



Implementation of Sustainability Plan- Community Development Division (Housing Strategies)

Sustainable Madison Committee

September 15, 2025

CDD Vision & Mission



Vision: All Madison residents and neighborhoods have access to resources and opportunities necessary to help them realize their full potential.

Mission: The Community Development Division collaborates with residents, neighborhoods, and other community stakeholders to overcome barriers to opportunity in order to support a vibrant community, shared prosperity, and resident and community wellbeing.

CDD Service Structure

Housing
Development
and Financing

Homeless
Services and
Housing Stability

Crisis
Intervention and
Prevention

Child and Youth
Services

Older Adult
Services

Neighborhood
Support

Employment
and Career
Development

Small Business
Assistance



Request for Proposal Process

Request for Proposal (RFP)

Outlines City goals/expectations

Recommendations to Policy Oversight Committee

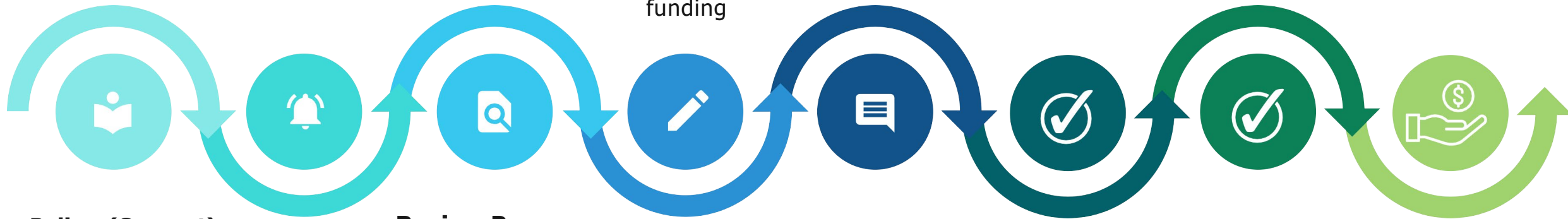
CDD provides recommendations for funding

Finance + Common Council Approval

Final funding decisions made by Common Council.

Contract Begins

Service Contracts take effect Jan 1st



Policy (Concept) Paper

Describes need for services - through community input. Provides outline for RFP

Review Process

CDD Staff and review group assess proposals based on RFP requirements and array of applications

Policy Oversight Committee Review

Committee reviews/modifies CDD funding recommendations. Sends to Common Council

City budget is approved

Funding approved in adopted budget

CITY OF MADISON

Goal 1: Quality, Affordable Housing

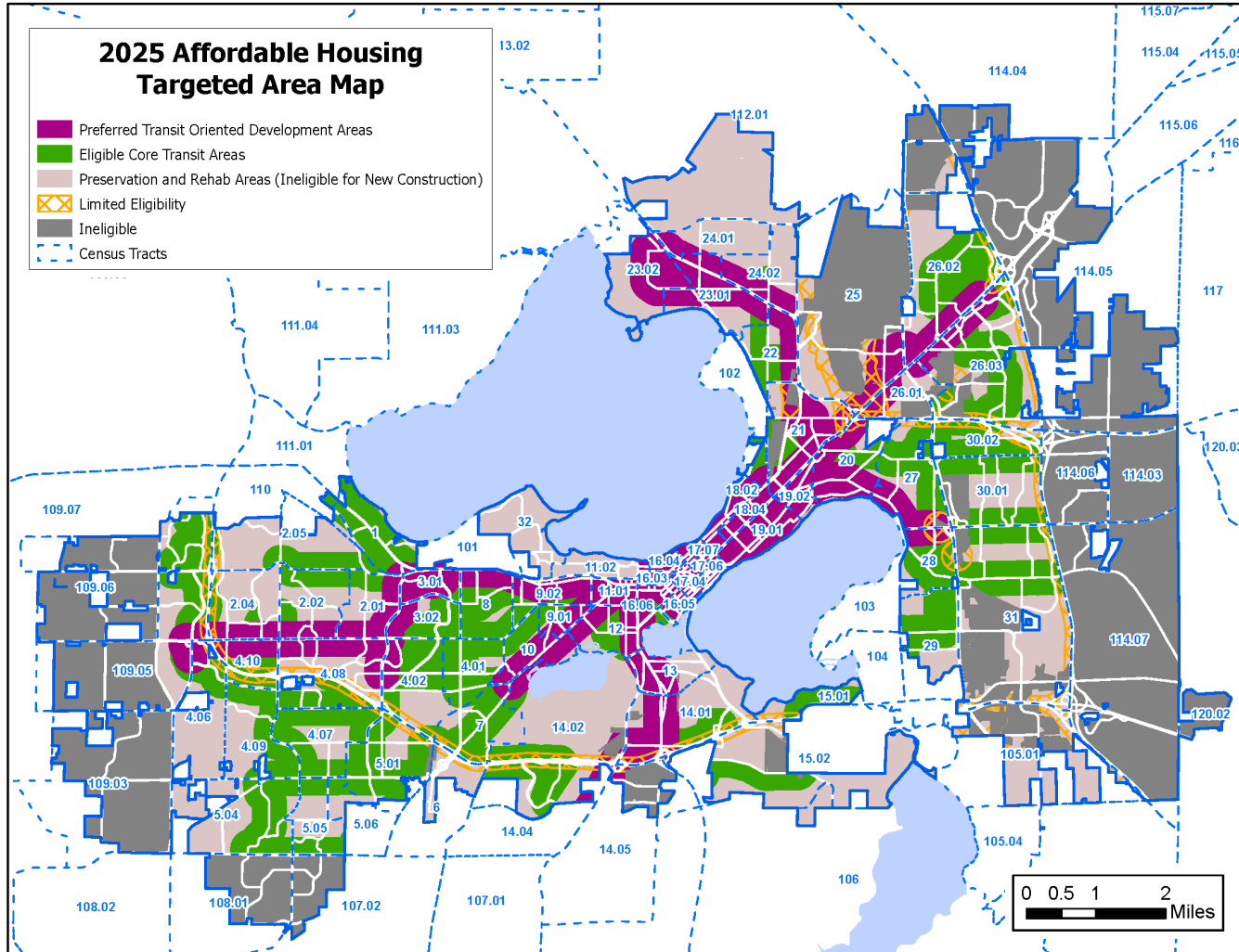
- Increase the availability of quality housing that is affordable to households with incomes at or below 60% of area median income by supporting new construction as well as preserving and improving existing housing, with a focus on meeting the housing needs of households with incomes at or below 30% of area median income.

