

# *Regional Housing Strategy Update*



*Taking the Next Step Together.*

Olivia Parry, Sr. Planner, Dane County Planning & Development  
City-County Homeless Issues Committee, February 3, 2025

# *Implementation Overview*

## **RHS CORE VALUES, TOP PRIORITIES**

- **OVERSIGHT LEADERSHIP**
- **TECHNICAL ASSISTANCE**
- **POLICY, REPORTING**
- **TRAINING, EDUCATION, PROGRAMS**
- **COMMUNICATIONS**
- **PARTNERSHIPS**
- **STAFFING**

# REGIONAL HOUSING STRATEGY

## RHS CORE VALUES

### ACCOUNTABILITY

All entities – public, private, and non-profit alike – accept and share responsibility for providing attainable housing

### AFFORDABILITY

All people have housing they can afford

### ECONOMIC GROWTH

Housing production keeps pace with employer growth and meets employee needs

### EMPOWERMENT

Residents, practitioners, and elected officials have a shared understanding of housing needs and are equipped to leverage housing resources and programs

### EQUITY

Historically excluded populations and lower-income households have access to quality housing

### SUSTAINABLE DEVELOPMENT

Housing is located near existing services, infrastructure, transit, amenities and jobs, reducing environmental impacts and improving quality of life for all residents



# 5 TOP HOUSING PRIORITIES

- 1. Increase the number of housing units attainable to low- and moderate- income households**
- 2. Increase the overall number of housing units**
- 3. Provide housing, resources and protections for the most vulnerable populations**
- 4. Rehabilitate and preserve affordability of existing housing**
- 5. Provide more pathways to homeownership**



# Regional Housing Strategy Overview

## VISION STATEMENT

The RHS envisions an equitable and environmentally sustainable future where all residents have access to quality and affordable housing in connected neighborhoods.



# ***REGIONAL HOUSING STRATEGY UPDATE***

## **Oversight & Leadership**

### **RHS Executive Committee (monthly meetings)**

Input on fact sheets, RFP's, studies, annual survey, future programming; ID partnerships, collaboration, coordination, fundraising

### **RHS Regional Housing Leaders/Community (formerly the Housing Advisory Committee)**

2 Meetings

Fall & Annual meeting- late/spring

Annual Progress Report Survey Pilot Survey – week of February 17

Holiday event



# ***REGIONAL HOUSING STRATEGY UPDATE***

## **Technical Assistance**

1. Housing Chapter Update (HCU) Program, facilitation, research, analysis
2. Mapping (MACLT, rehab, new builders)
3. Program, SP, org. development (Habitat, Middleton, Stoughton), Best Practices
4. Residential Zoning Code to Address the Housing Crisis (cities and villages), Vandewalle and Associates contract

## **Regional Data Analysis Committee**

- Develop more accurate population projections for Dane County
- Dane County Planning, City of Madison, CARPC, MPO



# ***REGIONAL HOUSING STRATEGY UPDATE***

## **Policy, Reporting**

**Fact sheets** – RHS Fact Sheet, Zoning 101, Missing Middle, Affordable Housing 101  
On deck: Housing Demand, Transportation and Housing; Financing Affordable Housing, Rehabilitation, TIF Extension Programs, Senior Housing  
**RHS City and Village Checklist and Evaluation Tool – complete**

On deck: **Community Housing Survey Report**

Report on RHS Housing Survey

In progress: **Annual Housing Survey Progress Report**

- Annual distribution to all housing stakeholders  
Annual Progress Report





# COMMUNITY ENGAGEMENT

*REGIONAL HOUSING SURVEY- 6,000+ respondents*

## SHOULD ALL COUNTY RESIDENTS HAVE ACCESS TO HOUSING?

96% of respondents believe all Dane County residents should have access to housing, most do not believe that housing is currently accessible to everyone.

## WHO IS RESPONSIBLE FOR ADDRESSING THE HOUSING CRISIS?

While 82% of respondents indicated local jurisdictions should address housing issues, 59% also indicated the private sector should work to address housing issues.

