Regional Housing Strategy (RHS)

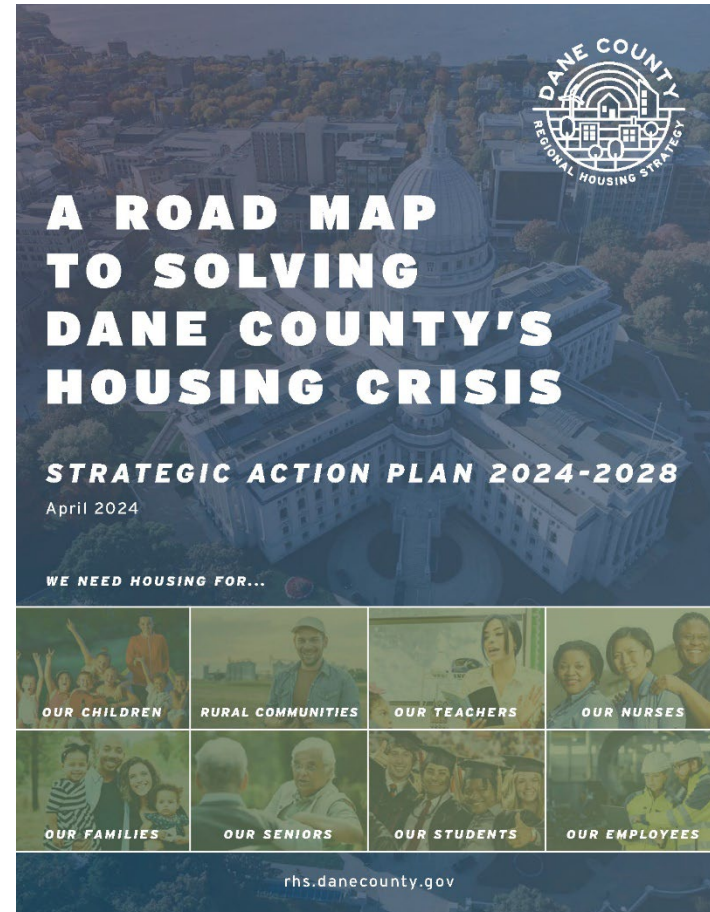**Dane County Regional Housing Strategy**

- Housing Study, Report, Strategies, & Actions

- Prepared by consultant group

- Led by Housing Advisory Committee (HAC)

- Extension of Dane County Housing Initiative (DCHI)
    - Led by Dane County Planning, supported by Housing Access & Affordability Division

Core Values

Accountability

- All entities – public, private, and nonprofit alike – accept and share responsibility for providing attainable housing

Affordability

- All people have housing they can afford

Economic Growth

- Housing production keeps pace with employer growth and meets employee needs

Empowerment

- Residents, practitioners, and elected officials have a shared understanding of housing needs and are equipped to leverage housing resources and programs
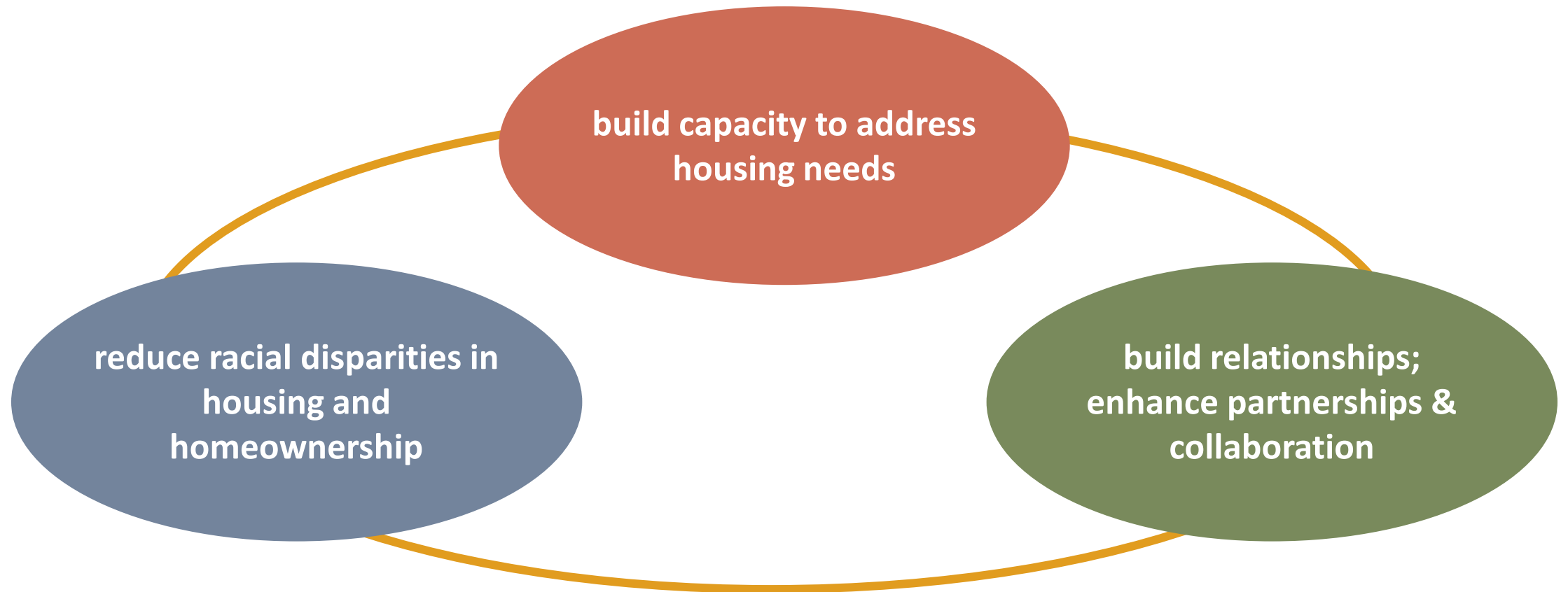
Equity