Affordable Rental Housing Development Sustainability & Resilience

- CDD requires new multifamily development to implement the following sustainability strategies:
 - Applicants must work with Focus on Energy's Design Assistance Team
 - Must select energy efficiency options that will yield at least 20% projected Energy Use Intensity (EUI) savings over baseline energy code
 - Minimum 30 kW photovoltaic array
 - Minimize parking onsite as much as is feasible
- Prioritize locating new affordable housing development along rapid transit
- Encourage infill vs. greenfield development



Affordable Housing Target Map



Type of Development	Allowable Location
New construction or redevelopment of existing properties into rental housing	Must be in Preferred TOD or Eligible Areas
Any new construction or redevelopment in which greater than 10% of the resulting housing units are designated to serve households with homeless experience	Must be in Preferred TOD area

Type of Development	Allowable Location
Projects designed to preserve existing income- and rent restricted rental housing without a new-construction component	May be citywide
Projects designed to preserve existing income- and rent restricted rental housing with a new-construction component	Must be in Preferred TOD or Eligible Areas
Projects involving acquisition/rehab of existing buildings	

Affordable Rental Housing Development Sustainability & Resilience

- CDD encourages projects to implement sustainability strategies into projects in several ways:
 - Full electrification of HVAC systems and appliances
 - Seeking certifications like EPA Indoor airPLUS or Wisconsin Green Built Homes
 - Optimize building design to accommodate maximized future photovoltaic capacity (e.g. solar ready for photovoltaic expansion)
 - Encourage energy efficiency, renewable energy, and/or decarbonization features that exceed minimum program requirements, such as EV charger installation, etc.

Requirements & Preferences in Development

G. Sustainability & Resilience

Requirements

1. Applicants must apply to Focus on Energy Design Assistance
 - a. New Construction Proposals
 - (1) Must submit application to full New Construction Energy Design Assistance and/or Express Energy Design Assistance (eEDA) Program
 - (2) Must select energy efficiency options that will yield at least 20% projected Energy Use Intensity (EUI) savings over baseline energy code
 - b. Rehabilitation Proposals
 - (1) Must submit application to Incentives for Property Owners Multifamily Program
 - (2) Must select energy efficiency options that yield maximum feasible EUI savings over baseline energy code
2. Proposal must include a minimum 30 kW photovoltaic array, unless the City agrees such an arrangement is physically infeasible
3. Proposal designed to minimize parking onsite as much as is feasible

Preferences

1. Proposal reflects full electrification of HVAC systems and appliances
2. Proposal claims points in WHEDA Multifamily Application for Advanced Certification
3. Proposal receives EPA Indoor airPLUS Certification
4. Proposal includes a photovoltaic array sized to offset 20% or more of total building annual load, or 70% of common area annual load
5. Proposal optimizes building design to accommodate maximized future photovoltaic capacity (e.g. solar ready for photovoltaic expansion)
6. Proposal includes additional energy efficiency, renewable energy, and/or decarbonization features that exceed minimum requirements, such as EV charger installation, etc.

- Eligible Applicants
- Geographic Eligibility
- Planning Principles & Plan Consistency
- Unit Mix & Affordability
- Property Management
- Supportive Housing
- Design & Accessibility
- Development Team & Financing

Goal 2: Quality, Affordable Housing

Create and expand City policies and programs to support energy efficiency, healthy indoor air quality, sustainable building materials, and removal of environmental toxins in new and existing housing.

Small Scale Rehab and Weatherization

- City of Madison Rental Rehabilitation Program
 - The Rental Rehab Loan Program offers low interest installment loans to property owners who need to make major repairs to their properties, implement energy-efficiency upgrades, and comply with building codes and regulations.
 - Solar
 - Energy Star rated appliances
 - Windows, HVAC, plumbing & electrical systems
 - Abatement of lead and other environmental hazards

More information www.cityofmadison.com/homeloans

Small Scale Rehab and Weatherization

- Project Home: Major and Minor Rehabilitation Program
 - CDD contracts with Project Home to offer low-cost home repairs and 0% interest- deferred payment loans to support accessibility modifications, energy upgrades and for qualified homeowners in the City of Madison.
 - Roofing, siding, electrical
 - Windows, HVAC, plumbing & electrical systems
 - Abatement of lead and other environmental hazards

More information: <https://www.projecthomewi.org/>