

January 25, 2024



City of Broken Arrow Housing & Demographic Study

For: City of Broken Arrow, OK

Presented By:



POINTS
CONSULTING



Agenda



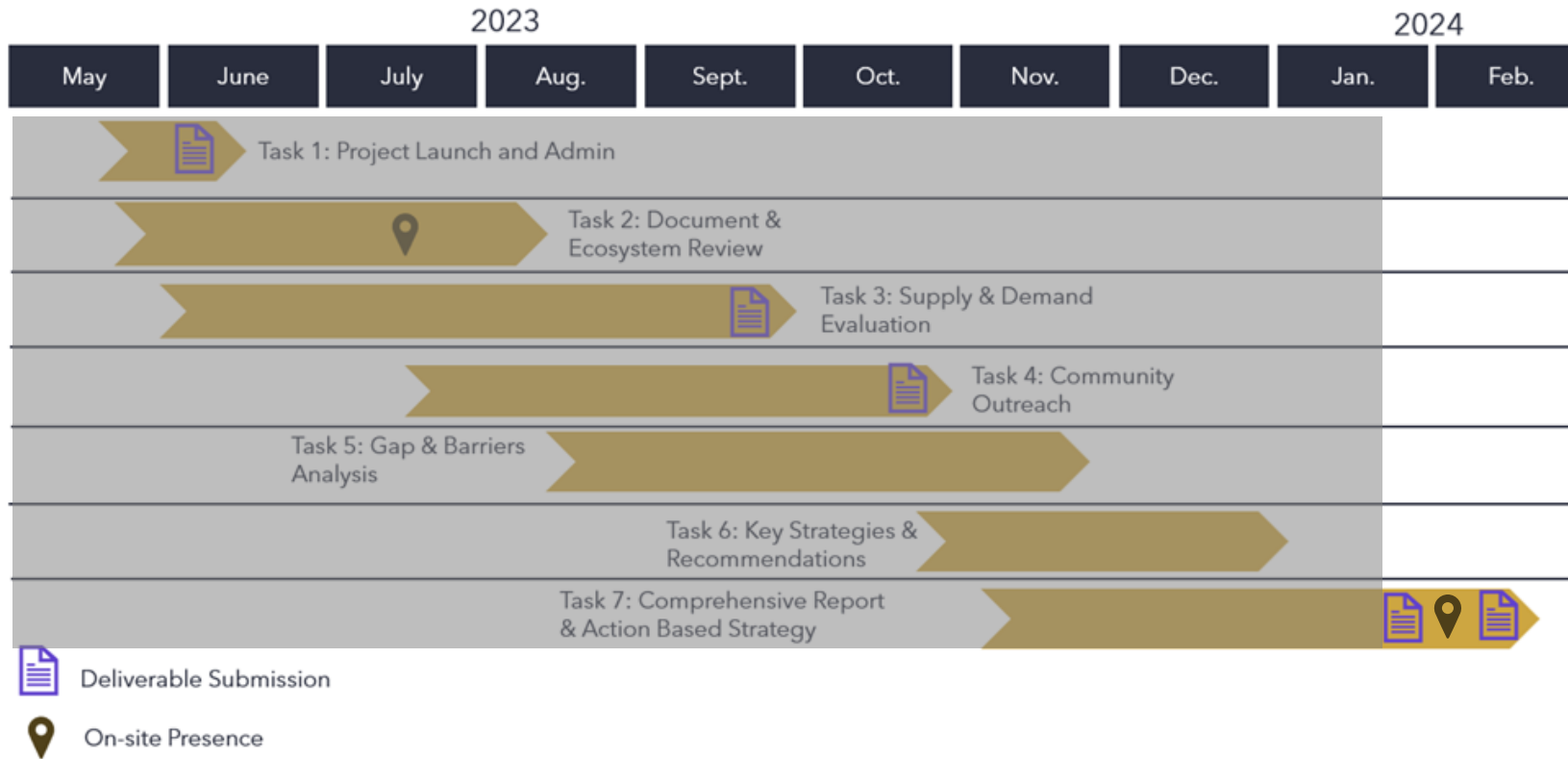
Project
Overview &
Update

Demographic
& Housing
Metrics

Community
Survey
Insights

Next Steps

Timeline Update



Upcoming Milestones:

- Comprehensive Draft: January 26, 2024
- City Council Presentation: February 6, 2024
- Final Draft Delivery: February 16, 2024

Demographic & Housing Metrics

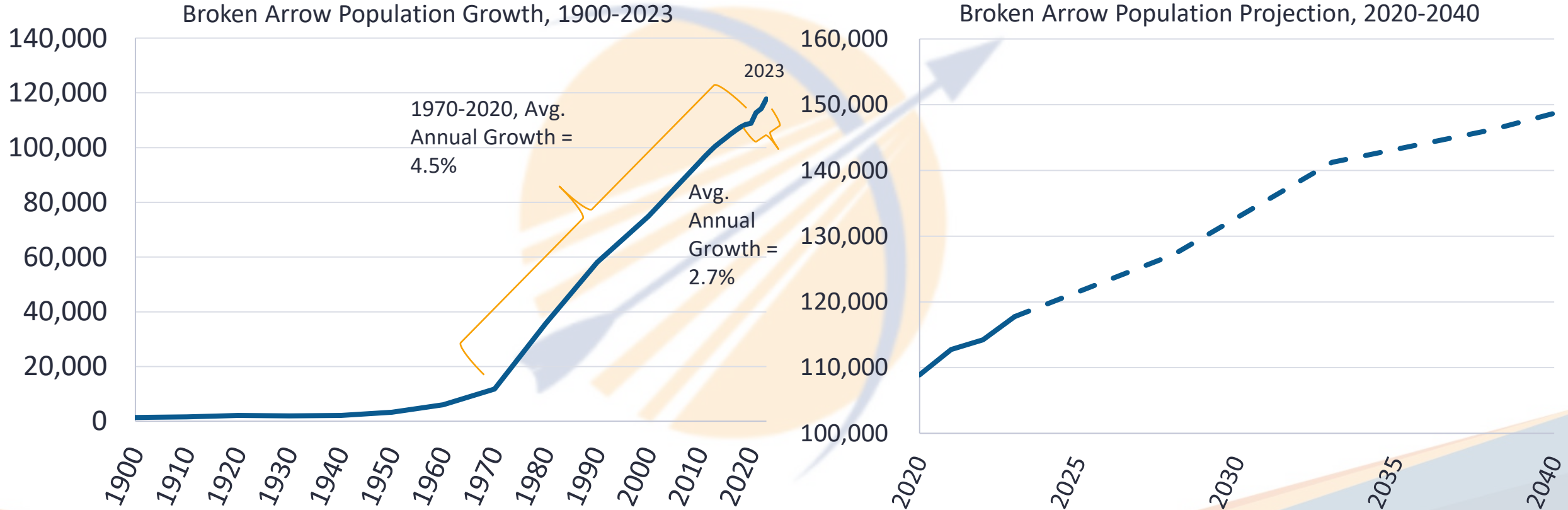
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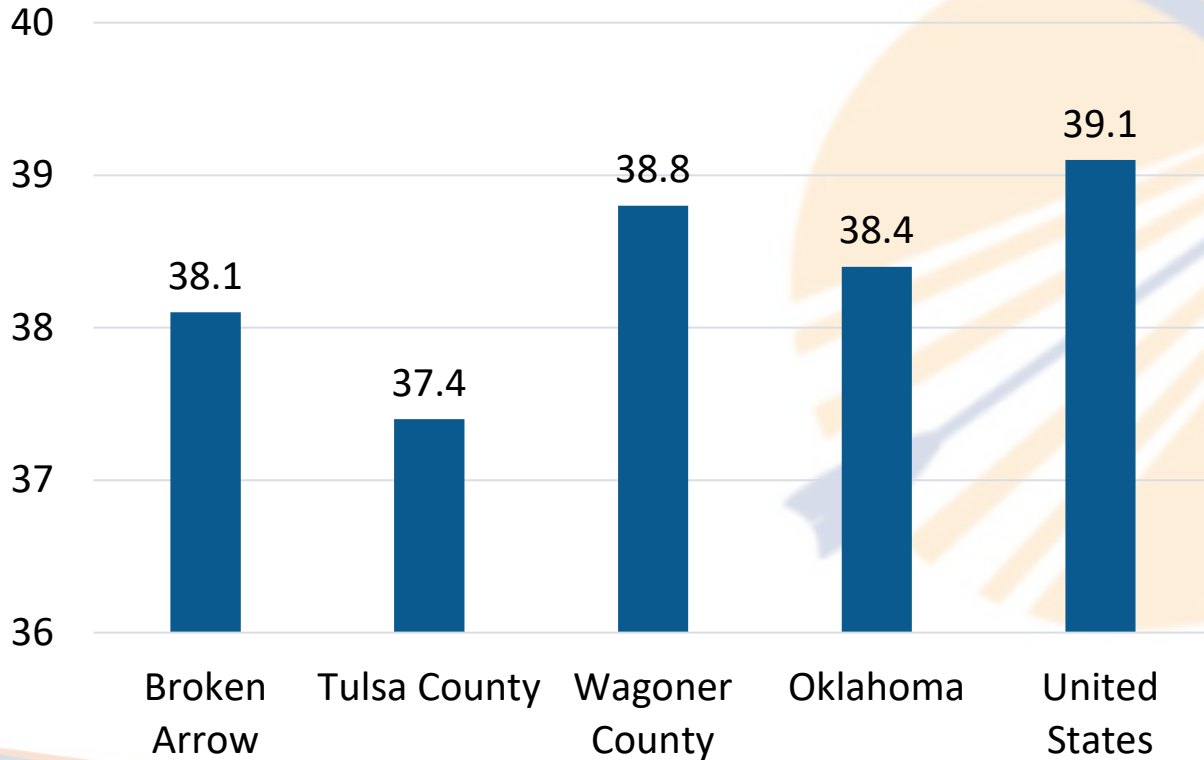
Next Steps

