---------------|-------|
| Social Security Income | 32.1% | 21.4% | 30.0% |
| Retirement Income | 16.2% | 13.7% | 16.5% |
| Supplemental Security Income | 7.1% | 2.1% | 4.1% |
| Cash Public Assistance | 2.5% | 1.2% | 2.5% |
| Food Stamps/SNAP Benefits | 15.2% | 5.9% | 11.6% |

Source: U.S. Census Bureau

The American Community Survey also estimated 14.2 percent of the population lived at or below the poverty level in 2014. Of the 2,818 households, 32.1 percent received social security income, 16.2 percent received retirement incomes, 7.1 percent had supplemental security incomes, 2.5 percent received cash public assistance and 15.2 percent used food stamps/SNAP benefits at least once in the past 12 months. The city has over ten percent more households receiving Social Security Income compared to Dallas County and slightly more than two percent more than the State of Iowa. Iowa has the largest percentage of residents having retirement incomes with 16.5 percent, while the City of Perry has 16.2 percent, and Dallas County has the lowest percentage at 13.7 percent.

Compared to both Dallas County and the State of Iowa, Perry has moderate poverty rates. Over 14 percent of the city’s population lives in poverty compared to 7 percent in Dallas County and 12.6 percent of Iowans. In Perry, 16.2 percent of the children are living in poverty. This number is significantly higher than Dallas County’s 7.7 percent and is slightly higher than the State of Iowa’s 16.1 percent. For those who are living in poverty, access to safe, affordable priced housing is a major problem. If the amount of residents living in poverty continues to rise, the need for affordable housing will also rise.

Table 9: Poverty Status, 2014

| | Perry | | Dallas County | | Iowa | |
|---------------------------|----------------------|-----------------------|----------------------|-----------------------|----------------------|-----------------------|
| | Number Below Poverty | Percent Below Poverty | Number Below Poverty | Percent Below Poverty | Number Below Poverty | Percent Below Poverty |
| Total People in Poverty | 1,113 | 14.2% | 5,000 | 7.0% | 373,867 | 12.6% |
| Children (under 18) | 366 | 16.2% | 1,593 | 7.7% | 114,792 | 16.1% |
| Elderly (over 65) | 45 | 4.6% | 387 | 5.4% | 33,145 | 7.4% |
| African American | 0 | 0.0% | 89 | 11.4% | 2,562 | 37.2% |
| Latinos | 386 | 14.5% | 531 | 12.0% | 40,295 | 25.5% |
| White Alone, not Hispanic | 598 | 12.4% | 4,090 | 6.5% | 276,575 | 10.6% |
| Working full-time | 7 | 1.4% | 147 | 2.3% | 9,264 | 3.7% |
| Working part-time | 207 | 46.8% | 982 | 39.0% | 75,394 | 46.3% |

Source: U.S. Census Bureau

HOUSEHOLD TYPE

There are some differences which are easily noticeable when comparing the household makeup of both renter and owner-occupied units. Over 57 percent of the city's owner-occupied units are made up of married couple families compared to only 35 percent in the renter-occupied units. Patriarchal households make up almost 4 percent of the owner-occupied households and over 5 percent of the renter-occupied units. Matriarchal households make up over 21 percent of the city's renter-occupied units and over 9 percent of the owner-occupied households.

Households which are comprised of one person account for 29.1 percent of the city's owner-occupied units, of these, 17.6 percent are households which the sole householder is 65 years or older. Single renter households make up 37.7 percent of the renter-occupied units and of this number, 12.1 percent are 65 or older and 37.7 percent of the renter-occupied units are nonfamily households.

Table 10: City of Perry Household Type, 2014

| | Owner-Occupied Units | Renter-Occupied Units |
|---|----------------------|-----------------------|
| Family Households | 70.9% | 62.3% |
| Married-couple family | 57.6% | 35.6% |
| Householder 15 to 34 years | 7.9% | 9.8% |
| Householder 35 to 64 years | 39.9% | 20.6% |
| Householder 65 years and over | 9.8% | 5.2% |
| Other family | 13.3% | 26.8% |
| Male householder, no wife present | 3.9% | 5.4% |
| Householder 15 to 34 years | 0.0% | 0.0% |
| Householder 35 to 64 years | 3.9% | 5.4% |
| Householder 65 years and over | 0.0% | 0.0% |
| Female householder, no husband present | 9.4% | 21.3% |
| Householder 15 to 34 years | 0.0% | 7.5% |
| Householder 35 to 64 years | 7.5% | 12.8% |
| Householder 65 years and over | 1.9% | 1.0% |
| Nonfamily households | 29.1% | 37.7% |
| Householder living alone | 25.7% | 27.0% |
| Householder 15 to 34 years | 1.0% | 8.4% |
| Householder 35 to 64 years | 7.0% | 6.5% |
| Householder 65 years and over | 17.6% | 12.1% |
| Householder not living alone | 3.4% | 10.7% |
| Householder 15 to 34 years | 0.7% | 5.9% |
| Householder 35 to 64 years | 2.7% | 4.8% |
| Householder 65 years and over | 0.0% | 0.0% |

Source: U.S. Census Bureau

HOUSING OCCUPANCY STATUS

The City of Perry has experienced a 6 percent decrease in the number of total housing units since the 2010 census. The amount of housing units which are occupied has increased by less than one percent.

In 2014, 62 percent of the housing units were owner-occupied which was up 2 percent from 2010, and the remaining 38 percent were renter-occupied which was down 2 percent from 2010.

Table 11: City of Perry Housing Occupancy Status

| | 2010 Census | 2015 Estimate |
|------------------------|-------------|---------------|
| Total Housing Units | 3399 | 3180 |
| Occupied Housing Units | 2983 | 2783 |
| Vacant Housing Units | 416 | 397 |

Source: U.S. Census Bureau

Table 12: Vacant Property Status, 2015

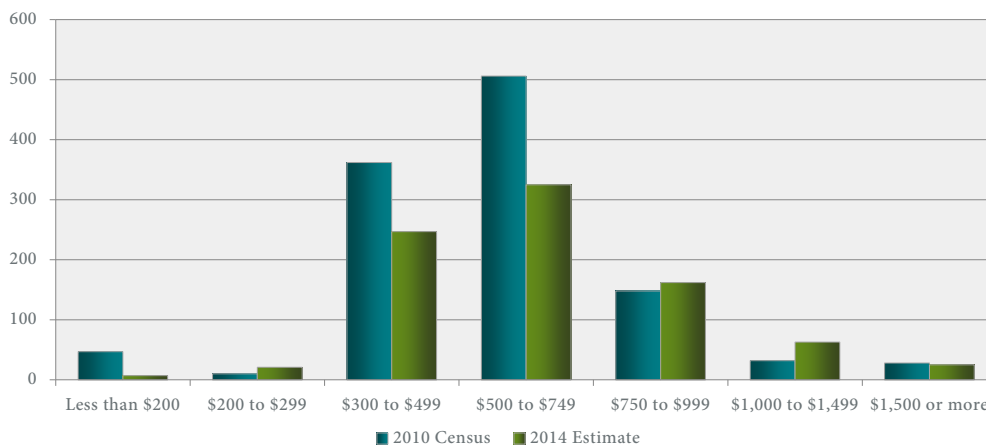
| | 2015 Estimate |
|-----------------|---------------|
| Vacant for Rent | 4.95% |
| Vacant Rented | 0.00% |
| Vacant for Sale | 0.98% |
| Vacant Sold | 0.60% |
| Vacant Vacation | 0.00% |
| Vacant Other | 6.99% |

Source: U.S. Census Bureau

MONTHLY RENT

The median rent for a unit in Perry is \$635, or 18 percent of the average monthly income after taxes. For households which do not make the average monthly income, the percentage of monthly income towards rent increases, getting closer to the Department of Housing and Urban Development's (HUD) recommended limit of 30 percent. Of the city's renters, over one-third pay between \$500 and \$749 for rent each month, or between \$6,000 and \$8,988 annually. Roughly one-quarter of the renters pay between \$750 and \$999 monthly for rent.

Figure 11: Monthly Rent 2010, 2014



Source: U.S. Census Bureau

Table 13: Monthly Rent, 2014

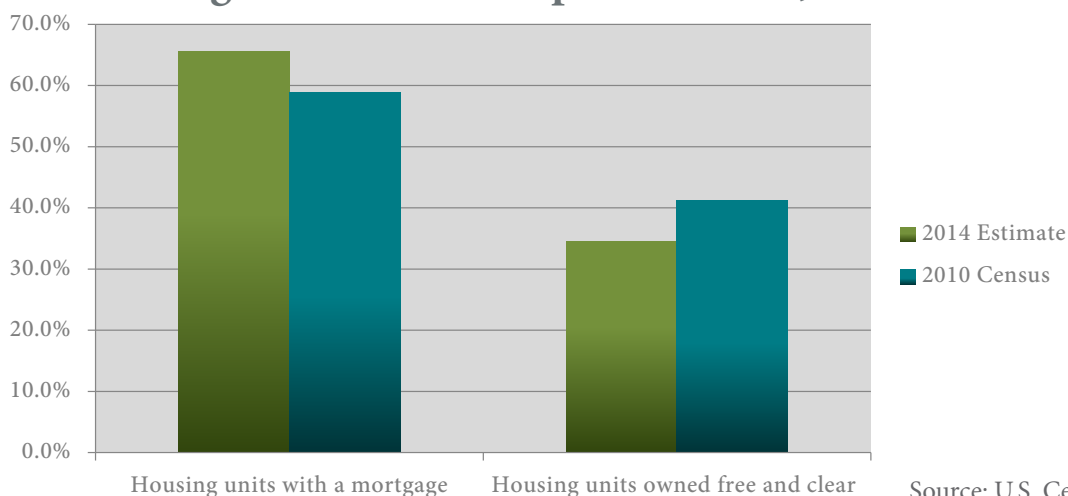
| | Perry | Dallas County | Iowa |
|----------------------------|-------|---------------|---------|
| Occupied units paying rent | 888 | 6,083 | 324,169 |
| Less than \$200 | 3.9% | 1.3% | 1.7% |
| \$200 to \$299 | 3.9% | 2.2% | 4.1% |
| \$300 to \$499 | 21.3% | 9.1% | 16.1% |
| \$500 to \$749 | 34.6% | 24.1% | 37.5% |
| \$750 to \$999 | 24.6% | 25.1% | 23.9% |
| \$1,000 to \$1,499 | 8.3% | 30.1% | 12.9% |
| \$1,500 or more | 3.4% | 8.1% | 3.8% |
| Median (dollars) | \$635 | \$905 | \$689 |

Source: U.S. Census Bureau

OWNERSHIP STATUS

Of the owner-occupied units within Perry, 65.5 percent have mortgages, which means that 34.5 percent own their home free and clear. These numbers are similar to the state as a whole with 61.7 percent of owner-occupied units in Iowa having a mortgage and 38.3 percent of the units are without a mortgage. Dallas County is different than both Perry and Iowa, as there is over 10 percent more (75.8%) of owner-occupied units within the county that have mortgages when compared to Perry. This number leaves fewer than a quarter of the owner-occupied units within the county to be owned free and clear.

Figure 12: Ownership Status 2010, 2014



Source: U.S. Census Bureau

Table 14: Ownership Status, 2014

| | Perry | Dallas County | Iowa |
|------------------------------------|-------|---------------|---------|
| Owner occupied units | 1,876 | 20,444 | 884,984 |
| Housing units with a mortgage | 65.5% | 75.8% | 61.7% |
| Housing units owned free and clear | 34.5% | 24.2% | 38.3% |

Source: U.S. Census Bureau

HOUSING CONDITIONS

A windshield survey was conducted in October 2015. This survey evaluated each housing property within the city limits of Perry based on predetermined criteria which can be found in the appendix. This windshield survey evaluated 2,469 structures within the city limits of Perry. Only 1.7% of these homes were considered to be new or in excellent condition (Rank 1). 19.7% of these homes were considered to be in good condition (Rank 2). These homes are older than the new homes, but have been carefully maintained. 73.3% of the homes in Perry were considered to be in good condition (Rank 3). These homes would be considered “fixer-uppers” to most people. 4.8% of the surveyed homes were considered to be in poor condition (Rank 4). Less than 1% of the houses were considered to be dilapidated (Rank 5). The map below shows the housing averages by census block.

Map 2: Housing Condition by Census Block

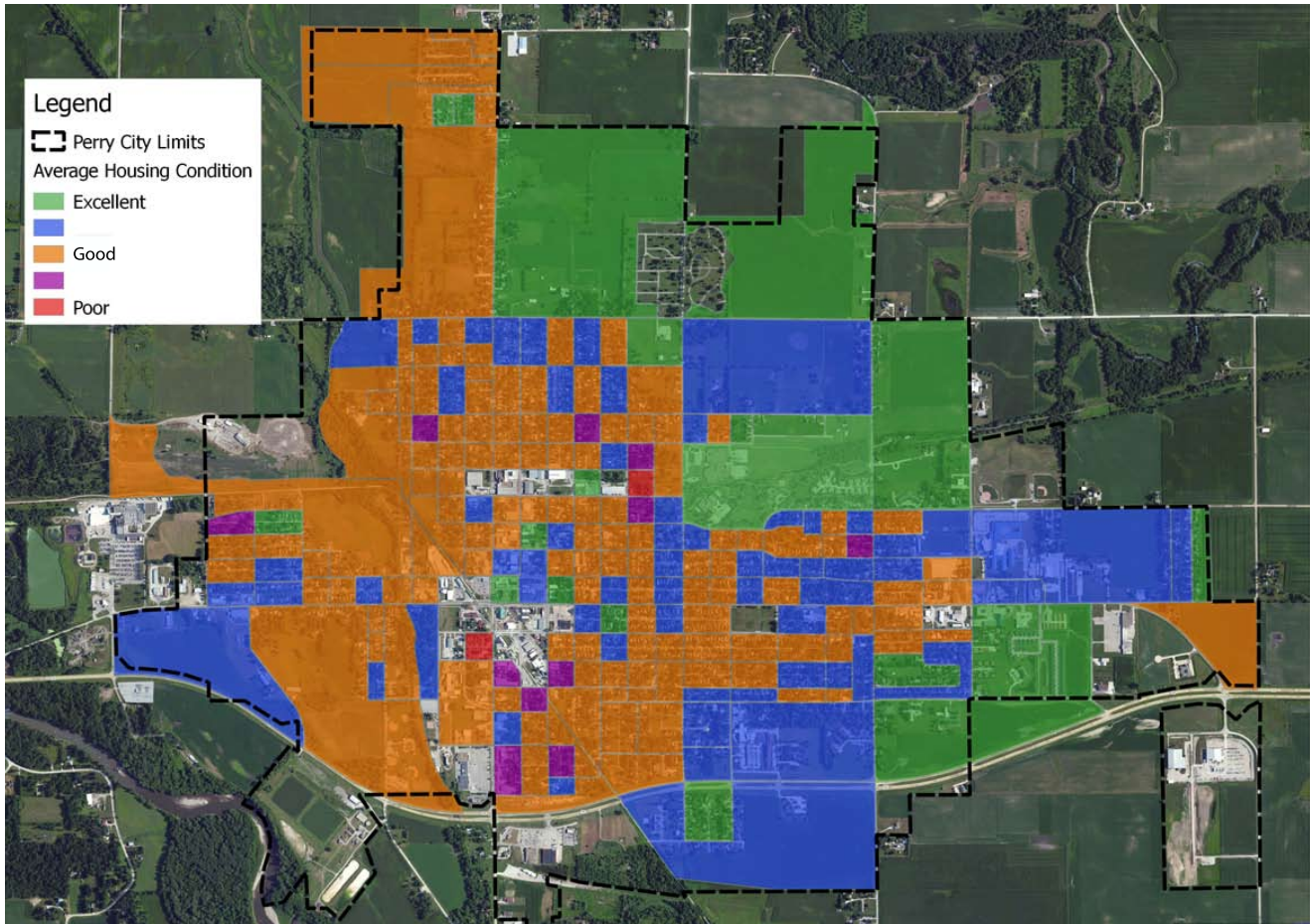


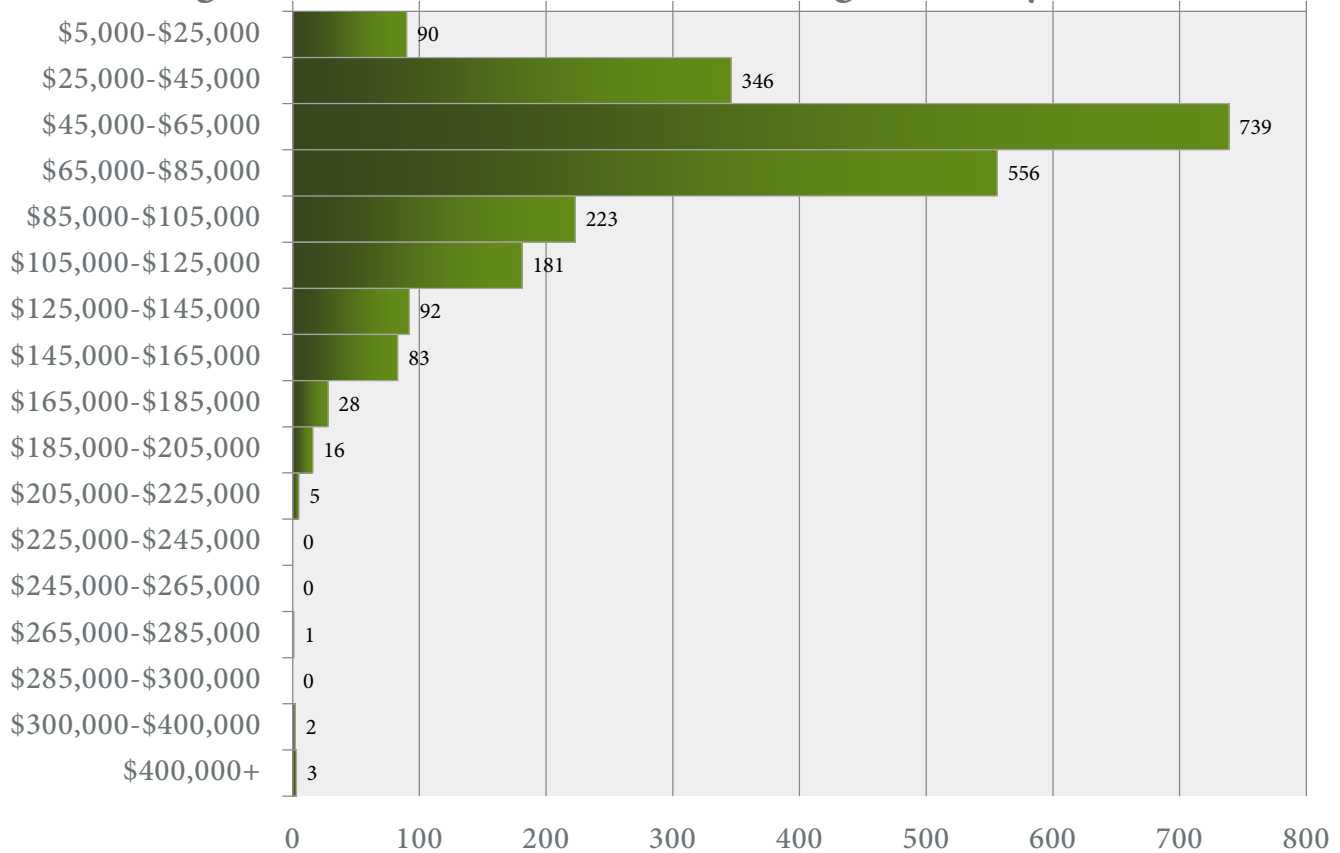
Table 15: Housing Conditions

| Rank | Number of Properties | Percentage |
|------|----------------------|------------|
| 1 | 41 | 1.7% |
| 2 | 486 | 19.7% |
| 3 | 1809 | 73.3% |
| 4 | 121 | 4.8% |
| 5 | 12 | 0.5% |

HOUSING APPRAISED VALUES

There are 3,180 housing units located within 2,379 structures in Perry which are home to 2,792 households. The housing values for all housing types range anywhere from \$5,000 to over \$400,000. The majority of these homes (54.5 percent) fall in the range of \$45,000-\$84,999 while 19 percent of the homes fall below \$45,000 and only 17 percent of Perry's housing stock is valued above \$105,000. A complete breakdown of Perry's assessed housing values is found in figure 13 below.

