



OPENING DOORS FOR OUR FUTURE.

Housing Advisory Committee (HAC) Meeting #6 | 03.22.2023

WELCOME + INTRODUCTIONS

TABLE INTRODUCTIONS

WELCOME + INTRODUCTIONS

Please turn to your neighbor and share:

1. Name

2. Affiliation

**3. What do you think are the benefits
of regional strategic planning?**

(answer via Menti and/or comment card at your table)



HAC #6 MEETING PURPOSE

- **Present key data findings regarding Housing Forecast, Senior Housing + Town PIRA**
- **Finalize RHS Values, building on feedback from HAC 5**
- **Confirm HAC Housing Priorities for Strategic Action Plan**



AGENDA – HAC #6

WELCOME + INTRODUCTIONS

- **MEETING WELCOME & INTRODUCTIONS** *(5 Minutes)*
- **PRESENTATION** *(20 Minutes)*
 - *Housing Forecast (5 Minutes)*
 - *Framework for Strategic Action Plan (5 Minutes)*
 - *Refined Core Values/Building the Vision (10 Minutes)*
- **BREAKOUT DISCUSSIONS – HOUSING PRIORITIES WORKSHOP**
(60 Minutes)
 - *Introduce Housing Priorities (5 Minutes)*
 - *Table Workshop Discussions (15 Minutes)*
 - **BREAK** *(5 minutes)*
 - *Full Group Workshop (30 Minutes)*
 - *Final Ranking of Housing Priorities (5 Minutes)*
- **PRESENTATION** *(20 Minutes)*
 - *Program Inventory and Resource Assessment Findings (Town) (5 Minutes)*
 - *Strategy Spotlight: Own It: Building Black Wealth (15 Minutes)*
- **Q&A + NEXT STEPS** *(5 Minutes)*



WHERE WE ARE IN RHS PROCESS



- **Confirm core values to build the value-based vision**
- **Identify HAC housing priorities**
- **Set the stage for strategies**

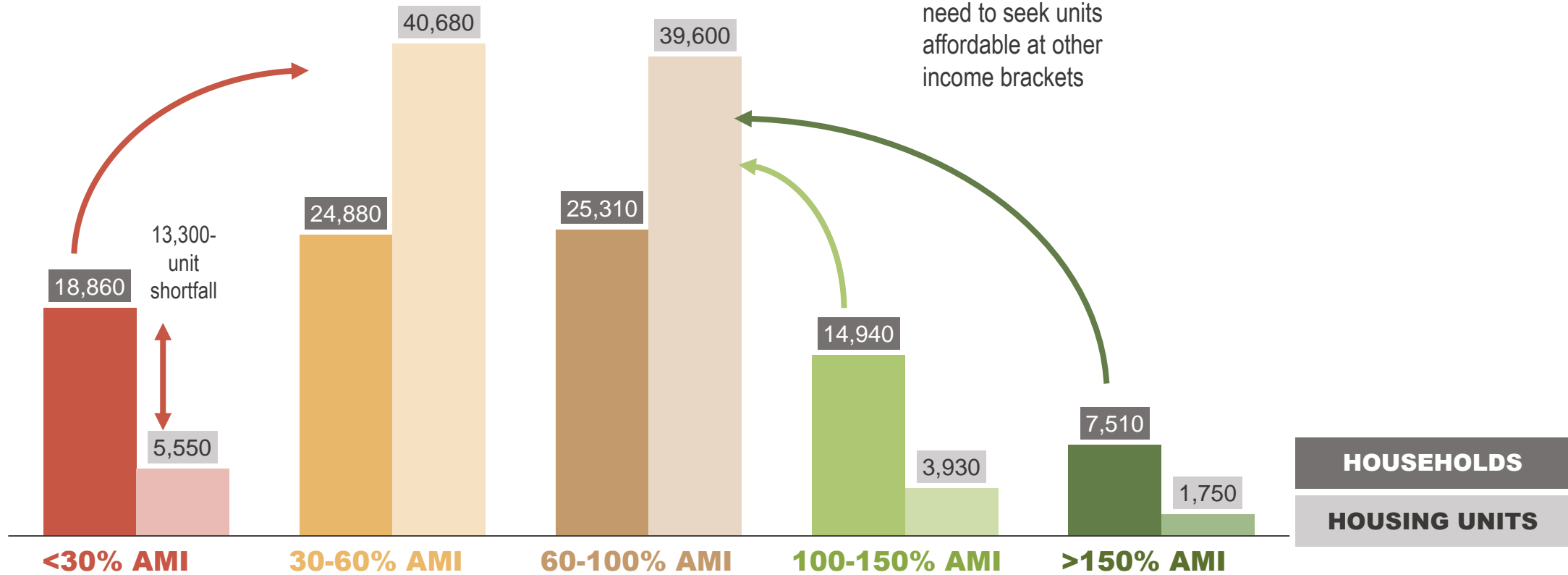
HOUSING FORECAST

RENTER HOUSING SUPPLY GAP

RENTER HOUSEHOLDS BY INCOME LEVEL, AND THE RENTAL UNITS AFFORDABLE TO THEM

THE 'BIG SQUEEZE'

Lower- and higher-income households need to seek units affordable at other income brackets