Trends in Population Growth

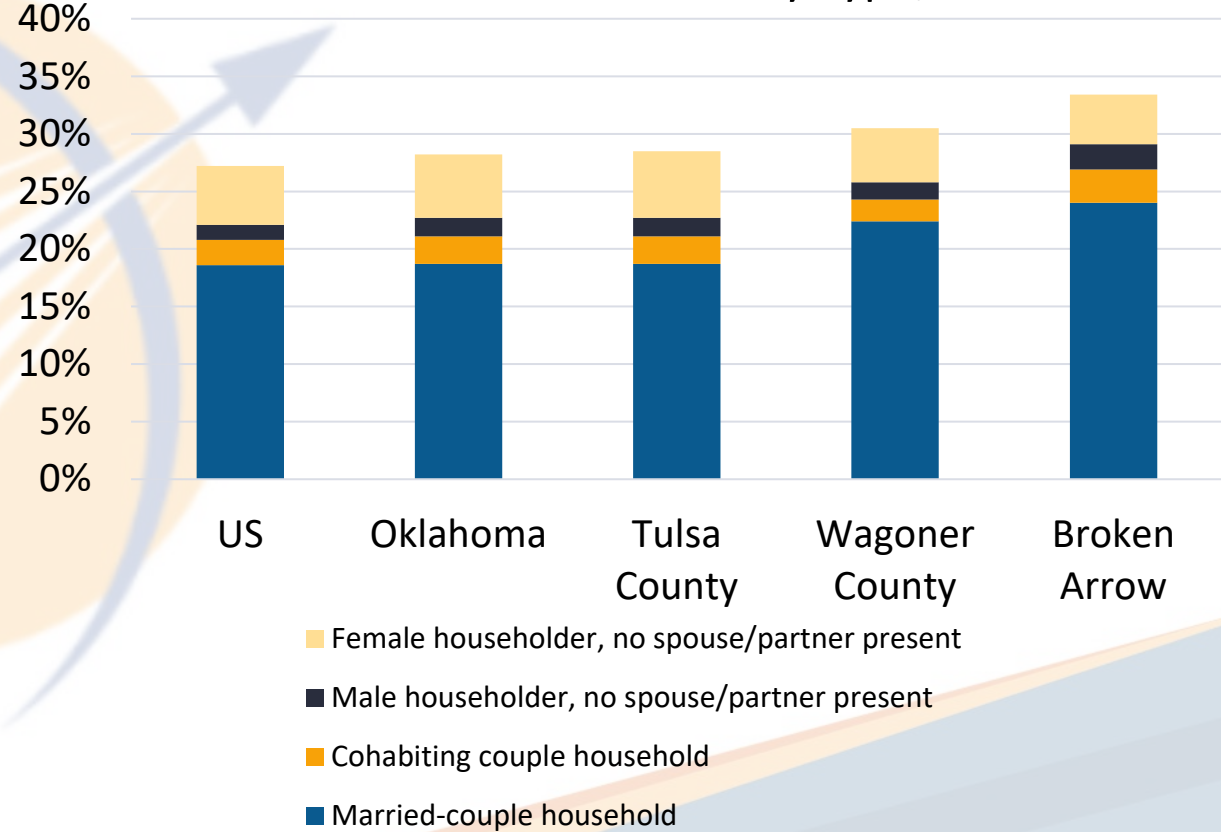


Median Age & Households with Children

Median Age, 2021

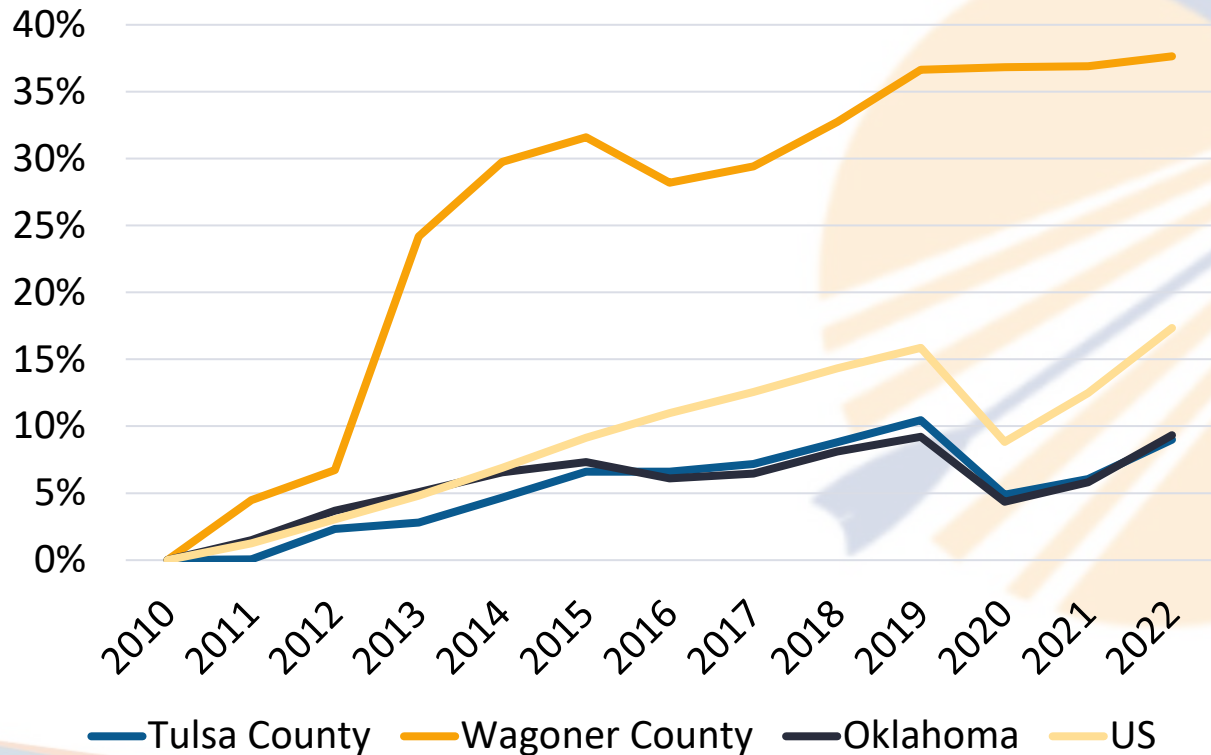


Households with Children by Type, 2021

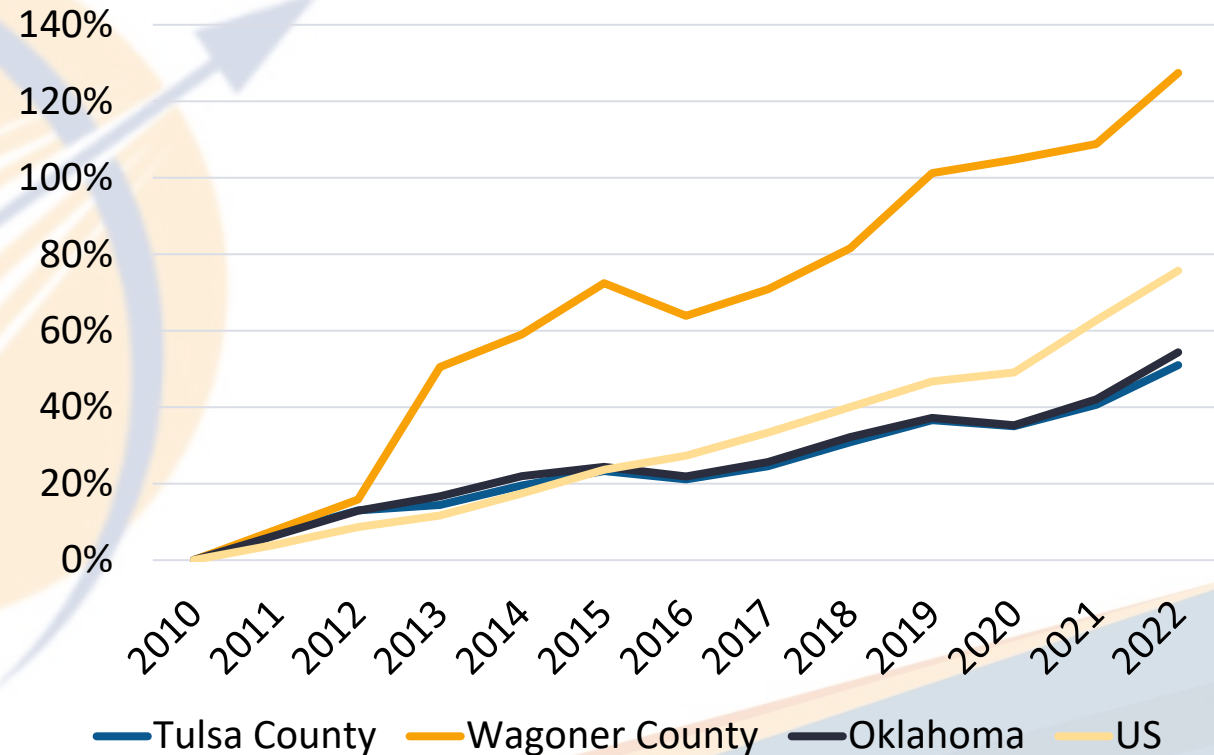


Annual Employment & Wage Growth Rate

Annual Employment Growth Rate



Annual Wage Growth Rate

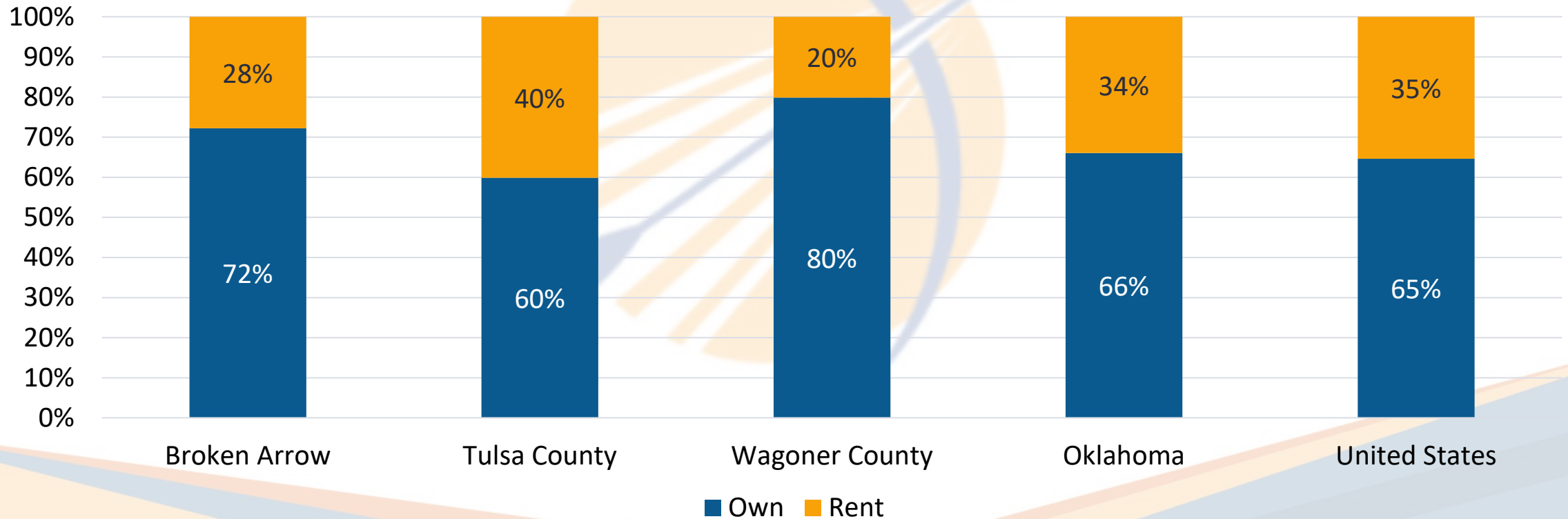


Employment in Broken Arrow by Industry, 2022

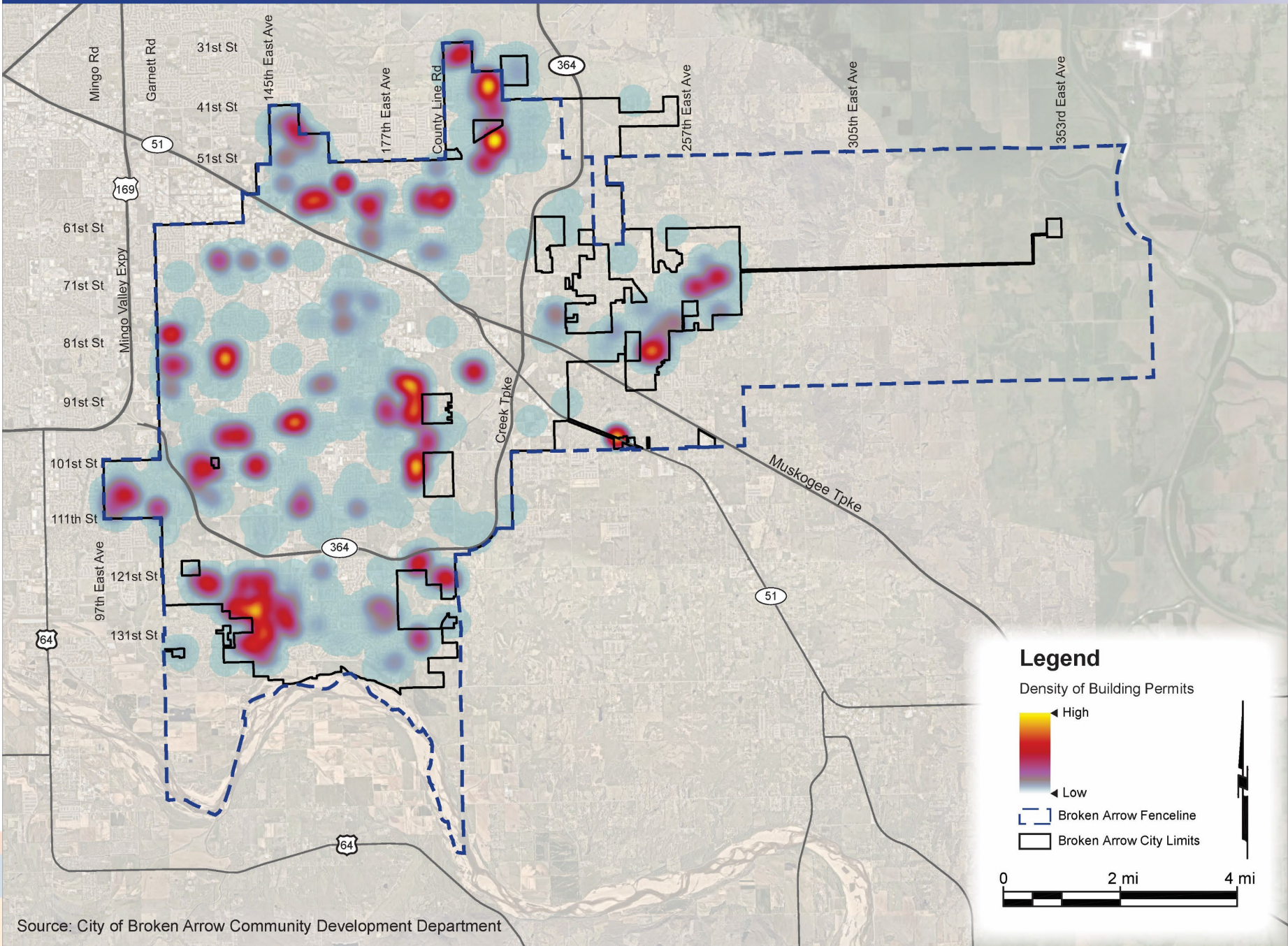
Industry	Employment	% Employment	LQ
Health Care & Social Assistance	7,833	13.5%	0.97
Manufacturing	6,803	11.7%	1.17
Retail trade	6,481	11.2%	1.02
Educational Services	5,118	8.8%	0.95
Other Services, except Public Administration	3,702	6.4%	1.35
Professional, Scientific, & Technical Services	3,634	6.3%	0.80
Accommodation & Food Services	3,609	6.2%	0.90
Construction	3,512	6.1%	0.88
