



NORTHERN KENTUCKY AREA DEVELOPMENT DISTRICT

## Northern Kentucky Housing Data Analysis September 2023 Study Launch Release

### Background

In late 2022, NKADD was entrusted to serve as the administrator of a large data study about housing inventory, cost, and relationship to economic conditions and jobs in the eight-county Northern Kentucky region. This study was conducted following a competitive procurement process which resulted in the selection of Stantec, a national consulting firm with a presence in Kentucky, from a field of highly qualified applicants.

We know that this topic and discussion to address housing concerns have been occurring not only at NKADD and its partner organizations but across our region and our Commonwealth. The idea for a study originated at NKADD in regional workforce development discussions with local elected officials and planning commissions, Horizon Community Funds, CVG Airport, BE-NKY, Brighton Center, Kentucky Career Center/NKWIB and employers, as we work to better align employers needing talent with jobseekers. NKADD is the fiscal agent for a number of local workforce programs including the federal Workforce Innovation Opportunity Act (WIOA) which funds the NKY Career Center network and training programs.

NKADD's role in this housing study work is that of facilitator, connector, resource -provider and liaison. The fiscal courts of Boone, Campbell, Carroll, Gallatin, Grant, Kenton, Owen and Pendleton Counties, alongside CVG Airport, funded the completion of the NKY Housing Data Study.

The purpose of the study was to establish shared baseline data that all community partners can use for varied purposes. Because of its intended broad usage, the Request for Proposals (RFP) and the topics addressed in the study were developed in collaboration with a number of partners from across the region. NKADD determined that due to the regional nature of our labor shed and transportation network the study encompasses the eight-county region.

*"There are many factors that impact economic growth in our region. Workforce is top of mind for all employers, and housing is a fundamental issue for workers. This study points out that housing availability will continue to be a key issue that helps or hinders our region's growth. I urge local leaders to work toward creative and collaborative solutions to meet this challenge."*

- Candace McGraw, CEO of CVG Airport

### Sharing the Data

Simultaneously to all this work, United Way of Greater Cincinnati and other partners, including Brighton Center, NKY Chamber, LISC, and several others, convened as well to discuss housing cost and availability in the NKY market. The NKADD will be a subgrantee to Brighton Center in a recent

successful grant request to Interact for Health’s Advancing Health Justice grant program. These funds will enable us, including local officials and engaged community partners, to determine how to communicate about the findings in the study and provide tools and resources for any next steps that are identified. We are grateful to Interact for Health for making those funds available and selecting our organizations.

*“There are multiple factors contributing to employers’ ability to attract and retain the workforce they need, and housing is one of those factors. I am excited to have data from this housing study because it provides an objective look at ways housing may be an obstacle for working-age individuals.”*

- *Correy Eimer, Associate Director – Workforce, Northern Kentucky Area Development District/Director, Northern Kentucky Workforce Investment Board*

*Employment growth is surpassing the availability of workforce housing in the NKADD region. Our data-driven analysis suggests a substantial increase in the production of 1- and 2-bedroom units along with more income-aligned units. While housing production over the past 5 years has catered mainly to traditional family households, the upcoming 5 years should also consider singles and couples, including younger workers and seniors looking to downsize. The region needs 6,650 more housing units in total; 3,260 of these should offer monthly rates of \$500 to \$1,500 to accommodate those earning between \$15 and \$25 per hour, and 4,220 units should be one- or two-bedroom units, reflecting the changing demographics and preferences.*

- *Nels Nelson, Senior Associate, Stantec Urban Places*

## Frequently Asked Questions

### **Why was this study done?**

We know that this topic and ideas to address housing concerns have been occurring not only at NKADD and its partner organizations but across our region and our Commonwealth. At NKADD, the idea for a study originated in regional workforce development discussions with elected officials and planning commissions, Horizon Community Funds, CVG Airport, BE-NKY, Brighton Center, Kentucky Career Center/NKWIB and employers, as we work to better align employers needing talent with jobseekers.


### **Who funded the study?**

The fiscal courts of Boone, Campbell, Carroll, Gallatin, Grant, Kenton, Owen, and Pendleton Counties, alongside CVG Airport, funded the completion of the NKY Housing Data Study. A competitive bid Request for Proposals process was undertaken to select the consultant to conduct the study.

### **Who participated in the process?**

Stakeholders who participated in the process include representatives from:

BE NKY

A decorative graphic on the left side of the page, consisting of several horizontal bars of varying lengths and colors (yellow, blue, and orange) that create a stepped, staircase-like effect. The bars are arranged in a way that they appear to be part of a larger, abstract shape that tapers towards the top and bottom.

Boone County Fiscal Court  
Boone County Planning Commission  
Brighton Center/Brighton Properties  
Building Industry Association  
Campbell County Fiscal Court  
Carroll County Community Development Corporation  
Carroll County Fiscal Court  
Catalytic Fund  
CVG/Kenton County Airport Board  
Emergency Shelter of Northern Kentucky  
Gallatin County Fiscal Court  
Gateway Community and Technical College  
Grant County Chamber of Commerce  
Grant County Fiscal Court  
Greater Cincinnati Northern Kentucky Apartment Association

Horizon Community Funds of Northern Kentucky  
Kentucky Housing Authority  
Kentucky Manufactured Housing Institute  
Kenton County Fiscal Court  
Life Learning Center  
Local Initiatives Support Corporation (LISC)  
Northern Kentucky Chamber of Commerce  
Northern Kentucky Realtors Association  
Northern Kentucky University  
OneNKY Alliance  
Owen County Fiscal Court  
Pendleton County Fiscal Court  
Planning and Development Services of Kenton County  
United Way of Greater Cincinnati