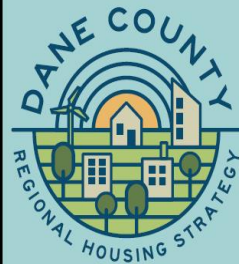


# REGIONAL HOUSING STRATEGY UPDATE

## FACT SHEET

### Zoning 101

What Does Zoning Have to Do with the Housing Crisis?



### Dane County Housing Crisis

Dane County is experiencing a **severe housing crisis** caused by rapid job and household growth, and underproduction of new housing units to meet increased demand. Between 2010 and 2020, Dane County only permitted **34,000** new housing units, despite adding **42,000** new households. Decades of underproduction has created a county-wide housing shortage, leading to **significant increase** in all housing prices.

The urgent need for a greater supply of housing, including a variety of housing types, must meet the

### What is "Zoning?"



## FACT SHEET

### Missing Middle Housing 101

#### What is Missing Middle Housing?

**Missing Middle Housing** is housing that contains more than one unit, but less than 20 units, approximately. New missing middle can be either renter or owner-occupied and is smaller by square foot.

Building types include duplexes, fourplexes and other small apartment buildings, townhouses, condominiums, and accessory dwelling units, and are located within residential areas. Missing Middle is similar in scale to detached single-family homes, but provides more housing units within the same amount of land.

**Dane County is experiencing a severe housing shortage. Missing Middle is an important solution**

## FACT SHEET

### Affordable Housing 101

New Rental

#### What is Affordable Housing?

Housing is considered affordable when a household spends less than 30% of their total monthly income on housing costs. A household is considered "cost-burdened" if they spend more than 30%, or "severely cost-burdened" if they spend 50% or more on housing—forcing lower-income households to choose between basic necessities such as food, gas, clothing, school supplies, or medicine.

#### Who Needs Affordable Housing?

26% of all new housing production in Dane County is needed for moderate and lower income households, these include:

**46% of Dane County renters are cost-burdened, compared to 21% of homeowners.**

**Approximately 26,000 households, or 12% of overall households, are severely cost-burdened.**

#### Key characteristics of New Missing Middle Housing

- 1 Buildings similar in scale to single-family homes, or adjacent development
- 2 Contains more than one residential unit
- 3 Units range in size from 1,250 SF - to 600 SF<sup>1</sup>



Taylor Point, McFarland

Development includes 1, 2, and 3-bedroom units and a community and workout room. Sustainably built to Wisconsin Green Built standards including EnergyStar appliances, LED lighting, and high-efficiency air conditioners.



Oak Ridge Senior Apartments, Middleton

# REGIONAL HOUSING STRATEGY UPDATE

## CHECKLIST

### For Cities and Villages Housing Evaluation Checklist



## How We Grow Matters!

The Regional Housing Strategy (RHS) is a five-year strategy for local governments, employers, non-profit agencies, residents and businesses to address the housing crisis in Dane County. The RHS identifies housing priorities, 17 strategies and numerous action items. Metrics were also identified to help track our progress from 2018 to 2023.

The Dane County Regional Housing Strategy directs us to address the crisis **simultaneously** to solve the housing crisis.

The RHS calls for more diverse housing types for residents

Top RHS

## Regional Housing Strategy Housing Evaluation Checklist

### HOUSING PRIORITY:

### Increase the Number of Housing Units Attainable to Low and Moderate Income Households

Date Updated:

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#### STRATEGY 1. EXPAND OR CREATE AFFORDABLE HOUSING FUNDS

ACTION STEPS	Actively Working On	In Discussion	No Action	Comments
<b>1.1</b> Increase private sector, municipal, county and state funding for affordable housing, including grants, beyond what currently exists.				
<b>1.2</b> Build 250 affordable single-family for-sale homes through acquisition and rehabilitation or new development annually.				