Finance & Insurance	2,975	5.1%	1.08
Transportation & Warehousing	2,965	5.1%	1.03
Administrative & Support and Waste Management Services	2,239	3.9%	0.93
Wholesale trade	1,971	3.4%	1.42
Public Administration	1,888	3.3%	0.69
Information	1,219	2.1%	1.11
Real Estate & Rental and Leasing	1,144	2.0%	1.04
Arts, Entertainment, & Recreation	1,029	1.8%	0.85
Utilities	853	1.5%	1.76
Mining, Quarrying, & Oil and Gas Extraction	794	1.4%	3.11
Agriculture, Forestry, Fishing & Hunting	189	0.3%	0.27
Management of Companies & Enterprises	25	0.0%	0.31
Total	57,983	--	--

Owner-Occupied and Renter-Occupied Homes

% Owner-occupied vs Renter-occupied homes, 2021



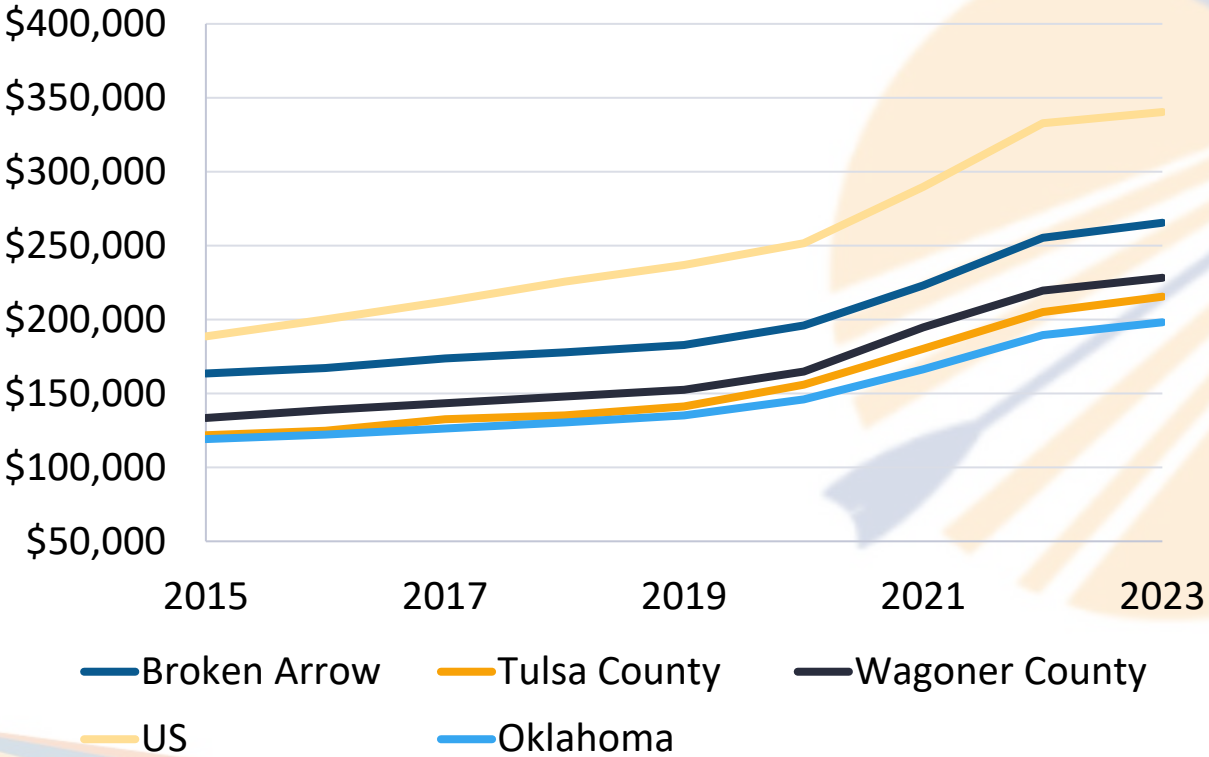
Total Building Permits Issued 2005-2022



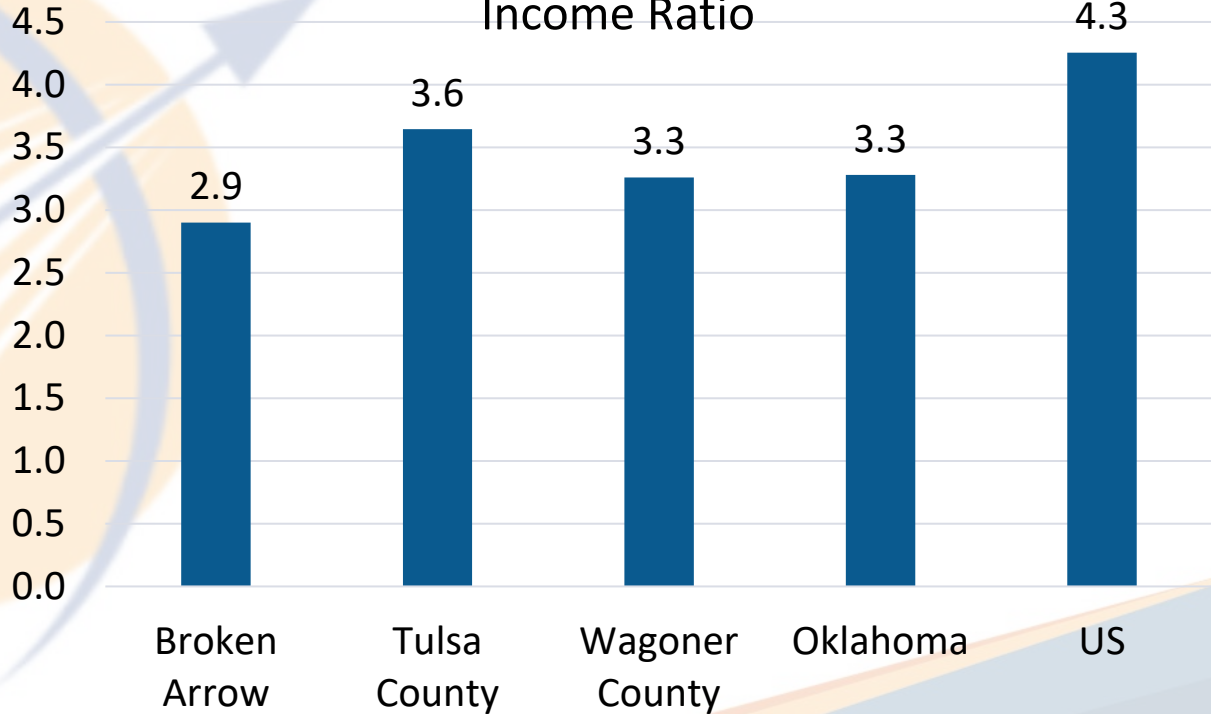
Source: City of Broken Arrow Community Development Department