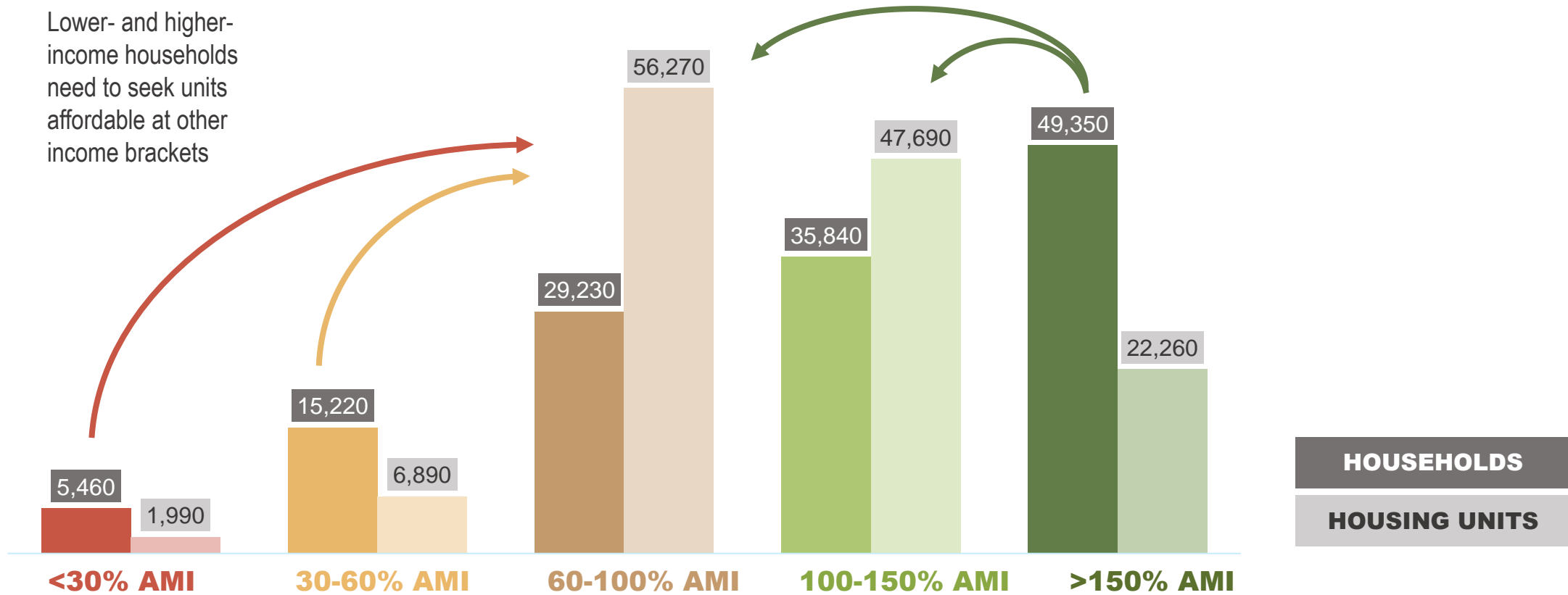
Source: HUD, ACS 5-Year Estimates (2016-2020), SB Friedman

OWNER HOUSING SUPPLY GAP

OWNER HOUSEHOLDS BY INCOME LEVEL, AND THE OWNER UNITS AFFORDABLE TO THEM

THE 'BIG SQUEEZE'

Lower- and higher-income households need to seek units affordable at other income brackets

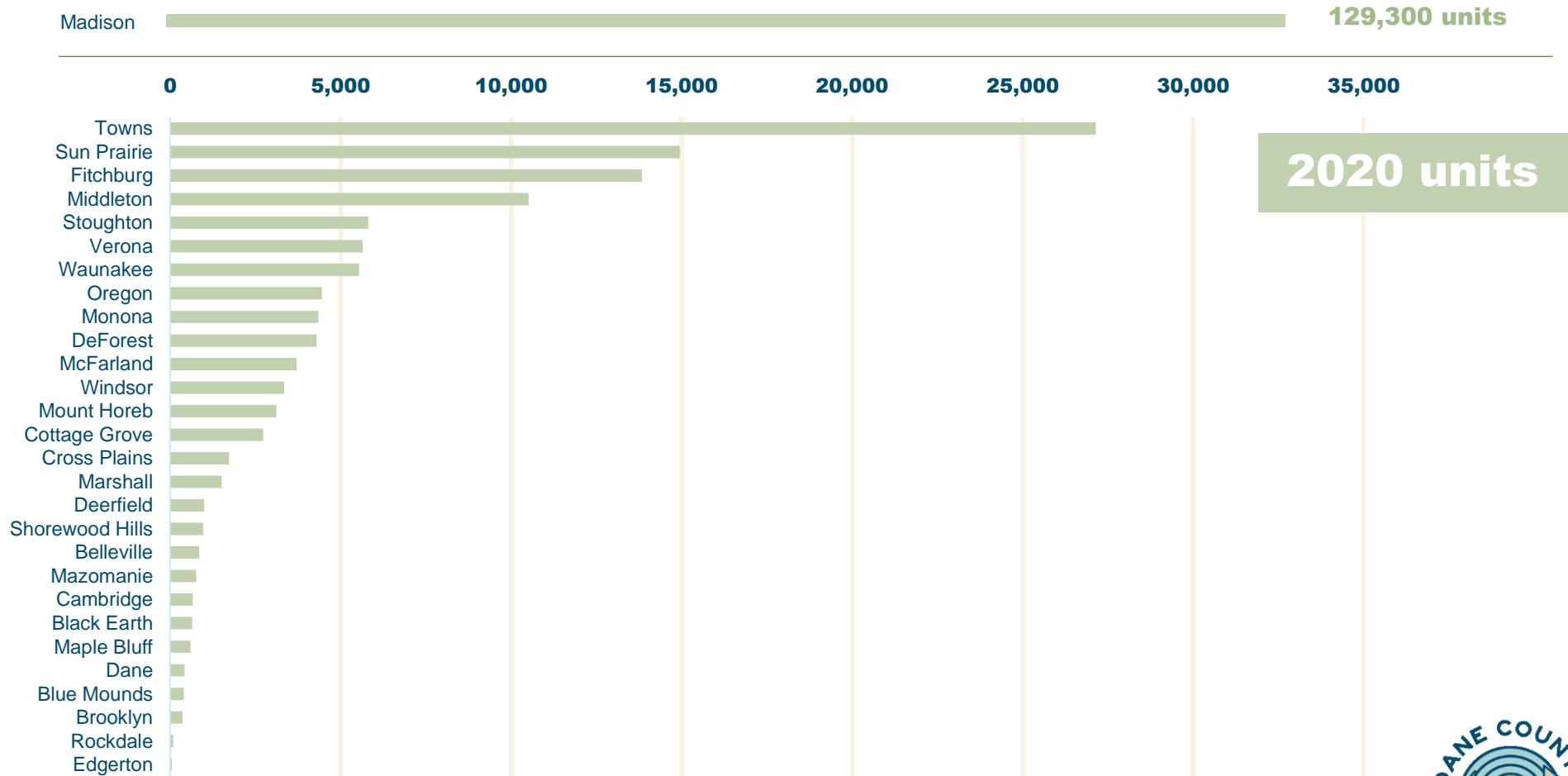


HOUSING UNITS, 2020

AS OF 2020, DANE COUNTY HAD 250,000 HOUSING UNITS

In 2020:

52% Dane County units in Madison



2020 units

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



PROJECTED NEW HOUSING UNITS, 2020-2050

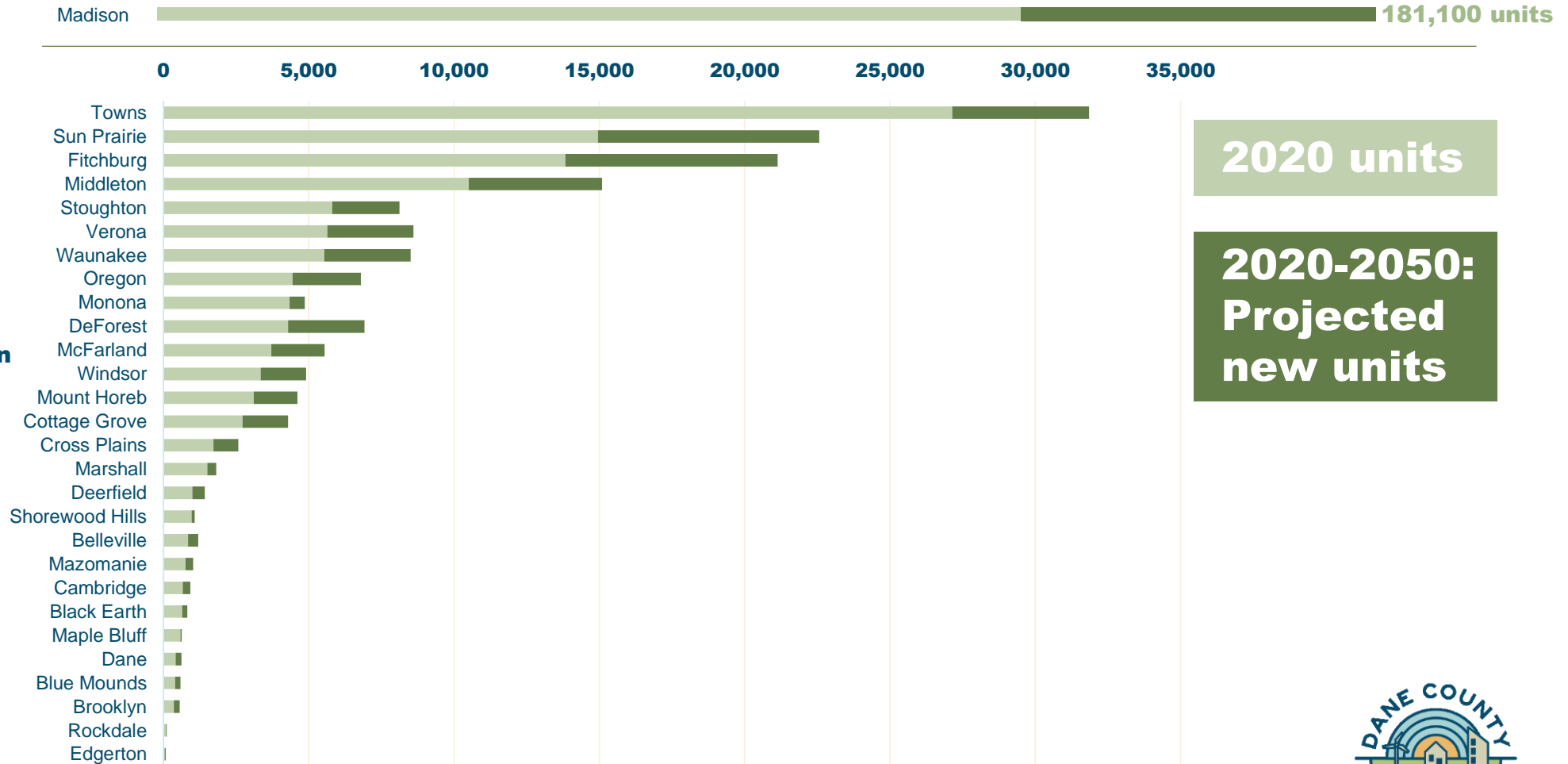
BY 2050, DANE COUNTY WILL NEED TO ADD 100,000 NEW HOUSING UNITS TO MEET ITS HOUSING NEEDS

2020-2050:

40% Projected household and housing unit growth

52,000 Projected units in Madison

48,000 Projected units outside Madison



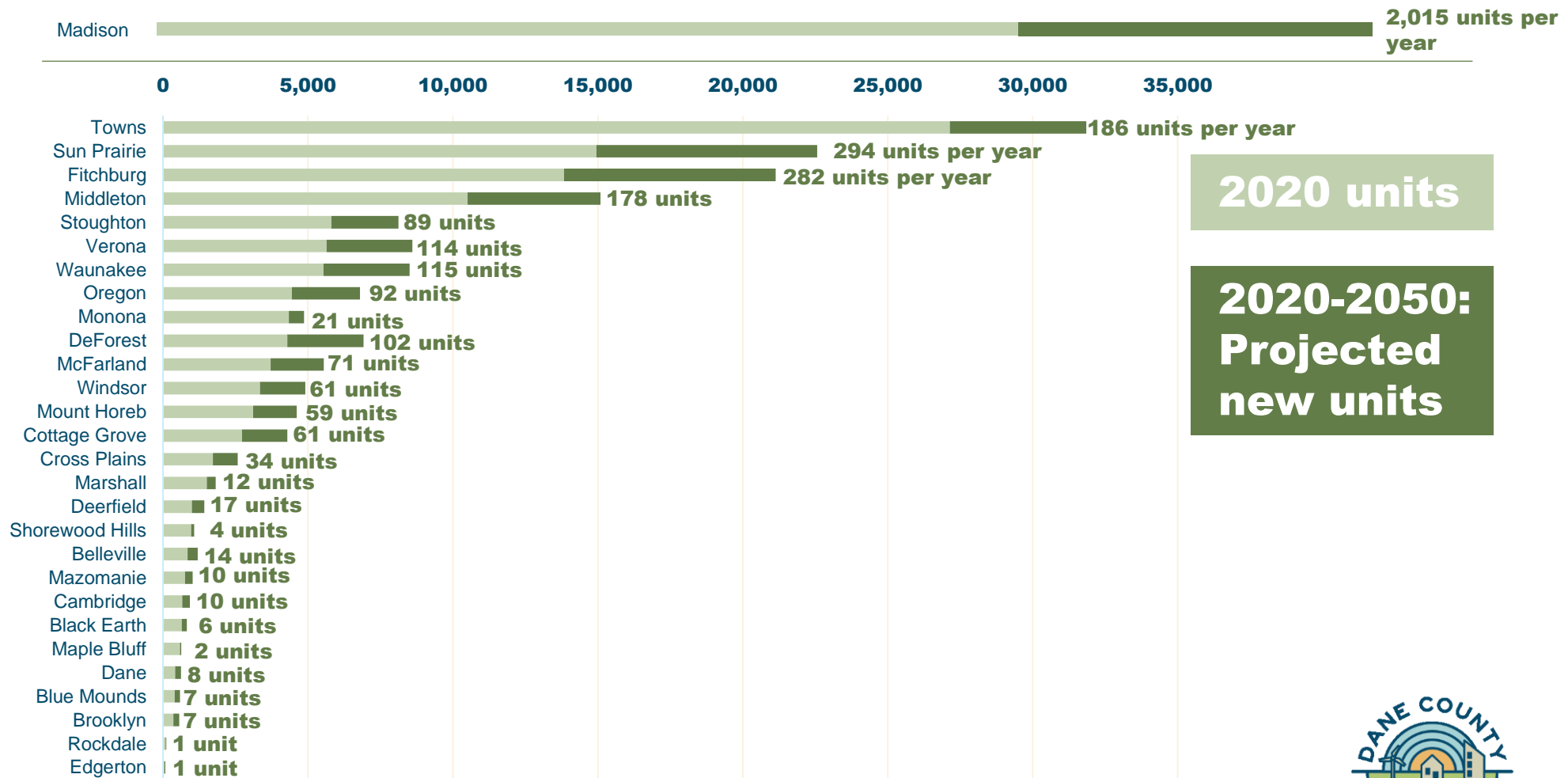
2020 units

2020-2050: Projected new units



ANNUAL UNIT PRODUCTION GOAL

THE COUNTY WILL NEED TO ADD 3,875 UNITS ANNUALLY TO MEET THE 2050 TARGET



2020 units

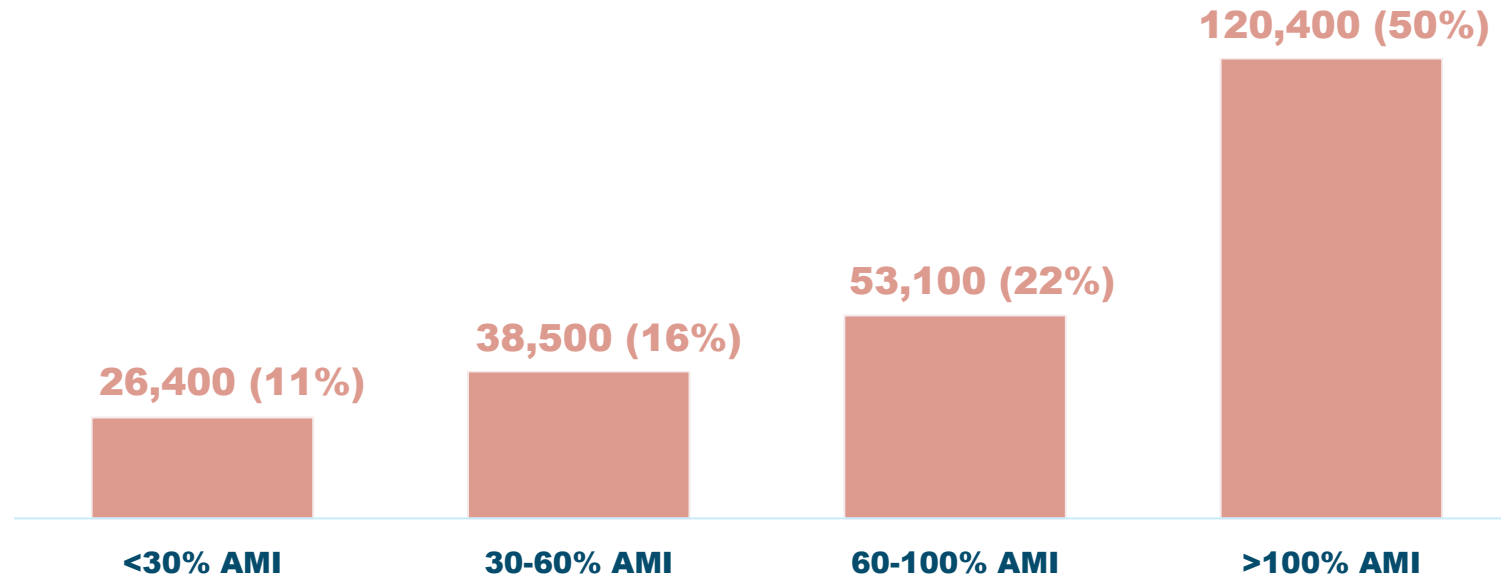
2020-2050:
Projected
new units



PROJECTED HOUSEHOLD GROWTH BY AMI

