



TAKING THE NEXT STEP.

Dane County is home to a thriving economy, vibrant communities, abundant natural resources, and residents who enjoy a high quality of life! Yet, we are experiencing an extreme housing shortage, people can't find housing, and thousands of Dane County residents—our neighbors, co-workers, and family members—are struggling to stay in their homes while affording the basic necessities. The American dream of homeownership is more and more difficult to achieve.

The **Dane County Regional Housing Strategy (RHS)** was launched to address this shortage by bringing our community together to take the next step forward in:

- Building on local and regional efforts
- Celebrating the unique character of our communities
- Assessing ongoing challenges
- Identifying and strengthening regional collaboration and partnerships
- Creating a vision for the future of housing in Dane County for the next 10-20 years
- Opening doors for our Dane County workforce—school teachers, entry-level professionals, public safety professionals, maintenance and service employees—as well as families with children, residents of color, seniors, and those with disabilities

WHY THIS MATTERS?

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There is an ever-growing shortage of affordable and workforce housing throughout the County: Currently, there are 13,050 renter households and 3,490 homeowners who earn 50% of the area median income (AMI) and below. These residents—Dane County teachers, healthcare workers, senior citizens, and those with disabilities—are extremely cost-burdened by housing, paying more than 50% of their monthly income on rent or mortgage. Between 2010 and 2017, the County under-produced 11,000 housing units relative to our growth.

It's important for our economic health: The lack of workforce housing negatively impacts area employers; research shows higher employee turnover due to longer commute times and lower job satisfaction. Higher priced housing drives up wages, further increasing the cost of doing business and reducing our regional competitiveness for attracting and retaining employers.

We want to be a place where people can call home throughout their lives, from birth to aging in place: There are thousands of Dane County residents who can't find housing and who want to stay (or move to) our County. According to a recent report, *Housing Needs Assessment: Dane County and Municipalities*, "Over 12,000 very low-income households pay more than 50% of their income in rent in Dane County, of those 2,200 are seniors."



HAC MEETING SCHEDULE

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The Housing Advisory Committee (HAC) will meet a total of eleven (11) times throughout the duration of the project.

| MEETING | DATE | LOCATION/FORMAT* | MILESTONE |
|---------|------------|-------------------------|---|
| #1 | 09.28.2022 | Lussier Heritage Center | Project Introduction |
| #2 | 10.26.2022 | Alliant Energy Center | Regional Housing Analysis #1: Demographics, Housing Stock, Forecasted Change |
| #3 | 11.30.2022 | Alliant Energy Center | Regional Housing Analysis #2: Housing Needs Assessment |
| #4 | 01.25.2023 | Lussier Heritage Center | Regional Housing Analysis #3: Housing Instability and Disparities, Regional Balance |
| #5 | 02.22.2023 | Lussier Heritage Center | Vision for the Future of Housing |
| #6 | 03.22.2023 | Alliant Energy Center | PIRA #1 |
| #7 | 04.26.2023 | Lussier Heritage Center | PIRA #2 |
| #8 | 05.24.2023 | Alliant Energy Center | Strategy Development |
| #9 | 06.28.2023 | Alliant Energy Center | Strategy Refinement |
| #10 | 07.26.2023 | Lussier Heritage Center | Regional Housing Study Report + Closeout |
| #11 | 08.23.2023 | Lussier Heritage Center | Strategy Launch |

*Some meetings may be shifted to a virtual format and HAC members will be informed well in advance of those meetings. Flexibility will be maintained for inclement weather and changing COVID instructions.

TEAM BIOS

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FRAN LEFOR ROOD, AICP | SB FRIEDMAN

Fran brings broad and deep understanding of housing issues in cities both large and small. She leads market and financial analyses to identify issues and inform redevelopment options, strategies and policies to help clients meet their development and community goals. Fran has led citywide residential needs analyses, housing action plans and policy development efforts to address affordability and other housing issues throughout the Midwest, including in Chicago, Sun Prairie, Wauwatosa and Kansas City. She also works with non-profit housing developers to obtain and structure funding for complex projects.

Fran is an avid gardener and aims to remove the final patches of grass (and weeds!) from her yard.



CAREN KAY, AICP | SB FRIEDMAN

Caren specializes in market analysis, affordable housing, and economic strategic planning. She has assisted multiple non-profit housing developers in structuring financing and securing funding for affordable and mixed-income housing projects. Her experience also includes managing the development of a regional economic resiliency and recovery plan in the Charleston, SC area, and analyzing the housing stock and developing a strategy toolkit to address housing priorities within the City of Sun Prairie, WI. She enjoys working collaboratively with communities to identify unique challenges and ultimately craft tactical strategies.

Caren loves exploring new places—her goal is to visit every US State Capitol.