Home Value Trends

Home Value Growth

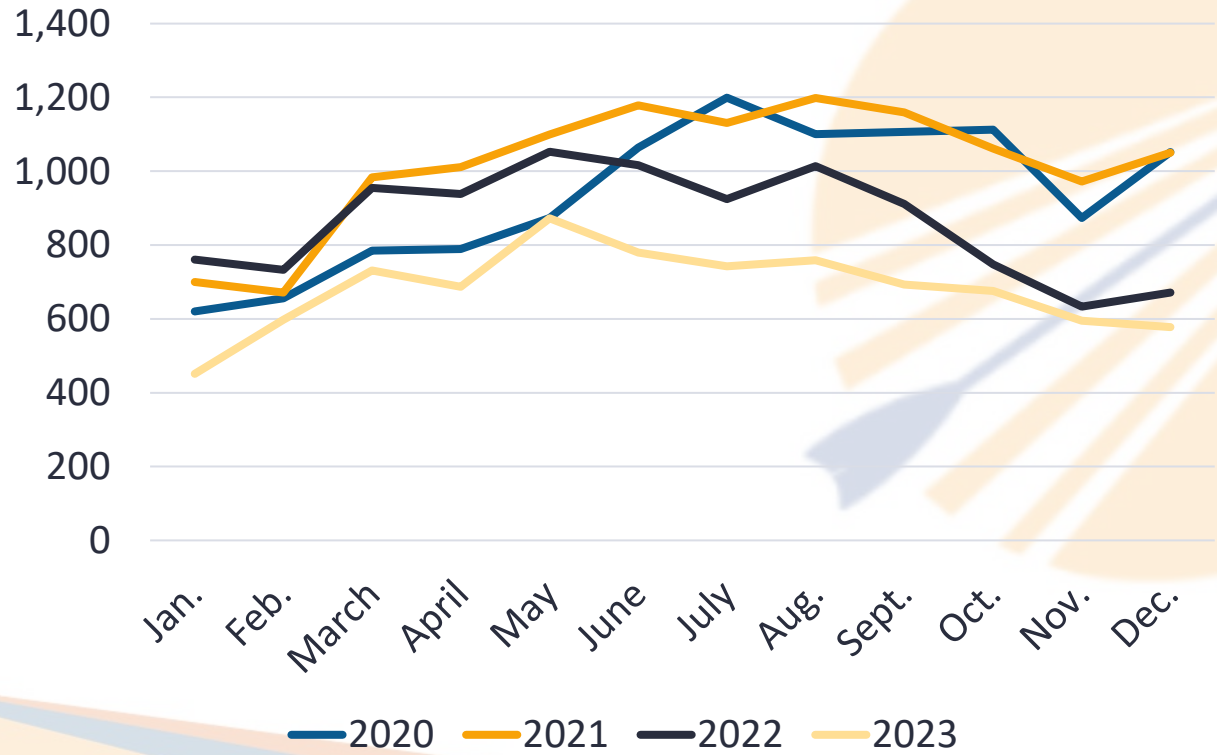


Median Home Value to Median Household Income Ratio

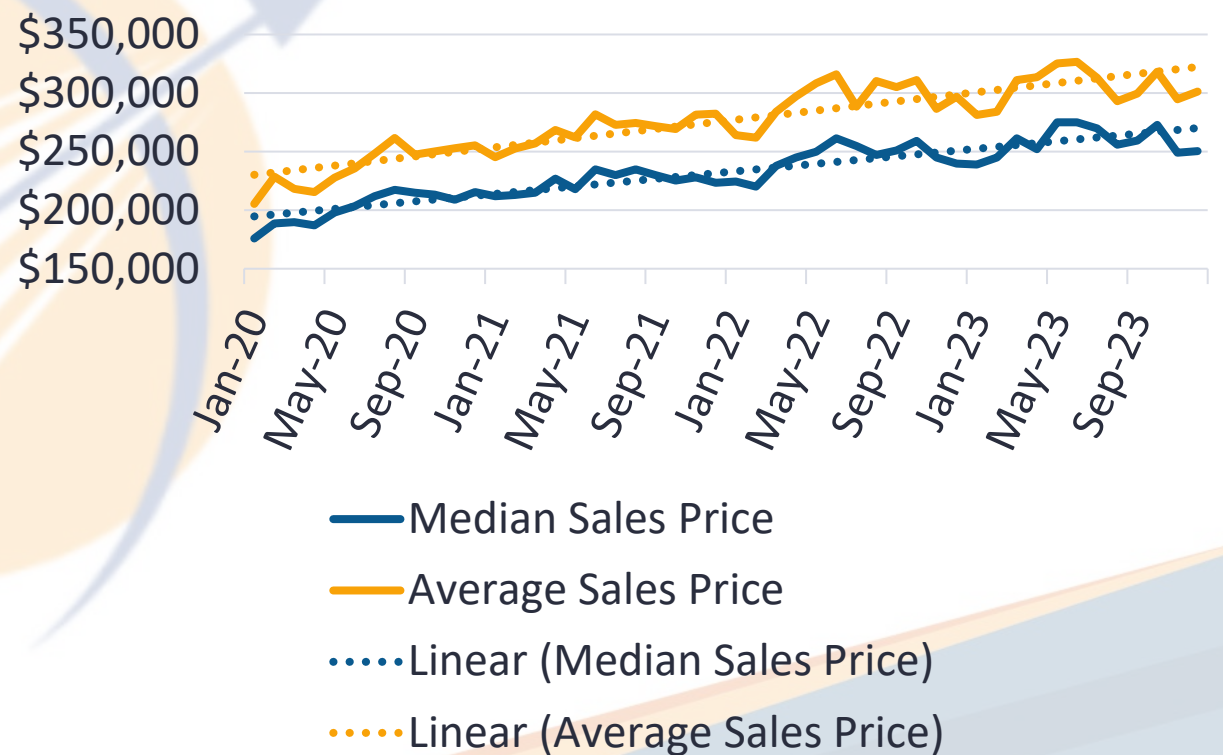


Tulsa County Housing Market Trends

Units Sold in Tulsa County

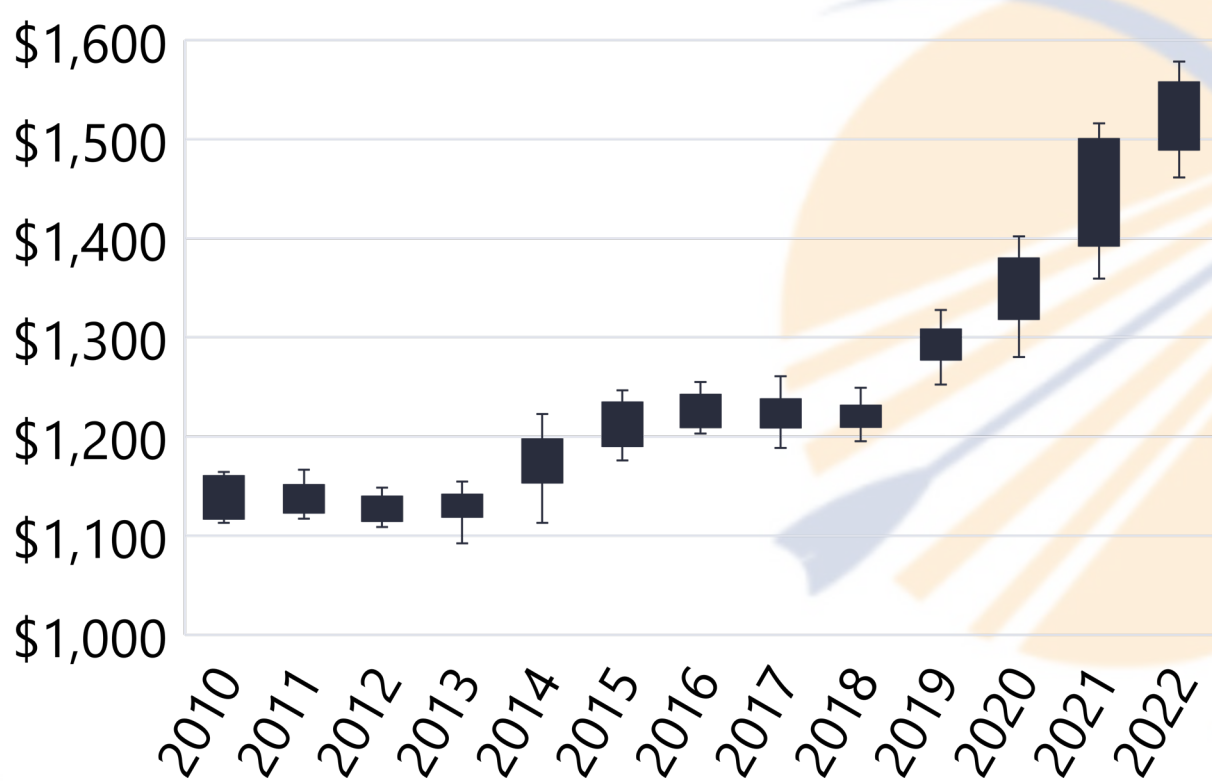


Tulsa County Home Sales Prices

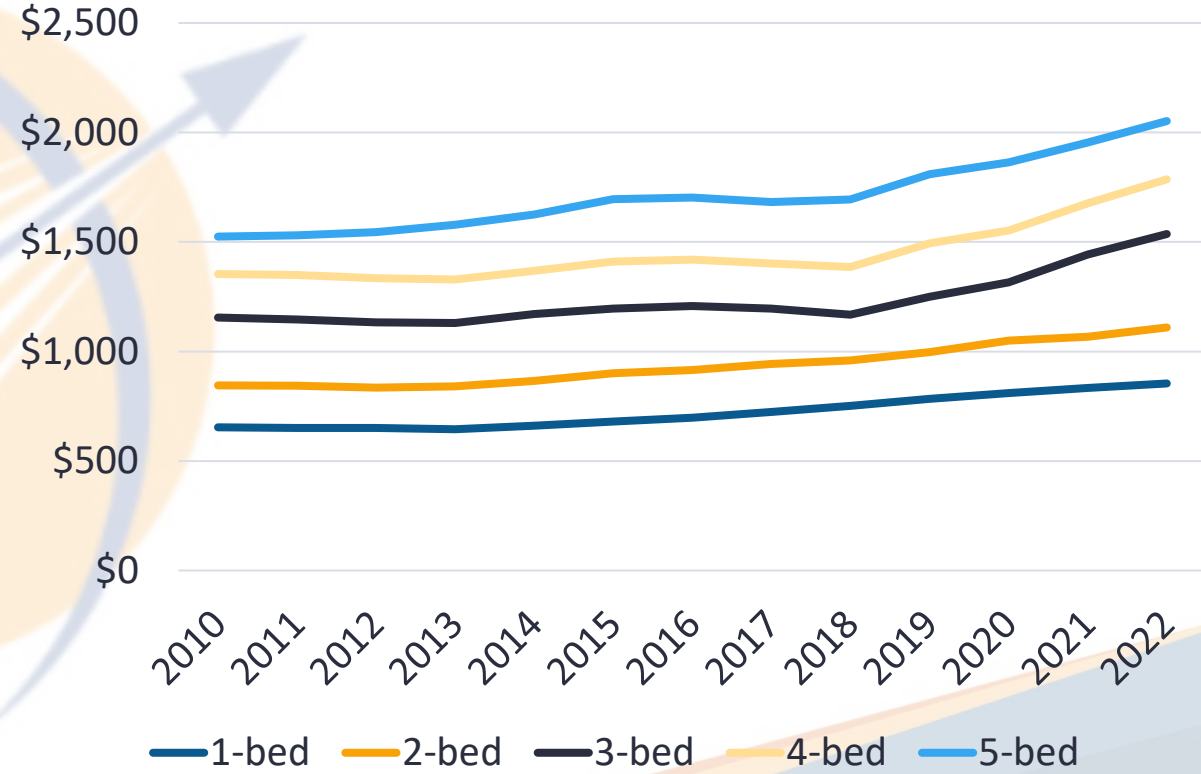


Rental Rate Trends

Rental Price Range for all Unit Sizes



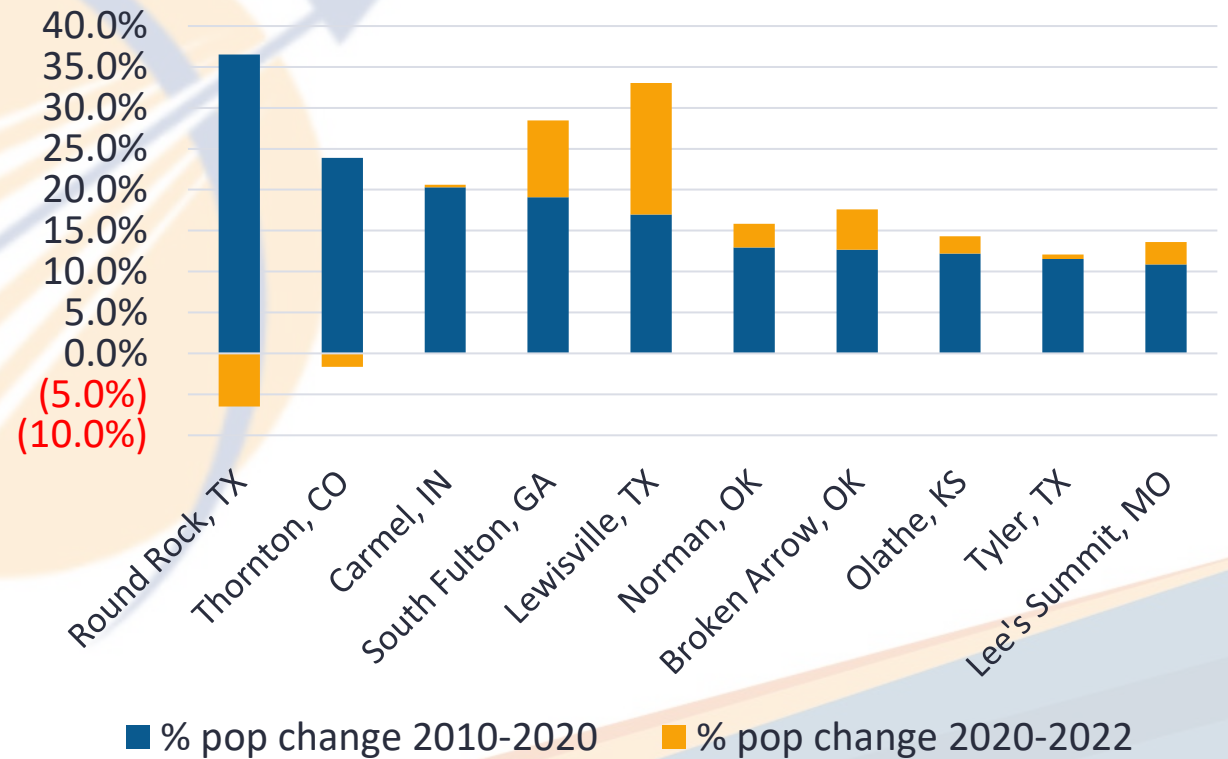
Rental Prices by Unit Size



Community Benchmarking

- Trends in context are important
- PC compared Broken Arrow's socioeconomic and housing stats against 36 other peer cities that share some similarities with Broken Arrow.
- Across states of OK, CO, AR, IN, KS, MO, GA, and TX
- The 9 most similar cities were used for comparisons in charts and tables in the report
- Metrics such as:
 - Population
 - Median household income
 - % Owner-occupied vs % renter-occupied homes
 - Monthly housing costs
 - Home value appreciation

Regional Population Change Comparison



How Does Broken Arrow Compare?

Above Average

	Position
% HH's with one or more person 65 years + (25.2%)	2nd
Single family home % (81.8%)	6th
% Pop. Change 2020-2022 (4.9%)	10th
Owner occupied % (72.5%)	10th
% past 5 years appreciation (34.3%)	10th

Average

	Position
Home Value to Income Ratio (3.23)	11th
HH median net worth (\$194K)	15th
Median Household Income (\$82,547)	17th
Median Age (36.8)	23rd
Person per Household (2.68)	26th
Median home value (\$266K)	27th

Below Average

	Position
Median monthly housing cost (\$1,531)	30th

Community Survey

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Survey Background

- Qualified responses:
 - Total: 4,178
 - Residents of BA: 3,937
- Dates open:
 - Sept. 25 through Nov. 1, 2023
- Distribution Methods:
 - 200+ flyers distributed through town
 - Email distribution by BA Chamber, City of BA, and other local partners
 - Social Media Promotion (Facebook)
 - Reach: 16,311
 - Post Engagements: 669

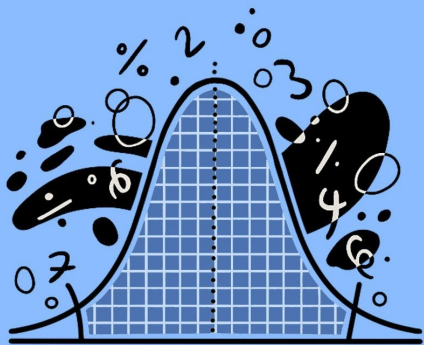


Survey Reliability

- We do not need to survey *every* citizen to get a representative and statistically significant sample
- Response Rate: 4.4%*
 - Confidence Interval (C.I.): 99%
