# WELCOME

***TAKING THE NEXT STEP.***

*TAKING THE NEXT STEP.*

# Housing Advisory Committee (HAC) Meeting #1 | 09.28.2022

# WELCOME + INTRODUCTIONS

# HAC 1 PURPOSE

*WELCOME + INTRODUCTIONS*

1. Get to know each other
2. Get to know the project staff and consultant team
3. Establish common ground
4. Understand key factors impacting our housing market
5. Discuss HAC policy priorities

# TABLE INTRODUCTIONS

*WELCOME + INTRODUCTIONS*

## Tell your neighbors at your table:

- **Your name**
- **Where you live**
- **Location(s) of where you work**
- **Your favorite meal**

# AGENDA

*WELCOME + INTRODUCTIONS*

- **WELCOME + INTRODUCTIONS** *(15 Minutes)*
- **REGIONAL HOUSING STRATEGY OVERVIEW** *(10 Minutes)*
- **HOUSING MARKET INDICATORS** *(15 Minutes)*
- **MEETING BREAK** *(10 Minutes)*
- **HAC ENGAGEMENT BREAKOUTS** *(40 Minutes)*
- **REGROUP + NEXT STEPS** *(20 Minutes)*
- **Q+A DISCUSSION** *(10 Minutes)*

# TEAM INTRODUCTIONS

*WELCOME + INTRODUCTIONS*

**FRAN LEFOR ROOD, AICP** | SB FRIEDMAN

**CAREN KAY, AICP** | SB FRIEDMAN

**SAMANTHA MOSKOL** | SB FRIEDMAN

**MARISA SCHULZ** | ALL TOGETHER

**ABIGAIL ROSE** | ALL TOGETHER

**TINA FIGUEROA** | ALL TOGETHER

# REGIONAL HOUSING STRATEGY BACKGROUND

*WELCOME + INTRODUCTIONS*

**We're building on the work of the Dane County Housing Initiative and the 2015/2019 County Housing Needs Assessment which highlighted several key needs:**

*Fastest growing county in Wisconsin*

*Household growth outpacing housing production*

*Growing number of cost-burdened households*

# RHS PRIMARY OBJECTIVES

*WELCOME + INTRODUCTIONS*

**Strategic planning guide for meeting the county's future housing needs over the next 10-20 years. Core objectives:**

- *Advance regional collaboration across municipalities, agencies, organizations, and between all sectors. Recognize and respect differences in community size, capacity, need(s), level of interest, and voice at the table.*
- *Recognize and build from existing efforts.*
- *Expedite the development and preservation of affordable housing in Dane County.*
- *Work together to assess ongoing challenges and identify opportunities for new and innovative solutions.*

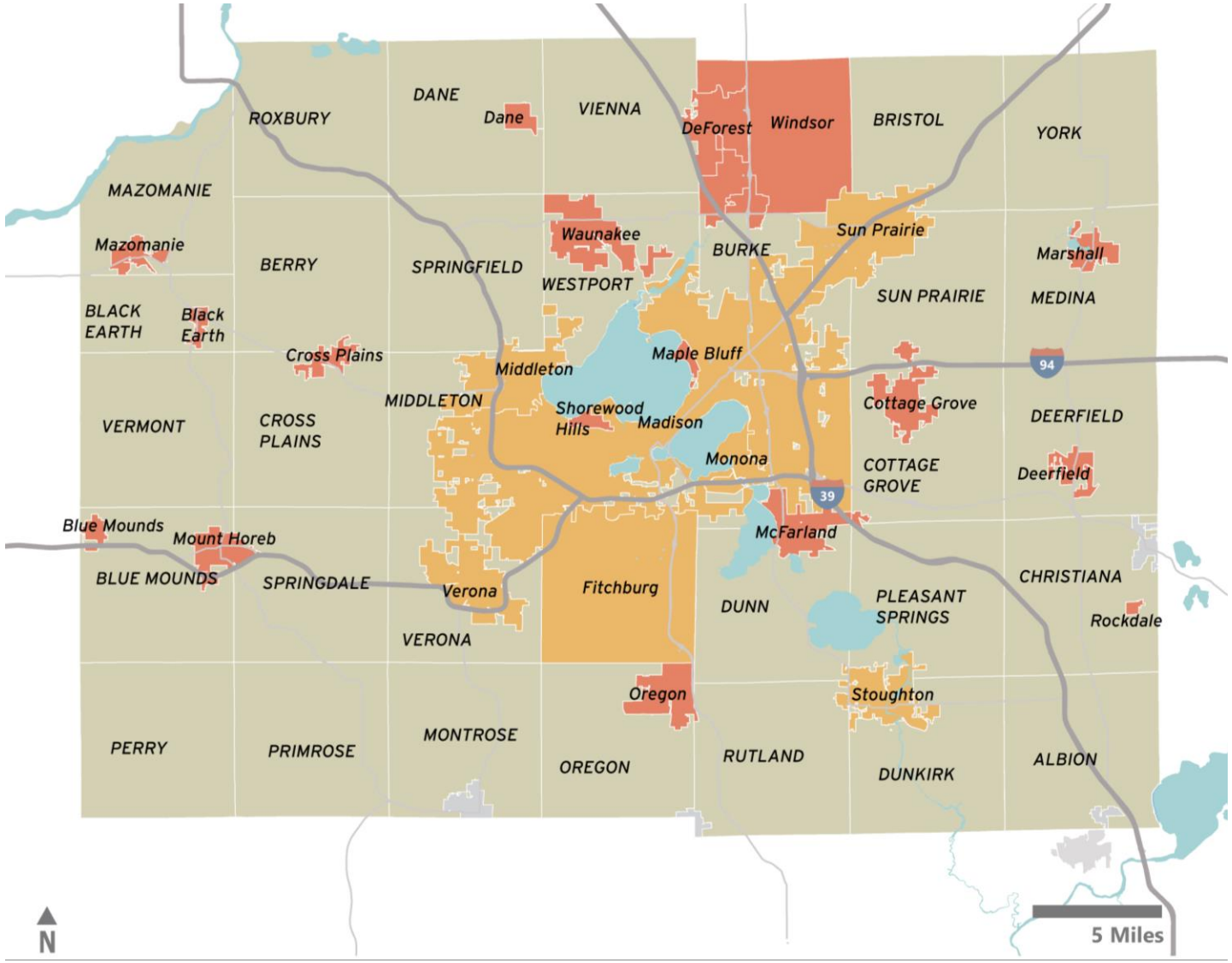
# HAC MEMBERS - WHO ARE WE?

