

**LIVE WORK PLAY**  
**A.A. CHORAGGI**  
 ARCHITECTS

January 13, 2016  
 Bill Page, AEC  
 President & CEO

**AEDC**  
 ALABAMA ENERGY EFFICIENCY  
 FINANCE SEMINAR

**THIS IS AN UPDATE**

2015  
 +15%  
 +15.5%  
 +15.5%  
 +15.5%

↑

What is Live Work Play?

**LIVE WORK PLAY**  
 ARCHITECTS

**VISION**

By 2025, Advancing with the  
 New City of Birmingham to  
 Live, Work and Play.

**LIVE WORK PLAY**  
 ARCHITECTS

By 2025, Advancing  
 with the City of Birmingham  
 to Live, Work and Play.

**LIVE WORK PLAY**  
 ARCHITECTS

Facebook: [facebook.com/lwpa](#)  
 Twitter: [twitter.com/lwpa](#)



January 13, 2016

Bill Popp, AEDC

President & CEO



AEDC

Anchorage Economic  
Development Corporation

Alaska Energy Efficiency

Finance Seminar

# 2015 JOBS UPDATE

# 2015

through November 2015

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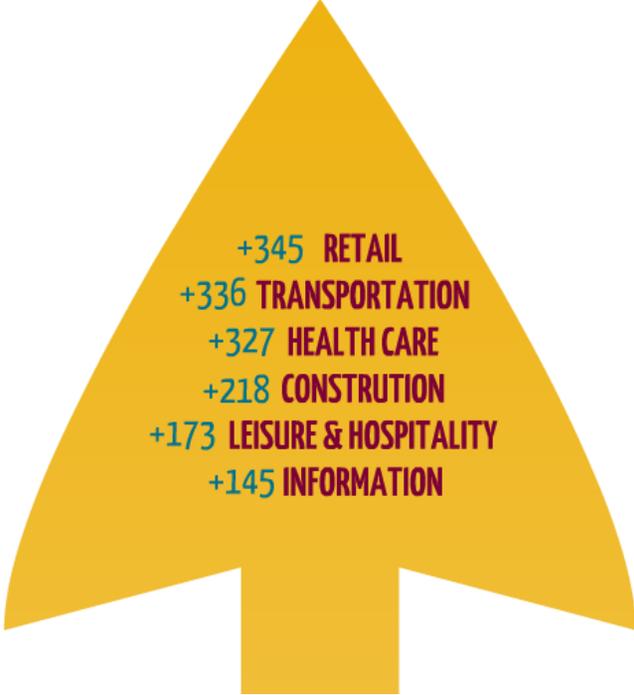
+536  
JOBS

