

NEW BRAUNFELS WORKFORCE HOUSING STUDY

2018



NEW BRAUNFELS WORKFORCE HOUSING STUDY

2018

Prepared for:

New Braunfels Economic Development Corporation

New Braunfels, Texas 78130

December 2018

Prepared by:



1001 S. Dairy Ashford, Suite 450

Houston, TX 77077

(713) 465-8866

www.cdsmr.com

TABLE OF CONTENTS

Table of Contents.....	iii
Tables and Exhibits	v
Introduction.....	8
CDS Company Bio.....	8
The Purpose of this Study	9
Executive Summary	10
<i>Economic / Demographic Context</i>	<i>10</i>
<i>For-Sale Housing Market Findings.....</i>	<i>11</i>
<i>For-Sale Housing Recommendations</i>	<i>11</i>
<i>Rental Housing Market Findings</i>	<i>12</i>
<i>Rental Housing Recommendations.....</i>	<i>12</i>
<i>General Recommendations</i>	<i>13</i>
Study Area Description	15
Demographic and Economic Analysis	17
Population and Households	17
<i>Age Distribution</i>	<i>18</i>
<i>Race and Ethnicity</i>	<i>19</i>
<i>Household Size and Type</i>	<i>20</i>
<i>Educational Attainment.....</i>	<i>23</i>
<i>Household Income</i>	<i>25</i>
<i>Employment by Industry.....</i>	<i>27</i>
<i>Unemployment Rates</i>	<i>28</i>
Affordable Housing Demand	29
Comal County Employment Data	29
<i>Industry Sectors</i>	<i>33</i>
<i>Wage Profile and Projected Growth</i>	<i>37</i>
<i>New Braunfels Workforce Analysis and Target Industries Analysis.....</i>	<i>43</i>
<i>Key Points – Employment</i>	<i>43</i>
Existing Comal County and New Braunfels Households	44
<i>Overall Household Income Profiles</i>	<i>44</i>
<i>Housing Cost-Burdened Households.....</i>	<i>47</i>
<i>Key Points of Households Analysis.....</i>	<i>50</i>
Defining Housing Affordability.....	51
<i>Owners.....</i>	<i>51</i>
<i>Renters.....</i>	<i>54</i>
<i>Key Points of Defining Affordability.....</i>	<i>56</i>
Affordable Housing Supply.....	57
Housing price Overview	57
<i>Rents.....</i>	<i>57</i>

<i>For Sale</i>	61
Rental Supply – Units in Affordable Price Ranges.....	64
<i>New Braunfels Multi-family Apartment Properties</i>	64
<i>Other Multi-family Rental Housing Supply</i>	66
<i>Unit Size, Location, Quality, Amenities / Services Considerations</i>	71
For-Sale Supply – Single-Family Homes	72
For-Sale Supply – Homes in Affordable Price Ranges – 4 Rivers	73
<i>Existing housing</i>	73
For-Sale Supply – Homes in Affordable Price Ranges – 78130/New Braunfels	74
<i>Existing housing</i>	74
<i>Housing Location, Quality, Amenities / Services Considerations</i>	75
<i>New developments</i>	75
Analysis and Recommendations – Rental Housing.....	82
Magnitude of Affordable Demand / Supply Gaps by Income Level.....	82
<i>New Braunfels Role in Supply Provision</i>	83
Multi-family analysis	85
Analysis and Recommendations – For-Sale Housing	87
Magnitude of Affordable Demand / Supply Gaps by Income Level.....	87
<i>New Braunfels Role in Supply Provision</i>	89
Single-family analysis	91
Discussion Group and Interview Summaries	92
New Braunfels Area Housing Survey	93
<i>Methodology</i>	93
<i>Sampling Results and Demographics</i>	93
Survey Results	93
Appendix A: Employee Survey Instrument	131

TABLES AND EXHIBITS

Figure 1: New Braunfels, Texas	15
Figure 2: New Braunfels, Texas	16
Table 3: Population and Households, 2000 to 2023	17
Table 4: Population by Age, 2017	18
Table 5: Ethnic Makeup, 2017	19
Table 6: Household Type By Household Size, 2017	20
Table 7: Household Type, 2018.....	21
Table 8: Family and Nonfamily Households, 2018.....	22
Table 9: Family Households and Poverty, 2018.....	22
Table 10: Comal County Educational Attainment, 2010 to 2018	23
Table 11: New Braunfels Educational Attainment, 2010 to 2018	24
Table 12: Household Income, 2010	25
Table 13: Household Income, 2018	25
Table 14: Household Income, 2023	26
Table 15: Household Income Change, 2010 to 2018	26
Table 16: Occupation of Residents, 2018	27
Figure 17: United States, Texas, Guadalupe County, Comal County and New Braunfels Unemployment Rates 2010-2017	28
Table 18: Employees by Industry – Yearly Average – Comal County.....	30
Table 19: Establishments by Industry – Yearly Average – Comal County.....	31
Table 20: Average Weekly Wages by Industry – Comal County	32
Table 21: Industries Ranked by 2017 Employment – Comal County	33
Table 22: Employment Growth by Industry – Comal County	34
Figure 23: Total Employment Growth in Top Ten Industries – Comal County	35
Figure 24: Cumulative Employment Growth Rate in Top Ten Industries – Comal County.....	35
Table 25: Employment by Industry Share of Total Employment – Comal County.....	36
Table 26: Industries Ranked by 2017 Average Weekly Wages – Comal County.....	37
Table 27: Average Weekly Wage Growth by Industry – Comal County.....	38
Table 28: Total Average Weekly Wages Paid Growth by Industry – Comal County.....	39
Table 29: Total Average Weekly Wages Paid Shares by Industry – Comal County.....	40
Table 30: Projected Average Weekly Wage Growth by Industry – Comal County	41
Figure 31: Total Employment Growth (2008-2017) and Average Weekly Wage Index (2017) by Industry – Comal County.....	42
Table 32: 2017 Household Income by Tenure	44
Table 33: 2017 Household Income by Age of Householder.....	45
Table 34: 2017 Household Income by Household Type	46
Table 35: 2017 Housing Costs as a Percentage of Household Income – Owner-Occupied Housing by Income	47
Table 36: 2017 Housing Costs as a Percentage Of Household Income – Renter-Occupied Housing by Income	48
Table 37: 2017 Housing Costs As A Percentage of Household Income – Comal County Only by Age.....	49
Table 38: 2017 Monthly Owner Costs as a Percentage Of Household Income	51

Table 39: 2017 Monthly Owner Costs Greater Than 30% Percent of Household Income by Age.....	52
Table 40: 2017 Monthly Owner Costs Greater Than 30% Percent of Household Income by Income.....	53
Table 41: 2017 Gross Rent as a Percentage Of Household Income.....	54
Table 42: 2017 Monthly Renter Costs Greater Than 30% Percent of Household Income by Age.....	55
Table 43: 2017 Monthly Renter Costs Greater Than 30% Percent of Household Income by Income.....	55
Figure 44: Multi-family Apartments Average Lease Rate per Square Foot, 2014 – 2018 All Property Classes.....	58
Figure 45: Multi-family Apartments Average Lease Rate per Square Foot, 2014 – 2018 Class-A Only.....	58
Figure 46: Multi-family Apartments Average Lease Rate per Square Foot, 2014 – 2018 Class-B Only.....	59
Figure 47: Multi-family Apartments Average Lease Rate per Square Foot, 2014 – 2018 Class-C Only.....	59
Figure 48: Comal County Median Existing Home Sale Prices, 2011 – 2017.....	61
Figure 49: Shares of Comal County Existing Homes Sales by Price Ranges.....	61
Table 50: Comal County Residential Building Permits 1980-2017.....	62
Table 51: New Braunfels and Comal County Residential Building Permits 2014-2018.....	63
Figure 52: New Braunfels Residential Building Permits 2014-2018.....	63
Table 53: New Braunfels Class-B, Class-C / Unrated Multi-family Properties.....	64
Table 54: New Braunfels Subsidized / Income-Restricted Multi-family Apartment Properties.....	64
Table 55: New Braunfels Class-A Multi-family Apartment Properties.....	65
Figure 56: LEHD 2015 New Braunfels Jobs Inflow/Outflow.....	66
Table 57: Summary, All Surrounding Multi-family Market Rate Apartment Properties.....	67
Table 58: Summary, All Surrounding Multi-family Income Restricted Apartment Properties.....	67
Table 59: Summary, New Braunfels Multi-family Market Rate Apartment Properties.....	67
Table 60: Summary, New Braunfels Multi-family Income Restricted Apartment Properties.....	67
Table 61: Seguin Multi-family Market Rate Apartment Properties.....	68
Table 62: Seguin Multi-family Income Restricted Apartment Properties.....	68
Table 63: Converse Multi-family Market Rate Apartment Properties.....	68
Table 64: Converse Multi-family Income Restricted Apartment Properties.....	68
Table 65: Live Oak Multi-family Market Rate Apartment Properties.....	69
Table 66: Live Oak Multi-family Income Restricted Apartment Properties.....	69
Table 67: Schertz Multi-family Market Rate Apartment Properties.....	69
Table 68: Schertz Multi-family Income Restricted Apartment Properties.....	69
Table 69: Selma Multi-family Market Rate Apartment Properties.....	69
Table 70: Selma Multi-family Income Restricted Apartment Properties.....	70
Table 71: Universal City Multi-family Market Rate Apartment Properties.....	70
Table 72: Universal City Multi-family Income Restricted Apartment Properties.....	70
Table 73: Multi-family Summary.....	70
Figure 74: 4 Rivers MLS Territory.....	72
Figure 75: 4 Rivers Sales By Volume.....	73
Figure 76: 4 Rivers Sales By Price.....	73
Table 77: 4 Rivers Sales Volumes in Lowest Price Ranges, 2017-2018.....	73
Figure 78: 78130/New Braunfels Sales By Volume.....	74
Figure 79: 78130/New Braunfels Sales By Price.....	74
Table 80: 78130/New Braunfels Sales Volumes in Lowest Price Ranges, 2017-2018.....	74
Figure 81: Veramendi Planned Development.....	77

Figure 82: Meyer Ranch Planned Development	78
Table 83: New Braunfels Single-Family New Development (North of I-35)	79
Table 84: New Braunfels Single-Family New Development (South of I-35)	80
Figure 85: New Braunfels New Single-Family Development Map	81
Table 86: Affordable Rent Calculation	82
Table 87: Estimated Comal County Affordable Rental Housing Need by Income Range, 2017	83
Table 88: Estimated New Braunfels Affordable Rental Housing Need by Income Range, 2017	83
Table 89: Affordable For-Sale Home Price Calculation	87
Table 90: Estimated Comal County Affordable For-Sale Housing Need by Income Range, 2017	89
Table 91: Estimated New Braunfels Affordable For-Sale Housing Need by Income Range, 2017	89

INTRODUCTION

The New Braunfels Economic Development Corporation is a partnership with the City of New Braunfels, Comal County, New Braunfels Utilities, the Greater New Braunfels Chamber of Commerce, and the New Braunfels Economic Development Foundation (the 501 c3 partner) to work collaboratively under the name of the purview New Braunfels Economic Development Corporation to help achieve local development goals.

Fortunately, community leaders have created a blueprint to create a stronger, more diverse and sustainable economy by placing top priority to grow the commercial tax base and number of high-wage jobs in the trade area. The New Braunfels Economic Development Corporation understands the need to capitalize on the available opportunities and position New Braunfels as a leading business and tourist destination in Central Texas.

CDS Community Development Strategies (CDS) was hired by the New Braunfels Economic Development Corporation (NBEDC) to complete a housing study to determine the viability of the existing and the potential for new single-family and multi-family housing affordable to the general workforce in the City of New Braunfels, Texas.

The work sought to describe the demographic and economic conditions that affect and reflect the market environment for housing, document the current conditions and recent trends of the market, and identify potential recommendations for implementation to mitigate housing cost burdens experienced by New Braunfels workers.

Throughout this report, New Braunfels, Comal County and Guadalupe County will be referred to as “Study Area(s)”.

CDS Company Bio

CDS Community Development Strategies (CDS) is a leading national consulting firm headquartered in Houston, Texas, providing economic analysis, public planning, and market research services to clients in a wide variety of industries. CDS was formed in 1971 and is staffed with seasoned professionals who have training and experience in economic development, demographic research, urban planning, statistical analysis, market evaluation, and all aspects of real estate development.

Since 1971, CDS has remained at the forefront of the industry by doing three things:

1. Staying actively involved in numerous professional and trade associations.
2. Providing clear, unbiased, and up-to-date solutions by employing the most appropriate and cost-effective research methods.
3. Utilizing solution-oriented analysis teams to focus on each project assignment adapted to your needs.



The Purpose of this Study

This study contains the most recent research, findings, analysis, and suggestions for improvements related to the housing market in the City of New Braunfels. The focus of this study centers on the following questions:

- Assessment of active and planned housing developments
- Analysis of existing housing supply characteristics – single-family and rental
- General projection of demand for both for-sale and rental housing units based on incomes, housing cost burden and home-owner and renter shares of total households
- Estimates of demand for conventional single-family housing
- Estimates of demand for multi-family units
- Conclude on overall opportunities for developing single-family and multi-family housing in the New Braunfels market area
- Conclude on housing price ranges and rental rates needed for specific income ranges of New Braunfels residents and workers

CDS has conducted this study under the purview of the Greater New Braunfels Chamber of Commerce and New Braunfels Economic Development Corporation. This study required a considerable amount of participation from local business, stakeholder and government staff, for which CDS is grateful.

EXECUTIVE SUMMARY

Data on demographics, households, employment and workforce was gathered and analyzed for Comal County, Guadalupe County and New Braunfels along with real estate data for New Braunfels and several surrounding cities. The data and analysis in this report provide insight into housing cost burden related to wage levels of workers in New Braunfels. New Braunfels is in a unique position having experienced robust population and job growth over the past several years. With this rapid population and job growth the local housing market has seen a rapid increase in value which has created a precarious housing challenge for hourly wage earners employed in the city to attain housing affordable to their incomes. The city faces several opportunities that require their strong leadership role in directing future development of more affordable rental and for-sale housing units for local workers.

Economic / Demographic Context

- New Braunfels 2017 population was estimated at 82,306.
- Population in New Braunfels increased by 43% (24,566) from 2010 to 2017 and is projected to add another 8,500 to 11,600 by 2023 which would equal a 2023 population of 90,747 to 93,894.
- Median age in New Braunfels is 35.
- Ethnic makeup is White by a large percentage and 33% of the total population identifies as Hispanic or Latino.
- Estimated average household size is 2.71.
- There were an estimated 28,435 households in 2018 of which 62% had no one under age 18.
- Of the estimated 49,942 age 25+, 33% have a bachelor's degree or higher.
- The top occupations for residents of New Braunfels are office support, sales related, management, food preparation and service, education, transportation and distribution and maintenance repair.
- LEHD 2015 data shows that 70% (23,373) of New Braunfels workers live outside of the city limits.
- The largest industry sectors by employment for Comal County are: Retail Trade (8,170), Accommodation and Food Services (7,295), Health Care and Social Assistance (6,270), Construction (5,883), Educational Services (4,415).
- Average weekly wages for Comal County top employment industry sectors are: Retail Trade (\$610), Accommodation and Food Services (\$328), Health Care and Social Assistance (\$835), Construction (\$1,045), Educational Services (\$829).
- The largest employment growth since 2008 has occurred in the industry sectors: Accommodation and Food Services (2,430), Retail Trade (2,362), Health Care and Social Assistance (2,087), Administrative and Waste Services (2,046), Professional and Technical Services (1,357).

For-Sale Housing Market Findings

- The 2017 median household income in Comal County was estimated to be approximately \$71,000 and \$58,814 in New Braunfels.
- The single-family home price affordable to the 2017 median income in New Braunfels of \$58,000 is \$220,000.
- Comal County and New Braunfels has experienced a significant decrease in single-family home sales in the \$199,999 and less price range from 50% of all homes sold in the county in 2011 to only 21% of all homes sold in 2017.
- MLS data for 78130 (the primary zip code for New Braunfels) shows that the volume of homes sold each year has increased from about 600 in 2012 to 1,200 in 2017.
- In 2017-2018 only 20% (448) of all homes sold in 78130 were in the \$199,999 and below price range.
- In New Braunfels 22% (4,234) of all home owner-occupied units are housing cost burdened (pay 30% or more income to housing costs).
- Common annual salaries of cost burdened owner-occupied households in New Braunfels range from \$41,780 to \$60,000. The related affordable home price range needed for salaries in those incomes range from \$150,000 to \$225,000.
- Table 89 on page 87 of this report provides an affordable for-sale home price calculation table based on FHA loan standards and a 30% annual income on housing costs threshold to determine the required annual income and home price needed to affordably own a home in New Braunfels. Some buyers with access to personal equity or other funds who also make lower incomes will be able to achieve higher home prices than shown in the table.
- The starting price of new entry level single-family homes being built in New Braunfels today begin at \$225,000 which excludes all incomes less than \$60,000.
- VA loan programs offer 0% down options and no mortgage insurance and veteran buyers play a significant role in single-family home purchases in New Braunfels. Real estate agents interviewed stated that veterans and retirees coming in from outside of New Braunfels make up a significant and growing portion of home buyers in the market.

For-Sale Housing Recommendations

- Based on 2017 Census data the following figures detail the number of cost burdened households by income range and the home price range they can afford (Table 91, Page 89).

Income Range	# Cost-Burdened Households	Home Price Range Needed
\$20,000 to \$34,999	940	Under \$150,000
\$35,000 to \$49,999	1,065	Under \$200,000
\$50,000 to \$74,999	873	\$200,000 - \$290,000

- New Braunfels has a demand of nearly 3,000 single-family homes in the price ranges and incomes shown above.

- Future large-scale residential developments Veramendi and Meyer Ranch currently show plans for close to 1,000 lots in the \$200,000 to \$225,000 price range; the city must work closely with these developments to ensure this price point of new homes can be preserved for buyers working locally.
- Home prices affordable to first time buyers with annual incomes of \$41,780 to \$54,040 range from \$150,000 to \$200,000 and new homes in those prices appear to be not feasible in new construction. Homes targeted to buyers with annual incomes of \$41,780 to \$60,000 will require some form of builder, developer and/or buyer assistance.
- Whether to target the \$35,000 to \$50,000 income range for for-sale housing options in New Braunfels becomes a major affordable housing policy decision for the city to make.
- The City could offer incentives to property owners/developers, perhaps in the form of reimbursed or relaxed development impact fees to help defray the costs and spur residential growth of new supply of homes at prices and correlated income ranges detailed above and throughout this report.

Rental Housing Market Findings

- Rental housing affordable to median income in New Braunfels of \$58,000 are in the \$1,250 to \$1,500 maximum monthly rent price range.
- Census data from 2017 shows that in New Braunfels 48% of all renter occupied housing units are housing cost burdened (pay 30% or more income to housing costs).
- Common hourly wages of cost burdened renter households in New Braunfels range from \$7.21 an hour (\$15,000 annually) to \$16.83 (\$35,000 annually). The related affordable maximum monthly rental price range needed for salaries in those incomes range from \$375 to \$875.
- There are 5,457 total multi-family units in New Braunfels, 80% (4,446) of those units are Class A with an overall average occupancy rate of 88%.
- The current stock of combined “Naturally Occurring Affordable Housing” (NOAH) and subsidized and income-restricted to lower wage level multi-family rental units is approximately 1,011 units, only 20% of all multi-family units of all classifications in New Braunfels.
- Table 86 on page 82 of this report provides an affordable maximum monthly rental price calculation table based on hourly wage rates and a 30% annual income on housing costs threshold to determine the required annual income and maximum monthly rental price needed to affordably rent housing in New Braunfels. Some buyers with access to personal equity or other funds who also make lower incomes will be able to achieve higher rental prices than shown in the table.
- The average multi-family monthly rent in New Braunfels is \$1,048 which excludes all incomes less than \$19.23 per hour.

Rental Housing Recommendations

- Based on 2017 Census data the following figures detail the number of cost burdened households by income range and the rental price range they can afford (Table 88, Page 83).

Income Range	# Cost-Burdened Households	Lease Rate Range Needed
Less than \$20,000	1,718	Under \$500
\$20,000 to \$34,999	1,465	\$500 to \$875
\$35,000 to \$49,999	1,779	\$875 to \$1,250

- New Braunfels has a demand of nearly 5,000 rental units in the price ranges and incomes shown above.
- The need for rental housing reasonably affordable to households earning less than \$35,000 was 3,422 as of 2017 and is likely considerably higher now.
- There is a significant lack of Class B, C and subsidized/income restricted multi-family properties.
- Universal City (\$823), Seguin (\$870) and Schertz (\$934) all have more affordable average rents for market rate multi-family units than New Braunfels (\$1,048). The average rent for market rate in those cities is affordable to hourly wage workers making around \$15-\$18 an hour. A worker must make at least \$20 an hour to afford the average market rate rent in New Braunfels, therefore there is a large demand for an increased supply of rental units at these prices.
- Manufactured home sites could be focused on for potential future redevelopment sites of new subsidized and income restricted multi-family rental properties since New Braunfels currently has only three, with one (Landa Place) age restricted for 55+.

General Recommendations

- Public transportation service is critical for any place and New Braunfels can assist in housing cost burden of local workers and residents by creating and implementing their own or partnering with local and regional employers and/or neighboring cities and counties to provide bus or van pool transportation services.
- Many factors influence the increased cost of housing such as city development impact fees, utility fees, trade tariffs on construction materials, national immigration policy affecting workforce in construction trades, land prices, interest rates.
- The factors listed above impact entry level and first-time home buyers the hardest. For example, just a ¼ increase in interest rates by itself could eliminate thousands of lower income entry level and/or first-time home buyers. When considering all of these factors it is important to understand that the lowest income buyers will be impacted first and foremost by external cost pressures.
- Due to the various external cost factors listed above it is basically impossible for developers and builders to create new multi-family Class B properties. This is one important reason why all new multi-family development in New Braunfels over the past several years has been exclusively Class A. Therefore, existing Class B and C multi-family properties must be preserved since new market rate multi-family cannot be built new and still achieve affordable rents.
- Ensure through city zoning and other required legal entitlements related to housing construction that new types of housing products (small lot, duplex, townhome, etc.) are allowed by regulations. Several local real estate professionals mentioned that the builder's responsibility

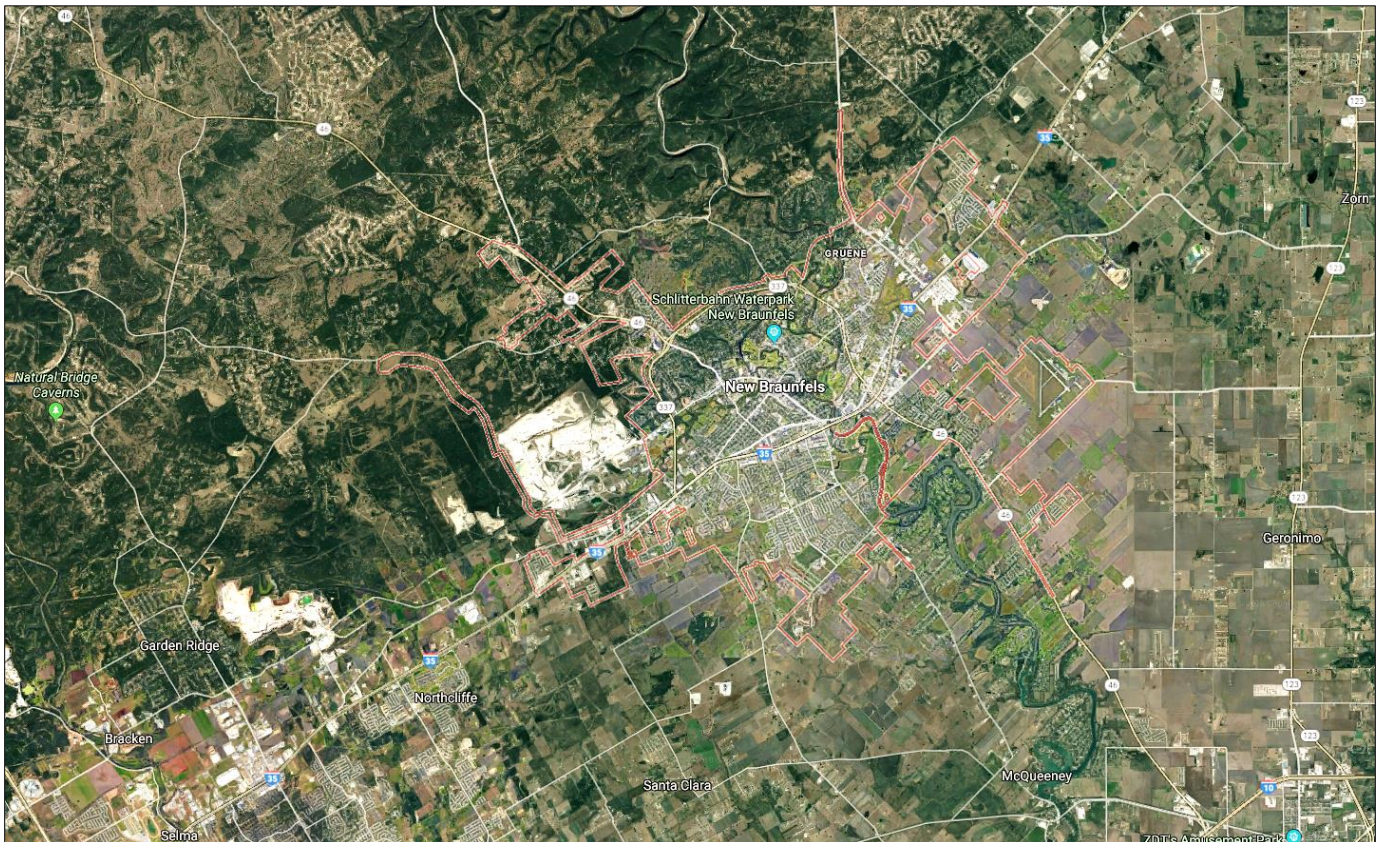
to include fire sprinklers to new rental housing larger than duplex (triplex, fourplex) is a cost burden that renders them unable to construct any new small-scale multi-family structures.

- Allow home owners to legally construct and rent out accessory dwelling units (garage apartments, back houses, etc.) to tenants who reside or work in New Braunfels (highly regulate renting of these units on AirBnB type outlets to visitors and tourists)
- Create or adjust city regulations that allow for multi-unit owned/rented mix like two and three-flats where the owners earn rental income.
- Existing and new manufactured home sites could be a useful alternative to housing seasonal workforce in multi-family units. This would take pressure off of the multi-family market, freeing units that are held by companies for employee housing to full time workers seeking housing in New Braunfels.
- The housing survey at the end of this report received a greater proportion of higher wage earners than optimal for a workforce housing study. However, one important question (#12) asked “if you could change three things what would they be” and the top three responses were 1) provide more middle-class suburban-style subdivision housing, 2) preserve existing lower cost and older housing and 3) provide new affordable apartments restricted to tenants with lower incomes.
- These responses are very well aligned with CDS recommendations to best address increased affordable rental and for-sale housing New Braunfels.
- Many survey respondents were higher earning middle-class workers. It is very rare for higher income workers to be understanding, sympathetic and supportive of the creation of housing (especially lower income multi-family) affordable to lower income residents. This is important because the respondents of the survey show that they not only understand the housing affordability issue and how it affects lower income workers in New Braunfels but also support meaningful and practical solutions to the issue.

STUDY AREA DESCRIPTION

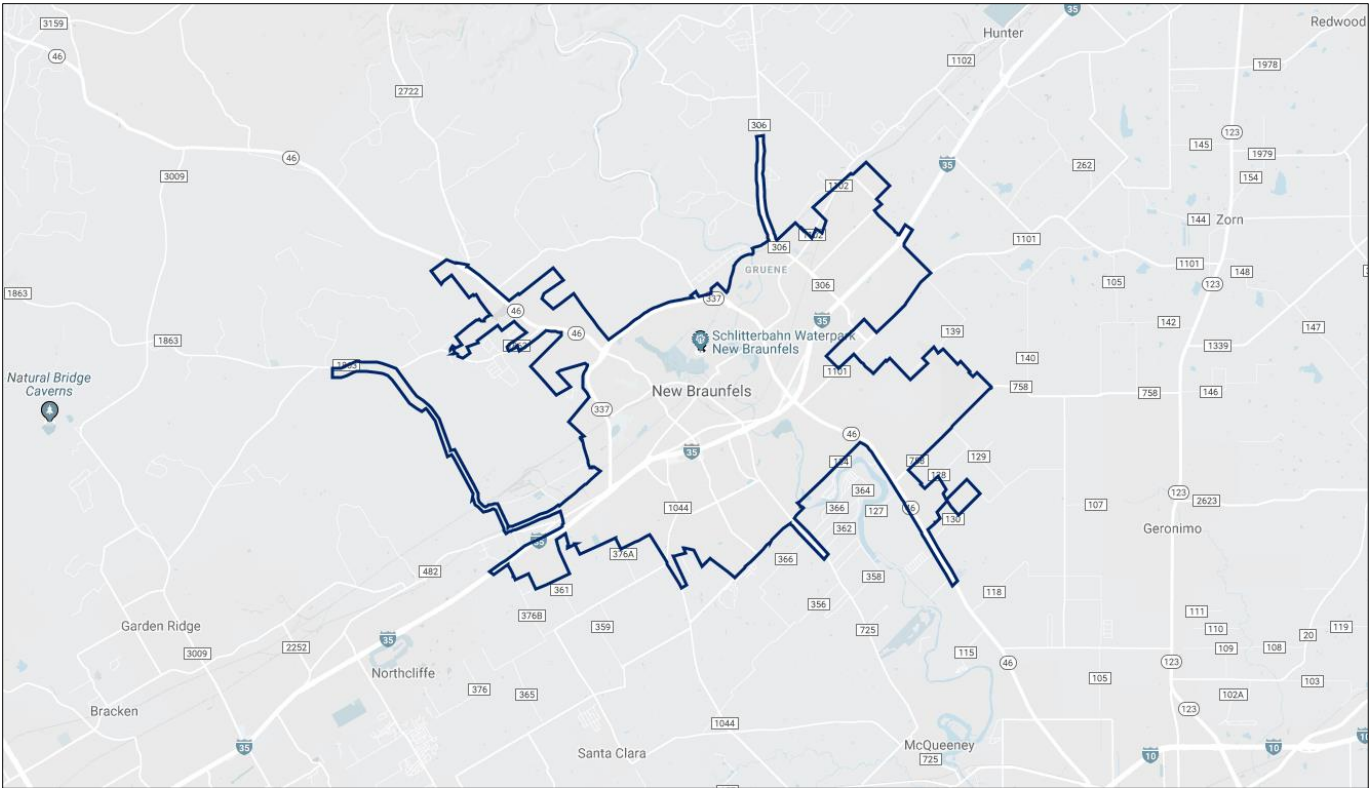
This study examines the City of New Braunfels, Texas and to a lesser extent Comal and Guadalupe County mostly for comparison purposes. The City of New Braunfels is the regional economic hub of Comal County and offers the county major employment, lodging, recreation, retail shopping and health care services.

Figure 1: New Braunfels, Texas



Source: Google Maps

Figure 2: New Braunfels, Texas



Source: City of New Braunfels

The following information and tables display population and household counts for 2000 and 2010, in addition to estimated counts for 2017 and 2023 for the City of New Braunfels, Comal County and Guadalupe County.

DEMOGRAPHIC AND ECONOMIC ANALYSIS

Understanding the demographic trends for an area is an important element in assessing the market demand for new housing. Past, present and future demographic figures were collected and estimated by utilizing data from the following sources: US Census, American Community Survey, PCensus for ArcView (hereafter referred to as “PCensus”), Bureau of Labor Statistics, Texas Workforce Commission, interviews and discussions with local stakeholder groups, employers, finance and real estate professionals along with primary research completed by CDS Community Development Strategies. The New Braunfels Economic Development Corporation and other city entities were instrumental in completing this report.

Population and Households

The following Table 3 displays the population and household count for 2000 and 2010 and estimated counts for 2017 and 2023 for New Braunfels, Comal County and Guadalupe County. One important aspect to consider throughout the data in this report is the fact that New Braunfels city limits are mostly contained within Comal County, with a small southeastern portion of the city limits crossing into Guadalupe County.

Table 3: Population and Households, 2000 to 2023

Population	2000 Census	2010 Census	2017 ACS	2023 Projection	Change 2010 to 2017	% Change 2010 to 2017	Change 2017 to 2023	% Change 2017 to 2023
City of New Braunfels	39,906	57,740	82,306	84,253	24,566	42.5%	1,947	2.4%
Comal County	78,020	108,472	141,009	156,460	32,537	30.0%	15,451	11.0%
Guadalupe County	89,021	131,533	159,659	176,651	28,126	21.4%	16,992	10.6%
Households	2000 Census	2010 Census	2017 ACS	2023 Projection	Change 2010 to 2017	% Change 2010 to 2017	Change 2017 to 2023	% Change 2017 to 2023
City of New Braunfels	14,648	21,362	29,931	31,398	8,569	40.1%	1,467	4.9%
Comal County	29,066	41,363	51,662	60,522	10,299	24.9%	8,860	17.1%
Guadalupe County	30,900	45,762	55,421	61,699	9,659	21.1%	6,278	11.3%

Sources: US Census 2000, 2010, 2017 American Community Survey 1-Year, Nielsen/Claritas 2023 Estimates – PCensus for ArcView (hereafter referred to as PCensus)

- Population increased greatly in the city and each county over the past 17 years.
- Current estimated population in New Braunfels is 82,306 and increased by 43% (24,566 new residents) from 2010 to 2017 and is estimated to increase by another 2.4% (1,947 new residents) from 2017 to 2023.
- Current estimated population in Comal County increased by 30% (32,537 new residents) from 2010 to 2017 and is estimated to increase by another 11% (15,451 new residents) from 2017 to 2023.
- New Braunfels captured a 75% share of the estimated total population growth in Comal County since 2010. Although Table 1 2023 projection only shows 1,947 new residents projected from

2017 to 2023, based on the 75% share New Braunfels could potentially have an increase of 11,588 new residents by 2023.

- Population in Guadalupe County increased by 21% (28,126 new residents) from 2010 to 2017 and is estimated to increase by another 11% (16,992 new residents) from 2018 to 2023.
- Seguin is the primary city in Guadalupe County and the two are important because data analysis and interview feedback from employers shows the city and county are areas housing moderate to lower wage workers employed in New Braunfels.

Age Distribution

Table 4 contains the breakdown of the population by age in New Braunfels, Comal County and Guadalupe County for 2010 and 2017.

The total population under age 18, over age 55, and over age 65 have been identified along with their respective percentages of total population in 2010 and 2017.

- Currently the median age of New Braunfels is 34.9, and similarly 36.7 for Guadalupe County.
- Median age for Comal County is slightly older at 41.2.
- These are the main age groups for New Braunfels in order of share of total city population:
 - under age 20 – 29.8% (24,591)
 - age 55 and over – 26.0% (21,571)
 - age 65 and over – 14.8% (12,291)
- Age 75 to 84 cohort has the least share of population 4.0% (3,364).
- Age 35 to 44 cohort has the greatest share of population 14.6% (11,967).

Table 4: Population by Age, 2017

Age	New Braunfels		Comal County		Guadalupe County	
	Count	Share	Count	Share	Count	Share
Total	82,306	100%	141,009	100%	159,659	100%
Under 5 years	7,264	8.8%	8,405	6.0%	10,196	6.4%
5 to 9 years	6,121	7.4%	8,112	5.8%	11,592	7.3%
10 to 14 years	6,500	7.9%	10,283	7.3%	11,864	7.4%
15 to 19 years	4,706	5.7%	10,162	7.2%	11,351	7.1%
20 to 24 years	3,463	4.2%	6,128	4.3%	9,672	6.1%
25 to 29 years	6,041	7.3%	8,100	5.7%	9,036	5.7%
30 to 34 years	7,169	8.7%	8,144	5.8%	11,634	7.3%
35 to 39 years	7,143	8.7%	9,041	6.4%	11,625	7.3%
40 to 44 years	4,824	5.9%	7,448	5.3%	10,232	6.4%
45 to 49 years	3,892	4.7%	9,397	6.7%	11,342	7.1%
50 to 54 years	3,612	4.4%	9,660	6.9%	11,367	7.1%
55 to 59 years	4,235	5.1%	8,713	6.2%	9,217	5.8%
60 to 64 years	5,045	6.1%	11,949	8.5%	9,117	5.7%
65 to 69 years	3,546	4.3%	7,682	5.4%	7,031	4.4%
70 to 74 years	3,449	4.2%	8,037	5.7%	6,405	4.0%
75 to 79 years	2,093	2.5%	3,907	2.8%	3,127	2.0%
80 to 84 years	1,271	1.5%	2,979	2.1%	3,029	1.9%
85 years and over	1,932	2.3%	2,862	2.0%	1,822	1.1%
Median Age	34.9		41.2		36.7	

Sources: 2017 American Community Survey 1-Year

Race and Ethnicity

Table 5 below shows the estimated 2017 ethnic makeup of New Braunfels, Comal County and Guadalupe County.

- Most of the population in all three areas have a mostly White population. Hispanic or Latino make up about a third of the population in New Braunfels and Comal County while Guadalupe County is nearing 40% population Hispanic or Latino.

Table 5: Ethnic Makeup, 2017

Ethnicity	New Braunfels		Comal County		Guadalupe County	
	Count	Share	Count	Share	Count	Share
Total Population	82,306	100%	141,009	100%	159,659	100%
White alone	76,133	92.5%	130,852	92.8%	112,143	70.2%
Black or African American alone	1,059	1.3%	2,610	1.9%	14,081	8.8%
American Indian and Alaska Native alone	438	0.5%	459	0.3%	293	0.2%
Asian alone	1,077	1.3%	1,791	1.3%	2,585	1.6%
Native Hawaiian and Other Pacific Islander alone	0	0.0%	0	0.0%	224	0.1%
Some other race alone	1,699	2.1%	2,138	1.5%	24,722	15.5%
Two or more races:	1,900	2.3%	3,159	2.2%	5,611	3.5%
Two races including Some other race	680	0.8%	721	0.5%	1,791	1.1%
Two races excluding Some other race, and three or more races	1,220	1.5%	2,438	1.7%	3,820	2.4%
Not Hispanic or Latino	55,593	67.5%	102,203	72.5%	98,977	62.0%
Hispanic or Latino	26,713	32.5%	38,806	27.5%	60,682	38.0%

Sources: 2017 American Community Survey 1-Year

Household Size and Type

Table 6 shows 2017 household size and estimated average household size for New Braunfels, Comal County and Guadalupe County.

- The estimated average household size for the study areas are:
 - New Braunfels – 2.71
 - Comal County – 2.71
 - Guadalupe County – 2.85
- Guadalupe tends to have the greater average household size closer to 3.
- Family households are the predominate household type of all three areas.
- New Braunfels has the greatest share of nonfamily households at 32%.
- Guadalupe County has the greatest share of 4-person family households.
- The most prevalent household types and sizes in New Braunfels are:
 - 2-person family households with nearly 30% share of total households at 8,783 households
 - 1-person nonfamily households with a 27% share of total households at 8,113 households
 - 4-person family households with a 15% share of total households at 4,390 households

Table 6: Household Type By Household Size, 2017

Household Size	New Braunfels		Comal County		Guadalupe County	
	Count	Share	Count	Share	Count	Share
Total:	29,931	100%	51,662	100%	55,421	100%
Family households:	20,288	67.8%	37,589	72.8%	41,649	75.2%
2-person household	8,783	43.3%	18,256	48.6%	15,768	37.9%
3-person household	3,593	17.7%	7,495	19.9%	8,902	21.4%
4-person household	4,390	21.6%	6,436	17.1%	9,520	22.9%
5-person household	2,149	10.6%	3,351	8.9%	4,859	11.7%
6-person household	863	4.3%	1,336	3.6%	1,935	4.6%
7-or-more person household	510	2.5%	715	1.9%	665	1.6%
Nonfamily households:	9,643	32.2%	14,073	27.2%	13,772	24.8%
1-person household	8,113	84.1%	11,799	83.8%	11,997	87.1%
2-person household	1,348	14.0%	1,958	13.9%	1,445	10.5%
3-person household	182	1.9%	316	2.2%	191	1.4%
4-person household	0	0.0%	0	0.0%	95	0.7%
5-person household	0	0.0%	0	0.0%	0	0.0%
6-person household	0	0.0%	0	0.0%	44	0.3%
7-or-more person household	0	0.0%	0	0.0%	0	0.0%
Total Average Household Size	2.71		2.71		2.85	

Source: 2017 American Community Survey 1-Year Estimates

Table 7 shows households by presence of children, householder and presence of marriage in New Braunfels, Comal County and Guadalupe County.

- According to the data the majority of households in all three study areas have no children younger than 18 years old in their household.
- Of households with one or more people younger than 18, the majority are married-couple families followed by other family, female householder households in each study area.
- Of households with no people younger than 18, most are married-couple families. Non-family households with no children tend to be more female householders than male householders in all three areas.

Table 7: Household Type, 2018

Households by Type	New Braunfels		Comal County		Guadalupe County	
	Count	Share	Count	Share	Count	Share
Total Households	28,435	100%	54,569	100%	56,251	100%
With 1 or more People under Age 18	10,843	38.1%	18,042	33.1%	23,353	41.5%
With No People under Age 18	17,592	61.9%	36,527	66.9%	32,898	58.5%
Households with 1 or more People under Age 18	10,843	100%	18,042	100%	23,353	100%
Married-Couple Family	7,566	69.8%	13,405	74.3%	16,624	71.2%
Other Family, Male Householder	811	7.5%	1,218	6.8%	1,794	7.7%
Other Family, Female Householder	2,380	22.0%	3,295	18.3%	4,757	20.4%
Nonfamily, Male Householder	67	0.6%	94	0.5%	137	0.6%
Nonfamily, Female Householder	19	0.2%	30	0.2%	41	0.2%
Households with No People under Age 18	17,592	100%	36,527	100%	32,898	100%
Married-Couple Family	7,975	45.3%	19,980	54.7%	16,774	51.0%
Other Family, Male Householder	521	3.0%	922	2.5%	1,010	3.1%
Other Family, Female Householder	1,117	6.4%	1,806	4.9%	2,086	6.3%
Nonfamily, Male Householder	3,241	18.4%	6,300	17.3%	6,199	18.8%
Nonfamily, Female Householder	4,738	26.9%	7,519	20.6%	6,829	20.8%
Family HH Type by Presence of Own Children	20,377	100%	40,628	100%	43,044	100%
Married-Couple Family, own children	7,069	34.7%	12,393	30.5%	15,242	35.4%
Married-Couple Family, no own children	8,481	41.6%	20,998	51.7%	18,147	42.2%
Male Householder, own children	696	3.4%	1,020	2.5%	1,500	3.5%
Male Householder, no own children	637	3.1%	1,123	2.8%	1,313	3.1%
Female Householder, own children	1,989	9.8%	2,749	6.8%	3,973	9.2%
Female Householder, no own children	1,505	7.4%	2,345	5.8%	2,869	6.7%

Sources: PCensus 2018

Table 8 shows past, current and future data for family and nonfamily household types, which distinguishes between family and non-family households, in New Braunfels, Comal County and Guadalupe County.

- Family households make up the vast majority of households in all three study areas with each having more than 70% of total households identifying as families.
- Households of all types have grown and are estimated to continue increasing through 2023 in each study area.

Table 8: Family and Nonfamily Households, 2018

Households	New Braunfels		Comal County		Guadalupe County	
	Count	Share	Count	Share	Count	Share
2023 Projection	31,398	-	60,522	-	61,699	-
2018 Estimate	28,435	-	54,569	-	56,251	-
2010 Census	21,362	-	41,363	-	45,762	-
2000 Census	14,648	-	29,066	-	30,900	-
Growth 2018-2023	10.42%	-	10.91%	-	9.69%	-
Growth 2010-2018	33.11%	-	31.93%	-	22.92%	-
Growth 2000-2010	45.84%	-	42.31%	-	48.10%	-
2018 Households by Household Type	28,435	-	54,569	-	56,251	-
Family Households	20,377	71.7%	40,628	74.5%	43,044	76.5%
Nonfamily Households	8,058	28.3%	13,941	25.6%	13,207	23.5%

Sources: PCensus 2018

Table 9 shows past, current and future data for family households and poverty in New Braunfels, Comal County and Guadalupe County.

