

ATTACHMENT J

MARKET ANALYSIS

In compliance with new HUD requirements for the review and evaluation of proposed affordable housing projects, please provide documentation and/or back-up that will thoroughly answer the following questions, in a separate section, clearly labeled Attachment J.

1. How is the Market Area defined? How have the need, type and number of housing units been convincingly demonstrated?
2. Construction trends and vacancy rates: How has this supply changed in the last few years?
3. Neighborhood Assessment: Has the area been stable over time, or is there a lot of construction or foreclosures?
4. Target Areas: What type of housing is in demand in the area?
5. Demographic Trends: Is the population increasing or decreasing – local level and the broader area?
6. Assess the supply of housing and availability of competing units: Volume of sales; changes in economy, employment opportunities, unemployment, foreclosures, crime rate, amenities, transportation, number of units added to the marketplace, number of units demolished, occupancy levels (reasons).
7. How does the area compare to the rest of the City in regards to the items listed in question 6 above?
8. How quickly is the project likely to lease up? Consider Bedroom size (large families); number of units; affordability.
9. What do the competing properties tell us about property feasibility and operation?
10. Capture rate or penetration rate: Demand or interest in the area for the proposed project. What is the proportion of rental housing to single-family housing in the area?
11. Key items for net effective demand:
 - A. Is there more demand than there is supply?
 - B. How much more?
 - C. What is the percent of the overall effective demand?
 - D. What is the capture rate?
 - E. How much of that would you have to capture to make project viable?

**ATTACHMENT J
CITY OF EL PASO
RENTAL HOUSING DEVELOPMENT PROGRAM**

**MARKET ANALYSIS
SUGGESTED INFORMATION SITES**

www.huduser.org/portal/home.html

Search: HUD PD&R Housing Market Profiles, El Paso, Texas (5th publication down)
Comprehensive Housing Market Analysis (6th publication down)
Data Sets – Note: Maps are interactive

<https://fyi.uwex.edu/downtown-market-analysis/>

Google: el paso, texas crime statistics

<http://www.planelpaso.org>

Poverty Rates:

<https://www.census.gov/hhes/www/poverty/data/census/2000/poppvstat00.html>

Economic Data: <http://www.texasindustryprofiles.com>

<http://recenter.tamu.edu/>

<http://www.recenter.tamu.edu/newstalk/newstalkSearch.asp?CID=67696>

<http://www.metrostudy.com/index.php>

<http://www.fhfa.gov/>

<http://www.elpasorealtor.com/>

<http://www.vsinsights.com/NCHMACaptureRate.php>

<https://www.elpasotexas.gov/municipal-clerk>

<http://blog.walkscore.com>

www.areavibes.com

www.elpasorealtors.com (Greater El Paso Association of Realtors (GEPAR))

www.EPCAD.org El Paso Central Appraisal District

www.epaa.org/ El Paso Apartment Association

<https://www.nahb.org/> National Association of Home Builders

Federal Reserve Bank of Dallas

SunMetro.org

U.S. Census