# ***REGIONAL HOUSING STRATEGY UPDATE***

## **Education, Training, Programming**

### **Regional Housing Network Meetings (RHN) Bi-monthly**

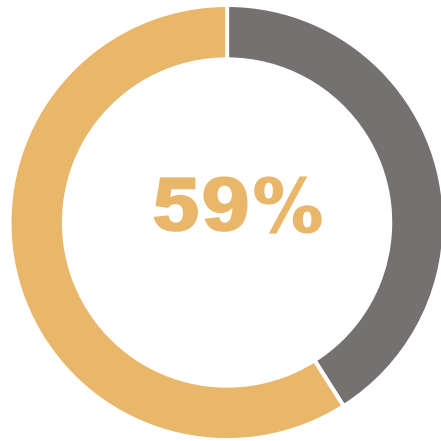
- TIF Extension Funds
- New homebuyer training workshop –with Northside Planning Council, Summit CU, etc.
- Modular Housing
- Dane County CDBG HOME programs
- How to Make Your Community More Friendly to People of Color
- Housing and Sustainability: EV Charging Stations Grants
- WHEDA Loan Programs
- HCU Program



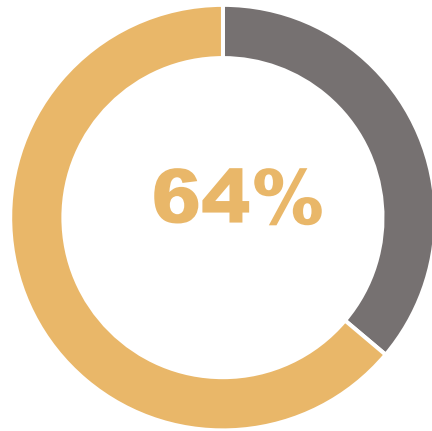
# RACIAL DISPARITIES IN HOUSING TODAY

## HOMEOWNERSHIP RATE BY RACE IN DANE COUNTY

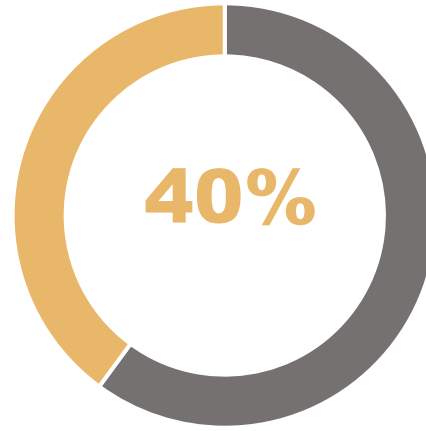
**Overall  
Households**



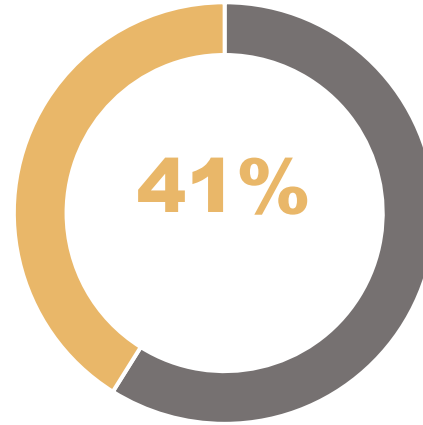
**White**



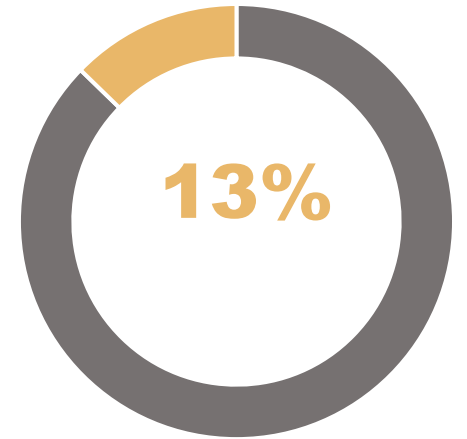
**Asian American/  
Pacific Islander**



**Hispanic/  
Latino**



**Black/African  
American**



**OWNER HH**

**RENTER HH**

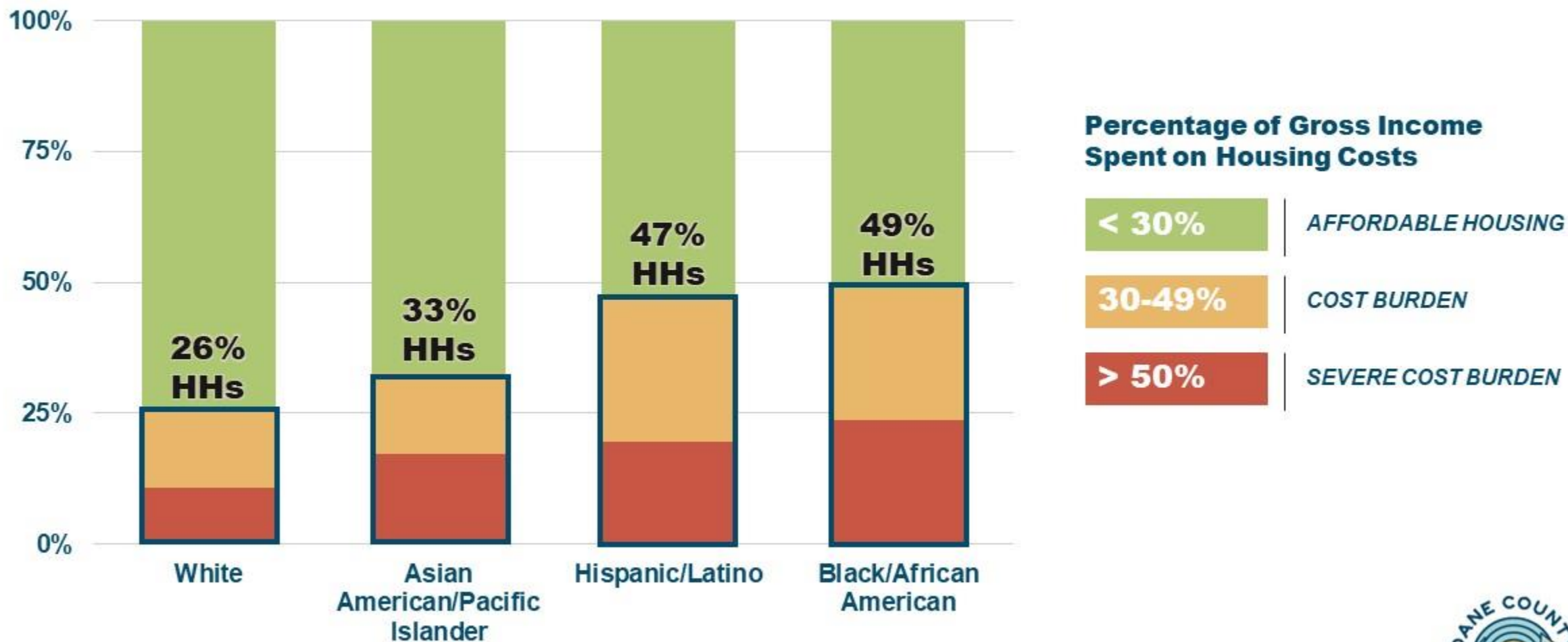
Source: PUMs ACS 5-Year (2016-2020), SB Friedman





