



OPENING DOORS FOR OUR FUTURE.

Housing Advisory Committee (HAC) Meeting #5 | 02.22.2023

WELCOME + INTRODUCTIONS

ICEBREAKER

WELCOME + INTRODUCTIONS

Please write in the Zoom chat box or unmute/share with everyone:

1. Name

2. Affiliation

**3. What is something you love about snowstorms
or like to do in the snow?**

HAC #5 MEETING

PURPOSE:

- 1. Confirm common ground about future housing distribution.**
- 2. HAC members will identify core values they hold to collectively create a value-based vision for the future of housing in Dane County.**



AGENDA

WELCOME + INTRODUCTIONS

- **MEETING WELCOME & INTRODUCTIONS** *(5 Minutes)*
- **PRESENTATION** *(15 Minutes)*
 - *Preliminary community survey findings*
 - *HAC 4 report-back*
- **VALUE-BASED VISIONING BREAKOUT – PERSONAL CORE VALUES** *(5 Minutes)*
- **VALUE-BASED VISIONING BREAKOUT – CORE VALUE BUILDING** *(65 Minutes)*
 - **BREAK – AFTER SECOND BREAKOUT** *(5 Minutes)*
- **FACILITATOR REPORT BACK** *(5 Minutes)*
- **VALUE-BASED VISIONING BREAKOUT – WHAT'S MISSING?** *(15 Minutes)*
- **Q&A + NEXT STEPS** *(5 Minutes)*



DANE COUNTY HOUSING SUPPLY GAP

NEW DATA PRESENTED IN WORKBOOK

- **EXISTING COUNTYWIDE UNMET NEED BY AREA MEDIAN INCOME LEVEL**
- **HOUSEHOLD AND HOUSING UNIT FORECASTS BY MUNICIPALITY**
- **PROJECTED CHANGE IN HOUSEHOLDS BY INCOME**



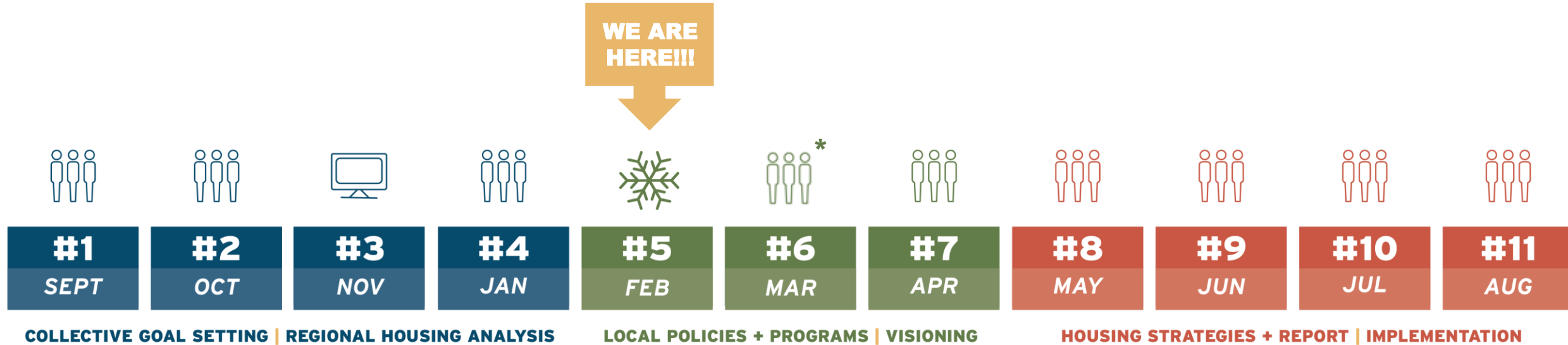
FUTURE STRATEGY SPOTLIGHTS

LET'S CONTINUE TO LEARN FROM ONE ANOTHER

- **February is Black History Month!**
- **Today, we are incorporating everything we have learned/shared throughout Meetings 1 - 4 into the visioning.**
- **For future meetings, please let us know if anyone would like to share their equity-centered work that could be presented in a Strategy Spotlight meeting.**



WHERE WE ARE IN RHS PROCESS



- **Identify HAC member personal values + create collective core values**
- **Develop the RHS value-based vision**
- **Explore strategies aligned with vision**

HAC METRICS

INDICATORS FROM MEETINGS 1 THROUGH 4 (SEPTEMBER 2022 – JANUARY 2023)

RED (HAC members)
GREEN (General public)