+0.34%  
GROWTH

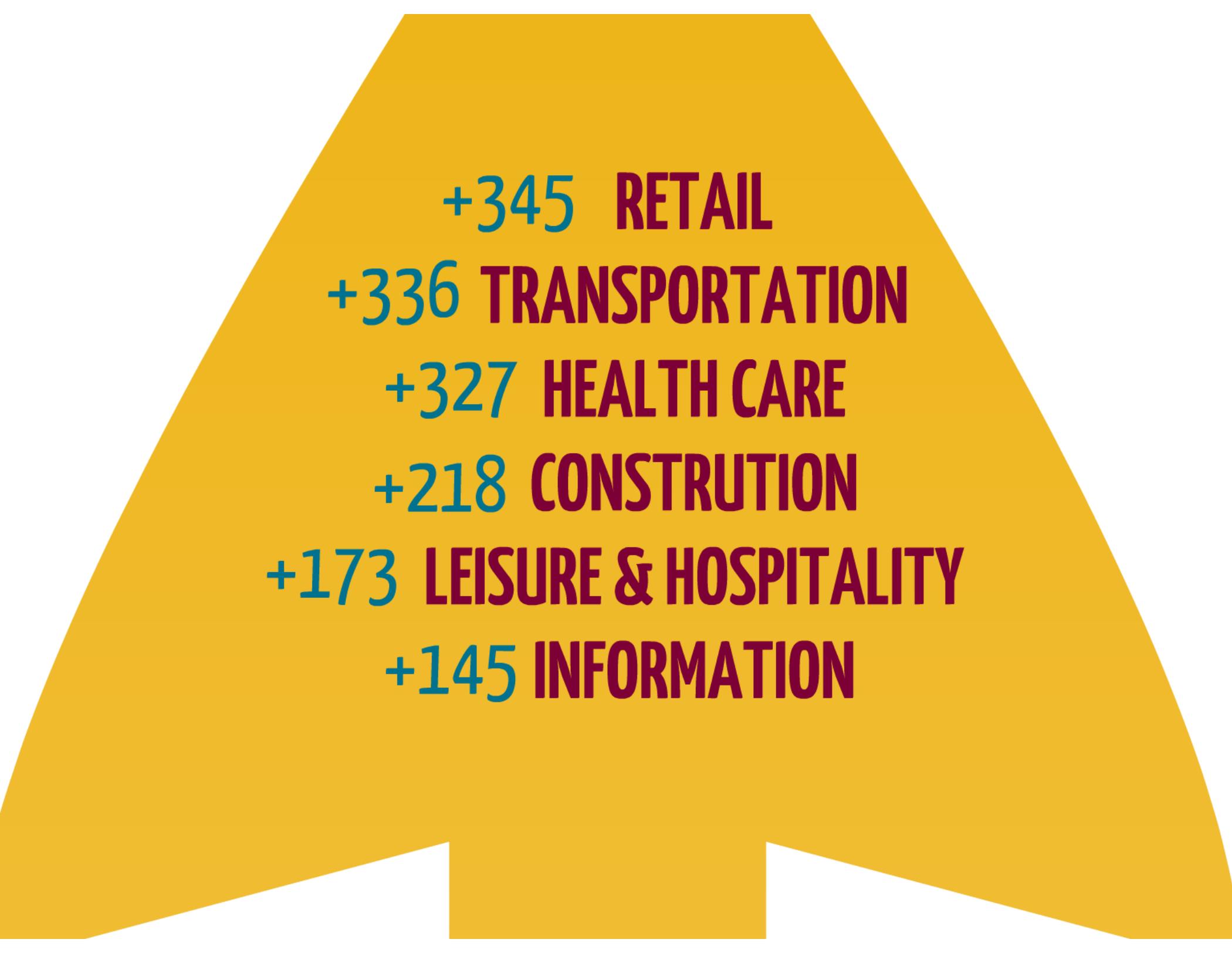
# 2015 EMPLOYMENT NUMBERS

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through November 2015



+345 RETAIL  
+336 TRANSPORTATION  
+327 HEALTH CARE  
+218 CONSTRUCTION  
+173 LEISURE & HOSPITALITY  
+145 INFORMATION



**+345 RETAIL**  
**+336 TRANSPORTATION**  
**+327 HEALTH CARE**  
**+218 CONSTRUCTION**  
**+173 LEISURE & HOSPITALITY**  
**+145 INFORMATION**

Industry	Value
RETAIL	+345
TRANSPORTATION	+336
HEALTH CARE	+327
CONSTRUCTION	+218
LEISURE & HOSPITALITY	+173
INFORMATION	+145