GROWTH WILL DRIVE NEED FOR MORE HOUSING SERVING LOW- AND MODERATE-INCOME HOUSEHOLDS

Dane County Households by Income, 2020

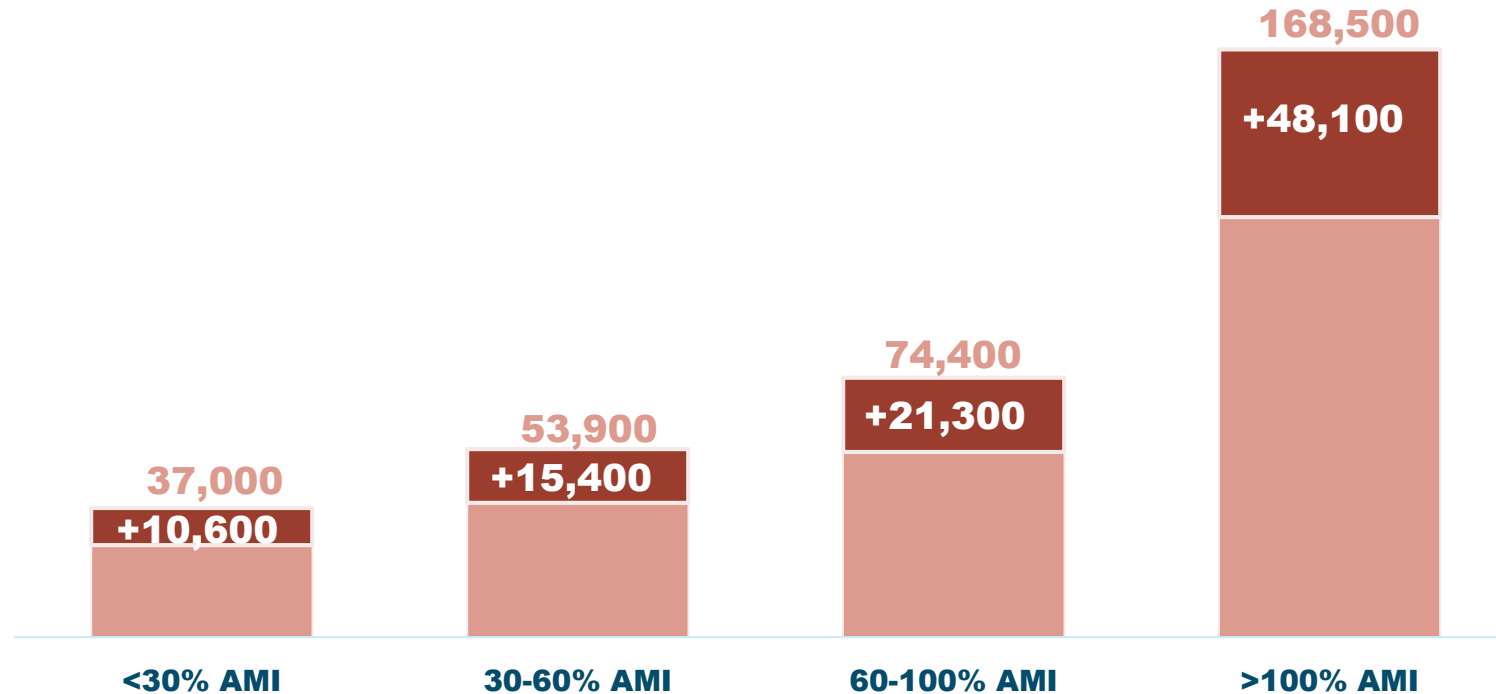


Source: CARPC, ACS 5-Year Estimates (2016-2020), SB

PROJECTED HOUSEHOLD GROWTH BY AMI

BY 2050, THERE WILL BE +10,000 ADDITIONAL DANE COUNTY HOUSEHOLDS EARNING <30% AMI

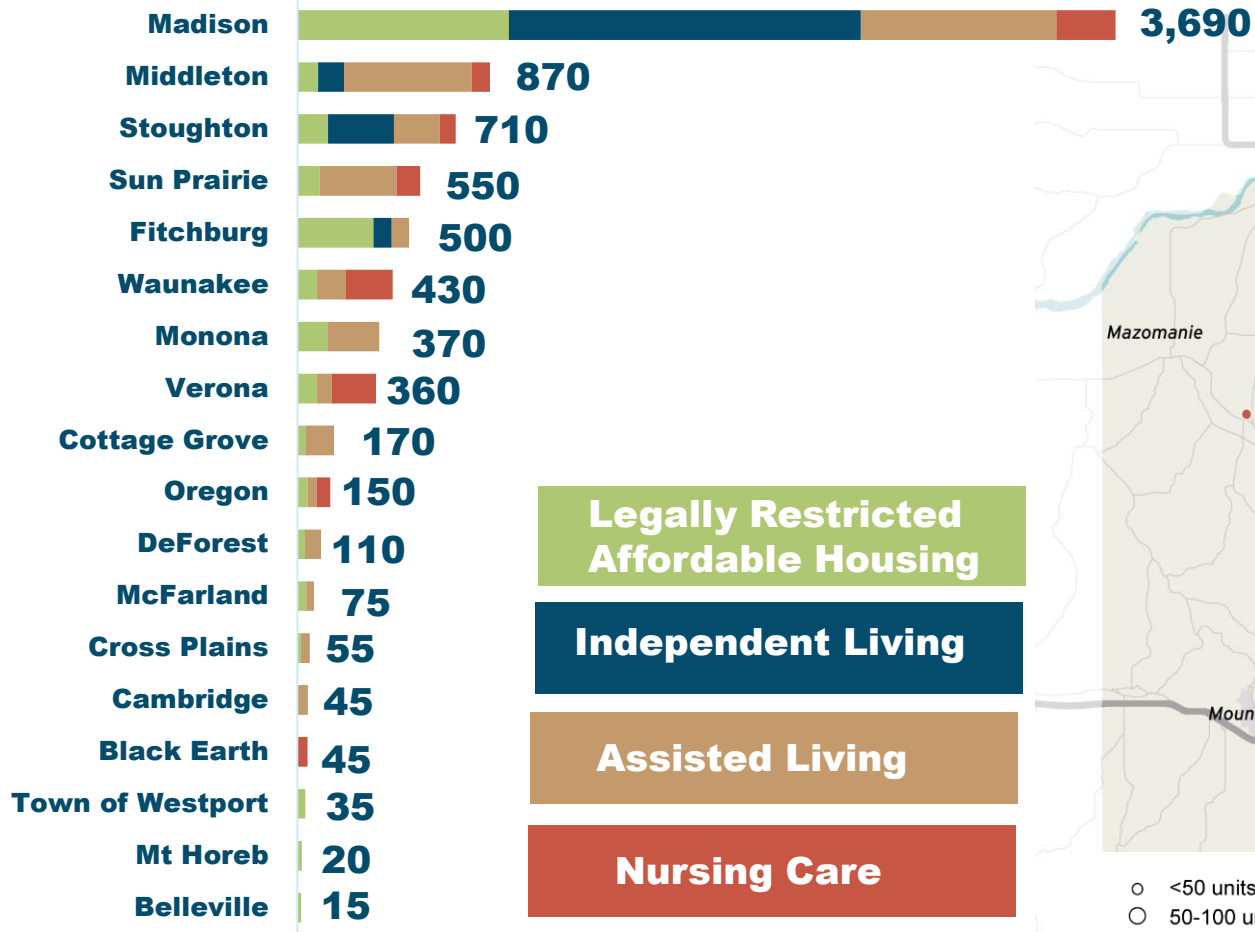
Dane County Households by Income, 2020-2050



