

Dane County Regional Housing Strategy: Taking the Next Step *Background and Overview*

CITY COUNTY HOMELESS ISSUES COMMITTEE

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OVERVIEW

- Dane County Housing Background
 - Dane County Housing Initiative (DCHI)
 - Regional Housing Strategy (RHS)
Overview, Timeline
- Partner Opportunities



Regional Housing Strategy Background

--Dane County Housing Programs

1. **Dane County Planning and Development –**
 - Dane County Housing Initiative (DCHI)
2. **DCHS – Housing Access and Affordability**
 - CDBG/Dane County Affordable Housing Fund
 - HOME – gap financing, rehab, down payment assistance, weatherization
 - DCCHS - Homeless and supportive services

2015 – 2023 Dane County Housing Initiative ([DCHI](#))

WHO?

DCHI is a public-private partnership of residents, elected officials, financial institutions, housing developers, school districts, private sector employers, local government staff, non-profit housing agencies and interested stakeholders.

WHAT?

DCHI works to develop a network of information and resources, facilitate communication and learning, and help build strategies and capacity to expand housing options in Dane County.

Dane County Housing Initiative ([DCHI](#)) 2015-2023

- [Annual Housing Summit](#)- 5 years (2015-2019)
- Dane County Housing Needs Assessment 2015 & 2019
- DCHI E-Newsletter (*1300 recipients*)
 - *Latest planning, development, program updates*
- Bi-monthly DCHI Steering Committee Meetings
 - Education, information sharing, program guidance, networking

Dane County Housing Initiative ([DCHI](#)) 2015-2023

- [DCHI Website](#); fact sheets; land use planning, policy and program information; and, technical assistance

Next step....

- Dane County Regional Housing Strategy (RHS)
 - Kick-off Fall 2022

Community Engagement 2015-2023

Municipalities Pursuing/Engaged in Workforce/Affordable Housing

2015	2023	
City of Madison	City of Madison	Village of Deforest
City of Middleton	City of Middleton	Village of McFarland
City of Fitchburg	City of Fitchburg	Village of Mount Horeb
	City of Monona	Village of Oregon
	City of Sun Prairie	Village of Stoughton
	City of Verona	Village of Waunakee
	Village of Cottage Grove	Village of Windsor

Municipal housing planning activities

Municipality	Activity	Municipality	Activity
Madison	<i>Housing Forward</i>	Mount Horeb	<i>2021 Housing Task Force Report</i>
Middleton	<i>2015 Workforce H. Committee</i>	Waunakee	<i>2019 Housing Task Force Report</i>
Fitchburg	<i>Housing Advisory Com. 2019 Housing Plan</i>	Deforest	<i>2021 Joint Housing Study</i>
Sun Prairie	<i>2022 Housing Advisory Committee Report</i>	Windsor	<i>2021 Joint Housing Study</i>
Cottage Grove	<i>2023 Housing Advisory Committee Report</i>		

Dane County Affordable Housing Development Fund - 2015 - 2021

# LMI Units	Location	Years affordable	Total Funding
2,213	Belleville Cottage Grove DeForest Fitchburg Madison McFarland Middleton Monona Mount Horeb Oregon Sun Prairie Verona	30 years	\$31,743,000

Ongoing challenges...

Extremely Cost Burdened – Paying more than 50% on housing

2019	Households	Households
Renters < 50%	Rent + utilities	15,400
Homeowners <50%	Mortgage + taxes + Insurance	6,065
Renters and Owners		21,465

Dane County Housing Needs Assessment, Paulsen, Kurt. 2019. Table 3 a.

Ongoing Challenges

Dane County + City of Madison Affordable Housing Fund

2019	# Of Units
\$11,825,000	578

No. of Years to Meet Housing Supply Gap for Renters < 50%

15,400/578	
26.6 years	2019-2041

WI DOA, population projections, 2019.

Ongoing Challenges

Dane County Household Growth 2020-2040

2020	2040	Total New HH	Additional LMI HH (20%)
221,371	268,335	39,964	7,993 = 400 yr/20 years

WI DOA, population projections, 2020-2040.