Figure 13: Assessed Values of Housing Inventory, 2015



Source: ISU Extension, Dallas County Assessor

STRUCTURAL AGE

The City of Perry, according to the American Community Survey, has had no new builds since 2010. Although this number is zero, it is not too far behind the State of Iowa's (0.7%) and Dallas County's 3.5 percent. Over 60 percent of Perry's housing units were constructed before 1960, while Dallas County has only 21 percent built during that time frame. The State of Iowa also has a significantly lower percentage of housing units built before 1960 (46.9%). Older homes do not necessarily mean bad quality, but modern homes use updated construction techniques and materials which provide advantages over older homes. Potentially hazardous materials found in older housing units such as asbestos, and unsafe electrical wiring are cause for concern.

Table 16: Housing Age

| | Perry | Dallas County | Iowa |
|-----------------------|-------|---------------|-------|
| Built 2010 or later | 0.0% | 3.5% | 0.7% |
| Built 2000 to 2009 | 7.3% | 38.2% | 11.6% |
| Built 1990 to 1999 | 7.6% | 17.6% | 10.8% |
| Built 1980 to 1989 | 1.8% | 4.1% | 7.2% |
| Built 1970 to 1979 | 12.1% | 9.5% | 14.8% |
| Built 1960 to 1969 | 9.6% | 5.4% | 10.6% |
| Built 1950 to 1959 | 15.3% | 4.1% | 11.1% |
| Built 1940 to 1949 | 10.3% | 3.3% | 6.2% |
| Built 1939 or earlier | 36.0% | 14.2% | 26.9% |

Source: U.S. Census Bureau

FUTURE HOUSING DEMAND

The projection of future housing units must be based on the expected rate of growth and the conditions of existing housing and other population characteristics. The following table calculates the potential future populations out to 2030 by different percentages.

Table 17: City of Perry Future Housing Demand Forecast

| Approximate Yearly Assumed Growth Rates | No Growth | 1% | 2% | 3% | 4% | 5% |
|--|------------|------------|-------------|-------------|-------------|-------------|
| 2040 Population Projection | 7,836 | 9,561 | 11,644 | 14,153 | 17,170 | 20,791 |
| Minus People Living in Group Quarters (1.9% of city population) | 149 | 182 | 221 | 269 | 326 | 395 |
| Equals Population to be Housing 2040 | 7,687 | 9,379 | 11,423 | 13,884 | 16,844 | 20,396 |
| Divided by Persons Per Household (2.36) | 7,687/2.36 | 9,379/2.36 | 11,423/2.36 | 13,884/2.36 | 16,844/2.36 | 20,396/2.36 |
| Equals Total Housing Units Needed | 3,257 | 3,974 | 4,840 | 5,883 | 7,137 | 8,642 |
| Plus Desired Vacancy Rate of 5% | 163 | 199 | 242 | 294 | 357 | 432 |
| Plus Replacement Housing | 133 | 133 | 133 | 133 | 133 | 133 |
| Equals Required Number of Housing Units | 3,553 | 4,306 | 5,215 | 6,310 | 7,627 | 9,207 |
| Minus Available Number of Housing Units (2020 Census figure) | 3,219 | 3,219 | 3,219 | 3,219 | 3,219 | 3,219 |
| Equals Total Number of New Housing Units Needed in City for the Year 2040 | 334 | 1,087 | 1,996 | 3,091 | 4,408 | 5,988 |
| Minus Total Number of New Housing Units Built in Perry 2020-2021 | 22 | 22 | 22 | 22 | 22 | 22 |
| Equals Total Number of Housing Units Needed in the City for the Year 2040 | 312 | 1,065 | 1,974 | 3,069 | 4,386 | 5,966 |
| Number of New Units Required Per Year from 2017 to 2030 to meet Demand | 18 | 63 | 116 | 181 | 258 | 351 |

In recent years, other cities have opted offer tax abatement to potential new homeowners within the city. Waukee, Adel have already implemented a tax abatement program and have seen the number of new builds increase. Adel, which is about half the size of Perry has seen 256 new builds since 2011. Since 2011, Grimes has added 929 new homes; Granger, 69; and Dallas Center, 56. Woodward, which is located about 10 miles east of Perry along Highway 141, has seen three new homes built since 2011 (Des Moines Register, 2016). The cities which saw the largest number of new builds have tax abatement plans and are located near the metro.

Population estimates are very difficult to project and often cannot account for social and/or economic changes that are presently occurring which leads estimates to be just that, estimates. The following table illustrates the number of new housing units by type needed in 2030 using the no growth population of 7,836.

Table 18: New Housing Unit Demand by Type in 2040

| Type of Housing Units | Number of New Housing Units |
|------------------------------------|-----------------------------|
| Single Family Owner-Occupied Units | 202 |
| Multi-Family Renter-Occupied Units | 110 |

If the population of Perry is 7,836 in 2040, 312 new housing units will need to be added to accommodate the population growth. Of these 312 units, 202 will likely need to be single family owner-occupied units and approximately 110 units should be multi-family renter-occupied units.



SWOT Analysis

STRENGTHS

Perry's proactive government creates an environment which is pleasant for its residents. The city's leaders have placed Perry in a position where it is ready to expand when the opportunity presents itself. Since 2011, the population of Perry has slowly been rising. The growing population has allowed for the city to expand the numerous tourist attractions it has to offer. The city, as well as surrounding area, has a large biking community which utilizes the multiple trails, especially the Raccoon River Valley Trail which connects Perry with Des Moines. This particular tourist and recreational opportunity brings a large amount of people to and through Perry each year.

Perry's housing stock has multiple options available for those looking to relocate from within or outside the city. There are a number of homes located within the city which present historic character, telling of the city's rich history. The city has a wide variety of homes to offer from size to price. There are homes which are "move in ready" and there are also some units which are considered "fixer-uppers". Perry also offers empty lots available to develop into residential units.

Owner-occupied units are bountiful throughout the city and these homes are sized and valued for all income levels. Recently, there seems to be an increase in the number of homes being bought and sold within the city's market.

The city has land set aside for new residential development, as well as infill lots throughout the city. Some of these lots are designated single-family residential, while some could be used to create new multi-family units.

The size and location of Perry allows for residents to have multiple options for employment. Tyson, located just outside of the city limits employs over 1,000 workers, and is the largest employer for the city. There are a wide variety of employment opportunities within the city from service positions to upper managerial positions. This variety of positions within the city allows residents to both live and work in the same community. Perry allows residents to live in a small town and work in a metro if that is what they prefer, as the city is located just 45 minutes from downtown Des Moines.

WEAKNESSES

There seems to be outside perceptions about Perry which may lead those who are not from the area to reconsider the possibility of living or working within the city. Many see the city as too culturally diverse and view it as a negative quality of the city. The city is culturally, as well as socially integrated, and to outsiders, this can be an unfavorable condition.

The large number of residents employed within Perry city limits is beneficial to the city, but the average wage of most of the workers continues to be below average. The city's low wage level encourages a large number of workers to look towards the Des Moines metro, as well as other cities for employment. This causes the income level of Perry to reflect the out migration of higher paid workers. There are workers who are employed in Perry, but choose to live outside the city because of more desirable housing options.

The owner-occupied housing situation presents areas that could be improved upon. While there are a wide variety of houses available for purchase within the city, there seems to be a lack of quality inventory for the middle and upper middle income classes. The lack of units for these income levels is creating an out migration of these workers to find quality housing. There are multiple instances throughout Perry, where houses are in generally good condition, but the lots are unkept, or one feature of the home has fallen into disrepair. Throughout the city, there are a number of homes which have become dilapidated over time. Families who have grown out of their current home and are looking to relocate, are finding limited options when looking for a home with more than three bedrooms. The condition of these homes is important to note. A small number of these homes are new, or recently renovated. The majority of these properties need structure work or renovation.

The renter-occupied units throughout Perry face some similar shortfalls as the owner-occupied market, but also face unique situations. Many of the units are rented at rates which do not provide landlords the incentive necessary to upgrade the dwelling. Some of the units which have not been upgraded for whatever reason are falling into disrepair, and are becoming unsafe for residents for a number of reasons. The city tends to have a limited supply of affordable rental units, and

residents have commented how the units which are affordable, are usually not upkept or outdated. This can be related to the city's average housing age.

Perry has land set aside to be developed but, the number of new housing starts within the past few years is minimal. This is causing the housing stock to age, and as it ages, the amount of time, money, and effort it takes to upkeep a home increases. A large portion of the city's residential units, when compared to surrounding cities, have a lower housing value.

OPPORTUNITIES

The city has many recreational and tourism opportunities to offer to those interested, and growing these tourism opportunities could potentially help outsiders grow to understand and appreciate the amenities Perry has to offer. New industries being located within the city have and will continue to attract more workers into the city's laborforce. Perry's diverse workforce allows employers from all industries to find the type of laborers needed to run their company.

The city has a large number of new development lots available. These lots could potentially be used to construct new single family dwellings. They could also be utilized to build affordable and quality rental housing. Some of these lots are located within stalled residential developments which could benefit from new additions. Creating incentives for building new homes may be the push builders or residents need to consider Perry. The incentives could be anything from discounted access to local amenities to government produced incentives.

Attracting new employers to Perry would not only benefit the workforce, but the community in its entirety. New workers would increase the need for quality housing, which would boost the market. It could encourage those which homes which need renovated to renovate in the hopes of selling. New employers could potentially fill the downtown shops which are currently sitting empty, thus bringing more life to downtown. Perry's residents are young and diverse and the city could benefit from attracting businesses which would cater to the needs and wants of the population.

THREATS

Perry's aging housing stock, as well as aging infrastructure poses multiple threats to the city. The infrastructure will eventually need replaced, which will come at a high cost to the city. The city's housing stock is aging, and deteriorating, causing residents to look into other cities for quality housing. The fewer people living within the city can decrease the number of people spending money at the city's retail facilities.

The amount of rental properties within the city is abundant, but when a deeper look is taken at these properties, many similarities start to become apparent. Landlords who are absent present threats to both their properties and the renters who occupy the units. Some of these absent landlords are slow to answer requests or disregard requests completely. This causes renters to have to take matters into their own hands which can mean trying to fix problems themselves, or hiring someone who may not complete work which complies to standards, but are who the tenants can afford. Outdated properties may have cheaper rent, but the inefficient ways to heat and cool these residencies can increase the monthly cost.

The city's school system has new teachers each year. This revolving door of teachers, as well as a diverse student body, has led the community's perception of the school's state rating to be poor. This perception of the school seems to be the biggest threat as many people form their thoughts without the facts. Like many other schools throughout the state, educators do the best with what resources they have access to. The number of limited resources educators have access to create another hurdle for Perry's teachers to overcome to create an effective learning environment.

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*Existing and
Projected Needs*

HISPANIC/LATINO RESIDENTS

The Hispanic and Latino residents of Perry offered insight in the challenges they face when looking at housing. Many of these residents come to the area from other communities within the United States because of relatives or friends. Participants in the focus groups noted that when they first arrive in Perry, they usually double up with family/friends in housing units.

After getting settled, these residents look to move out of their family/friends home. Some of these residents are undocumented, and cannot afford to purchase a home, which leaves mobile homes and rentals. Participants in the focus group pointed out that a lot of the places they can afford present substandard conditions. Certain properties are pest infested, others are filled with mold and some lack weatherization.

One of the major homeownership challenges the Hispanic and Latino population faces is qualifying for a mortgage. This is because of a lack of credit, little to no credit history and limited income. Since many of these households do not qualify for financial assistance, some find themselves purchasing homes on contract, as well as buying a lower cost home in one or two lump sums. The issues they are facing is that, after purchasing a home within their price range, the home is in need of rehabilitation or general upkeep. Many of the individuals within these lower priced homes have the skills necessary to rehabilitate their property, but they lack the funds necessary to complete the project.

Many of the Hispanic and Latino residents of Perry are from rural parts of Mexico and Central America and do not necessarily want to live within city limits as they are accustomed to having larger properties which offer privacy. Being from different cultures, there is a large amount of negativity towards mortgages and banks.

Figure 19: Homes Purchased by One Property Owner Since 2005

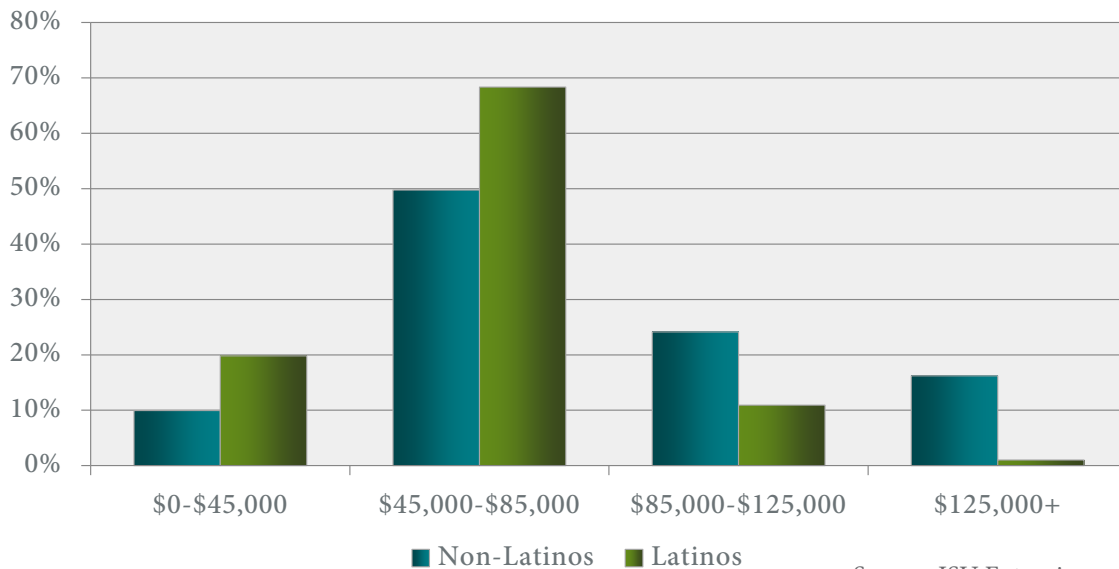


Table 14: Homes Purchased by One Property Owner Since 2005

| Home Value | Non-Latinos | Latinos |
|--------------------|-------------|---------|
| \$0-\$45,000 | 60 | 40 |
| \$45,000-\$85,000 | 301 | 138 |
| \$85,000-\$125,000 | 146 | 22 |
| \$125,000+ | 98 | 2 |
| Total Properties | 605 | 202 |

Source: ISU Extension

SENIOR CITIZENS

A focus groups with senior citizens from Perry and those who utilize the Perry’s amenities showed that a number of senior citizens feel similarly about their housing situation. Many of the participants noted that if it was possible they would prefer to stay in their current home living independently. If the time was to arise where they needed to move, they would prefer to not move more than necessary, and would prefer to stay in Perry which is considered their “home”. Of those who participated in the focus group and owned a home, none had a mortgage. These members also anticipate to sell their home at the higher end of the market (\$120,000+).

The participants of this focus group noted how appreciative they are towards the amenities Perry has to offer. Many of them utilize the McCreary Community Building as well as the city park. Some of these community members have lived in Perry for a large number of years, and have come to know and appreciate the neighborliness of the members of their neighborhoods.

Table 15: Senior Citizen Population, 2014 Estimate

| | Perry | Dallas County | Iowa |
|---------------------------|--------------|----------------------|------------------|
| Total Population | 7,896 | 72,124 | 3,078,116 |
| Population Over 62 | 16% | 13% | 19% |
| Population Over 75 | 7% | 5% | 8% |
| Median Age | 34.1 | 34.6 | 38 |

Source: U.S. Census Bureau

EDUCATIONAL PROFESSIONALS

A large number of Perry’s educators purchase homes outside of Perry for a number of reasons. Participants of the focus group noted they prefer to not live where they work, or a spouse was employed in a different town. Others prefer to not send their kids to the small district where they work.

Some participants of this focus group noted that they would like to live in Perry, but cannot find the type of housing which suits their needs. The rentals which are available do not meet the standard of living these educators prefer, or lack certain amenities (garage, number of bedrooms, etc.). The educators who would prefer to buy a home have difficulty finding one which fits their specific needs and/or wants. Larger yards, certain layouts, as well as a higher number of bathrooms/bedrooms are harder to find within city limits, which leads prospective home buyers to look outside the city.

MORTGAGE SPECIALISTS

Conversations with mortgage specialists from area banks gave insight about the housing market, and buyer’s situations. One of the biggest points brought up during these conversations was that although the housing crisis is over, the demand for mortgages to purchase homes is low. There are barriers which prevent those who are potentially interested in buying a home from being able to. Poor credit, low savings, lack of income, and immigration status are the most common barriers potential home buyers face. Not only are buyers facing personal barriers, new requirements for mortgages means that fewer borrowers are qualifying.

If buyers end up being qualified, and want to take on the financial responsibility of owning a home, the next step would be finding a home which is affordable. A number of the homes which are affordable to these buyers would not pass the inspection necessary to be eligible to purchase with a mortgage.

CITY OFFICIALS

Conversations with a couple city officials helped gather insight from those who not only live within the city, but those who help run it. The city's new rental code implementation was designed to ensure rental units throughout the city are safe for residents. It also pressures negligent landlords to upkeep their properties. The vacant properties throughout the city have caused compliance issues, but have yet to become squatter sites.

While members of the community feel strongly about creating more workforce ("low-income") housing, city officials recognize there is a need for it within the community. There are problems, however, with depressed assessed property values. These lower property values impact the tax revenue the city receives. These officials recognize that Perry is mixed both economically and racially, and that this brings both challenges as well as opportunities to the city.

OWNER-OCCUPIED HOUSING

A community housing survey allowed for residents of Perry to express their comments on the city's housing situation. A large number of the comments left by both residents of Perry and those who work in Perry noted the condition, and lack of diverse housing options. A number of comments stated that the city's current housing stock is poor, small, outdated, and cheap.

Respondents noted they would prefer to stay in Perry if more options become available. Some would prefer for new subdivisions to be developed, while others would prefer to have the current housing stock renovated to attract new residents. It was also noted that if new houses were to be built, people would prefer them to not be "barrack-style" homes. They would prefer the new builds to be quality homes which would be in the higher price ranges.

Families and individuals who are looking to move out of their current home have problems finding the attributes they desire in a home from the available properties in Perry. There seems to be shortage of quality homes which are affordable to those in the middle income ranges. Many of the people in this category do not qualify for low-income housing, but cannot afford a quality home.

RENTER-OCCUPIED HOUSING

The amount of rental properties within the city is abundant, but when a deeper look is taken at these properties, many similarities start to become apparent. Many renters are limited as to where they want to live by number of factors. There are some rental properties which are renovated, clean, and reasonably priced, and these properties are usually not on the market long after being vacated, as they are the more coveted properties. Renters noted that there were a large number of properties throughout the city which are bug infested and overall run down.

The properties which are affordable for lower-income families are a much lower quality than those which are available at a higher rent. There also seems to be a trend where if the landlord lives out of state, the properties they own are the substandard units.



Available Programs

Dallas County Trust Fund

The Dallas County Local Housing Trust Fund has an Owner-Occupied Rehabilitation program to assist homeowners living within Dallas County with housing repairs, as well as correcting code violations. There are requirements which need to be met, but if those requirements are met, assistance will be given in the form of a forgivable loan. The maximum loan is \$10,000 and the minimum loan is \$500. These funds can be used for basic structural repairs (exterior walls, roof and roof structure, foundation, floor joists and ceilings), building systems (electrical, plumbing, heating), weatherization (insulation, windows, siding) and handicap accessibility (exterior ramp, bathroom facilities).

Habitat for Humanity Homeownership Program

Habitat for Humanity partners with qualified families and individuals to help them purchase new construction and previously-owned homes. The program lends aid to families who meet income requirements as well as a need for housing.

Rock the Block

Rock the Block is provided by Habitat for Humanity and is an initiative which provides the opportunity for homeowners, organizations, volunteers and Habitat for Humanity to work together in assisting low-income residents with minor repairs to their homes. Qualifying homes may receive critical home repairs (interior or exterior work performed to help with critical health, life and safety issues, or code violations), weatherization (interior or exterior work to an existing home based on a comprehensive energy audit and a resulting defined scope of work) and home preservation (exterior work including replacement of materials to maintain good or sound conditions).

Section 8 Housing

The Central Iowa Regional Housing Authority (CIRHA) is the administrative body for the Section 8 Housing Choice Voucher Program. This program helps provide rental assistance for low income families. The program requires renters to pay between 30 and 40 percent of the rent, and CIRHA forms a contract with the landlord to pay the difference directly to the landlord on behalf of the family. To be eligible for this program, rental units must meet HUD's standards safe and sanitary living conditions.