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

SENIOR HOUSING INVENTORY BY MUNICIPALITY

ONE QUARTER OF THE 8,200 TOTAL SENIOR UNITS IN DANE COUNTY ARE AFFORDABLE

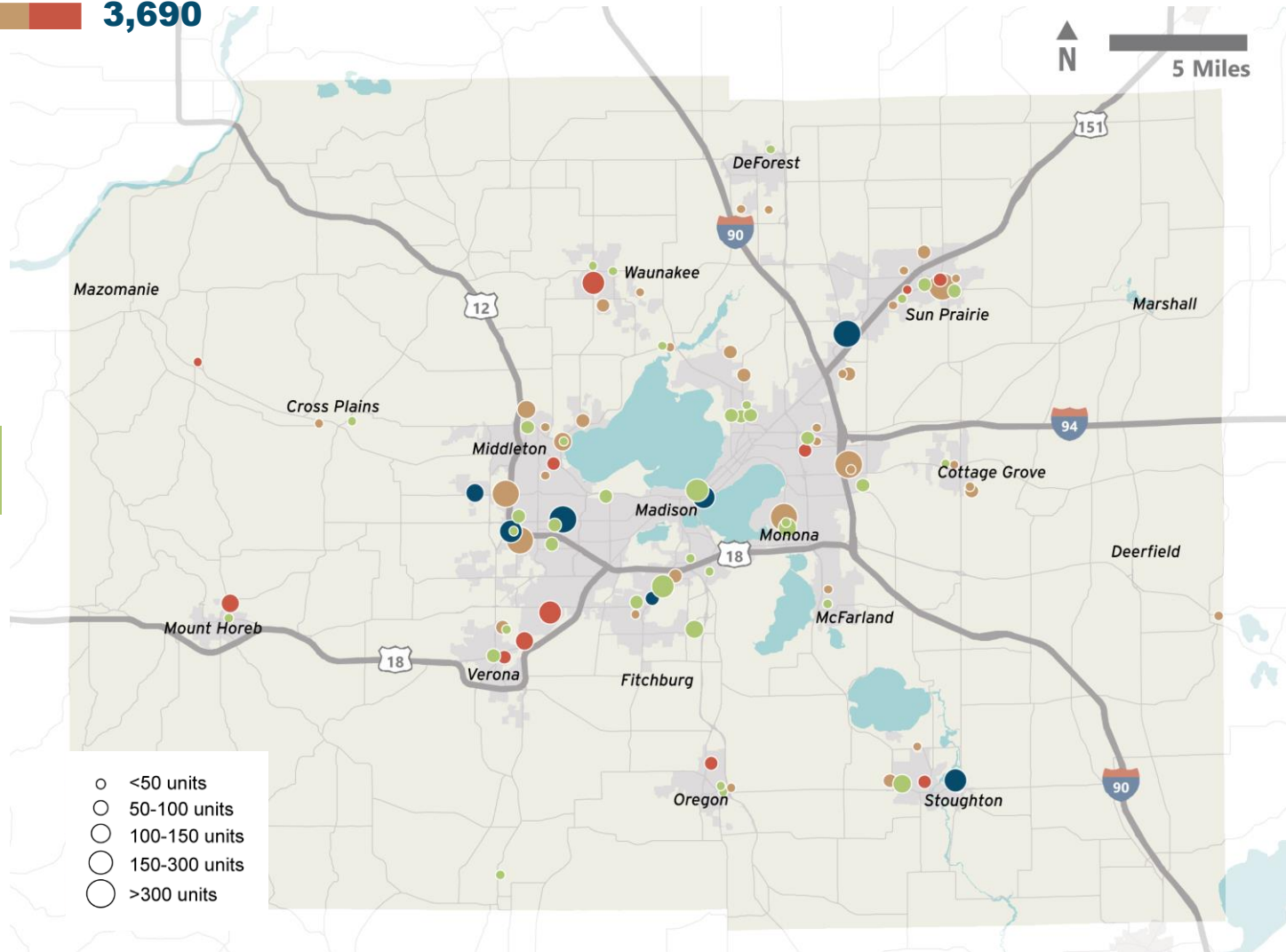


Legally Restricted Affordable Housing

Independent Living

Assisted Living

Nursing Care



- <50 units
- 50-100 units
- 100-150 units
- 150-300 units
- >300 units

COUNTY SENIOR HOUSING FORECAST

SENIOR POPULATION GROWTH TRANSLATES TO A NEED FOR AN ADDITIONAL 3,250 SENIOR UNITS BY 2050



3,250

Additional senior housing units in 2050

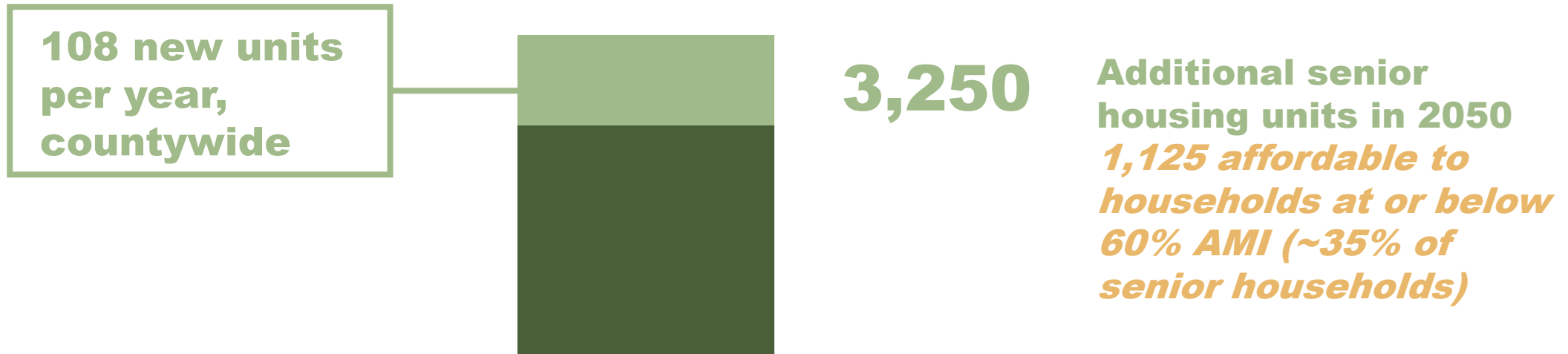
8,200

Senior housing units in 2020



COUNTY SENIOR HOUSING FORECAST

SENIOR POPULATION GROWTH TRANSLATES TO A NEED FOR AN ADDITIONAL 3,250 SENIOR UNITS BY 2050



FRAMEWORK FOR STRATEGIC ACTION PLAN

STRATEGIC ACTION PLAN COMPONENTS



REFINED CORE VALUES / BUILDING THE VISION

VISION STATEMENT (PENDING)

The core values will inform/guide the vision for the Strategic Action Plan (10 - 20+ years)

Through the Regional Housing Strategy, we are designing a future for Housing in Dane County built on:

Equity, Affordability, Economic Growth, Sustainable Development, Accountability, Empowerment



CORE VALUES: POTENTIAL ADDITIONS/GAPS

Meeting #5 Draft Values

EQUITY

EDUCATION

ACCOUNTABILITY

AFFORDABILITY

**ECONOMIC
STABILITY**

Potential Additional Values

- **Justice**
- **Fair share**
- **Advocacy**
- **Sustainability**
- **Safety**
- **Empowerment**
- **Choice of Neighborhoods**

WHAT DOES 'EQUITY' MEAN?

- 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

FEEDBACK ON DRAFT 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

ORIGINAL:

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

REVISION:

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

WHAT DOES 'AFFORDABILITY' MEAN?

- 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

FEEDBACK ON DRAFT STATEMENT:

- Diverse housing covers continuum of options
- Workforce housing is jargon and not inclusive
- Affordability is relative
- Reference residents, not just housing units
- Tie in with transportation, access to jobs

ORIGINAL:

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

REVISION:

All people have access to attainable housing options.

WHAT DOES ‘ECONOMIC STABILITY’ MEAN?

- Ability to afford/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
- Ability to continually + consistently secure housing
- Provide more access to affordable entry to ownership

FEEDBACK ON DRAFT STATEMENT:

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

ORIGINAL:

Housing is connected to everyday needs on a regional level.

