



HAC MEETING #3 WORKBOOK

TAKING THE NEXT STEP.

WEDNESDAY, NOVEMBER 30TH | VIRTUAL MEETING

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Please review the workbook before the HAC Meeting #3. All workbooks will include advance materials and summaries of the prior HAC meeting.

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OVERVIEW/SUMMARY

The RHS Housing Advisory Committee (HAC) met on Wednesday, October 26th, at the Alliant Energy Center and reflected on housing affordability for the different social identities of Dane County residents. HAC members collectively voted via Menti on what data topics they would like to be covered in the meeting's presentation and breakout sessions. The three topics selected for discussion included: 1) **Housing Outcomes by Race**, 2) **Historic & Forecasted Growth**, and 3) **Job Growth**.

We also enjoyed an incredible first round of **Housing Strategy Spotlights!** Bob Wipperfurth and Jamie Rybarczyk from the **Village of Windsor** and Joshua Clements and Becky Binz from the **City of Sun Prairie** shared creative solutions they are deploying to address the affordable and workforce housing crisis. Highlights from both Strategy Spotlight presentations, which set the stage for countywide knowledge sharing, can be found on the next page.



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VILLAGE OF WINDSOR

Bob Wipperfurth | President

Jamie Rybarczyk | Community Development Director/Deputy Administrator

HIGHLIGHTS:

- *Two of Windsor's Public Works Department potential new hires turned down job offers out of concern that the Village's pay rate was too low to cover housing expenses in Dane County. In response, the Village commissioned a wage study to assess Windsor's wage competitiveness against peer municipalities, an effort resulting in pay boosts of over \$2.00 an hour for many Village employees.*
- *The Village adopted a Zero-Lot Line Duplex Family Dwelling Ordinance in November 2021. The ordinance allows for land division of existing duplexes which enables renters to purchase a dwelling unit they previously rented within a duplex. The conversion of existing duplexes only requires staff level review and approval. The ordinance lets landlords more easily transfer the unit and fee title to renters, enabling the new owners readier access to home loans. The strategy was a direct result of a housing study conducted in 2021.*

CITY OF SUN PRAIRIE

Joshua Clements | Planner Director

Becky Binz | Housing and Equitable Development Planner

HIGHLIGHTS:

- *In 2022, the City completed and adopted the Housing Study. **CLICK HERE** to view the document.*
- *Housing for All considered ways to manage change and balance community needs to ensure there are housing opportunities for all. The plan also embraced Sun Prairie history and heritage while pushing forward.*
- *The Implemented recommendations include:*
 - *The creation of a new standing committee of the City Council, the Sun Prairie housing committee, to implement housing study recommendations;*
 - *The creation/hiring of the first Housing and Equitable Development Planner; and*
 - *The creation of the New Housing Fund.*

To learn more, **CLICK HERE to view the HAC Meeting #2 video.*

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SCHEDULE + MEETING #2 STATS

PROJECT KICK-OFF | REGIONAL HOUSING ANALYSIS

HOUSING STRATEGIES + REPORT | IMPLEMENTATION

#1 SEPT	#2 OCT	#3 NOV	#4 JAN	#5 FEB	#6 MAR	#7 APR	#8 MAY	#9 JUN	#10 JUL	#11 AUG
WE ARE HERE!			LOCAL POLICIES + PROGRAMS VISIONING							

HAC #2 member attendees: **57** HAC #2 general public attendees: **2**



RESPONSES FROM BREAKOUT EXERCISE + DISCUSSION

The presentation of the three HAC-elected topics (**Housing Outcomes by Race, Historic & Forecasted Growth, and Job Growth**) were each directly followed by a breakout session. Facilitators read one or more statements/prompts, such as *"I see the impacts of historic racially restrictive housing policies in my community."* HAC members were asked to raise a paddle that read, "I Have Seen," or "I Have Not Seen," allowing members to then exchange experiences, opportunities and challenges. The paddle exercise outcomes and discussion highlights are included on the following pages.