- New Braunfels has the largest share (7.9%) and absolute number (3,394) of family households below poverty and family households below poverty with children (6.5% and 2,801) of the three areas.
- Families below poverty are less than 10% of all families in each area.

Table 9: Family Households and Poverty, 2018

Family Households	New Braunfels		Comal County		Guadalupe County	
	Count	Share	Count	Share	Count	Share
2023 Projection	22,526	-	45,093	-	47,235	-
2018 Estimate	20,377	-	40,628	-	43,044	-
2010 Census	15,115	-	30,581	-	34,938	-
2000 Census	10,527	-	21,885	-	23,831	-
Growth 2018-2023	10.55%	-	10.99%	-	9.74%	-
Growth 2010-2018	34.81%	-	32.85%	-	23.20%	-
Growth 2000-2010	43.58%	-	39.73%	-	46.61%	-
2018 Families by Poverty Status	43,044	-	40,628	-	20,377	-
At or Above Poverty	39,650	92.1%	38,442	94.6%	19,163	94.0%
At or Above Poverty with Children	19,741	45.9%	16,200	39.9%	9,919	48.7%
Below Poverty	3,394	7.9%	2,186	5.4%	1,214	6.0%
Below Poverty with Children	2,801	6.5%	1,650	4.1%	989	4.9%

Sources: PCensus 2018

Educational Attainment

Table 10 below and Table 11 on the following page provide educational attainment data, which shows the highest level of education attained by the 25 years and older population, and percent change for 2010 and 2018 in New Braunfels and Comal County.

Overall the county has seen a decrease in share of population without a diploma, a positive sign for educational attainment.

- The educational attainment cohorts in the county with the largest percent gains were:
 - Associate Degree with a 62% increase
 - Master's Degree with a 56% increase
 - Doctorate Degree with a 52% increase

Table 10: Comal County Educational Attainment, 2010 to 2018

Educational Attainment	2010		2018		2010-2018
	Count	Share	Count	Share	% Change
Pop Age 25+	77,643	100%	98,263	100%	26.6%
Less than 9th grade	3,500	4.5%	4,791	4.9%	36.9%
Some High School, no diploma	4,982	6.4%	4,149	4.2%	-16.7%
High School Graduate (or GED)	20,648	26.6%	26,296	26.8%	27.4%
Some College, no degree	19,627	25.3%	22,412	22.8%	14.2%
Associate Degree	5,089	6.6%	8,218	8.4%	61.5%
Bachelor's Degree	16,177	20.8%	21,764	22.2%	34.5%
Master's Degree	5,355	6.9%	8,350	8.5%	55.9%
Professional School Degree	1,663	2.1%	1,370	1.4%	-17.6%
Doctorate Degree	602	0.8%	913	0.9%	51.7%

Sources: Nielsen 2010 and PCensus 2018

Table 11: New Braunfels Educational Attainment, 2010 to 2018

Educational Attainment	2010		2018		2010-2018
	Count	Share	Count	Share	% Change
Pop Age 25+	34,224	100%	49,942	100%	45.9%
Less than 9th grade	2,647	7.7%	3,397	6.8%	28.3%
Some High School, no diploma	2,712	7.9%	2,321	4.7%	-14.4%
High School Graduate (or GED)	9,973	29.1%	14,023	28.1%	40.6%
Some College, no degree	7,149	20.9%	11,942	23.9%	67.0%
Associate Degree	1,780	5.2%	4,052	8.1%	127.6%
Bachelor's Degree	6,805	19.9%	10,202	20.4%	49.9%
Master's Degree	2,147	6.3%	3,269	6.6%	52.3%
Professional School Degree	690	2.0%	467	0.9%	-32.3%
Doctorate Degree	321	0.9%	269	0.5%	-16.2%

Sources: Nielsen 2010 and PCensus 2018

- New Braunfels experienced decreases in shares of population aged 25 and over without a diploma, professional school degree and doctorate degree.
- The educational attainment cohorts in the city with the largest percent gains were:
 - Associate Degree with a 128% increase
 - Some College, no degree with a 67% increase
 - Master's Degree with a 52% increase

Household Income

Table 12, Table 13 and Table 14 shows household income in each study area for 2010, 2018 and 2023. Table 15 at the bottom of the following page shows household income change and percent change for each study area for 2010 to 2018. All three study areas saw increases in average and median household income from 2010 to 2018 when adjusted for inflation.

Table 12: Household Income, 2010

Household Income	New Braunfels		Comal County		Guadalupe County	
	Count	Share	Count	Share	Count	Share
Total Households	19,784	100%	43,334	100%	42,826	100%
< \$15,000	2,128	10.8%	3,510	8.1%	3,763	8.8%
\$15,000 to \$24,999	2,039	10.3%	3,568	8.2%	3,589	8.4%
\$25,000 to \$34,999	1,944	9.8%	3,838	8.9%	4,094	9.6%
\$35,000 to \$49,999	3,486	17.6%	6,490	15.0%	6,435	15.0%
\$50,000 to \$74,999	4,354	22.0%	9,131	21.1%	9,771	22.8%
\$75,000 to \$99,999	2,739	13.8%	6,643	15.3%	6,717	15.7%
\$100,000 to \$124,999	1,378	7.0%	3,784	8.7%	3,508	8.2%
\$125,000 to \$149,999	674	3.4%	2,304	5.3%	2,116	4.9%
\$150,000 to \$199,999	634	3.2%	2,214	5.1%	1,776	4.2%
\$200,000 to \$499,999	339	1.7%	1,583	3.7%	875	2.0%
\$500,000+	69	0.4%	269	0.6%	182	0.4%
Average Household Income	\$64,140		\$78,134		\$71,153	
Median Household Income	\$51,694		\$61,666		\$59,037	

Sources: Nielson 2010, PCensus 2018, *2010 average and median incomes adjusted for inflation to 2018 dollars

Table 13: Household Income, 2018

Household Income	New Braunfels		Comal County		Guadalupe County	
	Count	Share	Count	Share	Count	Share
Total Households	28,435		54,569		56,251	
< \$15,000	1,403	4.9%	3,027	5.6%	4,137	7.4%
\$15,000 to \$24,999	1,948	6.9%	3,213	5.9%	4,456	7.9%
\$25,000 to \$34,999	2,571	9.0%	4,255	7.8%	3,826	6.8%
\$35,000 to \$49,999	3,882	13.7%	6,714	12.3%	6,975	12.4%
\$50,000 to \$74,999	5,881	20.7%	9,485	17.4%	10,704	19.0%
\$75,000 to \$99,999	4,982	17.5%	8,604	15.8%	8,021	14.3%
\$100,000 to \$124,999	3,320	11.7%	6,137	11.3%	6,405	11.4%
\$125,000 to \$149,999	1,705	6.0%	3,779	6.9%	4,472	8.0%
\$150,000 to \$199,999	1,428	5.0%	4,163	7.6%	4,231	7.5%
\$200,000 to \$249,999	666	2.3%	2,143	3.9%	1,723	3.1%
\$250,000 to \$499,999	474	1.7%	2,080	3.8%	1,046	1.9%
\$500,000+	175	0.6%	969	1.8%	255	0.5%
Average Household Income	\$83,191		\$101,323		\$86,516	
Median Household Income	\$68,762		\$76,716		\$70,393	

Sources: PCensus 2018

Table 14: Household Income, 2023

Household Income	New Braunfels		Comal County		Guadalupe County	
	Count	Share	Count	Share	Count	Share
Total Households	31,398		60,522		61,699	
< \$15,000	1,341	4.3%	2,998	5.0%	4,168	6.8%
\$15,000 to \$24,999	1,784	5.7%	2,972	4.9%	4,106	6.7%
\$25,000 to \$34,999	2,377	7.6%	3,905	6.5%	4,233	6.9%
\$35,000 to \$49,999	3,715	11.8%	6,362	10.5%	6,319	10.2%
\$50,000 to \$74,999	6,285	20.0%	10,260	17.0%	11,401	18.5%
\$75,000 to \$99,999	5,179	16.5%	8,848	14.6%	8,612	14.0%
\$100,000 to \$124,999	4,011	12.8%	7,219	11.9%	7,031	11.4%
\$125,000 to \$149,999	2,561	8.2%	5,077	8.4%	5,386	8.7%
\$150,000 to \$199,999	2,060	6.6%	5,282	8.7%	5,558	9.0%
\$200,000 to \$249,999	998	3.2%	3,033	5.0%	2,660	4.3%
\$250,000 to \$499,999	789	2.5%	3,032	5.0%	1,752	2.8%
\$500,000+	298	1.0%	1,534	2.5%	473	0.8%
Average Household Income	\$93,817		\$114,025		\$96,328	
Median Household Income	\$75,951		\$85,635		\$76,807	

Sources: PCensus 2018

Table 15: Household Income Change, 2010 to 2018

Household Income	New Braunfels		Comal County		Guadalupe County	
	Count	% Change	Count	% Change	Count	% Change
Total Households	8,651	43.7%	11,235	25.9%	13,425	31.4%
< \$15,000	-725	-34.1%	-483	-13.8%	374	9.9%
\$15,000 to \$24,999	-91	-4.5%	-355	-10.0%	867	24.2%
\$25,000 to \$34,999	627	32.3%	417	10.9%	-268	-6.6%
\$35,000 to \$49,999	396	11.4%	224	3.5%	540	8.4%
\$50,000 to \$74,999	1,527	35.1%	354	3.9%	933	9.6%
\$75,000 to \$99,999	2,243	81.9%	1,961	29.5%	1,304	19.4%
\$100,000 to \$124,999	1,942	140.9%	2,353	62.2%	2,897	82.6%
\$125,000 to \$149,999	1,031	153.0%	1,475	64.0%	2,356	111.3%
\$150,000 to \$199,999	794	125.2%	1,949	88.0%	2,455	138.2%
\$200,000 to \$499,999	801	236.3%	2,640	166.8%	1,894	216.5%
\$500,000+	106	153.6%	700	260.2%	73	40.1%
Average Household Income	\$19,051	29.7%	\$23,189	29.7%	\$15,363	21.6%
Median Household Income	\$17,068	33.0%	\$15,050	24.4%	\$11,356	19.2%

Sources: Nielsen 2010 and PCensus 2018

- Guadalupe County was the only area of the three to have an increase in lower to moderate household incomes in the less than \$15,000 and \$15,000 to \$24,999 ranges.
- New Braunfels experienced the largest percent gain in median household income with a 33% increase from 2010 to 2018.
- All three areas are projected to continue to increase average and median household income through 2023.

Employment by Industry

Table 16 displays employment by industry for residents age 16 and over in New Braunfels, Comal County and Guadalupe County for 2018.

- New Braunfels has about 37,000 residents age 16+ working which makes up about a 57% share of the Comal County's 65,000 employed residents.
- The top occupations for residents of New Braunfels are office support, sales related, management, food preparation and service, education, transportation and distribution and maintenance repair.
- The top occupations for residents of Comal County are office support, sales related, management, construction, business and financial operations, education and healthcare.
- The top occupations for residents of Guadalupe County are office support, sales related, management, production, transportation, maintenance repair and education.

Table 16: Occupation of Residents, 2018

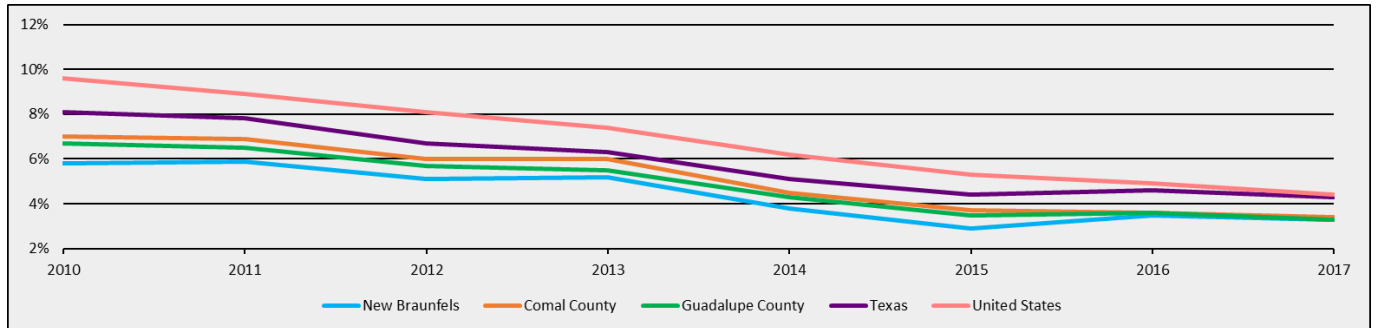
Industry	New Braunfels		Comal County		Guadalupe County	
	Count	Share	Count	Share	Count	Share
Civ. Employed Pop 16+ by Occupation	37,069	100%	64,990	100%	76,939	100%
Architect/Engineer	557	1.5%	978	1.5%	1,029	1.3%
Arts/Entertainment/Sports	417	1.1%	978	1.5%	885	1.2%
Building Grounds Maintenance	1,823	4.9%	3,014	4.6%	2,008	2.6%
Business/Financial Operations	1,868	5.0%	4,050	6.2%	4,195	5.5%
Community/Social Services	548	1.5%	886	1.4%	869	1.1%
Computer/Mathematical	750	2.0%	1,521	2.3%	1,846	2.4%
Construction/Extraction	1,950	5.3%	4,358	6.7%	3,202	4.2%
Education/Training/Library	2,210	6.0%	3,869	6.0%	4,337	5.6%
Farming/Fishing/Forestry	38	0.1%	84	0.1%	219	0.3%
Food Prep/Serving	2,352	6.3%	3,347	5.2%	3,703	4.8%
Healthcare Practitioner/Technician	1,674	4.5%	3,491	5.4%	4,063	5.3%
Healthcare Support	846	2.3%	1,084	1.7%	1,765	2.3%
Maintenance Repair	2,080	5.6%	2,991	4.6%	5,262	6.8%
Legal	390	1.1%	665	1.0%	388	0.5%
Life/Physical/Social Science	133	0.4%	325	0.5%	271	0.4%
Management	3,201	8.6%	7,009	10.8%	7,102	9.2%
Office/Admin. Support	5,276	14.2%	9,101	14.0%	9,547	12.4%
Production	2,006	5.4%	2,734	4.2%	6,007	7.8%
Protective Service	850	2.3%	1,464	2.3%	2,167	2.8%
Sales/Related	4,600	12.4%	8,133	12.5%	9,303	12.1%
Personal Care/Service	1,294	3.5%	2,263	3.5%	2,933	3.8%
Transportation/Moving	2,206	6.0%	2,645	4.1%	5,838	7.6%

Sources: PCensus 2018

Unemployment Rates

New Braunfels and Comal County have outperformed the State and United States in unemployment rates since 2010. Unemployment for New Braunfels was 3.3% in 2017 and Comal County was 3.4% while the U.S. was 4.4% and Texas was 4.3%.

Figure 17: United States, Texas, Guadalupe County, Comal County and New Braunfels Unemployment Rates 2010-2017



Source: Texas Workforce Commission Tracer2. Not Seasonally Adjusted

AFFORDABLE HOUSING DEMAND

This section provides a quantitative perspective on the potential demand for affordable housing. To do this, CDS has employed a standard of housing costs not exceeding 30% of gross household income. This is a commonly used standard in the U.S., though it not always sufficient to convey the extent to which housing costs may constitute a burden to a particular household. Because the New Braunfels housing market operates in a larger market context for both demand and supply, CDS has included county-level data for most categories. Comal County represents a reasonable approximation of the general New Braunfels market.

COMAL COUNTY EMPLOYMENT DATA

The following section contains employment data for Comal County from the Texas Workforce Commission's Quarterly Census of Employment and Wages (QCEW). CDS examined 10 years of data from the QCEW, yearly averages from 2008 through the end of 2017, for employment, establishments, and average weekly wages. The data presented in this section of the report is divided by industry using the North American Industry Classification System (NAICS) Code. It is also sorted order of largest to smallest unless otherwise noted. This data involves jobs located within Comal County, not the employment of Comal County residents. Many County residents do stay in the County for their employment but many travel elsewhere. It should also be noted that QCEW data covers payroll employment and does not monitor personal individual employment. Also, many do travel into the County to work. The three tables on the following pages contain the raw data taken from the QCEW analyzed later in the section.

Table 18: Employees by Industry – Yearly Average – Comal County

In Order of 2017 Largest to Smallest

Industry Code	Industry	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
44-45	Retail Trade	5,808	5,520	5,669	5,873	6,133	6,503	6,794	7,158	8,060	8,170
72	Accommodation and Food Services	4,865	5,015	5,027	5,445	5,491	5,510	5,807	6,224	6,558	7,295
62	Health Care and Social Assistance	4,183	4,438	4,528	4,936	5,374	5,501	6,025	6,129	6,056	6,270
23	Construction	4,805	3,975	3,586	3,582	3,792	4,099	4,390	4,996	5,359	5,883
61	Educational Services	3,773	3,754	3,886	4,049	4,019	4,104	4,150	4,252	4,339	4,415
56	Administrative and Waste Services	1,313	1,341	1,477	1,613	1,722	1,825	1,700	2,350	2,551	3,359
31-33	Manufacturing	2,994	2,755	2,720	2,683	2,637	2,557	2,861	2,944	2,974	2,933
42	Wholesale Trade	2,414	3,170	3,309	3,385	3,244	2,275	2,176	2,423	2,449	2,398
54	Professional and Technical Services	972	1,036	1,022	1,192	1,246	1,427	1,647	1,830	2,173	2,329
48-49	Transportation and Warehousing	1,809	1,686	1,593	1,639	1,679	1,744	1,756	2,124	2,259	2,296
71	Arts, Entertainment, and Recreation	1,154	1,325	1,296	1,425	1,590	1,615	1,758	1,817	2,064	2,164
81	Other Services, Except Public Administration	1,217	1,153	1,114	1,173	1,261	1,338	1,376	1,447	1,547	1,554
92	Public Administration	892	1,007	1,029	988	1,007	1,023	1,024	1,049	1,085	1,107
52	Finance and Insurance	715	739	883	930	928	932	908	944	955	1,008
55	Management of Companies and Enterprises	268	429	432	509	499	586	671	720	745	752
53	Real Estate and Rental and Leasing	576	527	505	415	403	446	517	548	594	672
51	Information	446	424	419	425	438	525	594	607	627	669
21	Mining, Quarrying, and Oil and Gas Extraction	276	296	298	335	300	313	300	468	491	504
22	Utilities	394	398	403	408	405	403	410	412	401	458
11	Agriculture, Forestry, Fishing and Hunting	90	87	91	71	64	59	65	54	56	63
99	Unclassified	9	9	10	5	18	17	21	10	41	45
	Total, all industries	38,971	39,080	39,295	41,080	42,249	42,800	44,949	48,505	51,382	54,341

Source: Texas Workforce Commission Quarterly Census of Employment and Wages (QCEW)

Table 19: Establishments by Industry – Yearly Average – Comal County

In Order of 2017 Largest to Smallest

Industry Code	Industry	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
23	Construction	429	410	380	369	376	380	392	418	436	467
44-45	Retail Trade	341	333	333	346	353	362	379	404	422	431
54	Professional and Technical Services	252	278	281	293	309	332	349	375	406	424
62	Health Care and Social Assistance	260	267	271	273	300	313	312	322	327	346
72	Accommodation and Food Services	244	254	265	270	276	274	284	294	310	330
81	Other Services, Except Public Administration	232	240	235	233	258	257	255	256	268	286
52	Finance and Insurance	147	155	163	174	175	180	179	194	202	216
56	Administrative and Waste Services	158	161	159	159	166	167	165	189	208	216
42	Wholesale Trade	160	169	166	164	161	178	191	193	197	202
53	Real Estate and Rental and Leasing	118	116	120	118	115	120	133	140	162	187
31-33	Manufacturing	111	116	118	121	126	128	130	131	138	138
48-49	Transportation and Warehousing	58	61	61	61	66	73	79	82	93	86
71	Arts, Entertainment, and Recreation	58	60	61	68	69	76	79	75	74	75
61	Educational Services	39	38	40	39	36	33	39	41	43	50
92	Public Administration	43	45	45	47	43	41	41	41	39	42
51	Information	33	31	31	30	33	34	34	29	34	34
99	Unclassified	10	6	7	5	8	11	9	6	13	25
21	Mining, Quarrying, and Oil and Gas Extraction	18	16	15	17	22	24	27	27	23	23
55	Management of Companies and Enterprises	11	15	15	19	18	17	16	20	19	22
11	Agriculture, Forestry, Fishing and Hunting	16	16	17	17	16	17	19	18	19	21
22	Utilities	12	11	12	11	11	10	9	9	9	11
	Total, all industries	2,746	2,794	2,793	2,831	2,935	3,027	3,120	3,261	3,440	3,632

Source: Texas Workforce Commission Quarterly Census of Employment and Wages (QCEW)

Table 20: Average Weekly Wages by Industry – Comal County

In Order of 2017 Largest to Smallest

Industry Code	Industry	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
55	Management of Companies and Enterprises	\$869	\$1,246	\$1,338	\$1,628	\$1,832	\$1,974	\$2,067	\$1,802	\$1,841	\$2,432
21	Mining, Quarrying, and Oil and Gas Extraction	\$946	\$859	\$903	\$930	\$985	\$1,094	\$1,491	\$1,326	\$1,337	\$1,384
42	Wholesale Trade	\$995	\$994	\$979	\$972	\$991	\$1,425	\$1,249	\$1,350	\$1,605	\$1,351
22	Utilities	\$925	\$950	\$965	\$970	\$1,029	\$1,008	\$1,068	\$1,186	\$1,168	\$1,270
52	Finance and Insurance	\$821	\$821	\$877	\$867	\$964	\$1,023	\$973	\$1,033	\$1,078	\$1,184
54	Professional and Technical Services	\$826	\$940	\$916	\$991	\$1,023	\$1,022	\$1,139	\$1,058	\$1,106	\$1,129
92	Public Administration	\$880	\$893	\$869	\$910	\$907	\$942	\$963	\$1,017	\$1,064	\$1,103
23	Construction	\$798	\$813	\$816	\$825	\$866	\$914	\$965	\$1,027	\$1,075	\$1,045
31-33	Manufacturing	\$785	\$790	\$811	\$848	\$877	\$904	\$959	\$967	\$957	\$989
51	Information	\$915	\$994	\$1,022	\$1,041	\$1,062	\$1,004	\$987	\$940	\$977	\$974
48-49	Transportation and Warehousing	\$797	\$817	\$858	\$877	\$904	\$901	\$947	\$924	\$919	\$953
53	Real Estate and Rental and Leasing	\$507	\$595	\$605	\$580	\$567	\$635	\$661	\$758	\$893	\$894
62	Health Care and Social Assistance	\$651	\$656	\$661	\$669	\$706	\$684	\$677	\$778	\$811	\$835
61	Educational Services	\$679	\$744	\$753	\$705	\$692	\$699	\$737	\$776	\$799	\$829
99	Unclassified	\$722	\$287	\$372	\$621	\$605	\$847	\$730	\$845	\$647	\$676
56	Administrative and Waste Services	\$606	\$638	\$594	\$596	\$637	\$619	\$661	\$729	\$660	\$660
44-45	Retail Trade	\$535	\$493	\$493	\$504	\$533	\$542	\$563	\$585	\$570	\$610
11	Agriculture, Forestry, Fishing and Hunting	\$482	\$523	\$552	\$585	\$619	\$683	\$717	\$788	\$795	\$599
81	Other Services, Except Public Administration	\$506	\$487	\$508	\$526	\$521	\$515	\$535	\$563	\$573	\$581
71	Arts, Entertainment, and Recreation	\$376	\$361	\$388	\$400	\$425	\$402	\$415	\$441	\$434	\$422
72	Accommodation and Food Services	\$261	\$261	\$284	\$278	\$294	\$303	\$317	\$330	\$328	\$328
	Total, all industries	\$706	\$724	\$738	\$774	\$806	\$857	\$890	\$909	\$929	\$957

Source: Texas Workforce Commission Quarterly Census of Employment and Wages (QCEW)

Industry Sectors

The largest employment sector in Comal County is Retail, followed by Accommodation, Health Care and Construction. Combined, these four industries make up half of all jobs in the County. Even so, the County's employment profile is relatively diverse, with 8 industries employing greater than 10,000 people and 9 industries that employ at least 5% of all people working in the County. A total of 54,341 jobs are located in Comal County, along with 3,632 establishments.

Table 21: Industries Ranked by 2017 Employment – Comal County

Rank	Industry	Employees	Share	Establishments
1	Retail Trade	8,170	15.03%	431
2	Accommodation and Food Services	7,295	13.42%	330
3	Health Care and Social Assistance	6,270	11.54%	346
4	Construction	5,883	10.83%	467
5	Educational Services	4,415	8.12%	50
6	Administrative and Waste Services	3,359	6.18%	216
7	Manufacturing	2,933	5.40%	138
8	Wholesale Trade	2,398	4.41%	202
9	Professional and Technical Services	2,329	4.29%	424
10	Transportation and Warehousing	2,296	4.23%	86
11	Arts, Entertainment, and Recreation	2,164	3.98%	75
12	Other Services, Except Public Administration	1,554	2.86%	286
13	Public Administration	1,107	2.04%	42
14	Finance and Insurance	1,008	1.85%	216
15	Management of Companies and Enterprises	752	1.38%	22
16	Real Estate and Rental and Leasing	672	1.24%	187
17	Information	669	1.23%	34
18	Mining, Quarrying, and Oil and Gas Extraction	504	0.93%	23
19	Utilities	458	0.84%	11
20	Agriculture, Forestry, Fishing and Hunting	63	0.12%	21
21	Unclassified	45	0.08%	25

Source: Texas Workforce Commission Quarterly Census of Employment and Wages (QCEW)

Industries have generally grown over the last 10 years in Comal County, and on the whole have grown consistently. Individually, however, growth rates vary significantly, and some industries have even shrunk their employment. The table below illustrates growth and change by industry over the periods covering the last 3, 5, and 10 years.

The largest growth rates were seen in industries with low overall employment, so total employment growth is important to examine as well. Since 2008 the largest numbers of employees were added in Accommodation and Food Services, Retail Trade, Health Care and Social Assistance, Administrative and Waste Services, Professional and Technical Services.

Among major industries, the most impressive growth rates were found in Management of Companies and Enterprises, Administrative and Waste Services, Professional and Technical Services, Arts, Entertainment, and Recreation and Mining, Quarrying, and Oil and Gas Extraction. Wholesale trade saw employment rise and fall during this period, resulting in stagnation when comparing beginning and end point years. Manufacturing also saw limited growth among the largest industries.

The graphs on the following page illustrate total employment change and cumulative growth rate for the 10 largest industries in the County.

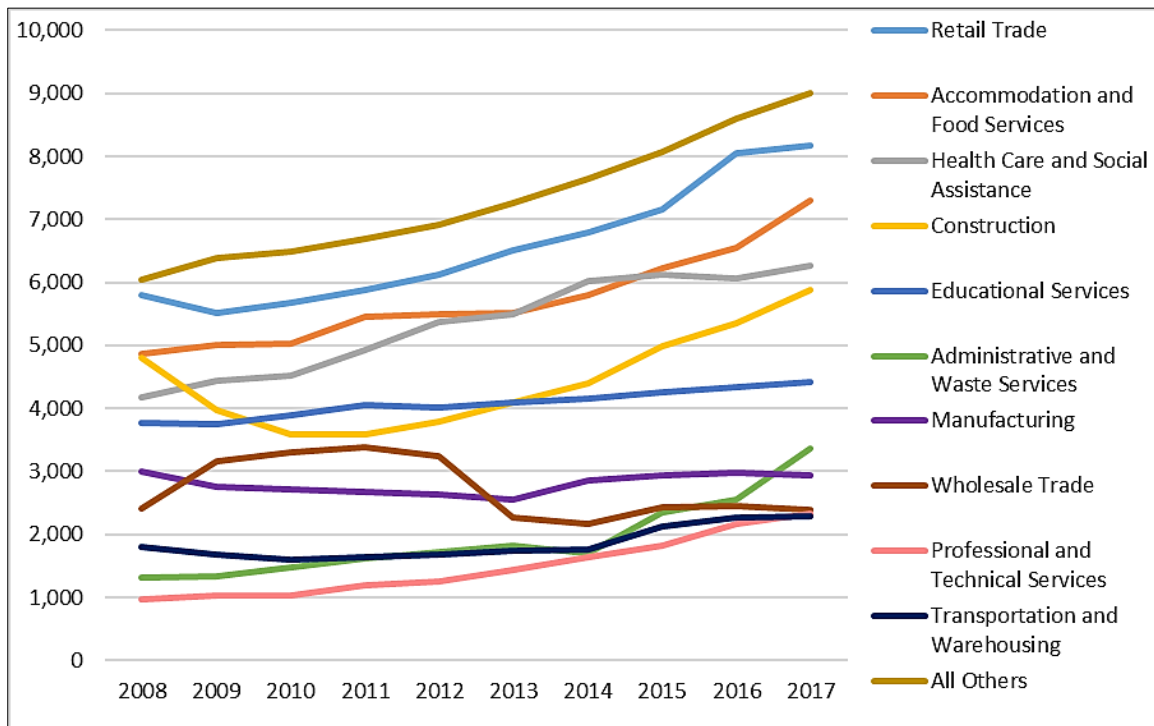
Table 22: Employment Growth by Industry – Comal County

In Order of 2008-2017 Largest Total Growth

Industry	Total Growth			Growth Rate		
	2015-2017	2013-2017	2008-2017	2015-2017	2013-2017	2008-2017
Accommodation and Food Services	1,071	1,785	2,430	17.2%	32.4%	50.0%
Retail Trade	1,012	1,667	2,362	14.1%	25.6%	40.7%
Health Care and Social Assistance	141	769	2,087	2.3%	14.0%	49.9%
Administrative and Waste Services	1,009	1,534	2,046	42.9%	84.1%	155.8%
Professional and Technical Services	499	902	1,357	27.3%	63.2%	139.6%
Construction	887	1,784	1,078	17.8%	43.5%	22.4%
Arts, Entertainment, and Recreation	347	549	1,010	19.1%	34.0%	87.5%
Educational Services	163	311	642	3.8%	7.6%	17.0%
Transportation and Warehousing	172	552	487	8.1%	31.7%	26.9%
Management of Companies and Enterprises	32	166	484	4.4%	28.3%	180.6%
Other Services, Except Public Administration	107	216	337	7.4%	16.1%	27.7%
Finance and Insurance	64	76	293	6.8%	8.2%	41.0%
Mining, Quarrying, and Oil and Gas Extraction	36	191	228	7.7%	61.0%	82.6%
Information	62	144	223	10.2%	27.4%	50.0%
Public Administration	58	84	215	5.5%	8.2%	24.1%
Real Estate and Rental and Leasing	124	226	96	22.6%	50.7%	16.7%
Utilities	46	55	64	11.2%	13.7%	16.2%
Unclassified	35	28	36	350.0%	164.7%	400.0%
Wholesale Trade	-25	123	-16	-1.0%	5.4%	-0.7%
Agriculture, Forestry, Fishing and Hunting	9	4	-27	16.7%	6.8%	-30.0%
Manufacturing	-11	376	-61	-0.4%	14.7%	-2.0%
Total, all industries	5,836	11,541	15,370	12.03%	26.96%	39.44%

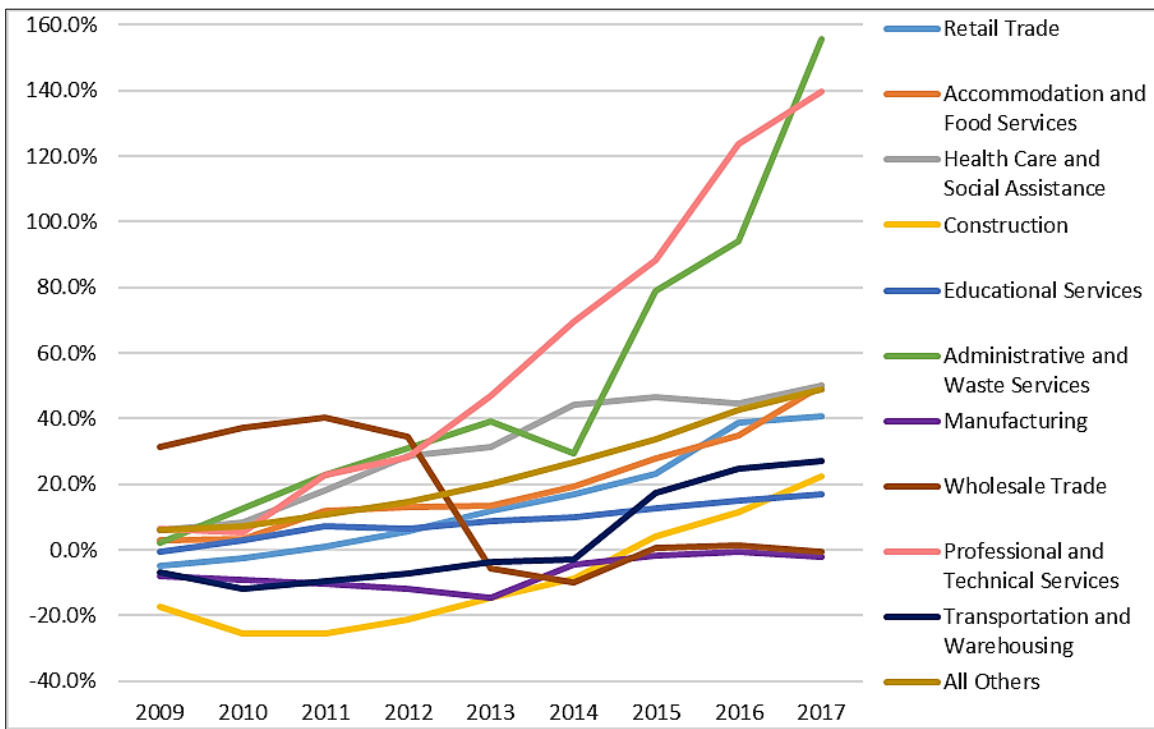
Source: Texas Workforce Commission Quarterly Census of Employment and Wages (QCEW)

Figure 23: Total Employment Growth in Top Ten Industries – Comal County



Source: Texas Workforce Commission Quarterly Census of Employment and Wages (QCEW)

Figure 24: Cumulative Employment Growth Rate in Top Ten Industries – Comal County



Source: Texas Workforce Commission Quarterly Census of Employment and Wages (QCEW)

For most industries, their share of Comal County's total employment fluctuated little over the past 10 years. Exceptions include Administrative and Waste Services along with Professional and Technical Services on the positive side and Manufacturing, Wholesale Trade and Educational Services on the negative side.

Construction dipped below 10% of total employment in 2013 after increasing back to more than 10% in 2017. Transportation and Warehousing and Public Administration has seen slow but constant decrease in share of total employment since 2008.

Table 25: Employment by Industry Share of Total Employment – Comal County

In Order of 2017 Largest to Smallest

Industry	2017	2015	2013	2008	2017-2008 Change
Retail Trade	15.0%	14.8%	15.2%	14.9%	0.1%
Accommodation and Food Services	13.4%	12.8%	12.9%	12.5%	0.9%
Health Care and Social Assistance	11.5%	12.6%	12.9%	10.7%	0.8%
Construction	10.8%	10.3%	9.6%	12.3%	-1.5%
Educational Services	8.1%	8.8%	9.6%	9.7%	-1.6%
Administrative and Waste Services	6.2%	4.8%	4.3%	3.4%	2.8%
Manufacturing	5.4%	6.1%	6.0%	7.7%	-2.3%
Wholesale Trade	4.4%	5.0%	5.3%	6.2%	-1.8%
Professional and Technical Services	4.3%	3.8%	3.3%	2.5%	1.8%
Transportation and Warehousing	4.2%	4.4%	4.1%	4.6%	-0.4%
Arts, Entertainment, and Recreation	4.0%	3.7%	3.8%	3.0%	1.0%
Other Services, Except Public Administration	2.9%	3.0%	3.1%	3.1%	-0.3%
Public Administration	2.0%	2.2%	2.4%	2.3%	-0.3%
Finance and Insurance	1.9%	1.9%	2.2%	1.8%	0.0%
Management of Companies and Enterprises	1.4%	1.5%	1.4%	0.7%	0.7%
Real Estate and Rental and Leasing	1.2%	1.1%	1.0%	1.5%	-0.2%
Information	1.2%	1.3%	1.2%	1.1%	0.1%
Mining, Quarrying, and Oil and Gas Extraction	0.9%	1.0%	0.7%	0.7%	0.2%
Utilities	0.8%	0.8%	0.9%	1.0%	-0.2%
Agriculture, Forestry, Fishing and Hunting	0.1%	0.1%	0.1%	0.2%	-0.1%
Unclassified	0.1%	0.0%	0.0%	0.0%	0.1%

Source: Texas Workforce Commission Quarterly Census of Employment and Wages (QCEW)

Wage Profile and Projected Growth

Greater than half of the industries in Comal County pay less than \$1,000 per week and the average for all industries combined is \$957. Among large industries Construction, Manufacturing, Wholesale Trade, Professional and Technical Services and Finance and Insurance all pay above the average. The largest employers are amongst the lowest of all industries in average weekly wages.

Multiplying these average wages by the number of employees provides an interesting perspective on the economic impact of these different industries. No industry pays more wages in total than Construction, even though it ranks eight in total employment. Only Construction and Health Care and Social Assistance pay out more in total wages than the Retail sector despite each having significantly fewer employees than Retail.

Table 26: Industries Ranked by 2017 Average Weekly Wages – Comal County

Rank	Industry	Wages	Employees	Establishments	Wages x Employees (in 000s)
1	Management of Companies and Enterprises	\$2,432	752	22	\$1,828
2	Mining, Quarrying, and Oil and Gas Extraction	\$1,384	504	23	\$697
3	Wholesale Trade	\$1,351	2,398	202	\$3,239
4	Utilities	\$1,270	458	11	\$581
5	Finance and Insurance	\$1,184	1,008	216	\$1,193
6	Professional and Technical Services	\$1,129	2,329	424	\$2,629
7	Public Administration	\$1,103	1,107	42	\$1,221
8	Construction	\$1,045	5,883	467	\$6,147
9	Manufacturing	\$989	2,933	138	\$2,900
10	Information	\$974	669	34	\$651
11	Transportation and Warehousing	\$953	2,296	86	\$2,188
12	Real Estate and Rental and Leasing	\$894	672	187	\$600
13	Health Care and Social Assistance	\$835	6,270	346	\$5,235
14	Educational Services	\$829	4,415	50	\$3,660
15	Unclassified	\$676	45	25	\$30
16	Administrative and Waste Services	\$660	3,359	216	\$2,216
17	Retail Trade	\$610	8,170	431	\$4,983
18	Agriculture, Forestry, Fishing and Hunting	\$599	63	21	\$37
19	Other Services, Except Public Administration	\$581	1,554	286	\$902
20	Arts, Entertainment, and Recreation	\$422	2,164	75	\$913
21	Accommodation and Food Services	\$328	7,295	330	\$2,392
	Total, all industries	\$957	54,341	3,632	\$52,004

Source: Texas Workforce Commission Quarterly Census of Employment and Wages (QCEW)

Overall average weekly wages have steadily increased at a total for all industries by 35% since 2008. However, wages have been mostly stagnant over the past three years with the exception of a handful of industries. Only three industry sectors had negative wage growth in any of the three, five- or ten-year periods shown below.

Management of Companies and Enterprises and Real Estate and Rental and Leasing experienced the greatest percent and total increases in wages over the last three, five- and ten-year periods. Finance and Insurance and Public Administration had the next greatest three-year increases. Mining, Quarrying, and Oil and Gas Extraction and Utilities had the next greatest increases in the last five-year period. All of these industries have shown continual wage growth during each period over the last ten years.

Arts, Entertainment and Recreation, Administrative and Waste Services, Information and Accommodation and Food Services were the lowest over the past ten years in terms of wage growth.

Table 27: Average Weekly Wage Growth by Industry – Comal County

In Order of 2008-2017 Total Growth Largest to Smallest

Industry	Total Growth			Growth Rate		
	2015-2017	2013-2017	2008-2017	2015-2017	2013-2017	2008-2017
Management of Companies and Enterprises	\$630	\$458	\$1,563	35.0%	23.2%	179.9%
Mining, Quarrying, and Oil and Gas Extraction	\$58	\$290	\$438	4.4%	26.5%	46.3%
Real Estate and Rental and Leasing	\$136	\$259	\$387	17.9%	40.8%	76.3%
Finance and Insurance	\$151	\$161	\$363	14.6%	15.7%	44.2%
Wholesale Trade	\$1	(\$74)	\$356	0.1%	-5.2%	35.8%
Utilities	\$84	\$262	\$345	7.1%	26.0%	37.3%
Professional and Technical Services	\$71	\$107	\$303	6.7%	10.5%	36.7%
Construction	\$18	\$131	\$247	1.8%	14.3%	31.0%
Public Administration	\$86	\$161	\$223	8.5%	17.1%	25.3%
Manufacturing	\$22	\$85	\$204	2.3%	9.4%	26.0%
Health Care and Social Assistance	\$57	\$151	\$184	7.3%	22.1%	28.3%
Transportation and Warehousing	\$29	\$52	\$156	3.1%	5.8%	19.6%
Educational Services	\$53	\$130	\$150	6.8%	18.6%	22.1%
Agriculture, Forestry, Fishing and Hunting	(\$189)	(\$84)	\$117	-24.0%	-12.3%	24.3%
Other Services, Except Public Administration	\$18	\$66	\$75	3.2%	12.8%	14.8%
Retail Trade	\$25	\$68	\$75	4.3%	12.5%	14.0%
Accommodation and Food Services	(\$2)	\$25	\$67	-0.6%	8.3%	25.7%
Information	\$34	(\$30)	\$59	3.6%	-3.0%	6.4%
Administrative and Waste Services	(\$69)	\$41	\$54	-9.5%	6.6%	8.9%
Arts, Entertainment, and Recreation	(\$19)	\$20	\$46	-4.3%	5.0%	12.2%
Unclassified	(\$169)	(\$171)	(\$46)	-20.0%	-20.2%	-6.4%
Total, all industries	\$48	\$100	\$251	5.3%	11.7%	35.6%

Source: Texas Workforce Commission Quarterly Census of Employment and Wages (QCEW)

Wholesale Trade, Accommodation and Food Services, Agriculture, Forestry, Fishing and Hunting, Arts, Entertainment and Recreation and Administrative and Waste Services all experienced negative wage growth within the past three or five-year periods.

While average wage growth has been somewhat stagnant over the past three years for most industries, total wages paid out has increased as employment has grown significantly in Comal County. Among major industries, Health Care and Social Assistance, Professional and Technical Services, Construction and Administrative and Waste Services have seen the most impressive combination of both total employment and average wage growth. Most industries have grown by at least 10% over the past three years in total wages paid out with the exceptions of Wholesale Trade, Manufacturing and Agriculture, Forestry, Fishing and Hunting.

Table 28: Total Average Weekly Wages Paid Growth by Industry – Comal County

In Order of 2008-2017 Total Growth Largest to Smallest

Industry	Total Growth (in 000s)			Growth Rate		
	2015-2017	2013-2017	2008-2017	2015-2017	2013-2017	2008-2017
Health Care and Social Assistance	\$467	\$1,473	\$2,512	9.8%	39.1%	92.3%
Construction	\$1,017	\$2,401	\$2,313	19.8%	64.1%	60.3%
Retail Trade	\$796	\$1,459	\$1,876	19.0%	41.4%	60.4%
Professional and Technical Services	\$693	\$1,171	\$1,827	35.8%	80.3%	227.5%
Management of Companies and Enterprises	\$531	\$672	\$1,596	41.0%	58.1%	685.3%
Administrative and Waste Services	\$504	\$1,087	\$1,421	29.4%	96.2%	178.6%
Accommodation and Food Services	\$339	\$723	\$1,123	16.5%	43.3%	88.4%
Educational Services	\$360	\$791	\$1,098	10.9%	27.6%	42.9%
Wholesale Trade	(\$31)	(\$2)	\$838	-1.0%	-0.1%	34.9%
Transportation and Warehousing	\$226	\$617	\$746	11.5%	39.2%	51.8%
Finance and Insurance	\$218	\$240	\$606	22.4%	25.2%	103.3%
Manufacturing	\$54	\$589	\$550	1.9%	25.5%	23.4%
Arts, Entertainment, and Recreation	\$112	\$264	\$479	14.0%	40.7%	110.5%
Mining, Quarrying, and Oil and Gas Extraction	\$77	\$355	\$436	12.4%	103.7%	167.2%
Public Administration	\$154	\$257	\$436	14.5%	26.7%	55.6%
Real Estate and Rental and Leasing	\$185	\$318	\$309	44.6%	112.1%	105.7%
Other Services, Except Public Administration	\$88	\$214	\$287	10.8%	31.0%	46.6%
Information	\$81	\$125	\$244	14.2%	23.6%	59.7%
Utilities	\$93	\$175	\$217	19.0%	43.2%	59.6%
Unclassified	\$22	\$16	\$24	260.0%	111.3%	368.1%
Agriculture, Forestry, Fishing and Hunting	(\$5)	(\$3)	(\$6)	-11.3%	-6.4%	-13.0%
Total, all industries	\$5,982	\$12,943	\$18,935	15.6%	41.3%	74.8%

Source: Texas Workforce Commission Quarterly Census of Employment and Wages (QCEW)

When examining industries by their share of the total wages paid out in the County, two industries particularly stand out. Manufacturing has contracted 2.7 percentage points over the past 10 years, while Management of Companies and Enterprises has grown by 3.2 points. Only three industries pay out greater than 10% of the County's wages, Construction, Health Care and Social Assistance and low paying Retail Trade. In 2008, Manufacturing and Wholesale Trade each accounted for nearly 10% of the County's wages.