Community Development Block Grant

The Community Development Block Grant Program (CDBG) through the Iowa Economic Development Authority (IEDA) provides rehabilitation assistance for owner-occupied housing units. This program aims to assist households that meet the income requirements. The CDBG program is designed to rehabilitate homes to ensure the unit meets IEDA Quality Standards. The city applies and can potentially have 6 projects funded with \$24,999 available for each project.

New Opportunities Weatherization

The Weatherization Program aims to reduce energy costs for low-income families by improving the efficiency of their homes at no cost to the family. This program provides energy efficiency through insulating attics and sidewalls, air sealing, furnace and water heater replacements, minor repairs, as well as health and safety measures.

HOME Down Payment Assistance

The HOME Down Payment Assistance program aims to provide decent, affordable housing to lower-income households, strengthen the ability of state and local governments to provide housing, and leverage private sector participation. This program helps potential home buyers.



Action Plan

The intent of this housing needs assessment is to evaluate the city’s housing stock and areas which need attention. Through the process of this assessment, some areas have become focal points through discussions where these topic were discussed on a number of occasions. After further deliberation, it was determined these should be the goals this assessment’s action plan should focus on. The following pages include the city’s action plan which describes the city’s goals in further detail, and the tasks which will be implemented towards completing these goals as well as the intended results.

Goal #1: Improve the owner-occupied housing stock

| Task to be Implemented | Implementation Plan | Intended Results |
|--|---|--|
| Encourage homeowners to take initiative towards rehabilitating their homes. | Utilize the available programs, such as Rock the Block, Dallas County Trust Fund, and CDBG Grants, which are programs designed to help low to moderate income families with housing rehabilitation. | Securing grants for programs, will encourage those interested to apply and potentially begin the process of rehabilitating their home which may not have been financially feasible without grant assistance. CDBG housing programs can assist up to six homes per grant award. |
| Verse city officials, bankers and relators of the available programs, who is eligible, who to contact for more information, and how to apply. | Create an information database which allows all necessary parties ease of access to the information which could potentially help their clients. | Being able to find participants for programs would continually increase the overall condition of the city’s housing stock. |
| Continually seek and apply for grants to assist in upgrading/ rehabilitating the city’s housing stock. | Work with Region XII to continually seek out and apply for housing grants. | CDBG owner-occupied rehabilitation grants allow for cities to apply for up to six projects and solely focuses on rehabilitating homes and making them more safe and energy efficient. |
| Start to utilize the city’s newly adopted Urban Revitalization Plan and the tax abatement schedule for those looking to rehabilitate their home. | Educate community members on the ways they can benefit from using tax abatement. | The usage of tax abetment for rehabilitation will potentially increase the number of homes being rehabilitated increasing the value of the housing stock. |

Goal #2: Increase homeownership

| Task to be Implemented | Implementation Plan | Intended Results |
|--|--|---|
| Assist those who may not financially be able to put a down-payment towards a home. | Utilize the current and future Down Payment Assistance (DPA) Programs. | Utilize the two potential spots Perry has with the current DPA program. In the future, Perry can apply for as many projects as financially possible to increase homeownership and the quality of housing. |
| Create a homeownership class to educate those who are interested in purchasing a home | Collaborate with local banks, ISU extension office and realtors to assist potential homeowners and inform them of their options. | Providing educational materials for potential homeowners can assist those who are looking into purchasing a home in understanding the process and financial responsibility of owning and upkeeping a home. After established, have 30% of potential home buyers take the class. |
| Increase the city's available housing stock. | Attract builders through creating incentive packages. | As people move into newly built homes, or newly renovated homes, their old homes open up. Thus allowing others to move into these homes, potentially from rentals or other homes. |
| Continually seek and apply for grants which would assist the low-to-moderate income populations achieve homeownership. | Utilize Region XII, as well as other organizations which have access and experience applying for these grants. | Increasing the number of homeowners within the city can potentially lead to a more stable living situation for these households as well as a more stable school system which would have increased retention. |
| Start to utilize the city's Urban Renewal Plan and the tax abatement schedule to encourage new development. | Inform the community of the plan, and the benefits it would offer to new builders within the city. | The benefits of the plan should attract potential builders to Perry, increasing the size of the city's housing stock as well as the population. |

Goal #3: Improve the renter-occupied housing stock

| Task to be Implemented | Implementation Plan | Intended Results |
|--|--|--|
| Continue to implement the city's rental code, and update it as deemed necessary. | Continue to inspect rental properties on the predetermined basis. | Identify rental properties within the city as well absentee landlords. Ensure all rental properties within the city do not present life, health or safety hazards. 100% of the city's rentals inspected on an inspection cycle. |
| Reduce health risks that some current rentals pose to their occupants. | Use the city's rental code to identify problem units. Inform renters of their rights pertaining to what they are required to fix, and what the landlord is required to maintain. | Reducing the health risks certain rentals pose would increase the likelihood of the properties being rented. Increasing the quality of the rental housing stock could potentially attract new residents to Perry. |
| Support the Section 8 Housing Choice Voucher Program to benefit lower-income families seeking affordable rental housing. | Encourage those with rental properties available to take the necessary steps to allow the property to be rented with Section 8 vouchers. Inform potentially eligible residents of the program. | Encouraging landlords to register their properties would require the properties to be upkept if the landlord want to keep receiving the rent from Section 8. In order to be eligible, properties must meet HUD's program requirements. |
| Encourage landlords to rehabilitate outdated/dangerous rental properties. | Inform landlords of the city's Urban Renewal Plan, and the benefits they could receive from utilizing the plan. | Rehabilitated rental properties with decreased health and life safety issues. Ensure 100% of the city's rentals are updated and safe for tenants to live in. |

Goal #4: Promote Perry

| Task to be Implemented | Implementation Plan | Intended Results |
|---|--|--|
| Improve the City's curb appeal to attract new residents to the community. | Utilizing the willingness of volunteers and willing homeowners, | Increased curb appeal will potentially attract new residents as well as create neighborhoods which residents are proud of. |
| Market Perry to potential residents. | Reevaluate potential residents of Perry and then showcase what Perry has to offer to this group of people. | Reevaluation of potential residents could lead to attracting more families and individuals to Perry. Attract a minimum of 10 households to Perry on an annual basis. |



Appendix

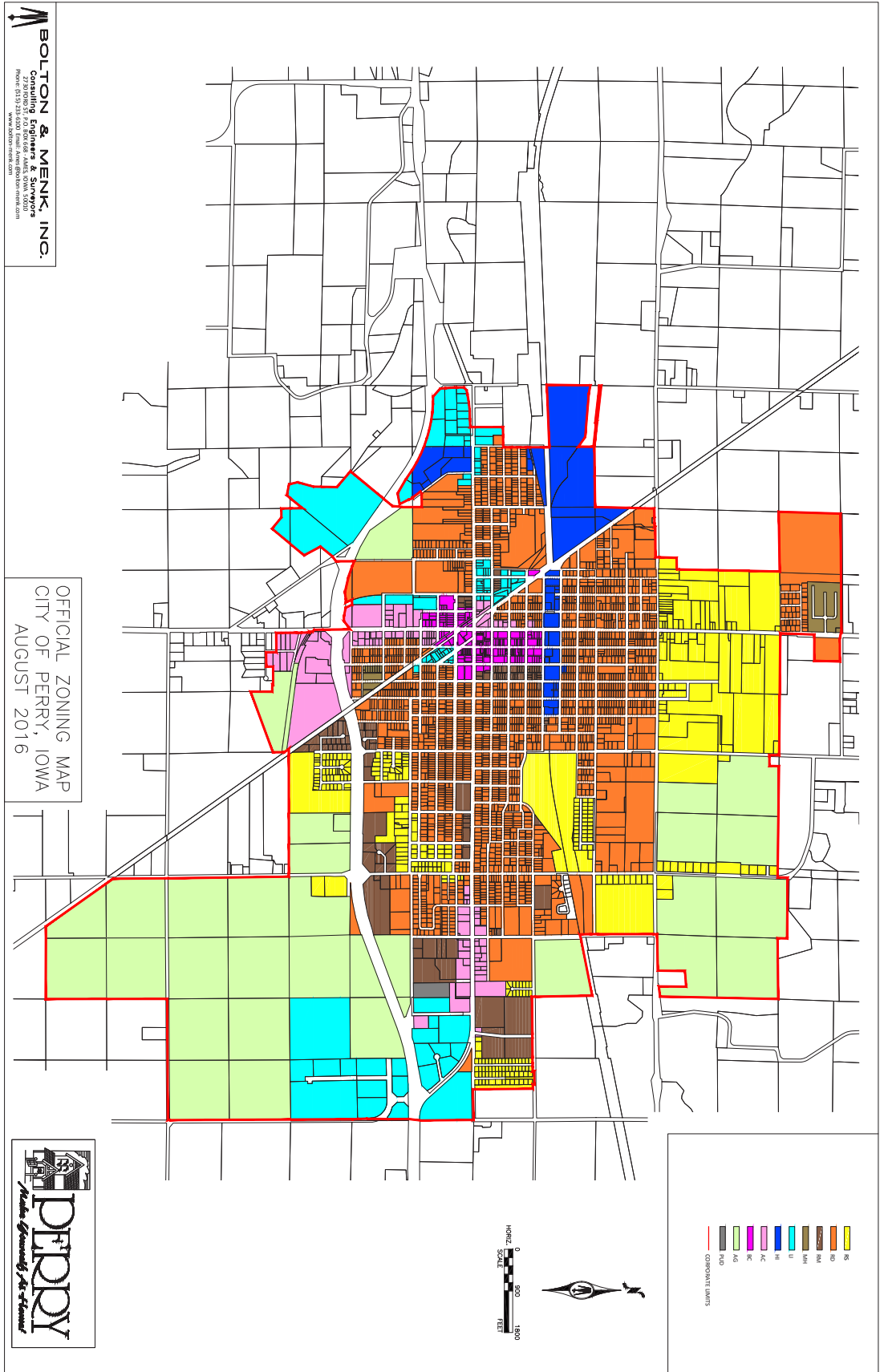
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REGION XII COUNCIL OF GOVERNMENTS HOUSING WINDSHIELD SURVEY RANKING CRITERIA

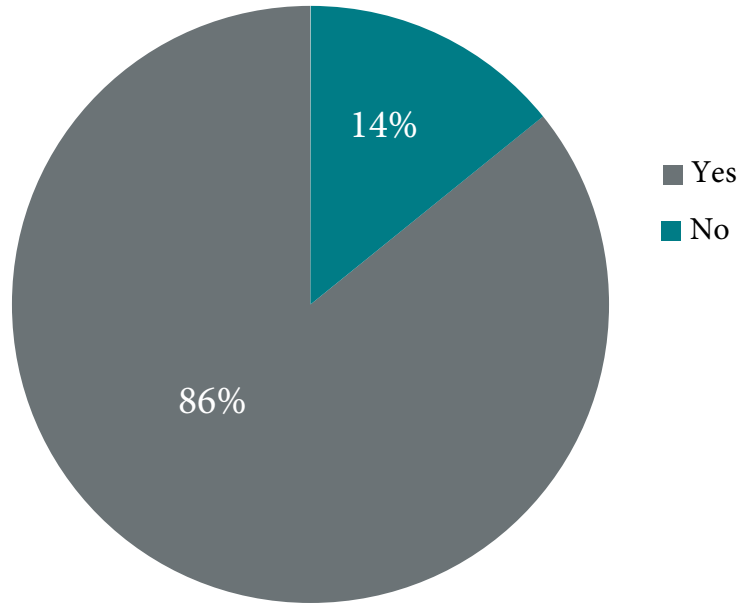
1. Excellent/New. A structure that is under construction, recently completed, or if older, has been completely renovated so that effectively, it is a new home. “Completely” renovated means new windows, siding, roof, landscaping, doors, and other modern improvements. Most of the homes in this category will be almost brand new or less than ten years old.
2. Good. A structure which although somewhat older, has been carefully maintained. The structure is sound, and improvements have been made in the past ten years. Home may show some minor signs of wear, although none that would necessarily need to be addressed right now. An example would be an older, remodeled home with the original windows, although they have been maintained (painted regularly, newer storm windows).
3. Fair. On these homes, mostly cosmetic repairs and modernization improvements are necessary, but the main structure of the home is sound. Homes may need new shingles, paint, windows, landscaping, etc. The foundation of the home is sound, as well as the general structure, which shows no signs of rotting supports, joists, etc. These homes would be considered good “fixer-uppers” for most people.
4. Poor. These structures, although currently occupied, are in need of major attention. In addition to the need for cosmetic repairs (like those of the #3 homes), homes in this category need major foundation and other structural repairs. Structures are not level or plumb and exhibit signs of sagging, settling, etc. Because these homes are usually occupied and have been somewhat fixed up, they are not yet to the point of needing demolition. However, rehabilitation may cost more than that which is economically feasible.
5. Dilapidated. These homes are often abandoned and rehabilitation is not feasible. Homes are unsightly and a general nuisance. Demolition is necessary.

CITY OF PERRY ZONING

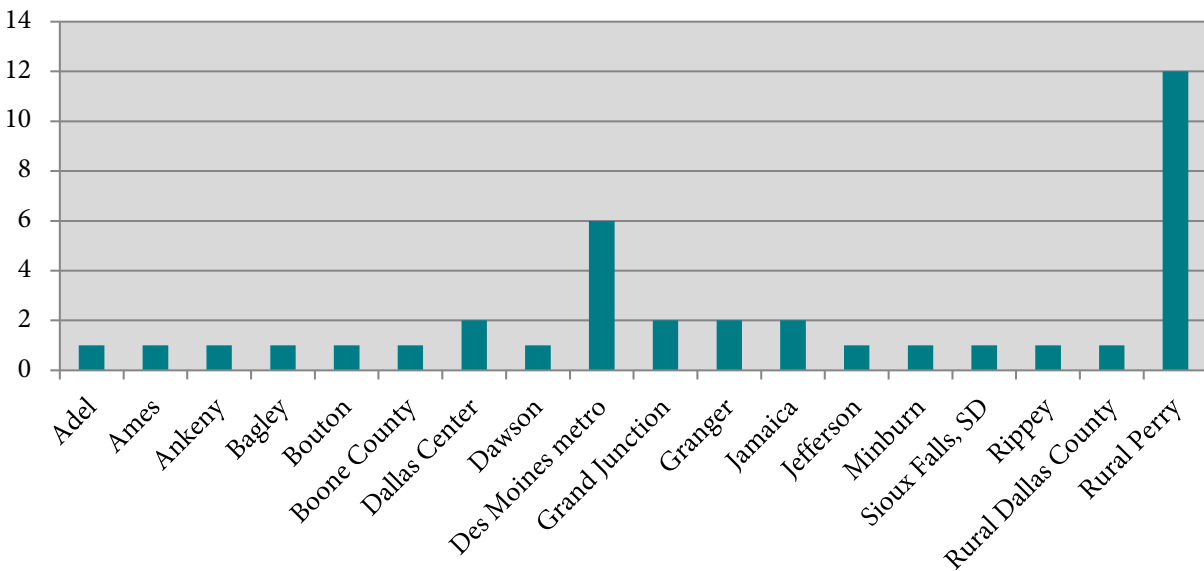


CITY OF PERRY HOUSING SURVEY RESULTS

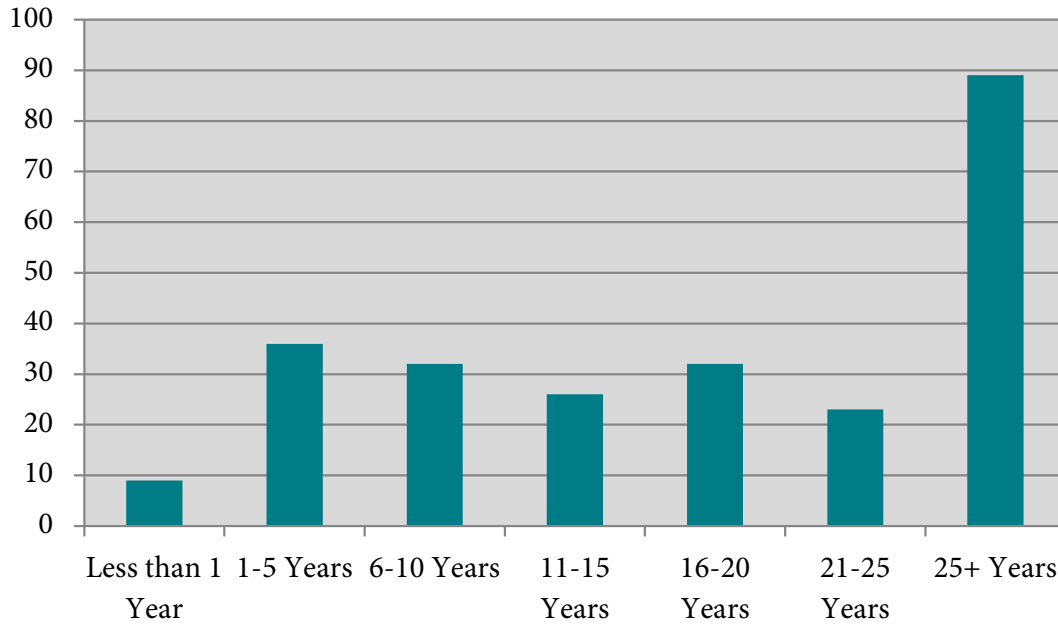
1. Do you live in the City of Perry?



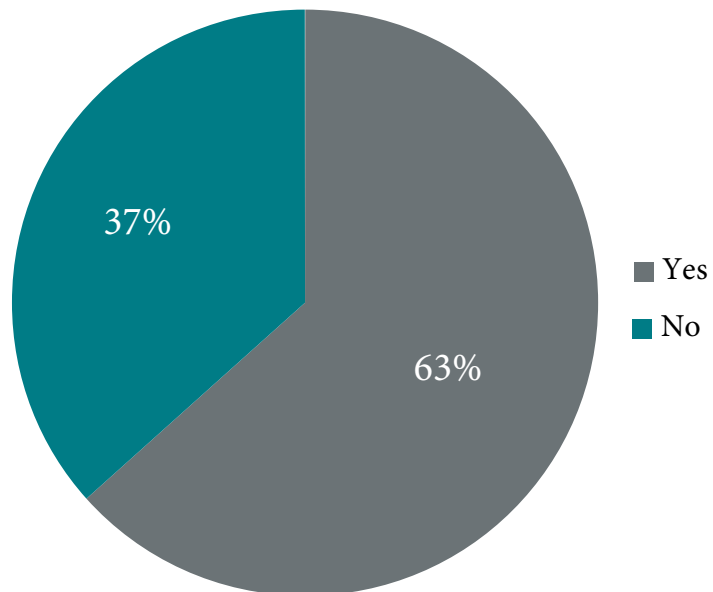
2. If "no", in which city do you reside?



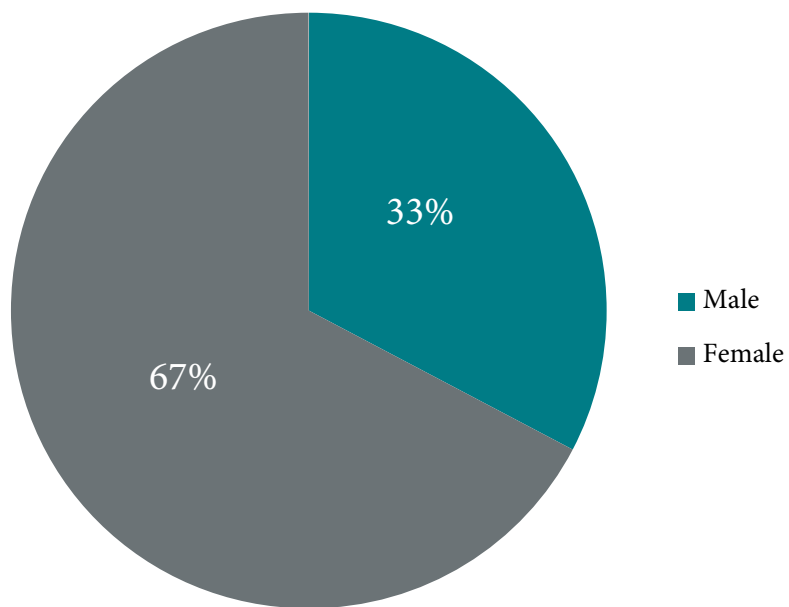
3. If you answered “Yes” to question 1, how long have you lived in Perry?