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TOPIC #1 | Housing Outcomes by Race

I HAVE SEEN: 45 | 79%
I HAVE NOT SEEN: 11 | 19%
ABSTAINED: 1 | 2%

STATEMENT/PROMPT:

"I see the impacts of historic racially restrictive housing policies in my community."

Many HAC members discussed the various ways that historic housing policies (such as redlining, race-based mortgage lending, and other institutional practices) still have lasting effects in their communities today. HAC members also referenced the policies that implicitly maintain these racial disparities (such as single-family zoning, lack of public investment in lower-income communities, and real estate practices that maintain barriers for people of color trying to become homeowners).

DISCUSSION:

- *"Single-family homes and large-lot construction are favored by municipalities, continuing segregation by race."*
- *"There are so many barriers to renting and buying properties that disproportionately affect people of color including: lack of lending opportunities, inequitable appraisal practices, reliance on credit scores, private racial covenants, convictions on record (even if overturned they are not reflected as such in the database)."*
- *"Think about the GI Bill, which intentionally included policies that built intergenerational wealth within a short window of time for some, excluding people of color."*
- *"Housing stock, policy, redlining, and where housing was placed - it was all planned."*
- *"Income is the #1 factor. If we don't address the wealth gap, we will never address the housing crisis among minorities. We need to focus on single-family home ownership, and they could be smaller, starter homes."*
- *"We still see it today in covenants and institutional practices."*
- *"People use things other than race as proxies for race (i.e., school districts, crime). For example, income tax is a determining factor of funding for school districts which drives further disinvestment in communities that need it most."*
- *"Growing up on the north side of Madison, I saw a lack of development and maintenance."*
- *"Profit-incentives keep the cycle of racism going."*

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TOPIC #2 | Historic & Forecasted Growth

I HAVE SEEN: 52 | 91%
I HAVE NOT SEEN: 4 | 7%
ABSTAINED: 1 | 2%

STATEMENT/PROMPT:

"I see signs of growth from both movers to Dane County and young families in my community."

Some HAC members said they see their communities facing growing pains, while others noted they have seen growth in other parts of Dane County. They discussed that leaders would need to make tough decisions to determine how to guide future growth and development in the county. HAC members said they have seen high demand for a variety of housing types at a range of income levels, and that recent housing development is not keeping pace with that demand. Certain types of households, including young families and lower-wage workers across many sectors, make difficult choices because of this lack of housing supply.

DISCUSSION:

- *"We have seen people coming to the county, but not all areas."*
- *"The University of Madison is a big driver of growth, similar to other peer regions."*
- *"People move to be close to friends and families, including undocumented immigrants looking for a better life."*
- *"Wish there were more family-sized rental units, 3-bedroom and larger. Developers are not interested/not able to do this."*
- *"Preserving farmland is important but there are policies in place that hinder future growth."*
- *"Recent graduates move out to find more progressive, urban, and walkable cities."*
- *"We want to build more affordable housing projects, but it's been difficult to pass them even though there is tons of opportunity."*
- *"We have seen retired grandparents moving back to Dane County to support their families."*
- *"More condos are needed for those trying to become homeowners."*

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TOPIC #3 | Job Growth

I HAVE SEEN: 49 | 86%
I HAVE NOT SEEN: 6 | 11%
ABSTAINED: 2 | 3%

STATEMENT/PROMPT:

"Job growth is impacting the need for housing in my community."

HAC members said that high-growth, higher-wage industry sectors were adding new workers, increasing pressure on the overall housing market. They also said that Dane County has attracted higher-wage remote workers from throughout the country during the COVID-19 pandemic. Some HAC members also mentioned that many businesses are struggling to fill middle- and lower-wage positions, since their workforce cannot find housing that meets their needs.