Table 29: Total Average Weekly Wages Paid Shares by Industry – Comal County

In Order of 2017 Shares Largest to Smallest

Industry	2017	2015	2013	2008	2017-2008 Change
Construction	13.9%	13.4%	12.0%	15.1%	-1.3%
Health Care and Social Assistance	11.8%	12.5%	12.0%	10.8%	1.1%
Retail Trade	11.3%	10.9%	11.3%	12.3%	-1.0%
Educational Services	8.3%	8.6%	9.2%	10.1%	-1.8%
Wholesale Trade	7.3%	8.5%	10.4%	9.5%	-2.2%
Manufacturing	6.6%	7.4%	7.4%	9.3%	-2.7%
Professional and Technical Services	5.9%	5.1%	4.7%	3.2%	2.8%
Accommodation and Food Services	5.4%	5.4%	5.3%	5.0%	0.4%
Administrative and Waste Services	5.0%	4.5%	3.6%	3.1%	1.9%
Transportation and Warehousing	4.9%	5.1%	5.0%	5.7%	-0.7%
Management of Companies and Enterprises	4.1%	3.4%	3.7%	0.9%	3.2%
Public Administration	2.8%	2.8%	3.1%	3.1%	-0.3%
Finance and Insurance	2.7%	2.5%	3.0%	2.3%	0.4%
Arts, Entertainment, and Recreation	2.1%	2.1%	2.1%	1.7%	0.3%
Other Services, Except Public Administration	2.0%	2.1%	2.2%	2.4%	-0.4%
Mining, Quarrying, and Oil and Gas Extraction	1.6%	1.6%	1.1%	1.0%	0.5%
Information	1.5%	1.5%	1.7%	1.6%	-0.1%
Real Estate and Rental and Leasing	1.4%	1.1%	0.9%	1.2%	0.2%
Utilities	1.3%	1.3%	1.3%	1.4%	-0.1%
Unclassified	0.1%	0.0%	0.0%	0.0%	0.0%
Agriculture, Forestry, Fishing and Hunting	0.1%	0.1%	0.1%	0.2%	-0.1%

Source: Texas Workforce Commission Quarterly Census of Employment and Wages (QCEW)

Projecting average weekly wages into the future is a challenge, but it can be useful to examine scenarios based on recent trends. The forecast below looks three, five, and ten years ahead from 2017 using the growth rates seen in each industry from the most recent three, five, and ten-year historical periods. Over a ten-year period, this could result in an average weekly wage increase of \$1,777, equivalent to the one seen from 2008-2017.

Table 30: Projected Average Weekly Wage Growth by Industry – Comal County

In Order of Forecast Growth by 2026 Largest to Smallest

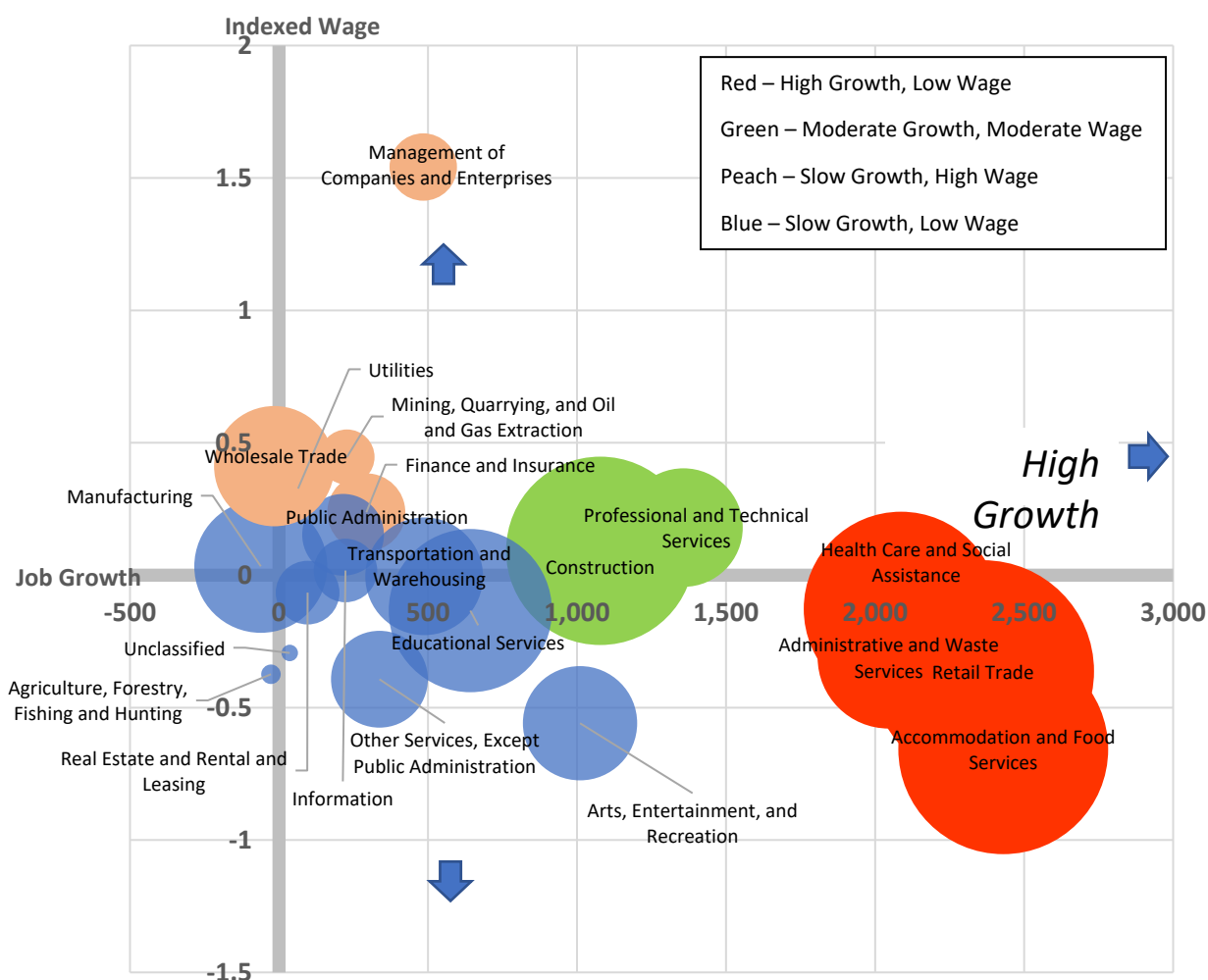
Forecast Year	2017	2020	2022	2026	Historic Growth Rates		
Forecast Growth Historical Base		2015-2017	2013-2017	2008-2017	2015-2017	2013-2017	2008-2017
Management of Companies and Enterprises	\$2,432	\$3,428	\$5,420	\$42,562	41.0%	58.1%	685.3%
Unclassified	\$676	\$2,434	\$5,141	\$24,069	260.0%	111.3%	368.1%
Professional and Technical Services	\$1,129	\$1,533	\$2,764	\$9,054	35.8%	80.3%	227.5%
Mining, Quarrying, and Oil and Gas Extraction	\$1,384	\$1,556	\$3,169	\$8,466	12.4%	103.7%	167.2%
Real Estate and Rental and Leasing	\$894	\$1,293	\$2,743	\$5,642	44.6%	112.1%	105.7%
Administrative and Waste Services	\$660	\$854	\$1,676	\$4,670	29.4%	96.2%	178.6%
Finance and Insurance	\$1,184	\$1,449	\$1,814	\$3,688	22.4%	25.2%	103.3%
Utilities	\$1,270	\$1,512	\$2,165	\$3,455	19.0%	43.2%	59.6%
Construction	\$1,045	\$1,252	\$2,055	\$3,294	19.8%	64.1%	60.3%
Public Administration	\$1,103	\$1,262	\$1,600	\$2,488	14.5%	26.7%	55.6%
Health Care and Social Assistance	\$835	\$917	\$1,276	\$2,453	9.8%	39.1%	92.3%
Transportation and Warehousing	\$953	\$1,063	\$1,480	\$2,245	11.5%	39.2%	51.8%
Information	\$974	\$1,112	\$1,375	\$2,196	14.2%	23.6%	59.7%
Wholesale Trade	\$1,351	\$1,338	\$1,337	\$1,804	-1.0%	-0.1%	34.9%
Educational Services	\$829	\$920	\$1,173	\$1,676	10.9%	27.6%	42.9%
Retail Trade	\$610	\$726	\$1,027	\$1,646	19.0%	41.4%	60.4%
Manufacturing	\$989	\$1,008	\$1,265	\$1,561	1.9%	25.5%	23.4%
Arts, Entertainment, and Recreation	\$422	\$481	\$676	\$1,424	14.0%	40.7%	110.5%
Other Services, Except Public Administration	\$581	\$644	\$844	\$1,237	10.8%	31.0%	46.6%
Accommodation and Food Services	\$328	\$382	\$548	\$1,032	16.5%	43.3%	88.4%
Agriculture, Forestry, Fishing and Hunting	\$599	\$531	\$497	\$433	-11.3%	-6.4%	-13.0%
Total, all industries	\$957	\$1,107	\$1,564	\$2,734	15.6%	41.3%	74.8%

Source: Texas Workforce Commission Quarterly Census of Employment and Wages (QCEW)

Figure 31 below provides a concise snapshot of total job growth by industry in Comal County from 2007 to 2017 as well as their 2017 average weekly wage which has been indexed in order to understand which industries employ the most workers and their relative wage scale.

Industries have been grouped into four categories shown in the text legend on the chart. Health Care and Social Assistance, Administrative and Waste Services, Retail Trade and Accommodating and Food Services are the largest employers and have grown the most since 2008. The prevalence of job growth in these industries creates demand for affordable housing due to the low hourly wage (\$11-\$14/hour) these industries generally pay. The need for affordable workforce housing in New Braunfels is greatest for the workers in those industries. Professional and Technical Services and Construction have grown moderately and pay a decent wage. Wholesale Trade, Mining, Quarrying and Oil and Gas Extraction, Finance and Insurance and Management of Companies and Enterprises are the highest paying industries but have seen slow job growth since 2008.

Figure 31: Total Employment Growth (2008-2017) and Average Weekly Wage Index (2017) by Industry – Comal County



Source: Texas Workforce Commission Quarterly Census of Employment and Wages (QCEW), CDS Community Development Strategies

New Braunfels Workforce Analysis and Target Industries Analysis

In 2017, the City of New Braunfels finalized an Economic Development Strategic Plan (by Pegasus Planning and Development from New Braunfels) along with citywide Comprehensive Plan process. These efforts were intended, among other things, to help the city focus its economic development efforts on attainable and desirable industry sectors best suited to the city's location, labor market characteristics, and other factors.

- New Braunfels's workforce trends toward lower education levels and faces emerging challenges related to attracting and sustaining a quality workforce.
- Local wages for people who actually work in New Braunfels are lower and have not grown fast enough to keep up with rising land values, rents, and transportation costs
- The strategy highlighted the growth and impact in Tourism in New Braunfels in recent years. In addition, it noted focusing on emerging opportunities in Entrepreneurship and that the City should pursue additional growth in this sector. This is important because Tourism is not a high wage industry and is vulnerable to economic downturns and developing stronger Entrepreneurship can create better paying and more sustainable local employment.
- A second recommended strategy is commercial real estate investment and development, specifically Class A office space. This includes considering a Class A corporate campus anchor for white collar recruitment opportunities-mostly as a component to the future mixed-use Veramendi development.
- Nearly 70% of employed residents work outside the City of New Braunfels leaving only 30% of residents employed within in the city.

Key Points – Employment

1. Several industry sectors with lower average wages, including Retail Trade, Accommodation and Food Services, Health Care and Social Assistance and Educational Services have the greatest shares of employment in Comal County. Together these sectors account for 26,000 jobs out of a total of 54,344 as of 2017, or almost half (48%) of all jobs.
2. Some high-wage industry sectors have exhibited strong growth in Comal County, including Professional and Technical Services and Construction.
3. However, the four lower-wage industry categories mentioned above are also growing strongly in number of jobs, which is expected given that they serve the local population and should increase as the local population increases.

Entrepreneurship and Class A Corporate Campus has been identified as economic development targets for New Braunfels to pursue. While success in this pursuit would bring a number of higher-wage jobs, it

will also grow the number of lower-wage jobs associated with requisite complimentary services in retail and other services, which results in a relatively low average wages.

Existing Comal County and New Braunfels Households

Overall Household Income Profiles

In both Comal County and New Braunfels, there is a considerable split in the income profile between home owners and those who rent. New Braunfels has a higher share of home owners, but median income and incomes overall are lower across the board when compared with the County. The median income of New Braunfels renters is much closer to the County's than it is for home owners.

One notable difference between the county-level and city-level data is that lower-income households are skewed more heavily toward owner households in Comal County. For example, of all households earning less than \$50,000 annually, just 42% are renters county-wide, while

58% are owners. In New Braunfels the split between owners and renters below \$50,000 household income is nearly identical with 49% owners and 51% renters. This may be due at least in part to the large number of retiree-headed households in New Braunfels in addition to cheaper land and housing costs in most of the county outside the city limits.

Table 32: 2017 Household Income by Tenure

	Comal County		New Braunfels	
	Count	Share	Count	Share
Total Households	51,662		29,931	
Median Income	\$71,060		\$58,814	
Owner-Occupied	39,236	76.0%	18,847	63.0%
Less than \$25,000	3,372	8.6%	2,379	12.6%
\$25,000 to \$49,999	6,923	17.6%	4,155	22.1%
\$50,000 to \$74,999	7,001	17.8%	3,167	16.8%
\$75,000 to \$99,999	5,144	13.1%	3,050	16.2%
\$100,000 to \$149,999	7,979	20.3%	3,082	16.4%
\$150,000 or more	8,817	22.5%	3,014	16.0%
Median Income	\$85,053		\$71,636	
Renter-Occupied	12,426	24.1%	11,084	37.0%
Less than \$25,000	2,742	22.1%	2,293	20.7%
\$25,000 to \$49,999	4,751	38.2%	3,920	35.4%
\$50,000 to \$74,999	2,076	16.7%	2,125	19.2%
\$75,000 to \$99,999	776	6.2%	820	7.4%
\$100,000 to \$149,999	1,249	10.1%	1,094	9.9%
\$150,000 or more	832	6.7%	832	7.5%
Median Income	\$45,410		\$46,650	

Source: US Census Bureau American Community Survey 2017 1-Year Data

In both Comal County and New Braunfels, the 25-44 and 45-64 age ranges have significantly higher incomes than the Under 25 and 65 and Over age ranges.

Within the age group 25-44, New Braunfels has a larger share of lower-income households to the county. In New Braunfels, 19% of these households earn less than \$50,000 annually, while that number is 12% for the county overall.

Table 33: 2017 Household Income by Age of Householder

	Comal County		New Braunfels	
	Count	Share	Count	Share
Total Households	51,662		29,931	
Median Income	\$71,060		\$58,814	
Under 25 Years	1,128	2.2%	905	3.0%
Less than \$25,000	264	23.4%	311	34.4%
\$25,000 to \$49,999	641	56.8%	371	41.0%
\$50,000 to \$74,999	103	9.1%	103	11.4%
\$75,000 to \$99,999	45	4.0%	45	5.0%
\$100,000 to \$149,999	75	6.7%	75	8.3%
\$150,000 or more	0	0.0%	0	0.0%
25-44 Years	14,910	28.9%	12,922	43.2%
Less than \$25,000	1,747	11.7%	1,515	11.7%
\$25,000 to \$49,999	4,424	29.7%	4,121	31.9%
\$50,000 to \$74,999	2,810	18.9%	2,612	20.2%
\$75,000 to \$99,999	1,199	8.0%	1,308	10.1%
\$100,000 to \$149,999	2,196	14.7%	1,389	10.8%
\$150,000 or more	2,534	17.0%	1,977	15.3%
45-64 Years	21,345	41.3%	8,703	29.1%
Less than \$25,000	1,373	2.7%	1,515	17.4%
\$25,000 to \$49,999	2,293	4.4%	4,121	47.4%
\$50,000 to \$74,999	3,299	6.4%	2,612	30.0%
\$75,000 to \$99,999	3,132	6.1%	1,308	15.0%
\$100,000 to \$149,999	5,134	9.9%	1,389	16.0%
\$150,000 or more	6,114	11.8%	1,977	22.7%
65 Years and Older	14,279	27.6%	7,401	24.7%
Less than \$25,000	2,730	19.1%	2,195	29.7%
\$25,000 to \$49,999	4,316	30.2%	1,938	26.2%
\$50,000 to \$74,999	2,865	20.1%	1,250	16.9%
\$75,000 to \$99,999	1,544	10.8%	1,059	14.3%
\$100,000 to \$149,999	1,823	12.8%	905	12.2%
\$150,000 or more	1,001	7.0%	54	0.7%

Source: US Census Bureau American Community Survey 2017 1-Year Data

Family households have significantly higher incomes than non-family households in the county and city. Non-family households in New Braunfels have the lowest median incomes than all other household types in both areas.

Table 34: 2017 Household Income by Household Type

	Comal County		New Braunfels	
	Count	Share	Count	Share
Total Households	51,662		29,931	
Median Income	\$71,060		\$58,814	
Family Households	37,589	72.8%	20,288	67.8%
Less than \$25,000	2,094	5.6%	1,520	7.5%
\$25,000 to \$49,999	6,936	18.5%	4,690	23.1%
\$50,000 to \$74,999	6,187	16.5%	3,752	18.5%
\$75,000 to \$99,999	5,022	13.4%	3,327	16.4%
\$100,000 to \$149,999	8,121	21.6%	3,438	17.0%
\$150,000 or more	9,229	24.6%	3,561	17.6%
Median Income	\$90,729		\$73,288	
Non-Family Households	14,073	27.2%	9,643	32.2%
Less than \$25,000	4,020	28.6%	3,152	32.7%
\$25,000 to \$49,999	4,738	33.7%	3,385	35.1%
\$50,000 to \$74,999	2,890	20.5%	1,540	16.0%
\$75,000 to \$99,999	898	6.4%	543	5.6%
\$100,000 to \$149,999	1,107	7.9%	738	7.7%
\$150,000 or more	420	3.0%	285	3.0%
Median Income	\$43,560		\$39,604	

Source: US Census Bureau American Community Survey 2017 1-Year Data

Housing Cost-Burdened Households

As one would expect, lower-income households pay a high percentage of their income for housing at higher rates than higher-income households. A majority of home owners earning less than \$50,000 pay greater than 30% of their income in housing costs. This drops considerably as incomes increase from there, with very few home owners making more than \$75,000 paying greater than 30% of their income for housing.

Particularly incomes at \$35,000 and below should be the primary target market if crafting policy or interventions to address affordability and housing cost burden for home owners in Comal and New Braunfels. Households earning under \$35,000 annually constitute an estimated 14% (5,308) of total owner-occupied households in Comal County and 18% (3,424) of total owner-occupied households in New Braunfels.

In New Braunfels 22% (4,234) of all home owner-occupied units are housing cost burdened, 19% (7,534) in Comal County are housing cost burdened.

Table 35: 2017 Housing Costs as a Percentage of Household Income – Owner-Occupied Housing by Income

	Comal County		New Braunfels	
	Count	Share	Count	Share
Total Housing Units	51,662		29,931	
Owner-Occupied housing units	39,236	76.0%	18,847	63.0%
Less than \$20,000	2,678	6.8%	1,854	4.7%
Less than 20 percent	449	16.8%	324	12.1%
20 to 29 percent	331	12.4%	331	12.4%
30 percent or more	1,898	70.9%	1,199	64.7%
\$20,000 to \$34,999	2,630	6.7%	1,570	8.3%
Less than 20 percent	662	25.2%	412	26.2%
20 to 29 percent	505	19.2%	218	13.9%
30 percent or more	1,463	55.6%	940	59.9%
\$35,000 to \$49,999	4,875	12.4%	3,110	16.5%
Less than 20 percent	2,534	52.0%	1,225	39.4%
20 to 29 percent	981	20.1%	820	26.4%
30 percent or more	1,360	27.9%	1,065	34.2%
\$50,000 to \$74,999	7,001	17.8%	3,167	16.8%
Less than 20 percent	3,623	51.8%	1,526	48.2%
20 to 29 percent	1,928	27.5%	768	24.3%
30 percent or more	1,450	20.7%	873	27.6%
\$75,000 or more	21,940	55.9%	9,146	48.5%
Less than 20 percent	15,589	71.1%	7,239	79.2%
20 to 29 percent	4,988	22.7%	1,750	19.1%
30 percent or more	1,363	6.2%	157	1.7%
Zero or negative income	112	0.3%	0	0.0%

Source: US Census Bureau American Community Survey 2017 1-Year Data

As with home owners, low income renters tend to be considerably more cost-burdened than higher-income renters. However, the burden is even more pronounced for renters at all but the highest incomes, especially in New Braunfels where percentages of those paying 30% or more are slightly higher than the county throughout each income bracket. This shows a slightly more acute housing burden on lower income renters in the city than the county. This may also lend to rental rates being somewhat lower in the county than city.

It should be stated that the margin of error for this particular Census sampling program is quite high. However, a review of the 5-Year sample, which has a lower margin of error, indicates nearly as high a share of cost-burdened renters in this income group.

Note that nearly 80% of renters in the \$20,000 to \$34,999 lower income range and greater than 90% in the lowest income range pay greater than 30% of their income in housing costs. For home owners those figures range from 70% to 60% for the lowest two income brackets in the city and county. As this data is divided into income brackets, this suggests that renting is generally more expensive than owning in Comal County and more so in New Braunfels.

Households earning under \$35,000 annually constitute an estimated 32% (4,000) of total renter-occupied households in Comal County and 32% (3,592) of total renter-occupied households in New Braunfels.

In New Braunfels 48% (5,375) of all renter occupied housing are housing cost burdened, 45% (5,614) in Comal County are housing cost burdened.

Table 36: 2017 Housing Costs as a Percentage Of Household Income – Renter-Occupied Housing by Income

	Comal County		New Braunfels	
	Count	Share	Count	Share
Total Housing Units	51,662		29,931	
Renter-Occupied housing units	12,426	24.1%	11,084	37.0%
Less than \$20,000	1,742	14.0%	1,758	15.9%
Less than 20 percent	0	0.0%	0	0.0%
20 to 29 percent	40	2.3%	40	2.3%
30 percent or more	1,702	97.7%	1,718	97.7%
\$20,000 to \$34,999	2,258	18.2%	1,834	16.6%
Less than 20 percent	0	0.0%	0	0.0%
20 to 29 percent	538	23.8%	369	20.1%
30 percent or more	1,720	76.2%	1,465	79.9%
\$35,000 to \$49,999	2,880	23.2%	2,553	23.0%
Less than 20 percent	274	9.5%	88	3.5%
20 to 29 percent	827	28.7%	686	26.9%
30 percent or more	1,779	61.8%	1,779	69.7%
\$50,000 to \$74,999	2,076	16.7%	2,125	19.2%
Less than 20 percent	511	24.6%	600	28.2%
20 to 29 percent	1,152	55.5%	1,112	52.3%
30 percent or more	413	19.9%	413	19.4%
\$75,000 or more	2,857	23.0%	2,746	24.8%
Less than 20 percent	2,104	73.6%	2,042	74.4%
20 to 29 percent	753	26.4%	704	25.6%
30 percent or more	0	0.0%	0	0.0%
Zero or negative income	248	2.0%	68	0.6%
No cash rent	365	2.9%	0	0.0%

Source: US Census Bureau American Community Survey 2017 1-Year Data

Younger households, especially younger households that rent pay the largest shares of their income for housing in Comal County, even greater than older households that tend to be lower income and have a very high concentration of renters. This may be for a variety of reasons, including the declining or fixed incomes for older retired households, the demand that older renters may have for newer and more expensive properties, and a need for some older renters to be in a property that provides some level of assistance beyond that typically found in a rented housing unit.

The cohort with the greatest absolute number of households paying more than 30% of income to housing is the 35 to 64-year-old householder owning in New Braunfels with 3,235. The 35 to 64-year-old householder cohort is the largest amongst all age ranges for renting and owning in the city and county. This cohort should be kept in mind when crafting workforce or affordable housing policy and policies affecting housing. In addition, locating and mapping the places this cohort resides could provide insight into creating place-based policies or incentives as an aspect of a housing assistance program of any kind.

Overall 45% of all renters in Comal County are housing cost burdened and 20% of all owners in the county are housing cost burdened.

Table 37: 2017 Housing Costs As A Percentage of Household Income – Comal County Only by Age

Comal County	Renter-Occupied		Owner-Occupied	
	Count	Share	Count	Share
Total	12,426		39,236	
Householder 15 to 24 years	884	7.1%	244	0.6%
Less than 20.0 percent	45	5.1%	75	30.7%
20.0 to 24.9 percent	103	11.7%	0	0.0%
25.0 to 29.9 percent	0	0.0%	0	0.0%
30.0 to 34.9 percent	132	14.9%	126	51.6%
35.0 percent or more	604	68.3%	43	17.6%
Not computed	0	0.0%	0	0.0%
Householder 25 to 34 years	3,841	30.9%	2,760	7.0%
Less than 20.0 percent	773	20.1%	1,624	58.8%
20.0 to 24.9 percent	418	10.9%	502	18.2%
25.0 to 29.9 percent	907	23.6%	390	14.1%
30.0 to 34.9 percent	635	16.5%	0	0.0%
35.0 percent or more	1,040	27.1%	244	8.8%
Not computed	68	1.8%	0	0.0%
Householder 35 to 64 years	6,360	51.2%	23,294	59.4%
Less than 20.0 percent	1,660	26.1%	13,270	57.0%
20.0 to 24.9 percent	1,026	16.1%	3,023	13.0%
25.0 to 29.9 percent	685	10.8%	2,903	12.5%
30.0 to 34.9 percent	552	8.7%	785	3.4%
35.0 percent or more	1,955	30.7%	3,235	13.9%
Not computed	482	7.6%	78	0.3%
Householder 65 years and over	1,341	10.8%	12,938	33.0%
Less than 20.0 percent	411	30.7%	7,888	61.0%
20.0 to 24.9 percent	114	8.50%	1,065	8.23%
25.0 to 29.9 percent	57	4.25%	850	6.57%
30.0 to 34.9 percent	192	14.32%	488	3.77%
35.0 percent or more	504	37.58%	2,613	20.20%
Not computed	63	4.70%	34	0.26%

Source: US Census Bureau American Community Survey 2017 1-Year Data

Key Points of Households Analysis

1. In New Braunfels, and to a lesser extent Comal County, majorities of households earning less than \$50,000 per year are considered cost-burdened by housing, with housing expenses exceeding 30% of gross income.
2. The cost burden is particularly severe for renters in the low to moderate income ranges. The vast majority of these renter households exceed the 30% share of housing cost - to - gross income ratio.
3. The prevalence of housing cost burden applies to households headed by all adult age ranges, including both those headed by young adults and middle-aged residents that should be in the “prime earning years.”
4. In the county and city each almost half renter occupied housing are paying 30% or more on housing costs and owner-occupied units in the city and county each have about 20% paying 30% or more on housing costs. This shows that renters are by far the most housing cost burdened group in the city and county.

Defining Housing Affordability

In this section, we will examine housing affordability using the common standard of 30% of household income. The ability to pay less than this share of household income on housing costs indicates that residents are in housing that is affordable for their income level. Paying greater than 30% of household income on housing costs indicates households taking on a burdensome housing cost. This is problematic because unavoidable life events such as transportation, health, family, natural disasters or other emergencies can quickly impact households paying 30% or more on housing costs rendering them unable to afford anything but the barest of necessities and in some cases can result in homelessness, malnutrition and other types of hardships.

Owners

About one third of home owners in New Braunfels and Comal County pay greater than 30% of their income on housing costs. In New Braunfels 29% with a mortgage pay 30% or more and in Comal County 25% with a mortgage pay 30% or more.

For those without a mortgage, housing costs rarely exceed 30% as what is typically the largest cost for owned housing is no longer a concern. A majority of home owners with a mortgage pay less than 25% of their income in housing costs. For those without a mortgage, a majority pay less than 15% of their income in housing costs.

This data shows that longtime residents of the city and county have been able to pay off their home and enjoy a comfortable level of affordability while owners with a mortgage, presumably those that are

Table 38: 2017 Monthly Owner Costs as a Percentage Of Household Income

	Comal County		New Braunfels	
	Count	Share	Count	Share
Total	39,236		18,847	
Housing units with a mortgage	24,914	63.5%	11,660	61.9%
Less than 10.0 percent	1,200	4.8%	608	5.2%
10.0 to 14.9 percent	4,458	17.9%	2,005	17.2%
15.0 to 19.9 percent	5,242	21.0%	2,511	21.5%
20.0 to 24.9 percent	4,129	16.6%	2,037	17.5%
25.0 to 29.9 percent	3,643	14.6%	1,149	9.9%
30.0 to 34.9 percent	1,043	4.2%	766	6.6%
35.0 to 39.9 percent	974	3.9%	249	2.1%
40.0 to 49.9 percent	1,524	6.1%	784	6.7%
50.0 percent or more	2,589	10.4%	1,551	13.3%
Not computed	112	0.4%	0	0.0%
30.0 percent or more	6,130	24.6%	3,350	28.7%
Housing units without a mortgage	14,322	36.5%	7,187	38.1%
Less than 10.0 percent	7,607	53.1%	3,209	44.7%
10.0 to 14.9 percent	2,743	19.2%	1,484	20.6%
15.0 to 19.9 percent	1,607	11.2%	909	12.6%
20.0 to 24.9 percent	461	3.2%	318	4.4%
25.0 to 29.9 percent	500	3.5%	383	5.3%
30.0 to 34.9 percent	356	2.5%	173	2.4%
35.0 to 39.9 percent	198	1.4%	77	1.1%
40.0 to 49.9 percent	305	2.1%	305	4.2%
50.0 percent or more	545	3.8%	329	4.6%
Not computed	0	0.0%	0	0.0%
30.0 percent or more	1,404	9.8%	884	12.3%

Source: US Census Bureau American Community Survey 2017 1-Year Data

more recent owners, are facing high margins of income dedicated to housing cost than longtime owners which may lead to the increasing price of new homes in New Braunfels and Comal County.

The share of home owners who pay greater than 30% of their income on housing is skewed heavily to the youngest householders, however young home owners make a very low share of total home owners. As earlier tables have shown householders 65 and over are also more heavily burdened with housing cost than other age groups.

As one would expect, the share of home owners paying greater than 30% of income for housing falls as household incomes increase. Those making \$10,000 to \$34,999 pay above 30% of their income on housing with no less than 50% of households in each of those income brackets being housing cost burdened.

Table 39: 2017 Monthly Owner Costs Greater Than 30% Percent of Household Income by Age

	Comal County	
	Count	Share
Total	39,236	
Total In Age Range		
Householder 15 to 24 years	244	0.6%
Householder 25 to 34 years	2,760	7.0%
Householder 35 to 64 years	23,294	59.4%
Householder 65 years and over	12,938	33.0%
30% or more of Income		
Householder 15 to 24 years	169	69.3%
Householder 25 to 34 years	244	8.8%
Householder 35 to 64 years	4,020	17.3%
Householder 65 years and over	3,101	24.0%

Source: US Census Bureau American Community Survey 2017 1-Year Data

The scale of unaffordability from a household income standpoint is 20% of owner households are housing cost burdened in Comal County.

**Table 40: 2017 Monthly Owner Costs
Greater Than 30% Percent of Household
Income by Income**

	Comal County	
	Count	Share
Total	39,236	
Total In Income Range		
Less than \$10,000	1,301	3.3%
\$10,000 to \$19,999	1,489	3.8%
\$20,000 to \$34,999	2,630	6.7%
\$35,000 to \$49,999	4,875	12.4%
\$50,000 to \$74,999	7,001	17.8%
\$75,000 to \$99,999	5,144	13.1%
\$100,000 to \$149,999	7,979	20.3%
\$150,000 or more	8,817	22.5%
30% or more of Income		
Less than \$10,000	983	75.6%
\$10,000 to \$19,999	915	61.5%
\$20,000 to \$34,999	1,463	55.6%
\$35,000 to \$49,999	1,360	27.9%
\$50,000 to \$74,999	1,450	20.7%
\$75,000 to \$99,999	423	8.2%
\$100,000 or more	940	11.8%

Source: US Census Bureau American Community Survey 2017 1-Year Data

Renters

Compared to home owners, renters pay greater than 30% of their income on housing costs at a significantly higher rate. The rate is 25 percentage points higher in the whole County and 26 points higher in the City of New Braunfels. About 13% of households spend 50% or more of their income on housing in both geographies, something well under 10% of home owners do. The median gross rent as a share of income for the County and New Braunfels is about 30%.

Table 41: 2017 Gross Rent as a Percentage Of Household Income

	Comal		New Braunfels	
	Count	Share	Count	Share
Total	12,426		11,084	
Less than 10.0 percent	650	5.2%	465	4.2%
10.0 to 14.9 percent	853	6.9%	717	6.5%
15.0 to 19.9 percent	1,386	11.2%	1548	14.0%
20.0 to 24.9 percent	1,661	13.4%	1,551	14.0%
25.0 to 29.9 percent	1,649	13.3%	1360	12.3%
30.0 to 34.9 percent	1,511	12.2%	1511	13.6%
35.0 to 39.9 percent	907	7.3%	907	8.2%
40.0 to 49.9 percent	1,617	13.0%	1,617	14.6%
50.0 percent or more	1,579	12.7%	1,340	12.1%
Not computed	613	4.9%	68	0.6%
30.0 percent or more	5,614	45.2%	5,375	48.5%
Median gross rent as a percentage of household income	29.1%		29.5%	

Source: US Census Bureau American Community Survey 2017 1-Year Data

Unlike with home owners, the share of renters paying greater than 30% of their income on housing costs varies by age. Just more than half of renters age 65 and over pay more than 30% of their income in rent. An astounding 83% of the youngest renters do as well.

Much like with home owners, as incomes rise so the share of renters paying greater than 30% of their income in rent decreases. Much like with home owners, those making greater than \$50,000 pay greater than 30% of their income toward housing costs at significantly lower rates than those with lower incomes.

Every income range of renters in Comal County are heavily housing cost burdened with none in the \$49,999 and below range having 60% or more households in those ranges paying 30% or more.

Table 42: 2017 Monthly Renter Costs Greater Than 30% Percent of Household Income by Age

Renter Occupied	Comal	
	Count	Share
Total	12,426	
Total In Age Range		
Householder 15 to 24 years	884	7.1%
Householder 25 to 34 years	3,841	30.9%
Householder 35 to 64 years	6,360	51.2%
Householder 65 years and over	1,341	10.8%
30% or more of Income		
Householder 15 to 24 years	736	83.3%
Householder 25 to 34 years	1,675	43.6%
Householder 35 to 64 years	2,507	39.4%
Householder 65 years and over	696	51.9%

Source: US Census Bureau American Community Survey 2017 1-Year Data

Table 43: 2017 Monthly Renter Costs Greater Than 30% Percent of Household Income by Income

	Comal County	
	County	Share
Total	12,426	
Total In Income Range		
Less than \$10,000	1,272	10.2%
\$10,000 to \$19,999	1,003	8.1%
\$20,000 to \$34,999	2,338	18.8%
\$35,000 to \$49,999	2,880	23.2%
\$50,000 to \$74,999	2,076	16.7%
\$75,000 to \$99,999	776	6.2%
\$100,000 or more	2,081	16.7%
30% or more of Income		
Less than \$10,000	961	75.6%
\$10,000 to \$19,999	741	73.9%
\$20,000 to \$34,999	1,720	73.6%
\$35,000 to \$49,999	1,779	61.8%
\$50,000 to \$74,999	413	19.9%
\$75,000 to \$99,999	0	0.0%
\$100,000 or more	0	0.0%

Source: US Census Bureau American Community Survey 2017 1-Year Data

Key Points of Defining Affordability

1. As of 2017, 26% of owner-occupied households in Comal County had incomes less than \$50,000 per year, 12% of them were estimated to pay over 30% of their gross income in housing costs. Even for owner-occupied households that earned between \$50,000 and \$75,000, approximately 4% were similarly cost-burdened. It is estimated that 7,534 (20%) of owner-occupied households in 2017 were cost-burdened in Comal County.
2. For renters, the problem was even more severe in 2017. Approximately 45% of all renter households, or 5,614, in Comal County were estimated to be housing-cost-burdened. Approximately 4,000 of these households earned less than \$35,000 in annual income, and another nearly 2,880 earned between \$35,000 and \$50,000.

AFFORDABLE HOUSING SUPPLY

The increases in housing prices in the greater San Antonio metro since emerging from the recessionary period of 2009-2010 have impacted the New Braunfels area as well. This section provides an overview of the supply of housing in the New Braunfels area that is priced at levels that are possibly accessible to lower and moderate-income households in Comal County.

Housing price Overview

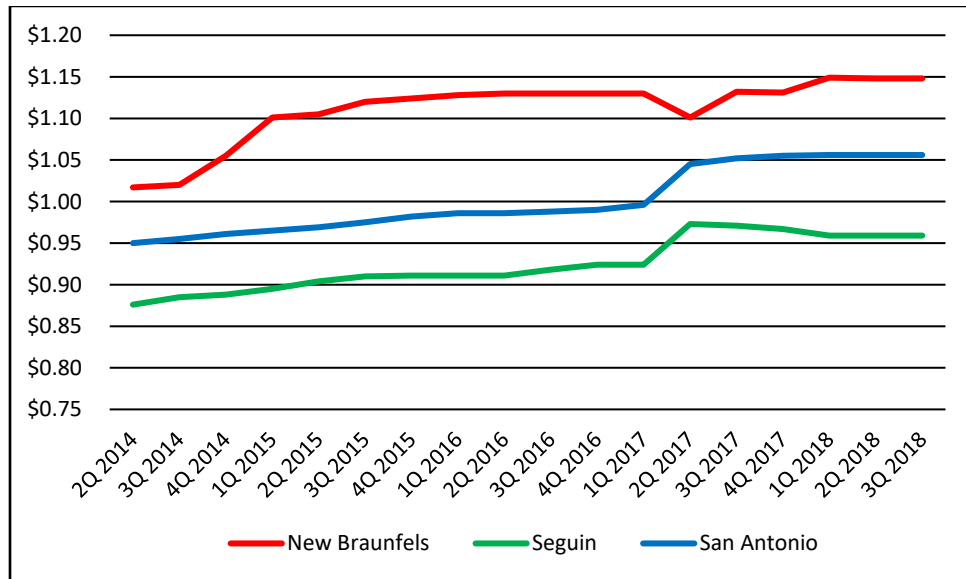
Rents

The last four years since 2014 have included generally rising rents in the greater New Braunfels region, though the increases appear to be plateauing since 2017. This may be because overall supply has been increasing with new property deliveries, nearly all of which have been considered Class A, since land and construction costs generally limit the financial feasibility of new unsubsidized development to only upscale and luxury projects.

The submarkets covering Comal County have generally lower average lease rates per square foot than for the metro overall, due to the lower cost of land in areas especially east of I-35 towards Guadalupe County and Seguin. The total inventory tracked by ALN has actually decreased metro-wide from approximately 155,306 apartment units in 2014 to nearly 153,935 units as of mid-year 2018. The trend of demolishing older existing complexes and replacing those with newly constructed, more expensive higher end multi-family complexes is a popular trend in Texas and in the region, which might explain the decrease in overall supply of units over the past four years with new complexes perhaps having less units than older apartments that are being demolished.

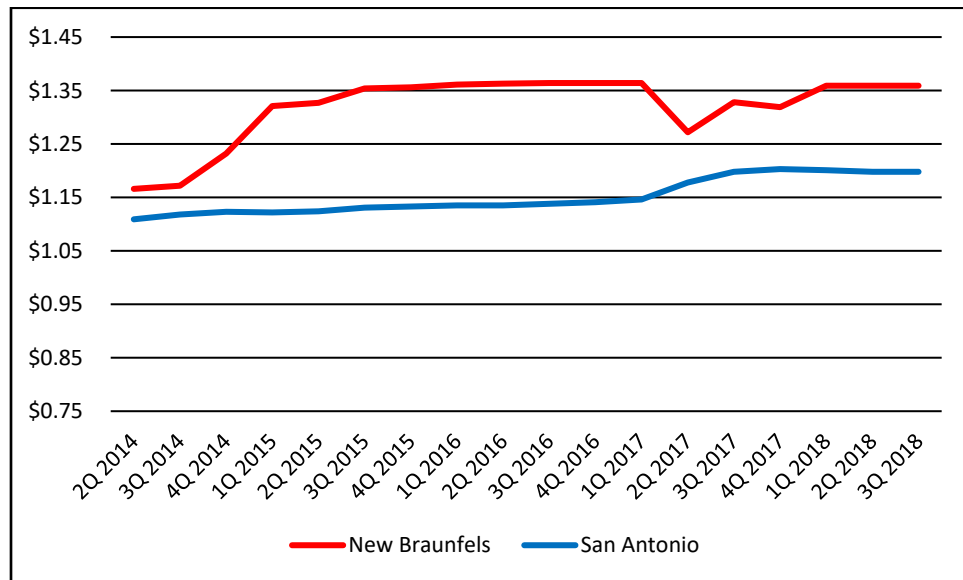
However, as can be seen in the chart below New Braunfels has the highest average lease rate per square foot than the Seguin or San Antonio Metro markets. Again, this could be attributed to the recent construction in New Braunfels of new luxury apartments which has taken place over the past several years. Class A units in New Braunfels have been outpacing prices in the metro market, as seen in the charts on the following page, by at least \$0.20 psf.

