



HAC MEETING #6 WORKBOOK

TAKING THE NEXT STEP.

WEDNESDAY, MARCH 22ND | ALLIANT ENERGY CENTER

TABLE OF CONTENTS

Please review the workbook before the HAC Meeting #6. All workbooks will include advance materials and summaries of the prior HAC meeting.

TABLE OF CONTENTS + SUMMARY	1
SCHEDULE + MEETING #5 STATS	1
FUTURE HOUSING GROWTH POLLING RESULTS	2
VALUE-BASED VISIONING EXERCISE FEEDBACK	2

OVERVIEW/SUMMARY

The fifth Housing Advisory Committee (HAC) meeting for the Dane County Regional Housing Strategy (RHS) was held virtually on Wednesday, February 22nd! Thank you all for your flexibility in shifting to a virtual format in the face of bad weather, we're so glad to have kept safe while still working together to advance our collective RHS vision. To check out the presentation and materials (workbook, recording, etc.) from HAC Meeting #5, [CLICK HERE](#).

HAC members identified the core values they hold to collectively which will be used to create a value-based vision for the future of housing in Dane County. HAC feedback from the visioning exercises can be found on the following workbook pages.

SCHEDULE + MEETING #5 STATS



HAC #5 member attendees: **65**

HAC #5 general public attendees: **4**

HAC MEETING #6 WORKBOOK

TAKING THE NEXT STEP.



FUTURE HOUSING GROWTH POLLING RESULTS

In Meeting #4, HAC members marked down their preferred distribution of future housing growth by identifying new housing units (all housing and legally restrictive affordable housing units) across five subareas by percentage. In Meeting #5, the project team reported back on the exercise and posed two (2) additional prompts for the entire HAC to respond to via Mentimeter.

PROMPTS	AGREE	DISAGREE	UNDECIDED
Jurisdictions have different abilities to provide housing (e.g., land capacity, infrastructure).	95%	2%	3%
Everyone can do something to collectively address the housing shortage.	84%	6%	10%

*63 of 65 HAC members participated

VALUE-BASED VISIONING EXERCISE FEEDBACK

Meeting #5 consisted of three “Value-based Visioning” engagement exercises completed by HAC members. This exercise will result in a values-based vision for housing for Dane County for the next 10-20 years. The project team will present refined core values and value statements for consideration in HAC 6.

Visioning Part #1: Personal Core Values

HAC members took 5 minutes of self-reflection to write down their thoughts on the following prompts below. Many HAC members shared their comments in the Zoom chat.

1. What are your own personal core values for the future of housing in Dane County?
2. Following the HAC discussions, are there additional core values you think are crucial to guide the future of housing in Dane County?

HAC MEETING #6 WORKBOOK

TAKING THE NEXT STEP.



PERMANENT AFFORDABILITY

HOUSING AS A HUMAN RIGHT

DIVERSE HOUSING SUPPLY FOR FOLKS AT ALL INCOME LEVELS

EQUAL OPPORTUNITY TO BUILD WEALTH

JUSTICE

SUSTAINABILITY

HOUSING AS A COMPONENT + FACILITATOR OF HEALTH

NON-MARKET-BASED HOUSING SOLUTIONS

CLIMATE RESILIENCY

Visioning Part #2: Core Value Building

HAC members participated in five (5) breakouts focused on a “working” draft core value. Participants spent 12 minutes per breakout talking through prompts to share their feedback on the core value and value statement/description.

EQUITY

All people have access to housing, especially lower-income households and Black, Latinx, disability, youth, and aging populations.

WHAT DOES EQUITY MEAN TO YOU?

- Recognizing that we do not all start from the same place and correcting imbalances
- Each person receives what they need
- Possibility for everyone to access housing

WHAT DOES EQUITY MEAN IN THE CONTEXT OF FUTURE HOUSING?

- No racial disparities in homeownership, affordability, & access.
- Access to quality, affordable, housing in the community of your choice without barriers
- Access to diverse housing stock that fits the need of all family/living situations

HAC MEETING #6 WORKBOOK

TAKING THE NEXT STEP.



WHAT ELEMENTS DO YOU LIKE AND WHAT ELEMENTS ARE MISSING FROM THE DRAFT VALUE STATEMENT?