*WELCOME + INTRODUCTIONS*

**Cities**

**Villages**

**Townships**



# HAC MEMBERS - WHO ARE WE?

*WELCOME + INTRODUCTIONS*

## Local Jurisdictions

*CITIES*

*VILLAGES*

*TOWNSHIPS*

## County / Regional / State Partners

*REGIONAL PLANNING ORGANIZATIONS*

*COUNTY SUPERVISORS*

*STATE AGENCIES*

## Institutions

*SCHOOL DISTRICT REPRESENTATIVES*

*HIGHER EDUCATION REPRESENTATIVES*

*FAITH COMMUNITY*

## Non-Profits

*AFFORDABLE HOUSING DEVELOPERS*

*AFFORDABLE HOUSING PROVIDERS*

*HOUSING ADVOCATES*

*WORKFORCE ADVOCATES*

*ENVIRONMENTAL ADVOCATES*

*COMMUNITY ADVOCATES*

*SOCIAL WORKERS*

*CHARITIES*

## Community Members

*YOUTH REPRESENTATIVES*

## Private Sector

*LOCAL BUSINESS OWNERS*

*REALTORS*

*MARKET-RATE DEVELOPERS*

*MARKET-RATE HOMEBUILDERS*

*MADISON GAS & ELECTRIC*

*COMMUNITY DEVELOPMENT FINANCIAL INSTITUTIONS (CDFIs)*

# RHS COMPONENTS

*WELCOME + INTRODUCTIONS*

**REGIONAL HOUSING ANALYSIS**

**PROGRAM INVENTORY + ASSESSMENT**

**COUNTYWIDE PUBLIC SURVEY + FOCUS GROUPS**

**VISION FOR HOUSING**

**HOUSING STRATEGIES**

# TIMELINE

*WELCOME + INTRODUCTIONS*

**WE ARE HERE!!!**

| MEETING #1 | MEETING #2 | MEETING #3 | MEETING #4 | MEETING #5 | MEETING #6 | MEETING #7 | MEETING #8 | MEETING #9 | MEETING #10 | MEETING #11 |
|---|---|---|---|---|---|---|---|---|---|---|
| 09.28.2022 | 10.26.2022 | 11.30.2022 | 01.25.2023 | 02.22.2023 | 03.22.2023 | 04.26.2023 | 05.24.2023 | 06.28.2023 | 07.26.2023 | 08.23.2023 |

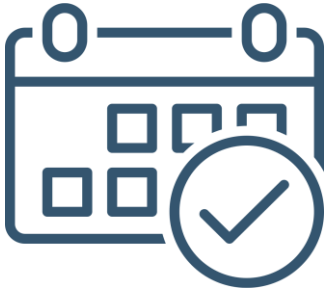
**PROJECT KICK-OFF | REGIONAL HOUSING ANALYSIS** — **LOCAL POLICIES + PROGRAMS | VISIONING** — **HOUSING STRATEGIES + REPORT | IMPLEMENTATION**

- **Focus Groups (October)**
- **Private Sector Interviews (October – November)**
- **Countywide Public Survey (October – November)**
- **Program Inventory Survey (October – December)**

# HAC RESPONSIBILITIES

*WELCOME + INTRODUCTIONS*

**REVIEW MATERIALS**



**ATTEND HAC MEETINGS**

**LISTEN/LEARN FROM PEERS**

**ACTIVELY PARTICIPATE**

# HAC MEETING FACILITATION

*WELCOME + INTRODUCTIONS*

- **Meeting Framework: Presentation + Facilitated Discussion**

- **Why such a focus on facilitation?**
  - Group Thinks / Dynamic Learning Environment
  - Reaching Consensus
  - Establishing Partnerships for Implementation

- **Take the Learning Styles Survey!**
  - In Welcome Packet
  - Should take under 3 minutes
  - Will help us understand how you best process and discuss information so we can tailor facilitation elements so they work for YOU
  - Virtual meetings and changing COVID requirements

# COURAGEOUS SPACE

*WELCOME + INTRODUCTIONS*

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 conversations openly—focusing not only on your perspective as a member of the organization 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 and power dynamics***
- ***Listen and be open to understanding ideas and truths that are not yours***

# QUESTIONS?

*WELCOME + INTRODUCTIONS*

## Have a question?

**Raise your hand and ask us anytime!**

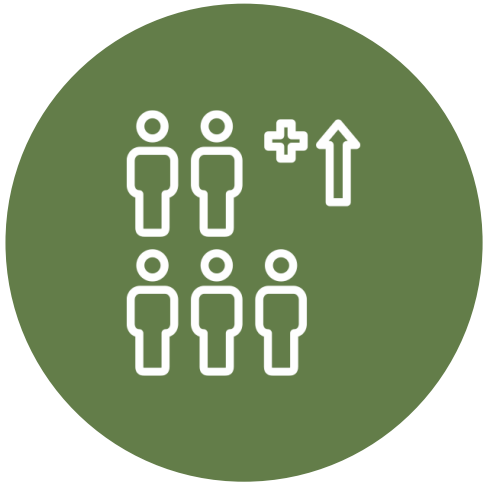
**Don't want to forget? Take an index card from the center of the table to write it down.**