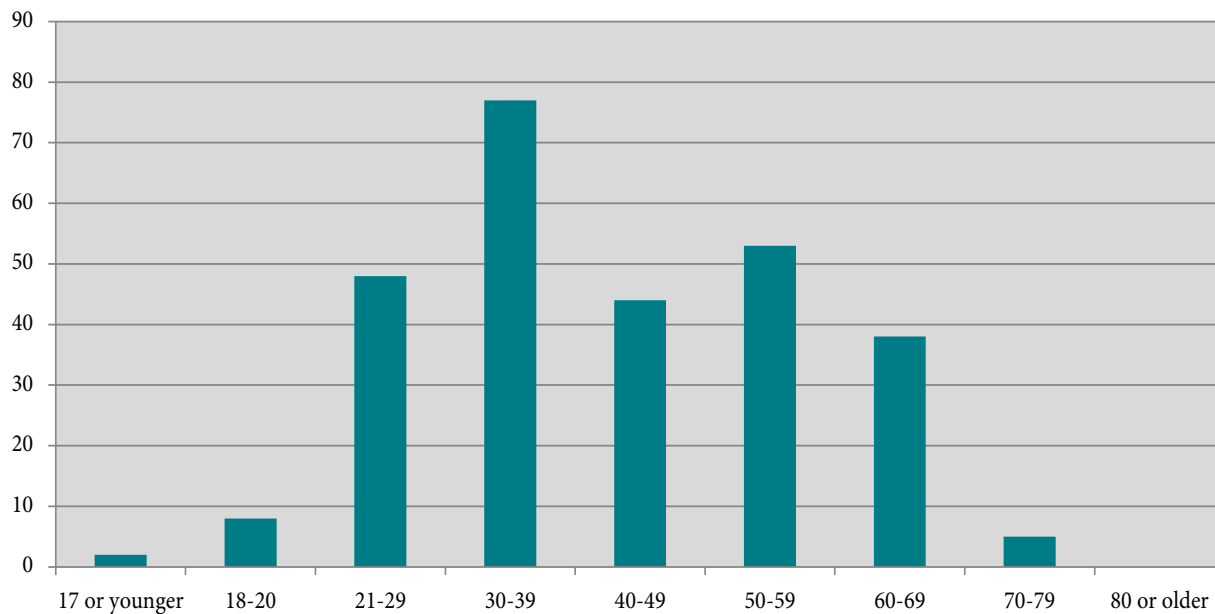
4. Do you work in Perry?



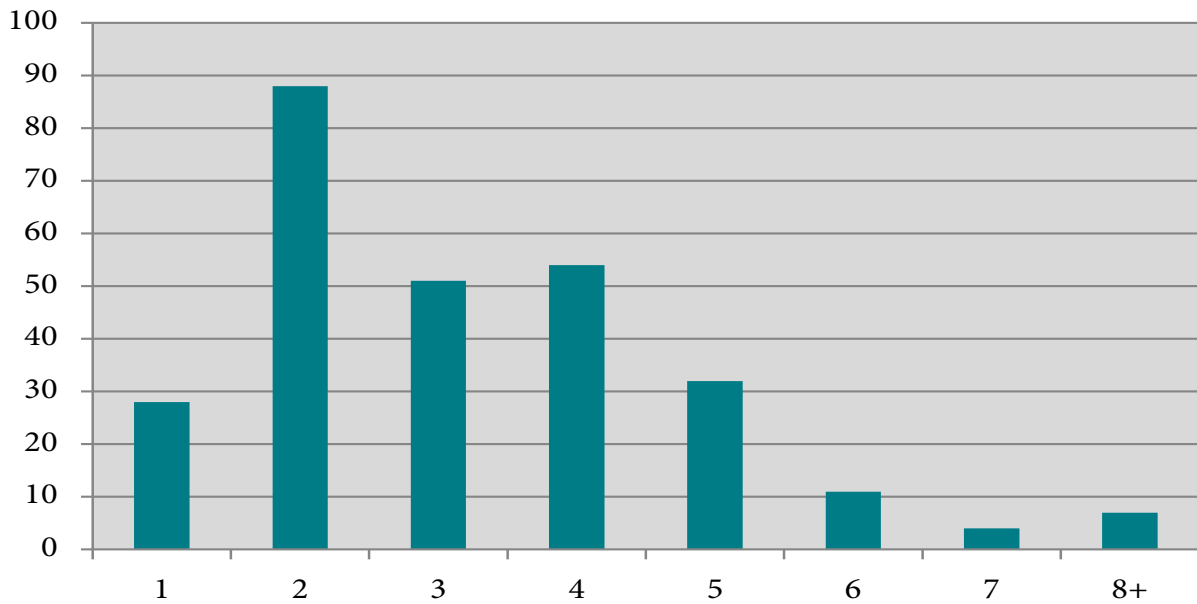
5. Are you male or female?



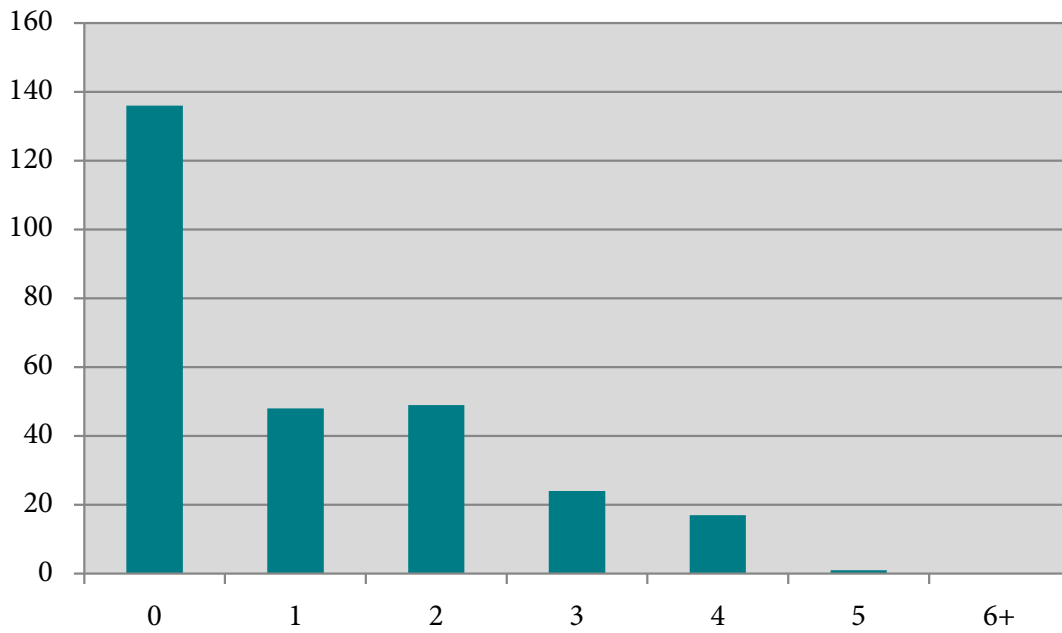
6. Which category includes your age?



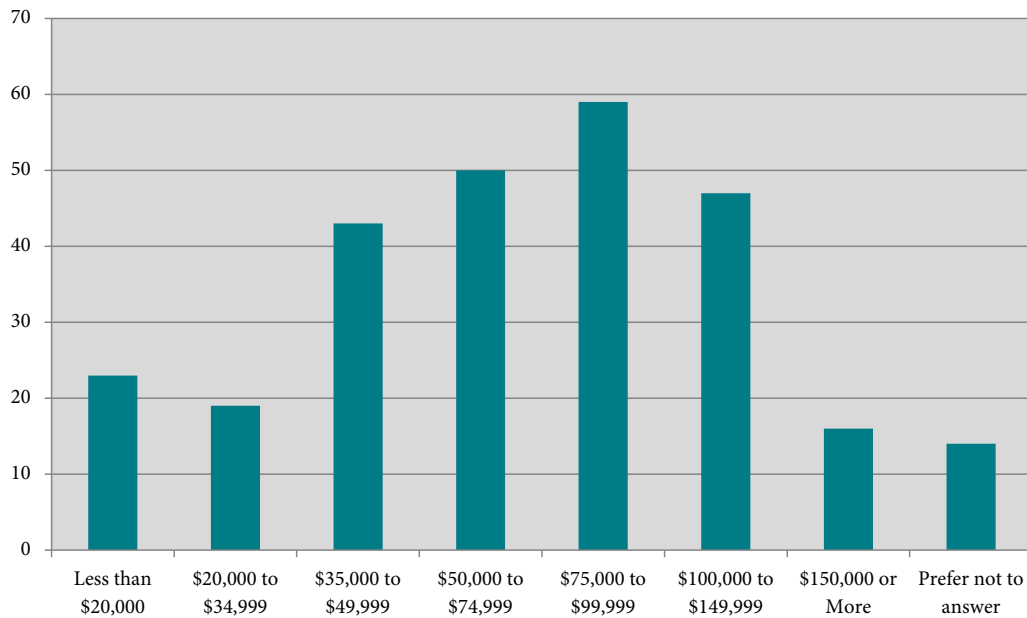
7. How many people are in your household?



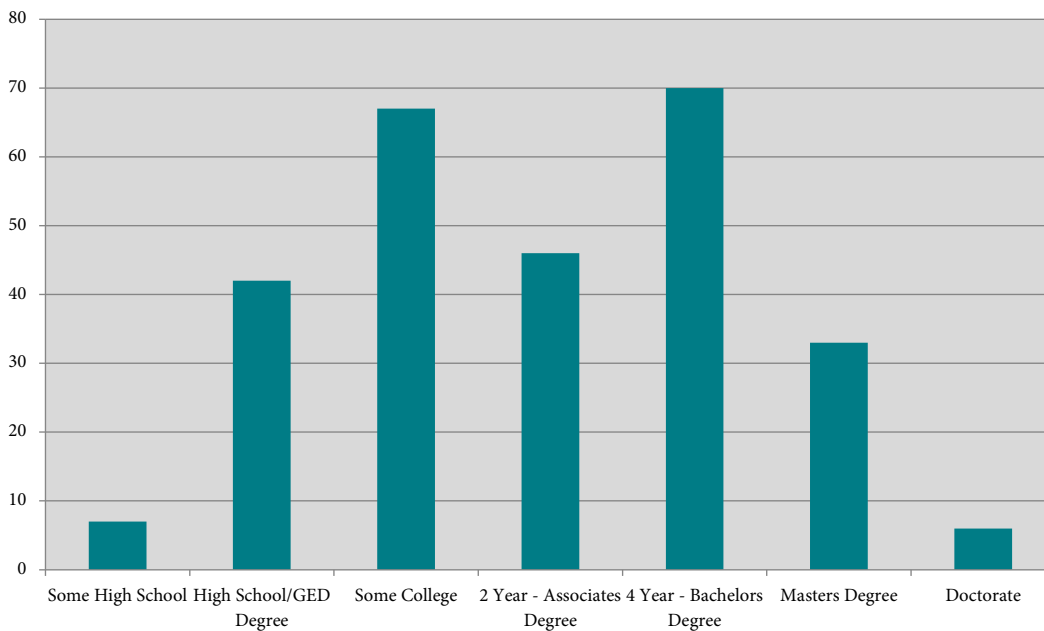
8. How many children age 17 or younger live in your household?



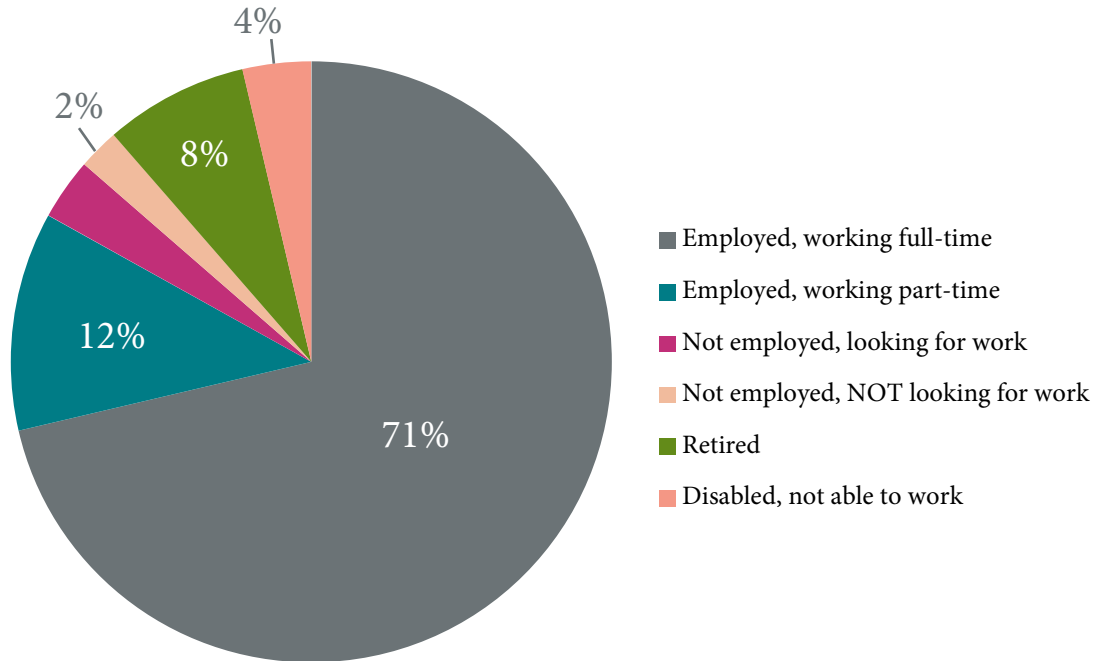
9. Please estimate how much total combined income did all members of your HOUSEHOLD earn in 2014? This includes money from jobs; net income from business, farm, or rent; pensions; dividends; interest; social security payments.



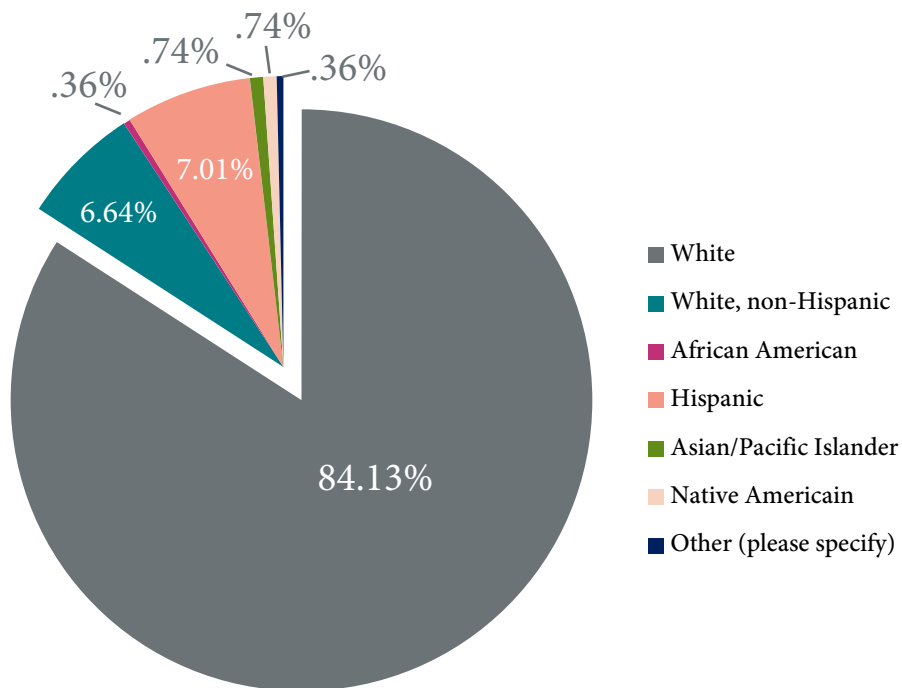
10. What is your level of education?



