



HAC MEETING #4 WORKBOOK

TAKING THE NEXT STEP.

WEDNESDAY, JANUARY 25TH | LUSSIER FAMILY HERITAGE CENTER

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Please review the workbook before the HAC Meeting #4. All workbooks will include advance materials and summaries of the prior HAC meeting.

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OVERVIEW/SUMMARY

The Regional Housing Strategy (RHS) Housing Advisory Committee (HAC) met virtually on Wednesday, November 30th, with the largest attendance to date. The meeting was broken into four parts: 1) **Meeting Welcome / HAC Meeting #2 Recap**, 2) **History of Discrimination in Housing Presentation / Personal Reflection Time + Breakout #1**, 3) **Dane County Housing Today Presentation / Breakout #2**, and 4) **Report Out / Next Steps**. Summaries from both HAC member breakouts, which included time for self-reflection and team brainstorming in Miro, can be found on the following pages.

Please participate in the upcoming **Program Inventory and Resource Assessment (PIRA) Survey**. The survey will collect information on existing housing programs, policies, and resources in your community. Your feedback will help us identify current housing policies, local best practices, and existing gaps.

In early 2023, we will need your help to raise awareness of the countywide **Community Housing Survey!** Stay tuned for marketing materials and resources.

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SCHEDULE + MEETING #3 STATS



HAC #3 member attendees: **63** HAC #3 general public attendees: **3**

BREAKOUT EXERCISES + DISCUSSION TAKEAWAYS

The **History of Discrimination in Housing** and **Dane County Housing Today** portions of the presentation were each directly followed by a 20-minute breakout session. During breakout session #1, HAC members had time to themselves (5 minutes) to process their **reactions to the data** presented and to brainstorm one **interesting fact or element they either learned or stood out** from the presentation. Each group then collectively shared their reactions and thoughts during the remaining 15 minutes of the breakout.

During breakout session #2, HAC members utilized a digital and interactive engagement platform called Miro to prioritize and build off of existing themes/elements from the previous meetings. During the “Thinking as a Region” portion of breakout session #2, HAC members worked together to respond to the two prompts listed below:

1. **What else do we need to understand (information/materials) to address these longstanding challenges?**
2. **What should our next steps be as a county (ideas/strategies)?**

During the report back portion of the meeting, volunteers from each breakout group shared summaries of their discussions with the full HAC.

The Miro board outcomes and discussion highlights are included on the following pages.



BREAKOUT #1 | Self-led Exercise

1. *What are your reactions to the data presented?*
2. *What is one interesting fact or element that either you learned today or stood out from the presentation?*

Many emotions—including sadness, anger, shock, and hope—were shared amongst the HAC members after the self-reflection time. While many HAC members were aware of the history of discrimination in housing either through training, or experience, some members weren't aware of the policies, programs, and practices that have disproportionately harmed people of color and their lasting impacts today. HAC members believe 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.

- *"My first reaction to the data was relief that we're talking about this. This is a step in the right direction."*
- *"The data presented isn't surprising for those who have lived it through personal experience."*
- *"I thought the presentation was extremely informative and revealed the extent to which the policies and practices have shaped, and continue to impact, both the built and social fabric of our communities."*
- *"First impression, I was angry and I felt disgust. I didn't realize the overall extent of these federal-level policies. Creating hierarchies..."*
- *"I learned much of what was presented today as an adult in the professional realm - makes me sad and wished there was more education around it. Younger people need this information."*
- *"I've never seen the local redlining maps or recorded/restricted covenants specific to Dane County. This was very helpful to see."*
- *"A huge issue is that corporate greed will find ways to get around equal opportunity legislation and other protections. We have to be proactive in our strategies to make sure we are protecting people."*
- *"I knew there were long-term impacts, but I was surprised by how long the different restrictions lasted. It impacts households today and people think about it being far in the past."*



BREAKOUT #2 | Thinking like a Region (Part A)

1. What factors/themes/elements should the RHS prioritize? Please also include missing areas and build off of existing factors/themes/elements.