- Prioritizing efforts might be a good phrase
- Historically excluded populations might be a better umbrella term
- Value in adding words before “housing”, “quality”, and “affordable” being some potential words
- Equality isn’t the same thing as equity
- Like that it calls out specific groups rather than just implying
- Wonders about including only Black and Latinx -- Missing populations include incarcerated people, LGBT, Hmong community, indigenous people, undocumented people, and many others
- Folks who have least amount to spend on energy are the ones who spend the most
- Access to housing where people want to live not where they “have to”
- Quality of housing stock needs to be directly addressed
- Tension between saying all people but then using “especially” -- Emphasizing equity but then calling out specific groups

ACCOUNTABILITY

Recognizing that communities need affordable housing, and all entities are committed to being part of a collective solution and removing the lens of jurisdictional borders.

WHAT DOES ACCOUNTABILITY MEAN TO YOU?

- Responsibility
- Taking ownership
- Transparency

WHAT DOES ACCOUNTABILITY MEAN IN THE CONTEXT OF FUTURE HOUSING?

- Actionable strategies
- Measurable metrics
- Transparency in reporting
- Collective action

HAC MEETING #6 WORKBOOK

TAKING THE NEXT STEP.



WHAT ELEMENTS DO YOU LIKE AND WHAT ELEMENTS ARE MISSING FROM THE DRAFT VALUE STATEMENT?

- Clarify intent of 'affordability' and other terms
- Specify responsible 'entities' extend beyond jurisdictions
- Simplify and reduce jargon
- Love the concept of shared responsibility, but not sure if people will know what that means
Needs more text to help clarify
- Find 'collective solution' great to include
- Complete transparency in decisions and policy changes
- Need to define 'all entities' not specific/hard to evaluate -- Please expand to include beyond local government
- Start with all entities are committed to being part of a collective solution
- Root out nimbyism - actually hold people accountable to actions

AFFORDABILITY

A diverse housing stock and expanded supply of high-quality, affordable and workforce housing meets the need across all communities.

WHAT DOES AFFORDABILITY MEAN TO YOU?

- Meeting basic needs without stress
- Spending less than 30% of income on housing
- A home for you no matter your income

WHAT DOES AFFORDABILITY MEAN IN THE CONTEXT OF FUTURE HOUSING?

- Housing that is affordable and incomes that keep pace with rising costs at all income levels
- Everyone does have a place to call home

WHAT ELEMENTS DO YOU LIKE AND WHAT ELEMENTS ARE MISSING FROM THE DRAFT VALUE STATEMENT?

- Diverse housing covers continuum of options
- Workforce housing is jargon and not inclusive

HAC MEETING #6 WORKBOOK

TAKING THE NEXT STEP.



- Affordability is relative
- Reference residents, not just housing units
- Tie in with transportation, access to jobs
- Community is inclusive -- homeless community, specific municipality, etc.
- A diverse and expanding supply of safe housing stock
- Be clear that this addresses homeownership -- make this more of a priority than rental
- Workforce housing is confusing and people don't know what it means

ECONOMIC STABILITY

Housing is connected to everyday needs on a regional level.

WHAT DOES ECONOMIC STABILITY MEAN TO YOU?

- Ability to afford or opportunity to earn basic life amenities
- Withstand change in finances without losing housing
- Not sacrificing basic needs to afford housing

WHAT DOES ECONOMIC STABILITY MEAN IN THE CONTEXT OF FUTURE HOUSING?

- Being able to afford housing that meets your needs
- Housing opportunities for people at all income levels
- It is ability to continually + consistently secure housing
- Provide more access to affordable entry to ownership
- We have long way to go -- everyone have the tools to be financially and mentally healthy

WHAT ELEMENTS DO YOU LIKE AND WHAT ELEMENTS ARE MISSING FROM THE DRAFT VALUE STATEMENT?

- Geography is confusing + needs to be at all scales
- Housing as a resource -- part of everyone's regional needs
- Housing a foundation for economic stability
- This is the base of an individual's stability
- Retention -- keep + get people where they want to be and stay where they want to be

HAC MEETING #6 WORKBOOK

TAKING THE NEXT STEP.



