



Department of Planning and Community & Economic Development

Community Development Division

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Child Care
Community Resources
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Memo

To: Housing Strategy Committee
From: Matt Frater, Community Development Specialist
Date: 3/17/2023
Re: 2023 Committee Review of Housing Strategies

Overview

The Housing Strategy Committee has, since its creation, provided oversight and/or recommendations on many of the City's housing-related plans, studies, and reports. Some of these documents were initiated as one-time exercises to provide local insight related to national trends and best practices (White House Toolkit, EOC Housing Report), some are annual/bi-annual tracking of the City's larger trends (Biennial Housing Report, Housing Snapshot Report), some either required or projected to be produced on a 5-year cycle (Equitable Development Report, Analysis of Impediments to Fair Housing Choice), and some are directly tied to 10-year state planning requirements (Imagine Madison Comprehensive Plan).

As each of these reports and studies are on different production schedules, strategies and recommendations related to housing markets vary from report to report based on new insights and emerging best practices. In recognition of emerging, evolving, and context-specific strategies, in 2019-20 the Housing Strategy Committee reviewed and ranked all major strategies contained within each document. This ranking list contained values that were a composite (by score) of both feasibility and impact. The list of strategies also contains strategies in varying phases of implementation by the City, including actions which were planned, in progress, completed, or not yet begun.

Housing Forward

Building off the Housing Strategy Committee's previous work, as well as the work of staff, the Mayor released the Housing Forward Initiative in early 2021. This housing framework had initially been targeted for release in early 2020, but was delayed by the pandemic and necessary emergency response. Even with the delay, the Housing Forward Initiative effectively created a new framework to broadly identify trends in City housing studies, plans, and reports – creating new umbrella goals that focused on desired strategy impact as opposed to strategies organized by and oriented toward sectors of the housing market. Many of the sub-goals and strategies contained within the Initiative will be familiar to Housing Strategy Committee Membership.

The Housing Forward Initiative is largely how City staff working in areas related to housing categorize their work efforts. Strategies previously considered and ranked by the Housing Strategy Committee remain under the Housing Forward framework, though in most cases are not listed explicitly under each goal. As the Housing Forward Initiative entering the third year of implementation, the Housing Strategy Committee is being asked to reevaluate previous work under this new framework for longer-term implementation and planning.

2023 Committee Workplan: Housing Forward Review

As the Committee has depth of familiarity with all strategies identified in previous housing study and planning efforts, reevaluation of strategies will occur at the Committee throughout 2023. Reevaluation of these strategies may impact both future staff work regarding programs and policies, as well as future housing and community development planning efforts – notably the Analysis of Impediments to Fair Housing Choice, to be completed during 2024.

Staff have reviewed all previous recommendations and ranking by the committee, assigning each both a “primary” and “secondary” Housing Forward goal area. Over five meetings over the course of 2023, the Committee will review all strategies under each specific goal area, for both primary and secondary strategies. The committee is being asked to consider whether the strategies listed are still relevant, whether they need refinement, whether they are priorities that should be newly considered, and importantly, whether there are any key strategies and/or initiative that are missing completely from previous City consideration.

It is not anticipated that the Committee perform the depth of ranking as previously completed in 2019-20, though discussion and direction to staff on which initiatives would be of greatest impact to the City is appreciated and should be noted.

Combat Displacement & Segregation

The set of strategies for Committee consideration is under the Housing Forward goal area of “Combat Displacement and Segregation”. The Initiative describes this goal as:

The growth and prosperity in Madison has not been shared by all residents. People of color, low income households, and vulnerable populations in many cases do not have the opportunity to live in all neighborhoods or participate in homeownership. This plan will help overcome longstanding and growing issues of income and racial inequality by creating more housing options for people of lower incomes.

As the Committee begins review of strategies that staff believe are consistent with this goal, input is requested that can help staff categorize and prioritize initiatives in coordination with these larger goals. It is staff’s belief that committee discussion of individual goals can provide unique insight to each individual strategy to inform discussions of implementation and impact.

Agenda attachments include a full list of strategies previously reviewed by Committee that staff believe fall under this goal.