# COST BURDEN BY RACE/ETHNICITY

PEOPLE OF COLOR ARE MORE LIKELY TO EXPERIENCE COST BURDEN



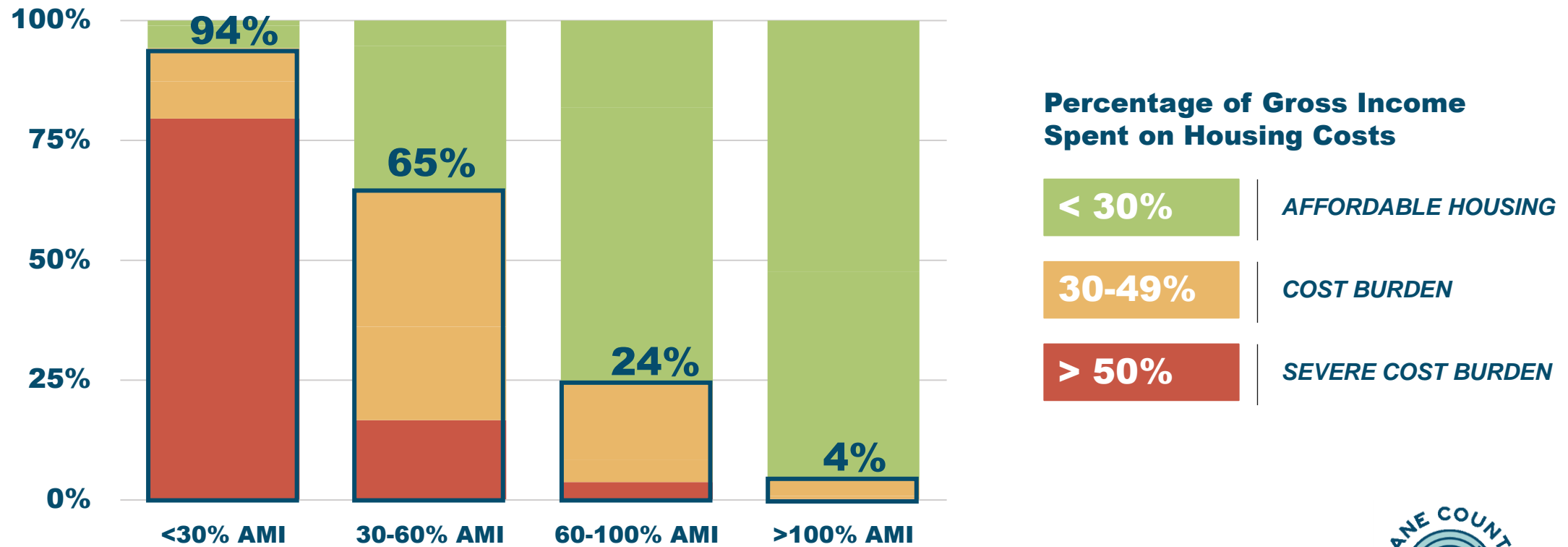
Source: PUMs ACS 5-Year (2016-2020), SB Friedman



# HOUSING AFFORDABILITY

## COST BURDEN IN DANE COUNTY

### SHARE OF COST-BURDENED HOUSEHOLDS BY AMI IN DANE COUNTY



Source: HUD, ACS 5-Year Estimates (2016-2020), SB Friedman



# SENIOR HOUSING INVENTORY AND PRODUCTION GOAL 2020-2040



Source: NICMAP (2022), CARPC Regional Development Framework (2022), Woods and Poole (2022), Dane County, WHEDA, HUD, CoStar





# ***REGIONAL HOUSING STRATEGY UPDATE***

## **Education, Training, Programming**

**Presentations** (RHS, Missing Middle, Affordable Housing Action Plan: Best Practices for Municipalities; Plan Alignment, Key Priorities)

ADRC; DC CDBG; City of Madison CDBG; MADREP, City of Fitchburg Common Council; Fitchburg CDA, Fitchburg Housing Advisory Committee; City of Middleton, City Council; DCCVA; Greater Madison Chamber; Madison Area Builders Association; Village of Cottage Grove; Village of DeForest; Sun Prairie Housing Coalition; Leadership Greater Madison; American Planning Association, WI Chapter; American Planning Association, National Conference, MN; DCH HIC; WHEDA conference 2024

Press, Interviews: WI State Journal, Sun Prairie TV, Northside News, local papers

# ***REGIONAL HOUSING STRATEGY UPDATE***

## **Communications, Outreach**

New RHS website – **RHS.DANECOUNTY.GOV**

Newsletter – monthly

Strategy spotlights (rotate features on 1 of the 5 priorities, strategies, AI)

RHS Metro bus wrapping January-February (partnership with the RASCW)

All Things Housing – March launch

comprehensive web resource on housing

Social Media – FB, LinkedIn, Instagram

3-5 Year Outreach and Education Campaign, contractor 6AM Marketing, Inc.

