



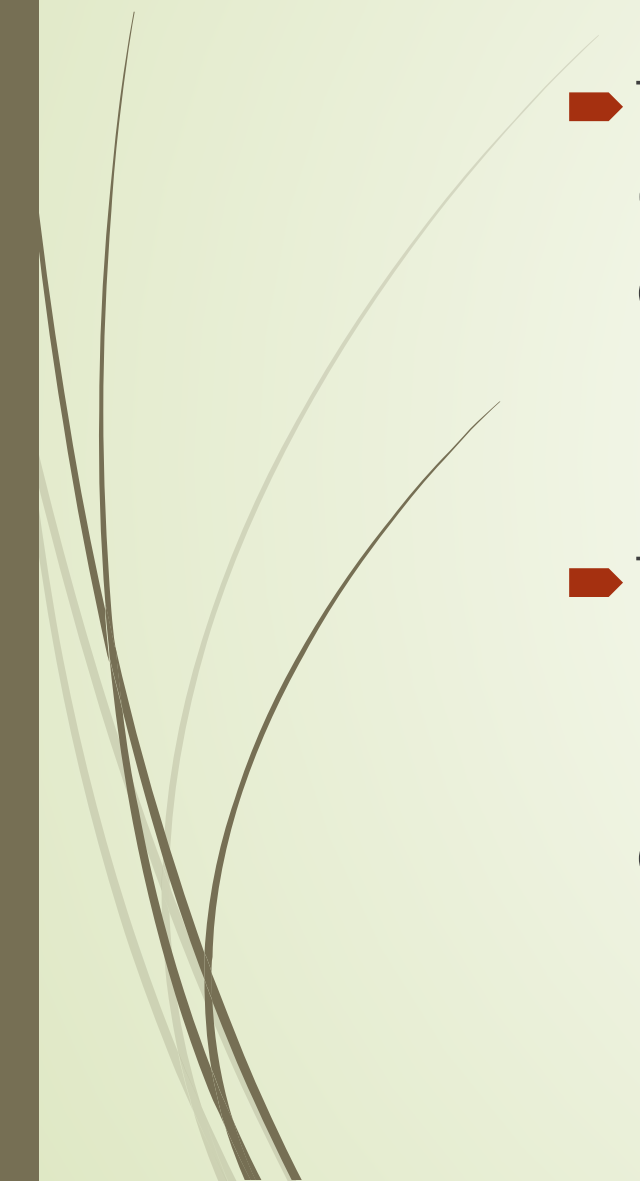
Market Study Proposal


Presented by Member Mary Jo Baretich to
the Mobile Home Advisory Board

January 23, 2023



2001-02 Mobile Home Market Study

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- The Huntington Beach City Council authorized CSU Fullerton researchers to conduct a comprehensive, timely, and efficient study of mobile home parks in the city.
 - The underlying purpose was to provide knowledge about vulnerable senior and family populations in Huntington Beach and to contribute to a revised Housing Element.



The 2002 Report provided full information on
Mobile Home conditions and issues.

**MARKET STUDY OF MOBILE HOMES
IN HUNTINGTON BEACH**

SURVEY OF MOBILE HOME PARKS AND MOBILE HOME
RESIDENTS IN HUNTINGTON BEACH AND A SURVEY OF
MOBILE HOME PARKS IN ORANGE COUNTY

FINAL REPORT

Submitted to

CITY OF HUNTINGTON BEACH
Economic Development Department
Huntington Beach, California