DISCUSSION:

- *"Big job growth in certain areas but no housing available. Employment agencies reached out to Stoughton but employees can't find housing."*
- *"Bringing more wealth doesn't mean losing people at the bottom and middle."*
- *"Missing from numbers - how many people would live here if they could find housing? Folks get priced out, commute in from long distances, or don't come to the region at all."*
- *"Wage growth isn't keeping pace - people are falling behind."*
- *"Homelessness looks so different now - including students, families, etc. We are not finding a pathway to a solution."*
- *"We improved our wireless and broadband because we found more and more people wanted to move here, have the land, and work from home."*
- *"If you can't afford to live somewhere you may not be able to afford working there either. For example, buying a car and not having accessible public transit."*
- *"Job growth is good but it can result in people getting pushed out of their communities, fueling gentrification."*
- *"I work with employers in [lower-income] industries and they don't have enough employees to fill available positions."*

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MEETING #2 KEY TAKEAWAYS

Key Takeaway #1

The impacts of historic, racially restrictive housing policies continue to negatively affect people of color. These impacts include lower homeownership rates, lower incomes, and limited opportunity for generational wealth building, among others. Policy interventions to mitigate these impacts must be coupled with community education about the relationship between these discriminatory policies and current housing and economic outcomes.

- *"Education is huge. There needs to be intersectionality between race and class."*
- *"People in some communities know that racial disparities exist, but don't see them."*
- *"Just because you don't see them doesn't mean that they aren't there, if you don't see them that shows how apparent they are."*
- *"Allowing for more density could help address historical zoning."*
- *"Cycle of stigma - some desire the image and financial gain of having a diverse community, but don't want the reality of what that means."*

Key Takeaway #2

While most participants (91%) stated they have witnessed signs of growth in their communities, we heard that this growth looks different for each community throughout the County. Creatively solving the lack of affordable and workforce housing needs to be rooted in partnerships and not a "one-size-fits-all" approach.

- *"In rural places sometimes only 2-3 houses are built a year."*
- *"During the pandemic, Dane County has been a popular place to relocate for newly remote workers, increasing housing demand. The public schools are tremendous. Also, high Illinois taxes are a push factor."*
- *"All housing around Epic has gone crazy."*

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- *"There's a desire in some communities to preserve rural character, not change things."*
- *"There is an increase of people wanting to live in co-op housing - so many people qualify and we have limited space and resources to meet the demand."*

Key Takeaway #3

Most participants (86%) stated that job growth is impacting the need for housing within their community. Proximity to a university, large technology companies, and an influx of remote workers moving into the area are all factors exacerbating the housing shortage within the County. Due to limited housing stock and land availability, a growing number of people are unable to find a balance of affordability with access to basic needs (childcare, healthcare, proximity to work, etc.).

- *"More remote sections of Dane County don't offer basic services and resources - including transportation, healthcare, grocery stores, and open space - which cause barriers to one's quality of life."*
- *"As land availability becomes an increasing issue for those that need to access transportation, this impacts seniors significantly. For many on a fixed income, there is not enough senior housing for them and they are being forced into homeless shelters or assisted living long before they would like to."*
- *"It is difficult to meet the needs of lower-income workers (i.e., families with children that need childcare, and it's difficult for those families to be supported)."*
- *"Home prices have been driven up and the same has happened with rental properties in Dane County which results in people having to travel, work, live, and play elsewhere."*

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HAC FEEDBACK + PROJECT TEAM RESPONSES

COMMENT: *"More education is needed among HAC members around the impacts of redlining and discriminatory housing practices."*

RESPONSE: *HAC 3 will be an opportunity to delve more deeply into these topics. Federal housing policies from the mid-twentieth century overtly discriminated against people of color, especially Black people. These policies, (such as redlining, race-based mortgage lending, and racial covenants) still impact people of color today, even though they are no longer legal. In HAC 3, we will discuss in greater detail the historic policies and actions that increased racial economic disparities, and how those policies impact Dane County residents today.*

COMMENT: *"How does the project team believe the process is going thus far?"*

RESPONSE: *Seeing the wide variety of HAC members attending the HAC meetings and meeting with focus groups, and the communities they represent, is one indicator of success to us. The continued engagement, learning, and participation of all HAC members is essential as we move into the next several phases of strategic planning. We think success will be determined by the continued engagement, thoughtful participation in discussion exercises, and continued exploration of new partnerships. These efforts will help lay the ground for thinking like a region and the ability of the HAC to co-create strategies that can be implemented collectively, countywide, and individually within your community, organizations, and businesses.*

Each of the upcoming meetings will include a metric review slide indicating our measurable progress as they relate to the HAC metrics we defined in the HAC #1 Workbook, and the RHS partnership goals discussed above. We also want to know if you agree with our assessment!