# FLAT

government

manufacturing

oil & gas



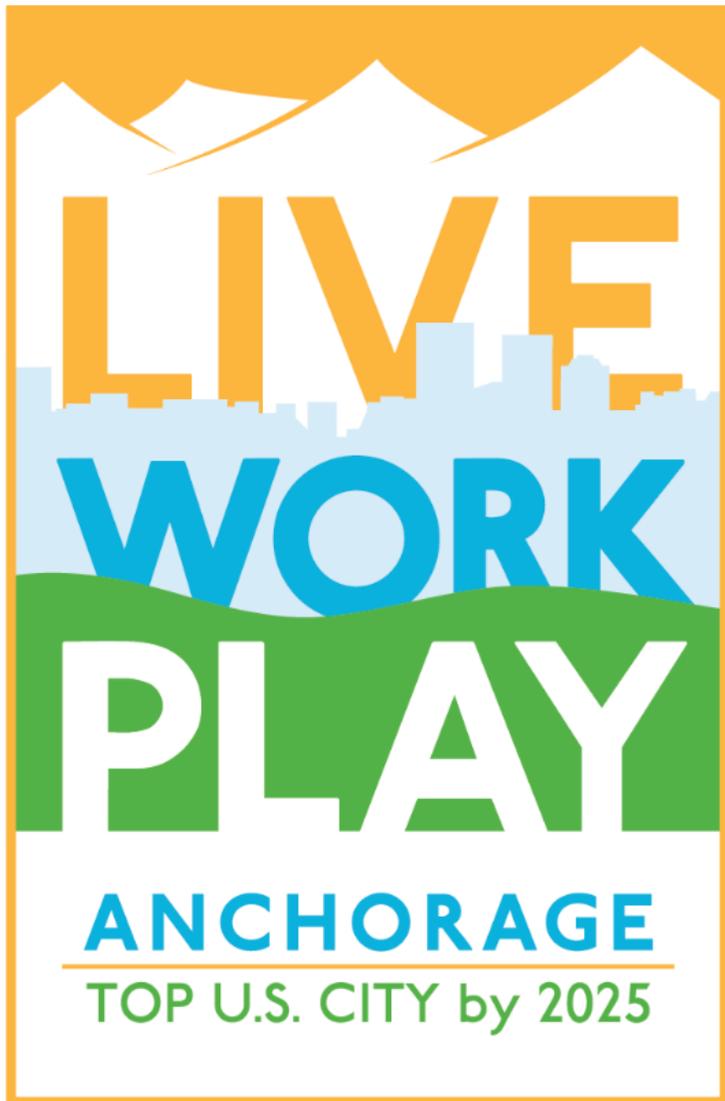
**-145**

**FINANCIAL ACTIVITIES**

**-282**

**PROFESSIONAL &  
BUSINESS SERVICES**

# What is Live. Work. Play.?

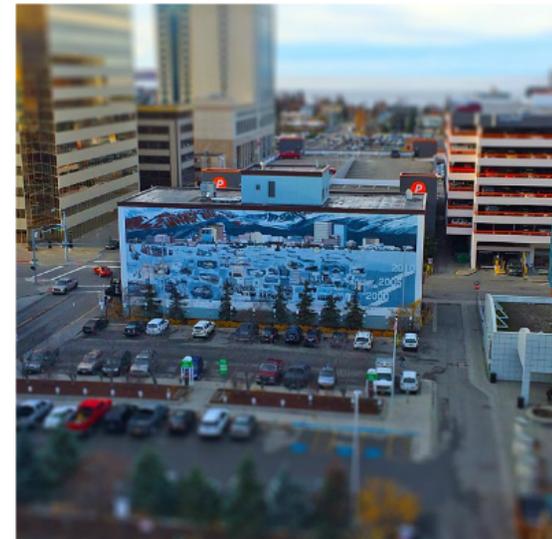


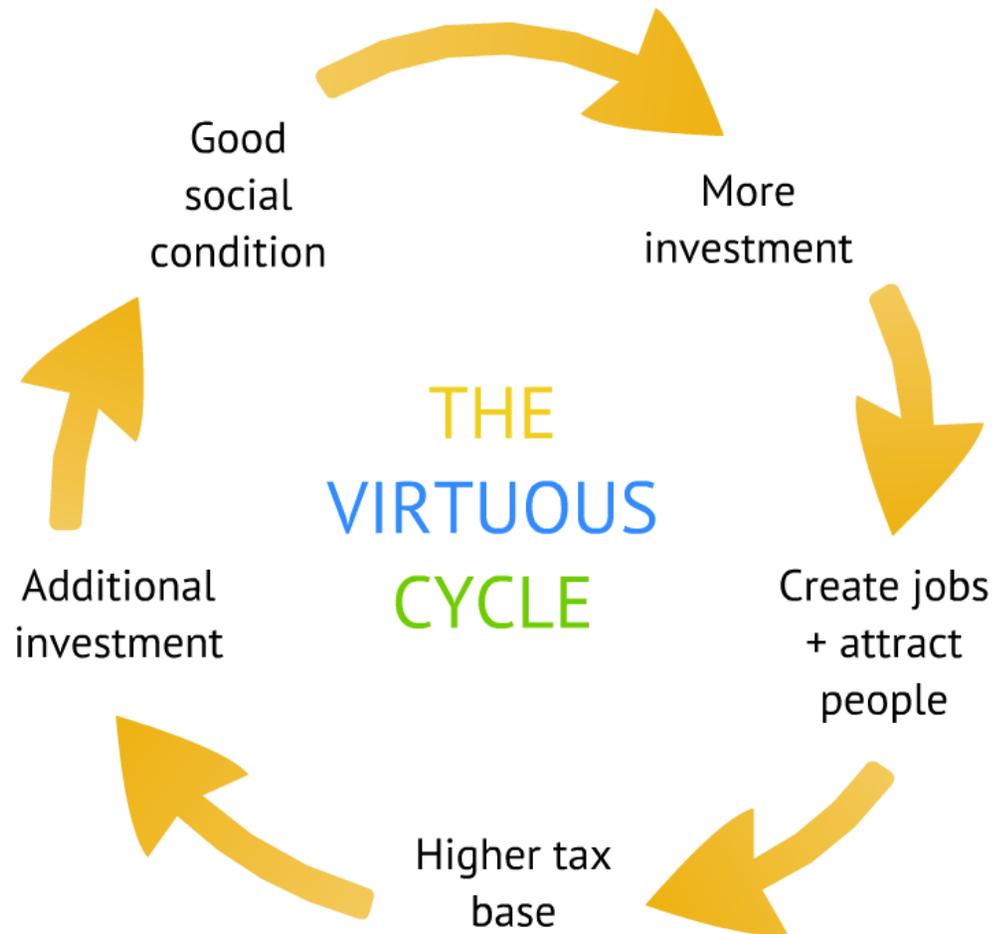
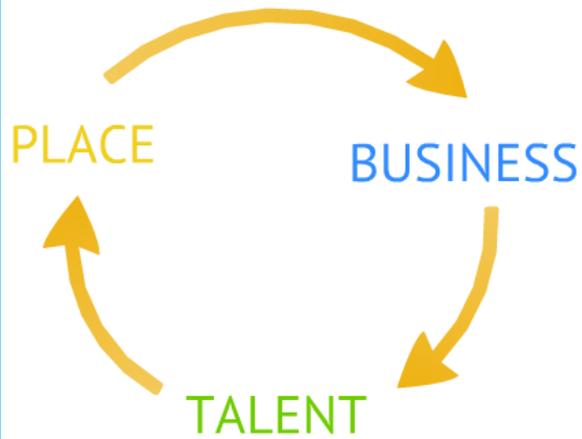
Live. Work. Play. is a grassroots effort focused on community improvement and engagement for the people who live here.



# VISION

By 2025, Anchorage will be the #1 city in America to Live, Work and Play.





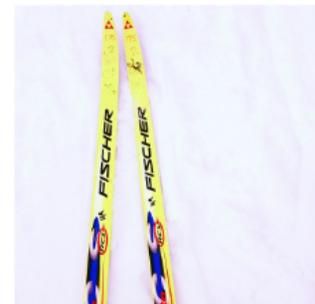
# PARTNERS

- **Non-binding Memorandum of Understanding (MoU)**
- **To date: 150 signed MoU's**



# AREAS OF FOCUS

- EDUCATION
- HOUSING
- WORKPLACE WELL-BEING
- COMMUNITY SAFETY
- TRAILS INITIATIVE
- CREATIVE PLACEMAKING
- ONE ANCHORAGE, ONE ECONOMY
- ENGAGE ANCHORAGE



