

Zopelis, Meg

From: Dave Porterfield [mailto:dp@movin-out.org]
Sent: Thursday, March 31, 2011 3:47 PM
To: Zopelis, Meg
Subject: FW: Meeting last week

Meg: If there is anyway to add this to the published agenda please do so otherwise I will bring it to pass out.

From: Erdman, Natalie [mailto:NErdman@cityofmadison.com]
Sent: Thursday, March 31, 2011 3:41 PM
To: 'Dave Porterfield'; Harmon, Ray; Clingan, William; Murphy, Brad
Subject: RE: Meeting last week

Dave:

I may be too late for your memorandum, but I would encourage the following points of research and policy

- Student housing trends and its affect on the neighborhoods and housing stock at the edge of the University
- Housing policy that supports major employers in infill locations
- Housing policy that would reduce the reliance on cars
- Housing needs an aging population and
- Housing needs and desires for the portion of our community that is 25 years old to 35 years old.

I believe that housing policy that addresses these issues will make for a stronger community.

Thanks
Natalie

From: Dave Porterfield [mailto:dp@movin-out.org]
Sent: Thursday, March 31, 2011 8:51 AM
To: Harmon, Ray; Clingan, William; Erdman, Natalie; Murphy, Brad
Subject: RE: Meeting last week

Attached is a draft memo I want to include in with the agenda for our next Housing Committee meeting. The agenda needs to go out today so I need to get it into staff by 2:30 today to them. Please review and let me know if you recommend any changes or have questions.

Thank you

Dave

From: Harmon, Ray [mailto:RHarmon@cityofmadison.com]
Sent: Monday, March 21, 2011 12:34 PM
To: 'Dave Porterfield'; Clingan, William; Erdman, Natalie; Murphy, Brad
Subject: RE: Meeting last week

Dave-

Thanks for the follow up. As I mentioned my feedback is in response to the question Bill Clingan asked which I think summarized are discussion. Bill asked "what are the drivers of housing?" Within that parameter I suggest the Housing Committee begin to take a long look at how employment and income impacts home ownership and housing choice related to renting vs ownership and geographic diversity. At the heart of housing choice is the basic question of "what can I afford" which is directly related to income and employment.

When the down turn in the economy occurred many companies began layoffs and consequently the unemployment and foreclosure rates increased. Madison's unemployment rate nearly doubled to almost 6% since 2008. In 2008 Madison's unemployment rate was approximately 3.1% and in 2010 it was approximately 5.7%, still below state and national averages. Contrast that with foreclosures. In 2010 in Dane County there were approximately 1800 foreclosures which was the highest in a decade. More than a five-fold increase since 300 foreclosures in 2000. And, they're still increasing: 2010 foreclosures were 4% higher than in 2009. A synopsis of foreclosure data is:

- 2005 = 477
- 2008 = 1,312
- 2009 = 1,695
- 2010 = 1,768

From the above data a simplistic correlation can be seen between the unemployment rate and the foreclosure rate. Housing is a complex social, political and economic issue that has many challenges. Housing has played a central role in creating culturally and economically diverse schools, communities and neighborhoods. However, that is becoming more difficult with the increase in the number of low income students in the school district and the decline in the average household median income. These issues really do suggest a different approach to developing housing needs. Perhaps with a regional economy more of a regional housing strategy should be examined.

Perhaps one of the strategies could be talking with employers/CEO's re housing needs for their employees such as Walk to Work programs. More employers are wanting employees to live nearby and perhaps a housing program could be created. I think Meriter is headed in that direction and I know the UW has had similar plans.

Hope this wasn't over the top.

Sincerely,

Ray Harmon
Office of Mayor Dave Cieslewicz
210 Martin Luther King, Jr. Blvd.
Room 403
Madison, WI 53703
608-266-4611
608-267-8671 (fax)

"Be the change that you want to see in the world".
Gandhi-

From: Dave Porterfield [mailto:dp@movin-out.org]
Sent: Monday, March 21, 2011 9:40 AM
To: Harmon, Ray; Clingan, William; Erdman, Natalie; Murphy, Brad
Subject: Meeting last week

Thank you all for your contributions of good ideas at last weeks meeting. If you could take a few minutes to respond with a very short summery of the things you feel would be most important for the Housing Committee to focus on as we consider the Strategic Housing Plan it would be very helpful to me. I will combine your input and get back to you with an outline that the Housing committee can use as a potential starting point.

Thanks

David Porterfield
Real Estate Development
Movin' Out, Inc.
600 Williamson Street
Madison, Wisconsin 53703
dp@movin-out.org
www.movin-out.org
Phone (608) 251-4446 ext 8