Since September, HAC members have exchanged experiences, local knowledge, and data-driven studies/findings to better understand the impacts of historic, racially restrictive housing policies that continue to negatively affect people of color. Many contributing factors, themes, and elements—such as the wage gap and inequitable appraisal practices—were commonly discussed during the two previous HAC meetings in September and October. During the second breakout of our meeting, HAC members continued to build from their work and identified the top factors/themes/elements that emerged from the activity boards.

KEY TAKEAWAYS:

- *Addressing the wage/pay gap.*
- *Reimagining and ending the reliance on credit scores, they are just an extension of discrimination.*
- *Rethinking zoning ordinances and local municipal codes.*
- *Actively seeking ways to prevent inequitable appraisal practices.*
- *Addressing the lack of education, training, and lending opportunities for POC interested in homeownership.*
- *Correcting the eviction record/database which doesn't reflect overturns/notices.*
- *Lack of co-signers for intergenerational wealth.*
- *Addressing the lack of maintenance, funding, and resources for LMI households.*
- *Improving the affordability of housing and increasing accessible transportation.*
- *Basic barriers to renting because of lack of credit history, and other factors, need to be addressed.*



BREAKOUT #2 | Thinking like a Region (Part B)

1. *What else do we need to understand (information/materials) to address these longstanding challenges?*

HAC members identified resources, information, and materials necessary to understand and address the factors/themes/elements from Part A of the second breakout. HAC members believe the RHS will greatly benefit from learning more about best practices and applicable local/national case studies.

REQUESTED DATA + RESOURCES:

- *Understand the culture of bias and racism.*
- *Best practices and case studies on how peer communities nationally addressed these issues.*
- *The steps that lending institutions and appraisers have taken to address discrimination.*
- *More input from people most impacted by housing discrimination - what solutions do they support?*
- *How access to transportation is connected to cost of living and housing affordability. Housing and transportation costs need to be understood.*
- *Local and national costs of construction.*
- *Clear understanding of historic disinvestment.*
- *What options are available for providing incentives for development that includes affordable housing and neighborhood resources?*
- *Which specific ordinances perpetuate the issue (e.g., conditional use, instead of all housing as permitted use).*
- *Understand how the University of Madison affects downtown housing options and prices.*



BREAKOUT #2 | Thinking like a Region (Part B)

2. What should our next steps be as a county (ideas/strategies)?

HAC members started to outline next steps for the County, including but not limited to: support of existing resources/programs, evaluation of current practices and policies, and increase of countywide community education.

SUGGESTED NEXT STEPS:

- *Require or incentivize a percentage of all new builds to be affordable.*
- *Expand the housing trust fund.*
- *Support more resident-owned and operated housing opportunities, including Co-op and cohousing models.*
- *Support renters in buying and operating multifamily properties to address the wealth gap.*
- *Evaluate policies to identify which are not achieving intended objectives.*
- *Champion county-wide opportunities to continue this conversation.*
- *Include transportation options as part of the equation in housing affordability and equity.*
- *Work on economic empowerment opportunities - housing cost is only half of the affordability problem.*
- *Enhance our existing programs that improve quality and access to property/housing in formerly redlined areas.*
- *Make financial/homeownership advising programs free and more widely available.*
- *Address discriminatory practices of realtors who steer people to and away from particular neighborhoods.*
- *Better understand the cost of income/wealth inequality.*
- *Increase community awareness of the urgent need for affordable and workforce housing.*
- *Expand investment in existing programs that support homeownership.*
- *Develop and support existing financial literacy courses, especially for youth.*
- *Support small emergency loans/grants – for furnace repairs, home maintenance, and other emergencies – that are re-payable in 12 months.*