# EMPLOYER SURVEY



**140**  
BUSINESSES RESPONDED

**24%**  
respondents use a relocation company

**47%**

Feel the Anchorage housing market is impacting the ability of their business to attract workers

### COMMON EMPLOYER CONCERNS:

- Employees choosing longer commutes in exchange for lower cost housing
- Overall neighborhood quality, including schools and availability of public transportation
- Increasing need for higher wages to accommodate high cost of housing, impacts company profitability
- Limited rental unit availability, many in undesirable neighborhoods with low quality amenities

**88**  
PERCENT  
companies with <1000 employees

**32%** offer a relocation package that includes assistance with housing

**80%** of relocated employees are looking to buy within the Anchorage Bowl

**90%** had <5 relocations to Anchorage last year, yet are still negatively impacted by our housing market

**39%** Feel the market is impacting their ability to retain workers

### TOP 5 SOLUTIONS IDENTIFIED BY EMPLOYERS:

- 1 Redevelop deteriorated areas with new denser housing (60)
- 2 Build more affordable housing units (60)
- 3 Provide tax relief for new housing in deteriorated areas (53)
- 4 Build more rental housing units (53)
- 5 Upgrade streets, water/sewer, sidewalks in deteriorated areas to encourage redevelopment (45)

### TOP 5 INDUSTRIES OF RESPONDENTS:

- Professional, business or tech svcs
- Oil, gas, mining, construction, mfg
- Other services
- Finance
- Other

**82%**  
respondents headquartered in Anchorage

**15%**  
had job candidates decline to relocate to Anchorage because of housing-related issues

**20%**  
rated employees as being mostly satisfied or very satisfied with finding housing to buy in Anchorage

**ONLY 8%**  
rated their employees as being mostly satisfied or very satisfied when evaluating their satisfaction with rental housing in Anchorage

**44%** mostly dissatisfied or very dissatisfied (25)



## Housing Survey - Employer

# Housing Survey - Employee

## EMPLOYEE SURVEY

**603**  
TOTAL RESPONDENTS



Gender of the respondents?  
**39% MALE**  
**61% FEMALE**

### DEMOGRAPHICS

**60% BETWEEN AGES OF 25-44**

32% 25-34 (Millenials) • 28% 35-44 (Generation X)

**73% HAVE BACHELOR'S DEGREE OR HIGHER**

45% Bachelor degree • 28% Graduate degree

**MAJORITY OF HOUSEHOLDS "MARRIED"**

57% Married couple • 17% One-person

**51% ANNUAL HOUSEHOLD INCOME \$50K-\$125K**

21% \$50,000 to \$74,999  
15% \$75,000 to \$99,999  
15% \$100,000 to \$124,999

### DOWNTOWN #1

NEIGHBORHOOD WHERE PEOPLE WANT TO LIVE

46% DOWNTOWN

39% TURNAGAIN

38% SO. ANCHORAGE

27% LOWER HILLSIDE

### 62% CURRENTLY RESIDENTIAL "OWNERS"

62% Owners

34% Renters

3% Live with Parents

1% Other

75% "OWNER" RESPONDENTS OWN SINGLE FAMILY HOMES

75% Single-family home

17% Condo or townhouse

6% Duplex

1% Mobile home

**72% NOT CURRENTLY SEEKING HOUSING**

13% Tried to Rent • 15% Tried to Buy



Primary reason why potential buyers did not purchase?

**68% HOUSING TOO EXPENSIVE**

PLANNING TO MOVE WITHIN ANCHORAGE IN THE FUTURE? **45% Yes** • **38% No**

TYPES OF HOUSING RESPONDENTS WOULD CONSIDER?

76% Single-family multi-level • 71% Single-family 1-floor

47% Townhouse • 40% Duplex • 38% Condo

WHAT DO RESPONDENTS WANT IN NEW HOUSING?