# REGIONAL HOUSING STRATEGY OVERVIEW

*HAC MEETING #1*

# FACTORS INFLUENCING THE HOUSING MARKET

*KEY METRICS*



**POPULATION CHANGE**

**HOUSING PRICE**

**HOUSING INVENTORY**

**ECONOMIC GROWTH**

# COUNTY COMPOSITION

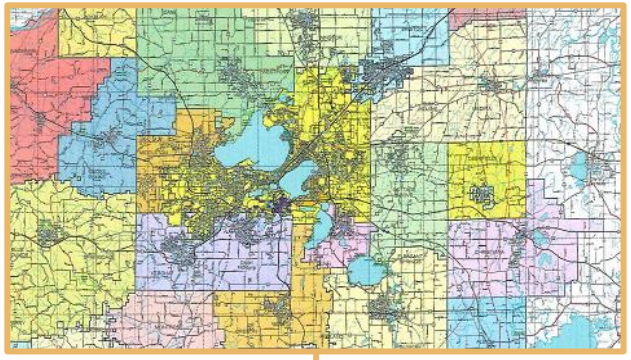
*POPULATION + HOUSEHOLDS*

POPULATION

**561,500**

HOUSEHOLDS

**226,600**



DANE COUNTY SHARE

**9.5% of WI**

Source: US Census Bureau 2020, SB Friedman

# POPULATION CHANGE 2010-2020

*DANE COUNTY IS ATTRACTING A SUBSTANTIAL AMOUNT OF STATEWIDE GROWTH*

**DANE COUNTY** GREW BY **73,000 people / 30,000 households.**

GROWTH **STATEWIDE (WI)** ASSOCIATED WITH DANE COUNTY =

**36% of the population / 29% of households.**

Source: US Census Bureau 2020, SB Friedman

# DANE COUNTY RACE + ETHNICITY (2010-2020)

*DANE COUNTY HAS DIVERSIFIED OVER THE PAST 10 YEARS*

**WHITE / NOT HISPANIC (+7%)**

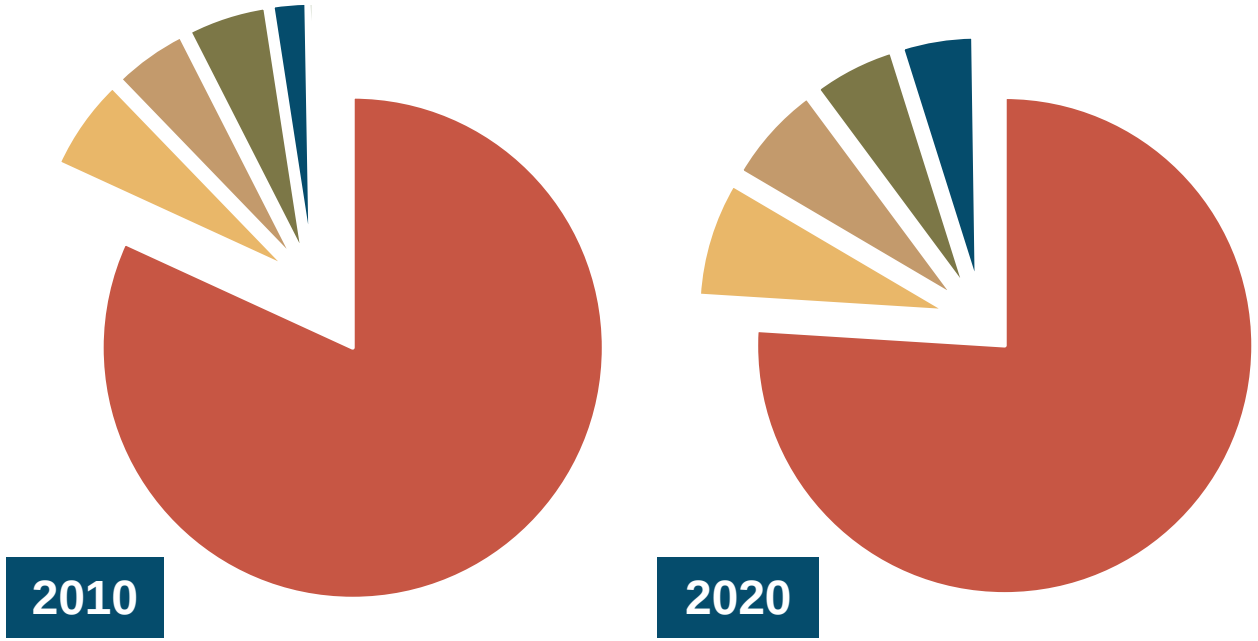
**HISPANIC / LATINO OF ANY RACE (+45%)**

**ASIAN AMERICAN / PACIFIC ISLANDER (+55%)**

**BLACK / AFRICAN AMERICAN (+20%)**

**TWO OR MORE RACES / "SOME OTHER RACE" (+146%)**

**AMERICAN INDIAN (-5%)**




Source: US Census Bureau 2020, SB Friedman

# DANE COUNTY CHANGE BY AGE COHORT

*EVERY AGE COHORT IS GROWING IN DANE COUNTY*

Change in **DANE COUNTY** and **WISCONSIN** population by age cohort from 2010 - 2020:

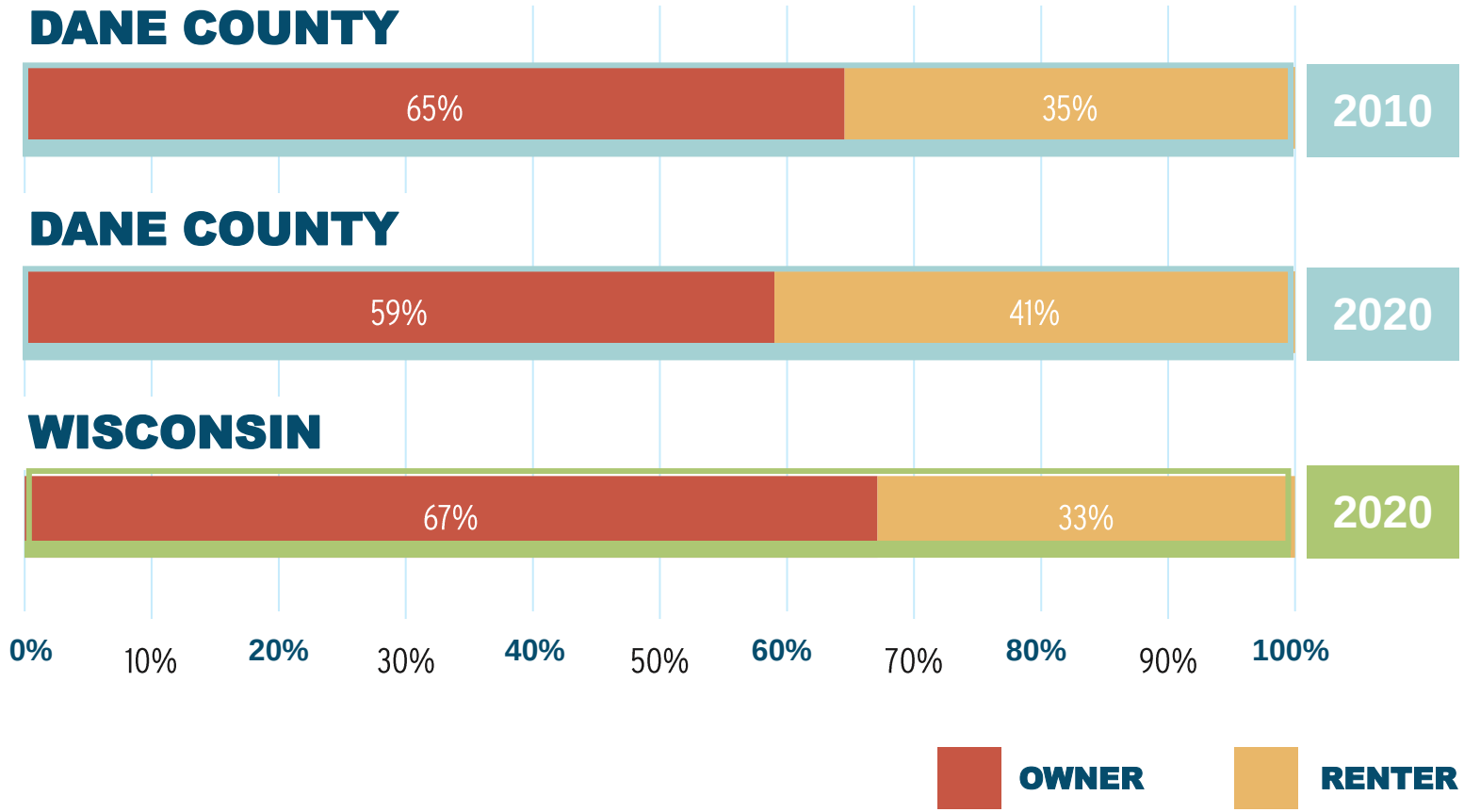
| ≤ 14 | 15 - 24 | 25 - 34 | 35 - 54 | 55 - 74 | 75+ |
|---|---|---|---|---|---|
| +3.6% | +15.1% | +8.0% | +1.5% | +30.8% | +21.9% |
| - 4.7% | - 1.7% | +2.2% | - 9.6% | +26.1% | +9.4% |

***Dane County's population is increasing across all age cohorts, especially ages 55 and older.***

Source: US Census Bureau, SB Friedman

# HOMEOWNERSHIP RATES

***DANE COUNTY HOMEOWNERSHIP DECLINED FROM 65% IN 2010 TO 59% IN 2020***




Renters' share of households increased by 6% in **DANE COUNTY** from 2010 to 2020.