 - Margin of error (M.O.E.): $\pm 2.0\%$

In English...

- We are *very* confident that the actual sentiments of BA residents are reflected in this survey (within 2% in either direction)
- For example: 46% of respondents answered “Yes” to the question: “Would you like to see the City of Broken Arrow's housing stock increase?”
- Somewhere between 44% and 48% of the city’s *entire population* feels this way



Confidence Interval

[kän-fə-dən(t)s 'in-tər-vəl]

A probability that a parameter will fall between a set of values.

Survey Cleaning and Coding

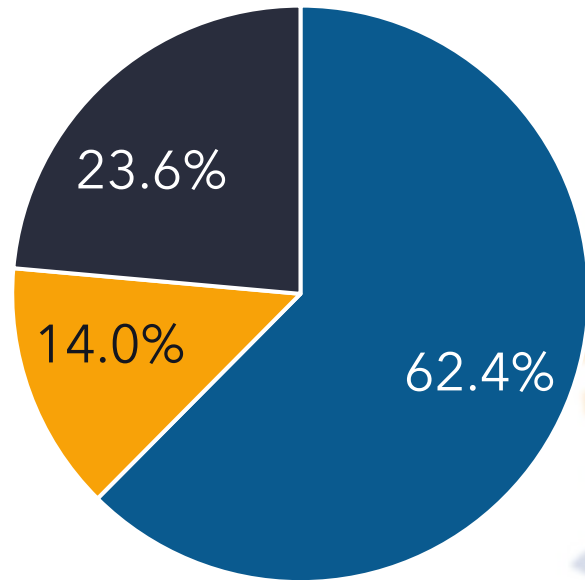
- PC treats the data in several ways prior to presenting to ensure that it isn't biased, including:
 - Removal of suspicious responses (too fast, strange IP address, immaterial input, etc.)
 - Removal of people who neither *live* nor *work* in BA, and who have no interest in moving to BA
 - Recoding people with "other" responses who ought to have selected a fixed response
- To add value to open-ended data we "code" responses based on key themes
 - Making the *qualitative* as *quantitative* as possible
 - 515 comments to "Please share any additional thoughts or comments related to housing in Broken Arrow!"
 - 900+ sentiments assigned to 26 separate "buckets"

"Rose district should remain as a thriving suburban area with housing that can be selected for either a small unique business or National registration homes. The restaurants are phenomenal!! The farmer's market is AWESOME!!"

Bad ideas - stick to single family housing - NO apts or multi family- it will overcrowd schools and bring down neighborhoods. Do not turn into the mess Tulsa is!!!!!!

Clear the Creeks of Beavers

How do you want Broken Arrow to be defined over the next 10 years?

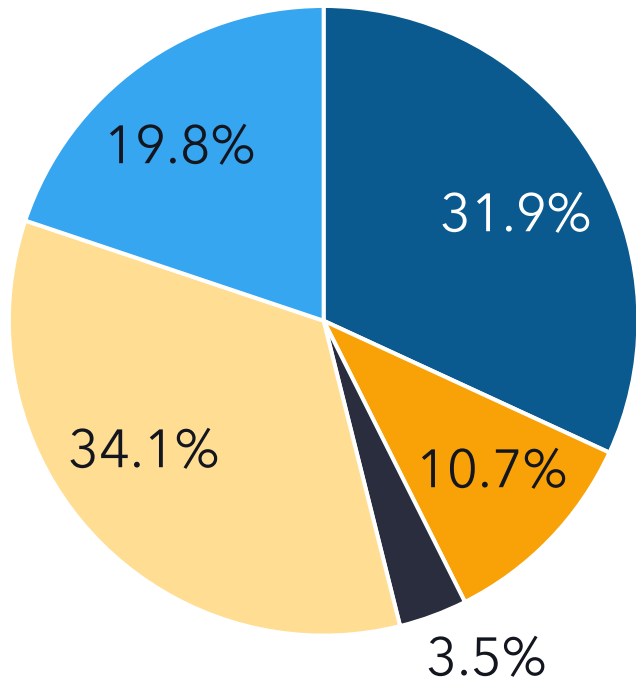


- Suburb
- Bedroom Community
- Economic hub

N = 3,274

- Vast differences of opinion among community members about the future “identity” of the community
- No strong correlation of responses by demographic category
- “Quiet” and “safe” are common among open ended responses
- Also, a strong desire for a level of urban amenities: “things to do,” “shopping” and “bustling”

Would you like to see the City of Broken Arrow's housing stock increase?