79% Garage • 68% Location in a safe neighborhood

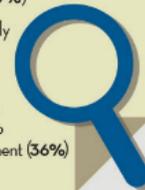
61% Washer/Dryer in unit • 56% Proximity to parks & trails

53% Yard • 48% Ability to have pets • 47% Proximity to work

33% Proximity to shopping, services, restaurant, or coffee shop

### TOP 5 SOLUTIONS IDENTIFIED BY EMPLOYEES:

- 1 Redevelop deteriorated areas with new denser housing (50%)
- 2 Build more affordable housing units (49%)
- 3 Provide tax relief for new housing in deteriorated areas (39%)
- 4 Build more single-family housing units (37%)
- 5 Upgrade streets, water/sewer, sidewalks in deteriorated areas to encourage redevelopment (36%)



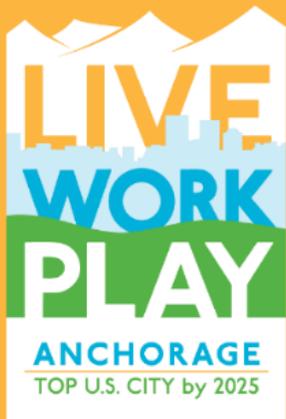
# What Home Buyers Really Want

National Association of Home Builders (NAHB)

Full report: [www.nahb.org](http://www.nahb.org)

Three of the top-ranked features in all age groups were energy-related.

- ENERGY STAR rated appliances (94%)
- ENERGY STAR rating for whole home (91%)
- ENERGY STAR rated windows (89%)



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Buyers care about the environment.

- Concerned/want environment-friendly home, but would not pay more (67%)
- Not concerned (18%)
- Concerned/would pay more (14%)



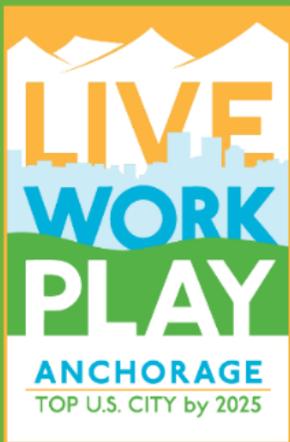
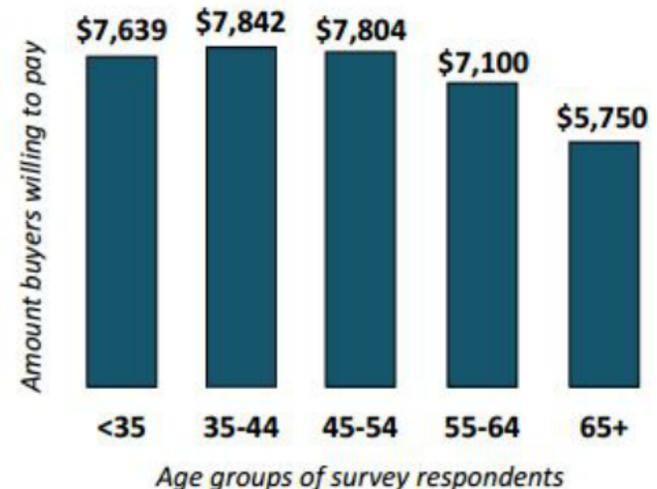
# What Home Buyers Really Want

## National Association of Home Builders (NAHB)

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Buyers are willing to pay more for energy efficiency.

- 9 out of 10 buyers would choose a highly energy efficient home w/lower utility bills rather than one costing 2-3% less w/out those features
- On average, home buyers are willing to pay an additional \$7K+ in the up-front price of a home to save \$1K annually on utility costs:





**By 2025, Anchorage  
is the #1 city in  
America to **Live.**  
**Work. & Play.****

 [facebook.com/AnchorageLWP](https://facebook.com/AnchorageLWP)

 [instagram.com/iloveanchorage](https://instagram.com/iloveanchorage)

# 2016 AEDC Economic Forecast Luncheon

January 27, 2016



Featuring Keynote Speaker:

## Alexa Clay

co-author, *The Misfit Economy*

**TICKETS ON SALE NOW!**

# THANK YOU!

All reports available on [www.AEDCweb.com](http://www.AEDCweb.com)



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**Anchorage Economic**  
Development Corporation