- Historically excluded populations and lower-income households have access to quality housing

Sustainable Development

- Housing is located near existing services, infrastructure, transit, amenities and jobs, reducing environmental impacts and improving quality of life for all residents

Overarching Priorities

build capacity to address housing needs

reduce racial disparities in housing and homeownership

build relationships; enhance partnerships & collaboration

Community Engagement

Survey

- A countywide housing survey for residents and workers (6,380 respondents) shed light on housing needs and preferences

Interviews

- Private and non-profit sector developer and builder interviews provided current obstacles and opportunities related to building more housing

Focus Groups

- Focus groups with lower- and moderate-income households that reside in Cities and Villages, as well as underrepresented groups, including seniors, youth, Black, Hmong, Latinx and LGBTQ+ communities, provided in-depth feedback on people's lived experiences with housing throughout the county

Housing Advisory Committee (HAC)

80 Member Steering Committee (HAC)

- County
- Elected Officials from 17 municipalities
- Staff from municipalities
- DCCVA
- Non-profits
- Developers & Builders
- Banks & Financing
- State Agencies

The 80 Member HAC led the process from start to finish, prioritizing vision, goals, needs, and strategies

Housing Advisory Committee

- Danny Afable – JT Klein Company, Inc.
- David Aguayo – Greater Madison Area Chamber of Commerce
- Alexander Allon – Village of DeForest
- Tanika Apaloo – University of Wisconsin–Madison
- Norman Arendt – Town of Rutland
- Jean Armendariz–Kerr – Mode Realty Network
- Mike Basford – Wisconsin Department of Administration
- Christie Baumel – Office of the Mayor, City of Madison
- Katrina Becker – City of Stoughton
- Casey Becker – Dane County Division of Housing Access & Affordability
- Tahkaney Becknell – Quartz Health Solutions
- Zach Billings – City of Fitchburg
- Becky Binz – City of Sun Prairie
- Deaken Boggs – Madison Area Community Land Trust
- Sylvia Boyack – Resident, Dane County
- Gurdip Brar – Mayor, City of Middleton
- Nick Brattlie – Town of Deerfield
- Andrew Bremer – Village of McFarland
- Karen Carlock – Town of Vermont
- Ian Carter – Briarpatch Youth Services
- Theola Carter – Dane County Office for Equity and Inclusion
- Bill Chang – Village of DeForest
- Eric Christiansen – Summit Credit Union
- Josh Clements – City of Sun Prairie

- Jennifer Cole – City Council Member, City of Middleton
- Abigail Corso – Elevate Energy
- Kate Cronin – Alder, City of Verona
- Jael Currie – YWCA
- Erran Daniels – Workforce Development Board of South Central Wisconsin
- Geraldine Davenport – Resident, Dane County
- Lashone Davenport – Resident, Dane County
- Patrick Depula – Alder, City of Monona
- Chris Ehlers – Veridian Homes
- Michael Engelberger – Dane County Board of Supervisors
- Paul Esser – Mayor, City of Sun Prairie
- Marilyn Feil – Joining Forces for Families
- Matt Frater – City of Madison
- Rebecca Giroux – Wisconsin Housing and Economic Development Authority
- Steve Hanrahan – Habitat for Humanity of Dane County
- Barbara Harrington McKinney – Resident
- Sandy Harter – Joining Forces for Families
- Nick Hiebert – Town of Vermont
- Sean Higgins – Capital Area Regional Planning Commission
- Colleen Hoesly – Greater Madison Metropolitan Planning Organization
- Tate Huizenga – Clark Street Community School
- Jenna Jacobson – State Representative, District 43, Village of Oregon
- Pia Kinney James – Resident, Dane County