Number of Homeless Children and Youth in Dane County School Districts

2017-2018	
1,865	

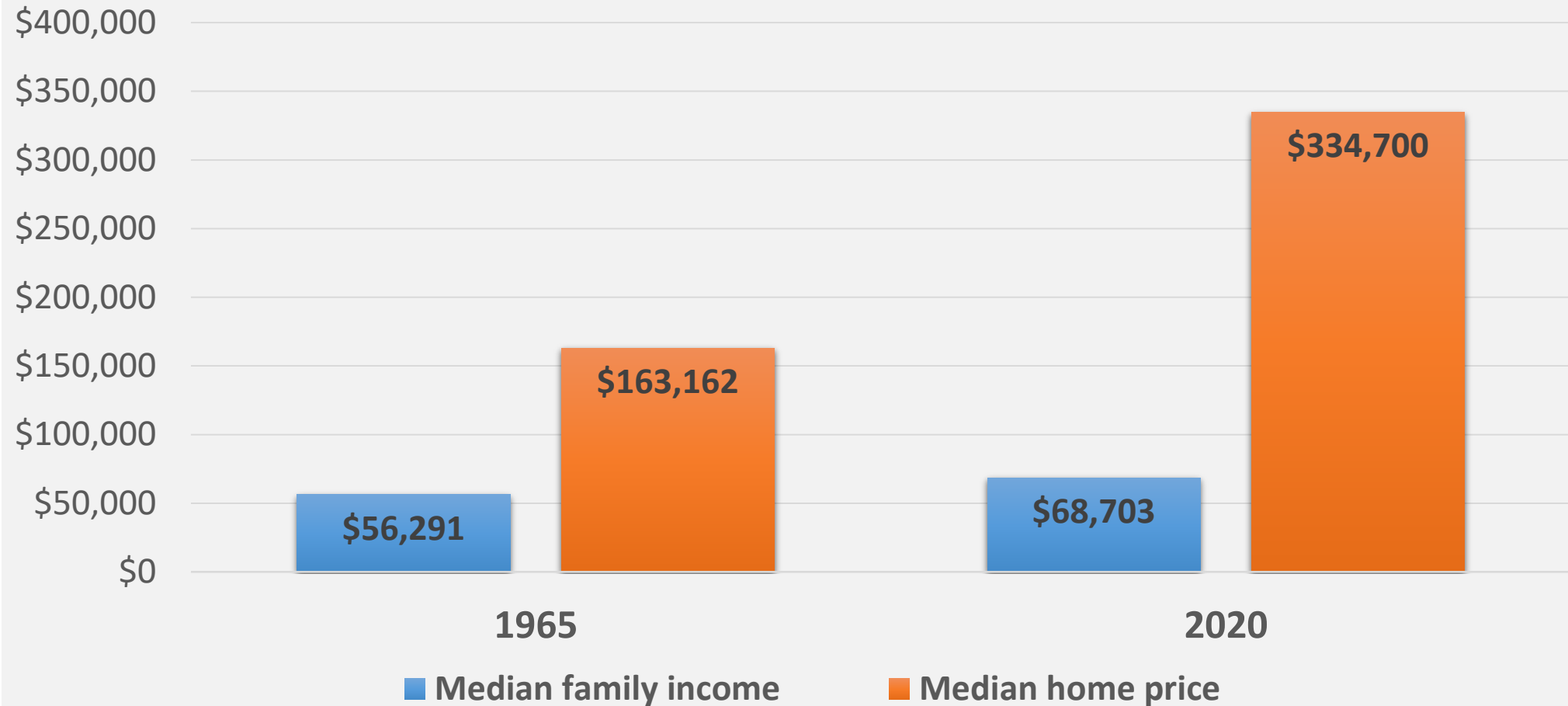
WI Department of Public Instruction, 2019.

Homeless Children and Youth

District Name	2017-18
Cambridge	12
De Forest Area	50
Deerfield Community	1
Madison Metropolitan	1244
Marshall	13
McFarland	21
Middleton-Cross Plains	115
Monona Grove	22
Mount Horeb	12
Oregon	20
Stoughton Area	77
Sun Prairie Area	127
Verona Area	121
Waunakee Community	30
Totals:	1,865

WI Department of Public Instruction, 2019.

Income to Home Price



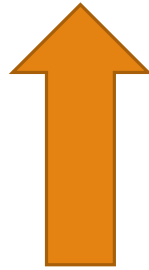
US Census, CPS, P-60, No. 49. US Census, construction, NRS, historical data; adjusted for inflation. ACS 1-YR estimates, 2019.