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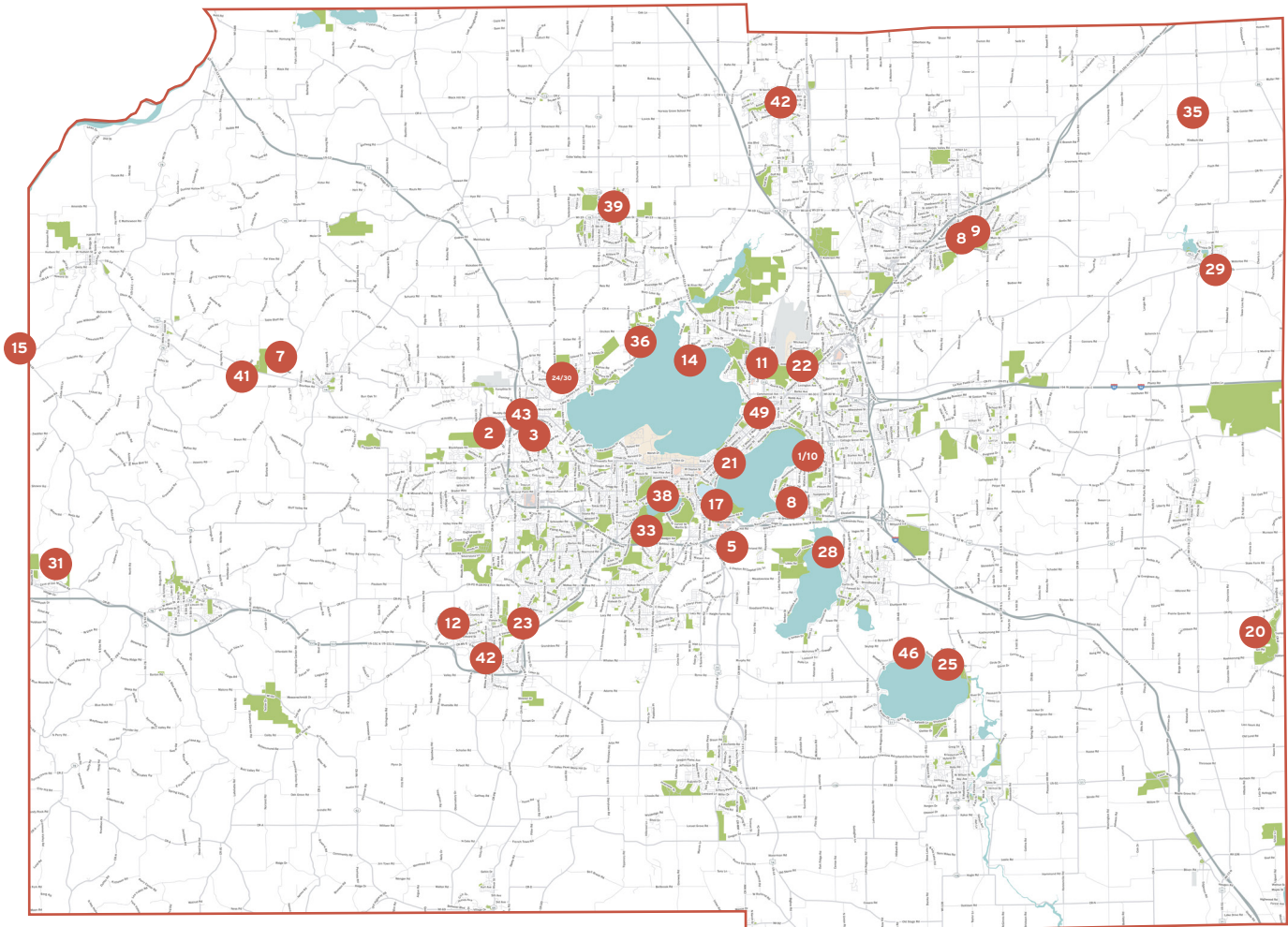
HIDDEN GEM MAP

In HAC Meetings #1 & 2, participants pinned a numbered heart on their favorite gem in the County. Check out some of the best places to visit in Dane County!