Figure 44: Multi-family Apartments Average Lease Rate per Square Foot, 2014 – 2018 All Property Classes



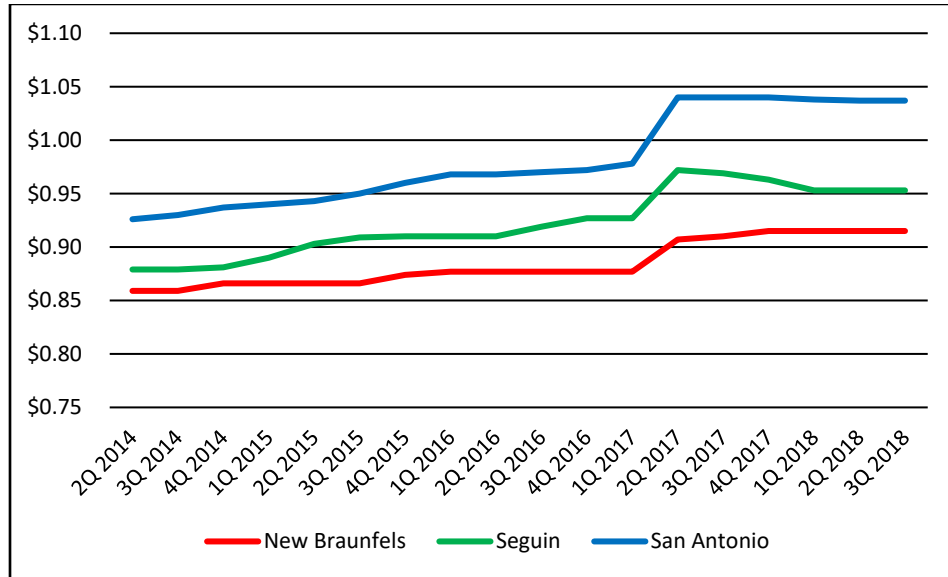
Sources: ALN and CDS Community Development Strategies

Figure 45: Multi-family Apartments Average Lease Rate per Square Foot, 2014 – 2018 Class-A Only



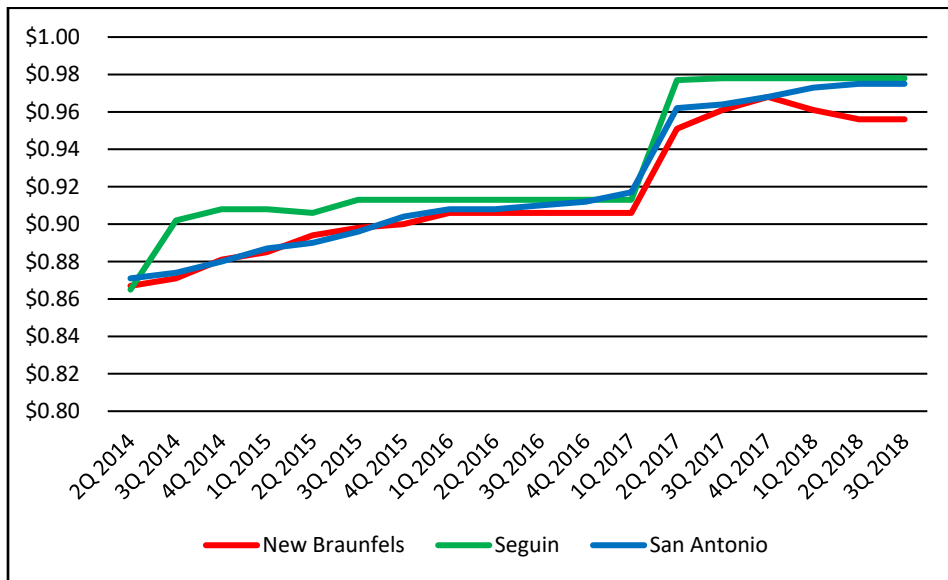
Sources: ALN and CDS Community Development Strategies

**Figure 46: Multi-family Apartments Average Lease Rate per Square Foot, 2014 – 2018
Class-B Only**



Sources: ALN and CDS Community Development Strategies

**Figure 47: Multi-family Apartments Average Lease Rate per Square Foot, 2014 – 2018
Class-C Only**



Sources: ALN and CDS Community Development Strategies

It is worth noting that Class B lease rates in New Braunfels has not surpassed \$1.00 per sq.ft. while Class C properties have in the past two years. This level of rents means that a 900 square foot apartment (usually a two-bedroom) will typically cost over \$1,000 per month which may be unfavorable to most tenants of Class C properties.

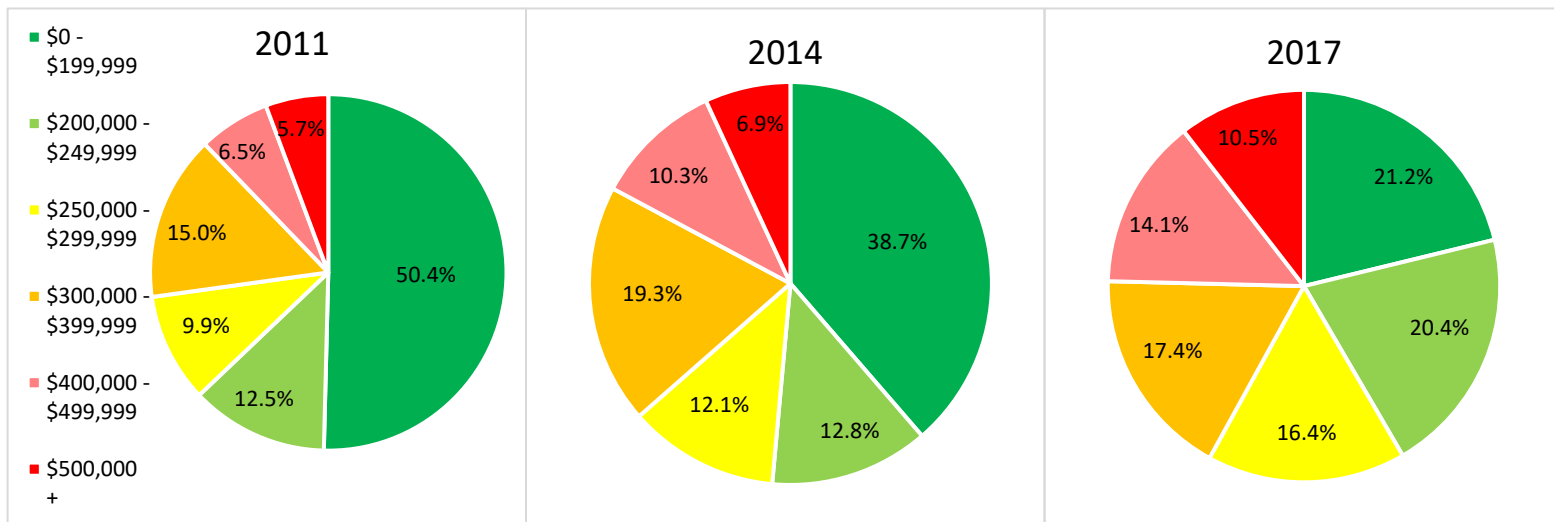
There are a total estimated 5,361 total multi-family units in New Braunfels. Of those 4,134 (77%) are Class A, 732 (14%) are Class B and 495 (9%) are Class C.

The higher cost of Class C units in New Braunfels can be attributed to several previously income restricted complexes transitioning out of LIHTC to market rate pricing. Also, this high price in lower class units is a result of the serious lack of existing and new supply of Class B and Class C units of which there are currently only 495 Class C units out of a total estimated 5,361 total multi-family units in New Braunfels. This means only 9% of all multi-family units in New Braunfels are Class C, allowing landlords to dictate above average market rents in the midst of a severe shortage of affordable market rate multi-family units in B and C Class properties.

There are only three LIHTC currently in New Braunfels - Reserve at Engel Road (96 units), Residences of Solms Village (176 units) and Landa Place (100 units). However, Landa Place is age restricted and therefore is only available to senior citizens. This shows clearly that the very limited supply of lower priced multi-family housing units is created a huge strain on lower income renters in the city.

For Sale

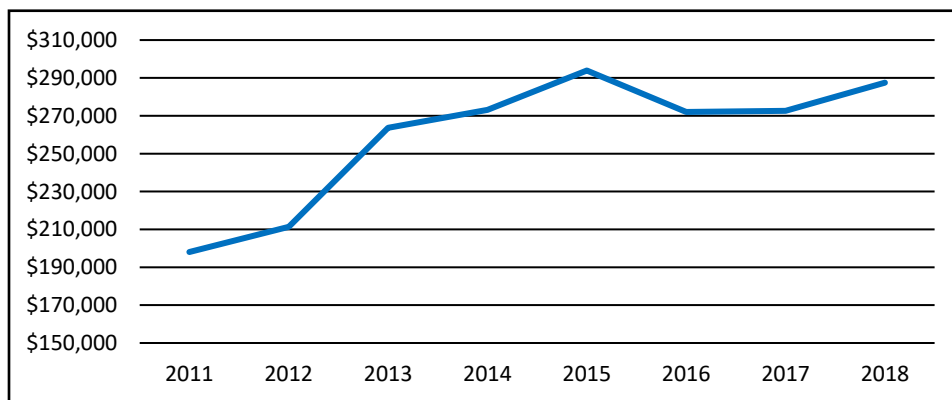
Figure 48: Comal County Median Existing Home Sale Prices, 2011 – 2017



Source: The Real Estate Center at Texas A&M University

While apartment lease rates in the New Braunfels have leveled off, albeit at above average prices per square foot for the region, for-sale home prices have continued to increase at a rapid pace and has not shown signs of decreasing significantly in the past and no evidence to show prices will stabilize or decrease going forward. Whereas only seven years ago sales under \$200,000 constituted exactly half of all home sales, they have rapidly diminished to the point of being only approximately 21% of countywide sales by 2017.

Figure 49: Shares of Comal County Existing Homes Sales by Price Ranges



Source: The Real Estate Center at Texas A&M University

The chart above further explains the increase in home sales prices since 2011 in Comal County. The trend line is moving steadily upward with a slight downturn from a peak of \$290,000 in 2015 to a leveling off in 2016 and 2017 and a jump upward again nearing \$300,000 so far in 2018. Both of these sets of charts indicate a clear housing price increase that in combination with new development impact fees and park fees implemented recently will likely see this trend persist unless there is some form of assistance and intervention in the multi-family and single-family housing market.

Table 50: Comal County Residential Building Permits 1980-2017

Date	Number of Dwelling Units	Percent Change	Average Value (\$) per Dwelling Unit	Percent Change
1980	472		\$48,100	
1981	356	-24.6%	\$51,900	7.9%
1982	439	23.3%	\$55,600	7.1%
1983	646	47.2%	\$64,000	15.1%
1984	801	24.0%	\$62,100	-3.0%
1985	630	-21.3%	\$66,300	6.8%
1986	491	-22.1%	\$60,300	-9.0%
1987	403	-17.9%	\$59,600	-1.2%
1988	302	-25.1%	\$63,000	5.7%
1989	234	-22.5%	\$67,500	7.1%
1990	209	-10.7%	\$72,800	7.9%
1991	246	17.7%	\$76,200	4.7%
1992	418	69.9%	\$86,800	13.9%
1993	629	50.5%	\$82,100	-5.4%
1994	886	40.9%	\$105,900	29.0%
1995	846	-4.5%	\$102,000	-3.7%
1996	878	3.8%	\$103,200	1.2%
1997	841	-4.2%	\$101,900	-1.3%
1998	865	2.9%	\$117,800	15.6%
1999	926	7.1%	\$120,800	2.5%
2000	1,050	13.4%	\$118,200	-2.2%
2001	1,172	11.6%	\$129,200	9.3%
2002	1,323	12.9%	\$154,600	19.7%
2003	1,552	17.3%	\$153,200	-0.9%
2004	1,589	2.4%	\$187,400	22.3%
2005	2,182	37.3%	\$178,400	-4.8%
2006	2,477	13.5%	\$181,800	1.9%
2007	1,856	-25.1%	\$213,000	17.2%
2008	1,221	-34.2%	\$226,300	6.2%
2009	826	-32.4%	\$213,600	-5.6%
2010	846	2.4%	\$213,500	0.0%
2011	1,016	20.1%	\$190,100	-11.0%
2012	1,130	11.2%	\$180,700	-4.9%
2013	1,630	44.2%	\$222,700	23.2%
2014	1,624	-0.4%	\$230,100	3.3%
2015	1,670	2.8%	\$224,100	-2.6%
2016	1,917	14.8%	\$224,800	0.3%
2017	2,375	23.9%	\$221,500	-1.5%

Source: The Real Estate Center at Texas A&M University

Table 50 above provides a timeline of residential building permits in Comal County since 1980 along with the amount, price and change. The peak of 2,477 building permits occurred in 2006 during the housing boom/bust of the mid-2000s. In 2017 building permits are once again at a peak level with 2,375 residential building permits indicating another housing construction boom in Comal County that has not been seen for the past decade. The average value per dwelling unit increased significantly 2012 to 2013.

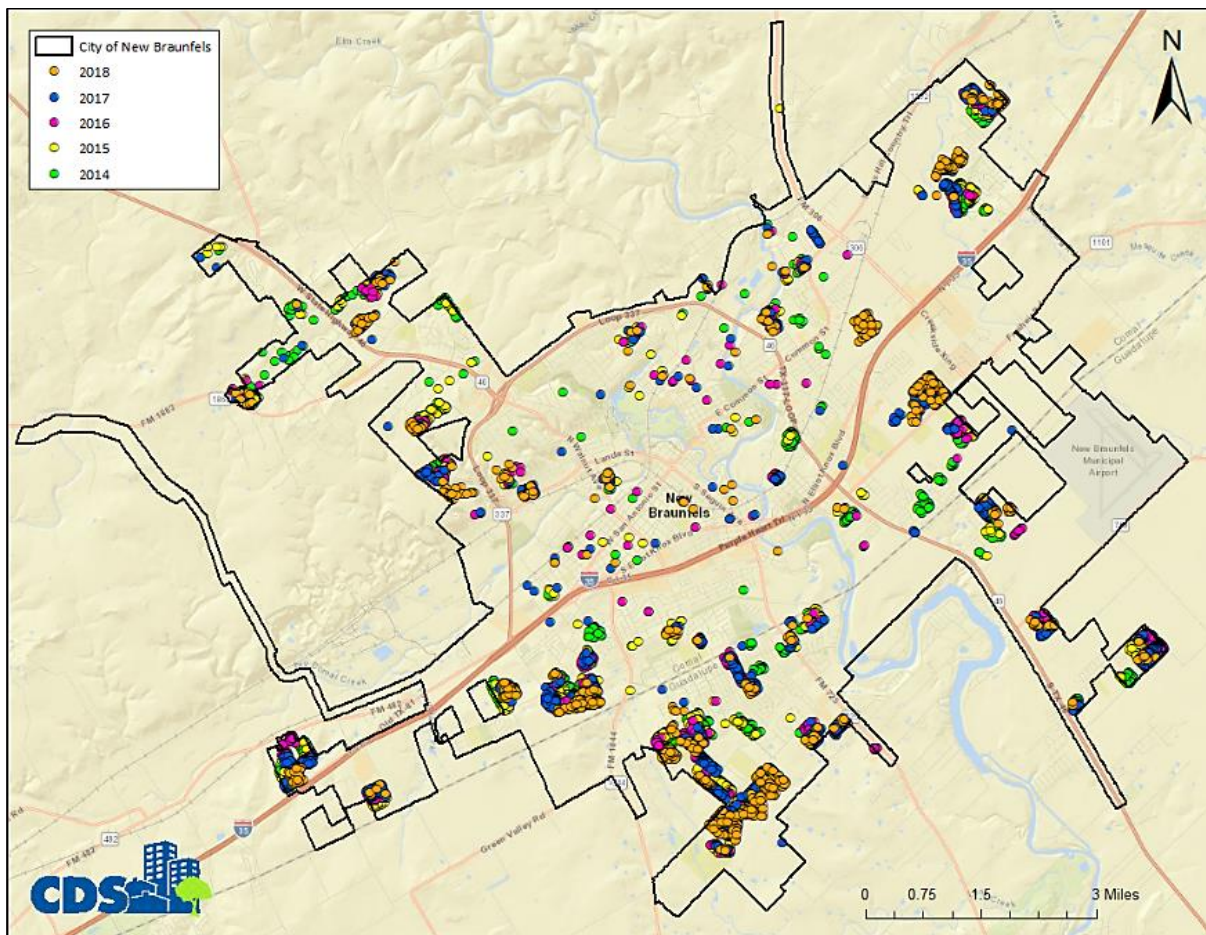
Table 51: New Braunfels and Comal County Residential Building Permits 2014-2018

Year	New Braunfels	Comal County
2014	886	1,624
2015	908	1,670
2016	925	1,917
2017	1,394	2,375
2018 (Nov)	1,042	
Total	5,155	7,586

Source: City of New Braunfels

Table 51 above shows New Braunfels and Comal County residential building permits. New Braunfels accounts for 59% of all building permits in Comal County. The map indicates the location of residential building permits in New Braunfels. Construction on the south side of I-35 represents cheaper land and construction costs and therefore acts in general as the more affordable single-family side of town, with some exceptions of older neighborhoods to the north of I-35. Land north of I-35, and particularly nearing Gruene, 'The Hill', and the areas of the county in the hill country are the primary location for newly constructed single-family homes.

Figure 52: New Braunfels Residential Building Permits 2014-2018



Source: City of New Braunfels, CDS Community Development Strategies

Rental Supply – Units in Affordable Price Ranges

New Braunfels Multi-family Apartment Properties

The market rate (non-subsidized or income-restricted) multi-family properties in New Braunfels that supply more affordable rental units either fall into the Class “B” or “C” designation by the real estate investment community or are unrated. They tend to be much older properties (the newest dates to 1986). Lease rates for these units tends to range from \$810 to \$1,055 per month. The average price per square foot for all units in the class are above \$1.00. To put this price in perspective the price per square foot rent for Class A units in New Braunfels per Enriched Data 3Q2018 is \$1.36 and overall for all classes of units is \$1.15. The total number of units in the listed properties is only 735.

Table 53: New Braunfels Class-B, Class-C / Unrated Multi-family Properties

Address	Property Name	Total Units	Class	Yr. Built	% Occ.	Avg. Unit Size	Avg. Rent	\$/SF
1565 N Business IH 35	Langtry Village	142	B	1983	95%	856	\$986	\$1.15
845 Business I-35 S	Riverstone	49	B	1972	98%	931	\$1,055	\$1.13
575 East Torrey Street	Torrey Place	148	B	1986	N/A	807	\$983	\$1.22
730 Howard St	Braunfels Haus	84	C	1985	80%	1,005	\$998	\$0.99
301 Castlewood Dr	Gruenewood Villa	80	C	1978	99%	903	\$950	\$1.05
483 Laurel Lane	Laurel Heights	72	C	1985	98%	715	\$842	\$1.18
241 Seville Dr	River Park	100	C	1974	90%	820	\$905	\$1.10
795 N Interstate 35 Frontage Rd	Vista Del Sol	60	C	1978	100%	885	\$810	\$0.92
Total		735		1980*	94%*	865*	\$905*	\$1.09*

Source: ALN, and CDS Community Development Strategies, *figures are averages

Table 54: New Braunfels Subsidized / Income-Restricted Multi-family Apartment Properties

Address	Property Name	Total Units	Class	Yr. Built	% Occ.	Avg. Unit Size	Avg. Rent	\$/SF
135 Engel Rd	Reserve at Engel Road	96	B	2017	100%	942	\$605	\$0.65
2265 Goodwin Ln	Residences of Solms Village	80	B	2014	97%	856	\$665	\$0.60
860 Landa Street	Landa Place Senior Housing	100	B	2007	100%	942	\$709	\$0.75
Total		276		2013*	99%*	913*	\$660*	\$0.67*

Source: ALN, City of New Braunfels, and CDS Community Development Strategies, *figures are averages

New Braunfels has a small supply of multi-family properties that have been publicly subsidized in some fashion (federal tax credits, public housing, etc.) and have income restrictions on tenants to remain affordable to lower income residents. One property, Landa Place, is age-restricted to seniors and is 100 units. The total number of income restricted units in these properties is only 276. When subtracting Landa Place (because it is age restricted to 55+) this leaves only 176 units available in New Braunfels to those with very low incomes. New Braunfels has grown rapidly over the past several years and is projected to continue therefore the issue of creating greater supply of multi-family units available to low and very low incomes, especially affordable to local workers making \$14 to \$20 an hour, must be addressed.

Table 55: New Braunfels Class-A Multi-family Apartment Properties

Address	Property Name	Total Units	Class	Yr. Built	% Occ.	Avg. Unit Size	Avg. Rent	\$/SF
2293 Common St	Augusta at Gruene	212	A	1996	95	994	\$1,406	\$1.41
625 Creekside Way	Avenues at Creekside	395	A	2012	94	994	\$1,349	\$1.36
1231 Huisache Ave	Braunfels Place	120	A	2004	93	951	\$1,155	\$1.21
705 Village Way	Cotton Crossing	118	A	2003	98.3	859	\$1,079	\$1.26
2120 Stephens Pl	Creekside Vue	150	A	2015	87	939	\$1,146	\$1.22
453 North Business IH 35	Hawthorne Riverside	164	A	1995	97	835	\$1,195	\$1.43
520 FM 306	La Sierra	152	A	2008	90.1	889	\$1,059	\$1.19
2090 Sundance Pkwy	Lakeview Villas	313	A	2017	51	927	\$1,169	\$1.26
144 Landa St	Landmark Garden	178	A	2005	N/A	966	\$1,448	\$1.50
145 Landa St	Landmark Lofts	112	A	2006	N/A	1,051	\$1,677	\$1.60
677 Creekside Way	Luxe at Creekside	416	A	2017	62	1,191	\$1,575	\$1.32
2745 Westpointe Dr	Mission Hill I & II	384	A	2012	92	917	\$1,247	\$1.36
1951 Old FM 306	Northwood	152	A	1999	N/A	767	\$1,014	\$1.32
1952 Old FM 306	Northwood II	100	A	2017	N/A	1,023	\$1,149	\$1.12
1355 Ranch Pkwy	Ranch at the Guadalupe	184	A	2013	83	820	\$1,080	\$1.32
2515 W San Antonio St	Sage	160	A	2017	69.3	909	\$1,071	\$1.18
2980 Creek Bend Dr	Springs at Creekside	68	A	2015	93	961	\$1,172	\$1.22
1360 W County Line Rd	Stone Haven	228	A	2007	94.3	850	\$1,043	\$1.23
1747 FM 1101	Vantage at New Braunfels	288	A	2016	94.1	748	\$1,040	\$1.39
2056 Sundance Pkwy	Villas at Sundance	252	A	2012	94	931	\$1,196	\$1.28
770 I-35 Frontage Rd	Westshore Colony	204	A	1998	96	878	\$1,326	\$1.51
Total		4,350		2009*	87*	924*	\$1,219*	\$1.32*

Source: Enriched Data, ALN, City of New Braunfels, and CDS Community Development Strategies, *figures are averages

The New Braunfels multi-family rental market is made up of 5,457 total units in 33 properties. The market is dominated by Class A rental units which number 4,350 total units compared to a combined total 1,011 of Class B, C and income/age restricted units. Class A multi-family units represent 80% of the currently existing supply of multi-family units in New Braunfels with an average rent of \$1,200 a month and an average price per square foot of \$1.32. Of the 33 total multi-family properties 21 are categorized as Class A, making up nearly 70% of all multi-family properties in the city.

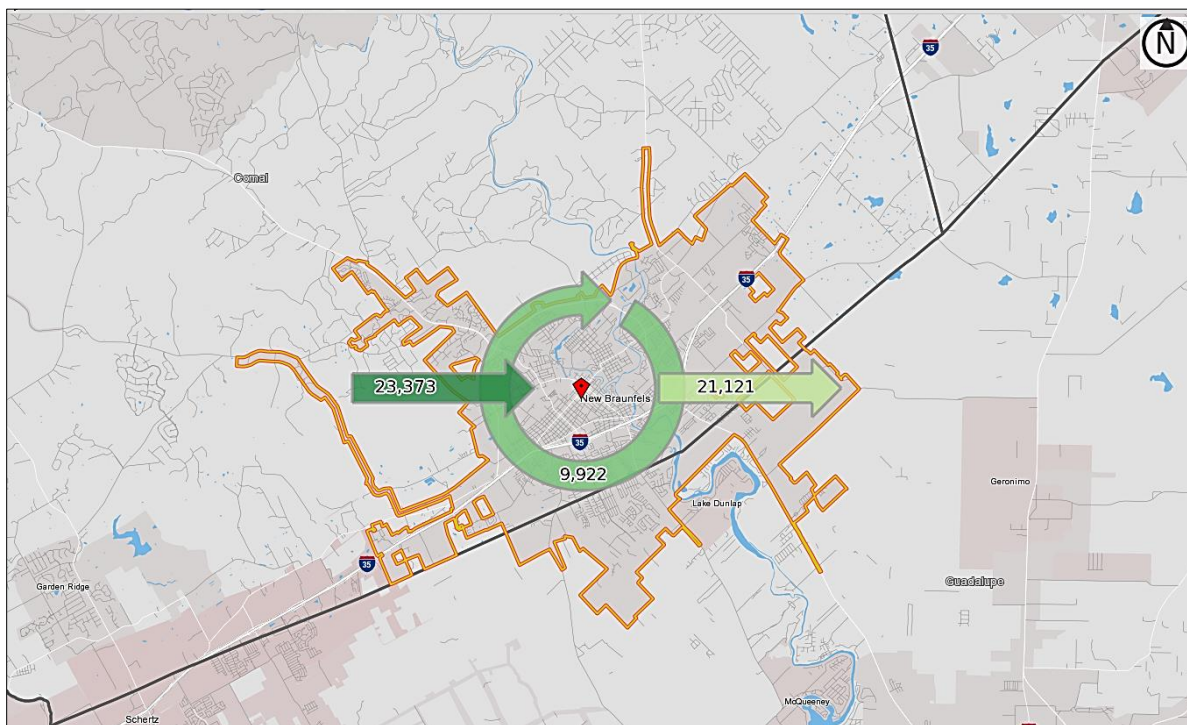
Other Multi-family Rental Housing Supply

Multi-family apartments are not the only source of rental units for New Braunfels workers. Housing consumers also look for housing in the surrounding counties such as Guadalupe County and Hays County and nearby cities like Seguin, Schertz and various others. In some areas lower priced multi-family units provide a more affordable option, especially for New Braunfels' lower wage workers.

Also, single-family rentals in and around New Braunfels are present. Unfortunately, comprehensive data is not available to summarize and analyze these units. Rental units could be single-family homes, townhomes, or condominiums. Realtors will not normally handle leasing in apartment complexes. It is impossible to know how large a sample this constitutes since the statistics on the full universe of residential lease transactions are not compiled by any source; transactions may also occur due to posting signs, word of mouth, and online forums such as Craigslist. Units rented through these avenues may supply greater affordability within the market, since they are typically not having to recover extensive landlord overhead and management expenses through rent revenue as a larger multi-family property does.

Employment data from LEHD 2015 shows that 70% (23,373) of New Braunfels' workers live outside of the city limits. In addition, the employee housing survey that was distributed for this report was taken by just more than 1,000 respondents working in New Braunfels which also provides evidence of city workers living elsewhere, especially hourly wage workers. Therefore, it is important to consider the supply of market rate and income restricted multi-family rentals providing rental options to New Braunfels workers.

Figure 56: LEHD 2015 New Braunfels Jobs Inflow/Outflow



Source: LEHD 2015 On The Map, CDS Community Development Strategies

The following section presents data tables for market rate and subsidized/income restricted multi-family properties in areas surrounding New Braunfels that supply lower priced multi-family rental units.

Multi-family properties were selected for the following cities:

- Seguin, Converse, Live Oak, Schertz, Selma, Universal City and Windcrest.

The tables below summarize the total combined supply of market rate and subsidized/income restricted properties in the cities listed above as well as summary tables for New Braunfels market rate and subsidized/income restricted multi-family properties for comparison.

Table 57: Summary, All Surrounding Multi-family Market Rate Apartment Properties

	Total Properties	Total Units	Avg. Unit Size	Yr. Built	Avg. Rent	\$/SF	Occ Rate
Total	41	7,876	803*	1998*	\$964*	\$1.13*	95%*

Source: Enriched Data, ALN, and CDS Community Development Strategies, *figures are averages

Table 58: Summary, All Surrounding Multi-family Income Restricted Apartment Properties

	Total Properties	Total Units	Avg. Unit Size	Yr. Built	Avg. Rent	\$/SF	Occ Rate
Total	9	1,118	937*	1997*	\$883*	\$0.90*	97%*

Source: Enriched Data, ALN, and CDS Community Development Strategies, *figures are averages

Table 59: Summary, New Braunfels Multi-family Market Rate Apartment Properties

	Total Properties	Total Units	Avg. Unit Size	Yr. Built	Avg. Rent	\$/SF	Occ Rate
Total	30	5,181	895*	1995*	\$1,048*	\$1.19*	91%*

Source: Enriched Data, ALN, and CDS Community Development Strategies, *figures are averages

Table 60: Summary, New Braunfels Multi-family Income Restricted Apartment Properties

	Total Properties	Total Units	Avg. Unit Size	Yr. Built	Avg. Rent	\$/SF	Occ Rate
Total	3	276	913*	2013*	660*	\$0.67*	99*

Source: Enriched Data, ALN, and CDS Community Development Strategies, *figures are averages

Table 61: Seguin Multi-family Market Rate Apartment Properties

Property Name	Total Units	Avg. Unit Size	Yr. Built	Avg. Rent	\$/SF	Occ Rate
Eden Place	60	803	2004	\$627	\$0.78	100%
Fairway Manor	128	776	1974	\$739	\$0.95	80%
Middletowne	96	849	1984	\$880	\$1.04	98%
Oak Hollow I	160	754	2011	\$969	\$1.29	89%
Oak Hollow II	96	710	2018	\$938	\$1.32	73%
Ranch 123	180	883	2011	\$1,055	\$1.19	97%
Stone Ranch Townhomes	104	1079	1998	\$846	\$0.78	100%
Stratton Oaks	100	962	2006	\$732	\$0.76	98%
Summer's Bend	204	763	1982	\$788	\$1.03	98%
Walnut Grove	116	990	2016	\$1,130	\$1.14	97%
Total	1,244	857*	2000*	\$870*	\$1.03*	93%*

Source: Enriched Data, ALN, and CDS Community Development Strategies, *figures are averages

Table 62: Seguin Multi-family Income Restricted Apartment Properties

Property Name	Total Units	Avg. Unit Size	Yr. Built	Avg. Rent	\$/SF	Occ Rate
Stone Ranch Townhomes	104	1079	1998	\$846	\$0.78	100%
Stratton Oaks	100	962	2006	\$732	\$0.76	98%
Summer's Bend	204	763	1982	\$788	\$1.03	98%
Total	408	935*	1995*	\$789*	\$0.86*	99%*

Source: Enriched Data, ALN, and CDS Community Development Strategies, *figures are averages

Table 63: Converse Multi-family Market Rate Apartment Properties

Property Name	Total Units	Avg. Unit Size	Yr. Built	Avg. Rent	\$/SF	Occ Rate
Converse Ranch	228	801	2006	\$860	\$1.07	93%
Heights at Converse	200	860	2016	\$1,081	\$1.26	94%
Legends at Kitty Hawk	288	859	2010	\$1,070	\$1.25	95%
Shadow Creek	108	737	2000	\$757	\$1.03	95%
Towne East Village	100	771	1983	\$764	\$0.99	90%
Waterford Park	224	878	2008	\$1,005	\$1.14	94%
Total	1,148	818*	2004*	\$1,070*	\$1.12*	94%*

Source: Enriched Data, ALN, and CDS Community Development Strategies, *figures are averages

Table 64: Converse Multi-family Income Restricted Apartment Properties

Property Name	Total Units	Avg. Unit Size	Yr. Built	Avg. Rent	\$/SF	Occ Rate
Waterford Park	224	878	2008	\$1,005	\$1.14	94%
Total	224	878*	2008	\$1,005*	\$1.14	94%*

Source: Enriched Data, ALN, and CDS Community Development Strategies, *figures are averages

Table 65: Live Oak Multi-family Market Rate Apartment Properties

Property Name	Total Units	Avg. Unit Size	Yr. Built	Avg. Rent	\$/SF	Occ Rate
Heritage	305	907	2005	\$1,113	\$1.23	94%
High Key	308	668	1968	\$615	\$0.92	n/a
Mira Loma	378	884	2009	\$1,164	\$1.32	96%
Springs at Live Oak	300	962	2005	\$1,156	\$1.20	95%
Villas at Mira Loma	270	880	2013	\$1,103	\$1.25	91%
Total	1,561	860*	2000*	\$1,030*	\$1.18*	94%*

Source: Enriched Data, ALN, and CDS Community Development Strategies, *figures are averages

Table 66: Live Oak Multi-family Income Restricted Apartment Properties

Property Name	Total Units	Avg. Unit Size	Yr. Built	Avg. Rent	\$/SF	Occ Rate
Arbor at Centerbrook	80	1,069	2016	\$810	\$0.76	97%
Total	80	1,069*	2016	\$810*	\$0.76*	97%

Source: Enriched Data, ALN, and CDS Community Development Strategies, *figures are averages

Table 67: Schertz Multi-family Market Rate Apartment Properties

Property Name	Total Units	Avg. Unit Size	Yr. Built	Avg. Rent	\$/SF	Occ Rate
Legacy Oaks	256	805	2005	\$962	\$1.19	98%
Lookout Hollow I	240	941	2010	\$1,073	\$1.14	97%
Lookout Hollow II	116	909	2014	\$1,063	\$1.17	97%
Rio Vista	54	533	1975	\$538	\$1.01	100%
Stone Crest	288	894	2008	\$1,082	\$1.21	88%
Sycamore Creek	200	730	1984	\$883	\$1.21	99%
Total	1,154	802*	1999*	\$934*	\$1.16*	97%*

Source: Enriched Data, ALN, and CDS Community Development Strategies, *figures are averages

Table 68: Schertz Multi-family Income Restricted Apartment Properties

Property Name	Total Units	Avg. Unit Size	Yr. Built	Avg. Rent	\$/SF	Occ Rate
Val Verde	68	784	1973	\$754	\$0.96	n/a
Total	68	784*	1973	\$754*	\$0.96	n/a

Source: Enriched Data, ALN, and CDS Community Development Strategies, *figures are averages

Table 69: Selma Multi-family Market Rate Apartment Properties

Property Name	Total Units	Avg. Unit Size	Yr. Built	Avg. Rent	\$/SF	Occ Rate
Retreat at Chelsea Park	280	921	2007	\$1,079	\$1.17	95%
Total	280	921*	2007	\$1,079*	\$1.17	95%

Source: Enriched Data, ALN, and CDS Community Development Strategies, *figures are averages

Table 70: Selma Multi-family Income Restricted Apartment Properties

Property Name	Total Units	Avg. Unit Size	Yr. Built	Avg. Rent	\$/SF	Occ Rate
Liberty Pass	104	1,017	2016	\$778	\$0.77	100%
Total	104	1,017*	2016	\$778*	\$0.77	100%

Source: Enriched Data, ALN, and CDS Community Development Strategies, *figures are averages

Table 71: Universal City Multi-family Market Rate Apartment Properties

Property Name	Total Units	Avg. Unit Size	Yr. Built	Avg. Rent	\$/SF	Occ Rate
Avana Grove	308	789	2006	\$902	\$1.14	93%
Aviation Place	61	767	1961	\$733	\$0.96	92%
Colony	333	793	1973	\$826	\$1.04	92%
Falcon Ridge	116	428	1969	\$681	\$1.59	89%
Gold Talon	114	749	1969	\$750	\$1.00	99%
Ironwood	140	831	1984	\$887	\$1.07	98%
Meadows	216	722	1974	\$854	\$1.18	92%
Palisades Park	304	685	1984	\$710	\$1.04	99%
Peppermill	232	767	1984	\$859	\$1.12	95%
Randolph Plaza	150	731	1972	\$673	\$0.92	N/A
Retama Ranch	246	773	2000	\$1,072	\$1.39	92%
Sunrise Canyon	208	860	2005	\$996	\$1.16	90%
Villa Mesa	61	641	1964	\$749	\$1.17	N/A
Total	2,489	734*	1980*	\$823*	\$1.14*	94%*

Source: Enriched Data, ALN, and CDS Community Development Strategies, *figures are averages

Table 72: Universal City Multi-family Income Restricted Apartment Properties

Property Name	Total Units	Avg. Unit Size	Yr. Built	Avg. Rent	\$/SF	Occ Rate
Crest Wind	150	987	1969	\$858	\$0.87	N/A
Tradewinds	84	895	1984	\$905	\$1.01	94%
Total	234	941*	1977*	\$789*	\$0.94*	94%

Source: Enriched Data, ALN, and CDS Community Development Strategies, *figures are averages

Table 73: Multi-family Summary

City	Market Rate Properties	Market Rate Units	Market Rate Avg. Rent	Subsidized/Income Restricted Properties	Subsidized/Income Restricted Units	Subsidize/Income Restricted Avg. Rent
Seguin	10	1,244	\$870	3	408	\$789
Converse	6	1,148	\$1,070	1	224	\$1,005
Live Oak	5	1,561	\$1,030	1	80	\$810
Schertz	6	1,154	\$934	1	68	\$754
Selma	1	280	\$1,079	1	104	\$778
Universal City	13	2,489	\$823	2	234	\$789
New Braunfels	30	5,181	\$1,048	3	276	\$660

Source: Enriched Data, ALN, and CDS Community Development Strategies, *figures are averages

The tables above provide an overview of multi-family units and average rents in New Braunfels and surrounding cities where workers of New Braunfels are living. The first important take away is Seguin has a population of approximately 28,000 and New Braunfels has a population of 82,000, yet Seguin has almost double the amount of subsidized/income restricted multi-family rental units.

When averaging rent for all classes of market rate multi-family properties in each city New Braunfels has the third most expensive average rent. Seguin, Universal City and Schertz all have more affordable average rents for market rate multi-family units than New Braunfels. The average rent for market rate in those cities is affordable to hourly wage workers making around \$15-\$18 an hour.

The multi-family rental market in New Braunfels may be showing indications of oversaturation of Class-A properties with an average occupancy of 88% in those properties. In some cases, lower occupancy can lead to softening of rents and/or concessions, however the multi-family properties interviewed during this study did not show any indication of lowering rents though some did mention concessions such as one-month free rent. Still, even with minor concessions these Class-A units are not affordable to hourly wage workers making less than \$20 an hour.

In order for New Braunfels to adequately house its locally employed hourly wage workers within the city who make less than \$20 an hour it must make a meaningful strategy to ensure the construction of new market rate as well as subsidized/income restricted multi-family rental units that are affordable to those workers.

Unit Size, Location, Quality, Amenities / Services Considerations

The vast majority of both market-rate/unsubsidized and subsidized/income-restricted multi-family properties are observed to be in acceptable condition. Most are located in central New Braunfels or close to I-35, which is helpful for accessibility to jobs and services. The newer Class A, non-affordable properties that have recently been developed in New Braunfels have considerably more expansive and appointed on-site amenities, which is creating a substantial qualitative contrast with the older more affordable properties (both market rate and older subsidized / income-restricted). This dominates the market and most new properties are located south of I-35 along FM 1101 with another cluster of several new properties in the northeast section of the city near the FM 306 and FM 1102 intersection.

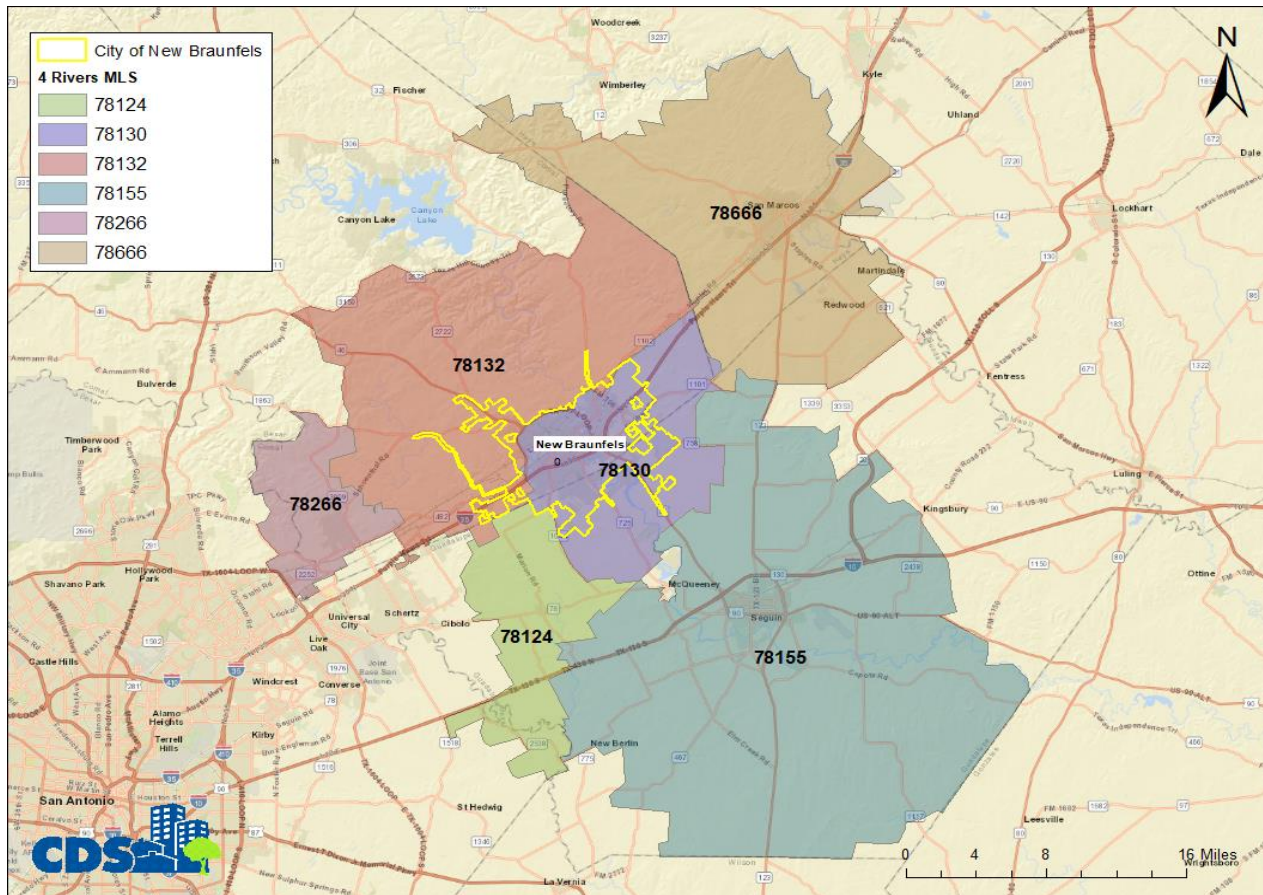
Newer properties developed through the Low-Income Housing Tax Credit (LIHTC) program tend to be of high quality aesthetically, though on-site amenities may not be as extravagant as newer Class A market rate properties. The residence at Solms and Reserve at Engel Road are the only two non-age restricted low income subsidized/income restricted multi-family properties in New Braunfels. They have very high occupancy, recently built and in good to excellent condition. These properties can act as a model that future properties of its type should consult with and partner with in order to ensure new properties achieve the same level of quality and success.

A particular type of rental unit in New Braunfels for which no transaction or listing sample was available is the single-family home, small-scale multi-unit property (mostly quadplexes) and duplexes. These are mostly concentrated in neighborhoods near the historic core downtown area, north and south along I-35 and in surrounding parts of Comal County. While they usually lack some of the common amenities available in the multi-family properties, such as swimming pools and playgrounds, they can offer more interior square footage and sometimes semi-private yard space, which may be more appealing to families.

For-Sale Supply – Single-Family Homes

Below is a map of the 4 Rivers MLS territory for which the MLS home sales transaction data is sourced. The single-family for sale market is very large and spans several cities and counties and is defined by the following six zip codes: 78130, 78132, 78155, 78124, 78266, 78666.

Figure 74: 4 Rivers MLS Territory



Source: 4 Rivers/MLS October 2018

For-Sale Supply – Homes in Affordable Price Ranges – 4 Rivers

Existing housing

Market data from the 4 Rivers transactions in recent years show that the sale of existing homes has been steadily increasing overall from just over 1,500 sold in 2012 to a peak of 2,738 in 2017 with 2018 on pace to match or exceed that volume. There were 2,262 homes sold as of October 2018. The zip codes included in this data include: 78130, 78132, 78155, 78124, 78266, 78666, shown in the map on the previous page. There was a total of 15,658 homes sold from 2012 to October 2018.

Sales transaction data for 2017 to October 2018 show that 5,000 total homes were sold with 63% of those in the \$0 – \$279,999 price ranges and the remaining 37% were \$280,000 and greater. A geography as large as the 4 Rivers territory makes for a very wide range of home sales prices.

Yet with an area so large, still only about one quarter of all home sales (1,313) were sold in the most affordable \$199,999 and less price range.