- DaMontae January – Madison Community Cooperative
- Austin Johnson – Urban League of Greater Madison
- Kim Johnston – PACE Wisconsin
- Angela Jones – United Way of Dane County
- Lisa Kratz – Madison Area Builders Association
- Renée Lauber – Dane County Towns Association
- Taylor Laufenberg – JT Klein Company, Inc.
- Chad Lawler – Madison Area Builders Association
- Maria Lisignoli – NBC 15
- Rabbi Bonnie Margulis – Wisconsin Faith Voices for Justice
- Denise Matyka – Project Home
- Kate McGinnity – Dane County Board of Supervisors
- Sridevi Mohan – Area Agency on Aging of Dane County
- Dana Monogue – Middleton-Cross Plains School District
- Brian Mooney – Village of Cross Plains
- Dan O'Callaghan – Dane County Housing Authority
- Mary O'Connor – Mayor, City of Monona
- Claire Oleksiak – Sustain Dane
- Helen Pan – Area Agency on Aging of Dane County
- Paola Paulino – Summit Credit Union
- Kurt Paulsen – University of Wisconsin–Madison
- Robert Procter – Realtors Association of South Central Wisconsin
- Melissa Ratcliff – State Representative, District 36, Dane County Board of Supervisors
- Taylor Rozman – WayForward Resources

- Erin Ruth – Village of Cottage Grove
- Gail Rutkowski – Area Agency on Aging of Dane County
- Jamie Rybarczyk – Village of Windsor
- Tim Semmann – Village of Waunakee
- Brad Sippel – City of Fitchburg
- Nicole Solheim – Cinnaire
- Robert Stafslien – Wisconsin Housing and Economic Development Authority
- Steve Steinhoff – Capital Area Regional Planning Commission
- Tim Swadley – Mayor, City of Stoughton
- Kong Thao – Village of McFarland
- Kyle VonRuden – The Road Home Dane County
- Heidi Wegleitner – Dane County Board of Supervisors
- Shealynn Wegner – University of Wisconsin–Madison
- Cody White – Madison Area Technical College
- Jewelline Wiggins – NAACP, Dane County
- Willie Wiggins – Resident, Dane County
- Olivia Williams – Madison Area Community Land Trust
- Bob Wipperfurth – Village of Windsor; President, Dane County Cities and Villages Association
- Daphne Xu – City of Middleton
- Deana Zentner – Town Chair, Town of Rutland

Housing Advisory Committee

Housing Advisory Committee

(Brief) Measures of Need

Underproduction

- The number of new households in Dane County was **8,000 higher** than new housing units built from 2010 to 2020

Vacancy

- Dane County's rental vacancy rate remains almost **3% below** the national average

Extremely Low-Income Units

- There is a need today for 13,300 additional rental units affordable to households at or below 30% of Area Median Income

Production Need (County)

*Annual Housing Production Goals to Address Forecasted 2040 Household Growth*

7,000	New housing units
3,300	New owner units
3,700	New renter units
1,765	New affordable renter units
300	New affordable senior units

*At least 26% of all new rental units should be income- and rent-restricted under 60% AMI

**At least 250 affordable single-family for sale homes should be built or acquired/rehabbed annually

Production Targets

Jurisdiction	2020 Households	2020 Housing Units	2040 Households	2040 Housing Units	Annual New Housing Units Needed
Dane County	238,417	248,795	363,332	379,370	6,993
Madison	123,840	129,329	188,766	197,206	3,635
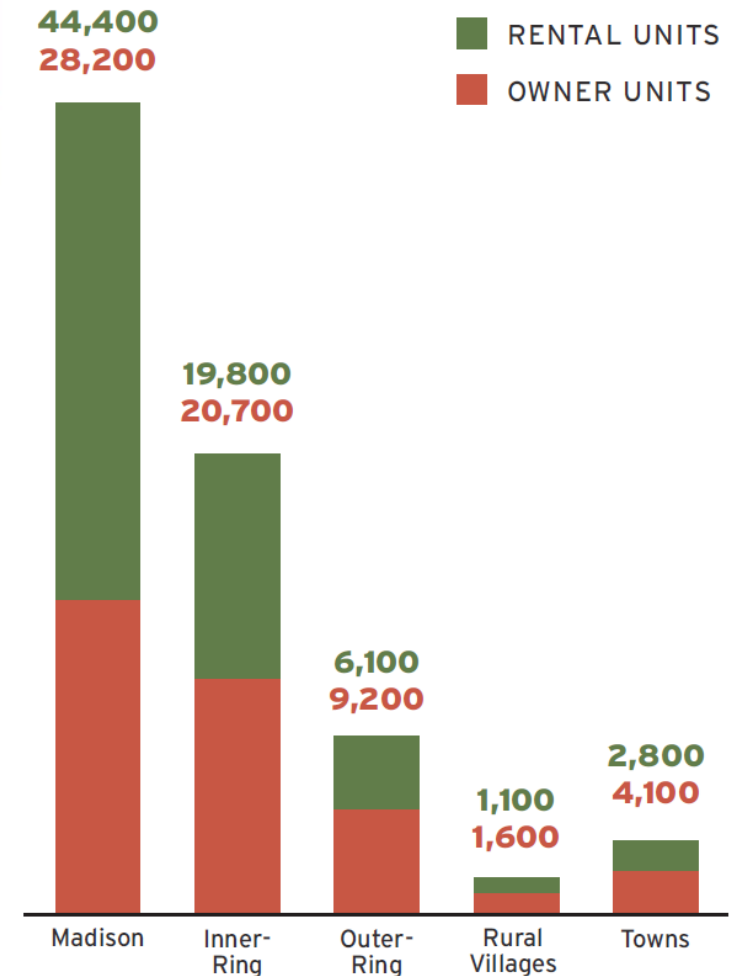
Total Need