Dane County Median Home Sale Price

2020 – \$300,000

2021 - \$ 351,000

2022 – \$375,000

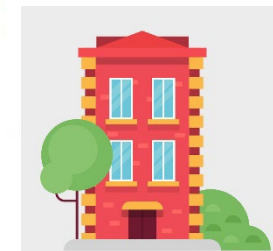
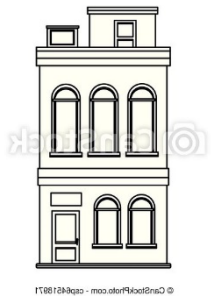
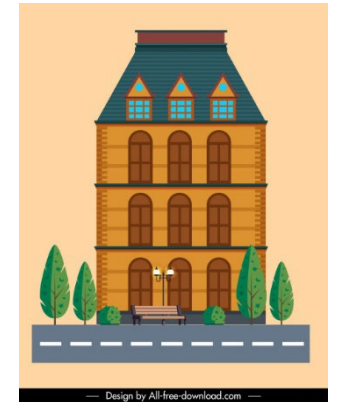
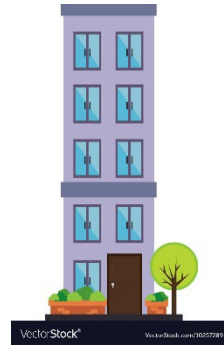


Number of days on the market



What does your ladder look like?

Diversified housing stock



VectorStock

Diversified housing stock- missing middle



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Ladder to housing

Most
Communities/
Dane County



Dane County Regional Housing Strategy: Taking the Next Step - *overview*

- **WHY?** Capture momentum, interest and expertise of regional network of stakeholders, build on existing efforts
- **HOW?** Engage stakeholders across municipalities, interest groups, sectors, to gain more detailed, shared understanding of existing conditions and trends
- **PURPOSE?** Engender collaboration & partnerships; leverage resources & expertise; break down silos; id/create new opportunities we can't find or do alone
- **GOAL?** Expedite the development and preservation of affordable & workforce housing

Regional Housing Strategy - Participants

Housing Advisory Committee (HAC)

Cities, Towns and Villages - each with unique and specific needs and opportunity (2 reps)

Residents, non-profit, elected officials, private sector, small business, large employers, local gov't staff, chambers, etc...



Regional Housing Strategy - Study

Focus on housing supply gap for residents:

1. Residents 60% AMI and below, upto 80%,
2. Most vulnerable 30% AMI
3. Missing middle 80%-120% AMI
4. Overall market review



Regional Housing Strategy Study Components



- 1. Who we are** – Demographics analysis, history, culture, race/ethnicity, age, environmental context, housing and transportation trends, etc...
- 2. Housing needs analysis** – Evaluate existing conditions, supply gap, housing stock inventory, unit type, age, size for each muni
- 3. Market study** – Demand, regional trends, family and unit size, housing type
- the housing gap for each municipality based on income (age, race, gender, disability)

RHS Study Components cont'd



- 4. Comprehensive inventory** of county wide housing policies, land use and zoning codes, partnerships, programs, housing types, current innovations – tool kit for AH/WH
- 5. Create 10-20 year vision** for housing in Dane County
- 6. Identify current and ongoing challenges, obstacles**

RHS Study Components cont'd



7. Develop, ID new local and regional strategies and innovations, key priorities that we can work on, and work towards together -

1. Partnerships and collaboration?
2. Communication, education, outreach?
3. Funding and investment priorities and opportunities?
4. Land use, policy priorities, innovations?
5. Address racial disparities in housing and homeownership?