In the January 2017 to October 2018 period, there were the following volume of sales in the three lowest price ranges for the entire 4 Rivers territory:

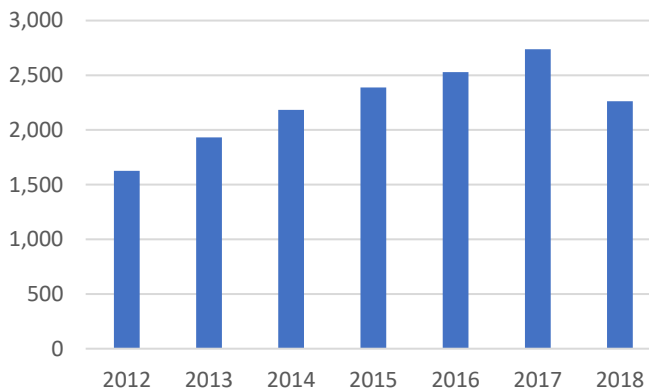
Table 77: 4 Rivers Sales Volumes in Lowest Price Ranges, 2017-2018

Price Range	# of Sales
\$0 to \$199,999	1,313
\$200,000 to \$279,999	1,840
\$280,000 to \$349,999	736
Total	3,889

Source: 4 Rivers/MLS October 2018

Figure 75: 4 Rivers Sales By Volume

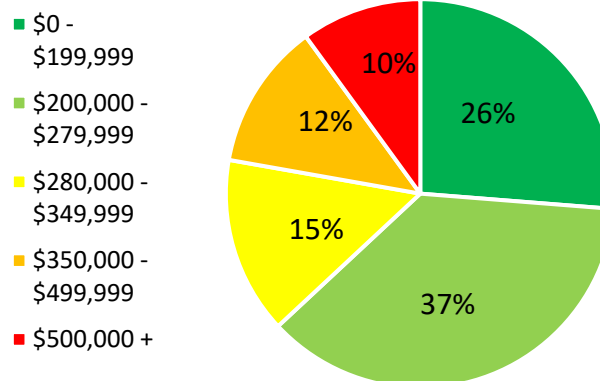
2017-2018



Source: 4 Rivers/MLS October 2018

Figure 76: 4 Rivers Sales By Price

2017-2018



Source: 4 Rivers/MLS October 2018

For-Sale Supply – Homes in Affordable Price Ranges – 78130/New Braunfels

Existing housing

Market data from the 4 Rivers transactions in recent years for the primary zip code for New Braunfels (78130) show that the sale of existing homes has been steadily increasing each year along with the 4 Rivers MLS territory overall, from a low of 650 sold in 2012 to a high of 1,190 in 2017 with 1,001 sold as of October 2018. This data shows a growing number of single-family homes sales in New Braunfels over the past five and a half years.

There was a total of 6,745 sold in that time frame, accounting for 43% of all 4 Rivers sales.

Sales transaction data for 2017 to October 2018 show that 2,191 total homes were sold with 20% of those in the \$0 – \$199,999 price range and 56% sold in the \$200,000 to \$279,999 price range. The remaining 24% were \$280,000 and greater.

Only 20% (448) of all homes sold in the past year and a half in New Braunfels have been in the most affordable \$199,999 and less price range.

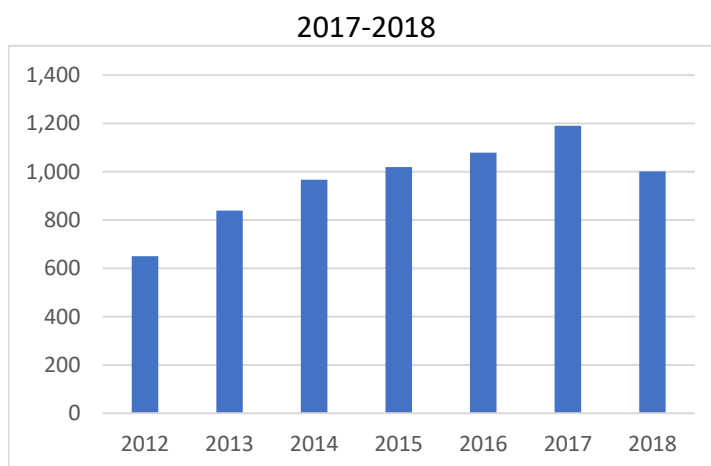
In the January 2017 to October 2018 period, there were the following volume of sales in the three lowest price ranges for 78130:

Table 80: 78130/New Braunfels Sales Volumes in Lowest Price Ranges, 2017-2018

Price Range	# of Sales
\$0 to \$199,999	448
\$200,000 to \$279,999	1,218
\$280,000 to \$349,999	330
Total	1,996

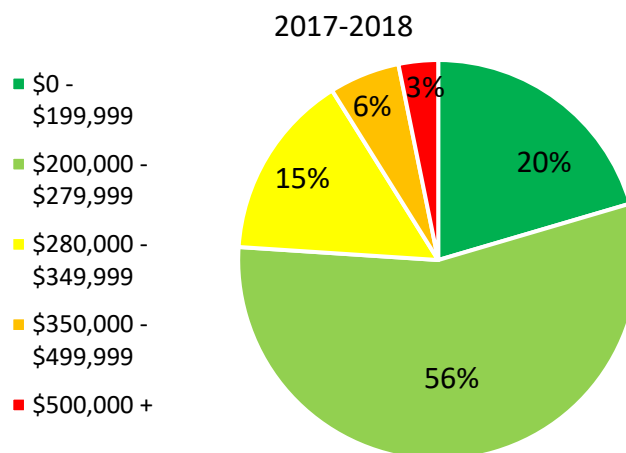
Source: 4 Rivers/MLS October 2018

Figure 78: 78130/New Braunfels Sales By Volume



Source: 4 Rivers/MLS October 2018

Figure 79: 78130/New Braunfels Sales By Price



Source: 4 Rivers/MLS October 2018

The sales volumes in the bottom two price ranges in New Braunfels (78130), \$280,000 and below (1,666 sales out of 2,191 total, 51% of all sales), are a large decrease from previous years. In the 2014-2016 period, sales in these two categories totaled 3,346 out of 4,434 total sales or 75% of all sales. These lower price categories represent “entry level” prices for first-time buyers at or below area median income (approximately \$59,000 and \$71,000 for New Braunfels and Comal County respectively as of the 2017 American Community Survey – see the analysis in the next section). The MLS sales data for 78130 show that the New Braunfels area housing market is rapidly shrinking the available inventory of such homes.

Housing Location, Quality, Amenities / Services Considerations

Older existing, lower-priced housing located in the city’s core is rapidly appreciating. This is housing located predominately in 1960s to 1990s era neighborhoods in and around New Braunfels. In contrast, the new entry-level housing located south of I-35 tends to be at greater distance from downtown and not in proximity to the recreational amenities the city is known for aside from the recently developed Fischer Park. Most of these developments include some in-project amenities but are otherwise somewhat disconnected from popular destinations.

This poses an economic development and workforce housing challenge of providing lower and moderate wage tourism industry along with other local workers in the entertainment, food and service businesses housing that is affordable to their incomes yet not located so far away (in places like Seguin, Converse, Live Oak, Schertz, Selma, Universal City and Windcrest) that transportation becomes a limiting factor in affordability and access to employment. The smaller lots, less community amenities and lower-quality construction and finishes that help make new homes affordable may bring value retainment challenges in the long run, though other factors such as quality of schools and nearby amenities and services can serve to encourage needed reinvestments and upkeep if they are perceived as desirable.

New developments

At present, I-35 creates a dividing line of price difference between new for-sale housing developments to the north and south. New homes north of the freeway have higher development costs due to its “Hill Country” location and appeal to affluent home buyers which lead to new homes that are predominately in “move-up” price ranges.

The composition of the ground (limestone) on the north side also creates an inherent higher cost of construction than the ground (soil) on the south. South of the freeway, by contrast, new homes under \$275,000 (all at or above \$190,000 however) are being offered at several developments as seen in **Error! Reference source not found.** and **Error! Reference source not found.** on page 77 and 78 showing new single-family developments on the north and south of I-35. However, builder sales agents of new single-family developments on the south side of I-35 stated their feelings are strong that new homes in the \$200,000 range will likely not be feasible entering into 2019 due to new development, park and utility impact fee amounts, increasing demand from consumers and the issue of homes in that price range requiring only two bedrooms which can be a challenge in terms of retainment, appreciation and resale values.

The north side of I-35 has two large scale future developments (Veramendi and Meyer Ranch) that will offer some homes starting in the \$250,000’s, although home prices similar developments typically appreciate very quickly immediately after new units begin selling. Therefore, a housing assistance

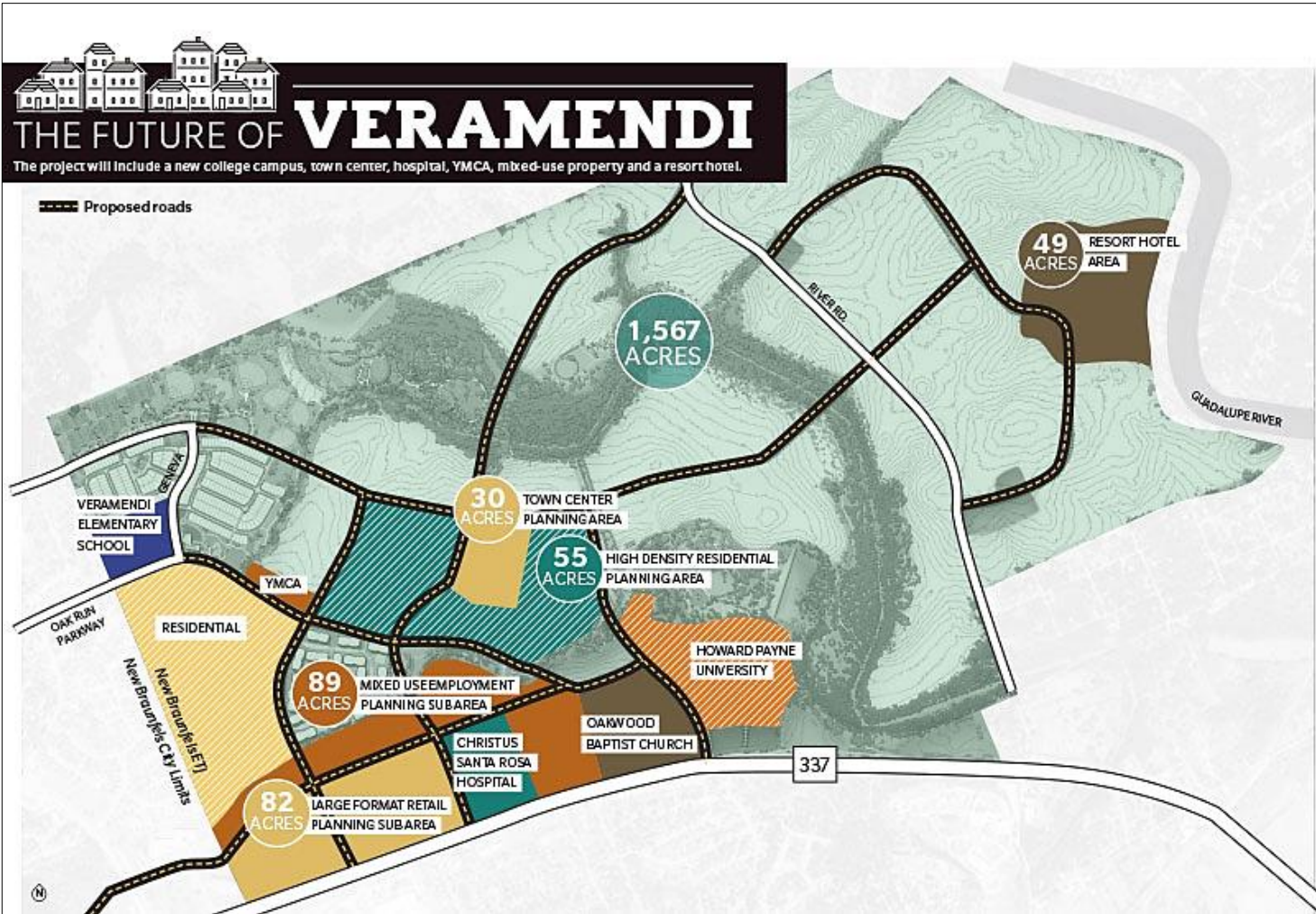
program might be useful in ensuring that a certain percentage of units are available to those making median incomes and below for rental and for-sale. Future plans for these developments can be seen in Figures 79 and 80 on the following pages.

CDS did not have access to comprehensive data that summed all current new development in these price ranges, so exact quantification of this new supply is not strictly possible. Also, large numbers of single-family lots are in the planning stage. Developers are attempting to continue offering homes in entry-level price ranges by shrinking lot sizes (most notable lot front width), below what had been typical in modern suburban subdivisions. Lot widths of 40 and 45 feet in new subdivisions in southern New Braunfels with two bedrooms indicate developer attempts to offer more affordable products.

It should be noted that initial creation of smaller lots in a new development does not assure that their pricing will remain constant even during buildout; prices can rise as market pressure advances or construction costs escalate. Also, some products for small lots intentionally target higher price points and a different, more affluent market by including higher levels of design, finishes, construction materials, and access to in-development amenities. The Meyer Ranch master planned community, with 113 condo units and ample amenities near State Highway 46 and South Cranes Mill Road is an example of this.

A review of recent single-family developments in New Braunfels indicates that smaller lots are a key component of current development plans. For instance, Lennar's Voss Farms development on the south along with the future Veramendi and Meyer Ranch on the north, appear to have about 40% of all lots below 55 feet in width. Sales agents at Voss Farms note that 40- and 45-foot homes sell as soon as they deliver with only one home that size in the past six months reaching completion before selling. Additionally, Lennar sales agents quoted that nearly 70% of all sales at Voss Farms are in the \$200,000 to \$240,000 price range but this is a challenge because in order to meet this price point homes typically require only two -bedrooms which can be troublesome for some owners due to lower resale and appreciation values. Sentiments regarding the future feasibility of continuing to produce a supply of homes in the \$200,000 price range were not favorable due to increased demand, development, park and utility fees plus land and construction costs.

Figure 81: Veramendi Planned Development



Source: www.communityimpact.com/austin/new-braunfels/development-construction/2017/12/15/2b-veramendi-development-add-7000-jobs/

TOTAL

CONDO	113
45'x130'	287
50'x130'	320
55'x130'	140
60'x130'	251
65'x130'	84
70'x130'	188
80'x130'	123
100'x130'	95
TOTAL:	1601

PHASE 4

60'x130'	39
70'x130'	70
80'x130'	60
100'x130'	95
TOTAL:	264

PHASE 3

CONDO	88
45'x130'	110
50'x130'	103
55'x130'	40
60'x130'	62
70'x130'	33
TOTAL:	436

PHASE 2

CONDO	25
45'x130'	90
50'x130'	129
55'x130'	61
60'x130'	70
65'x130'	39
70'x130'	30
80'x130'	27
TOTAL:	471

PHASE 1

45'x130'	87
50'x130'	88
55'x130'	39
60'x130'	80
65'x130'	45
70'x130'	55
80'x130'	36
TOTAL:	430

Legend:

- CONDO
- 45'x130'
- 50'x130'
- 55'x130'
- 60'x130'
- 65'x130'
- 70'x130'
- 80'x130'
- 100'x130'

Scale: 0 200 400 800
SCALE: 1"=400'

North Arrow: NORTH

Map Labels: DET., Park, Drainage Swale, Historic House, Future Development, S. CRANES MILL RD, Pedestrian Crossing, W.W.T.P., 2-Acre Fire Station, SH 46, FM 3009, Future Mixed-Use.

CDS

Table 83: New Braunfels Single-Family New Development (North of I-35)

Map Number	Builder	Subdivision	Address	Square Foot Range	List Price Range	Current List Price/Sq.Ft. Range	Subdivision Details
1	Ashton Woods	Copper Ridge	5693 Copper Creek	2,969 - 3,725	\$478,000 - \$544,000	\$161 - \$146	Gated entry, cabana, picnic area, tennis courts, walking trails
2	Bella Vista	Cloud Country	710 Conrads Lane	1,840 - 3,383	\$265,000 - \$345,000	\$144 - \$102	Community pool
3	Chesmar Homes	West Point Village	659 Mission Hill Run	2,096 - 2,803	\$338,990 - \$371,990	\$162 - \$133	Gated entry, walking distance to new retail,
4	Chesmar Homes	Wasser Ranch	612 Whipper	1,737 - 3,173	\$263,990 - \$371,990	\$152 - \$117	Park, Playground, walking trail, fishing pond
5	Coventry Homes	Copper Ridge	5715 High Forest Drive	2,581 - 3,469	\$499,990 - \$649,990	\$194 - \$187	gated entry, security guard, community pool, lap pool, play pool, basketball court, tennis courts, pavilion, fire pit, picnic area
6	D.R. Horton	Oak Creek	3020 Goodwin Lane	1,585 - 2,561	\$245,000 - \$303,500	\$155 - \$119	On-site Oak Creek Elementary school
7	Lennar	The Crossings	5636 Cross Over Road	1,662 - 3,159	\$255,999 - \$358,499	\$154 - \$113	Community pool, walking trail, green spaces
8	Lennar	Heather Glen	1979 Heather Glen Drive	1,034 - 3,003	\$179,999 - \$285,499	\$174 - \$95	100 lots remaining
9	Pulte, Scot Felder Homes, David Weekly Homes, Gehan Homes, Perry Homes	Veramendi	2290 Oak Run Pkwy	n/a	\$250,000 - \$350,000	n/a	Open space, outdoor sports and recreation facility, picnic areas, community center, pool, playgrounds, walking trails, city center, new YMCA, college campus, riverfront resort hotel, retail, office and commercial spaces. 2,400 total acres, 6,000 housing units planned.
10	Bella Vista, Highland Homes, Ashton Woods	Meyer Ranch	9391 TX 46	2,086 - 3,900	\$200,000 - \$400,000		Resort style pool, sports fields, sports courts and extensive walking trails. 700 total acres, 1,600 housing units planned, condo - 100' lots.

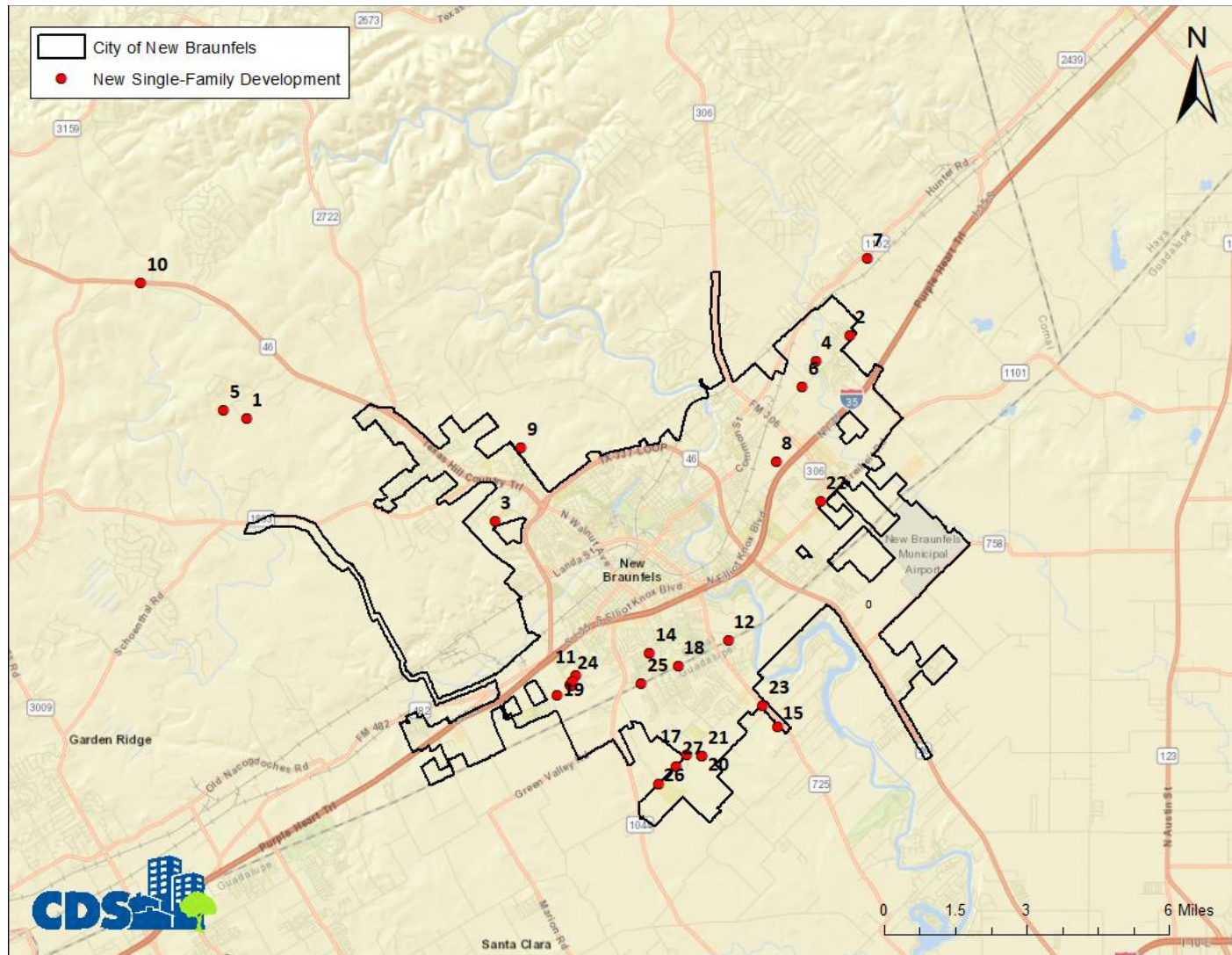
Source: Builder sales agents and websites

Table 84: New Braunfels Single-Family New Development (South of I-35)

Map Number	Builder	Subdivision	Address	Square Foot Range	List Price Range	Current List Price/Sq.Ft. Range	Subdivision Details
11	Ashton Woods	Highland Grove	3121 Morningside Drive	1,681 - 3,423	\$236,000 - \$297,000	\$140 - \$87	Community pool, playscape, walking trail
12	Ashton Woods	Pecan Crossing	254 E County Line Road	2,011 - 3,475	\$277,990 - \$329,990	\$138 - \$95	Playscapes, 2-acre private park, walking trails
13	Bella Vista	Highland Grove	3201 Morningside Drive	1,548 - 3,409	\$228,500 - \$310,000	\$148 - \$91	Nearing build out, only five lots left
14	Bellaire Homes	Rolling Valley	1614 Calvin Loop	1,396 - 2,596	\$239,900 - \$306,900	\$172 - \$117	Nearing build out, cul-de-sacs, parks,
15	Century Communities	Solms Preserve	3240 FM 725	1,205 - 2,141	\$181,900 - \$232,000	\$151 - \$108	n/a
16	Chesmar Homes	Highland Grove	3218 Roan St	1,731 - 3,173	\$279,990 - \$365,990	\$162 - \$115	Community pool, playscape, walking trail
17	D.R. Horton	Augustus Pass	802 W Klein Road	1,442 - 2,678	\$209,350 - \$252,350	\$145 - \$94	3 miles from largest city park in New Braunfels, Fischer Park
18	D.R. Horton	Park Ridge Estates	961 W County Line Road	1,580 - 2,710	\$239,500 - \$278,400	\$152 - \$103	Fischer Park is across the street w
19	KB Home	Heritage Park	3407 Morningside Drive	1,234 - 2,960	\$185,995 - \$240,995	\$151 - \$81	n/a
20	KB Home	Legend Point	763 W Klein Road	1,234 - 2,960	\$188,995 - \$236,995	\$153 - \$80	Children's playground, picnic pavilion, a sparkling pool and walking trail
21	KB Home	Legend Point - The Reserves	763 W Klein Road	1,792 - 3,475	\$221,995 - \$268,995	\$124 - \$77	Children's playground, picnic pavilion, sparkling pool and walking trail
22	KB Home	West Village at Creekside	2101 FM 1101	1,675 - 3,699	\$229,995 - \$289,995	\$137 - \$78	Junior Olympic-sized pool with beach entry and splash area
23	Lennar	Glencrest	3017 FM 725	1,459 - 2,050	\$221,499 - \$249,499	\$152 - \$122	n/a
24	Lennar	Highland Grove	3173 Morningside Drive	1,621 - 3,159	\$233,499 - \$331,999	\$144 - \$105	Community pool, recreation facility, walking trail and playscape
25	Lennar	Voss Farms	1710 W County Line Road	1,242 - 3,159	\$200,499 - \$337,999	\$161 - \$107	Elementary school, county line memorial trail, Fischer Park, Karaft Park
26	Pulte Homes	Ridgemont	1035 W Klein Road	1,584 - 3,265	\$213,990 - \$304,990	\$135 - \$93	Community pool, walking trails, fishing pond
27	William Lyons Homes	Legend Point	643 W Klein Road	1,431 - 2,615	\$218,990 - \$260,990	\$153 - \$100	n/a

Source: Builder sales agents and websites

Figure 85: New Braunfels New Single-Family Development Map



Source: Single-Family Builder Websites, CDS Community Development Strategies

ANALYSIS AND RECOMMENDATIONS – RENTAL HOUSING

Magnitude of Affordable Demand / Supply Gaps by Income Level

Estimating the magnitude of affordable housing demand requires the establishment of standards for affordable rent levels and home purchase prices. This is relatively straightforward for rental housing, as household income levels can be directly translated into affordable monthly rents at a maximum of 30% of gross income. It should be noted that considerations such as security deposits, incarceration records, credit scores, family size, willingness to share with roommates, and other household expenses (medical payments, car-related expenses, student loan payments, etc.) are obviously important in determining the affordability levels for individual households, but are beyond the basic analysis provided in this report as summarized in the table below.

The corresponding HUD income limit classifications for 2018 are included in the analysis table for reference purposes, as the City and developers must adhere to the rules attached to these classifications if using federally funded subsidies to produce affordable housing.

Table 86: Affordable Rent Calculation

Annual income	\$15,000	\$20,000	\$25,000	\$30,000	\$35,000	\$40,000	\$45,000	\$50,000	\$55,000	\$60,000	\$65,000	\$70,000	\$75,000
Hourly wage rate	\$7.21	\$9.62	\$12.02	\$14.42	\$16.83	\$19.23	\$21.63	\$24.04	\$26.44	\$28.85	\$31.25	\$33.65	\$36.06
Weekly wage	\$288	\$385	\$481	\$577	\$673	\$769	\$865	\$962	\$1,058	\$1,154	\$1,250	\$1,346	\$1,442
Monthly income	\$1,250	\$1,667	\$2,083	\$2,500	\$2,917	\$3,333	\$3,750	\$4,167	\$4,583	\$5,000	\$5,417	\$5,833	\$6,250
Max. rent	\$375	\$500	\$625	\$750	\$875	\$1,000	\$1,125	\$1,250	\$1,375	\$1,500	\$1,625	\$1,750	\$1,875
HUD Family Income Classification (2018):													
2-person family	ELI	ELI	VLI	VLI	LI	LI	LI	LI	LI				
3-person family	ELI	ELI	VLI	VLI	VLI	LI	LI	LI	LI	LI			
4-person family	ELI	ELI	ELI	VLI	VLI	VLI	LI	LI	LI	LI	LI		

Notes:

(1) Hourly wage rate based on 2,080 hours/yr.

(2) HUD derives its income limits from median family income (MFI) for a given area (Comal County). Family income considers only households with at least two persons related by birth, marriage, or adoption living in the same housing unit; it does not include 1-person households or households of two or more unrelated people. ELI = Extremely Low Income, VLI = Very Low Income (50% MFI), LI = Low Income (80% MFI).

The most relevant estimate of affordable rental housing need in Comal County is from the 2017 American Community Survey data as related in an earlier section of this report. That data showed very high levels (over 85%) of housing cost burden for renter households earning less than \$35,000 of annual income, which is 50% of the county's median income and includes many who work in low-skill, low-rank positions in industries such as Retail, Health Care, and Accommodation and Food Services. High burden levels were also estimated for households earning between \$35,000 and \$50,000 per year, which likely includes large shares of lower skill or lower ranking employees across a wide range of industries; approximately 62% of such households were estimated to be cost-burdened. Even 20% of renter households earning between \$50,000 and \$75,000 fell into the rent-burdened category.

Based on the Affordable Rent Calculation table on the previous page, a summary of the total cost-burdened renter households as of 2017, and the maximum rent they should pay to avoid being cost-burdened, is as follows:

Table 87: Estimated Comal County Affordable Rental Housing Need by Income Range, 2017

Income Range	# Cost-Burdened Households	Monthly Rent Range Needed
Less than \$20,000	1,702	Under \$500
\$20,000 to \$34,999	1,720	\$500 to \$875
\$35,000 to \$49,999	1,779	\$875 to \$1,250
\$50,000 to \$74,999	413	\$1,250 to \$1,875

Source: US Census Bureau American Community Survey 2017 1-Year Data

Table 88: Estimated New Braunfels Affordable Rental Housing Need by Income Range, 2017

Income Range	# Cost-Burdened Households	Monthly Rent Range Needed
Less than \$20,000	1,718	Under \$500
\$20,000 to \$34,999	1,465	\$500 to \$875
\$35,000 to \$49,999	1,779	\$875 to \$1,250
\$50,000 to \$74,999	413	\$1,250 to \$1,875

Source: US Census Bureau American Community Survey 2017 1-Year Data

These estimates may be understated or insufficient because:

- Some households may have other expenses (notably children) which lowers the range of rent needed to have a truly manageable household budget; their needed monthly rent range is lower than what is reported in the table.
- Some renter households are not classified as cost-burdened because they are “doubling up” with other renters in a situation more crowded than they would prefer, but necessary to avoid being cost-burdened.
- These figures are based on the 2017 1-Year ACS. Given the fast growth in the county, the current numbers for 2018 are likely higher than those shown in the table.

Alternatively, there could be an element of overstatement in these estimates of households due to retirees who have low incomes but have sufficient wealth to tap into for rent payments.

New Braunfels Role in Supply Provision

The previous estimates of affordable housing need represent Comal County-wide totals. New Braunfels accounts for 89% of the county’s renter households and 48% of the county’s owner-occupied households. Furthermore, about 20% of New Braunfels is located in Guadalupe County. So, New

Braunfels should not be obligated to bear the responsibility of providing affordable rental housing for the whole county, however from a renter household standpoint almost all of the county's rental housing units are located in New Braunfels.

However, given that New Braunfels already has a substantial and growing base of industries such as Accommodation and Food Services, Retail Trade, Health Care, Administrative and Waste Services, and Professional and Technical Services which generate households in the analyzed income ranges, the community could consider having some amount of responsibility to provide reasonable housing for these employees.

The analyzed income ranges in the previous tables cover typical job positions in a wide range of industries in Comal County and New Braunfels, including some of its fastest-growing like Health Care and Administrative and Waste Services, so growth of those sectors will further increase demand for housing priced in those ranges. Also, 2018 city worker wages for a police officer starting salary is \$52,500 a year (with a \$3,000 signing bonus) and range up to \$70,556, a firefighter starts at \$50,373 and range up to \$65,125 while librarians average \$19.59 an hour, solid waste operators average \$17.05 an hour and parks maintenance workers average \$14.35 an hour.

New Braunfels is only providing approximately 1,011 total combined units of rental housing in Class B and C multi-family properties (known to be "Naturally Occurring Affordable Housing" (NOAH)) or subsidized and income-restricted units for lower wage level renters. Occupancy data available for these properties shows that these units have an overall occupancy average of 96% with only one property, Braunfels Haus (80% occupied), below 90% occupancy.

This indicates very strong demand for multi-family rental housing with average rents at or below \$1,000. As noted earlier in this report, New Braunfels has 5,457 total multi-family rental units of which 80% are Class-A units (4,446) leaving only 20% of existing multi-family units in New Braunfels in lower rated properties.

The lowest income groups are served by subsidized and income-restricted multi-family properties, including the public housing properties of the New Braunfels Housing Authority. There are approximately 276 such units in New Braunfels; however, the need for rental housing reasonably affordable to households earning less than \$35,000 was **3,422** as of 2017 and is likely considerably higher now. In addition, 100 of the subsidized units are located at Landa Place and are age restricted to residents aged 55 and older, leaving only 176 subsidized units for all aged renter households.

It is likely that not all households in the \$35,000 and below income range are employed; some may be receiving disability assistance from the government. However, there are likely still many employees in this income range that are working at New Braunfels employers, or who are independent contract workers in New Braunfels.

Because New Braunfels's supply of independently rented housing (as opposed to larger multi-family complexes or homes rented through realtors) is not easily quantified, its role in affordable housing provision is definite but of uncertain magnitude.

Multi-family analysis

Market data on New Braunfels rental housing indicates a significant increase in lease rates since 3Q 2010, rising by 30% overall for all classes since that time. Though rate increases have slowed in the last two years for multi-family apartments the only new supply of multi-family in New Braunfels during that time were Class-A properties with high rents. However, based on the research on current rents at existing properties, it appears that the stock of NOAH in New Braunfels has appreciated to the point where it is devoted to renters with wages above \$35,000 – basically the lower middle class.

Furthermore, the supply of subsidized units along with Class B and C properties is only 1,011 units, nowhere close to the need of 3,422 as of 2017. Continued appreciation would shrink the affordability role this housing stock plays. Also, investigation by CDS revealed that many multi-family properties of all classes along with single-family units are being rented out to seasonal workers and/or tourists via web and app-based sites like AirBnB, VRBO and Craigslist. While this keeps occupancy high (because the unit is essentially paid for whether there is someone actually staying in it or not) this practice will shrink the supply of rental housing available to local employees even further.

Three general classes of multi-family rental units can be focused on for affordable housing supply:

1. **Small-scale multi-unit rental structures (primarily duplexes and quadplexes):** Data on rents in New Braunfels's stock of small-scale rental multi-family structures was limited, but it appears that these units have the ability to provide near Class B rental rates. Existing duplexes and quadplexes must be preserved as they will be the future supply of NOAH (Naturally Occurring Affordable Housing). Their unit size may be slightly larger than conventional apartments and have some semi-private yard space, making them more suitable for families. Two principal clusters of such units were identified: the neighborhood located between Post Road and the west side of I-35, mainly along Gruene Road and Glenbrook Drive; another pocket of recently built duplexes off Post Road in the same vicinity on Sagebrook Drive, Prickly Pear Drive and Bushtail Drive; and an area east of I-35 off Lake Front Avenue where new duplexes have been built on Carolyn Cove; Condition appears to vary, but there was no observation of any extensive deterioration. In fact, units appeared to have been recently built or received rehab or upgrades during field research. Though rates and supply of mobile homes were not examined, there are many pockets of mobile home parks scattered throughout the city that certainly provide an affordable option, especially for families, considering the severe lack of subsidized, Class B and C multi-family units.
2. **Older, Class B and unrated apartment complexes:** Currently, older apartment properties serve as the key reservoir of rental units for semi-skilled and "service class" workers in what might be termed the "lower middle class." The target income ranges for these properties are households with incomes from \$35,000 per year to \$50,000 and slightly higher. Employment growth trends and the identified target industries for New Braunfels indicate that the prospects for increased demand in this rent range are strong. It is important that the existing properties, other than some very small properties with potential condition issues, not be lost to redevelopment or other change of use.
3. **Subsidized properties serving very low income and low-income residents.** Rental households with incomes under \$35,000 have virtually no choice for affordability except to either "double up" with roommates or family or seek units at subsidized properties whose income limits are meant to specifically serve households in this income group. The large estimated demand from

households in this income class means that New Braunfels will need to examine possibilities for further increasing the stock of such units. Several multi-family properties visited during field research noted that their properties had previously been Low Income Housing Tax Credit properties that were not renewed either when the mandated time had lapsed, and/or new ownership opted to no longer participate, leaving only three properties left in New Braunfels, of which one is age restricted for 55+. It is vital that the city encourage the few existing income-restricted properties to remain as such when required income restriction periods ends and work on providing projects for new construction of subsidized and income restricted properties. Manufactured home sites could be targeted for potential future redevelopment sites for subsidized and very low-income multi-family properties.

ANALYSIS AND RECOMMENDATIONS – FOR-SALE HOUSING

Magnitude of Affordable Demand / Supply Gaps by Income Level

Estimation of affordable home purchase prices is more involved than for rental housing, and requires additional assumptions regarding the type of mortgage, interest rates, property taxes, and other expenses such as property insurance. As of 2018, the vast majority of first-time home buyers in moderate price categories are utilizing programs such as Federal Housing Administration (FHA) mortgage insurance, which reduces the required down payment to as low as 3.5% of purchase price. The following tables describe an FHA mortgage scenario and other assumptions to arrive at the income levels needed for an estimated monthly housing cost below the 30% standard. The calculations indicate that a first-time home purchase for households with incomes under \$40,000 is likely unrealistic.

Table 89: Affordable For-Sale Home Price Calculation

Assumptions

Tax Rates

Comal County 0.295191

City of New Braunfels 0.48822

New Braunfels ISD 1.3658

Total \$2.149211

Down payment 3.50% of home price

Closing costs 4.00% of home price

FHA UFMIP 1.75% of loan amount

Annual mortgage insurance 0.85% of loan amount

Mortgage rate 4.90% per year

Mortgage term 30 years

Insurance \$1,500 per year

Affordability standard 30% of gross income

Home price	\$150,000	\$175,000	\$200,000	\$225,000	\$250,000	\$275,000	\$285,000	\$300,000	\$325,000	\$350,000
Down payment	\$5,250	\$6,125	\$7,000	\$7,875	\$8,750	\$9,625	\$9,975	\$10,500	\$11,375	\$12,250
Closing costs	\$6,000	\$7,000	\$8,000	\$9,000	\$10,000	\$11,000	\$11,400	\$12,000	\$13,000	\$14,000
Total up-front costs	\$11,250	\$13,125	\$15,000	\$16,875	\$18,750	\$20,625	\$21,375	\$22,500	\$24,375	\$26,250
FHA Loan amount	\$147,283	\$171,830	\$196,378	\$220,925	\$245,472	\$270,019	\$279,838	\$294,566	\$319,113	\$343,661
Monthly mortgage	\$788	\$920	\$1,051	\$1,182	\$1,314	\$1,445	\$1,498	\$1,577	\$1,708	\$1,839
Monthly MIP	\$104	\$122	\$139	\$156	\$174	\$191	\$198	\$209	\$226	\$243
Monthly home insurance	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125	\$125

Home price	\$150,000	\$175,000	\$200,000	\$225,000	\$250,000	\$275,000	\$285,000	\$300,000	\$325,000	\$350,000
Monthly taxes	\$27	\$31	\$36	\$40	\$45	\$49	\$51	\$54	\$58	\$63
Total PITI with MIP	\$1,045	\$1,198	\$1,351	\$1,504	\$1,658	\$1,811	\$1,872	\$1,964	\$2,117	\$2,271
Required MGI	\$3,482	\$3,993	\$4,503	\$5,014	\$5,525	\$6,036	\$6,240	\$6,547	\$7,058	\$7,568
Required annual income	\$41,780	\$47,910	\$54,040	\$60,170	\$66,300	\$72,430	\$74,882	\$78,560	\$84,691	\$90,821
Weekly wage	\$803	\$921	\$1,039	\$1,157	\$1,275	\$1,393	\$1,440	\$1,511	\$1,629	\$1,747
Hourly wage equivalent	\$20.09	\$23.03	\$25.98	\$28.93	\$31.88	\$34.82	\$36.00	\$37.77	\$40.72	\$43.66
HUD Family of 4 Classification	VLI	LI	LI	LI	LI					

Note: Hourly wage rate based on 2,080 hours/yr. VLI = Very Low Income (50% MFI); LI = Low Income (80% MFI)

It should be noted that the FHA price / income model does not include other likely housing-related expenses such as maintenance, utilities, and home owner's association dues.

Lastly, while this model may provide a reasonable estimate of required household income, it does not include other financial constraints such as other personal and student loan debt, car-related expenses, health care expenses, etc. The model also assumes the buyers have the needed up-front costs, which is a common affordability challenge for entry-level and first-time buyers.

The 2017 ACS 1-Year data provided in the first section of the report showed that in New Braunfels 22% (4,234) of all home owner-occupied units are housing cost burdened and 19% (7,534) in Comal County. Furthermore, households earning under \$35,000 annually constitute an estimated 14% (5,308) of total owner-occupied households in Comal County and 18% (3,424) of total owner-occupied households in New Braunfels; also, the above FHA model shows that such income levels would be very difficult to qualify as first-time buyers, because the attainable purchase price of homes would be an unrealistically low level. The ACS data also showed that for households making \$75,000 or more, only 3% (1,363) in Comal County and 3% (157) in New Braunfels would be considered cost-burdened at the 30% standard. So, an estimate of the magnitude of affordable for-sale housing needs will focus on households with incomes from \$35,000 to \$75,000 annually, who constitute the bulk of the lower half of the "middle class" (median income in Comal County in 2017 was estimated to be approximately \$71,000 and \$58,814 in New Braunfels).

It should be noted that less conventional models such as small-unit low-rise condominiums, the manufactured home and mixed-tenure model and mixed owner-renter duplexes (where the rental unit income can count toward mortgage qualification) could be residential development products that provide a more feasible pathway into affordable home ownership for households under \$35,000 in income. Their market feasibility in New Braunfels is as yet unknown for some of these products, so they are not a focus of this analysis, though further investigation of them as a future affordable option may be warranted.

The ACS estimated that the number of cost-burdened households in 2016 in Comal County was as follows, associated with the maximum home price these households could pursue without being cost-burdened:

Table 90: Estimated Comal County Affordable For-Sale Housing Need by Income Range, 2017

Income Range	# Cost-Burdened Households	Home Price Range Needed
\$20,000 to \$34,999	1,359	Under \$150,000
\$35,000 to \$49,999	1,360	Under \$200,000
\$50,000 to \$74,999	1,450	\$200,000 - \$290,000

Source: US Census Bureau American Community Survey 2017 1-Year Data

Table 91: Estimated New Braunfels Affordable For-Sale Housing Need by Income Range, 2017

Income Range	# Cost-Burdened Households	Home Price Range Needed
\$20,000 to \$34,999	940	Under \$150,000
\$35,000 to \$49,999	1,065	Under \$200,000
\$50,000 to \$74,999	873	\$200,000 - \$290,000

Source: US Census Bureau American Community Survey 2017 1-Year Data

These estimates would likely be underestimated for 2018 and the near future, for the following reasons:

- Home prices continued escalating after 2017, while incomes likely did not keep pace.
- The overall population of Comal County and New Braunfels also continued to rapidly increase since 2017.

The analyzed income ranges cover typical job positions in a wide range of industries in Comal County, including some of its fastest-growing like Health Care and Administrative and Waste Services, so growth of those sectors will further increase demand for housing priced in those ranges. Also, police officer starting salary is \$52,500 a year (with a \$3,000 signing bonus) and range up to \$70,556, a firefighter starts at \$50,373 and range up to \$65,125 while solid waste operators average \$17.05 an hour, librarians average \$19.59 an hour and parks maintenance workers average \$14.35 an hour.

New Braunfels Role in Supply Provision

The most obvious issue with the output of for-sale housing needs analysis is that the availability of homes priced under \$200,000 in New Braunfels has shrunk by 32% since a peak in 2014 of 698 homes sold under \$200,000 to a low of 473 sold in 2017. There has been no newly developed conventional single-family housing in that price range and builders have shared that the feasibility of newly constructed single-family homes priced \$200,000 and below without any assistance from the city or other housing programs is unlikely to impossible moving forward with the lowest prices as of November 2018 in the \$220,000's. Existing single-family homes, which are greatest inside TX-337 Loop, have appreciated in value to the point where currently there are only five single-family homes listed for sale

inside TX-337 Loop listed below \$200,000. Affordability of existing and new homes does increase south of I-35 with the potential for lower priced new homes likely to begin occurring on farm lands located in Guadalupe County but outside the city limits of New Braunfels.

Thus, whether to target the \$35,000 to \$50,000 income range for for-sale housing options in New Braunfels becomes a major affordable housing policy decision. Even if New Braunfels does decide to do so, land and development costs will be a challenge that likely limits the potential quantity of conventional single-family homes to a small share of the amount needed. The development of garden homes, patio homes, townhomes or row housing on very small (28-foot-wide) lots could be investigated as a product that may be feasible for developers with support from the city or other housing programs. Home prices affordable to annual incomes of \$41,780 to \$60,000 range from \$150,000 to \$225,000 and new homes in those prices appear to be not feasible in new construction. Therefore, for-sale homes targeted for annual incomes of \$41,780 to \$60,000 will require some form of builder, developer and/or buyer assistance.

Homes priced to be affordable to households in the \$60,000 to \$90,000 income ranges (home prices from \$225,000 to \$350,000) are being built today in New Braunfels. The housing supply for homes in these price ranges in the near-term have a positive outlook for more of such single-family (detached and attached) being produced, primarily east of I-35 and in future large-scale residential developments like Veramendi and Meyer Ranch: the number of lots likely to accommodate such housing numbers could be around 1,000 units based on current plans in just these two named developments alone for condo units and smaller single-family lots in the 50 to 45 foot range (Meyer Ranch-113 condo units, 287 45' lots, 320 50' lots).

The question becomes whether future developments in the middle and long term will continue to add to supply. In addition, new homes priced at \$225,000 and below affordable to annual incomes of \$60,000 and below has the potential to be ignored if the city does not work closely with developers, builders and buyers to ensure that demand in these incomes and price ranges is met accordingly with proper supply. This can be done large scale through master planned communities and large-scale mixed-use developments as well as at a more incremental, small scale through infill development in existing neighborhoods that is already taking place and can be accounted for by the location of residential building permits mapped earlier in this report.