# ***REGIONAL HOUSING STRATEGY UPDATE***





# REGIONAL HOUSING STRATEGY UPDATE

## Dane County's Regional Housing Strategy (RHS)

A Road Map to Solving Dane County's Housing Crisis Strategic Action Plan 2024-2028



[RHS Executive Summary](#)  
[RHS CORE Values](#)  
[RHS Action Plan](#)



[RHS Fact Sheet](#)  
[City and Village Checklist](#)  
[Zoning 101 Fact Sheet](#)  
[Missing Middle Fact Sheet](#)



[Recordings & Presentation:](#)  
[RHS Meeting Calendar](#)  
[Newsletters](#)



[Strategic Action Plan](#)



[RHS Summary Video](#)



[Technical Assistance](#)

## Comprehensive Plan Housing Chapter Update (HCU)

*Dane County Technical Assistance*

### Background

Dane County Planning has been providing comprehensive planning services to Dane County towns for many years. This new technical assistance program is an extension of these services and is intended to support municipalities in addressing the unprecedented housing challenges we face. The HCU Technical Assistance Program is free of charge to Dane County Municipalities.

### Purpose & Benefits

- Evaluate and identify local housing concerns, update priorities, and strategies
- Provide zoning and land use policy guidance and identify new housing strategies, etc.
- Increase municipal access to WHEDA's Affordable Housing & Infrastructure Loans
- Housing chapter updates identified as a Regional Housing Strategy (RHS) priority

### Major Activities

- Preliminary meeting(s) between county & municipality, establish MOU terms
- Facilitated community meetings (housing snapshot, population, current programs)
- Dissemination of housing survey
- Draft housing chapter
- Present housing chapter to municipality

