



## Office of the Mayor

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September 26, 2023

Housing Strategy Committee  
City of Madison  
215 Martin Luther King Jr. Blvd.  
Madison, WI 53703

Dear Housing Strategy Committee,

The Housing Strategy Committee (HSC) has been asked to consider two Council legislative options – a resolution and an alternate resolution – for a scope of work to identify new solutions for Madison’s housing crisis via either a new task force (original resolution) or through the Housing Strategy Committee (alternate resolution). I agree that a new analysis of our current housing needs is needed right now, and I believe this body of work should occur through the Housing Strategy Committee. I hope you will take up this charge.

We are fortunate to begin this effort with a robust set of programs and policies already in place and making an impact. I appreciate the HSC’s help identifying many of these strategies through its past work. With this background and its charge to help inform housing strategy in Madison, I believe the HSC is best-positioned to take on this new effort as a continuation of its work to date. Additionally, the committee membership includes the skillsets and perspectives necessary to identify barriers and assess potential solutions. Members including developers, bankers, nonprofits, realtors, and others can bring a perspective to private sector motivations and limitations that will be critical to understand in an effort to scale up citywide housing efforts.

Both City staff and the HSC have work plans that include producing a number of reports and analyses that will be useful to underpin a more concerted effort to identify additional housing strategies for the City to pursue. I support the continuation of that work, and I request that the HSC and staff expand that process to engage practitioners and experts from multiple areas and look deeper into the questions laid out originally in a memo from Matt Wachter and reiterated in the proposed Alternate Resolution:

- How can the City support the creation of more ownership housing types (e.g. condos, coops, land trust, townhomes, etc.)?
- How can the City help scale up the development of new affordable rental units beyond the current 400 per year pipeline (e.g. 4% tax credits, TIF, City/CDA led development)?

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- How can the City support the creation of affordable student housing?

Thank you for the work you do and I hope you are willing to take up this charge. City staff are ready to support you in this endeavor. Please don't hesitate to reach out to my office if we can be of service.

Sincerely,

A handwritten signature in black ink, appearing to read "SRConway". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Satya Rhodes-Conway  
Mayor