11. Which of the following categories best describes your employment status?

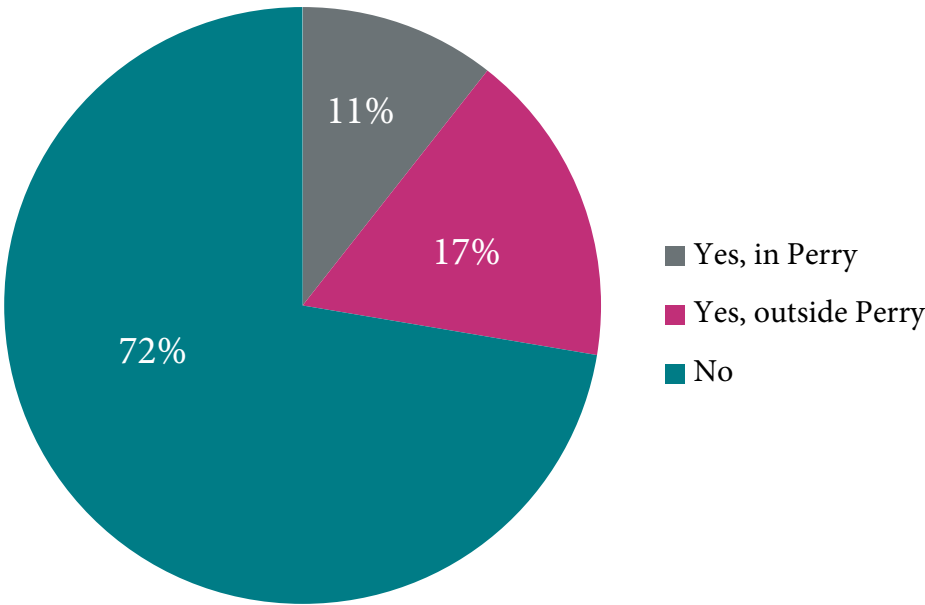


12. What is your race?

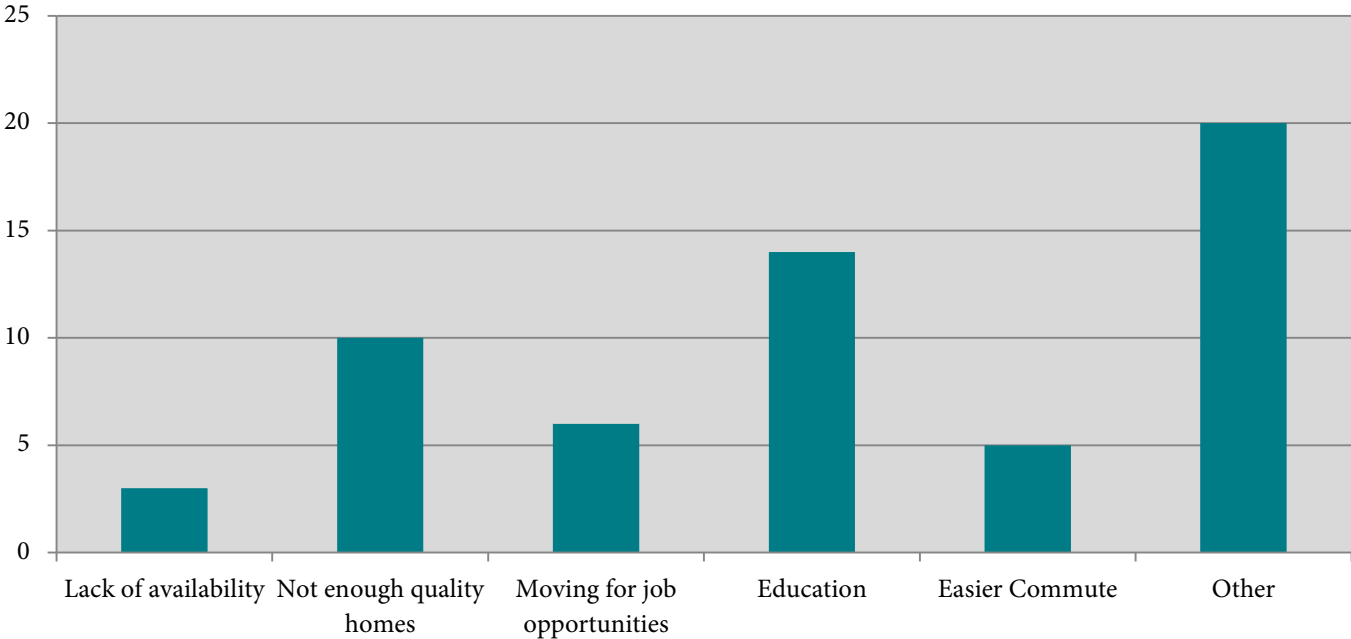


Other response: Human

13. Are you currently looking for a new residence?

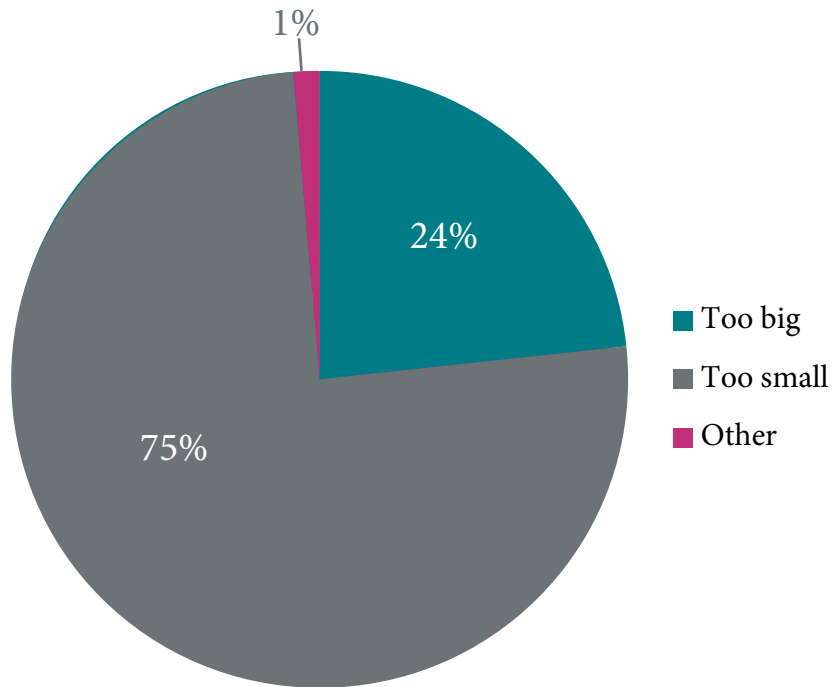


14. If you answered “yes, outside Perry” in 13, why are you looking outside Perry?



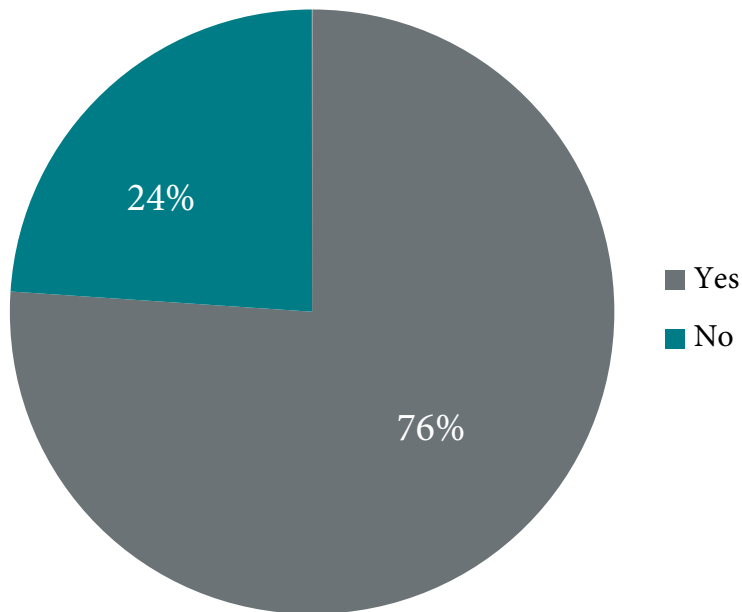
Other responses: Do not like the direction the city is headed, town politics, cleanliness of the city, too many drugs, lack of food and shopping options, lack of improvements in residential areas, unsafe living conditions, moving near family, too much low-income housing, rentals are not clean, bug-free or upkept, nothing is available, want more land, social opportunities

15. If you answered “yes” to 13, what is your current house lacking?

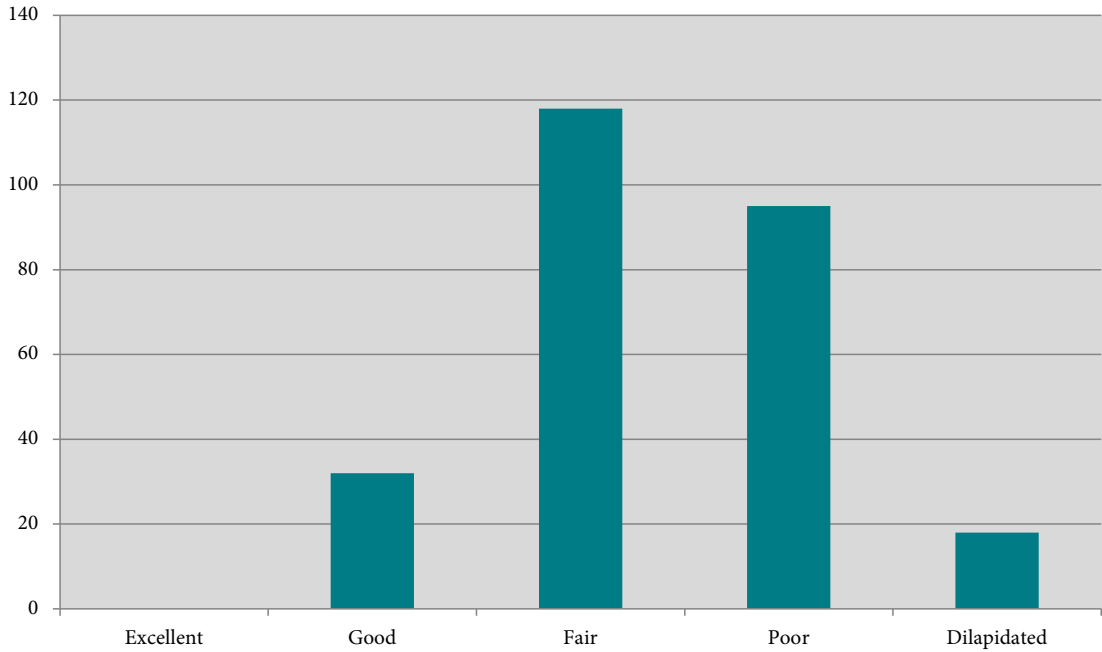


Other responses: Current home is too costly, want to be closer to work

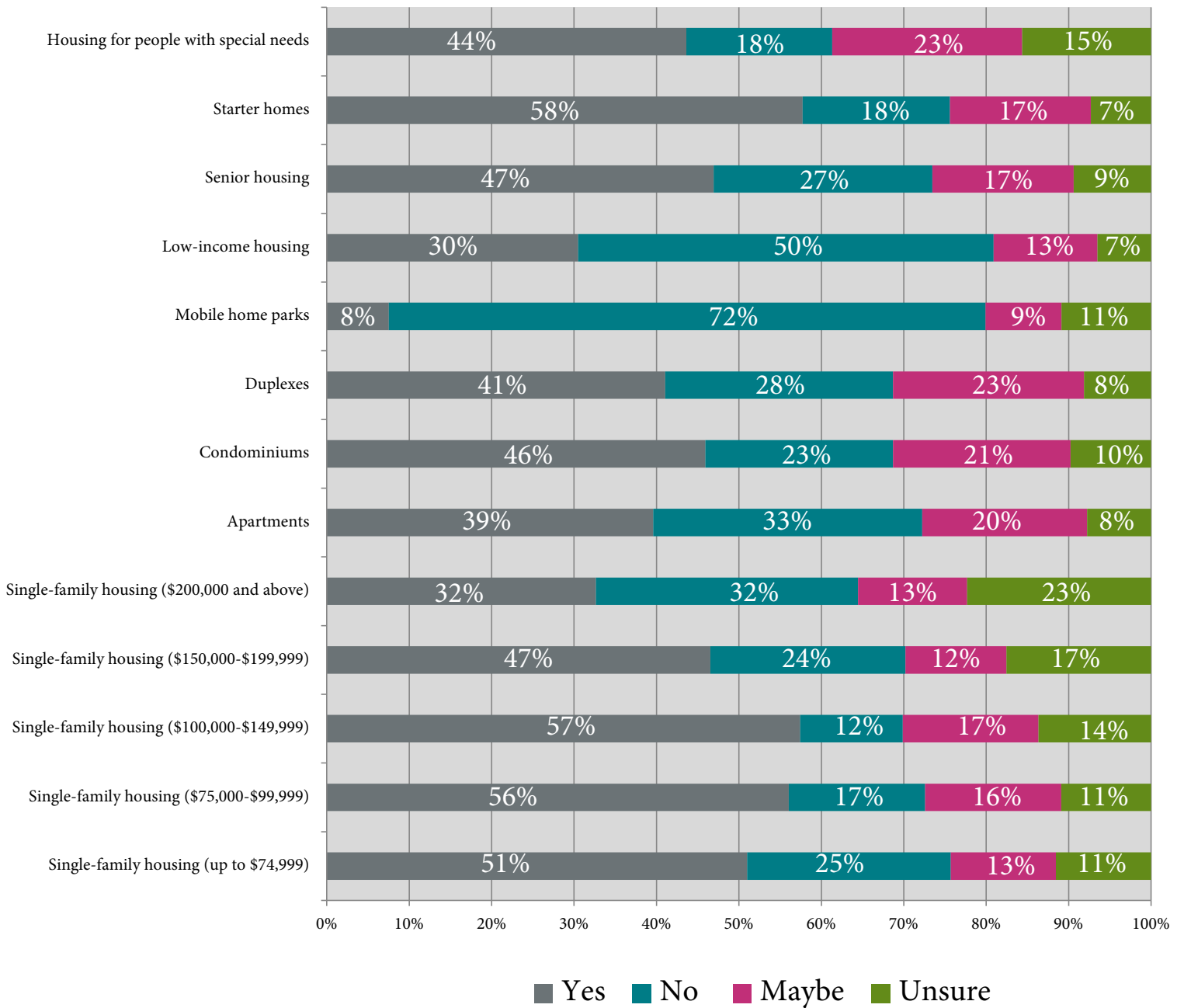
16. Do you have the resources to upkeep your current house?



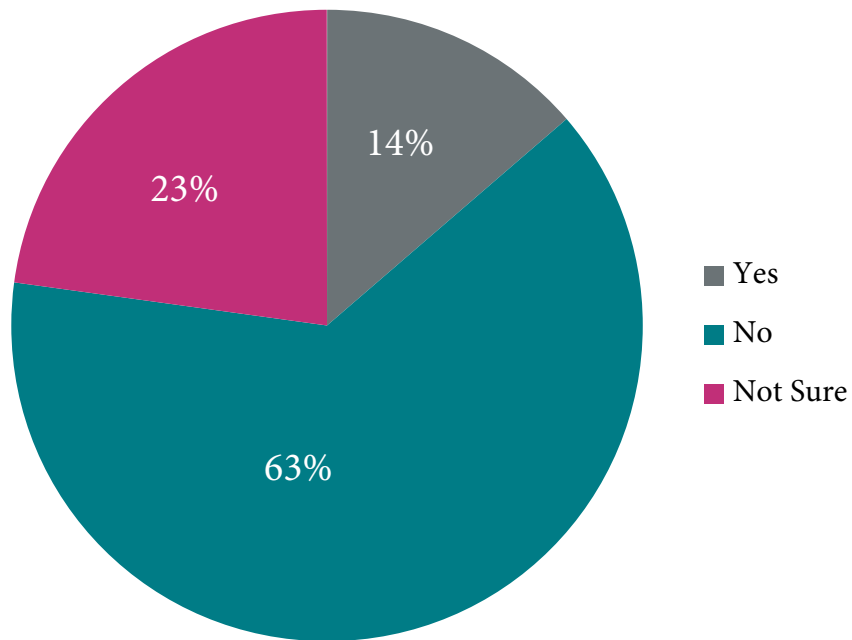
17. Overall, how would you rate the condition of Perry's housing stock?



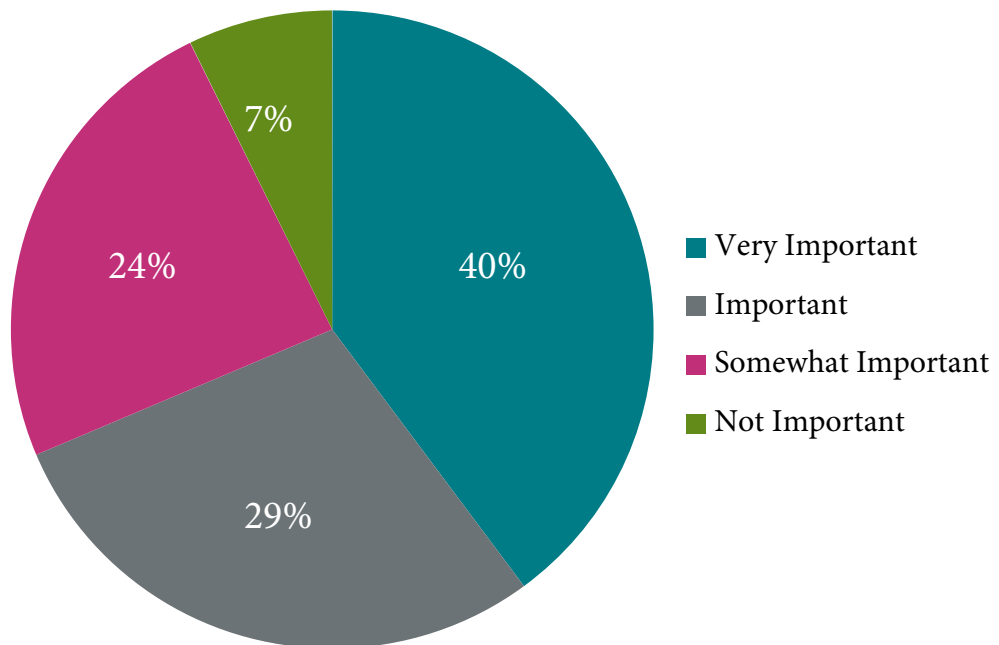
18. Should the following types of housing be expanded in Perry?



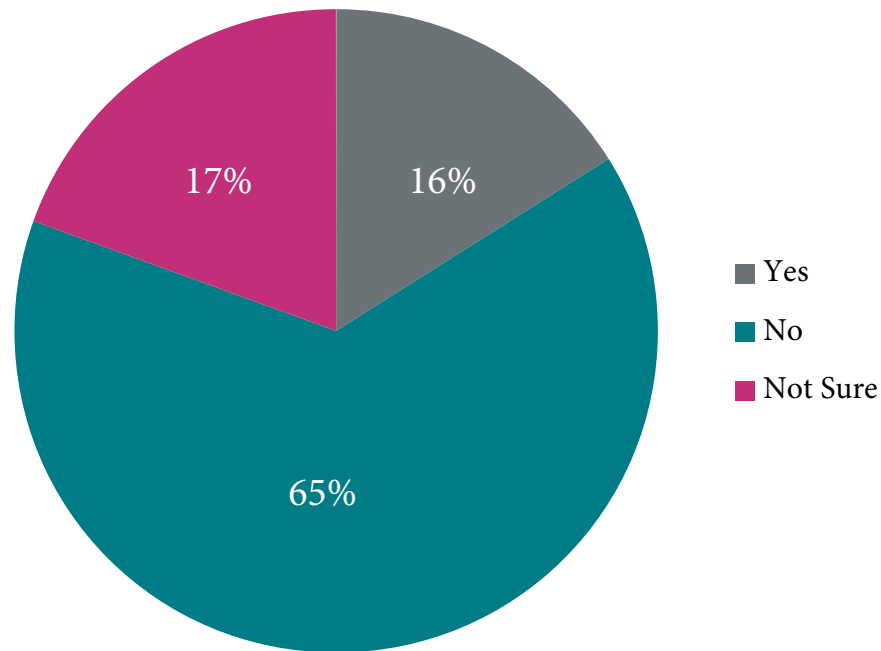
19. Do you think there is an adequate supply of housing choices (type, cost, condition) in Perry?



20. How important are recreational facilities to you and your family?



21. Are there adequate employment opportunities available in Perry?



22. Additional Comments:

There needs to be more business down town 2nd hand shop's used clothing, good will etc...

We want to buy in Perry but the housing is poor, small, outdated and cheap. Perry also has limited resources. Shopping. Entertainment. City activities... Also.. Dallas county taxes are very high. Making buying in Perry less appealing.. Might as well buy some where there is more activities.. Better houses and less property tax! I hate to say it but Perry IA becoming a dying town.. If something doesn't happen soon it's going to be unsalvageable

Perry used to have businesses; you didn't have to go to Des Moines. Perry used to have outdoor recreation for kids.

People will not want to move to Perry or stay here if the schools do not improve. Not a welcoming nor adequate district.

This survey could use some work. My house is neither to big or small. What do you define as recreational facilities? And it isn't any of your business if I can keep my house up.

Personally, I love Perry.

I think there should be apartments for low income people that have better living condition. I have heard that people get cockroaches and some are even bad looking. I also feel there should be more night time jobs and jobs that follow the needs of young mothers that are attending college and the understanding of them needing to have time for work, school, and their child

Perry needs rental properties that landlords have to maintain up keep on houses. Maybe housing inspectors

I feel living in Perry has gone downhill in the 8 years I've lived here. Seeing a downtown area with many empty businesses doesn't say much for this community. It seems this city caters to the Hispanic population just from the signage you see in business windows and walking through grocery stores. To be quite honest, some of the housing in this city leaves little to be desired. There are certain parts of town that seem very sketchy to me as they are not well maintained. I feel this town needs to focus more on creating more jobs that are somewhat comparative in salary to what a person can make working in Des Moines if they want to keep people here. Increasing the amount of low-income housing isn't going to help this community thrive. The businesses in this town have a hard time surviving. In my honest opinion, it's because customer service is lacking. People don't want to spend money here when they are treated poorly - they would rather take their business out of town. If there aren't businesses and amenities here that people need, money will be spent outside of the community. It all ties together - and if this town wants to keep people here, there are many different issues to be looked at.

For the high taxes we pay \$4000+ a year the roads are horrible. This city can not keep a business nor upkeep the roads due to the poverty. We can not afford any more low income housing. Focus on what you have or need to fix before you bring more people in that do not pay therefore dragging the city further down on to the dumps.

In the last 20 years Perry has gotten so trashy looking. Alto of the houses are not kept up.

Looking for a 2 bedroom house for me and my son

I feel Perry is lacking in the affordable, well-kept rental department. We rent our home and it is very nice, but that is not the case for most people in this town. They are forced to take rentals that are roach infested and run down. No one should have to live in those conditions.

Many of the landlords owning housing here do NOT keep up their homes & the folks that are renting are in such need that they move into a rundown disgusting house. Same goes for owning a home. My sister & I searched for a home for her to purchase about 15 months ago & were horrified of the condition of homes! Peeling lead based paint on woodwork, stoves & ovens horribly out dated, broken windows, broken cupboard doors, on & on!

This to get back to caring about the less fortunate people of this town and thinking it's all about money and greed

An outdoor pool attached to the rec. instead of driving to smaller towns in the area to swim outdoors.

It would be great to have some kind of program that helps single parents to afford a decent house, without having to work two jobs to do it.

There are too many low income non-working people in this town. It leads to the housing conditions. There is not enough employment opportunity to attract new people to Perry to boost the economy. There are not enough local businesses to keep people shopping here. There are many areas that could stand improvement. Including city run government. Too much "politics" within the politics. Best interests not top priority.

Please develop more "new construction" subdivisions

Building low income housing will bring more low income people. Is that what Perry needs to improve the quality of life, support business growth, and improve schools? NO! We need to attract young middle income residence who have the means to spend money in the business district. People who will support teachers in helping their children achieve at a high level. A well Educated populace would attract better paying jobs which would in turn help retain educated young people.

We bought our house two years ago in Perry, we are always looking for opportunities to upgrade our living situation and the market in Perry is saturated in the \$30k to \$150k range anything over that is outside of Perry. There is no high end housing in Perry.

City council keeps bring in low income housing for people but we're all of these people going to work? If they are struggling then they aren't going to have the funds to commute. This is only hurting the resale of others homes and discouraging middle class families from moving into Perry. Our community should be similar to Grimes and Adel. City council needs to start doing things to attract the middle class to Perry not steer them away!

I'm a social worker and I see many low income families struggling with poor housing and bugs the town has a problem. The only housing they can afford have bugs or water damage and bad landlords.