N = 3,623

- Yes, with a focus on building more single-family homes
 - Yes, with a focus on building more mixed-use developments
 - Yes, with a focus on building more dense housing options like apartments or townhomes
 - No, I don't think the housing stock needs to increase at this time
 - Unsure/don't know
- Interestingly, near equal proportions report “Yes, single-family” and “No, not at this time”
 - The preponderance of respondents want more residential development (46.1%), with the majority wanting mostly single-family homes
 - Stronger than average contingent report “No, not at this time” (34.1%)

Would you like to see the City of Broken Arrow's housing stock increase? *(continued)*

Who is more in favor of housing development?

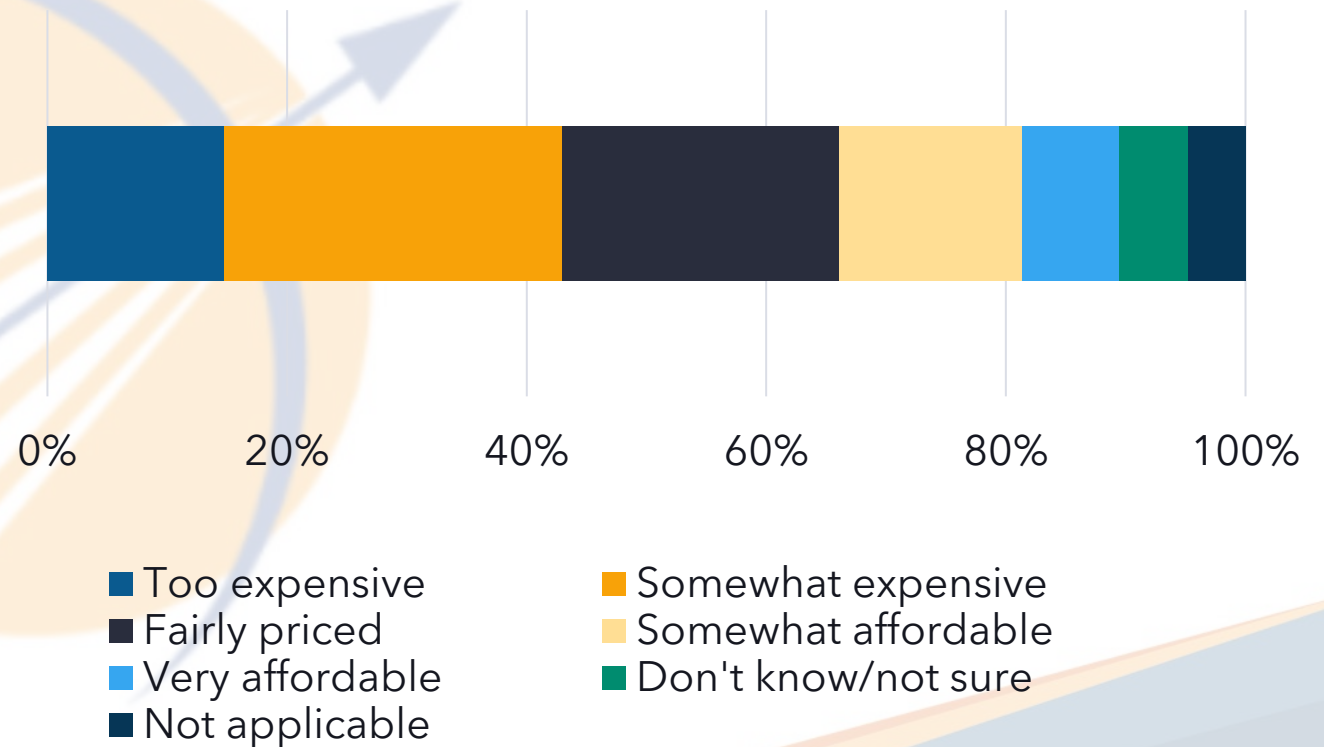
- + Renters
- + Those living in BA for less than 3 years
- + People under 35 years
- + People aged 55+

Who is less in favor of housing development?

- People who have lived in BA for 20+ years
- Homeowners
- People ages 35 to 55

Perceived Purchase Costs

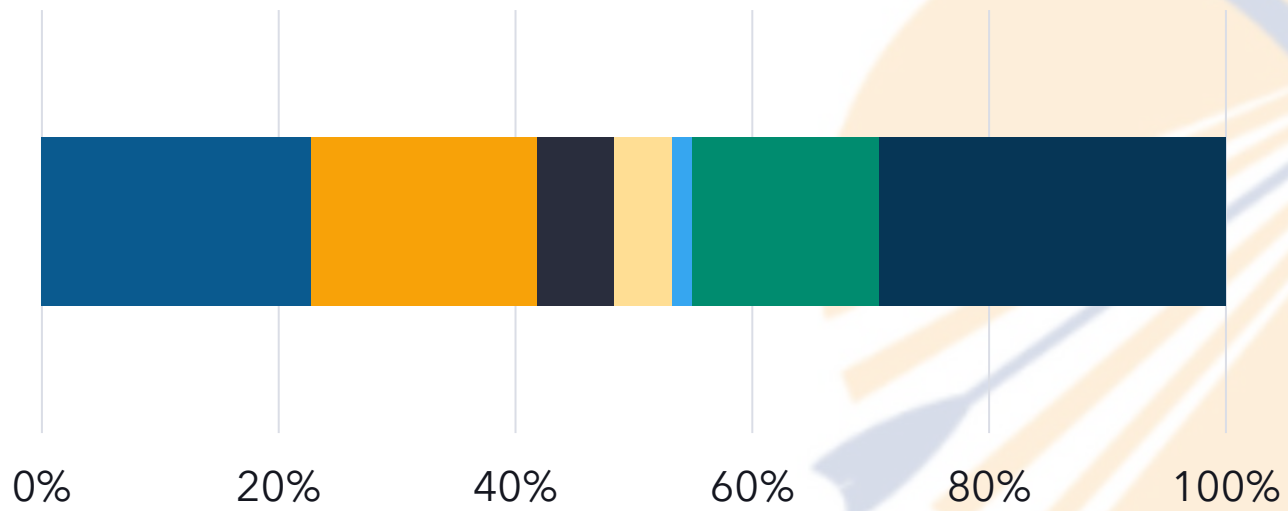
- In general, respondents feel BA is less expensive to own in than many other communities (usually 60%+)
 - Just 42% selected one of the “expensive” options
 - Consistent with open-ended responses about “affordability”
- Surprisingly does not vary for those 55+ (consider income, mortgage prices and interest at time of purchase)
- Renters clearly feel that prices are beyond their reach (81% selected “expensive”)



N = 3666

Perceived Rental Costs

Perceptions of rental costs in Broken Arrow



■ Too expensive

■ Somewhat expensive

■ Fairly priced

■ Somewhat affordable

■ Very affordable

■ Don't know/not sure

■ Not applicable

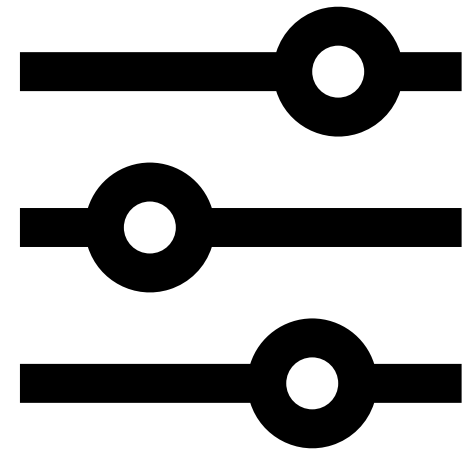
N = 3686

- Proportion selecting “expensive” almost exactly equal to the homeownership question (42%)
- Interestingly, a lot of homeowners also responded to this question
 - Just 300 renters took the survey but 2,716 responses to this question
 - Renters do not agree with homeowners perceptions, however, (73% of renters selected one of the “expensive” options)

Geographic preferences for housing types

Respondents were asked what housing types would be most suitable for various neighborhoods throughout Broken Arrow. The questions were accompanied by prototypical renderings of such housing types:

- Large lot single-family neighborhoods (half-acre lots and above)
- Moderately sized single-family neighborhoods (quarter-acre to half-acre lots)
- Mixed-use areas (such as The Rose District and Downtown Broken Arrow)
- Moderate-density single-family neighborhoods (lots of 6,500 sq. ft and below)
- Low-density multi-family housing areas
- Areas on or just behind commercial corridors and arterial streets
- High-density apartment complex areas
- Everywhere
- Nowhere



Density-Related Questions



- Generally, citizens are okay with each housing typology if it “stays in it’s lane,”
- Highest level of distaste on multi-family (33% say “nowhere!”)
 - But, higher proportion is fine with MFH in “high-density” zones and “areas just behind commercial corridors”
- The more single-family looking, the more comfortable citizens are with it in lower-density areas
 - e.g.: cottage housing in moderate density areas; ADUs in large and moderate density areas
- Citizens are generally comfortable with dense housing options in “mixed use areas”:
 - 50%+ in these areas for townhomes, duplex/triplex, and condos

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What's Next?