**DANE COUNTY** has 8% more renters as a share of households than **WISCONSIN**.

Source: US Census Bureau, SB Friedman

# HOUSING TYPES IN DANE COUNTY

*OVER 50% OF HOUSING UNITS IN THE COUNTY ARE SINGLE-FAMILY DETACHED HOMES*

## UNITS BY TYPE IN DANE COUNTY

**121,000**

single-family detached units

**14,700**

single-family attached units (townhome)

**34,200**

units in small multifamily buildings (2-9 units)

**54,800**

units in large multifamily buildings (10+ units)

**1,800**

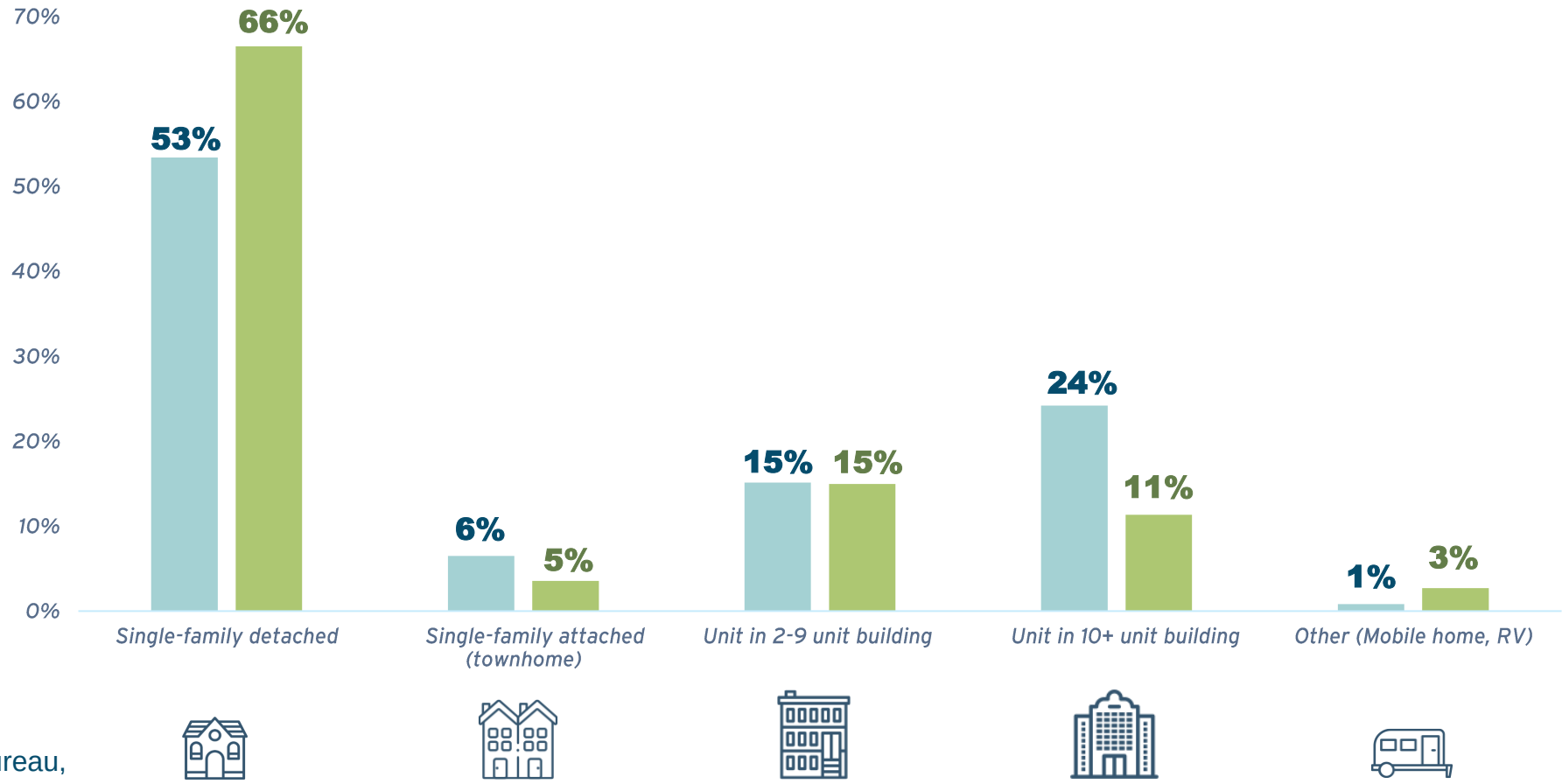
other units (mobile home/RV)

Source: US Census Bureau (2020 5-Year Estimates), SB Friedman

# HOUSING TYPES IN DANE COUNTY

*DANE COUNTY HAS A GREATER SHARE OF MULTIFAMILY UNITS THAN WISCONSIN*

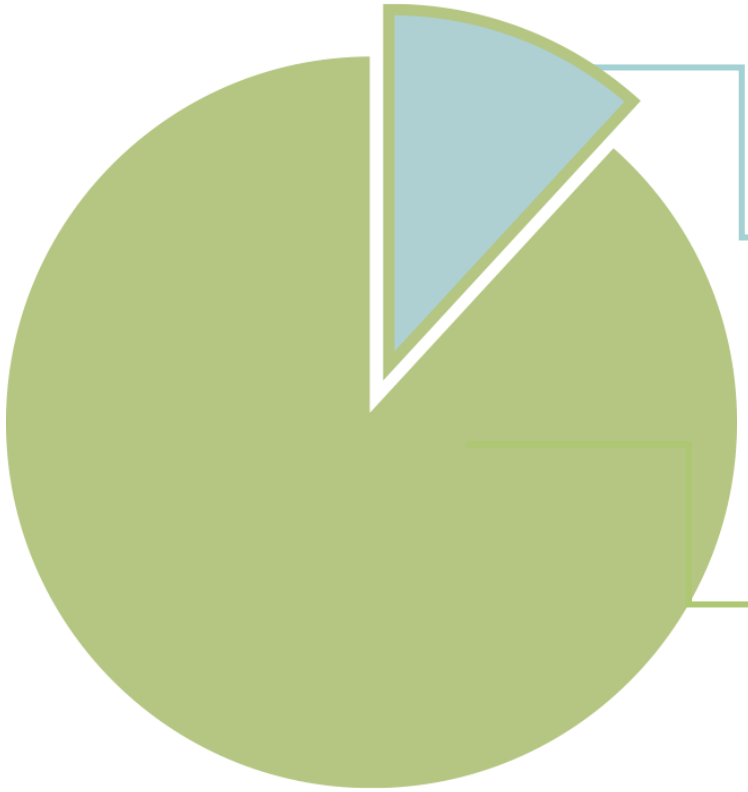
## UNITS BY TYPE IN DANE COUNTY COMPARED TO WISCONSIN