I feel that Perry needs to allow more businesses in and that they need to try to improve Perry. we are a poor community

Very much lacking in nicer family homes with 3+ bedrooms and 2000+sq ft. All Perry does is add low income housing and drag the community down. We need new development for quality family homes. Too many residents leave for surround communities that provide quality developments and homes.

The housing market in Perry has been depressed for years! Adding housing will only depress prices further! I owe more on my home that it is worth after 6 years! Bring jobs to Perry FIRST!

More resources (housing, education, employment) for new incoming people with available information in the language needed. Maybe need to hire interpreters for schools and businesses. The newspaper can include a section of town updates/laws in different languages.

I think Perry is a dying town there are many empty businesses in the downtown area, many people leaving Perry, Our business park has only have a few businesses in it and needs more Other towns in the Perry area have grown but Perry has remained the same. Little or no expansion. Perry needs a mom and pop type of restaurant, a store similar to a Walmart after all Boone got one and it never hurt their downtown business area it doesn't have to be a Walmart something similar and a grocery store like an Aldi's or a you bag it store to add some competition. Get a business in here other than a pork plant the exodus will soon stop and Perry will start to grow again. Oh and the taxes need to be lowered so people can live comfortably without that burden....

I recently moved back to Perry and everything seems different in every way.

An employment staffing agency within Perry would be great.

The rental properties that are available need to be kept up. Seems to be an issue especially when a landlord lives out of state. People should not have to move mountains to have a thermostat replaces. People should not have to coon on one burner for 9 months. This becomes more blatant the lower the rent is (lower-income renters) slum lords lower the property value of everybody's property in a small rural town. Definitely need more employment for people to be able to support themselves the town will dry up and only leave lower-income people/housing. Sad when grown adults with children are competing for the same jobs as 14-15 year olds. People need to be able to do up-keep on their homes (good jobs). But it would help a lot if we could get the dilapidated properties under control, it would help. If the landlord doesn't care what the property looks like, why would the renters. If people are proud of where they live, they will take better care.

I feel bad for people and understand you can fall upon hard times-which are where the low-income housing would help..., 1 building/apartment building. This is ridiculous! My family is VERY involved in the schools and community and we are looking at leaving Perry. After speaking to other involved families we aren't the only ones. Our town needs to stop with the low-income housing.

I need help with housing for my family living in a 3 bedroom in Jamaica with my parents. Driving children back and forth for school.

We need less lower income housing. There so much of it other communities are pushing low-income people to Perry. With this higher amount of low-income people coming to town, it is driving up our Special Education cost in the school.

2014/2015 Special Ed deficit was \$1.3 million which the district cannot withstand for very many years without a property tax increase to the property owners of Perry of approx. \$0.30 \$1,000 value. Also our population has not changed for many years. That tells me for any low-income family that moves to Perry, a higher income family leaves. This is doing no justice for our community.

No more low-income housing. Encourage people to build homes through tax incentives.

My husband & I are looking to buy a bigger house; Perry lacks what we are looking for. It would be nice to have more 4-5 bedroom houses here (preferably 5 bedroom, in our case)

This town and educational system cannot take on any more low income people. This town cannot be sustained by or on low income people. Why do you think people go to Des Moines for jobs and shopping? Because Perry can not keep good business's due to the poverty level in this town,

Clean the housing up we have....but help the families that are truly in need, not the ones that want everything for nothing.

Stop trying to promote low income housing.

The condition of the existing infrastructure (streets, sidewalks, water and sewer systems, etc.) should be improved. This would increase the appeal of the Town of Perry a great deal.

Perry needs a family restaurant

The city needs to actively recruit middle-high income housing by offering tax abatements and incentives for people to build new homes in Perry.

There are too many slum houses in Perry. There are landlords taking advantage of individual's inability to rent decent housing. Many homes should be condemned. I've been in homes that should be condemned. We need good landlords that take care of their property 24/7.

Left my comments above.

There are a lot of junk houses that need to be torn down. Lot sizes are too small. Low income housing is not helping our community grow. We need better housing to draw in more middle class families.

I don't think Perry needs to invest in building new housing. Perry has a lot of old run down empty homes. Perry needs to concentrate on forcing the landowners to either repair the existing properties or tear them down. If Perry is going to put up new housing, they should do a better job than building flimsy "barrack-style" facilities. New houses look great in any small town - but if you drive just down the road and see the unending amount of deteriorating ones, it takes away from the charm. Once again, we should obtain the funding to force owners to fix what we already have, or tear them down. Then I would agree to the idea of building new (and better housing than what's in the east end of town).

We have plenty of low-income housing and need to direct housing to encourage more middle to upper income families to Perry.

There is not adequate housing available to the middle income household. I live in a house because I could not find an apartment to live in that would suit my needs. I do not qualify for low income housing which is something Perry housing focuses on. More middle income households would live in Perry if there was decent housing/apartments available. I believe Perry is missing an opportunity to grow by focusing so much on low income housing projects. I would not commute to Des Moines if the work in Perry paid a livable wage.

More opportunities for Recreation.

If any opportunities to bring any workforce to town it should be opportunities with good pay.

It appears to me that the focus is on “affordable” and low income housing that is built by people who are not willing to live in Perry. I have observed middle to higher income families choose to leave Perry & purchase/build in towns with tax breaks. Sometimes I wonder how much longer the downtown shops will keep going when the focus is on housing is for people who have very limited incomes and can’t afford unnecessary items that our downtown specialty shops sell.

Perry needs to enact single family zoning, or if already in place, to enforce. Far too many homes within Perry have multiple families living in a small residence. This creates increased traffic, poor upkeep to homes, and noise/ environmental issues.

There are only 2, 3 bedroom duplexes in this town with central air for rent. I’m disgusted with the rental properties in Perry and how they are maintained. I live in one of the 2, 3 bedroom duplexes. It is the only rental property in town with central air. Everything in Perry is wall units or window air conditioning.

Perry is a small town so it’s logical that employment opportunities are limited. That’s why I responded that way on the employment question.

The housing market is still not to par for selling. My \$60,000 home has lost \$20,000 or more for selling purposes. I like the Rock the block initiative. That could help with the housing market issue for us. We also like that our community is now checking in on rental establishments. Perry is a town of renters. It’s nice to know someone is looking out for their wellbeing.

Thank you for reaching out to the community and listening to our opinion.

NO MORE LOW INCOME HOUSING WE HAVE TOO MUCH AS IT IS

I feel that the single most important factor affecting Perry is the presence of Tyson, for better or for worse. If we truly want to change anything about Perry, I feel that is where we need to begin. My suggestion is to annex. If Tyson decides to pull out of the area, so be it.

City needs to also focus on neighborhood property maintenance conditions. Too many run down properties and junk accumulations. This is why I moved out of Perry to the rural area.

Increased efforts in keeping town clean and improving our housing conditions that are owned and rented. We do not need any more low rent housing.

County Assessor Data

Data Collection, Processing, and Methodology

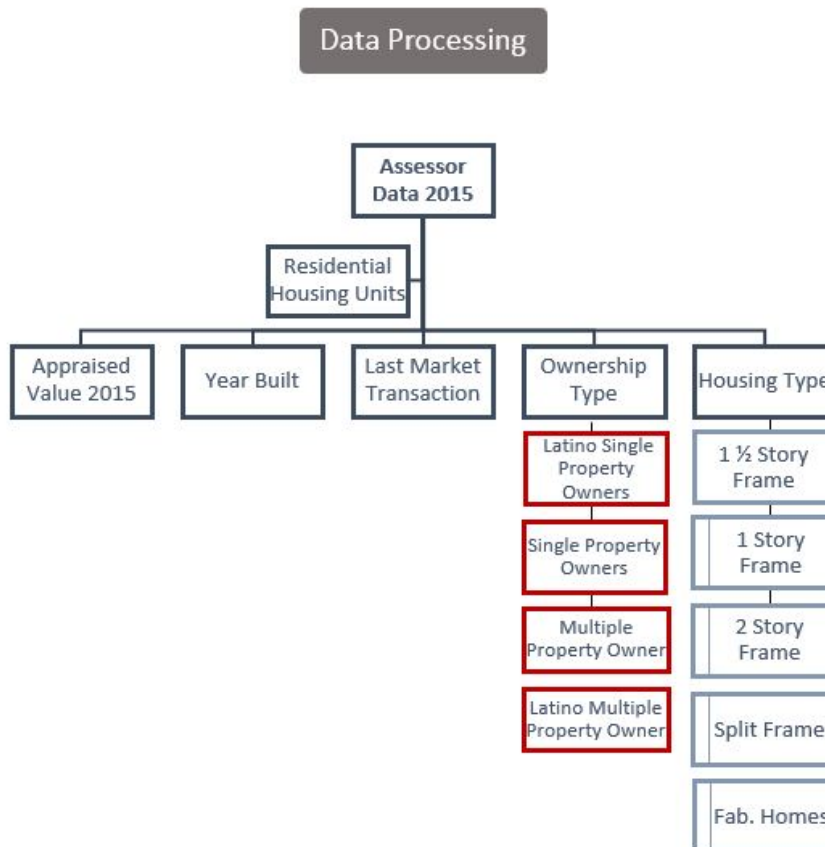
The following graph series was constructed using data collected from the Dallas County Assessor in October 2015. The home values displayed in this series reflect the assessed value as per the county assessor's valuation criteria; actual sale prices will vary depending upon market conditions.



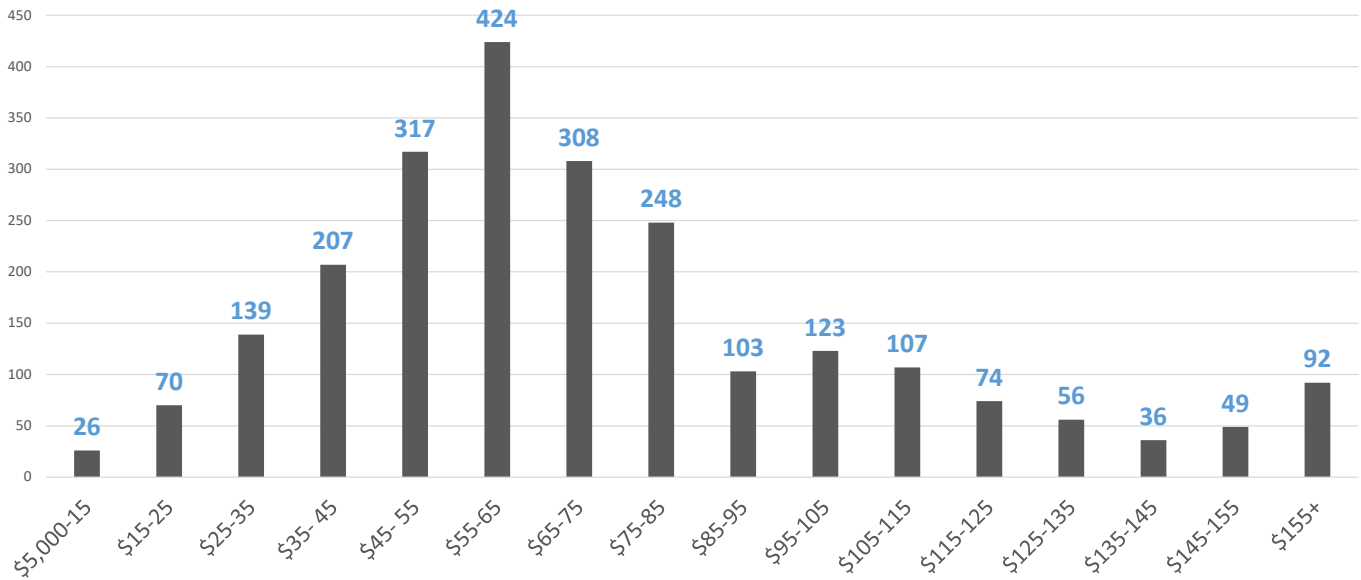
The report focuses solely on residential units in Perry and excludes commercial properties, parcels owned by institutions, churches, agencies, and the city. Data considered under the classification of residential units included: owners name, year built, assessed value, year of last recorded market transaction, and housing type. The data does not account for residential structures that contain multiple units that may be located on the same property (i.e., the entry would represent an entire apartment complex and not each individual apartment within the complex).

Vacant parcels assessed as residential by the assessor were excluded as many of these parcels are not buildable and are adjacent to, and considered part of, larger parcels with residential structures on them. Their inclusion would have skewed the assessed value and ownership data.

Because of the influential contribution of the Latino community in Perry's housing market, we chose to highlight the ownership type by Latino or non-Latino to provide a better understanding of market dynamics. The assessor's data does not include ethnic background of property owners. As a proxy for ethnic background, owner's last name was coded based on whether it was a Hispanic surname. Assuming ethnic background based on surname should be used with caution: the data would not include individuals who identify as Latino but do not have a Hispanic surname or over-count individuals who do not identify as Latino but have a Hispanic surname.

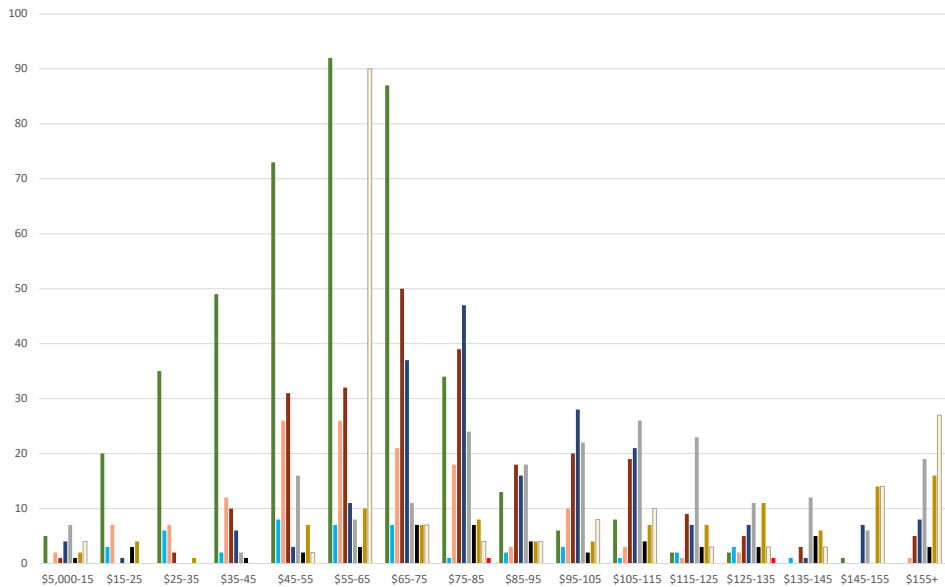


Total Number of Residential Units by Assessed Value (2015)



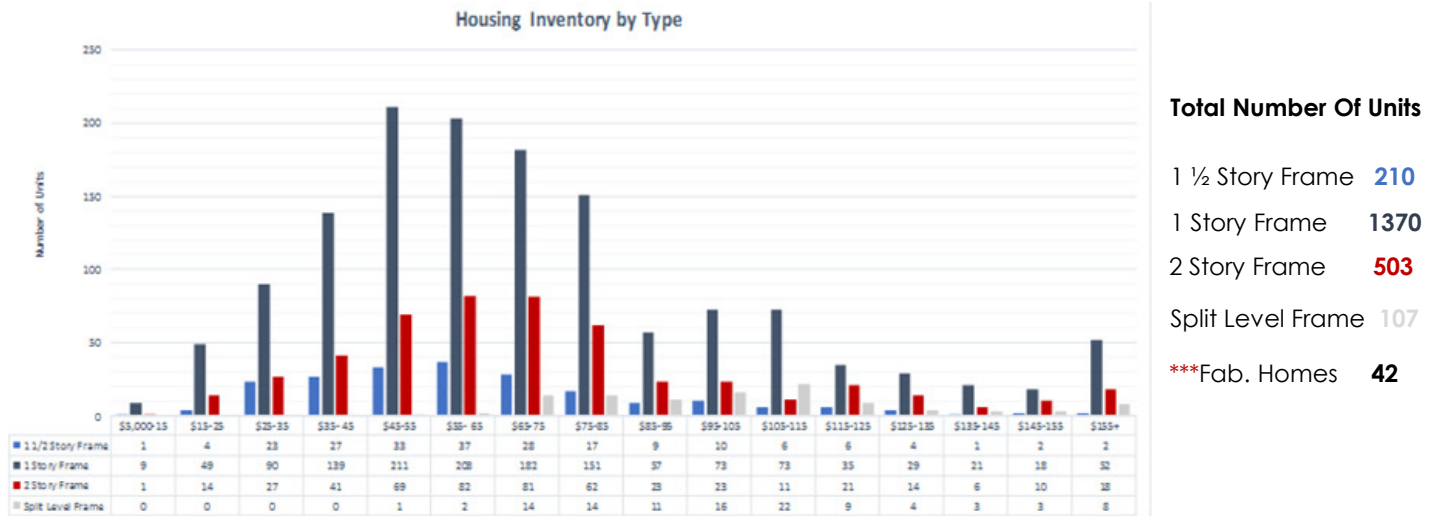
This graph shows the total number of residential housing units and their respective assessed value. The graph demonstrates the distribution of the housing stock in Perry by number of units per price range. Approximately 54% of the current housing stock has an assessed value between \$45,000 and \$85,000, falling within the “affordability range” for the average household in Perry. Only 17% of the housing stock in Perry is assessed at more than \$105,000. Given the number of households that earn less than the median income of \$45,000, the current distribution of assessed value for homes matches the purchasing threshold for the population.

Housing Inventory by Decade Built & Assessed Value



| Structures Built | Decade |
|------------------|----------------|
| 427 | 1920-1930's |
| 46 | 1930-1940's |
| 139 | 1940-1950's |
| 244 | 1950-1960's |
| 204 | 1960-1970's |
| 205 | 1970-1980's |
| 48 | 1980's-1990's |
| 108 | 1990-2000's |
| 179 | 2000-2010's |
| 2 | 2010-Until Now |

This graph shows the activity of Perry’s home construction by decade. The purpose is to provide a historical snapshot of homes built and their assessed value as in 2015. The spike in homes built between 2000-2010 and assessed between \$55,000 and \$65,000 reflects the Kading properties. Nearly 70% of the homes within the “affordability range” of \$45,000 and \$85,000 were built between 1920 and 1980. For homes valued at more than \$105,000, nearly 58% were built between 1920 and 1980.



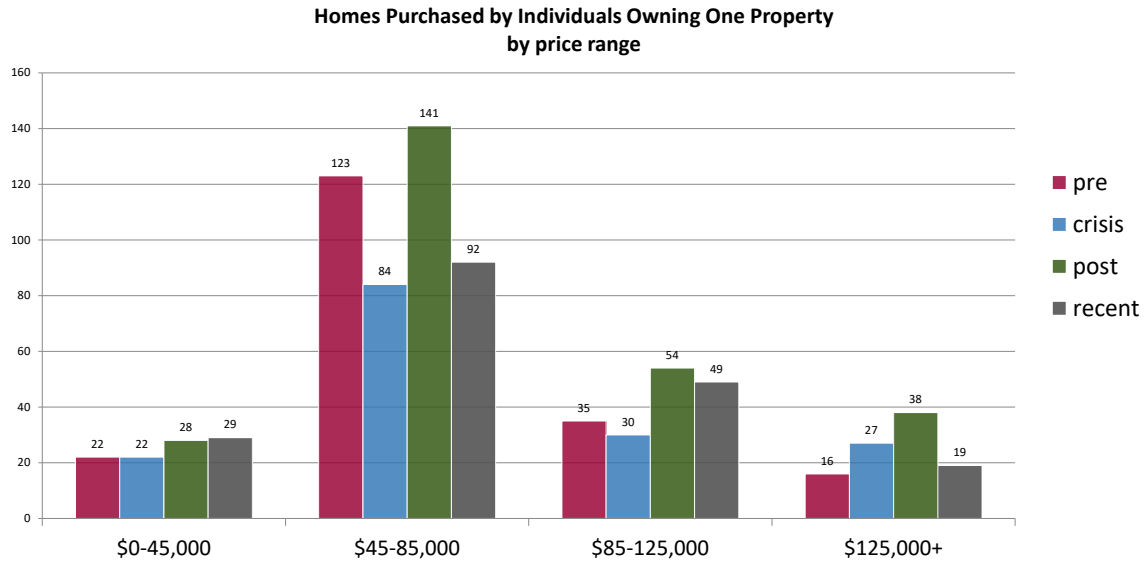
This graph shows the breakdown by housing type and assessed value of the overall housing inventory. 1 Story frame houses are overwhelmingly the most common housing type across all assessed value ranges.