- Odds and ends to existing draft report
- Refine recommendations and best practices
- Housing forecast based on custom population projection to 2043 by low, middle and high-density levels

Draft Report: ~ January 26, 2024

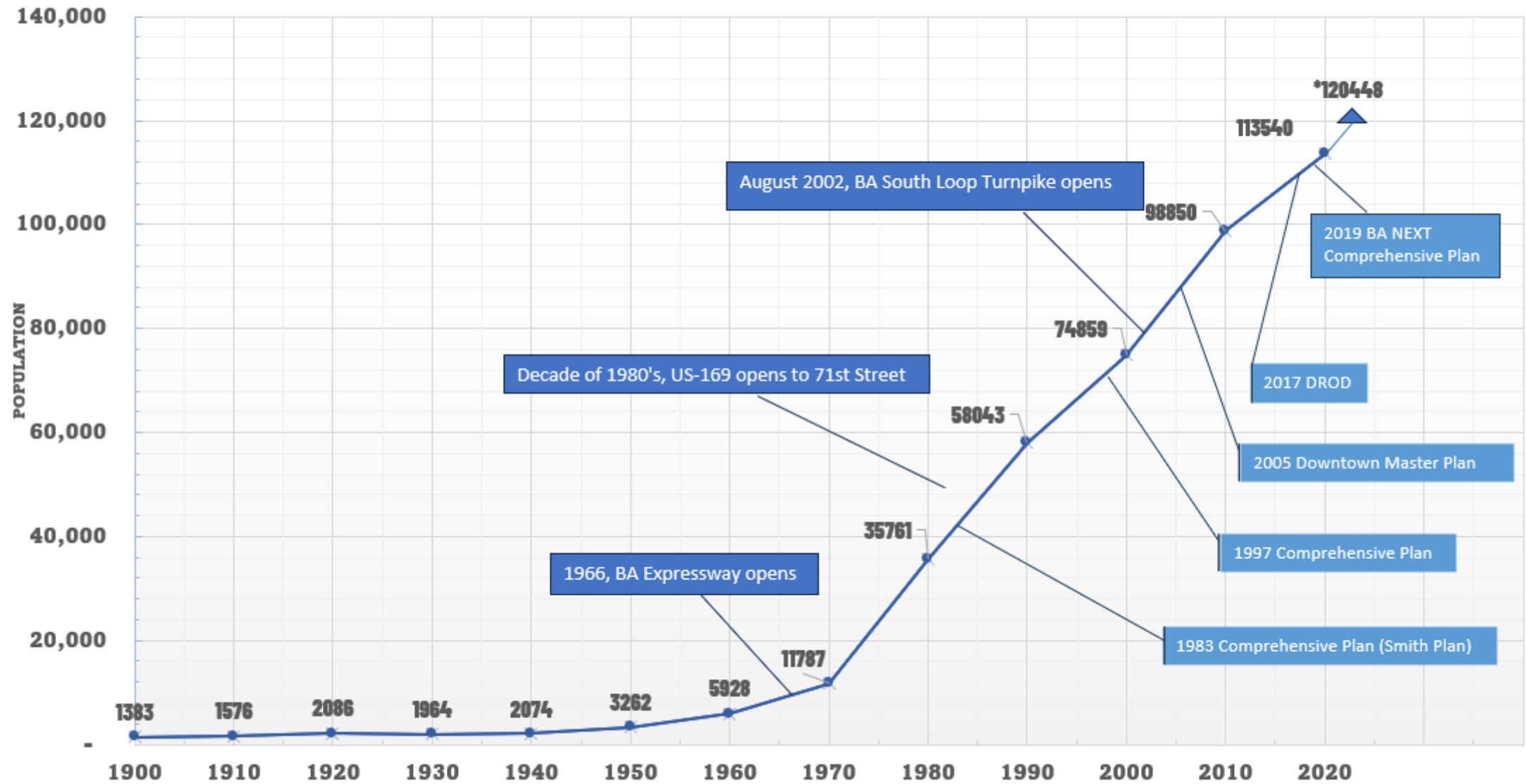
Final Report: ~ February 21, 2024

Questions!?



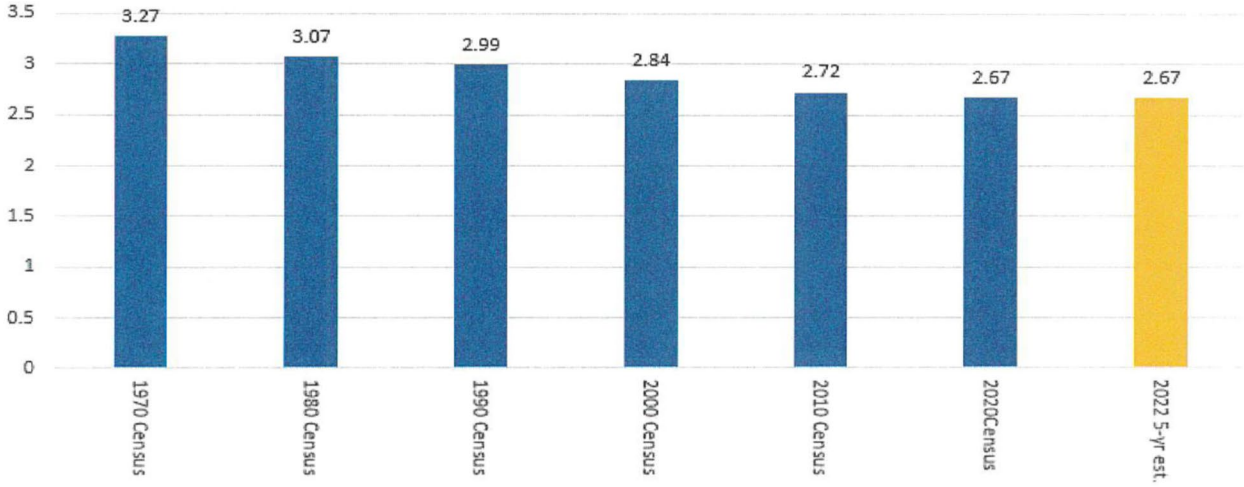
City of Broken Arrow Population Trends 1902 to 2020 with ACS estimate*