One other aspect to meeting affordable for-sale housing needs is that many potential buyers who qualify for a mortgage in terms of income may not be able to pay the needed up-front costs (also estimated in the above analysis), even with programs such as FHA. It should be noted that VA and USDA loan programs offer 0% down options and veteran buyers play a significant role in single-family home purchases in New Braunfels and have a veteran housing benefit which automatically can allow them financing approval for up to \$435,000 per official representatives with Veterans Association of Real Estate Professionals (VAREP) interviewed for this study. Whether or not to address this element of demand becomes another policy decision that would be focused equally on housing supply and buyer assistance.

Seguin and San Marcos have an estimated 8,000 and 14,000 lots platted in addition to about 12,000 in New Braunfels. Seguin has become a major player in the regional housing market for more affordably priced homes where as New Braunfels over the past several years has attracted more affluent buyers and is currently considered a “move-up” market for home owners seeking a housing upgrade. This

impacts economic development and employment because local employers must offset the transportation cost of lower to moderate hourly wage workers due to lack of affordable supply in New Braunfels. New Braunfels's main competition for affordable priced homes will be Seguin.

Single-family analysis

The opportunity to preserve for-sale housing under \$200,000 is nearly gone in New Braunfels; keeping the existing stock at those prices would require rapid and significant action. As stated, there are currently only five single-family properties located inside New Braunfels' TX-337 Loop listed at prices below \$200,000. Such housing is most likely to be found in the very few older small lot homes (typically 2-bedroom, one bath) and attached condominium complexes in the city or in areas with 1960s to 1980s-era homes that are not seeing infill or tear-downs and redevelopment. Development of new single-family housing under \$200,000 is impossible to achieve in New Braunfels without developer, builder and/or buyer assistance.

Preservation of housing in the \$200,000 to \$275,000 range has greater opportunities, both in terms of existing older housing (especially east of I-35) and sites for new housing development (again, primarily east of I-35). Sites north of I-35 currently have existing and new homes starting at \$250,000 to \$275,000 and greater.

- For-sale housing affordable to median income in New Braunfels of \$58,000 are in the \$200,000 to \$225,000 price range.
- Older neighborhoods built in the 1960s to 1980s, and possibly into the 1990s, on conventional suburban-sized lots likely provide the greatest preservation opportunity in this price range.
- Preservation of sites for future affordable for-sale housing development will entail (at a minimum) examination of infrastructure provision, development fees, and the approval process to ensure that the city is not counteracting or removing the conditions that are allowing such housing to be produced today. As exogenous costs such as land and construction costs continue to rise, these elements of the development process can be examined for potential ways to mitigate those costs to preserve the current housing delivery system and financial model.
- Recent changes to development and other city fees required for residential development have taken place and if left as is will create a noticeable price increase for new housing development. Local real estate agents stated that homes priced \$500,000 and greater have an 8-month+ inventory and is purely a buyers' market, therefore new homes in this price range will still have ample supply to meet demand for that product. However, impact fees will absolutely be a limiting factor concerning new supply of single-family housing at prices affordable to the median income and below of New Braunfels at \$58,000 and below annual income.
- Development and utility fees for new construction in New Braunfels can range from \$10,000 to \$28,000 per lot which must be augmented or reimbursed for developers of housing in affordable price ranges from \$200,000 to \$225,000.
- One consideration to address creating increased supply of fore-sale housing to all income ranges is creating denser housing development such as townhomes, row houses and condos. The added density of putting more units on less land can reduce necessary land, construction and selling costs. Also, these various forms of housing can be tailored to varying income levels by controlling aspects of the exterior and interior of units by offering a spectrum of finishes, materials and appliances from very basic for lower to moderate incomes \$45,000 to \$60,000 to luxury for incomes \$60,000 and greater.

Discussion Group and Interview Summaries

As part of this study, the New Braunfels Chamber arranged various discussion groups to assist CDS in gathering information and feedback from the community. These groups included local employers, home builders and developers, realtors, bankers, hospital, school district, utility and city staff. The information gathered from these discussions corroborated the findings and recommendations of this study. They also highlighted their unique challenges and possible solutions related to the local housing shortage.

Whether it be housing, community or quality of life issues respondents revealed a strong preference for living and working in New Braunfels. In fact, there was some concern that New Braunfels has become too popular of a housing destination with the recent spike in home sales to retirees, summer vacation home owners and veterans. Several interviewees and groups expressed apprehension regarding the rising cost of transportation, rent and housing over the past several years in terms of its impact on the economic sustainability and competitiveness of the city. Local firms are paying higher and higher wages to hourly workers in order for them to afford rising housing and transportation costs.

Individual and group interviews revealed that many local employers have increased hourly rates and salaries to lowest paid workers and many companies have even relaxed many hiring criteria such as drug testing, no background checks, no credit checks and no education requirements. Employers say they have done this as a result of the tightening job market in New Braunfels that many believe in some ways is caused mostly due to a severe lack in multi-family rental units affordable to lower wage and salary workers. Since many of these workers cannot find affordable rental units in New Braunfels they are renting and, in some cases, purchasing more affordable housing in surrounding cities and counties. With a lack of any local or regional public transportation this puts pressure on low to moderate income workers by forcing them to travel to and from work at longer distances racking up personal transportation costs on already low to moderate income and housing cost burdened households.

Many employers provided first hand data on how their employees travel to work, which again tends to burden already cost burdened households. Workers are carpooling to work with fellow workers either due to lack of funds or legal ability to drive. Several employers mentioned that workers who carpool do save money on transportation costs, but the employer suffers greatly when there is car trouble, or the designated driver is sick or not able to work on a particular day due to personal reasons. In these cases, an employer may be short anywhere from two to five or more workers in one shift due to transportation issues. Some even reported their workers depending on taxis and uber services to get to and from work. The increasing transportation burden on local workers is beginning to become an issue and as previously stated as more companies relocate to the city and employment increases and affordable housing supply cannot keep up with growing demand workers reside farther and farther away and pay higher and higher transportation costs.

Many real estate agents and housing builders and developers expressed concern on the impact recent significant development, park and utility fee increases will have on the future of housing development at all prices and housing types. At the same time many of those same individuals understood that these fees could be reimbursed or mitigated in order to help developers and builders create more affordable housing.

New Braunfels Area Housing Survey

As part of this study, a survey was administered by CDS and New Braunfels Chamber to better understand the housing needs and preferences of New Braunfels area employees. The survey was conducted in November 2018. Local employers played a key role by encouraging their employees to participate. The survey acquired 1,129 respondents. The respondents work in New Braunfels and most live in New Braunfels or surrounding cities and counties.

Methodology

Questions asked employees about their most recent home renting or buying experience. The survey was created by CDS Community Development Strategies and was distributed online and in print to New Braunfels employers to be administered to their local employees.

Sampling Results and Demographics

There were 1,129 total respondents to the survey, a favorable sample size. However, the results of the survey show that the respondents are weighted somewhat heavily toward higher salary workers. This is a housing study geared towards affordable housing solutions for the local workforce and in relation to the size and related wages to some very large industries in New Braunfels like retail and food and accommodation, the optimal respondents would have been mostly working class and low income.

Survey Results

According to the results, it is constantly getting harder to find housing that meets the needs and budgets of local workers, especially working-class and low-income respondents making the lowest hourly wages and salaries. The survey results were filtered by income. Survey results were analyzed through three separate filters related to income ranges of respondents.

The income ranges are:

- Middle Class - \$50,000 to \$99,999
- Working Class - \$35,000 to \$49,999
- Low Income – 0\$ to \$34,999

Question 1

About how long have you been employed by your current employer? (check one)

Length of Time at Current Employer

Less than one year	20.19%
1 - 2.9 years	21.79%
3 - 4.9 years	14.35%
5 - 9.9 years	17.54%
10 - 14.9 years	11.16%
15 years or more	14.97%

- Almost half of respondents have been employed at their current job for three years or less.

Question 2

What best describes your employment status?

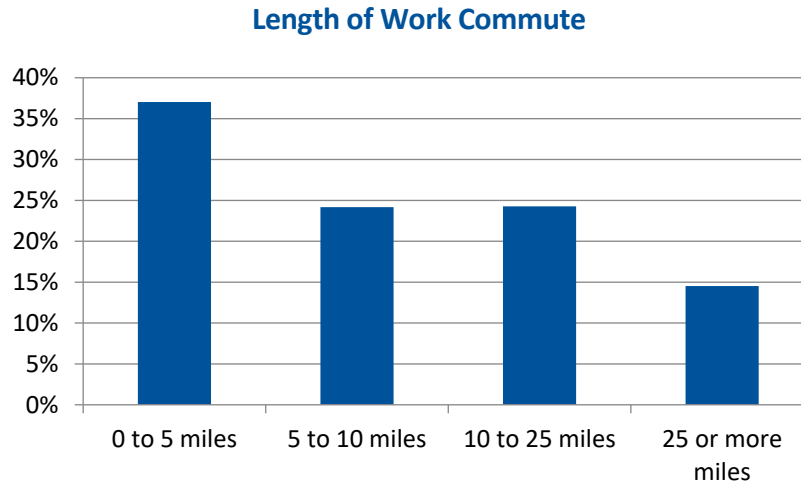
Respondent Employment Situation

Employed full time by local New Braunfels employer	83.97%
Employed part time by local New Braunfels employer(s)	5.93%
Student / intern	0.80%
Local independent contractor	7.88%
Out of town visiting contractor at local New Braunfels employer	1.42%

- A clear majority of respondents were employed full time by local employers.

Question 3

How far do you commute to work each day?



- About 60% of respondents travel 10 miles or less to work each day.

Question 4

Do you currently own, rent, or have another living arrangement?

Housing Tenure of Respondents

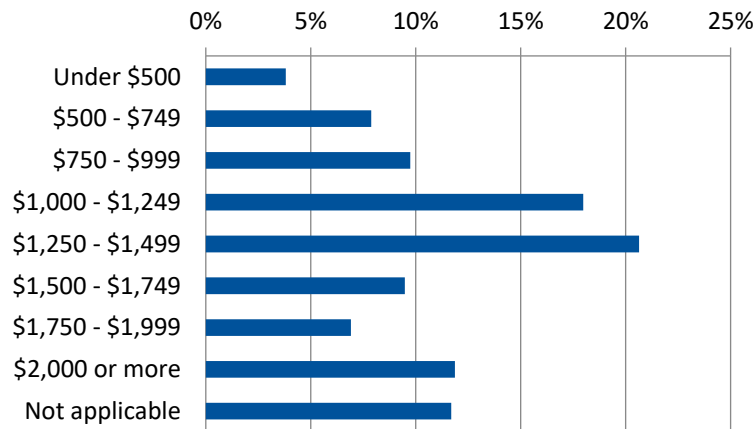
Own	64.92%
Rent	27.46%
Other living arrangement	7.62%

- More than 60% of respondents own their home.

Question 5

What is the amount of your household's monthly mortgage or rent payment?

Respondents' Current Monthly Housing Costs

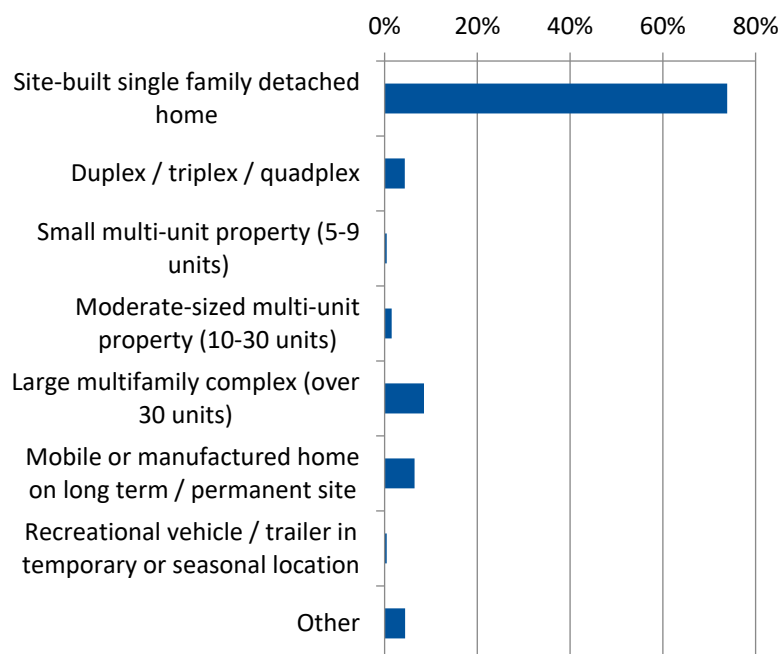


- Almost 40% of respondents pay \$1,000 to \$1,499 per month in mortgage or rent.

Question 6

Please describe the physical structure of your current residence:

Respondents' Current Type of Housing



- Just under 75% of respondents live in a single-family detached home.

Question 7

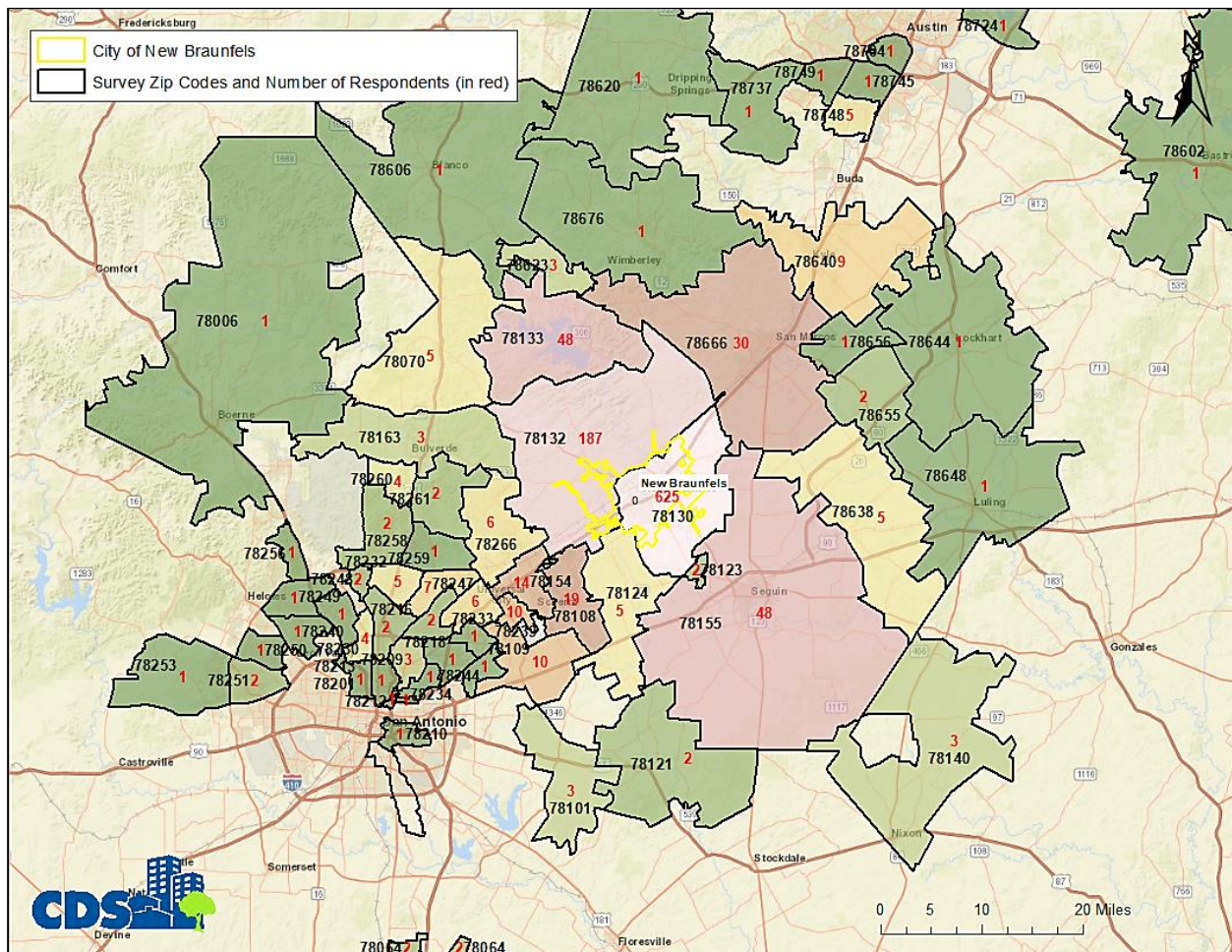
Please state the 5-digit ZIP code of your current residence:

ZIP Codes of Respondents

ZIP	All Respondents	Low Income	Working Class	Middle Income
78130	55.4%	63.3%	70.7%	59.6%
78132	16.6%	4.2%	11.0%	9.0%
78133	4.3%	5.0%	6.1%	4.0%
78155	4.3%	10.8%	1.2%	4.0%
78666	2.7%	8.3%	0.0%	2.0%
All others	16.8%	8.3%	11.0%	21.5%

Low Income = under \$35,000; Working Class = \$35,000 to \$49,999; Middle Income = \$50,000 to \$99,999

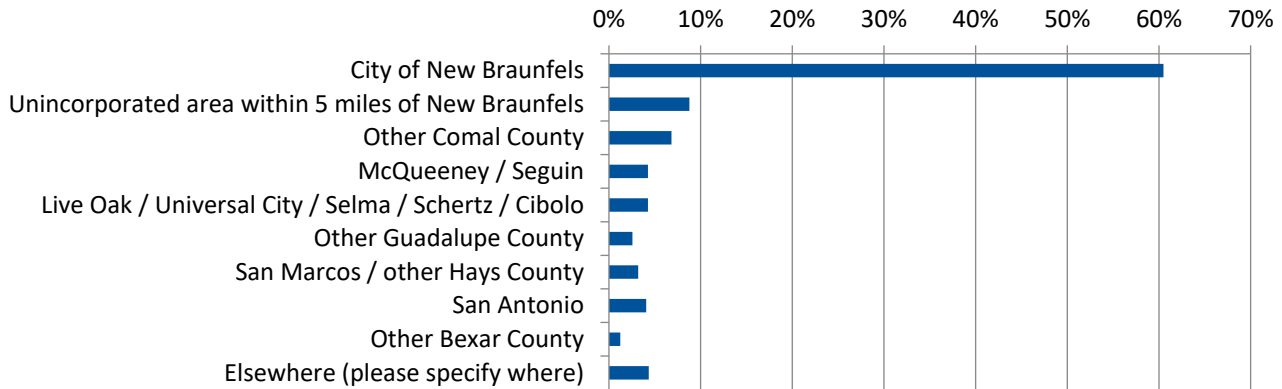
- Respondents primarily reside in New Braunfels. The map below displays the amount or survey respondents (in red) according to the zip code which they reside.



Question 8

Where do you live currently?

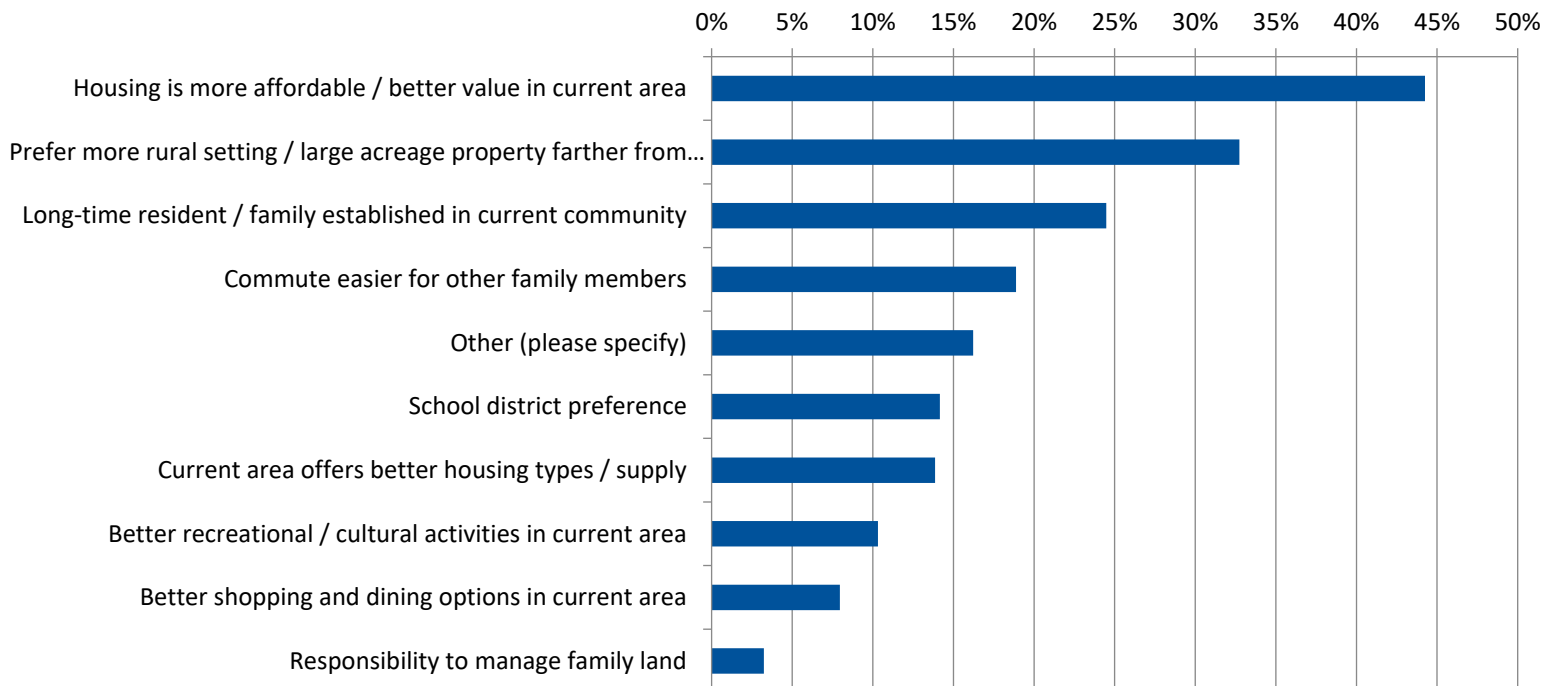
Where Respondents Currently Live



- More than half (60%) of respondents live in New Braunfels.

Question 9

Why do you prefer living where you do now rather than the New Braunfels area? (Choose UP TO THREE things – you may offer your own opinion as one choice after “Other”) (skip to Q12 after completing this question) Why Respondents Not Living in New Braunfels Prefer Where They Live

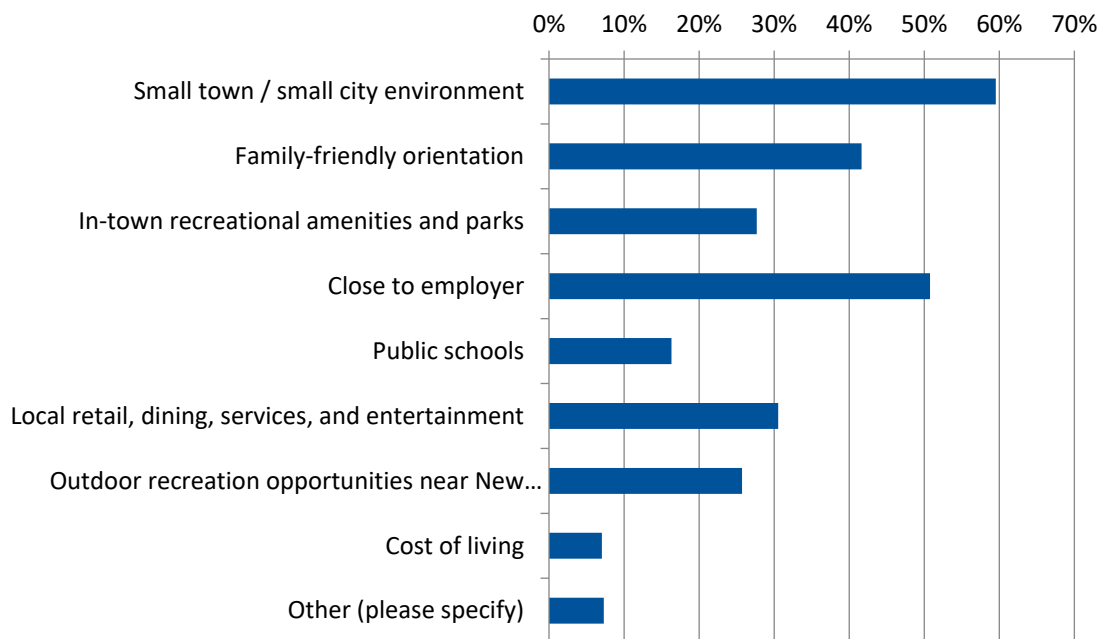


- The top three reasons respondents prefer living where they do are: Housing affordability and value, Rural setting and large acreage property away from development activity and Long time resident or family established in current community.

Question 10

(If you checked “City of New Braunfels” or “Unincorporated area within 5 miles of New Braunfels” in Q8) What do you like best about living in the New Braunfels area? (Choose UP TO THREE things – you may offer your own opinion as one choice after “Other”)

What Respondents Who Live in New Braunfels Like Best About It



- Those who live in New Braunfels or areas within 5 miles of the city like a small town environment, proximity to employment and family friendly orientation.

“Other” Responses

CLOSE TO SAN ANTONIO AND AUSTIN

it is not San Antonio

LOVE LIVING ON RIVER OFF RIVER RD

Between two big cities yet small

Centrally located between San Antonio and Austin

Continuous positive growth

Live Music Scene

I like having the small town feel downtown and in Gruene and then the major retail eyesores (but necessary) on I-35

Grew up here - family is all here

High quality of life

River

Have lived here all my life.

the small town feeling is going away since NB is growing so fast

Raised here

German Culture

I like the existing parks but there aren't enough!!!
Especially trails and playgrounds close to us.

I'm an 8th generation resident. Wouldn't live anywhere else.

neighbors

raised in new braunfels

It used to be small town, not anymore

Music, Music, Music!!!

Looking to move

My extended family is here

I used to love living in this small town but your growth has killed the love and we are wanting to move to a smaller town! Thanks for ruining the town our ancestors founded!

Not a fan of the lack of planning for growth. Bottle necking to 35 to get anywhere. Worst town I've

ever lived due to poor planning. Don't encourage growth if you can't keep up. Discourage the growth.

Born and raised here.

nothing

Scenery

15 yrs ago it was a small town

I like that there is not a bunch of low income high crime residential areas.

Shorter commute lessens automobile maintenance/gas costs and usage

seasonal activities

Less traffic (but not great for how small this town is)

Close to Family

Parents still live in town

German Heritage

The traffic lights are awesome.

We both grew up here and our families are here. NB still has a small town/family-friendly feel to it, but it seems to be disappearing.

Natural resources that are protected

I'm retired

Opportunity

i was born here

Great central location

born here -staying here

it is where my job is.

close to extended family (parents, in-laws, and siblings)

born and raised here

CLOSE TO GRUENE HALL, ETC.

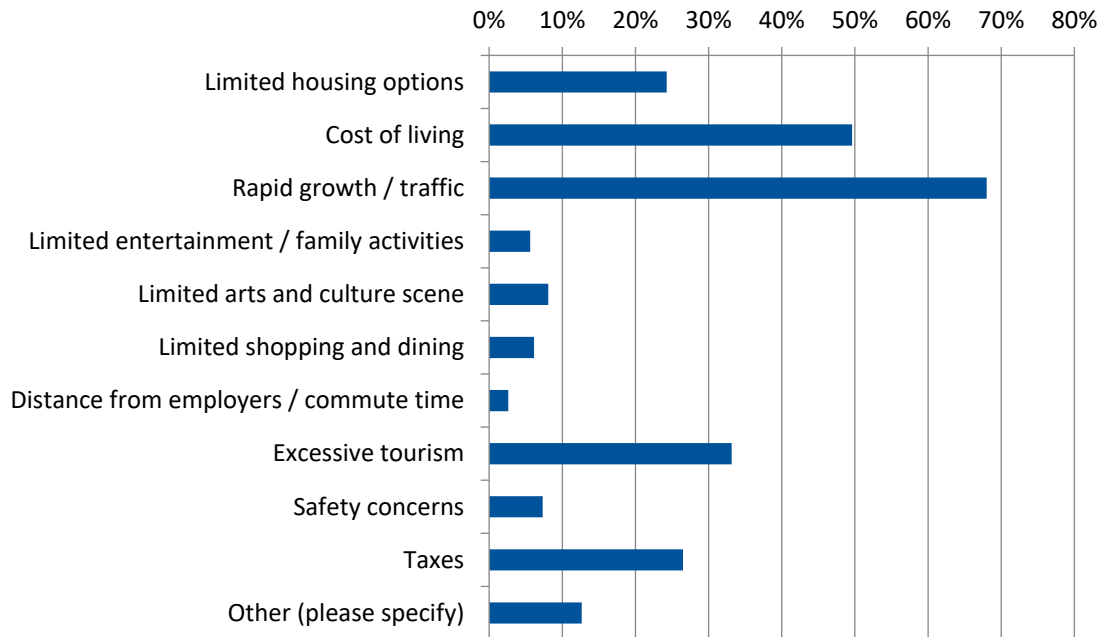
6th generation resident, LOVE it here!

native

Question 11

What do you like least about living in the New Braunfels area, compared to other places? (Choose UP TO THREE things – you may offer your own opinion as one choice after “Other”)

What Respondents Who Live in New Braunfels Like Least About It



- Those living in New Braunfels least like rapid growth and traffic, cost of living and excessive tourism.

“Other” Responses

NB Police department. I’ve heard ALOT of negative things about them. That they could really careless if you have a pulse or not!

WORK AND BORN HERE

ROADS ARE IN TERRIBLE CONDITION AND NEVER MOW THE SIDES OF ROADS

FOR PEOPLE WHO DO NOT HAVE CHILDREN WE PAY WAY TOO MUCH FOR SCHOOL TAX

lack of trails, running and biking opportunities

streets need repair

Limited EVERYTHING. Housing, entertainment, arts, roads, dining, music.

Poor public transportation

Limited culture, seems very segregated in the small amount of multi culture we have

Failing infrastructure (roads)

City employees are arrogant and autocratic

lack of diversity with grocery shopping

The awful roads

city government

Traffic

always construction with excessive traffic and limited options of detour

Very limited park space for outdoor enjoyment

Loss of charm; threats to quaintness. Over-development.

I feel like the river tourism and wurstfest headaches don't benefit the whole community financially but we have to deal with all the negatives.

for single parent, taxes weigh heavily

Weather - too hot during the summer

COST OF LIVING

spending so much tax money on UNNECESSARY green benches down walnut that NEVER get used and or around town, when there are roads that are desperate need of repair.

Excessive tourism

Humidity

Older community - not great for younger families

none of the above

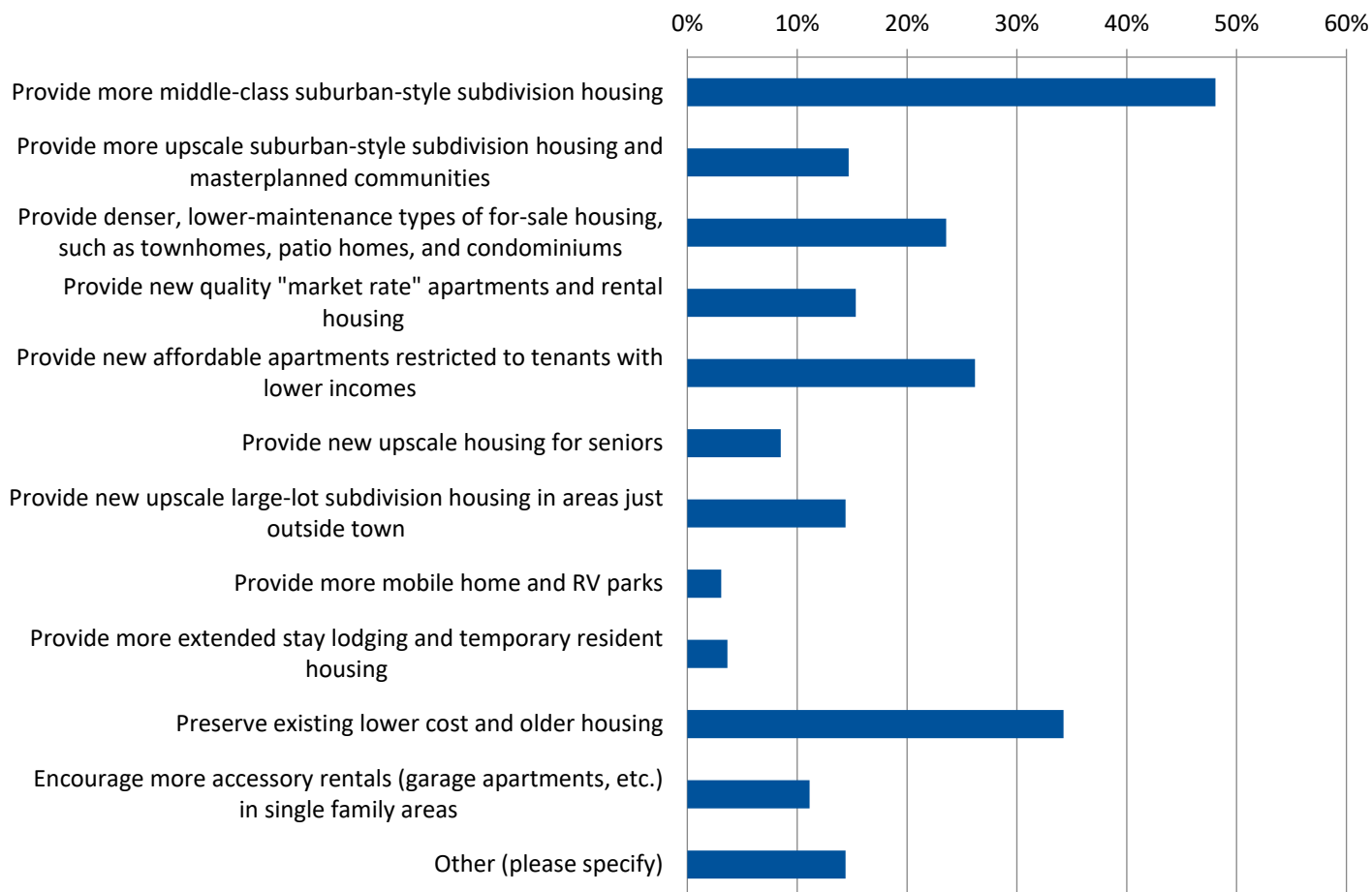
Lack of understanding the needs of people with a mental illness. We accept other diseases but not mental illness. Lack of housing for the poor.
 I'm a foodie... we need more awesome restaurants outside of Gruene and downtown. Although downtown could use a few more! i.e. Muck & Fuss, Huisache, Downtown Social, Calahan's...
 lack of pedestrian paths/sidewalks
 inept local government and corrupt court system
 Schools
 Poor planning for development
 Rock quarries
 Rock quarries
 Way too much drinking and driving
 Parks system needs work. Would love more hiking, walking trails along the river
 People who are divisive and exclusive of new residents
 Need another high school
 City staff was friendlier and easier to work with.
 Some seem to have an attitude that we work for them.
 Lack of affordable housing
 City inspections and roads
 No city parks on the side of Hwy 46 going to Seguin
 None I love NB
 Gotten too big and the fools only want to continue the population explosion!
 Limited celiac-friendly cuisine
 City Administration fails to follow Texas law
 Streets!!! Cost of homes in NB are way out of reach with surrounding areas.
 Limited job opportunities
 Drug problem
 This is nothing that I dislike
 Lack of job opportunities in certain sectors
 Wages too low especially for professional females
 Bad Streets, lack of walkable, cycling paths in downtown-lack of connectivity between parks/downtown, and lack of mass transit.
 Lack of entertainment for my household's age range (20's)
 Affordable housing
 The 306 exit was POORLY planned and engineered.
 Traffic in this area is dangerous. I think the loop traffic is becoming terrible and I do not think the expansion is going to be good for our town.

Too much police services dedicated to patrolling a short section of rivers vs the # of officers that are protecting the city during the summer, with the really high volume of tourism that we have during the summer season.
 Need for Public Transportation outside of ART
 The promotion of the government subsidizing any form of housing.
 Understaffed public safety, poor infrastructure (roads)
 people moving here with their California ways
 WE ARE GROWING TOO FAST...WHAT HAPPEN TO THE SMALL TOWN FEEL???
 Lot sizes getting smaller cost rising
 lack of racial/ethnic diversity
 The ultra-conservative narrow mindedness and the lack of understanding of the need to protect our waterways as natural resources. NB is all about MONEY- it is wrong.
 There is nothing I don't like about living here
 Excessive increases in housing cost/property values.
 The loss of trees and land to put up more housing/roads
 I'm happy
 Chamber Bias
 I know of families living in apartments paying higher rent than my mortgage payment monthly.
 this is normal for a tourist town
 horrible streets
 increase of traffic is getting crazy
 Newer home developments are not leaving enough native trees
 This is no longer a small town. Too busy, growing too fast and I am beginning to not like it after 50 years.
 TRAFFIC GROWTH IS WORTH 2 OF MY OPTIONS
 Traffic
 internet access and options
 NBU Raising the electric bill to pay for city solar panels
 No public transportation
 Inaccessible areas for disabled people
 Cost of homes
 City services
 Midnight Bar Shutdown Rule
 City government
 Better vocational training
 too many parks, rec center need more \$ spent on streets infrastructure

Question 12

Assuming no significant changes to the New Braunfels economy or employers, what are the most important changes needed to provide more supply and choices for housing? (Choose UP TO THREE things – you may offer your own opinion as one choice after “Other”)

What Changes Are Needed to Improve Housing Options



- The most important changes needed to provide increased supply and choice of housing are 1) more middle-class suburban-style subdivision housing, 2) preserve existing lower cost and older housing and 3) provide new affordable apartments restricted to tenants with lower incomes.
- These responses are very well aligned with CDS recommendations to best address increased affordable rental and for-sale housing New Braunfels.

“Other” Responses

provide new moderately priced housing for seniors
 provide new moderately priced housing for seniors
 provide new moderately priced housing for seniors
 NEED MORE ENTERTAINMT LOCALLY
 provide new moderately priced housing for seniors
 provide new moderately priced housing for seniors

A BETTER WAY TO KEEP AFFORD COST OF LIVING US.
 MOST NB PAYING JOBS
 LOWER COST OF LIVING AND INCREASE IN WAGES
 TO ACCOMMODATE
 just moved here two months ago
 provide new moderately priced housing for seniors
 provide new moderately priced housing for seniors

provide new moderately priced housing for seniors
 LEGO HOUSES
 provide new moderately priced housing for seniors
 PROVIDE NEW MODERATELY PRICED HOUSING FOR SENIORS
 PROVIDE NEW MODERATELY PRICED HOUSING FOR SENIORS
 PROVIDE NEW MODERATELY PRICED HOUSING FOR SENIORS
 PROVIDE NEW MODERATELY PRICED HOUSING FOR SENIORS
 PROVIDE NEW MODERATELY PRICED HOUSING FOR SENIORS
 currently many options available
 encourage more over 50 master planned communities
 Affordable housing
 Young adults that grew up in this town can no longer afford to be here. Because of the growth I am now forced to leave New Braunfels for a place I can actually afford to live. Sad.
 Master planned developments. No more neighborhoods thrown up with poor development . No green space , parks, pools things for kids to do. Lack of sidewalks.
 make sure city services are cost new developers too much on development cost which they have to pass onto new homeowners
 suburban housing on .25 - .5 acre lots. Everything is either postage stamp size lots or 1 acre lots - there is very little in between.
 slow down building more homes
 Don't want to see NB grow so fast
 Don't live in New Braunfels
 Middle class large lot subdivisions
 Too many rentals, not enough buyers/sellers
 more lower-class suburband housing
 No comment
 eliminate government housing areas and apartments
 Transitional housing for individuals and families
 I don't believe there is a problem.
 Tiny Home Community for Seniors
 Provide more new lower cost single-family housing/homes
 Housing subsidies

The affordable apartments are poorly managed/maintained. Need better managements.
 Lower rent on nice homes
 Understand that many of our apartments and housing for rent are more geared for tourist/AirB&B type rentals which locals can not afford. Apartment and townhomes are preferred for those that rent.
 Affordable, larger lot communities in town
 Make housing in the historical district more affordable to those who also wish to purchase there and remodel
 protecting private propert rights... read the laws LIHTC for Seniors
 Housing must meet financial needs of the town.
 Right now no one can truly afford being a single parent and living in new Braunfels
 Planned communities with parks and sidewalks and front porches
 Provide more affordable housing for seniors that doesn't cost them so much median income
 provide housing for homeless with restrictions
 more single person appartments-low income
 Im my opinion we have enough too much as it is
 Make New Braunfels small again
 You will need more Future Parking
 Keep the gettho in one location close to where houses and sidewalks for groceries
 Stop making New Braunfels so big
 THE HOUSING MARKET IN NEW BRAUNFELS IS IMPOSSIBLE FOR PEOPLE WHO WORK FOR THE CITY OF NEW BRAUNFELS. WE CAN'T AFFORD TO BUY ANYTHING.
 The items checked are areas we could use more of.
 None of these choices factor into the affordable housing shortage.
 subdivisions with .5 to 1 acre lots
 roads
 need more homes in low \$200s
 It's none of the city's business if I rent a room on a short-term basis. The existing ordinance is unconstitutional.
 Provide more affordable homes for seniors.
 More income restricted homes with yards, not apartments
 Why do we have to keep building more and more, and more? You build it and you are bringing in MORE PEOPLE. We are at enough. Please stop.

Stop building and keep more green spaces.
 Provide help for low income families to be able to afford a home. Have more landlords and property management groups accept housing vouchers.
 PROVIDE NEW MIDDLE CLASS LARGE LOT SUBDIVISION HOUSING JUST OUTSIDE OF TOWN
 Larger lot housing. .25 acre lots to 1ac lots closer to town such as off Klein road
 City building design codes are "Cookie cutter" and repressive
 Don't provide anymore housing. It has wrecked the city, next year we are moving away because of it.
 None, stop building, this town is so crowded already.
 Middle class large lots
 Stop building houses! Growth does not equal success - see Flint Michigan
 It's up to the market, not government shrubs. NO subsidies!
 Provide more middle class larger lot housing (room for a back yard and space to store a camper) with no HOA
 Provide larger acreage options
 any lot/land in NB bigger than 1 acre is way too expensive
 reduce reliance on HOA's which increase monthly costs
 Find some way to keep Flippers from driving up the cost on homes that are affordable for young families. They get out bid very quickly by Flippers and can't compete.
 Housing and land costs are too high
 middle class large lot housing - having land shouldn't require a million dollar home too
 Being in the industry of single-family house development, the staff at the City of NB has taken it upon themselves to do absolutely anything and everything within their power to slow development down. Primarily in the Planning and Engineering Depts. It's a very sad, but extremely real reality.
 I do not have ny suggestions
 cheaper rent - it's way too high in new braunfels. i've worked here for a long time and can't afford to live here. i have to live at home with family members in garden ridge.
 The wages for employees needs to increase so that they can cover their basic needs and be able to afford better housing
 Need more houses in the 150 to 179,000 price range

no change needed
 Provide more smaller square foot homes.
 We do not need the government to subsidize any form of housing. The market is more than capable of providing the products necessary and in the correct location based upon supply and demand.
 I don't encourage providing any more assistance. Its okay to commute if you can't afford to live here.
 Is not the city's responsibility to supplement living choices
 stop the growth
 Stop the subdivisions, and just put in decent home homes at decent prices
 Providing city employees with home tax breaks.
 provide affordably housing for long-term residents who can no longer afford to keep up with new rates. This refers to people who we would consider "local" who don't qualify for housing benefits, are employed full-time but don't earn enough to purchase a home or pay \$1400 monthly rent for a family of 4.
 NOT lower income housing
 Pay employees more to afford to live here
 Never looked at moving to NB area, so not able to answer this
 If a developer wants to open up a new area, they must as part of the deal repave the roads used to get their trucks in and out of the build area. The conditions of roads around these new developments are very poor.
 More affordable
 Lower property taxes. Less dense housing as found off of County Line Road.
 Less development in the aquifer recharge zone. As we develop those areas there will be more flooding and less protection for endangered species in the area.
 City permits are a nightmare to deal with!!!!
 I believe and supply in the man. Right now housing costs are expensive because the demand is high. Actually it seems like the market to find out this year. At some point and players will have to pay employees more so they can afford to live and work in New Braunfels.
 LARGER LOT SIZES! Put 8 homes on a block instead of 16.
 Provide housing lower cost housing for single parents.

use the areas already developed rather than new development.