- A person/firm/community is resilient to economic shocks (instantaneous/rapid change in conditions)
- One piece of the social determinants of health -- all pieces make a person or a family whole
- Don't forget about strength in job centers growing + creating new jobs with job security, stable income, retirement savings, affordable benefits, etc.
- Dane County continues to be a job center with lots of growth and investment -- a growing workforce with the skills and industries to compete.

EDUCATION

Community understanding about the importance of housing diversity and affordability, the impact of countywide housing shortages, and the enduring legacy of discriminatory housing practices throughout the county.

WHAT DOES EDUCATION MEAN TO YOU?

- Pathways to/Opportunities for growth
- Empowerment
- Knowledge + skill attainment
- System changes

WHAT DOES EDUCATION MEAN IN THE CONTEXT OF FUTURE HOUSING?

- Financial literacy
- Access to education and education quality
- Availability of information regarding affordable housing
- Support to access supportive housing

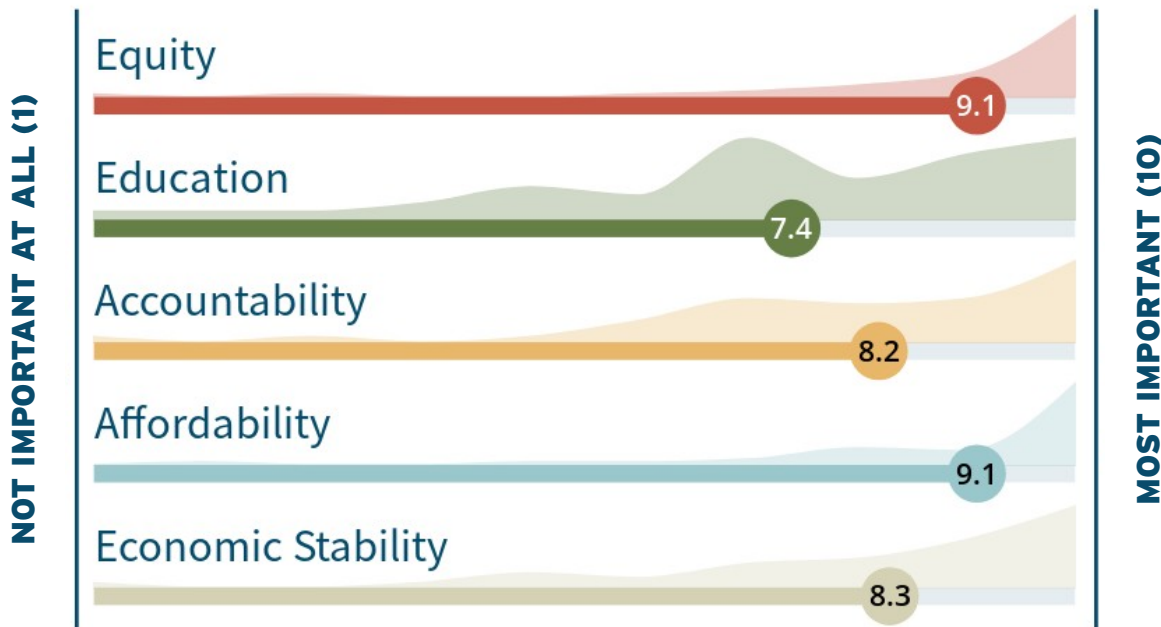
WHAT ELEMENTS DO YOU LIKE AND WHAT ELEMENTS ARE MISSING FROM THE DRAFT VALUE STATEMENT?

- Enduring impacts of discriminatory housing practices
- Barrier to implementation is education
- Missing financial literacy
- Financial literacy leads to obtaining and retaining housing

- Understanding is too passive/more action-oriented
- Element of power + decision-making
- Housing tends to focus on affordability in terms of rental opportunities -- needs to include homeownership and building wealth
- Need a greater understanding what goes into housing and the economics behind it all

Visioning Part #3: What's Missing

After the report-back of the feedback from each of the five (5) breakouts, HAC members voted via Mentimeter to share how each draft value resonated with them.



To wrap up the meeting, HAC members shared other missing core values to be considered as we collectively build the vision for the future of housing for the next 10 to 20 years in Dane County.

JUSTICE	FAIR SHARE	ADVOCACY	SUSTAINABILITY
SAFETY	EMPOWERMENT	CHOICE OF NEIGHBORHOODS	