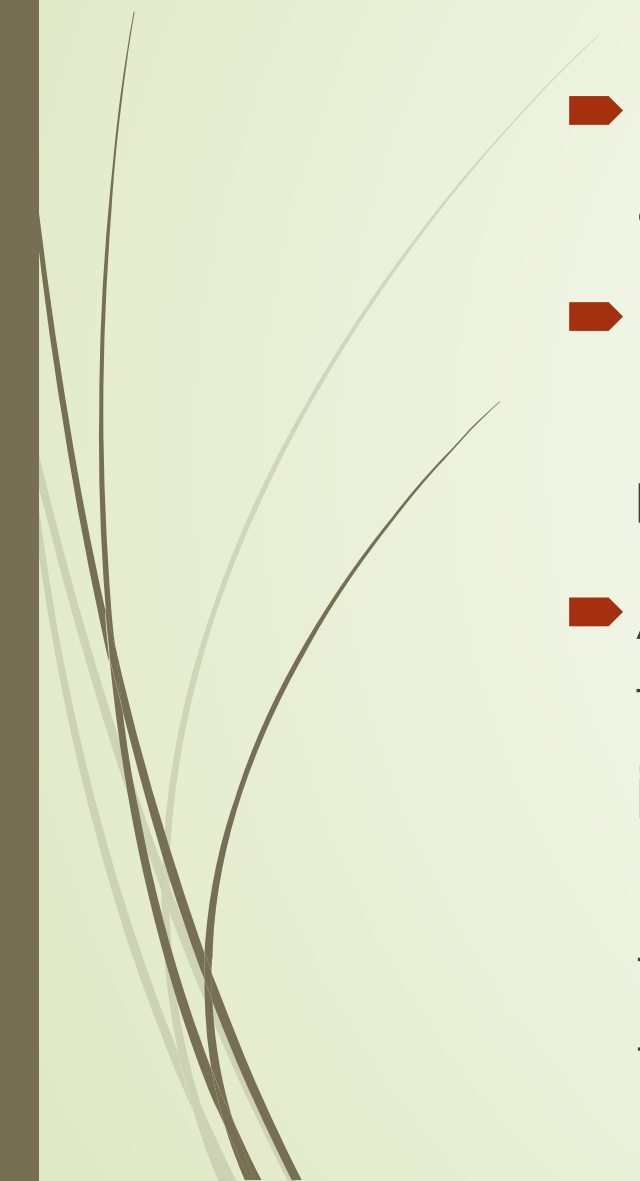
By

Center for Demographic Research
California State University, Fullerton
Fullerton, California 92834

February 2002




Need for a New Market Study

- MHs are America's rare form of non-subsidized affordable housing.
 - MH resident-owners own or are paying a mortgage on their homes but also pay space rent to park owners.
 - An increasing number of park owners are hedge fund operators, conglomerates, and Wall Street investors, not the mom & pop owners of the past. These investors expect a high return on their investment – even in economic downturns they are making 20-40% profit.
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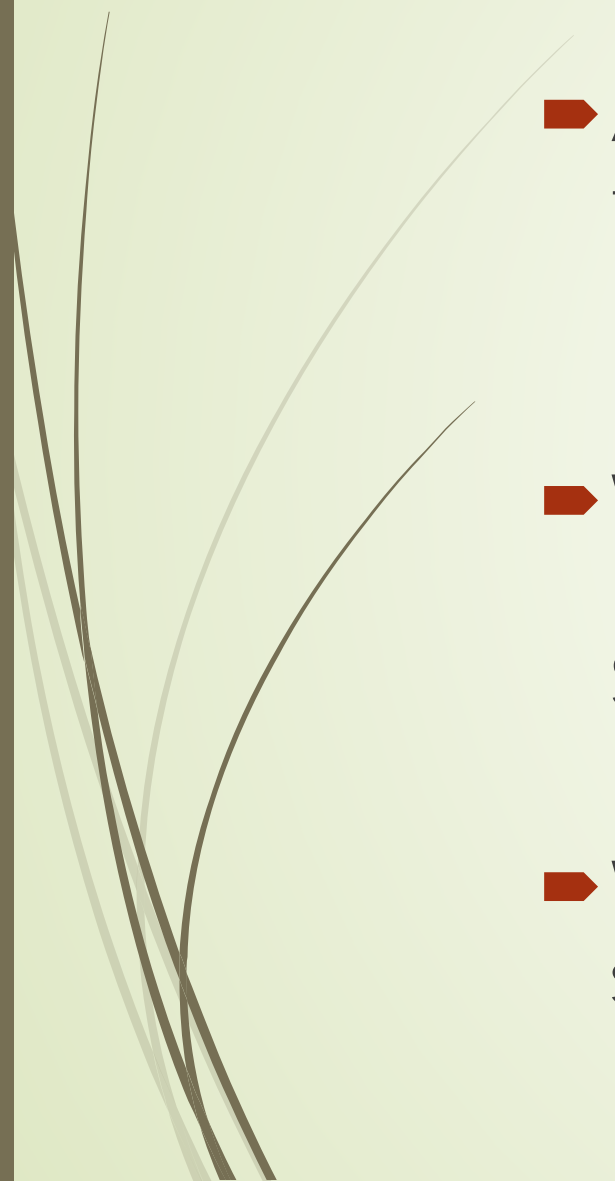


Need for a New Market Study, con't

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- To justify large rent increases, these predatory park owners have offered inflated and informal "market studies" using only the highest cost MH parks, condos and apartments,
 - MH park owners in Huntington Beach ask for a new Market Study to get updated information on the 7000+ residents and their 17 MH parks so decision-makers have a better understanding of this constituency.