Source: US Census Bureau, (2020 5-Year estimates), SB Friedman

# DANE COUNTY + WI TOTAL JOBS (2021)

*DANE COUNTY ACCOUNTS FOR 12% OF THE STATEWIDE EMPLOYMENT BASE*



**DANE COUNTY** is home to about 371,100 jobs and represents 12% of **WISCONSIN** jobs.

**WISCONSIN** is home to about 3,110,900 jobs.

Source: Lightcast, SB Friedman

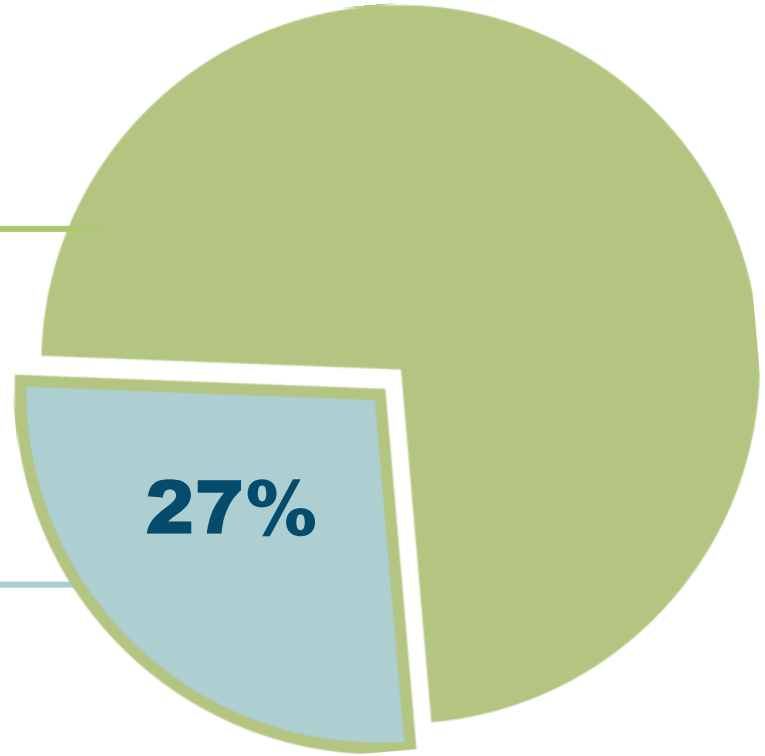
# EMPLOYMENT GROWTH 2010-2021

*27% OF THE STATEWIDE EMPLOYMENT GROWTH OCCURRED IN DANE COUNTY*

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

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

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




Source: Lightcast, SB Friedman

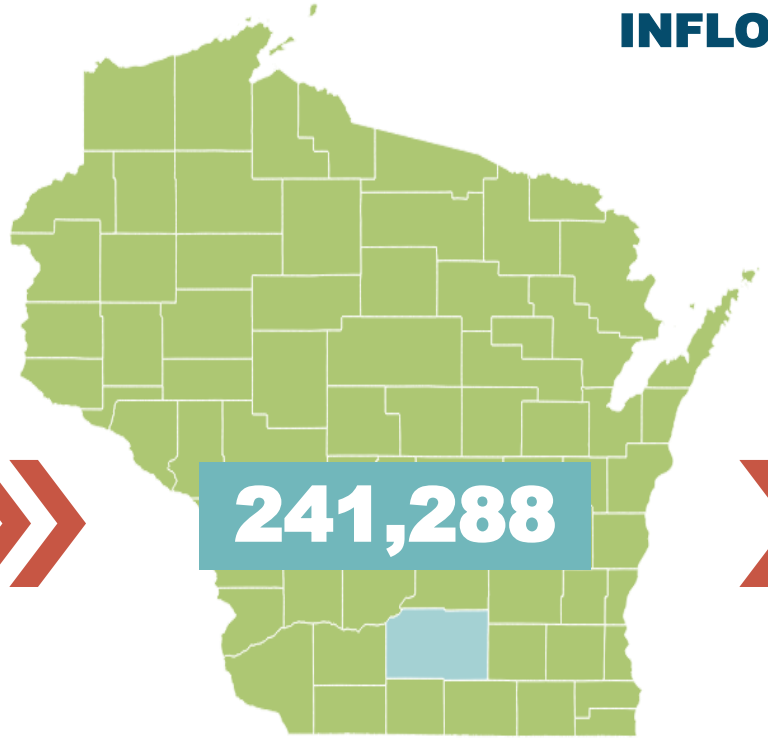
# JOB FLOW

*OVER 100,000 WORKERS COMMUTE INTO THE COUNTY WHO LIVE ELSEWHERE*

## INFLOW / OUTFLOW OF JOBS + LABOR

**114,396**

**Work in Dane County and live elsewhere**



**241,288**

**Live and work in DANE COUNTY**

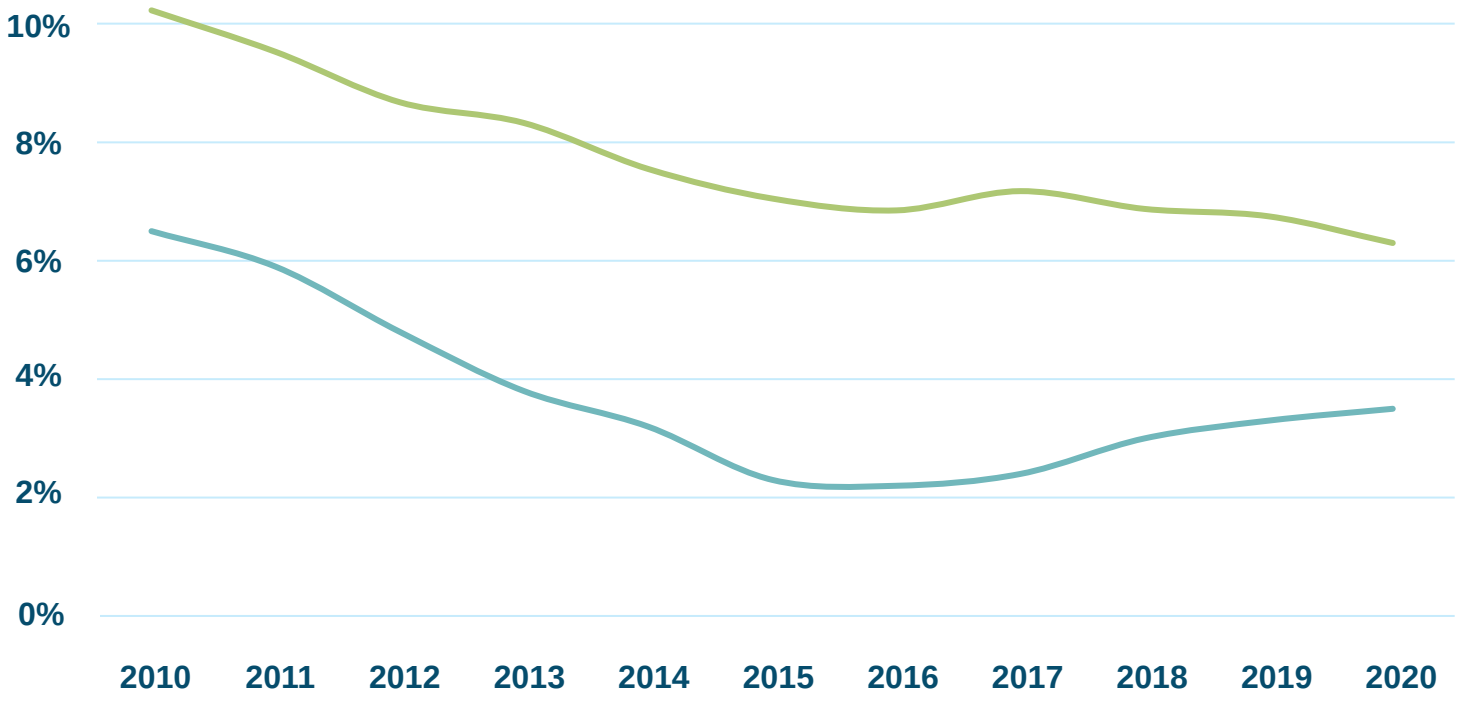
**49,760**

**Live in Dane County and work elsewhere**

Source: US Census Bureau On the Map 2019, SB Friedman
Note: Job numbers include all jobs and may include part-time work