Data Collection, Processing, and Methodology

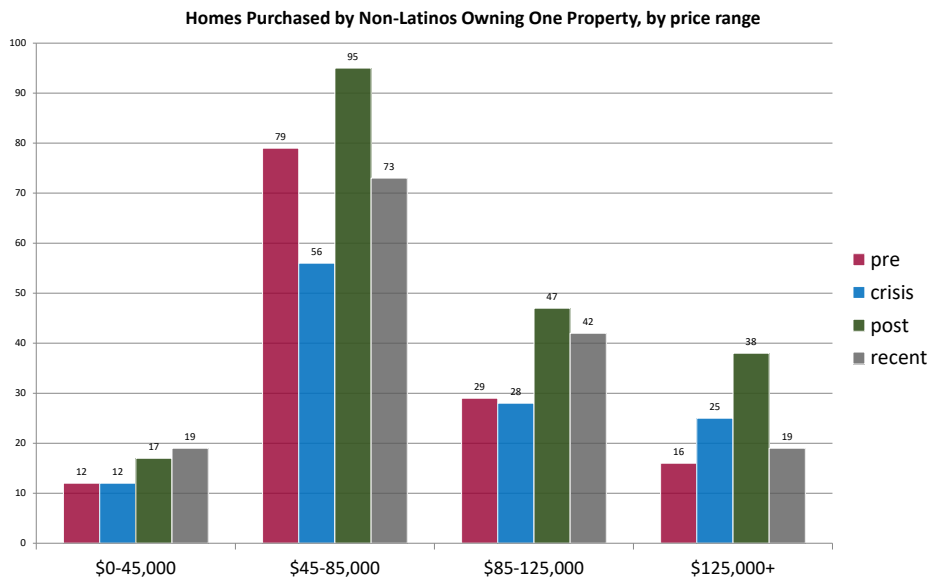
In order to determine the effects of the financial and housing crisis on the sale of homes in Perry, we tracked the last year of market transaction for residential properties over the past decade. Residential properties are categorized into assessed value ranges. The data is further divided into examining the number of properties transferred to Latinos and Non-Latinos over that same ten year period, again categorized into assessed value ranges. The full series of the year-by-year changes in Perry’s housing market over this ten year period is displayed on the long poster on the wall. The following slides present a version in which the decade is condensed into four periods: **Pre** represents pre-crisis years of 2005-2007, **Crisis** represents the years of the financial crisis and recession from 2008-2010, **Post** represents the 2011-2013, immediately following the crisis, and **Recent** represents January of 2014 to October 2015.

Single Property Owners

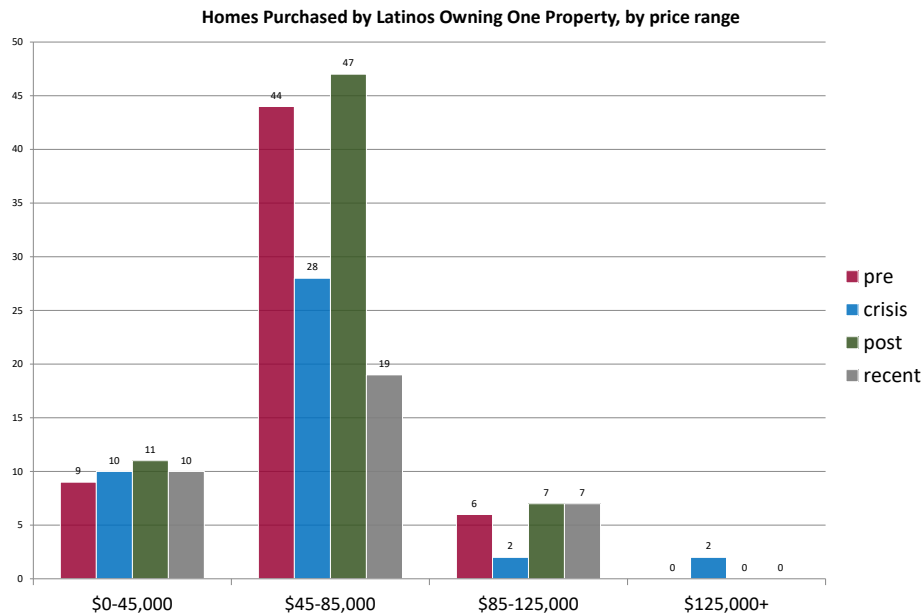
(Individuals listed only once as owners in the Dallas County Assessors data. Could represent owner-occupied housing or landlords who rent only one property.)



We would expect to see a sharp decrease in the number of home sales for single-property owners during the Crisis period when compared to the Pre and Post period. However, this decrease in transactions only exists for homes valued between \$45,000 and \$125,000. This encompasses homes that fall within the “affordability range” for Perry, including within range of the median household income. The change between the Crisis and Post-Crisis periods in these assessed value ranges indicates a recovery – if not improvement – in demand for homes in this range. Homes assessed at \$125,000 actually experienced a bottleneck prior to the Crisis; it appears that the Crisis and subsequent recovery has created more movement in higher end homes.

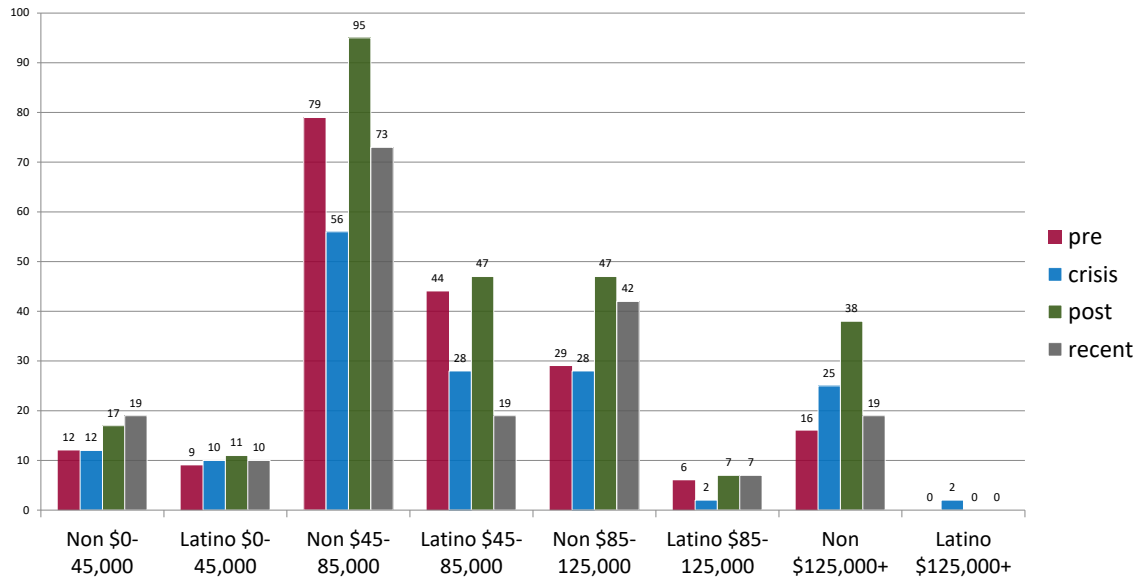


Non-Latino single-property owners follow the trend of the aggregated data displayed on the previous slide. It is worthy to note that in all assessed value ranges, Non-Latino single property owners were able to purchase properties at a significantly higher rate during the Post-Crisis era than the three years preceding the crisis. Indeed, for all but the \$125,000+ range, recent home sales appear to be on track to surpass the preceding three years represented by the Post-Crisis period.



Latino single property owners have not seen the same kind of gains in the market as Non-Latinos. This is especially apparent in the \$45,000 to \$85,000 range, in which Post-Crisis transactions were nearly identical to Pre-Crisis numbers. While the market appears to have recovered to Pre-Crisis levels, Latinos did not expand their ownership share in the Perry market. Most telling is the near absence of transactions for Latinos in the \$125,000+ assessed value range, with only two transactions registered in the 10 year period, both of which appeared to be able to take advantage of a dip in the market to purchase higher-end homes. This absence is indicative of the inaccessibility of purchasing higher end homes by Latinos.

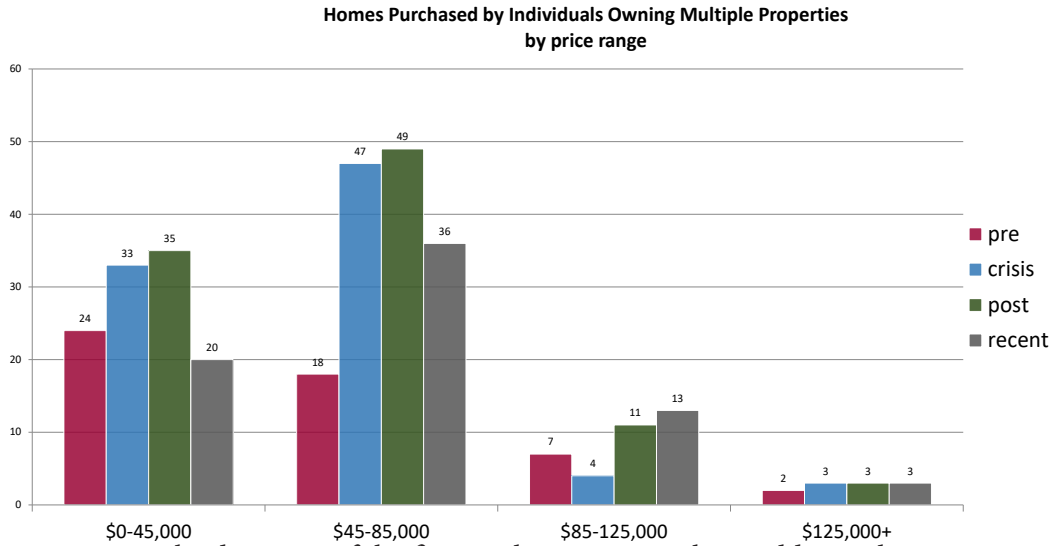
Comparison of Numbers of Homes Purchased by Non-Latinos and Latinos single property owners, by price range



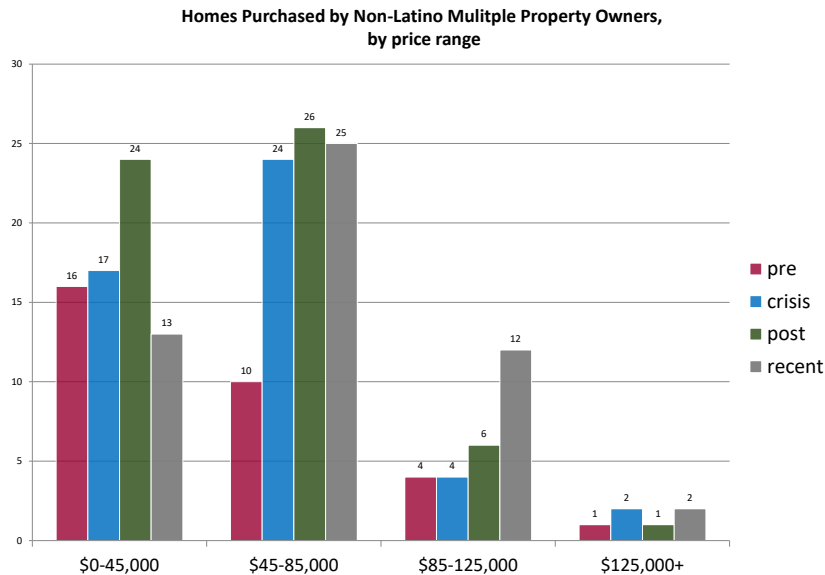
This side-by-side comparison of transactions by Latino and Non-Latino single property owners highlights the diminished participation of Latinos in the residential market over the past decade vis-à-vis Non-Latinos. Given that Latinos represent an estimated 40 percent of the population, this difference in transactions between Latinos and Non-Latinos represents that Latino homeownership in Perry continues to lag behind that of Non-Latinos. This indicates the existence of barriers to homeownership for Latinos. It also means that if Latinos represent a minority of single property owners across the board, then they are more than likely over represented as tenants in the rental market.

Multiple Property Owners

(Individuals listed as owning more than one property in town. More than likely represents landlords. The numbers listed do not equate to all rental properties, however, as it is possible that one of the properties listed is owner-occupied).

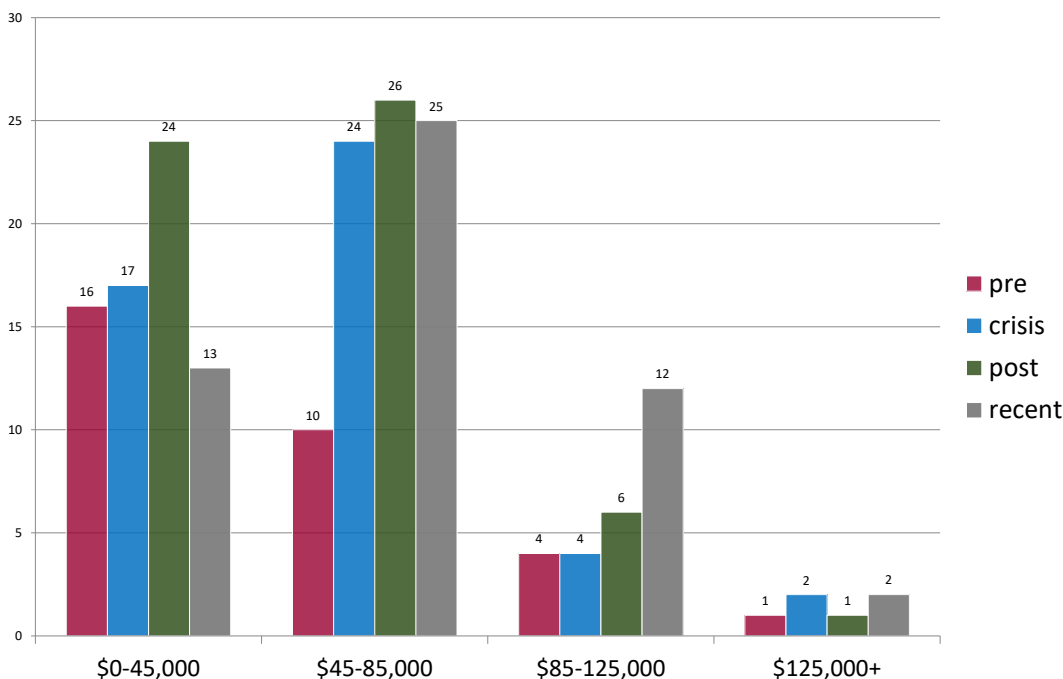


Multiple property owners took advantage of the financial crisis to purchase additional properties, especially in the two lowest assessed value ranges. These more than likely do not represent individuals “moving up” into a higher valued home, since we would expect to see a greater increase in the \$85,000+ ranges. Instead, they more than likely represent the purchase of an investment property. Especially when compared to the Pre-Crisis years, the number of homes in the “affordability range” purchased as additional properties indicates an overall decrease in affordable houses available for purchase to median household income earners. The most Recent two years indicates that the rate is trending to be on par with the previous periods.



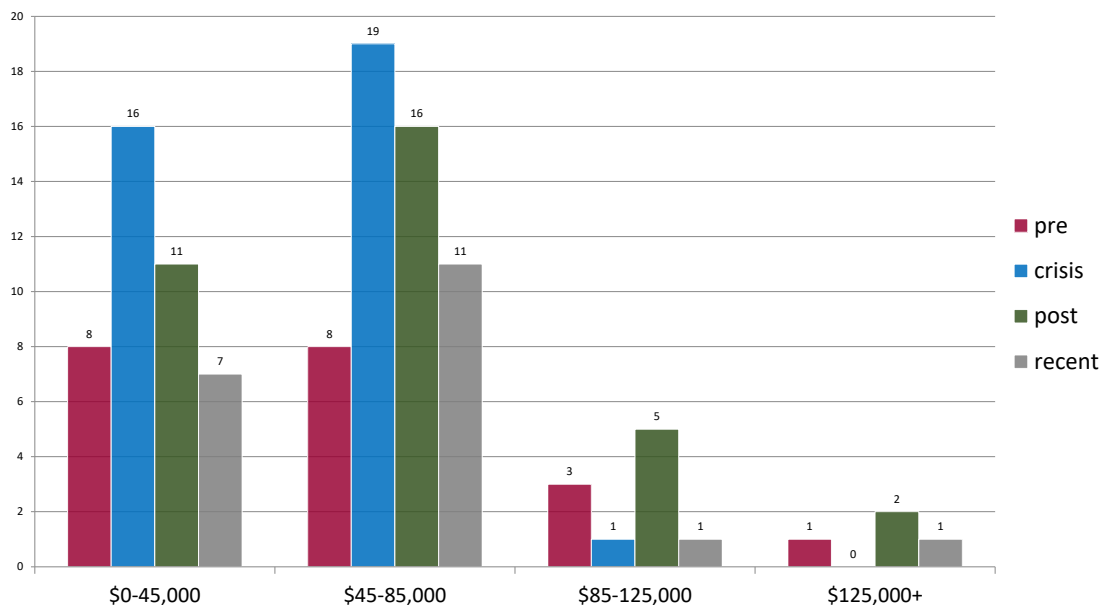
Non-Latino multiple-property owners follow the trend of the aggregated data displayed on the previous slide. Indeed, for the \$45,000-\$85,000 range, the trend for the most Recent two years is set to outpace the previous periods. Since Non-Latinos are the majority of the purchasers of homes valued at over \$125,000, the small number of additional properties purchased in this range by Non-Latinos could indicate that Non-Latino property owners are less inclined to hold on to previously owned homes as investment properties when looking to upgrade their current homes.

**Homes Purchased by Non-Latino Multiple Property Owners,
by price range**



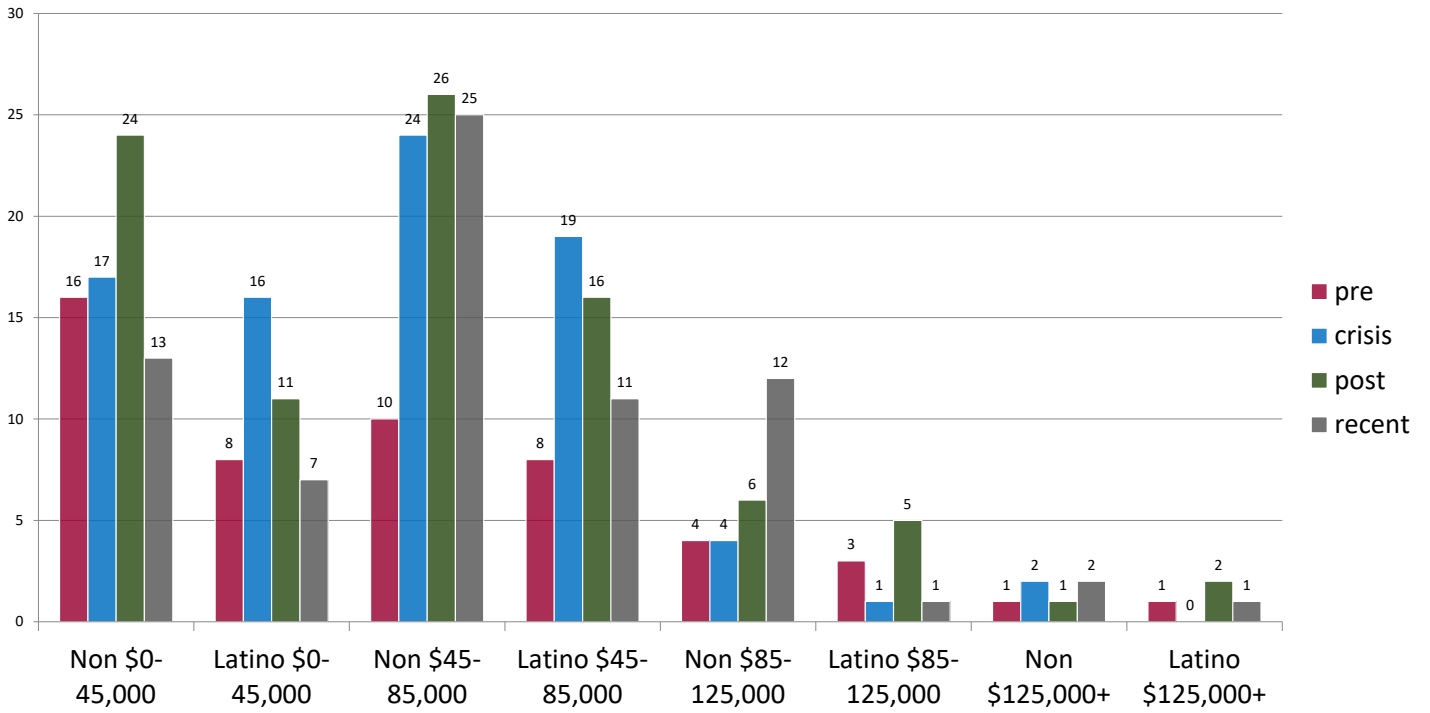
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**Homes Purchased by Latino Multiple Property Owners,
by price range**



Latino multiple property owners appear to have taken advantage of the Crisis period by doubling the purchase of additional properties in the value ranges below \$85,000. This increase has slowed, but still represents significant growth in purchases over the Pre-Crisis period. This could represent property owners that have upgraded to different homes or purchased a second home as an investment property.