Small home communities.

Eliminate the 4B Board

Stop the over growth and over development

I am not sure what housing options are needed. As a resident, I don't care for the HOA neighborhoods, and it seems like all middle class neighborhoods that are currently being built are HOA. I have to pay higher prices for an older home to not be in an HOA area.

Spread out activities

Dont grow

Are you seriously asking us if we need more subdivisions?

provide affordable homes, not just rentals, but being located on the IH 35 corridor unfortunately is not a reality.

Affordable housing for seniors

Affordable Senior Living is a huge need - the wait lists are in years

Bring lower housing areas up to making neighborhood look better

I think the market will take care of itself, by property values have gone up way too fast to property taxes are killing us.

Provide better quality development with walkable amenities at an affordable rate.

More rural housing for middle class

Plenty of housing available. There are at least 1000 realtor in Comal county.

LESS GROWTH

TOO MUCH GROWTH TOO FAST.

STOP BUILDING

STOP GROWING

Provide mixed use housing developments

When income is so limited, we need to provide affordable housing to these people. (Single mothers and those sick who cannot work with limited income or those depending on Social Security checks.)

Need lower cost

Be more pet friendly.

I think NB is growing too fast... :(

Provide more affordable housing options
development costs are already too high here and are rising quickly

Encourage more affordable housing construction in single-family homes. Current builders focus on the \$250 and up market because the profit margins are higher. If the city encourages builders to build at lower price points, with perhaps tax credits, then builders will expand the entry point to home ownership

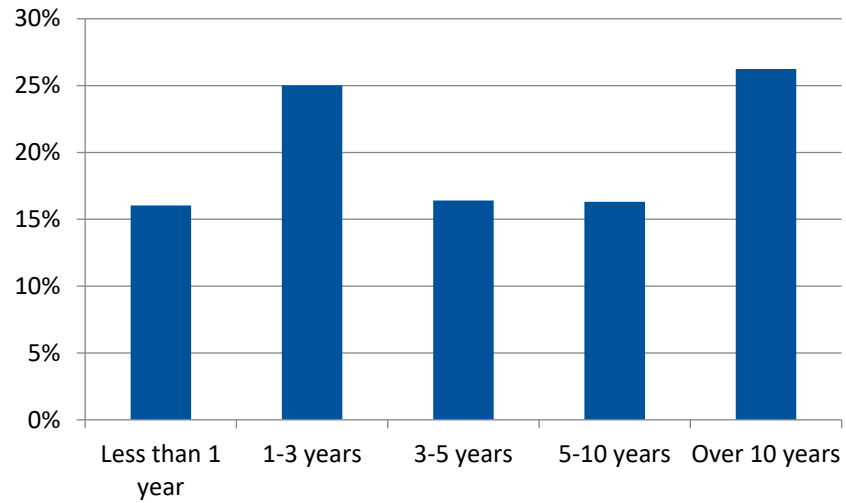
Planning for transportation & traffic to meet growth
provide better planned communities with a mix of housing types (townhomes, suburban style) with green space and walking trails connected to town center and parks.

Bring in better jobs. Housing is fine

Question 13

How long have you lived at your current place of residence?

How Long Respondents Have Lived at Current Residence

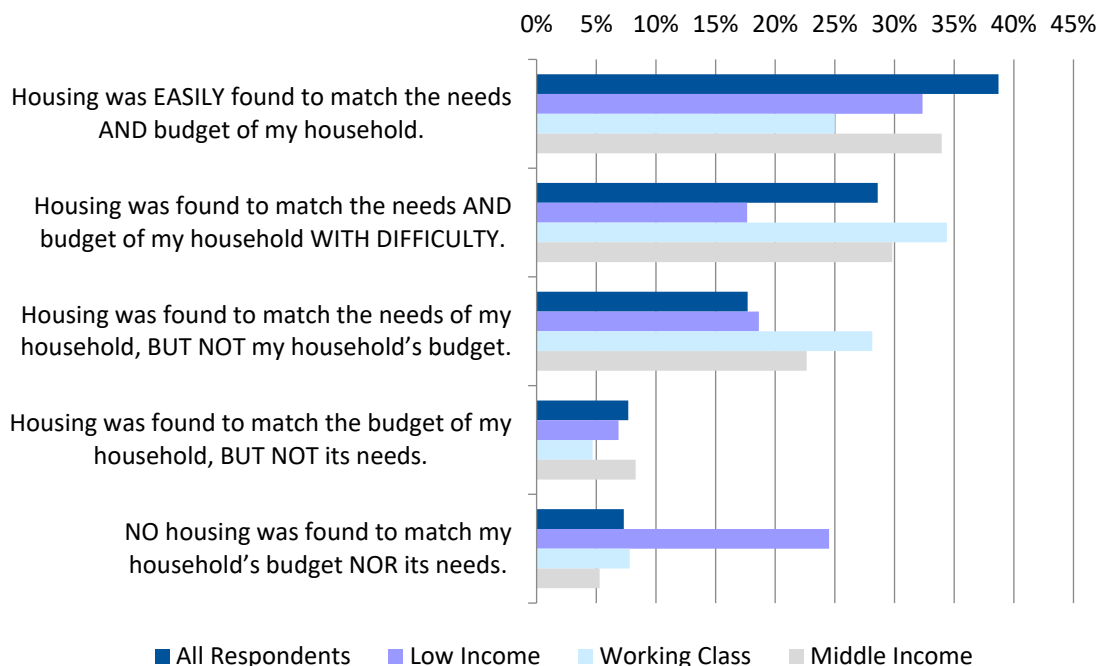


- Length of residence mostly varied but 1-3 years and 10 or more years at current residence were the most prevalent responses.

Question 14

When you last moved, which of these statements best describes the experience of your household, with regards to your needs and budget?

Less Than 10 Years at Current Residence – Last Moving Experience



- Low income respondents had by far the largest response of “No housing was found to match my household’s budget nor needs” which matches up well with housing supply and income gaps indicated by CDS in this report and analysis. This confirms that supply is the weakest and demand is very high for income restricted and subsidized housing options for workers in New Braunfels. Working class respondents had the highest response of “Housing was found with difficulty. Middle income respondents responded most to the response “Housing was easily found to match the needs and budget of my household”.

Question 15

If you wish, please add comments about your experience finding a home that met your needs and budget:

Comments on the Experience of Previous Residence Move

- When looking for an affordable place to live all internet sites tell you theres a match and when you call the rental property its more than listed.
- EVERYTHING IS TOO EXPENSIVE AND IS ONLY GETTING WORSE
- RENTALS IN NB ARE WAY TOO HIGH FOR NORMAL WORKER
- I LOVE NEW BRAUNFELS AND SAD TO LEAVE BUT COULDN'T AFFORD TO LIVE ON MY OWN
- I was unable to find anything that I liked that was considered affordable in New Braunfels.
- A lot of San Marcos apartment housing is student housing. While I am a student, I do not wish to have an individual lease for 1 bedroom in a 4 bedroom apartment. They tend to increase the rent annually and charge too much. I was able to find a conventional apartment with a fair rent, but with difficulty.

- I got lucky with my rental that I have lived in for four years now. However, rent has gone up for the third time so I can no longer afford to stay. I wanted to buy a home in New Braunfels but because of the big fancy homes moving in on every corner, I can't afford anything but a shack in someone else's backyard. I don't want to leave New Braunfels but I'm sure the city is happy richer folk are moving in.
- Neighborhoods being developed poorly.
- Rent by owner is the only way I can afford my rent house with my roommate. Companies wanted us to make more in our combined income even though we both work full time and are salary. (We work in ministry)
- We lucked out and bought a house on the hill from the family of the original owner.
- Many homes in our area are overpriced
- I knew I wouldn't be able to afford an apartment in New Braunfels that was up to my standards. So I knew San Antonio was going to be my best option.
- I'm not in a place where I want to buy, mainly because I would not be able to afford a house in the part of NB I want to live in. Rental options are limited in the sense of there's "huge complexes" or "lower/older quality" and there's not a happy medium.
- As a single business owner in New Braunfels, the rent is soup rocketing, forcing those who are trying to repair credit, or live comfortably with a minimi wage job, seems unfair. If you're going to raise rent, taxes and all of that raise wages too
- I came from southern Indiana and I rented a duplex there same size and detached garage for \$600, this one and all others I have lived in since moving to Texas (SA, Schertz, Selma, NB) all have been over \$1000 to 1300 a month.
- Built on a nice size lot in gated community.
- Trying to find more middle class affordable housing options with in NBISD
- I had a check for another location cheaper but a friend drove me here so I looked n loved it. God worked for me. Every year rent goes up but not my income. Same ole Story.
- None of these really apply because of the situation with this particular move
- Rent from family member (landlord)
- Excellent
- I could not find a home to buy in New Braunfels that was affordable for our family.
- Everything around here is too expensive for a single income
- Cost of living seems high for New Braunfels not being a large city.
- I moved in with a roommate who already had an established residence
- Homes in New Braunfels are very expensive.
- Compromises were made on exact location, not a forever home that we purchased but a very good real estate investment.
- When we bought in NB, homes in our price range were going so quickly, we were too late with offers on several homes that were more suited to our needs.
- We were looking to rent an older, affordable, single-family home with a small yard in a quiet neighborhood. However, no single-family homes were available in our price range. We ended up in the tiniest apartment ever in a large complex. We don't have a yard for our dogs to play, but the complex has a private dog park and we can also take them to Puppy Playland or another park. For about \$1,000 a month, we get 540 square feet, which is just insane to me! But we had to have a place to live because we'd both accepted jobs here. We had to get a storage unit for the rest of our belongings, so it sort of feels like we're in a temporary living situation. Once our 1-year lease is up, we'll try again. We were looking at homes to buy in our previous town, but I doubt we'll be able to afford to buy anything here, though we really love the city.
- New Braunfels is \$\$\$ compared to SA and San Marcos
- Several homes have severe foundation issues and could not find affordable homes without these severe issues.
- As I wanted to have a view of the Guadalupe, the housing options were limited and the pricing is rather high.
- We chose a house within our means.
- At the time I needed a place to rent. Had to commute between NB and San Marcos for internship, work, and school. Rent in NB is not very affordable for lower income/younger generation individuals. However, I have

noticed that some newer apartments are being developed around town with rates competitive of what you would find in San Marcos.

- I sold my house in New Braunfels because of truck and traffic issues around my house. Moved farther out into the county for quieter neighborhood and the size I wanted within my budget.
- I ended up paying more than I expected but not more than I could only because I have a roommate. I would struggle if I attempted to live on my own.
- Many of apartments have weight and breed restrictions for dogs, which poses difficulty in finding housing for my pet, which is a part of my family and has been for many years. I believe that there should be pet interviews instead of strict restrictions. Not every dog labeled by its type is aggressive and some are very good with children and families.
- When I was searching for a home in Comal County, I wasn't working but my husband was. In order to afford the house we wanted and met the needs of our growing family, I had to go back to full time employment.
- Purchased a first-time home in NB, but with no room to grow. We now find ourselves limited because we cannot easily afford the high costs of a home we would prefer in NB, for our growing children. Moved to NB because of its family friendly environment. Love the parks & recreation department! Just wish we could afford to grow in housing, with our family. Moved from SA. Have recommended moving to NB but typical responses are that housing is too expensive, that SA or Austin are cheaper. The majority of my work's employees commute to NB.
- it took me approximately 4 months to find a home that I could afford and that I would not have to put a lot of money into. I kept checking in New Braunfels because that is where I preferred to live, however, they were asking way too much for the run-down houses that were on the market. I had to look elsewhere and now travel approximately 35 minutes to work every day.
- Not many patio home options in the area.
- I am a disabled retired teacher of NBISD and single. I pay 64% of my retirement income on an apt for my son (high school aged) and I. I have not been able to find anything cheaper that is in a decent neighborhood or not falling apart. I make too much to qualify for any assistance or low income housing which by the way is a two year or more waiting list. That's what I get for being a loyal teacher in this community that I love and never want to leave but will be forced to leave very soon.
- Simple and Great!
- Seems many people are searching for homes but home cost is out of budget.
- Rent was ridiculously expensive.
- More options
- Postage stamp size lots with only 10 foot minimum distance between homes is obsurd. Minimum lot size of 60'-70' wide and 20' minimum distance between homes would be a great start. This would also slow down the city's population growth.
- I know there is a need for additional housing, but there should be stricter development rules on lot sizes. Lot sizes are too small and too many homes being built within an area.
- PEOPLE WITH LOWER WAGES CAN'T AFFORD TO LIVE HERE OR MUST LIVE WITH FAMILY OR FRIENDS TO BE ABLE TO LIVE.
- we bought a beautiful two story home but was wanting a single story. Availability of single story homes the our price range was limited
- There is currently not a large market of rentals under \$1200 in safe neighborhoods.
- I custom built my home, did not like cookie cut homes you find in most sub-divisions & did not like horror stories of new homes shifting foundations. cheaply built.
- We had to build our own house.
- Need more homes with yards for lower income families
- I think the housing market is highly inflated. The homes are selling so much higher than their worth. It discourages families who would be living in the homes and encourages investors - who are making poor improvements and "flipping" homes for profit.
- Everything is over priced, especially Apts..disable, senior income, vets, Part timers cannot afford anywhere to live

- In this area, the student market is driving the rates extremely high in a quick time frame. As a single parent, I don't have "roommates" that can divide the cost per room as they rate the housing for. The cost of living is becoming too high and there is no where for lower income to move to. The new housing built in the last few years is all "luxury" and cost over 1400 a month for a small 3 bd. Low income families can't afford this.
- I'm a local Texas Realtor. I would like to see more homes priced between \$150-\$200k in the New Braunfels area. We have young entrepreneurs wanting to move into New Braunfels and create businesses yet they can't afford a \$250k "starter" home.
- I'd have preferred to live closer to my work. This commute is slowly killing me
- Faced housing discrimination due to my race and having a housing voucher. Was a homeless mom with no help in New Braunfels.
- The price of rent is quite inflated and purchasing a home would take a borrower and co-borrower just to make it affordable.
- Apartment prices have risen far too high in recent years. Even with a full time job, I was forced to seek out a roommate in order to afford rent on top of other cost of living expenses.
- Its very difficult for low to moderate income families to find homes in new braunfels.
- SO expensive to live in NB. We found a home in the oak run subdivision, we are double income, and now we're selling cause it's so pricy we have no extra cash for savings and retirement. We are looking out in canyon lake because it's cheaper for more square footage and a bigger lot size.
- The cheapest home option that was still out of our budget was cookie-cutter homes with no yard and poor quality of build. The city no longer offers decent size lots which is why older homes downtown cost so much.
- Have to live with in-laws because salary of 50k is not adequate in housing market outside of suburbia
- Hard to find a budget friendly homes for single parent households.
- I am grateful and blessed to have found my home, but there isn't a lot of quality homes available below \$200,000. That definitely made it difficult to find one that was affordable but something that I felt was easily maintainable as a single parent household.
- At the time we bought our house the market was in high demand. It was difficult to find a home in our price range and when we did several other families were bidding for the same home.
- We easily found housing, but we had to increase our budget to afford it.
- We rented for years at that same price point and saved the down payment following a promotion at work. That allowed us to purchase a new home in a developing neighborhood in the school district of our choice for the same price point.
- Prices are exceeding what most consumers are able to keep up. Appraisal District is taxing people out of their homes. Not taking into consideration resale, making it impossible for fixed income living.
- We don't have adequate parking; we have 3 teens and the street isn't wide enough for on the street parking but we do it anyways since we can't afford a bigger lot with adequate parking.
- I couldn't afford to live in town, so I looked elsewhere. It will piss me off if someone else whines about it and gets rewarded with a damn handout.
- It was difficult to find an affordable option for a single person type of living.
- Rent home from family member.
- When I bought my home, it was much cheaper to BUY than to rent an apartment.
- Most of the newest homes are on tiny lots with no room for a family. These homes are fine, but there needs to be more variety of options. Also, the quality of the homes being built could be increased.
- Housing costs are higher than they should be. My home, for example was new in the 180s, which was average for the area but was around 20k too much. Builders are capitalizing and charging more for less.
- not enough variety: apartment? cookie-cutter neighborhood? or mansion...all of which are rather expensive for what you actually get and based solely because "its in NB, and not quality"
- The farther outside of city limits we went the more options we had. Less quality options in our budget in city.
- few options for 5ish acres of land that had existing 2000-2500sq ft home. Most situations were tiny older homes or manufactured home or huge upscale new builds. not many options for middle class family to have a nice average home and a little space.

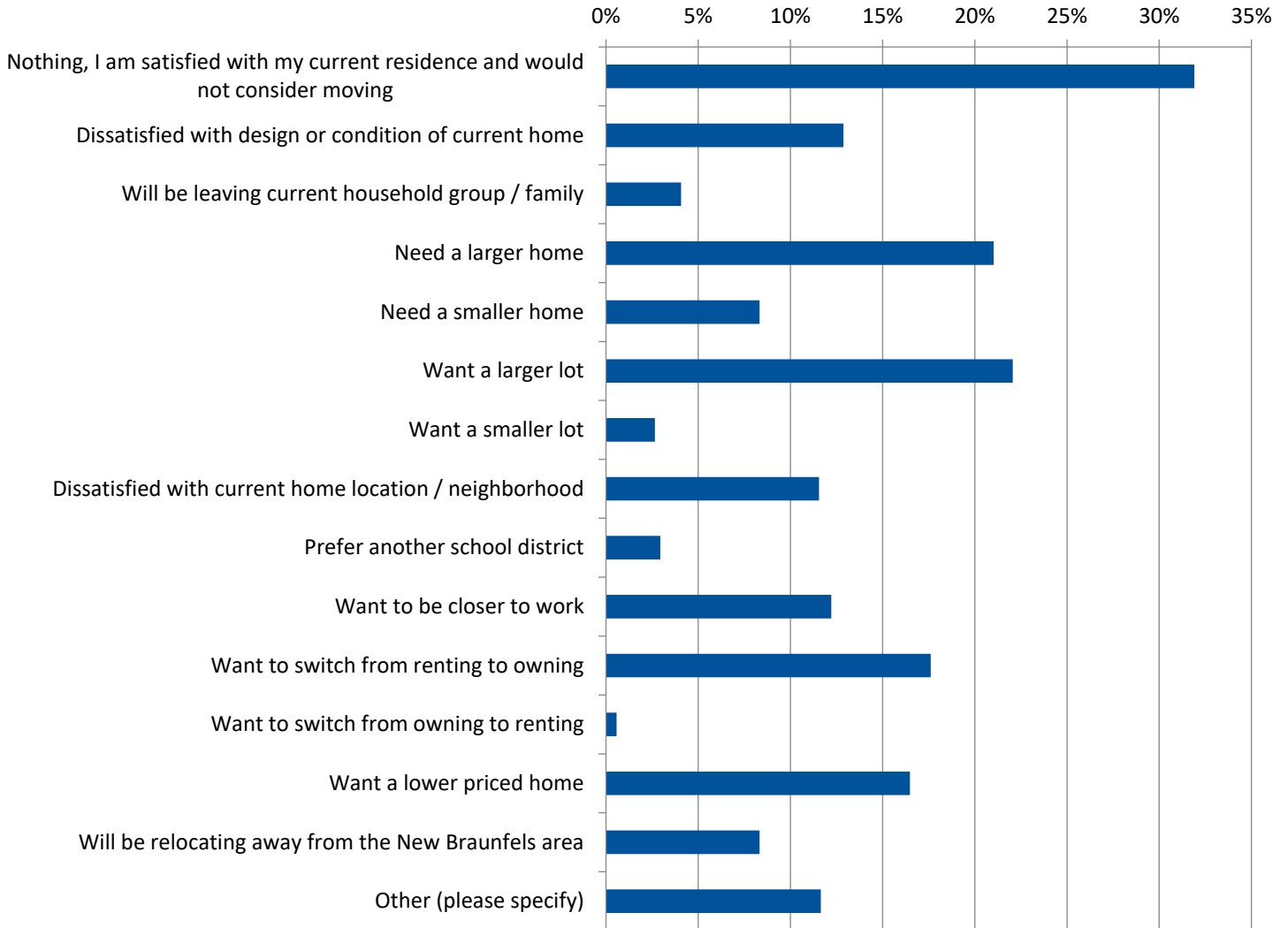
- We had to make offers the day the house was on the market, which is impossibly hard when you work full time and would like to see the house in person first. The only reason we lucked out with our house was an odd scenario where the buyer changed realtors while doing some repair work without telling the previous realtor so the house was listed off the market. Our realtor was able to get us in to see the house during repairs so we could make an offer immediately. Most houses in our price range and in good neighborhoods had foundation issues or concerns- and a budget of \$200,000 is a healthy budget in most places! We did not want to purchase new because of small lot sizes and baby trees.
- Housing was snatched up before an offer could be made, but I did find something that suited my needs.
- House prices were a lot cheaper then in New Braunfels.....
- See response to comment 10.
- It's necessary to have a roommate to afford an apartment on my salary.
- This was in Seguin, it was not difficult, New Braunfels is not so easy
- Affordable middle income housing on large lots (1+ acres) for 30-somethings on budgets
- At that time I was single and just looking for a 1 bedroom apartment.
- I do not fully understand the thrust of this survey but it seems to promote low cost housing? Housing is what it is, if you can't find what you're looking for adjust your aim or move on to other locations. To artificially support, subsidize or otherwise promote a particular type of housing is clearly not a healthy long term goal.
- I live with my parents, but I cannot find affordable housing for myself.
- At the time we were buying the property values were not very high so the taxes were tolerable. Since that time though property values have sky rocketed and so have the taxes.
- Spent over 8 months looking for housing in Central TX; most options were overpriced and poorly maintained
- Need more affordable 4 bedroom homes
- It was only easy because I moved in with family and have my own bedroom. Most people don't have that option.
- The renting/buying market is not friendly to new to the area young adults. It is hard to find a place to live that you can afford on solely your own income with no roommates.
- Not a truly fair question for me to answer because we bought a family home. But it was easy to find.
- More pet friendly places are needed with no breed limitations
- property taxes are too high
- Unable to find something to meet our needs close to New Braunfels.
- I did quickly find my home (about 2 months) but I had to act fast and put in a bid and pray it did not already have one pending. That time I got lucky and got my house. There were other houses I loved prior to this one but they had a bid.
- Many of the older developments have inconsistent development codes. Example would be sidewalks, underground utilities, and landscape requirements.
- Housing costs are MUCH higher than surrounding cities.
- I am a realtor, was easy.
- no issues
- If you want to live in a nice area it's going to cost you and you cannot find anything nice under \$200,000 that has plenty of square footage.
- I was lucky enough to buy an affordable house downtown from a friend at a great price -otherwise I w
- we live in a dump, not once has she fixed anything.
- I think the rental rates in NB are ridiculously high. For a "small town" they are asking larger city rates for not new/nice apartments. The newer complexes are even more ridiculous and the pay scale is not comparable.
- Very difficult. Houses downtown are small and those out of town are too suburban. Towncreek is an excellent option now, but did not exist when we moved to NB.
- put a bid on it the first day on the market
- I was not able to find a home in New Braunfels that met our needs, despite a budget of over \$2,000 per month for rent. That is why I now live in Garden Ridge.
- NB higher than Schertz for housing, but we sacrificed some to live there. Would like to see much less building.

- There were plenty of homes just outside of our budget. However, the vast majority of homes within our budget were in tract communities of lesser perceived quality than the one we were trying to leave.
- Took 8 months to find a home. Ended up having to raise the price range we were looking at and still had to compromise with less space in order to finally get a house.
- HOME PRICES WAY TOOOO HIGH!!!
- The rentals I looked at were in terrible shape and expensive. I finally found a place and we bought it!
- Lots to build new homes are becoming fewer and further between - at least in ideal locations closer to town. New construction is easy to find outside city limits.
- searched for 3 months and we believe we were lucky to find the home that we did at the price
- The cities frivolous impact fees and terrible accountability need to be addressed.
- Want to live in town, just find it more budget friendly where we are
- We needed to be in Navarro ISD. Rentals are scarce in that school district.
- Quality in a fair price. Couldn't get that today
- We came from having land and would have preferred that, but it is very hard to find in NB. Especially that is affordable. We moved here for the small town feel, but quickly saw that it was changing into a more big city environment.
- My situation was unique, so it was more difficult to find the right property.
- very difficult time finding something affordable with in the New Braunfels area
- We sold our home quickly in a suburban community. We were then in a rental for a year before we purchased our existing home a downtown fixer upper. There are many improvements to be made, but we love living downtown.
- When we first bought our home our property taxes in our neighborhood were very low and similar to an older neighborhood next to our subdivision. But in the last 2 years have doubled and are way more now than the neighborhood literally right next to our neighborhood. Cloud Country vs. Quail Valley. Therefore has forced a lot of people to sell their homes but some could not sell them for at least what they paid so they are forced to rent their home out for the time being. The used homes are not selling for anywhere close to what we paid for our homes mainly because of the poor maintenance of Quail Valley and how horrible the roads are (Conrads and Goodwin Lane).
- We built our home.
- It was a foreclosed home and it had just hit the market. It was right place at the right time kind of deal.
- It was not difficult to find a house to match needs and budget, but there was no house that met expectations of home quality and community regardless of budget. There were no neighborhood trail connections to schools, and dining options. It would be nice to see some grocery and dining removed from congested and car-centric 35 closer to neighborhood centers.
- That was in 2013 when prices were not so expensive
- We built a custom home so we tailored it to our wants, needs, and budget. I only wish large-lot custom subdivisions were a little closer to town.

Question 16

What would make you consider moving in the next few years? Pick all that apply.

Factors for Considering Move in Next Few Years



- About one third of respondents are satisfied with their current residence but 21% said they need a larger home. This is problematic in New Braunfels for low income and working class households with families and children because supply of for-sale and multi-family units affordable to workers making the median income of \$58,000 and below are extremely scarce.

"Other" Responses

I want to move BACK to new braunfels when I finish paying off debt and I have more expendable income.

The street I live on is traveled heavily a couple of days a week. People drive up 60 mph when the set speed limit is 30. How would you like your kids playing near that street?

COAST OF HOUSING HAS GONE UP BUT MY WAGES HAVE NOT

need my own home

WANT TO BE CLOSER TO FAMILY

can't afford rent

WANT TO LIVE BY MYSELF IN HOUSE THAT I CAN AFFORD

if became widowed, my property is too much for me
 to take good care of
 Rent is getting beyond the lower middle class, as is
 housing in general
 Grad School
 Health issues and/or moving closer to kids &
 grandkids
 Higher paying/better benefits/different position in
 another school district
 Retirement
 dont want to retire here
 excessive taxes and valuations
 Will seek 10 acres or so
 Needing assisted living location.
 Too much growth - too much traffic
 We are very satisfied with our current residence, but
 if we moved, it would only to be closer to our
 children
 Would like more rural area and/or would relocate to
 find employment that pays more for my higher
 degree while also offering benefits
 Property tax maybe not affordable
 Retirement
 move away from the growth and tourism
 Make more money
 too many homes in neighborhood being rented, poor
 upkeep of homes
 Moving orders. Job relocation.
 Area is becoming more dangerous (more crime).
 Want to downsize to an owned tiny home
 Same size house and not at same low price.
 Need to find somewhere with better
 management/maintenance.
 rapid rent increase/cost of living increase
 Housing market keeps inflating and we can sell at a
 good profit
 School tax WAY too high
 Too many people moving in, high crime rate
 May move closer to family
 my HOA is not regulated. Run by one person :(need
 regulation
 Cheap housing moves closer we are out
 Highway noise
 I am satisfied with my home and location. If I did
 move, it would be because of a great purchase
 opportunity OR if I won the lottery!
 taxes on property going up, there will be a point
 where I may need to sell and move to a small
 town with a lower tax.

It's becoming way too expensive to live in NB any
 longer. Property taxes keep sky rocketing and
 way too much traffic and cookie cutter crap
 homes getting slapped together too fast. Want
 the farm land we used to have around town.
 Being born and raised here, we don't want to
 leave NB but seems we will have no choice if
 things and taxes keep going higher and higher.
 Great Location -- Great neighbors
 Continual price increase
 Want some land around us and a custom home. We
 are tired of the growth this town's officials find to
 be amazing.
 lower taxes
 Need a lower monthly payment
 Want a larger back yard for pets
 It's too crowded with the influx of apartments,
 increase crime, and the homes are too expensive.
 I can buy a lot more house and acres in Tyler. My
 90k salary and taxes will go there.
 Finding my own affordable home
 Do not want to live w in-laws forever
 Moving so we can be halfway between my work &
 my boyfriend's work
 The growth and loss of small town feel. Growth
 brings crime and traffic.
 More rude drivers and higher crime
 Should cost continue to escalate, I will have to move
 from New Braunfels. Pay rate is not matching the
 cost of living.
 Satisfied unless I get new job
 Too much racing on walnut. Plus the increased traffic
 is driving me away.
 A better job outside of New Braunfels
 Higher paying job
 Move closer to Family in other City
 Space to store a camper trailer
 not going anywhere
 if employment changed
 Would like higher quality builder and better layout
 to accommodate older children.
 Might relocate after retirement
 Nothing really, unless there was just some great
 opportunity to live out in the country or
 something I couldn't otherwise pass up.
 I live in Oak Run and the traffic through to the new
 elementary school is terrible. The city did not
 plan well for the people who live in that
 neighborhood. A second or third outlet should

have been in place prior to opening that school.
 No one cares about how inconvenient this has been for our neighborhood.
 If New Braunfels loses its small town charm by building even more low income residential areas that turn into high crime areas that surrounding residential districts become victims too.
 Paying off my debt and having an emergency fund of 6 months.
 Relocate from an apartment to a rental home/duplex to have a yard
 getting married and want to move into town, can only afford if rent is lowered though
 We would like to move into a home and start building a life for ourselves, but the low wages and lack of choices puts us in a place where we are unable to afford anything decent.
 Want a house not in subdivision
 N/a
 none of the above
 if new braunfels continues to grow and get more crowded.
 We are interested in relocating to an area that is not as congested.
 LEAVING FOR RETIREMENT
 Want a yard for a dog
 Higher taxes may drive me out, can't afford make more money to afford a home here.
 want to own rv
 rising property taxes
 Considering moving to a location with more stable soils in New Braunfels
 Tired of mixed-up priorities of the leadership in NB.
 It's all about money/development not enough about protecting the natural beauty.
 Investment opportunity
 Need an "upgrade" (newer home) but at a REASONABLE price.
 Taxes are too much at current location
 Equity from growing market
 An opportunity.
 I want a more low sports car friendly driveway
 Growth makes it not worth living here anymore
 Will be moving away due to over development and over expansion
 Landlord keeps raising rent
 if a death of a parent should happen

Too much growth/traffic
 Overcrowding and loss of the small town feel.
 affordable place downtown better than what i have
 The cost of living is too high in New Braunfels, so why not pay the same amount for a house in SA and have access to more stores, dining, schools, the arts and entertainment?!

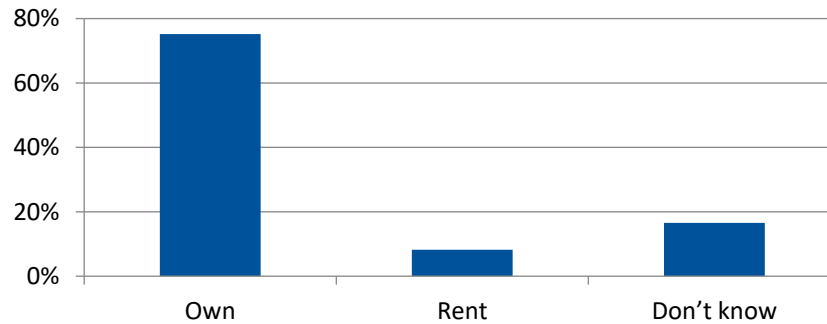
I would like a dog friendly property with a fenced yard. I am considering relocating to San Marcos.
 Rapid growth in area-traffic congestion
 looking for a change
 want a one story home
 Excessive growth around our quite neighborhood and property taxes
 The size of the city and traffic
 BETTER ROADS
 TRAFFIC WOULD MAKE ME MOVE, USED TO TAKE 10 MINUTES TO TRAVEL FROM WALMART TO NEW BRAUNFELS HIGH SCHOOL. NOW IT TAKES MINIMUM 20 MINUTES. WE NEED BETTER TRAFFIC FLOWING ROADS, MORE LANES, ALL THE MAIN ROADS NEED TO BE AT LEAST 3 LANES FOR BOTH WAYS AND A MIDDLE LANE FOR TURNS ETC. DONT TURN MIDDLE LANES INTO GRASS MEDIANS, WASTE OF SPACE, YES PRETTY BUT INEFFICIENT.

INCREASED TRAFFIC
 Would like a one story home
 Want city council to understand basic economics.
 Live without roommate.
 Job transfer outside of area
 Finding a neighborhood comparable in design and price to my current residence
 Want to find an established and mature neighborhood with better walkability and mobility for bicycling and accessing parks.
 Lack of jobs that pay a decent wage outside medical in the New Braunfels area. I'm happy with my current employer but if I lost my job for some reason, no one else in town could pay me anywhere close to why I'm making.
 Better paying job
 looking for something more rural
 Would consider moving to a nicer home when I can afford it.
 Move to a fly-in community

Question 17

Do you plan to own or rent in your next home?

(For Those Who Would Consider Moving) Own or Rent Next Home?

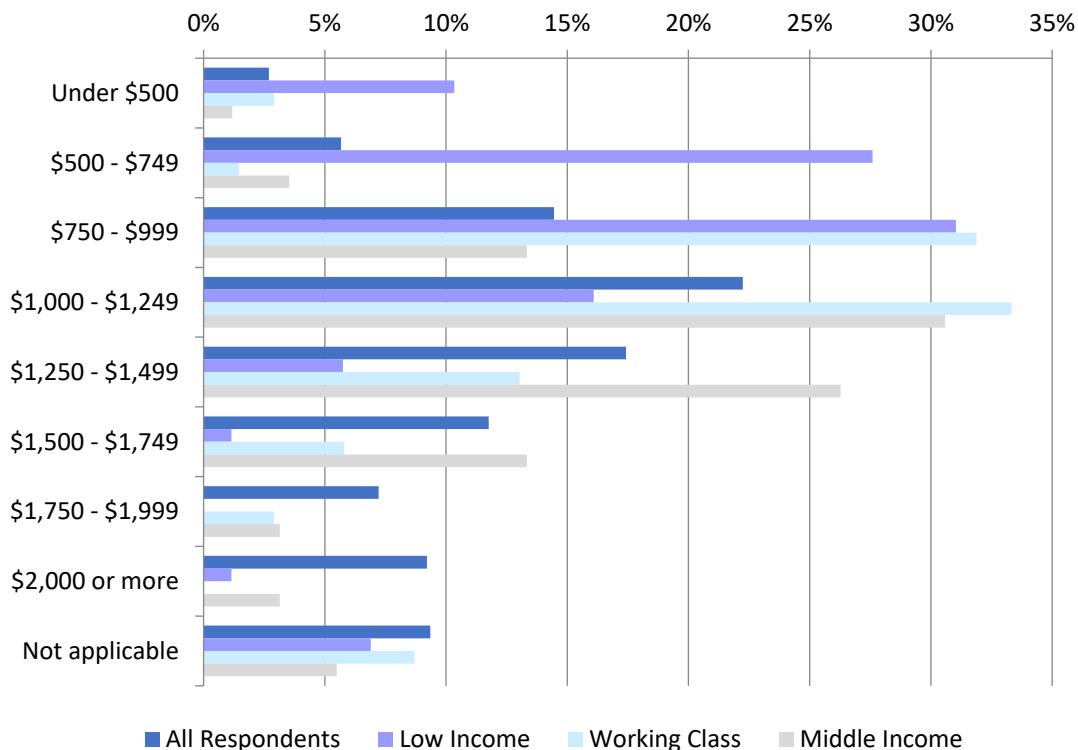


- 75% said they plan on owning their next home as opposed to renting.

Question 18

How much would you be willing to pay for your next home, per month?

Expected Monthly Cost for Next Home

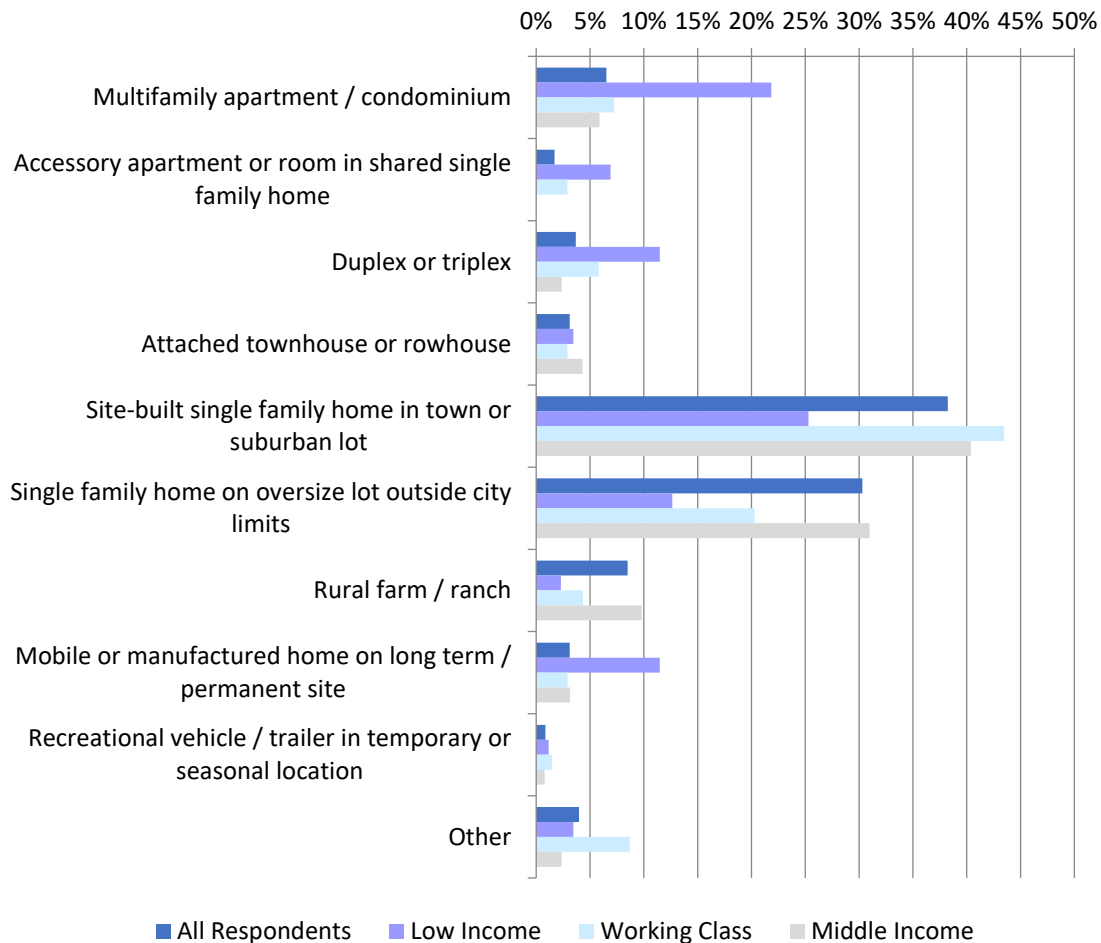


- Almost one third of all respondents plan to spend \$1,000-\$1,249 per month for their next home. One third of low-income respondents said \$750-\$999 and one third of working class respondents said \$750-\$999 and another third said \$1,000-\$1,249. One third middle income said \$1,000-\$1,249.

Question 19

Given your expected budget for housing, what do you consider to be the most likely housing type that you would be seeking:

Expected Type of Housing for Next Home

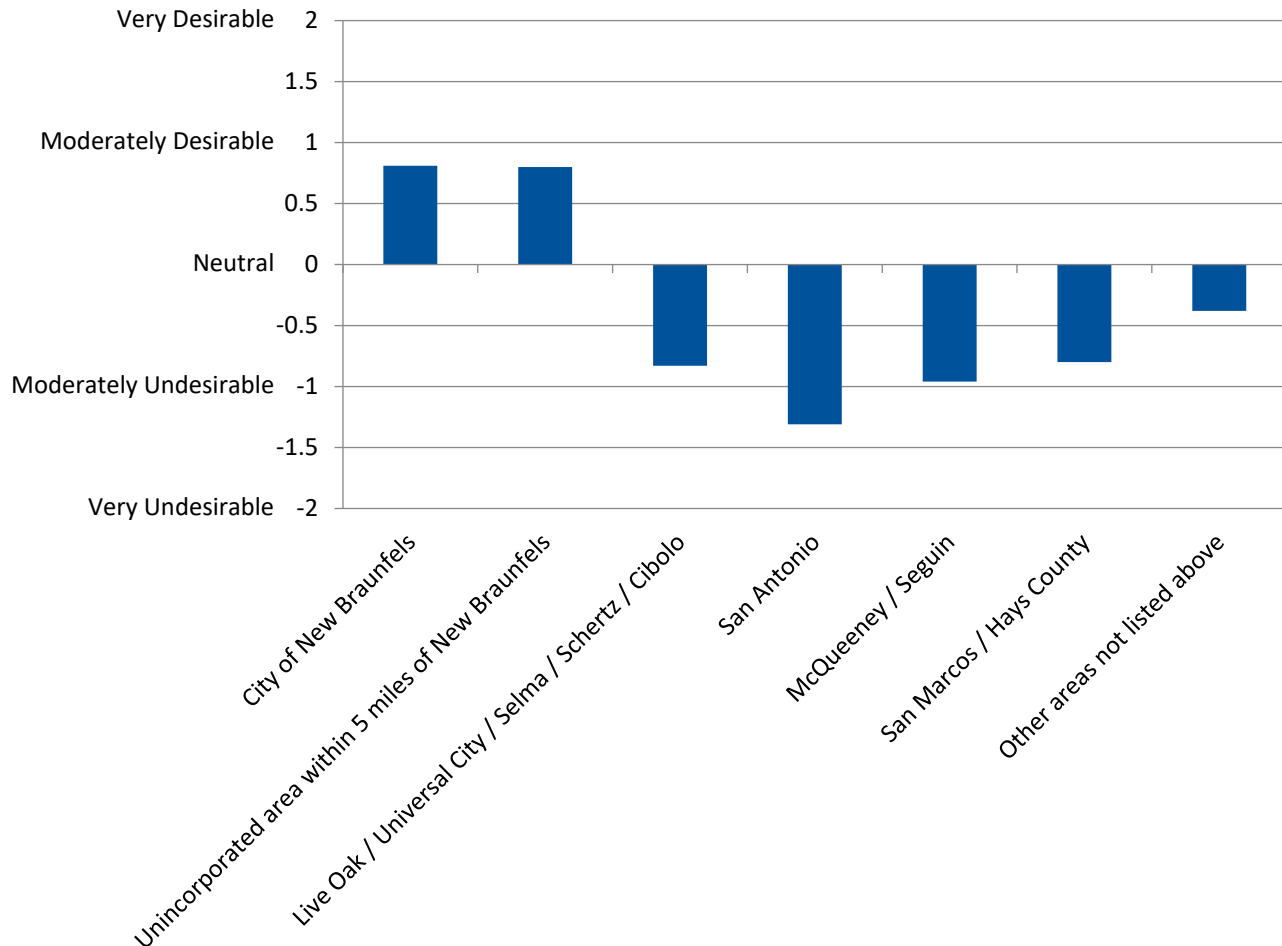


- About 40% of all respondents said the most likely housing type sought according to their housing budget is single-family home in town or suburban lot. Low income respondents had the same response at 25% of that cohort along with 44% of the working class cohort with the same response and also the same for 40% of middle income respondents.

Question 20

How desirable do you find the following locations for your next home? Please rank their desirability.