REVISION:

Economic Growth - *Housing production keeps pace with employer growth and meets employee needs.*

Sustainable Development - *Housing is located near existing services, infrastructure, amenities and jobs, reducing environmental impacts and improving quality of life for all residents.*

WHAT DOES 'ACCOUNTABILITY' MEAN?

- Responsibility
- Taking ownership
- Transparency

WHAT DOES 'ACCOUNTABILITY' MEAN IN THE CONTEXT OF FUTURE HOUSING?

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

FEEDBACK ON DRAFT STATEMENT:

- Clarify intent of 'affordability' and other terms
- Specify responsible 'entities' extend beyond jurisdictions
- Simplify and reduce jargon

ORIGINAL:

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.

REVISION:

All entities – public, private, and nonprofit alike – accept and share responsibility for providing attainable housing.

WHAT DOES ‘EDUCATION’ MEAN?

- 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 quality education
- Availability of information regarding affordable housing
- Support to access supportive housing

FEEDBACK ON DRAFT STATEMENT:

- Enduring impacts of discriminatory housing practices
- Barrier to implementation is education
- Missing financial literacy
- Understanding is too passive/more action-oriented
- Element of power + decision-making

ORIGINAL:

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.

REVISION:

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

CORE VALUES: OVERLAP / SIMILARITIES

EQUITY

- Choice of Neighborhoods
- Safety
- Justice
- Empowerment
- Advocacy

AFFORDABILITY

- Choice of Neighborhoods
- Safety

ECONOMIC GROWTH

- Sustainability

ACCOUNTABILITY

- Fair share
- Empowerment

EMPOWERMENT

- Advocacy
- Justice
- Empowerment

SUSTAINABLE DEVELOPMENT

- Choice of Neighborhoods
- Safety
- Sustainability

DISCUSSION

EQUITY

AFFORDABILITY

EMPOWERMENT

ECONOMIC GROWTH

ACCOUNTABILITY

SUSTAINABLE
DEVELOPMENT



HOUSING PRIORITIES – BREAKOUT DISCUSSION

RHS HOUSING PRIORITIES

- **Increase the overall number of housing units**
- **Increase the number of housing units attainable to low- and moderate-income households**
- **Preserve affordability and improve the quality of existing attainable housing**
- **Provide more pathways to housing and homeownership, especially for historically marginalized residents**
- **Build ongoing capacity to address housing needs through partnership and education**
- **Others?**



BREAK

TOWN PIRA

HAC MEETING #6



PROGRAM INVENTORY AND RESOURCE ASSESSMENT

TOWN SURVEY RESULTS

QUESTIONS SPANNED THE FOLLOWING TOPICS:

- Housing-related concerns facing towns
- Housing-related comprehensive plan goals
- Land area planned for housing
- Housing types permitted
- Status/extent of sanitary sewer service
- Planning agreements with neighboring jurisdictions
- Capacity for housing planning, housing resources

43

respondents

27

towns represented



HOUSING CHALLENGES FACING TOWNS

TOP ISSUES INCLUDED LACK OF HOUSING OPTIONS, HIGH HOUSING COSTS AND LIMITED INFRASTRUCTURE

Housing Challenges	Responses
Lack of affordable land / housing options for first-time homebuyers	22
High housing costs (including land costs)	18
Lack of options for older town residents to "age in place"	18
Lack of infrastructure to attract / accommodate development (i.e., road network, broadband access, public sewer / water)	17
Limited development potential based on current policies	14
Land use conflicts between homeowners and farming or other rural industries	10
Lack of affordable housing options for town workforce (e.g., farm workers, others)	7
Insufficient supply of rental housing	5
Other: Limited development potential due to ETJ, attachments from neighboring jurisdictions	4
Other: Lack of broadband access	3
Quality of existing housing stock / need for housing rehabilitation	2
Insufficient supply of owner-occupied housing	2



TOWNS: DENSER HOUSING AREAS

TOWNS HAVE TYPICALLY PLANNED FOR LESS THAN 50 ACRES OF HIGHER-DENSITY HOUSING

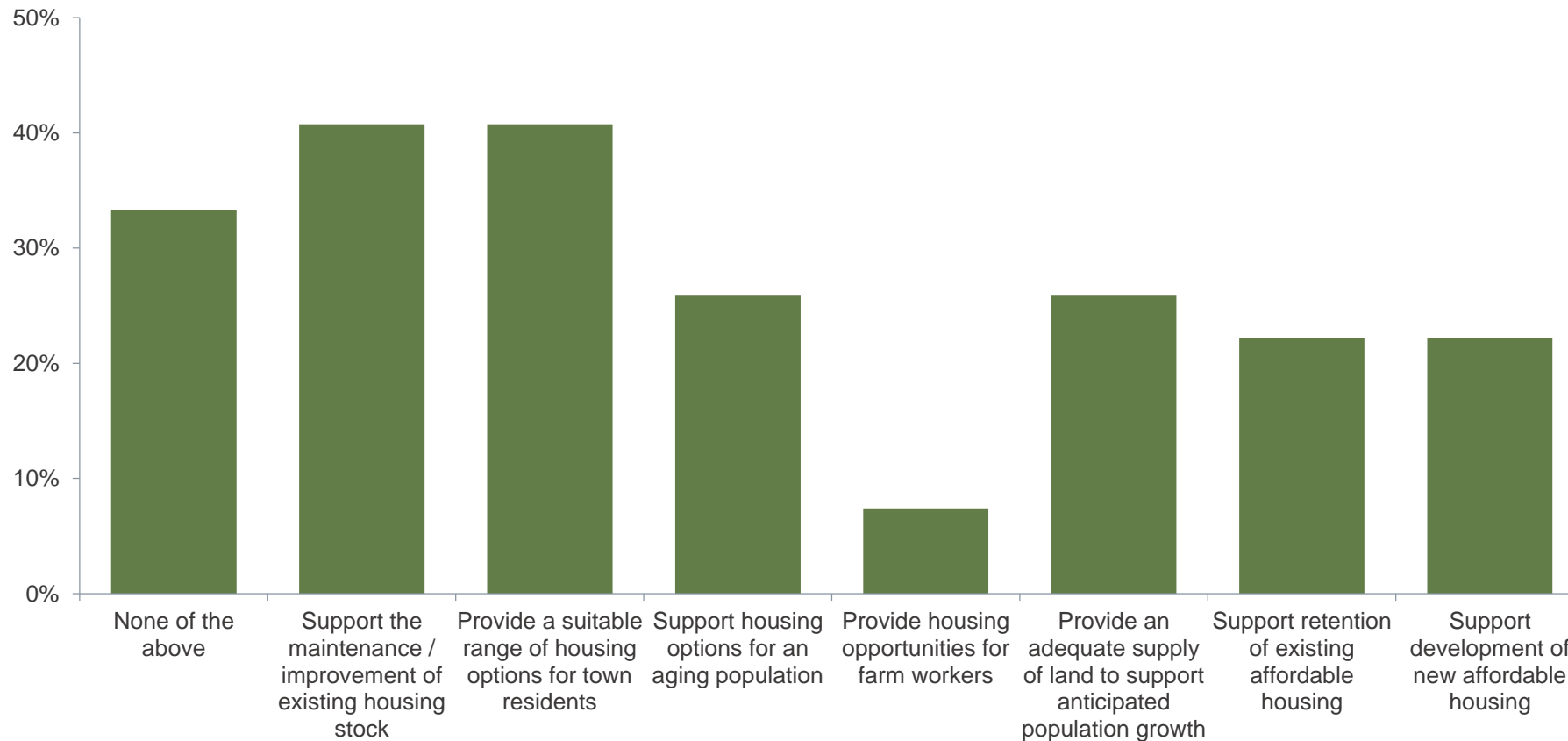
“If your town has rural development areas where higher density development is possible, which of the following best describes the size of the areas?:”



TOWNS: COMPREHENSIVE PLAN GOALS

COMP PLANS MOST LIKELY TO INCLUDE GOALS PERTAINING TO THE PROVISION OR QUALITY OF HOUSING

Which, if any, of the following goals or objectives are included in your comprehensive plan? (Check all that apply):



STRATEGY SPOTLIGHT
OWN IT: BUILDING
BLACK WEALTH

NEXT STEPS

HAC UPCOMING NEEDS

- **Attend Monthly Housing Advisory Committee Meetings**
- **Review the Meeting Workbook**
- **Volunteer for Strategy Spotlight**
- **Reach out to one person on the HAC participant list that you would like to meet or learn more about what they do!**

Q+A DISCUSSION

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



REGIONAL HOUSING STRATEGY: HAC MEETING #6



THANK YOU!

HAC Meeting #7 | Lussier Family Heritage Center
April 26th, 2023 (6:30 - 8:30 PM)