Comparison of Numbers of Homes Purchased by Non-Latino and Latino multiple property owners, by price range



This side-by-side comparison of transactions by Latino and Non-Latino multiple property owners further highlights the increased power of Non-Latinos to purchase residential properties in Perry, significantly outpacing Latinos in every assessed value range, with the exception of the \$125,000+ range.

IEDA Workforce Housing Tax Credit Information

1. Housing Needs Assessment completed by Region XII Council of Governments.

2. Number of Building Permits

| | New Construction | Rehabilitation |
|-------|------------------|----------------|
| 2016 | 0 | 4 |
| 2017 | 4 | 7 |
| 2018 | 8 | 9 |
| 2019 | 27 | 13 |
| 2020 | 4 | 4 |
| 2021 | 18 | 10 |
| Total | 61 | 47 |

3. Homeowner Vacancy Rate

Over the past three years, the city's homeowner vacancy rate averaged 1.4%.

4. Volume of Homeowner Unit Sales

2014- 67

2015- 77

2016- 60

5. Average annual length of time it takes to sell homeowner units. 90 days or less means high demand
A home which is priced right, can be sold in around 90-120 days.

6. Average annual rental vacancy rate. 5 percent or less is low

From a survey of Perry's landlords, the city's rental vacancy rate is approximately 4%.

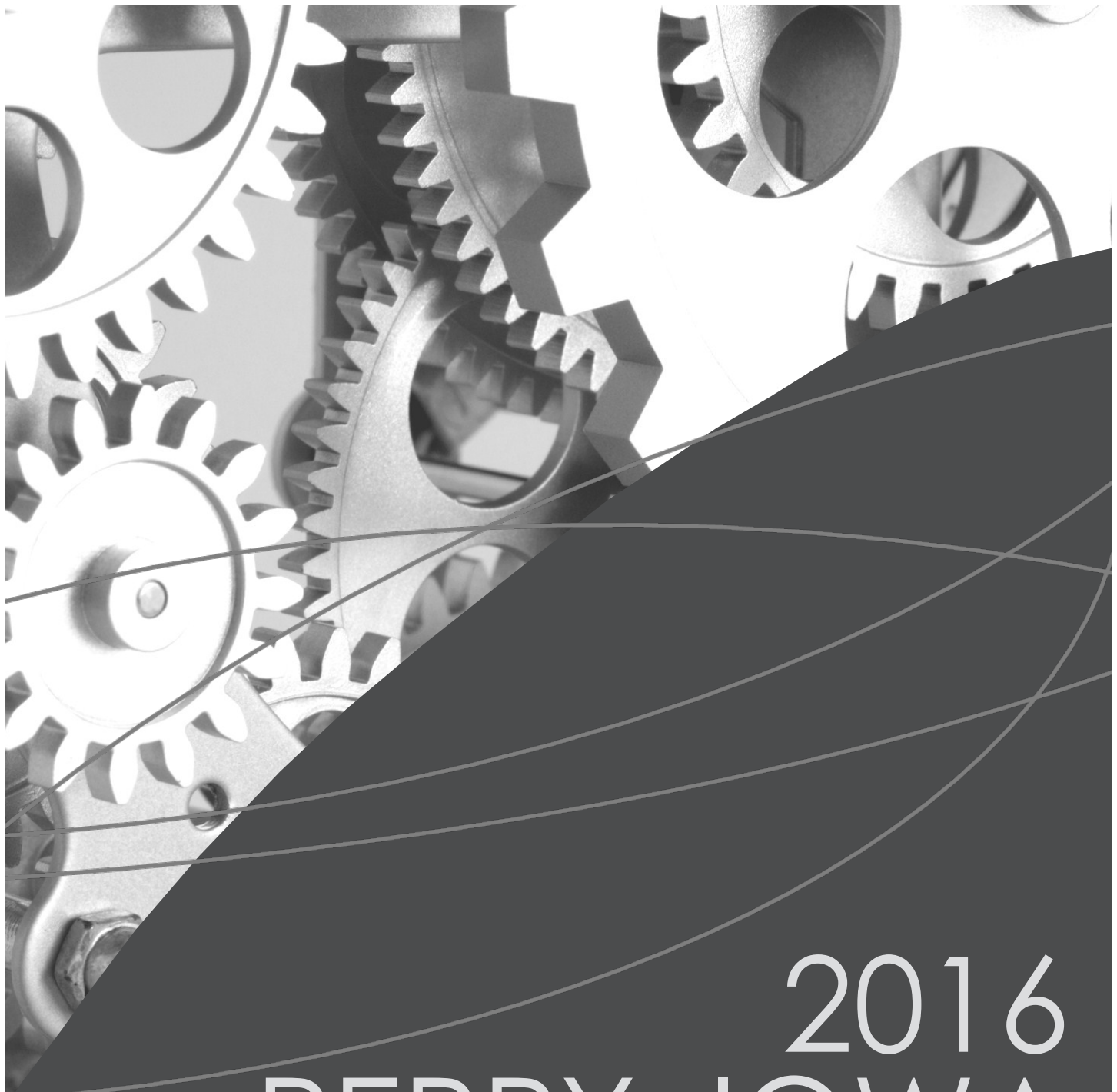
7. Average annual length of time it takes to lease rental units. Less than 30 days indicates high demand.
Most of the city's rentals have waiting lists, so after a tenant moves out the next is moved in within the month. The average is approximately 21 days.

8. Average housing cost from the industry standard housing affordability index.

The average housing price for Perry according to the Dallas County Assessor is \$86,520.47.

9. Average unemployment rate. From the community and laborshed.

The average unemployment rate for Perry from the 2016 Perry Laborshed is 6.7%.



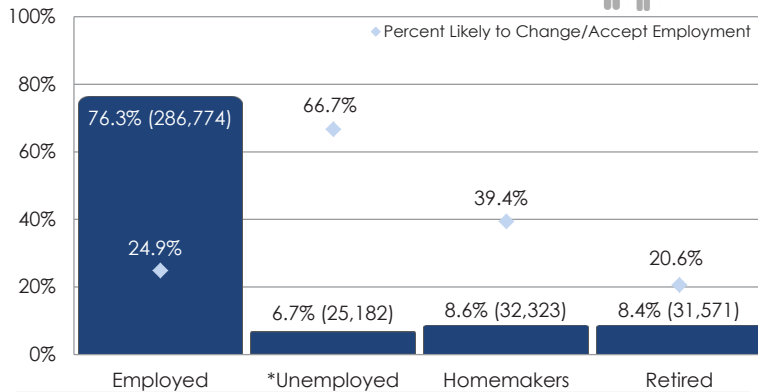
2016
PERRY, IOWA
LABORSHED ANALYSIS

A STUDY OF WORKFORCE CHARACTERISTICS

PERRY LABORSHED ANALYSIS

A Laborshed is the area or region from which an employment center draws its commuting workers. To determine the approximate boundaries of a Laborshed area, local employers supply the residential ZIP codes of each of their employees. This Laborshed analysis addresses the workforce characteristics of the Perry Laborshed area.

EMPLOYMENT STATUS (ESTIMATED TOTAL)*



*Employment status is self-identified by the survey respondent. The unemployment percentage above does not reflect the unemployment rate published by the U.S. Bureau of Labor Statistics, which applies a stricter definition.

Estimated Population 18-64: 375,850 (entire Laborshed area)

Estimated Number of Individuals Very Likely or Somewhat Likely to Change or Accept Employment in Perry (55,410):

- 49,474 Employed
- 1,486 Unemployed
- 2,117 Homemakers
- 2,333 Retired

EMPLOYED - LIKELY TO CHANGE EMPLOYMENT

- Median wages: \$15.30/hr & \$70,000/yr
- 16.2% are actively seeking new employment
- 14.5% are working multiple jobs
- Currently working an average of 42 hrs/week
- 32.9% currently working within the professional, paraprofessional & technical occupational category followed by 19.2% within the managerial occupational category
- Most frequently identified job search resources:

www.careerbuilder.com
www.indeed.com
www.linkedin.com

Internet,
82.7%

Networking,
13.3%

Newspapers,
9.3%

Perry Chief
The Des Moines Register

IowaWORKS
Centers, 6.7%



UNDEREMPLOYMENT



| | Underemployment | |
|------------------------|-----------------|-------------------------|
| | % Underemployed | Estimated Underemployed |
| Inadequate Hours | 1.0% | 495 |
| Mismatch of Skills | 3.5% | 1,732 |
| Low Income | 1.2% | 594 |
| †Total Underemployment | 4.4% | 2,177 |

† Individuals may be underemployed for more than one reason, but are counted only once for total estimated underemployment.

The underemployed are individuals who are working fewer than 35 hours per week but desire more hours; are working in positions that do not meet their skill or education level, or have worked for higher wages at previous employment; or are working at wages equal to or less than the national poverty level and work 35 or more hours per week.

EMPLOYMENT LEVELS AND STATUS BY INDUSTRY

| Industry | Industry % of Employed | Estimated # of Employed | % Employed within the Industry | % Likely to Change Employment | % Unemployed* within the Industry |
|---|------------------------|-------------------------|--------------------------------|-------------------------------|-----------------------------------|
| Finance, Insurance & Real Estate | 16.2% | 46,457 | 90.7% | 20.4% | 7.4% |
| Education | 13.5% | 38,714 | 85.4% | 22.0% | 2.1% |
| Healthcare & Social Services | 11.9% | 34,126 | 66.7% | 29.4% | 13.0% |
| Wholesale & Retail Trade | 10.9% | 31,258 | 62.3% | 51.5% | 9.4% |
| Public Administration & Government | 10.2% | 29,251 | 75.6% | 20.0% | 0.0% |
| Professional Services | 9.2% | 26,383 | 87.5% | 21.4% | 9.4% |
| Manufacturing | 8.3% | 23,802 | 71.4% | 24.0% | 8.6% |
| Transportation, Communication & Utilities | 6.6% | 18,927 | 71.4% | 26.3% | 3.6% |
| Personal Services | 5.6% | 16,059 | 85.0% | 17.6% | 10.0% |
| Construction | 3.6% | 10,324 | 68.8% | 9.1% | 0.0% |
| Agriculture, Forestry & Mining | 3.0% | 8,603 | 100% | 11.1% | 0.0% |
| Entertainment & Recreation | 1.0% | 2,868 | ** | ** | ** |

** Insufficient survey data/refused
Totals may vary due to rounding.

Survey respondents from the Perry Laborshed area were asked to identify the industry in which they are currently working. The largest concentration of workers are employed in the finance, insurance & real estate industry.

COMMUTING STATISTICS



CONCENTRATION OF THOSE LIKELY TO CHANGE/ACCEPT EMPLOYMENT IN PERRY

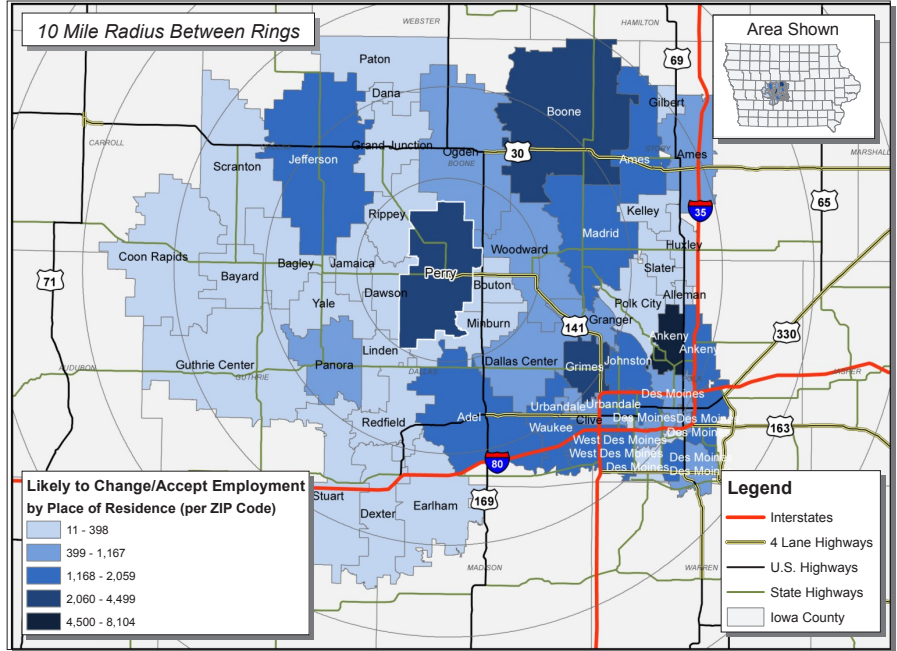
The map at the right represents the concentration of those who are likely to commute into Perry from their home ZIP for an employment opportunity.

Those who are likely to change/accept employment in the Perry Laborshed area are willing to commute an average of 23 miles one-way for employment opportunities.

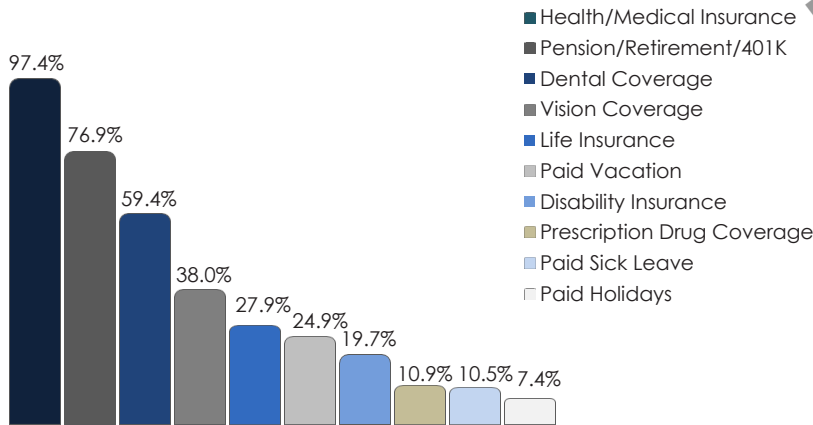
The out commute for Perry is estimated at 57.1 percent—approximately 1,959 people living in Perry work in other communities.

Most of those who are out commuting are working in Des Moines, Woodward, Urbandale or West Des Moines.

Nearly one-fifth (18.6%) of out commuters are likely to change employment (approximately 364 people).



TOP CURRENT BENEFITS OF THE FULL-TIME EMPLOYED



The survey provides the respondents an opportunity to identify employment benefits they currently are offered. The chart at left provides the percentage of responses from those that are currently employed full-time.

The majority (78.7%) of these respondents state they are currently sharing the cost of health/medical insurance premiums with their employer. However, 14.3 percent indicate their employer pays the entire cost of insurance premiums.

EDUCATION LEVELS AND MEDIAN WAGES BY INDUSTRY

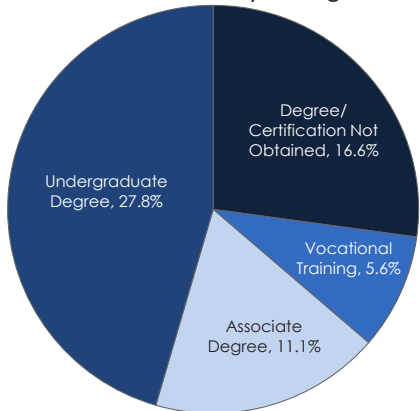


| | Education | | | Median Wages | |
|---|-------------------------------|------------------|--------------------------------|-----------------|----------------|
| | Some Level Beyond High School | Associate Degree | Undergraduate Degree or Higher | Annual Salary | Hourly Wage |
| All Employed | 79.8% | 19.5% | 43.0% | \$63,000 | \$15.88 |
| Agriculture, Forestry & Mining | 77.8% | 33.3% | 22.2% | ** | ** |
| Construction | 62.5% | 25.0% | 12.5% | ** | \$19.25 |
| Education | 93.7% | 14.6% | 66.7% | \$51,500 | \$14.35 |
| Entertainment & Recreation | ** | ** | ** | ** | ** |
| Finance, Insurance & Real Estate | 86.8% | 20.8% | 52.8% | \$63,000 | \$20.00 |
| Healthcare & Social Services | 77.8% | 27.8% | 26.0% | \$53,500 | \$15.30 |
| Manufacturing | 57.1% | 22.9% | 11.4% | \$57,000 | \$16.34 |
| Personal Services | 95.0% | 25.0% | 45.0% | \$69,000 | \$12.00 |
| Professional Services | 83.9% | 16.1% | 58.1% | \$80,000 | \$15.38 |
| Public Administration & Government | 65.9% | 7.3% | 39.1% | \$64,000 | \$22.95 |
| Transportation, Communication & Utilities | 82.1% | 21.4% | 35.7% | \$85,000 | \$16.50 |
| Wholesale & Retail Trade | 56.6% | 15.1% | 18.9% | \$80,000 | \$11.20 |

The education and wage data by industry within the above table includes all respondents without consideration of employment status or willingness to change/enter employment.
**Insufficient survey data/refused

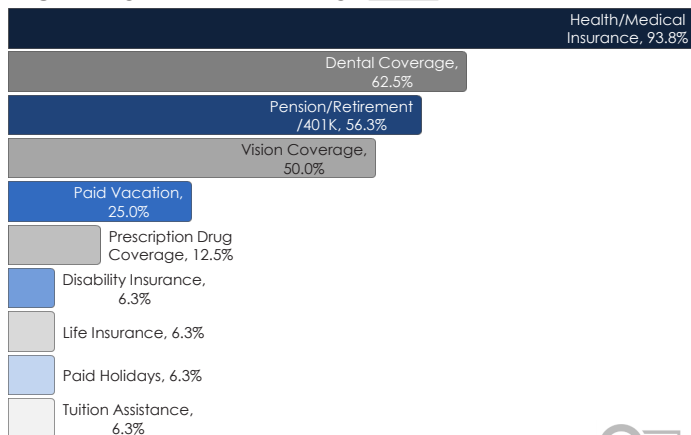
UNEMPLOYED - LIKELY TO ACCEPT EMPLOYMENT

- 55.6% are actively seeking employment
- An estimated 1,486 unemployed individuals are likely to accept employment in Perry.
- Average age is 40 years old
- 61.1% are female; 38.9% are male
- **Education:**
 - 61.1% are educated beyond high school

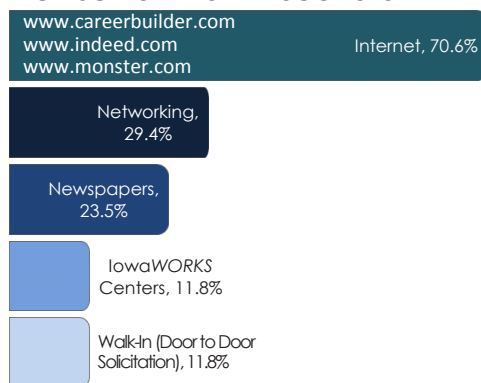


- **Wages:**
 - \$15.00/hr - to attract 66% of applicants
 - \$15.00/hr - to attract 75% of applicants
 - \$11.00/hr - lowest median wage willing to accept
- Willing to commute an average of 24 miles one way for the right opportunity
- 70.6% expressed interest in seasonal and 70.6% in temporary employment opportunities
- 29.4% expressed interest in working varied shifts

TOP DESIRED BENEFITS



TOP JOB SEARCH RESOURCES



SPONSORED IN PARTNERSHIP WITH:



FOR MORE INFORMATION REGARDING THE PERRY LABORSHED ANALYSIS, CONTACT:

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 9325 Bishop Drive, Suite 125
 West Des Moines, Iowa 50266
 Phone: 515-987-2020
 Email: lwunsch@dallascounty-ia.org
 www.dallascounty-ia.org



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 Labor Market Information Division
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