# RENTAL VACANCY

*RENTAL VACANCY IN DANE COUNTY IS ROUTINELY BELOW NATIONAL AVERAGES*




**DANE COUNTY'S** rental vacancy rate, though increasing, remains almost **3% below** the national average.

**DANE COUNTY**

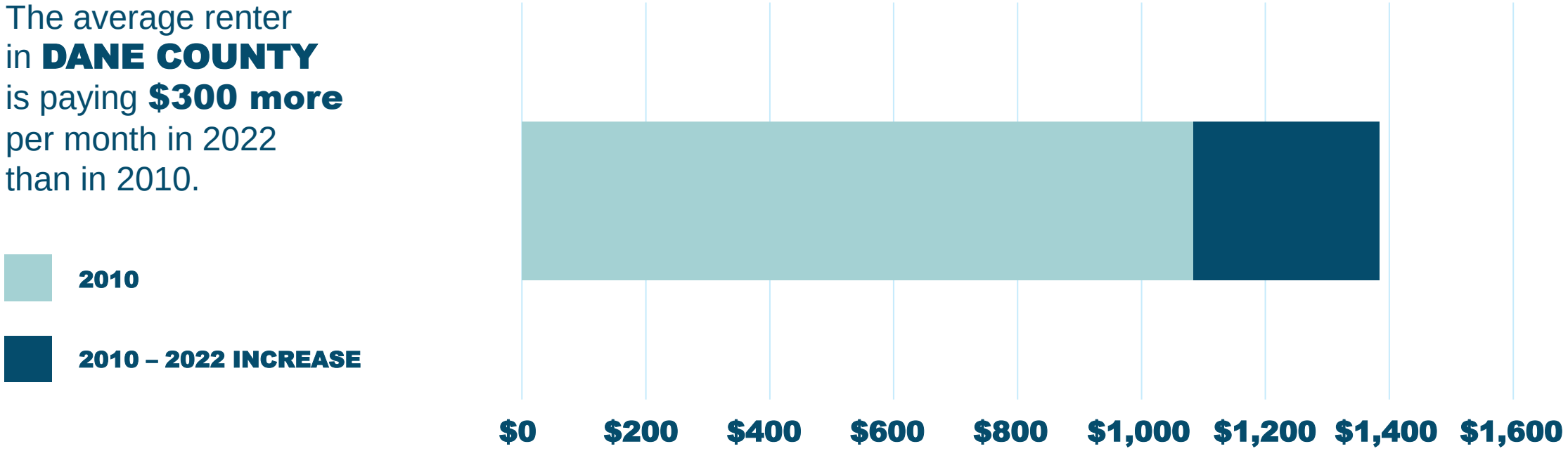
**UNITED STATES AVERAGE**

Source: US Census Bureau 2020, SB Friedman

# RENT GROWTH 2010 – 2022

*AVERAGE RENT IN DANE COUNTY HAS INCREASED BY 28% SINCE 2010*

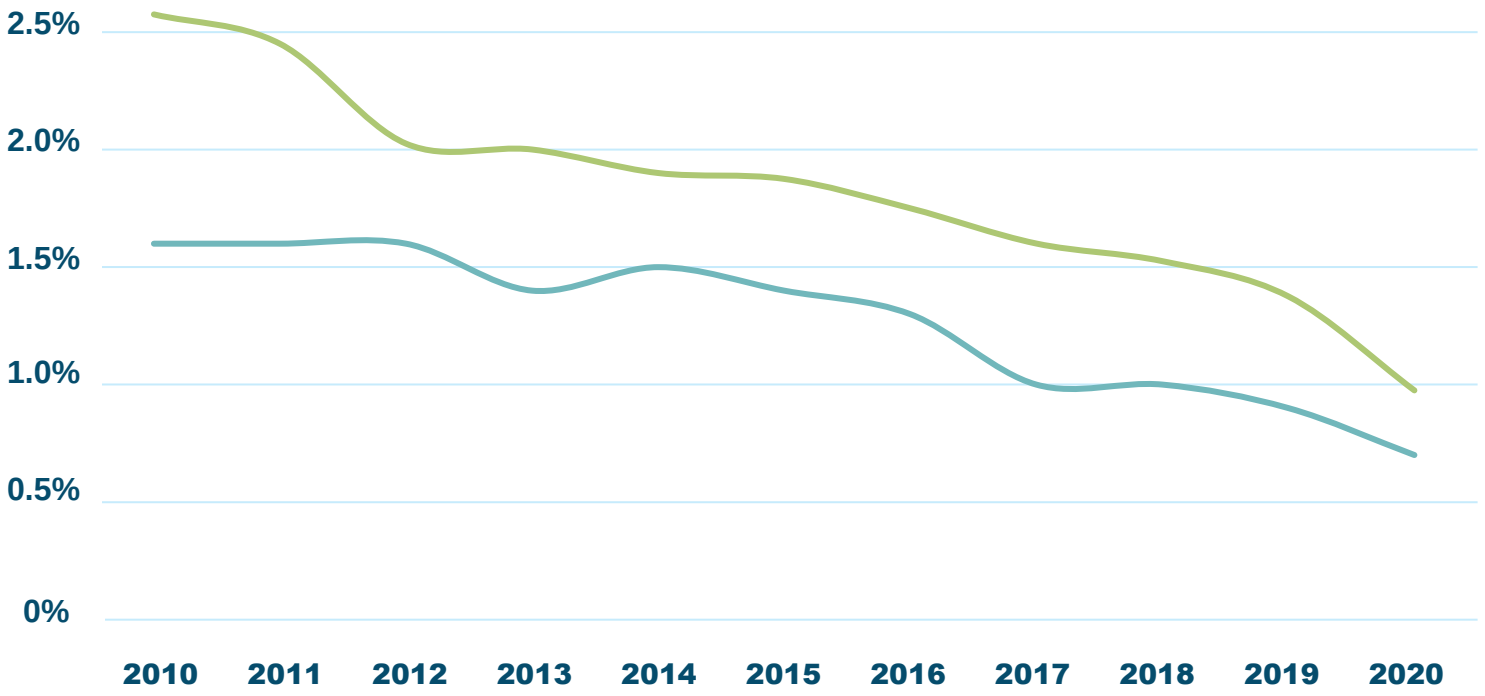
The average renter in **DANE COUNTY** is paying **$300 more** per month in 2022 than in 2010.