8. Final report – Future of Housing in Dane County: A Strategic Action Plan & Guidebook

RHS Strategy Process



RHS Process emphasis:

- **Step back and assess current efforts**
- **Relationship building**
- **Break down silos**
- **Better understanding of housing supply gap by geography, race, age, disability**
- **Shared understanding, establish common ground**
- **Regional approach**

Regional Housing Strategy - Process



- 11 Meetings - facilitated and interactive process for learning, decision making and engendering new partnerships
- Broad based and inclusive Advisory Team from around the region - to ensure regional and inclusive representation
- Comprehensive and inclusive community engagement – to ensure inclusive demographic, age, race, feedback and participation

Additional Activities Community Engagement



Focus Groups (LMI, Black, Hmong, Latinx, Seniors, Youth/LGBTQ)

Private Sector Interviews (developers, employers)

Possible HAC Strategies? 1

- **Fund a county wide marketing and education campaign for AH/WF to educate residents about housing shortage, affordability crisis**
- **Partner with the private sector to fund:**
 - Increase the number of energy efficiency upgrades in LMI HH by 75 units a year for the next five years
 - Increase the no. of units rehabbed by 100 units per year next 5 years
 - Expand DP assistance opportunities for Dane County first time homebuyers and residents of color

Possible HAC Strategies? - 2

- Allow for increased density in subdivision ordinance
- Update zoning code to allow for a variety of housing types and sizes in 3-5 years
- Identify investment priorities to help equalize opportunities and resources for housing for Dane County residents of color
- ID new housing opportunities for Towns identified such as Accessory Dwelling Units, or farm worker housing, rehabilitate hamlets, as part of the solution to the housing shortage





Possible HAC Strategies? - 3

- Aging in place - increase the # of independent senior housing units by 100 units per year 3-5 years
- Partner with Madison College, Mad Rep and other workforce stakeholders to help expand the supply of construction labor
- ID top 5-10 most costly zoning restrictions, update them within 3-5 years
 - Density restrictions or MF caps, lot sizes, setbacks, parking requirements, street widths, housing type, etc...
- Provide annual training for Planning Commission members on affordable and workforce housing

Others Outcomes – Shared understanding

- Break down silos, **learn together** across municipalities, agencies, organizations, sectors – increase collaboration, coordination, partnership, communication
- **Baseline of shared data** and information to help inform local policies, planning activities, and benchmark progress
- **Comprehensive tool kit of best policies and practices, current innovations,** resources, alternatives housing, municipal level tools, evaluation/measure progress

RHS Community Partner/Sponsors



Dane County Cities and Villages Association

Dane County Towns Association

City of Fitchburg

City of Middleton

City of Madison

City of Monona

City of Stoughton

City of Verona

Village of McFarland

Village of Oregon

Village of Waunakee

Village of Windsor

Town of Deerfield

Town of Rutland

Town of Springfield

Town of Vermont

Capital Area Regional Plan Commission

Cinnaire

Federal Home Loan Bank of Chicago

JFF

Gorman and Co.

Greater Madison Chamber

Dane County Housing Access and Affordability

Madison College

Madison Gas and Electric

MPO

Realtors Association SCW

United Way of Dane County

Slipstream

Summit Credit Union

Urban League

Veridian Homes

WHEDA

Workforce Development Board of SC Wisconsin

Partner Opportunities



1. *Regional Housing Strategy Housing Advisory Committee (HAC)*
2. *Focus groups*
3. Program Inventory and Resource Assessment PIRA
4. Community Housing Survey (CHS)
Resident survey - **Distribution!**
5. Housing organization profiles
6. RHS Strategic Action Plan Report Partnership and Implementation



RHS Community Housing Survey (CHS)



Need your help!

Launch date Thursday, January 12, 2023!!

1. For all residents of Dane County (housing challenges and needs, preferences)
2. Distribute CHS survey invite within your organization
3. Send the CHS survey invite to your networks



Other ways to partner....

Dane County Housing Initiative DCHI

Steering Committee – Every other month, 2nd Thursday

Zoom link: <https://zoom.us/j/94310243246>

**Dane County Regional Housing Strategy Program Website, Sign up Monthly Updates
– <https://plandev.countyofdane.com/RHS>**

<https://plandev.countyofdane.com/RHS/SignUp>



Planning & Development



Dane County Regional Housing Strategy: Taking the Next Step

Dane County, its municipalities, and private and non-profit housing stakeholders have been working to address the critical shortage of affordable and workforce housing for many years. The purpose of developing the Dane County Regional Housing Strategy (RHS) is to acknowledge, reinforce, and build on local efforts, assess the ongoing challenges, and work together to take the next steps to expedite the development and preservation of affordable/workforce housing!

JOIN US! Follow Dane County RHS on Social Media for project updates and to participate in an upcoming housing priorities survey.





HAC MEETING #2 WORKBOOK

TAKING THE NEXT STEP.