SAMANTHA MOSKOL | SB FRIEDMAN

Samantha brings expertise in real estate market analysis and land use economics, particularly related to market, feasibility and housing affordability analyses in urban infill contexts. Sam has led various analyses for the City of San José, CA including an affordable housing plan for Diridon Station and a citywide "Missing Middle" feasibility analysis. She has contributed to transit-oriented development strategies in St. Louis, Charlotte, and Fort Lauderdale. Sam has also analyzed density bonus policies to incentivize family-sized units in Austin's residential neighborhoods.

Sam attended college at UW-Madison and is excited to turn her attention back to the region.



MARISA SCHULZ | ALL TOGETHER

Marisa is an urban planner with 17 years of experience in community outreach, planning, and place branding. While at the City of Austin and through her work in neighborhoods from Detroit to Santiago, Chile, Marisa has worked closely with communities to ensure the public plays a vital role in creating people-centric places. She has successfully written articles and studies that have been featured in Next City, Bloomberg, the New York Times, and USA Today. Marisa has taught both undergraduate and graduate courses in sustainability, planning, and design at DePaul University in Chicago.

Marisa completed her family by adopting her third child.



ABIGAIL ROSE | ALL TOGETHER

Abigail is a designer and planner who masterfully communicates the big picture by distilling complex issues into simple messaging and clean visuals. Her experience in graphic design, urban planning, and community engagement drives her passion to better inform policy and create authentic, viable places and solutions.

Abigail is a painter and muralist! She also loves cheese curds!



TINA FIGUEROA | ALL TOGETHER

Tina is a digital specialist and an urban planner whose interests focus on accessibility and equity. She believes in community-centered decision making to make physical and digital spaces beneficial to all.

Tina enjoys petting every dog or cat she meets.

COURAGEOUS SPACE

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Courageous spaces are a set of ground rules to guide the conversations and discussions to come. These spaces are inclusive to all races, sexes, genders, abilities, immigration status, and lived experiences. **We seek to create a space that allows people to express themselves, challenge each other in a positive way, and learn from each other.**

We ask that participants enter these RHS conversations openly—focusing not only on your perspective as a member of the organization, business or municipality you are representing, but also as an individual. While we hope to hear from you during the sessions on the type of mindset you think is needed for these meetings, below are some ground rules that we believe are important to help set the stage:

ASSUME GOOD INTENTIONS

AGREE TO A COMMON GOAL

ACKNOWLEDGE PRIVILEGE + POWER DYNAMICS

LISTEN + BE OPEN TO UNDERSTAND IDEAS + TRUTHS THAT ARE NOT YOURS

We look forward to working together to further define what a courageous space means to you.



TOP PRIORITY EXERCISE

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Instructions: Share your top priorities for the Dane County Regional Housing Strategy. Think about the top priorities of your community, organization or business, related to providing and preserving affordable and workforce housing. Now, write down your top priorities for the regional housing strategy. **At the beginning of the meeting breakout, let's quickly jot whatever comes to mind down below.**

YOUR PRIORITIES

REGIONAL/STUDY PRIORITIES

HAC PARTICIPANTS

<https://plandev.countyofdane.com/RHS/Community-Partners>

QUESTIONS OR CONCERNS?

We'd love to connect and understand how we might better accommodate your participation throughout the eleven (11) HAC meetings. Send us an email at mschulz@alltogetherstudio.com and let us know how we can help.

RECOMMENDED RESOURCES

<https://danehousing.countyofdane.com/Housing-Film-and-Video>

<https://danehousing.countyofdane.com/>

LEARNING STYLE QUESTIONNAIRE

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Name:

Organization:

Pronouns:

We want to ensure we structure the meetings for **YOU**. Answer these questions to help us design presentations and breakout exercises that align with how you learn and participate best. **Please leave this sheet with a meeting facilitator at the end of HAC Meeting #1.** Thank you for your feedback!

How would you describe your working style? (Check all that apply)

- Independent + Logical.** I'm a doer and need my own space to think and contribute.
- Cooperative.** I love teamwork and like to best work alongside others.
- Proximity.** I prefer to take a task, think through it on my own and then come back to a team to discuss and problem solve.
- Supportive.** I strive to form strong relationships and improve group morale.
- Detail-oriented.** I am strategic and detail-oriented. I like to focus on smaller items, one at a time, that add up to the big picture.
- Idea-oriented.** I am a big-picture thinker who likes to help facilitate large-scale change.

How do you best retain information and learn? (Check all that apply)

- Visual.** I best retain information when it is presented to me graphically. I thrive with clear pictures of information hierarchy.
- Auditory.** I prefer listening to information that is presented to me vocally. I work well in group settings where vocal collaboration is present.
- Reading + Writing.** I learn best seeing written information on worksheets and presentations. I am a note-taker and like to be able to reference written text.
- Kinesthetic.** I like to be hands-on and absorb information through interactive exercises. I enjoy moving around to break up the meeting.