### Roles & Responsibilities

# ***REGIONAL HOUSING STRATEGY UPDATE***

- **RHS Partnerships**

## **2024 Funding**

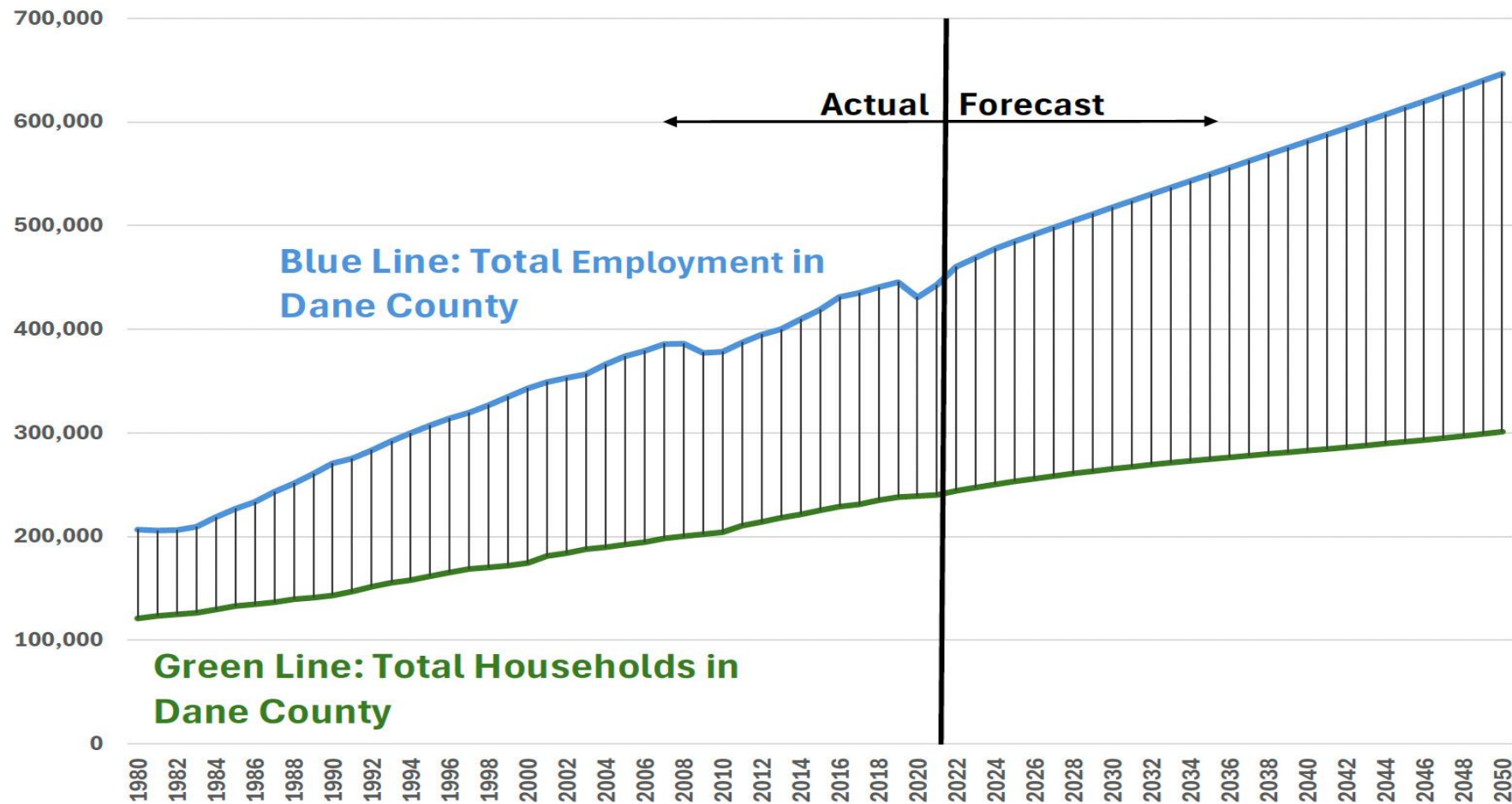
Realtors, Gorman and Co., Madison Area Builders Association (Marketing, zoning, outreach campaign, City?)

## **2024 Organizational**

Habitat, MACLT, RASCW, Northside Planning Council, City of Middleton, MPO, CARPC, City of Madison, UW School of Real Estate

# EMPLOYMENT AND POPULATION GROWTH

Widening Gap Between Jobs and Residents, Dane County, WI



Source: Woods&Poole. Years 1980-2021 are actual; 2022-2050 are forecasted.



# EMPLOYMENT GROWTH

27% OF THE STATEWIDE EMPLOYMENT GROWTH OCCURRED IN DANE COUNTY

## DANE COUNTY'S SHARE OF WISCONSIN'S JOB GROWTH FROM 2010 TO 2021

**WISCONSIN'S** total jobs grew by **6%** from 2010 to 2021.

**DANE COUNTY'S** total jobs grew by **14%** in the same time period.

**27%**



Source: Lightcast, SB Friedman



# ***REGIONAL HOUSING STRATEGY UPDATE***

## **New Staffing**

**Alex DeSena** - Housing Planner (June 2024)

HCU program (Cottage Grove, Black Earth), website, newsletter, social media, fact sheets, RHN programming

**Paige Marshall** – UW DPLA RHS Project Asst. (2025) – Community Housing Survey Report; assist with Cottage Grove Housing Chapter update

**New RHS Planner** – position closed 1.31.25 TBD (2025)

Zoning, Housing Finance, Rehab, program support





**Thank you!**

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***Taking the Next Step Together.***



**City-County Homeless Issues Committee, February 3, 2025**