Source: CoStar, SB Friedman

# HOMEOWNER VACANCY

***VACANCY IN FOR-SALE UNITS REACHED A 10-YEAR LOW, AT 0.7% IN 2020***




**DANE COUNTY'S** homeowner vacancy rate continues to decline and remains lower than national figures.

**DANE COUNTY**

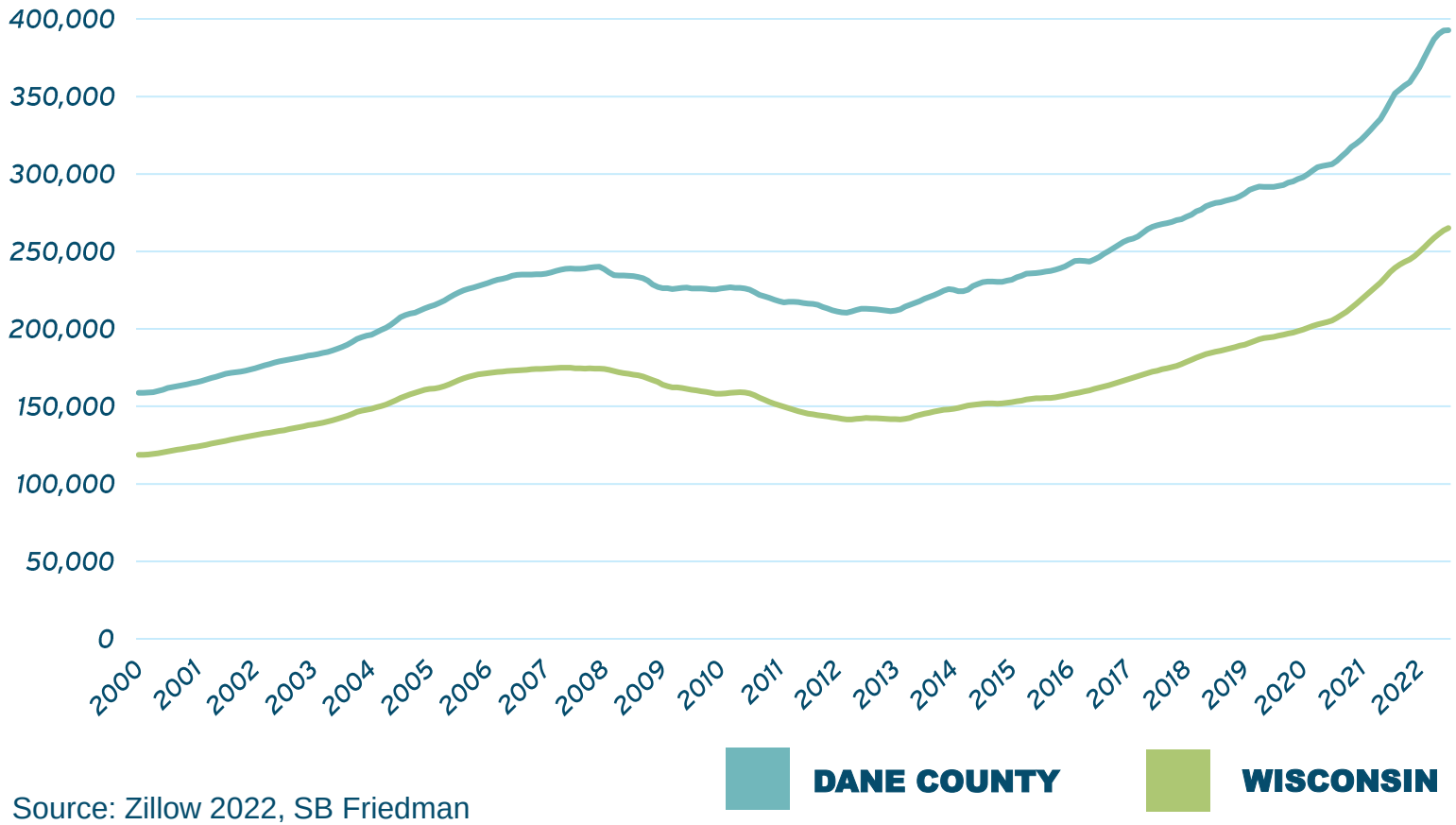
**UNITED STATES AVERAGE**

Source: US Census Bureau 2020, SB Friedman

# HOME SALES PRICE GROWTH

*MEDIAN HOME PRICE IN DANE COUNTY INCREASED BY $95,000 FROM JANUARY 2020 TO JULY 2022*

## DANE COUNTY MEDIAN HOME PRICES COMPARED TO WISCONSIN (2000-2022)




**Increase in Median Home Price: 2012-2022**

+$181,000 **DANE COUNTY**

+$123,000 **WISCONSIN**

**Increase in Median Home Price: 2020-2022**

+$95,000 **DANE COUNTY**

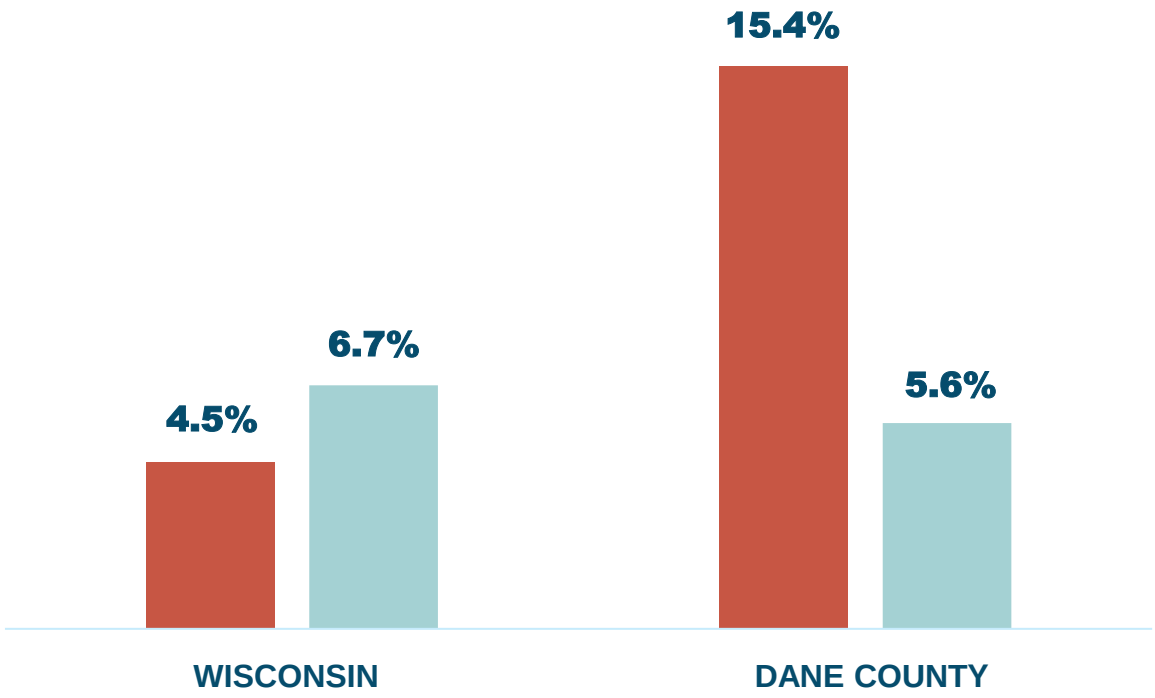
+$65,000 **WISCONSIN**

Source: Zillow 2022, SB Friedman

# HOUSEHOLD PRODUCTION VS. HOUSEHOLD GROWTH

*HOUSEHOLD GROWTH OUTPACED HOUSING UNIT PRODUCTION BY ALMOST 3X IN DANE COUNTY*

## HOUSEHOLD VS. HOUSING UNIT GROWTH* IN WISCONSIN + DANE COUNTY (2010-2022)




**DANE COUNTY** New Households

**30,000**

**DANE COUNTY** New Housing Permits

**12,000**

*Housing unit growth identified as total units permitted between 2010 and 2020, according to Census Building Permit data.