Current Population ~120,000⁺

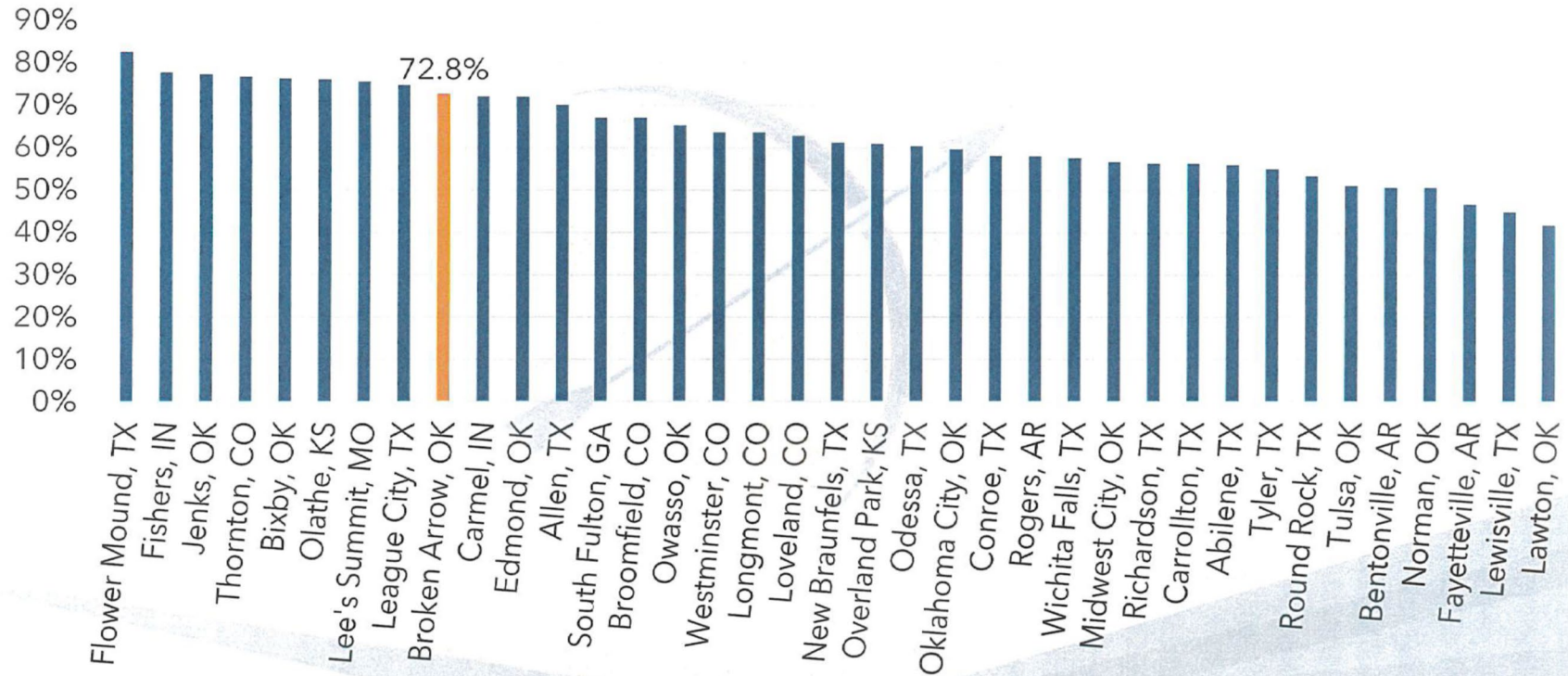


*2022 ACS 1-YEAR SUPPLEMENTAL ESTIMATE IS BASED ON DATA COLLECTED FROM JANUARY 1, 2022 TO DECEMBER 31, 2022

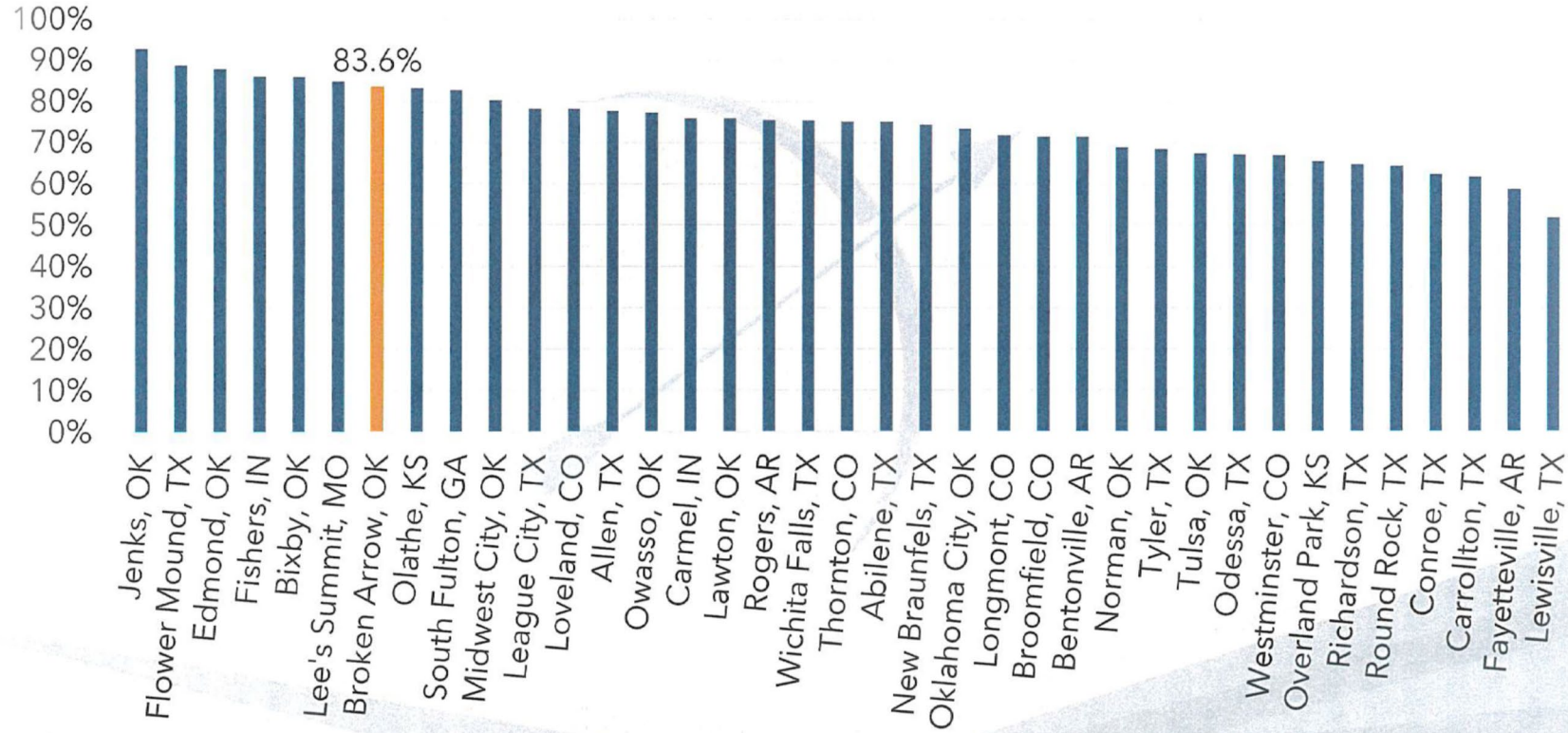
Average Person per Household



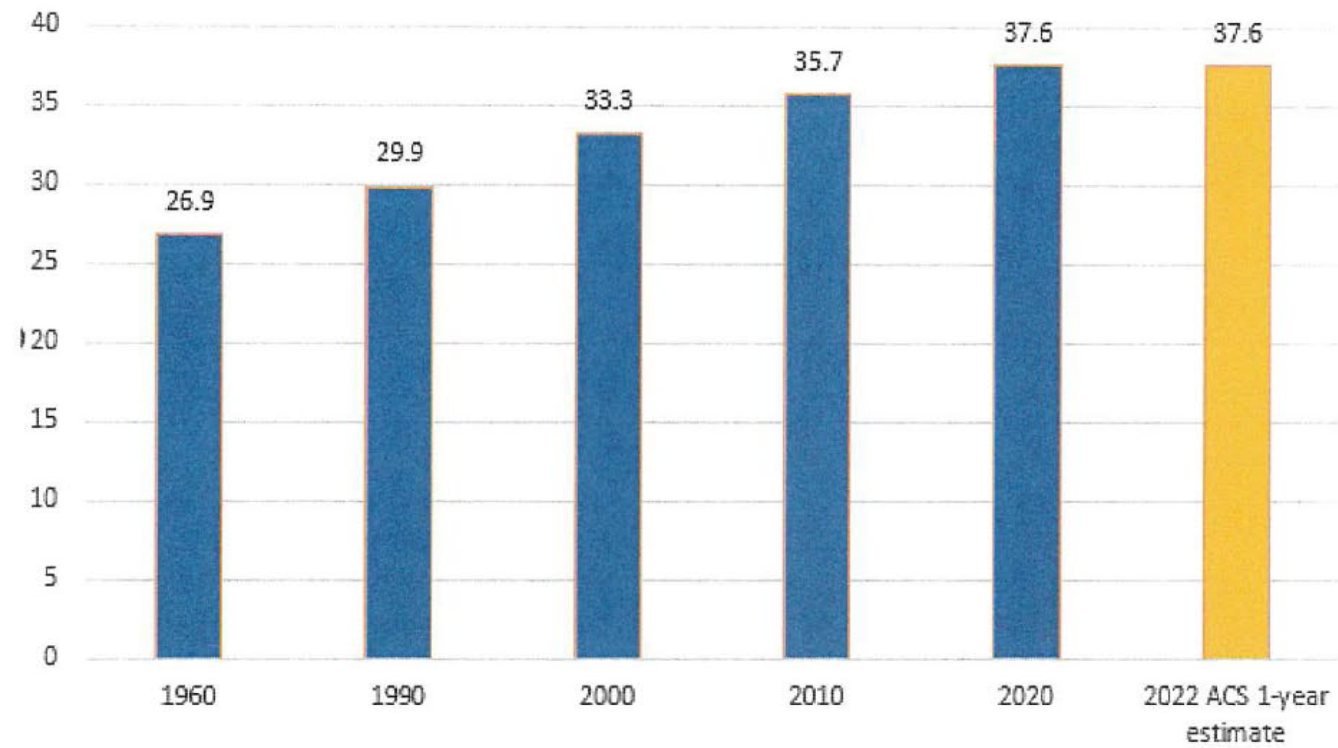
Peer Comparison: Owner-Occupancy Characteristics



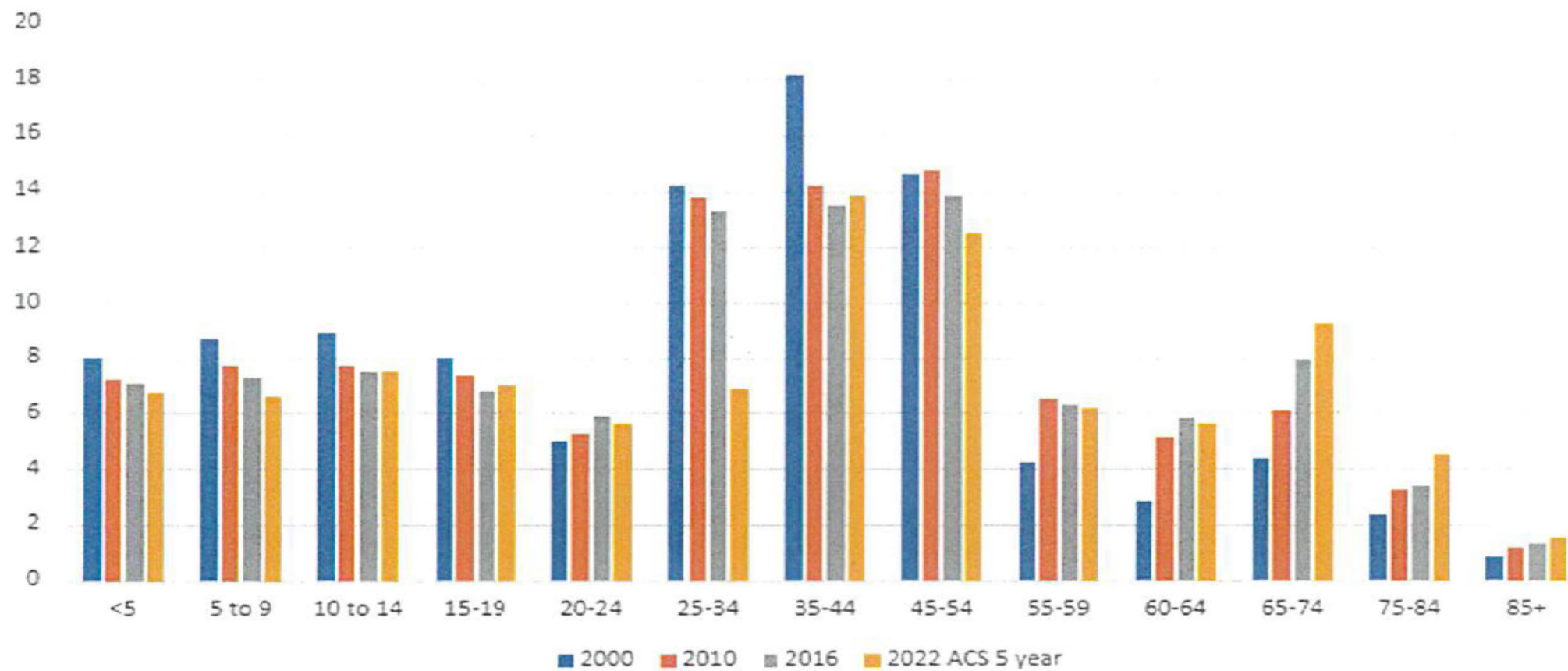
Peer Comparison: Single-Family Homes



Median Age



Population Percent by Age Cohort



1980 to 2016 Population Change by Age Cohort

	1980 Population	% of Total Population	1990 Population	% of Total Population	2000 Population	% of Total Population	2010 Population	% of Total Population	2016 Population (ACS Estimate)	% of Total Population	2022 Population (ACS Estimate)	% of Total Population
Under 5 Years	3,956	11.06%	5,562	9.58%	5,954	7.95%	7,139	7.22%	7,465	7.12%	6,655	5.50%
5 to 9	3,692	10.32%	5,967	10.28%	6,514	8.70%	7,604	7.69%	7,633	7.28%	8,241	6.80%
10 to 14	3,179	8.89%	5,339	9.20%	6,654	8.89%	7,631	7.72%	7,913	7.55%	8,809	7.30%
15 to 19	2,574	7.20%	4,220	7.27%	5,984	7.99%	7,260	7.34%	7,111	6.78%	8,387	7%
20 to 24	2,826	7.90%	2,878	4.96%	3,731	4.98%	5,224	5.28%	6,146	5.86%	7,098	5.90%
25 to 34	8,998	25.16%	11,345	19.55%	10,590	14.15%	13,606	13.76%	13,981	13.33%	7,954	6.60%
35 to 44	4,778	13.36%	11,242	19.37%	13,601	18.17%	14,001	14.16%	14,201	13.54%	8,521	7.10%
45 to 54	2,639	7.38%	5,285	9.11%	10,939	14.61%	14,545	14.71%	14,510	13.84%	14,399	1.60%
55 to 59	995	2.78%	1,630	2.81%	3,173	4.24%	6,442	6.52%	6,594	6.29%	7,800	0.90%
60 to 64	642	1.80%	1,366	2.35%	2,094	2.80%	5,091	5.15%	6,050	5.77%	6,443	0.80%
65 to 74	890	2.49%	1,914	3.30%	3,248	4.34%	6,004	6.07%	8,291	7.91%	12,703	1.80%
75 to 84	450	1.26%	927	1.60%	1,772	2.37%	3,179	3.22%	3,592	3.43%	6,191	1.20%
85 years and older	142	0.40%	359	0.62%	605	0.81%	1,124	1.14%	1,382	1.32%	1,920	0.90%
Total	35,761	100.00%	58,034	100.00%	74,859	100.00%	98,850	100.00%	104,869	100.00%	105,121	100.00%

↑
X

Broken Arrow Council Districts-June 2022

Total Population Composition,
2020

Ward	Population Total	Housing Units Total	Housing Units Occupied	Housing Units Vacant
1	27,967	11,491	10,897	594
2	29,290	10,920	10,448	472
3	27,714	10,740	10,253	487
4	28,569	11,709	11,101	608
Total Population	113,540	44,860	42,699	2,161

Ideal District Size

28,385