WEDNESDAY, OCTOBER 26TH | ALLIANT ENERGY CENTER

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HAC Meeting#2_Workbook FINAL.pdf - Adobe Acrobat Pro (32-bit)

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members meet to exchange ideas and take the next step together! We enjoyed hearing about the priorities for your community, business, or institution, as well as for the greater Dane County region.

Thanks to Executive Joe Parisi, County Board Chair Patrick Miles, and Linette Rhodes from the City of Madison. Their opening remarks laid the groundwork for this initiative. Highlights can be found on the following page.



JOE PARISI | COUNTY EXECUTIVE



PATRICK MILES | COUNTY BOARD CHAIR



LINETTE RHODES | MADISON COMMUNITY DEV.

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or the Dane County
ber 28th, at the Lussier
Advisory Committee (HAC)
together! We enjoyed

SCHEDULE + MEETING #1 STATS

PROJECT KICK-OFF | REGIONAL HOUSING ANALYSIS

HOUSING STRATEGIES + REPORT | IMPLEMENTATION

#1 SEPT	#2 OCT	#3 NOV	#4 JAN	#5 FEB	#6 MAR	#7 APR	#8 MAY	#9 JUN	#10 JUL	#11 AUG
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WE ARE HERE!

LOCAL POLICIES + PROGRAMS | VISIONING

HAC #1 member attendees: **56** HAC #1 General public attendees: **8**



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ROUND #1 | YOUR COMMUNITY, ORGANIZATION, BUSINESS PRIORITIES

PRIORITY #1	PRIORITY #2	PRIORITY #3
<p>Increase the number of affordable and workforce units</p> <p>(20 CARDS)</p>	<p>Increase the number of affordable and workforce units</p> <p>(16 CARDS)</p>	<p>Improve the quality of older affordable and workforce housing</p> <p>(12 CARDS)</p>
<p>Increase the overall number of housing units</p> <p>(10 CARDS)</p>	<p>Provide more pathways to homeownership</p> <p>(9 CARDS)</p>	<p>Increase the overall number of housing units</p> <p>(11 CARDS)</p>
<p>Increase housing near jobs and transit</p> <p>(7 CARDS)</p>	<p>Increase housing near jobs and transit</p> <p>(8 CARDS)</p>	<p>Increase the number of affordable and workforce units</p> <p>(10 CARDS)</p>
<p>Provide more pathways to homeownership</p> <p>(7 CARDS)</p>	<p>Increase the overall number of housing units</p> <p>(7 CARDS)</p>	<p>Build community awareness of affordable and workforce housing needs</p> <p>(4 CARDS)</p>
<p>Improve the quality of older affordable and workforce housing</p> <p>(4 CARDS)</p>	<p>Build community awareness of affordable and workforce housing needs</p> <p>(7 CARDS)</p>	<p>Provide more pathways to homeownership</p> <p>(7 CARDS)</p>
<p>Build community awareness of affordable and workforce housing needs</p> <p>(4 CARDS)</p>	<p>Improve the quality of older affordable and workforce housing</p> <p>(4 CARDS)</p>	<p>Increase housing near jobs and transit</p> <p>(7 CARDS)</p>

HAC MEETING #2 WORKBOOK

TAKING THE NEXT STEP.



ROUND #2 | YOUR REGIONAL/STUDY PRIORITIES

PRIORITY #1	PRIORITY #2	PRIORITY #3
Reduce racial disparities in housing and homeownership <i>(17 CARDS)</i>	Reduce racial disparities in housing and homeownership <i>(19 CARDS)</i>	Build capacity to address housing needs <i>(16 CARDS)</i>
Build capacity to address housing needs <i>(16 CARDS)</i>	Build capacity to address housing needs <i>(13 CARDS)</i>	Identify additional housing resources <i>(12 CARDS)</i>
Build relationships and enhance partnerships/collaboration <i>(13 CARDS)</i>	Build relationships and enhance partnerships/collaboration <i>(10 CARDS)</i>	Build relationships and enhance partnerships/collaboration <i>(9 CARDS)</i>
Learn about housing issues, tools, and strategies <i>(10 CARDS)</i>	Learn about housing issues, tools, and strategies <i>(10 CARDS)</i>	Learn about housing issues, tools, and strategies <i>(10 CARDS)</i>

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Thank you!



Questions, comments?

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