Source: US Census Bureau, SB Friedman

# MEETING BREAK

# ENGAGEMENT BREAKOUTS

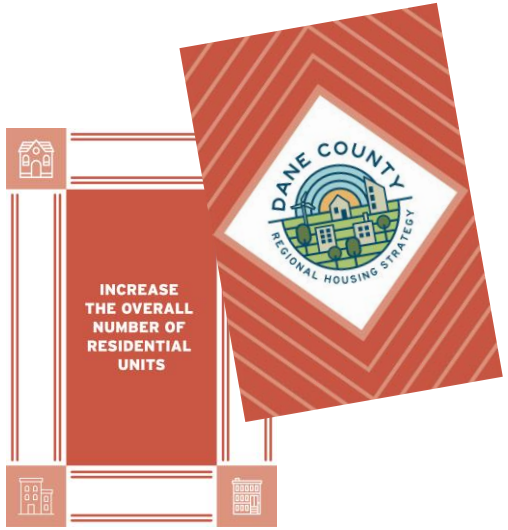
# INSTRUCTIONS

*HAC ENGAGEMENT BREAKOUTS*

- **Table Introductions** *(10 minutes)*
- **Hand of Cards Exercise** *(30 minutes)*

  **Round #1: Community / Business / Organization Priorities** *(15 minutes)*

  **Round #2: Regional / Study Priorities** *(15 minutes)*



# REGROUP + NEXT STEPS

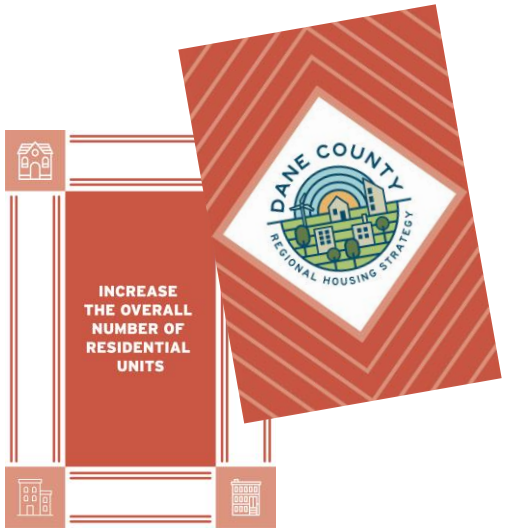
# DISCUSSION REPORT OUT

*IDENTIFYING HAC PRIORITIES*

- **Breakout Report Out** *(10 minutes)*

  **Round #1: Community / Business / Organization Priorities**

  **Round #2: Regional / Study Priorities**



# HAC UPCOMING NEEDS

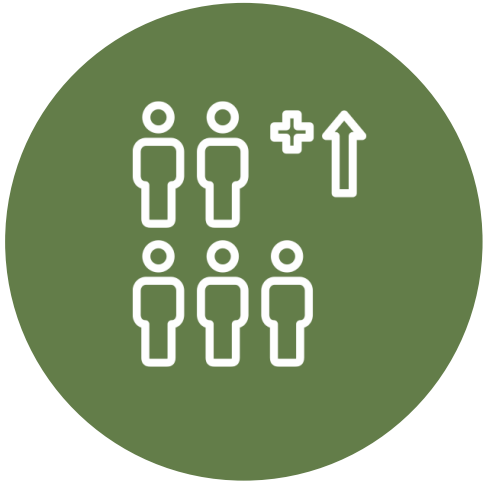
*THIS PROCESS REQUIRES AN ENGAGED HAC TO REACH MEANINGFUL STRATEGIES*

- **Attend Monthly Housing Advisory Committee (HAC) Meetings**
- **Review the Advance Materials + Meeting Summaries**
- **Participate in the Program Inventory + Assessment Survey**
  *(October - December 2022)*
- **Raise Awareness of the Community Housing Survey**
  *(October - November 2022)*
- **Volunteer for Strategy Spotlight**

# NEXT STEPS

*HAC MEETING #2: DEEPER DIVE INTO EXISTING CONDITIONS + AFFORDABLE & WORKFORCE HOUSING*

**AFFORDABLE & WORKFORCE HOUSING NUTS AND BOLTS**



**DETAILED DEMOGRAPHICS**

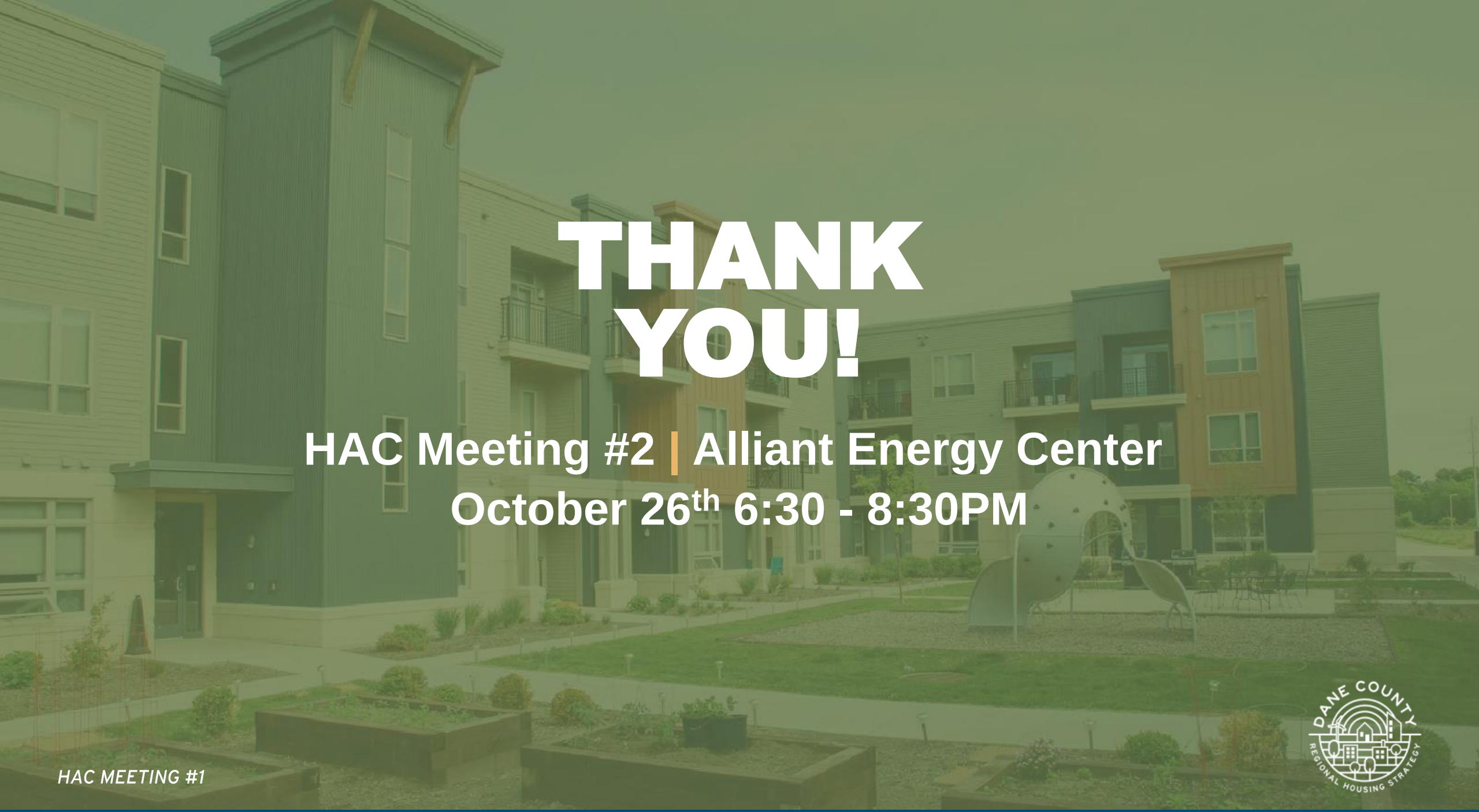
**FACTORS INFLUENCING AFFORDABILITY**

**HAC DISCUSSION ACTIVITIES**

# Q+A DISCUSSION

**Have a question? Any comments? Let's discuss!**

## REGIONAL HOUSING STRATEGY: HAC MEETING #1



# THANK YOU!

## HAC Meeting #2 | Alliant Energy Center
## October 26th 6:30 - 8:30PM