Appeal of Locations for Next Home

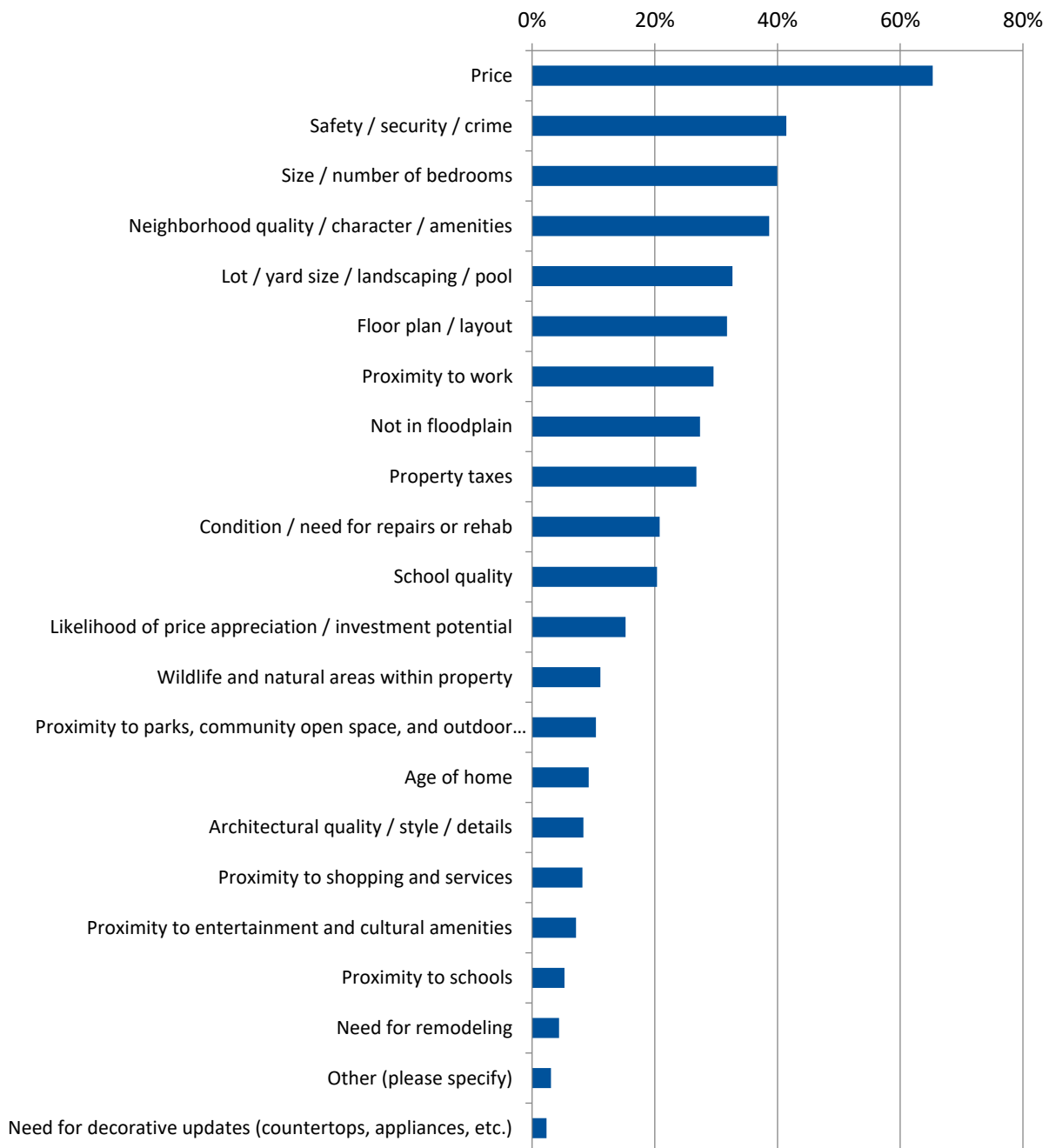


- New Braunfels and the area within 5 miles of the city is the most desirable location for potential next homes according to all respondents with all other location options receiving a negative response relative to the city.

Question 21

What do you consider to be the most important factors in selecting your housing type and location?
Check UP TO FIVE.

Most Important Factors in Selection on Next Home



- Price of housing is the most important factor in selecting housing type and location.

"Other" Responses

ABLE TO ACCOMODATE

Close to Church n Doctors n my gym

Condition of roads

condidering Louisiana

Walkability

privacy

Handicap accessible

Not a high traffic area

away from hurricanes

I will build my next home (I will be the GC)

NB really needs an PERFORMING ARTS VENUE for
locals to perform

garage space and driveway accessibility for low cars
is a high priority over everything else.

Need detached garage.

Traffic

TRAFFIC

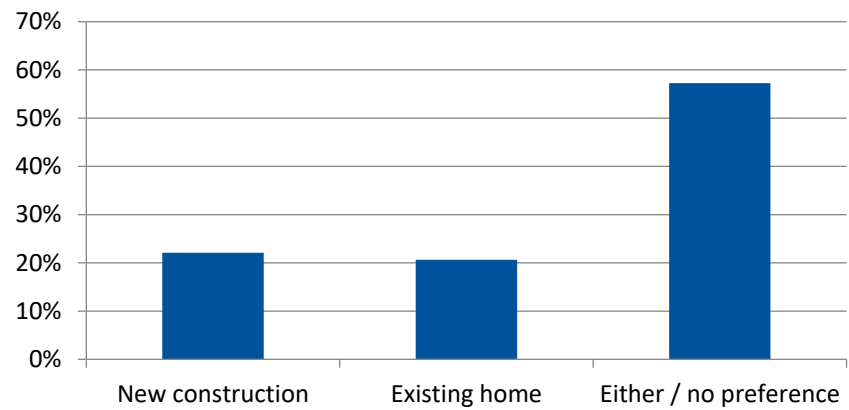
retiring so downsizing

Proximity to a

Question 22

Would you prefer new construction or an existing home for your next residence?

Preference for Existing or New Built Home

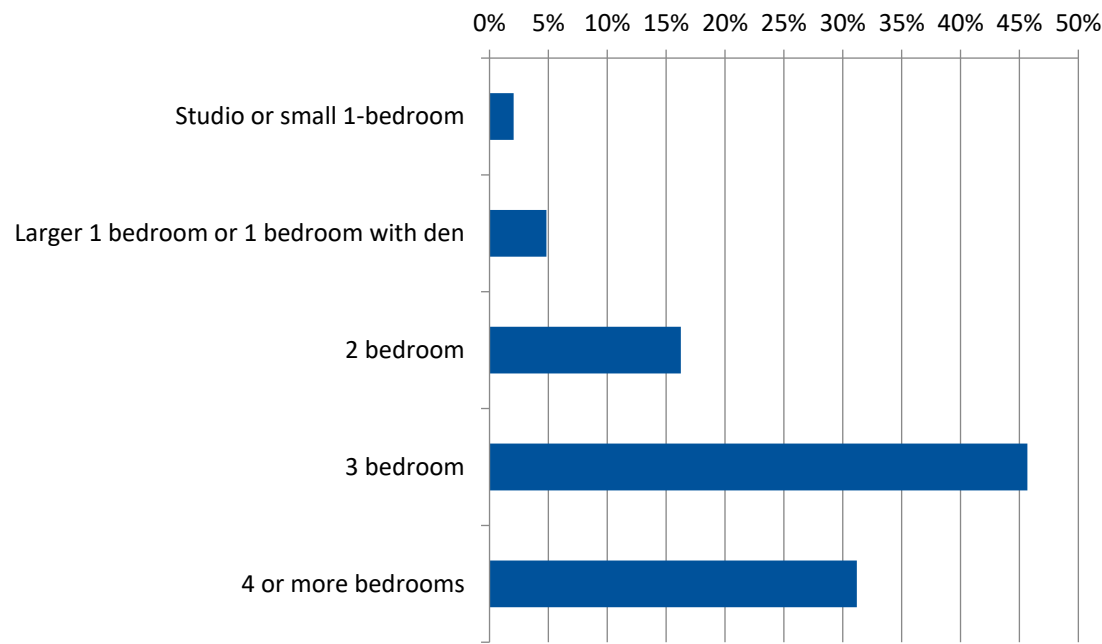


- More than half have no preference between a new or existing home for their potential next residence.

Question 23

What is the room plan you would most desire for your next residence?

Room Plan Preferences for Next Home

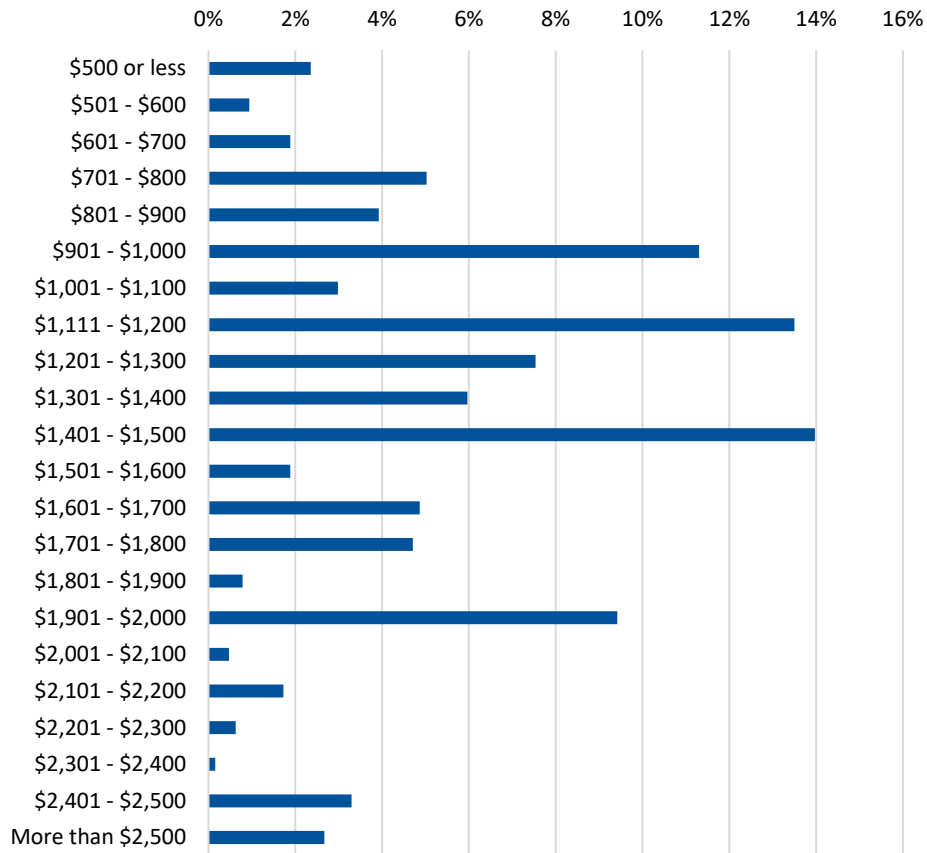


- The three bedroom is by far the highest response when asked about greatest desire for next residence.

Question 24

For the room plan identified in the previous question that offers your most desired features, how much would you be willing to pay per month in either mortgage, taxes and insurance cost (if buying) or rental payment? (enter a numerical cost between \$0 and \$10,000)

Amount Willing to Pay for Next Home

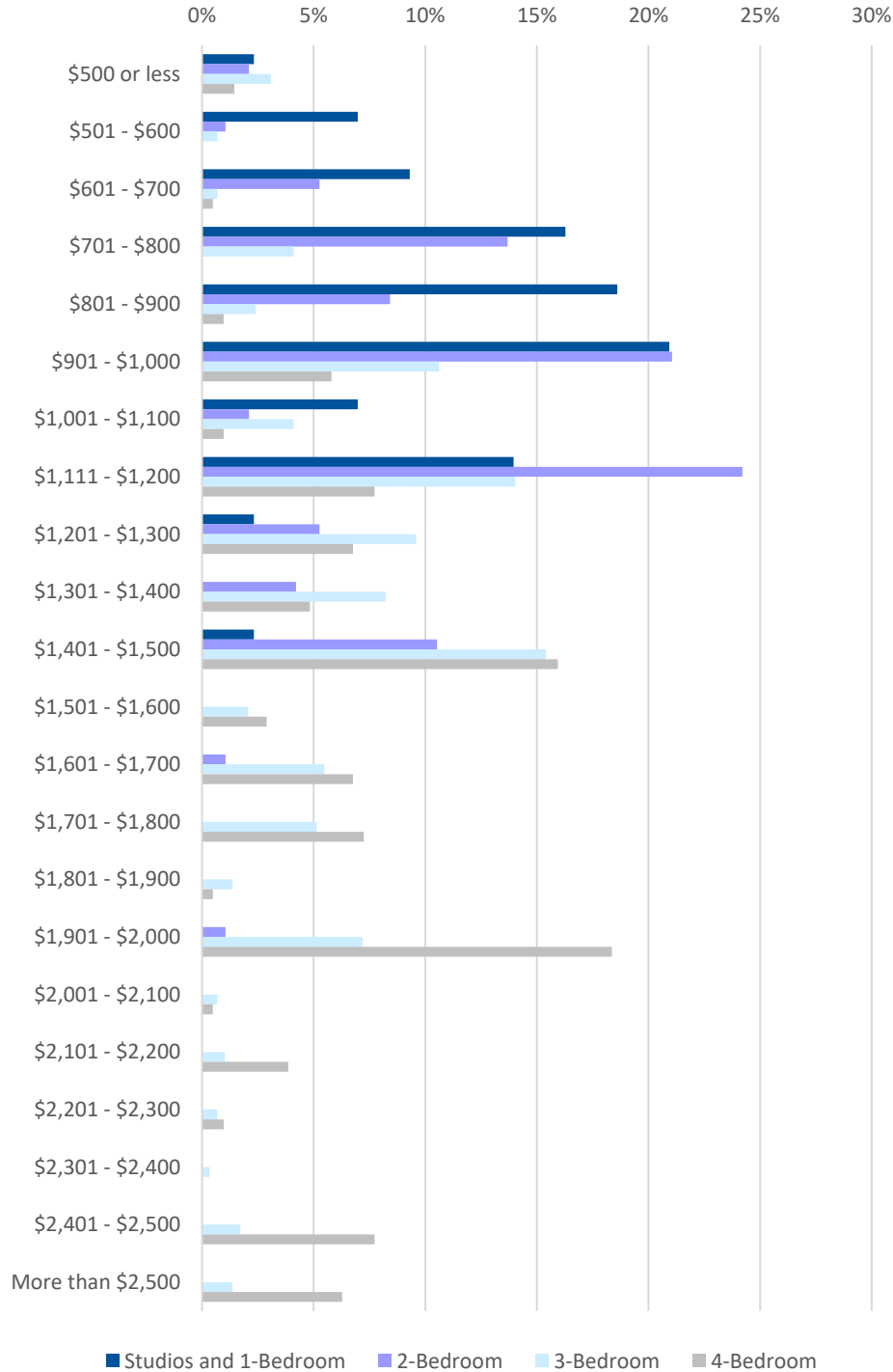


- Respondents are willing to pay \$1,300 or less per month in mortgage or rent. Low income, working class and middle class all said \$1,300 or less with a majority of responses.

Comparison of Next Home Monthly Cost Across Income Groups

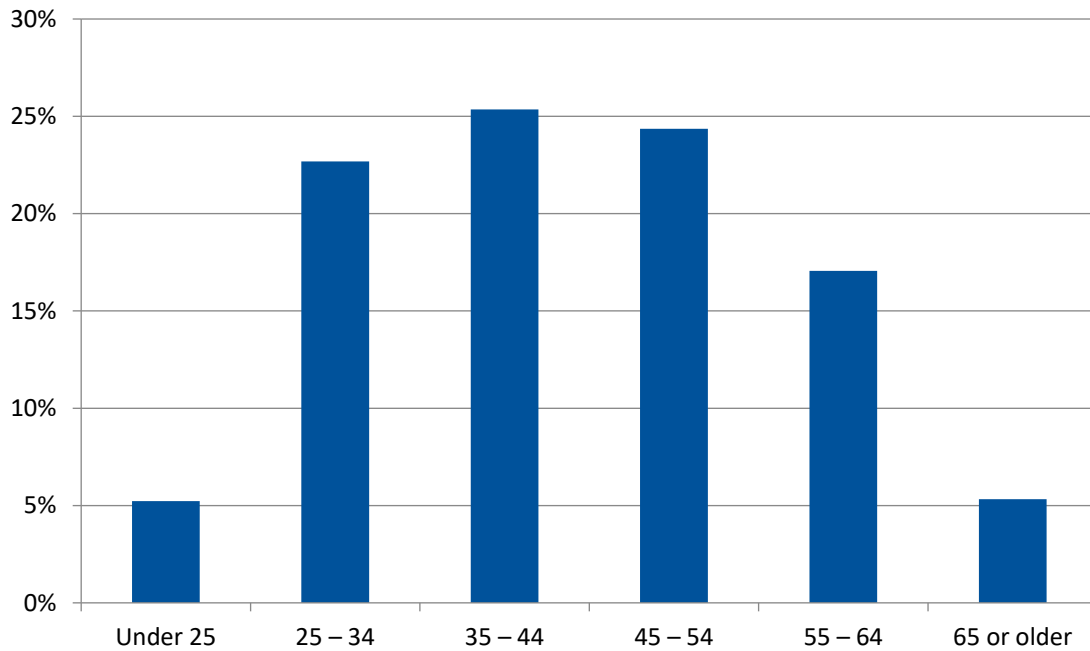
Comparison	All Respondents	Low Income	Working Class	Middle Income
\$900 or less	14.1%	57.4%	19.4%	6.1%
\$1,300 or less	49.5%	92.6%	77.4%	51.6%
Responses	637	68	62	246

Next Home Monthly Cost by Number of Desired Bedrooms



Question 25

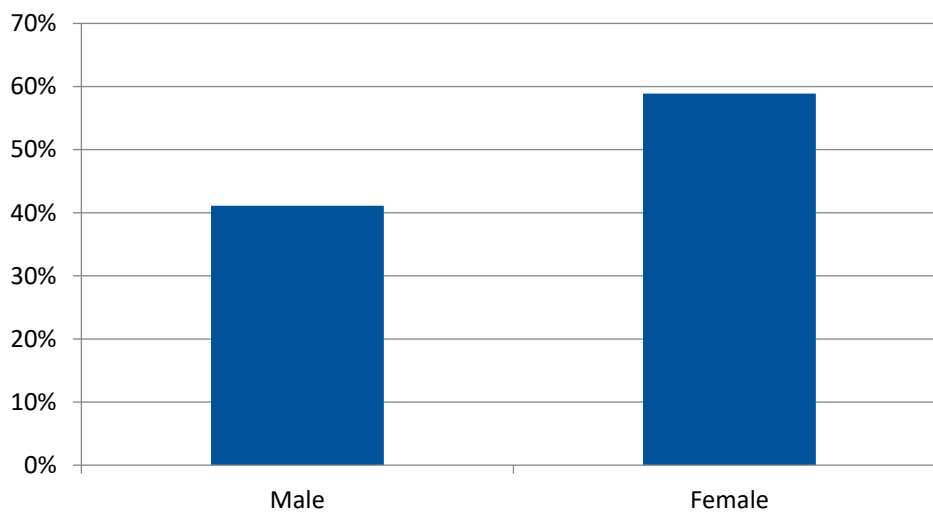
Which of these categories matches your age in years?



- Almost half of respondents are 35-54.

Question 26

Gender



- More females responded to the survey than males.

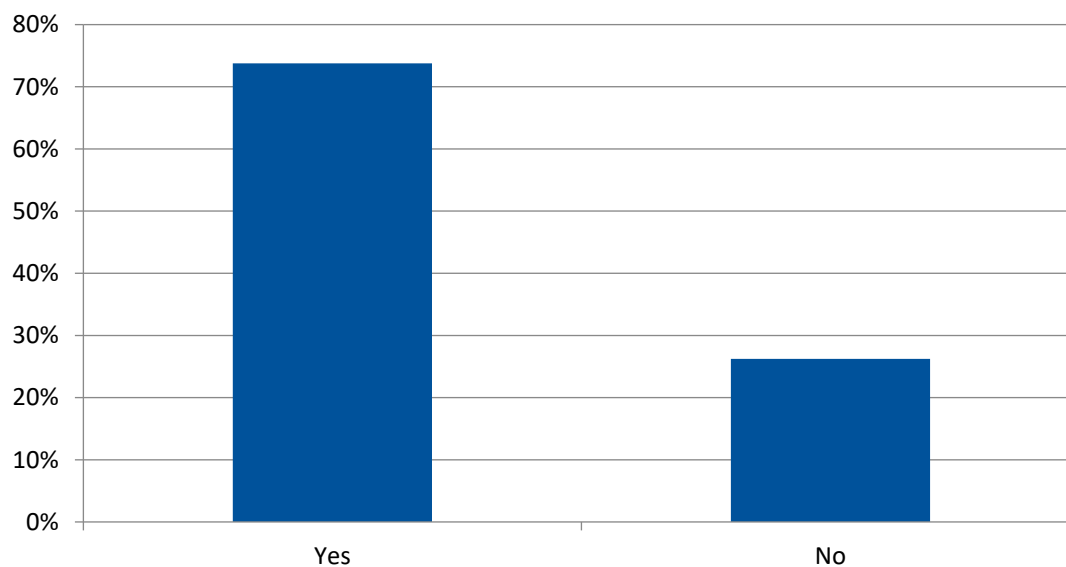
Question 27

What is the primary way you commute to and from your principal employer?

- Almost all respondents (93%) drive themselves to work.

Question 28

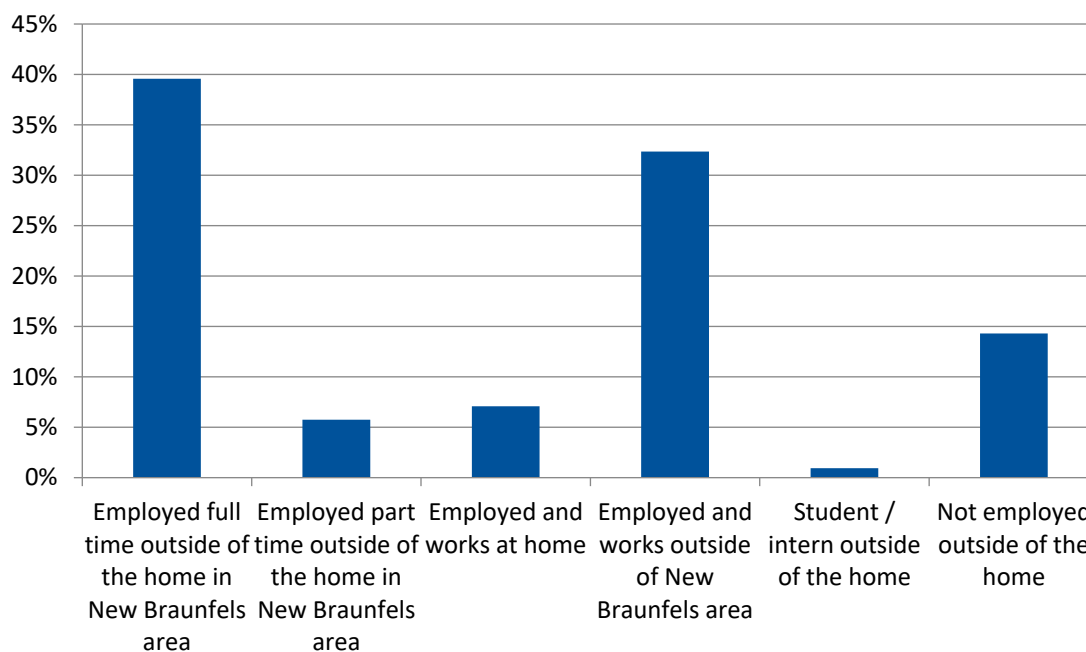
Do you live with a spouse or partner?



- More than 70% live with a spouse or partner.

Question 29

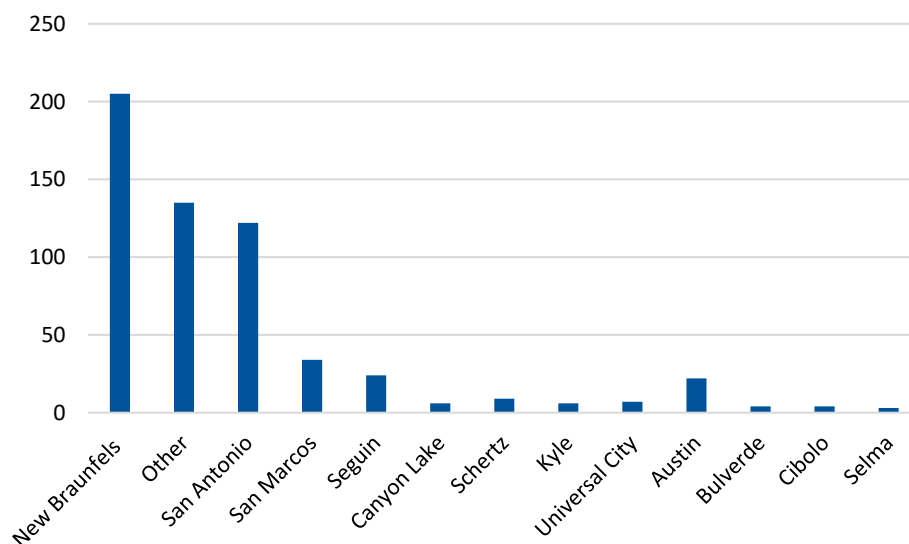
Please select the best description of your spouse's/partner's employment status



- About 40% of respondents say their spouse/partner is employed full time outside of the home in New Braunfels. The next largest response is 32% who say their spouse/partner is employed and works outside of New Braunfels.

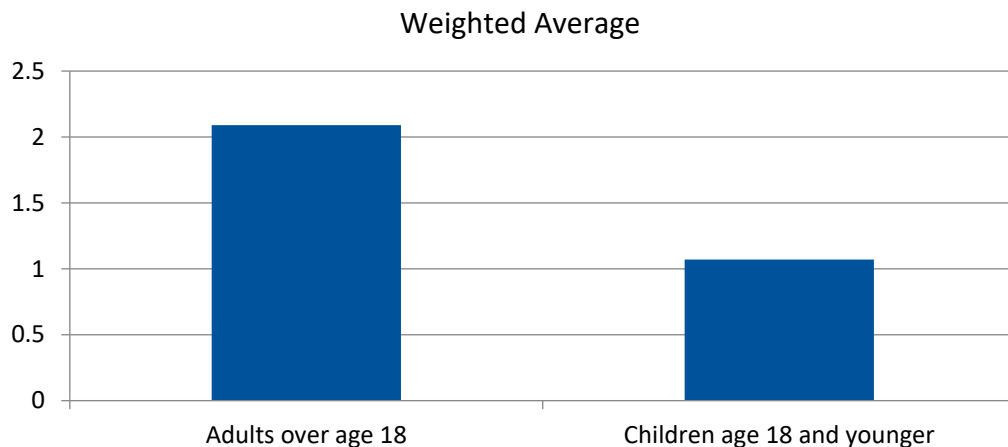
Question 30

Where is your spouse's or partner's current geographic location (city or town) of employment or schooling?



Question 31

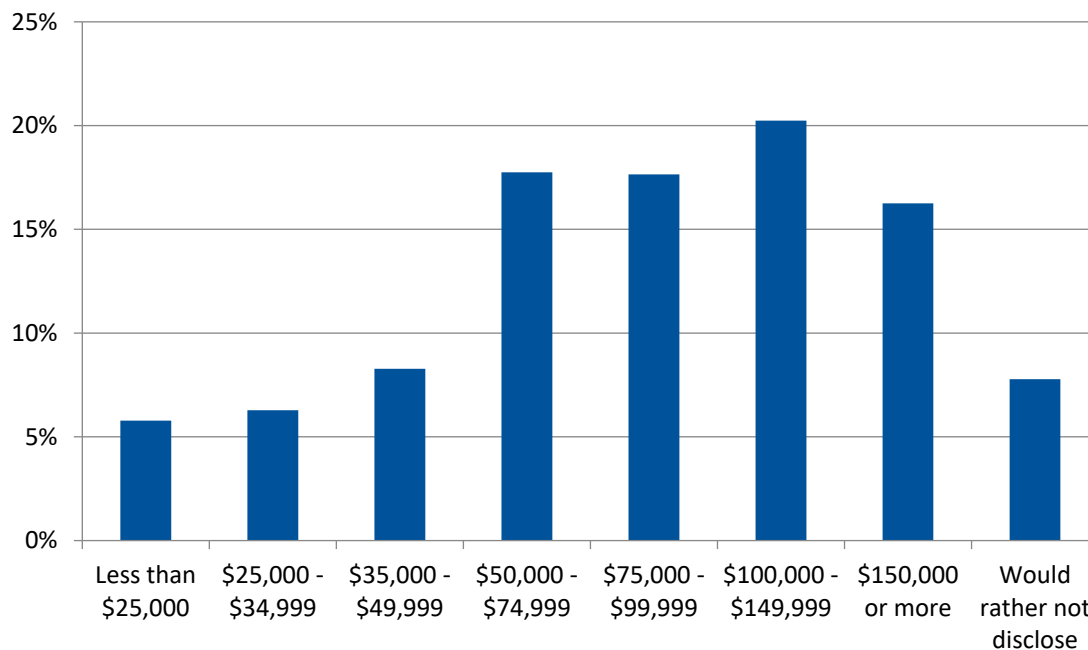
How many are in your household (including yourself)?



- Just more than half of respondents live with two adults over age 18 and 43% have no children age 18 and younger.

Question 32

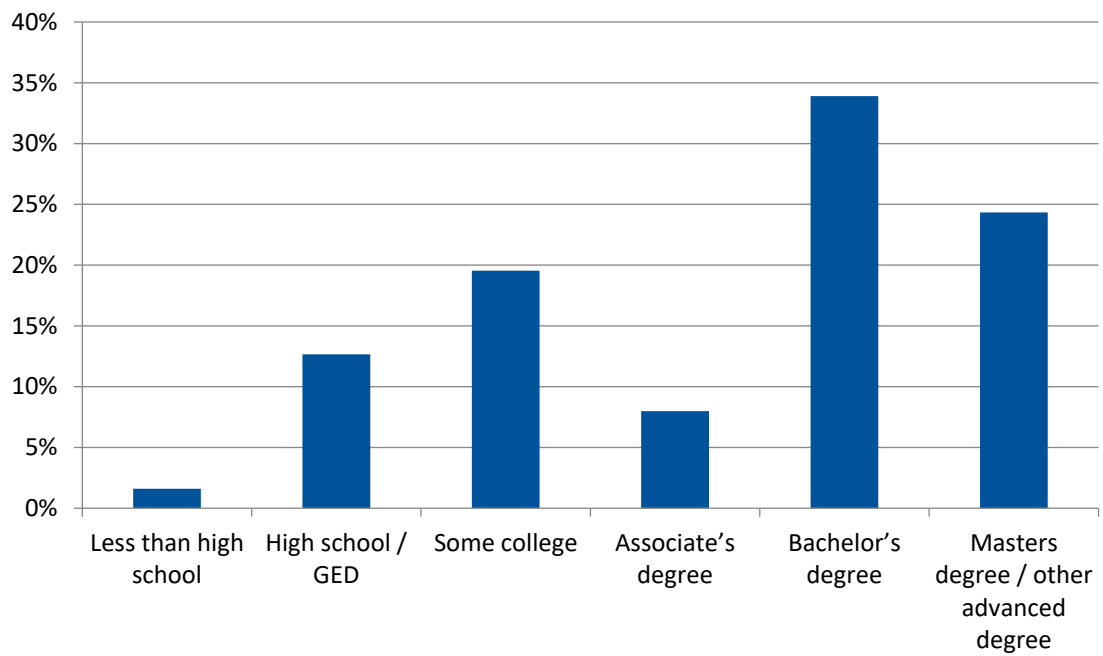
What category best describes the annual income for your household?



- Approximately 20% of respondents make \$100,000 to \$149,000 a year with the next largest cohort of respondents making \$75,000 to \$99,999 a year. The survey was skewed toward higher income households that, based on data and analysis in the report, do not struggle to find rental or for-sale housing. This must be kept in mind when considering all responses to this survey.

Question 33

What is the highest level of educational attainment in your household?



- More than half of respondents have a Bachelor's or Masters degree.

APPENDIX A: EMPLOYEE SURVEY INSTRUMENT

Below is the Employee Survey Instrument that was distributed to participating local area employees. It was also administered online, with the same questions and skip-logic patterns.

EMPLOYEE HOUSING SURVEY



The Greater New Braunfels Chamber of Commerce is sponsoring this survey that will provide information which helps our community and the area to plan and prepare for the future. A variety of good quality and affordable housing options is important for any community growing its population and job base. This survey will help the local New Braunfels public agencies better understand the community's present situation, beneficial policy changes that could be made, and new housing choices that may need to be offered.

The results of this survey will be made available to the general public and community leaders. **By donating a few minutes of your time, you will help decision makers in New Braunfels have the information they need to plan for the future.** Information collected by this survey will be displayed in aggregate only, keeping all individual responses private and confidential.

Please take a few moments to complete the survey. Your answers are intended to be completely anonymous and will provide much needed input for the community. **Thank you!**

1. About how long have you been employed by your current employer? (check one)

- ☐ less than one year
- ☐ 1 - 2.9 years
- ☐ 3 - 4.9 years
- ☐ 5 - 9.9 years
- ☐ 10 - 14.9 years
- ☐ 15 years or more

2. What best describes your employment status?

- ☐ Employed full time by local New Braunfels employer
- ☐ Employed part time by local New Braunfels employer(s)
- ☐ Student / intern
- ☐ Local independent contractor
- ☐ Out of town visiting contractor at local New Braunfels employer

3. How far do you commute to work each day? (check one)

☐ 0 to 5 miles

☐ 5 to 10 miles

☐ 10 to 25 miles

☐ 25 or more miles

4. Do you currently own, rent, or have another living arrangement?

☐ Own

☐ Rent

☐ Other living arrangement

5. What is the amount of your household's monthly mortgage or rent payment?

☐ Under \$500

☐ \$500 - \$749

☐ \$750 - \$999

☐ \$1,000 - \$1,249

☐ \$1,250 - \$1,499

☐ \$1,500 - \$1,749

☐ \$1,750 - \$1,999

☐ \$2,000 or more

☐ Not applicable

6. Please describe the physical structure of your current residence:

☐ Site-built single-family detached home

☐ Attached townhome or rowhouse

☐ Duplex / triplex / quadplex

☐ Small multi-unit property (5-9 units)

☐ Moderate-sized multi-unit property (10-30 units)

☐ Large multi-family complex (over 30 units)

☐ Mobile or manufactured home on long term / permanent site

☐ Recreational vehicle / trailer in temporary or seasonal location

☐ Other

7. Please state the 5-digit ZIP code of your current residence:

ZIP code: _____

8. Where do you live currently? (check one)

- | | |
|--|---|
| <input type="checkbox"/> City of New Braunfels (skip to Q10) | <input type="checkbox"/> McQueeney / Seguin |
| <input type="checkbox"/> Unincorporated area within 5 miles of New Braunfels (skip to Q10) | <input type="checkbox"/> Live Oak / Universal City / Selma / Schertz / Cibolo |
| <input type="checkbox"/> Other Comal County | <input type="checkbox"/> Other Guadalupe County |
| <input type="checkbox"/> San Marcos / other Hays County | <input type="checkbox"/> San Antonio |
| | <input type="checkbox"/> Other Bexar County |

☐ Elsewhere Where? _____

9. Why do you prefer living where you do now rather than the New Braunfels area? (Choose UP TO THREE things – you may offer your own opinion as one choice after “Other”) (skip to Q12 after completing this question)

- ☐ Prefer more rural setting / large acreage property farther from built-up areas and towns
- ☐ Current area offers better housing types / supply
- ☐ Long-time resident / family established in current community
- ☐ Responsibility to manage family land
- ☐ Commute easier for other family members
- ☐ Housing is more affordable / better value in current area
- ☐ School district preference
- ☐ Better recreational / cultural activities in current area
- ☐ Better shopping and dining options in current area
- ☐ Other _____

10. (If you checked “City of New Braunfels” or “Unincorporated area within 5 miles of New Braunfels” in Q8) What do you like best about living in the New Braunfels area? (Choose UP TO THREE things – you may offer your own opinion as one choice after “Other”)

- ☐ Small town / small city environment
- ☐ Family-friendly orientation
- ☐ In-town recreational amenities and parks
- ☐ Close to employer
- ☐ Public schools
- ☐ Local retail, dining, services, and entertainment
- ☐ Outdoor recreation opportunities near New Braunfels
- ☐ Cost of living
- ☐ Other _____

11. What do you like least about living in the New Braunfels area, compared to other places?
(Choose UP TO THREE things – you may offer your own opinion as one choice after “Other”)

☐ Limited housing options
☐ Cost of living
☐ Rapid growth / traffic
☐ Limited entertainment / family activities
☐ Limited arts and culture scene
☐ Limited shopping and dining
☐ Distance from employers / commute time
☐ Excessive tourism
☐ Safety concerns
☐ Taxes
☐ Other _____

12. Assuming no significant changes to the New Braunfels economy or employers, what are the most important changes needed to provide more supply and choices for housing? (Choose UP TO THREE things – you may offer your own opinion as one choice after “Other”)

☐ Provide more middle-class suburban-style subdivision housing
☐ Provide more upscale suburban-style subdivision housing and master planned communities
☐ Provide denser, lower-maintenance types of for-sale housing, such as townhomes, patio homes and condominiums
☐ Provide new quality “market rate” apartments and rental housing
☐ Provide new affordable apartments restricted to tenants with lower incomes
☐ Provide new upscale housing for seniors
☐ Provide new moderately priced housing for seniors
☐ Provide new upscale large-lot subdivision housing in areas just outside town
☐ Provide more mobile home and RV parks
☐ Provide more extended stay lodging and temporary resident housing
☐ Preserve existing lower cost and older housing
☐ Encourage more accessory rentals (garage apartments etc.) in single-family areas
☐ Other _____

13. How long have you lived at your current place of residence?

☐ Less than 1 year
☐ 1-3 years
☐ 3-5 years
☐ 5-10 years
☐ Over 10 years (skip to Q16)

14. When you last moved, which of these statements best describes the experience of your household, with regards to your needs and budget?
- ☐ Housing was EASILY found to match the needs AND budget of my household.
 - ☐ Housing was found to match the needs AND budget of my household WITH DIFFICULTY.
 - ☐ Housing was found to match the needs of my household, BUT NOT my household's budget.
 - ☐ Housing was found to match the budget of my household, BUT NOT its needs.
 - ☐ NO housing was found to match my household's budget NOR its needs.

15. If you wish, please add comments about your experience finding a home that met your needs and budget:

16. What would make you consider moving in the next few years? Pick all that apply.
- ☐ Nothing, I am satisfied with my current residence and would not consider moving (skip to Q25)
 - ☐ Dissatisfied with design or condition of current home
 - ☐ Will be leaving current household group / family
 - ☐ Need a larger home
 - ☐ Need a smaller home
 - ☐ Want a larger lot
 - ☐ Want a smaller lot
 - ☐ Dissatisfied with current home location / neighborhood
 - ☐ Prefer another school district
 - ☐ Want to be closer to work
 - ☐ Want to switch from renting to owning
 - ☐ Want to switch from owning to renting
 - ☐ Want a lower priced home
 - ☐ Will be relocating away from the New Braunfels area
 - ☐ Other reason:

17. Do you plan to own or rent in your next home?
- ☐ Own
 - ☐ Rent
 - ☐ Don't know

18. How much would you be willing to pay for your next home, per month?

- ☐ Under \$500
- ☐ \$500 - \$749
- ☐ \$750 - \$999
- ☐ \$1,000 - \$1,249
- ☐ \$1,250 - \$1,499
- ☐ \$1,500 - \$1,749
- ☐ \$1,750 - \$1,999
- ☐ \$2,000 or more
- ☐ Not applicable

19. Given your expected budget for housing, what do you consider to be the most likely housing type that you would be seeking:

- ☐ Multi-family apartment / condominium
- ☐ Accessory apartment or room in shared single-family home
- ☐ Duplex or triplex
- ☐ Attached townhouse or rowhouse
- ☐ Site-built single-family home in town or suburban lot
- ☐ Single-family home on oversize lot outside city limits
- ☐ Rural farm / ranch
- ☐ Mobile or manufactured home on long term / permanent site
- ☐ Recreational vehicle / trailer in temporary or seasonal location
- ☐ Other

20. How desirable do you find the following locations for your next home? Please rank their desirability.

	Not at all Desirable	Moderately Undesirable	Neutral	Moderately Desirable	Very Desirable
City of New Braunfels	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Unincorporated area within 5 miles of New Braunfels	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Live Oak / Universal City / Selma / Schertz / Cibolo	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
San Antonio	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
McQueeney / Seguin	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
San Marcos / Hays County	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other areas not listed above	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

21. What do you consider to be the most important factors in selecting your housing type and location? Check UP TO FIVE.

- | | |
|---|---|
| <input type="checkbox"/> Size / number of bedrooms | <input type="checkbox"/> Neighborhood character / amenities |
| <input type="checkbox"/> Floor plan / layout | <input type="checkbox"/> Safety / security / crime |
| <input type="checkbox"/> Condition / need for repairs or rehab | <input type="checkbox"/> School quality |
| <input type="checkbox"/> Need for remodeling | <input type="checkbox"/> Proximity to schools |
| <input type="checkbox"/> Need for decorative updates
(countertops, appliances, etc.) | <input type="checkbox"/> Property taxes |
| <input type="checkbox"/> Age of home | <input type="checkbox"/> Proximity to work |
| <input type="checkbox"/> Not in floodplain | <input type="checkbox"/> Proximity to shopping and services |
| <input type="checkbox"/> Lot / yard size / landscaping / pool | <input type="checkbox"/> Proximity to entertainment and cultural
amenities |
| <input type="checkbox"/> Price | <input type="checkbox"/> Proximity to parks, community open
space, and outdoor recreational facilities |
| <input type="checkbox"/> Likelihood of price appreciation /
investment potential | <input type="checkbox"/> Wildlife and natural areas within property |
| <input type="checkbox"/> Architectural quality / style / details | <input type="checkbox"/> Other: |
| | <hr/> |
| | <hr/> |

22. Would you prefer new construction or an existing home for your next residence?

- ☐ New construction
☐ Existing home
☐ Either / no preference

23. What is the room plan you would most desire for your next residence?

- ☐ Studio or small 1 bedroom
☐ Larger 1 bedroom or 1 bedroom with den
☐ 2 bedroom
☐ 3 bedroom
☐ 4 or more bedrooms

24. For the room plan identified in the previous question that offers your most desired features, how much would you be willing to pay **per month** in either mortgage, taxes and insurance cost (if buying) or rental payment? (enter a numerical cost between \$0 and \$10,000)

25. Which of these categories matches your age in years?

- ☐ Under 25
- ☐ 25 – 34
- ☐ 35 – 44
- ☐ 45 – 54
- ☐ 55 – 64
- ☐ 65 or older

26. Gender:

- ☐ Male
- ☐ Female

27. What is the primary way you commute to and from your principal employer?

- ☐ Drive myself
- ☐ Share rides with coworkers
- ☐ Share rides with non-coworkers
- ☐ Uber / Lyft / taxi / other ride-hailing service
- ☐ Bicycle
- ☐ Walk

28. Do you live with a spouse or partner?

- ☐ Yes
- ☐ No (Skip to Q31)

29. Please select the best description of your spouse's/partner's employment status.

- ☐ Employed full time outside of the home in New Braunfels area
- ☐ Employed part time outside of the home in New Braunfels area
- ☐ Employed and works at home
- ☐ Employed and works outside of New Braunfels area
- ☐ Student / intern outside of the home
- ☐ Not employed outside of the home (skip to Q31)

30. Where is your spouse's or partner's current geographic location (city or town) of employment or schooling?

31. How many are in your household (including yourself)?

- ☐ Adults over age 18
- ☐ Children age 18 and younger (put "0" if none)

32. What category best describes the annual income for your household?

- ☐ Less than \$25,000
- ☐ \$25,000 - \$34,999
- ☐ \$35,000 - \$49,999
- ☐ \$50,000 - \$74,999
- ☐ \$75,000 - \$99,999
- ☐ \$100,000 - \$149,999
- ☐ \$150,000 or more
- ☐ Would rather not disclose

33. What is the highest level of educational attainment in your household?

- ☐ Less than high school
- ☐ High school / GED
- ☐ Some college
- ☐ Associate's degree
- ☐ Bachelor's degree
- ☐ Masters degree / other advanced degree

Thank you very much for taking the time to complete this survey. As mentioned previously, your input will help decision makers in New Braunfels have the information they need to plan for the future. Please visit the following website below for more information about the Greater New Braunfels Chamber of Commerce: <https://www.chamberinnewbraunfels.com/>.



1001 South Dairy Ashford Street, Suite 450
Houston, TX 77077

281-582-0855
www.cdsmr.com