- 3,635 units per year in the City of Madison

Rental:

- ~2,220 rental units/year
  - Averaging ~2,020 / year over past 5 years
  - ~1,780 / year over past decade

Ownership:

- ~1,410 ownership units per year
  - Averaging ~310 / year over past 5 years
  - ~315 / year over past decade

Strategies & Action Items

HOUSING PRIORITY:

INCREASE THE NUMBER OF HOUSING UNITS ATTAINABLE TO LOW- AND MODERATE-INCOME HOUSEHOLDS.

STRATEGY 1: **EXPAND OR CREATE AFFORDABLE HOUSING FUNDS.**

STRATEGY 2: **INCREASE THE USE OF TID FUNDING TO CREATE AFFORDABLE HOUSING UNITS.**

STRATEGY 3: **EXPAND USE OF COMMUNITY LAND BANKS.**

15 Total Action Items

Strategies & Action Items

HOUSING PRIORITY:
INCREASE THE OVERALL NUMBER OF HOUSING UNITS.

STRATEGY 4: **ADVANCE ZONING REFORMS AND UPDATE LOCAL ZONING CODES.**
STRATEGY 5: **INCREASE LOCAL CONSTRUCTION WORKFORCE AND DEVELOPMENT CAPACITY.**
STRATEGY 6: **LEAD COUNTYWIDE EDUCATION TO SUPPORT AFFORDABLE HOUSING.**
STRATEGY 7: **ASSESS POTENTIAL FOR HOUSING IN RURAL DEVELOPMENT AREAS.**

23 Total Action Items

Strategies & Action Items

HOUSING PRIORITY:

PROVIDE HOUSING, RESOURCES AND PROTECTIONS FOR THE MOST VULNERABLE POPULATIONS.

STRATEGY 8: **EXPAND RACIAL EQUITY AND INCLUSION TRAINING, EDUCATION AND COMMUNICATIONS AROUND HOUSING.**

STRATEGY 9: **DEVELOP OR EXPAND RENTER ASSISTANCE PROGRAMS.**

STRATEGY 10: **UTILIZE TAX INCREMENT DISTRICT (TID) EXTENSION FUNDING FOR AFFORDABLE HOUSING.**

STRATEGY 11: **EXPAND RESOURCES FOR FAIR HOUSING ENFORCEMENT.**

16 Total Action Items

Strategies & Action Items

HOUSING PRIORITY:
REHABILITATE AND PRESERVE AFFORDABILITY OF EXISTING HOUSING.

STRATEGY 12: **SUPPORT ACQUISITION AND REHABILITATION OF AFFORDABLE UNITS.**
STRATEGY 13: **INCREASE ASSISTANCE FOR ENERGY EFFICIENCY RETROFITS AND UPGRADES.**
STRATEGY 14: **EXPAND/CREATE LOAN FUNDS FOR HOME RENOVATIONS.**

14 Total Action Items

Strategies & Action Items

HOUSING PRIORITY:
PROVIDE MORE PATHWAYS TO HOMEOWNERSHIP.

STRATEGY 15: **EXPAND/CREATE HOMEBUYER EDUCATION AND ASSISTANCE PROGRAMS.**

STRATEGY 16: **INCREASE AFFORDABLE HOMEOWNERSHIP PRODUCTION.**

STRATEGY 17: **EXPAND USE OF COMMUNITY LAND TRUSTS (CLTs).**

12 Total Action Items

More Information

Executive Summary

- Linked in agenda

- Contains detailed action matrix

Full Report

- Linked in agenda

- Contains more detailed history, data, projections
  - Many breakouts of Madison data
  - Full survey responses