San Damiano (#1/#10)
Biaggi's Ristorante Italiano (#2)
Stone Horse Green (#3)
Badger Rock Middle School (#5)
Table Bluff (#7)
Salvatore's Pizza (#8)
Full Mile Beer Company + Kitchen (#9)
Smoky Jon's #1 BBQ (#11)
Epic Bike Path (#12)
Governor's Island (#14)
Morton Forest Park (#15)

Lakeside Street Coffee House (#17)
CamRock County Park (#20)
Essen Haus Restaurant and Bar +
Come Back In (#21)
Madison Area Technical College (#22)
Badger Prairie Dog Park (#23)
Pheasant Branch Conservancy (#24/ #30)
Lake Kegonsa State Park (#25)
Lower Yahara River Trail (#28)
Little Amerricka Amusement Park (#29)
Cave of the Mounds (#31)

University of Wisconsin-
Madison Arboretum (#33)
York Town Hall (#35)
Governor Nelson State Park (#36)
Edgewood Boardwalk (#38)
Waunakee Public Library (#39)
Salmo Pond (#41)
Fireman's Park (#42)
Grape Water Wine Bar (#43)
Fish Camp County Park (#46)
El Sabor de Puebla (#49)



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HAC FEEDBACK + PROJECT TEAM RESPONSES

COMMENT: *How do we volunteer for Strategy Spotlight?*

RESPONSE: *For more information and to volunteer for Strategy Spotlight, please email Olivia Parry at parry@countyofdane.com.*

COMMENT: *When is the next meeting and will the presentation be available?*

RESPONSE: *The next meeting is scheduled for Wednesday, January 25th from 6:30 to 8:30PM at the Lussier Family Heritage Center at 3101 Lake Farm Rd, Madison, WI 53711. HAC members and the general public can find the HAC meeting schedule, presentations, workbooks, and recordings on the project website at www.danecountyplanning.com/RHS.*

COMMENT: *There is a lack of control and privacy over your own life when you rent instead of own. Renters also don't have a lot of protection. What are the tenants' rights laws/protections in Dane County?*

RESPONSE: *Tenant rights are largely defined at the state level, and were changed substantially under the previous administration. These changes reduced tenant protections and recourse, and made it easier for landlords to discriminate during tenant selection and to evict tenants. Health and safety building codes are enforced at the municipal level.*

COMMENT: *Some HAC members found the digital and interactive engagement platform Miro challenging to utilize by themselves.*

RESPONSE: *Thanks to all HAC members for your willingness to engage together in different formats. While some didn't care for Miro, others found it refreshing to lead themselves and independently interact with the activity boards. Dane County and the project team are crafting exciting, diverse, and meaningful engagement exercises for each HAC meeting based off of the meeting content and HAC members' learning style preferences. Please feel free to share any feedback with our team to help shape future engagement exercises.*

COMMENT: *Will you have a virtual participation option available for HAC #4 in case of increased numbers of Covid-19, RSV, etc.?*

RESPONSE: *Dane County will continue to consult the Centers for Disease Control and Prevention (CDC) for updated resources, guidelines, and rules related to Covid-19 safety.*

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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 #3 Video - [CLICK HERE](#) to View on YouTube (73 minutes)

QUESTIONS OR CONCERNS?

We would love to connect and understand how we might better accommodate your participation throughout the remaining 8 HAC meetings. Send us an email at mschulz@altogetherstudio.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 Dept.’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/>

City of Madison: Civil Rights + Resources on Housing Discrimination:
<https://www.cityofmadison.com/civil-rights/know-your-rights/housing-discrimination>

Madison Roots: Building Generational Black Wealth + Ownership: <https://www.madisonroots.com>

Own It: Owing Black Wealth: <https://ownitbbw.com/>

Urban Triage: Return to Our Past to Heal for Our Future: <https://urbantriage.org/>