Steps Taken Thus Far

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- Ada Hand & I met with city staff in 2022 and talked with researchers at Chapman, CSU Fullerton & UCI about potential interest.
 - We offered recommendations for data sets to be added or deleted from the 2002 Market Study.
 - We received a credible offer to conduct the study.

Possible Researchers

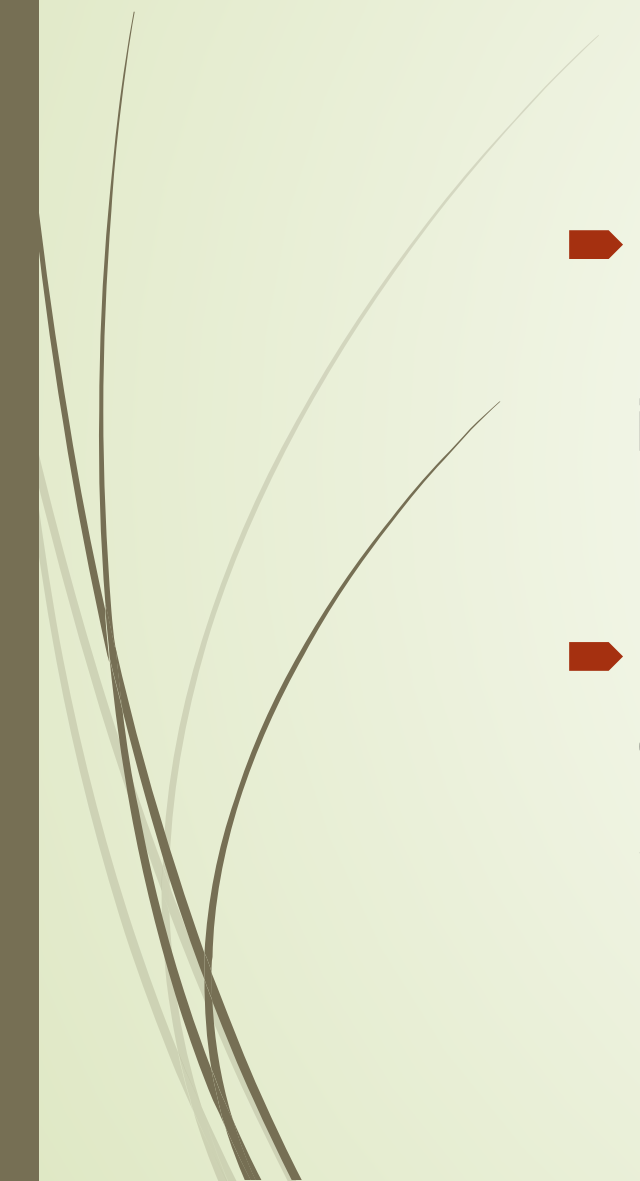
- If approved by the Council, the City is required to go through its appropriate procurement procedure to select an external vendor/researcher(s).
- Chapman University
 - is willing to consider the project, if they can free up staff time.
 - Chapman's research would cost in excess of \$40,000 and would take about two years to produce a report.
- AdvanceOC, a non-profit that offers comprehensive research on equity in OC has offered to do the research and issue a report.
 - AdvanceOC is willing to conduct research and produce a professional report for \$10,000.

Possible Researcher, con't

- AdvanceOC could offer the market survey in five languages. It could be conducted with a QR code and a computer.
- Resident-owners without computer access could have one provided at a public meeting in each MH park, assisted by residents with computers. Because responders would not enter their contact info, there would be no issue with website security.
- AdvanceOC could produce the report within one year.



Follow-Up

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- I propose to offer the services of myself and Ada Hand to finetune the required data sets, with input from Mr. Zelinka's staff.
 - I move that the MHAB recommend the City Council fund the new Market Study in 2023 for \$10,000 and direct City staff to initiate the process.