The final RHS strategies will also include indicators to help ensure accountability and track short- and long-term progress and success.

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COMMENT: *"I liked the information presented by the project team but there was too much in a short amount of time for me to be able to retain it. Can we have more time to reflect and digest the information?"*

RESPONSE: *We understand this is a lot of data, and that it is a lot to absorb. We will continue to think through how to present this information in a digestible way and will always provide the presentations for your review and consideration outside of the meetings. We will also build time for personal or group reflection into future meetings.*

COMMENT: *"Would local governments be willing to host informal sessions to make it easier for the public to weigh in with support for affordable and workforce housing?"*

RESPONSE: *HAC members are important ambassadors for the Regional Housing Strategy. Coalition building is key to our success. The project team encourages all HAC members and local municipalities to share RHS monthly updates, HAC Workbooks, PowerPoint presentations, and Strategy Spotlight information with their communities, colleagues, networks and committees regarding the RHS effort each month. The public is also invited to attend the HAC meetings and watch the live videos provided in your workbook resources each month.*

In addition, the Community Housing Survey will be available to the public in the beginning of 2023, and HAC members and community partners will receive marketing materials to help spread the word.

Monthly RHS updates are sent out countywide to the general public and DCHI members. If you would like to host a RHS overview and update for your community, organization, or business, please contact Olivia Parry, Senior Planner, Dane County Planning and Development at parry@countyofdane.com.

COMMENT: *"The Dane County (RHS) should identify affordable and workforce housing example projects, as well as new models of development and ownership."*

RESPONSE: *The RHS will include strategies that span the gamut of housing affordability solutions. This will include strategies that aim to increase affordable and workforce*

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housing production; increase housing diversity within the overall housing supply; expand opportunities for homeownership; improve protections for renters; and preserve existing unsubsidized units that are affordable to lower-income households. We will base these strategy recommendations on national and local best practices, these HAC meetings, (as well as focus groups and the Program Inventory and Assessment survey), and data on Dane County housing dynamics. Also, please take advantage of the Strategy Spotlight opportunity to share local knowledge, experiences, and strategies with your fellow HAC members.

COMMENT: "We need to increase the HAC representation to include the following representatives: construction industry, educators, and State of Wisconsin officials."

RESPONSE: The HAC includes single family and multifamily developers, as well as banks, and representation from the Wisconsin Department of Administration. The HAC also includes the Superintendent from the Middleton Cross Plains School District. HAC members are invited and strongly encouraged to share the work of the RHS with their community representatives, local leaders, and residents.

COMMENT: "Townships have the choice to either opt-in or opt-out to County zoning regulations. If Townships opt-out, the County zoning regulations only govern the unincorporated areas, right?"

RESPONSE: Yes, that is correct.

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HAC RESOURCES

We heard from many of you that you are interested in both sharing and learning about new housing-related tools and resources. Please share resources with us and they will be included in the future resource recommendations for all HAC participants.

HAC PARTICIPANTS

RHS Project Website - <https://danecountyplanning.com/RHS>

**All HAC meeting materials and resources can be found on the project website.*

HAC Meeting #2 Video - [CLICK HERE](#) to View on YouTube (60 minutes)

QUESTIONS OR CONCERNS?

We would love to connect and understand how we might better accommodate your participation throughout the remaining nine (9) HAC meetings. Send us an email at mschulz@alltogetherstudio.com and let us know how we can help.

RECOMMENDED RESOURCES

Dane County Housing Initiative (DCHI) homepage:

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

DCHI Webinars & Documentary "Minding the Gap: The Housing Crisis in Dane County":

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

Dane County Planning & Development Department's
Resources on Racial & Gender Equity & Inclusion:

<https://www.danecountyplanning.com/Racial-and-Gender-Equity>

"Segregated by Design", a film exploring redlining and the history of segregation:

<https://www.segregatedbydesign.com/>