PARTICIPATION: HAC members need to attend meetings and contribute throughout the entire process for this effort to be successful. *(Goal: Attend at least 9 of the 11 meetings)*

#1 = 56 / 8, #2 = 57 / 2, #3 = 63 / 3, #4 = 51 / 4 *(throughout the four meetings)*

SHARED KNOWLEDGE: HAC members voiced the importance of hearing and learning from what others are doing throughout the County. *(Goal: Volunteer/Listen to Strategy Spotlight presentations)*

4 Strategy Spotlight presentations *(average of one per meeting)*

COLLABORATION: HAC members stated one of their top priorities for this effort is forging partnerships and fostering relationships to help with implementing the strategies. *(Goal: Sitting by new HAC members + letting all voices be heard)*

Facilitators have witnessed new table groupings + more voices *(throughout the four meetings)*

EDUCATION: A component of this project is educating communities throughout the County on why housing is such a critical issue. *(Goal: Sharing information with networks)*

Around half of HAC members shared info with their networks *(Community Housing Survey)*



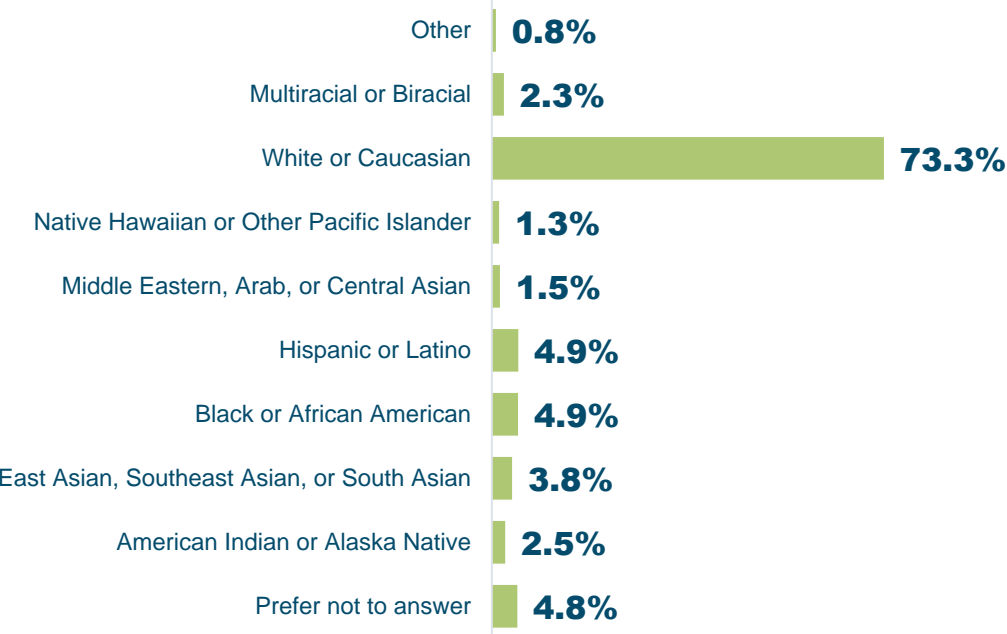
INITIAL COMMUNITY SURVEY FINDINGS

COMMUNITY HOUSING SURVEY

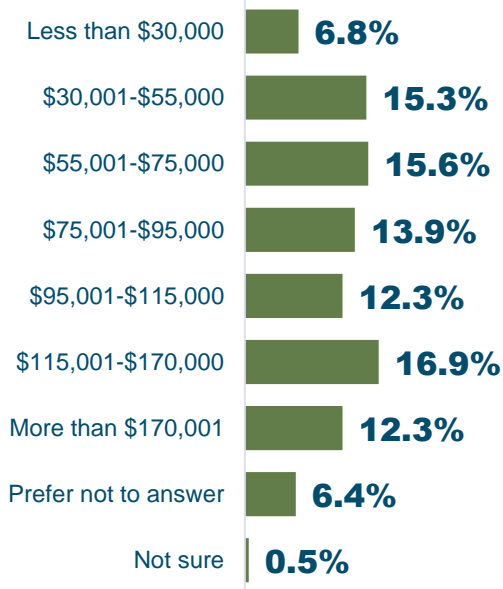
PARTICIPANT BREAKDOWN

5,203
TOTAL RESPONDENTS*

HOW WOULD YOU BEST DESCRIBE YOURSELF?



WHAT IS YOUR APPROXIMATE HOUSEHOLD INCOME?



*responses as of 2/6/2023



COMMUNITY HOUSING SURVEY

ACCESS TO HOUSING

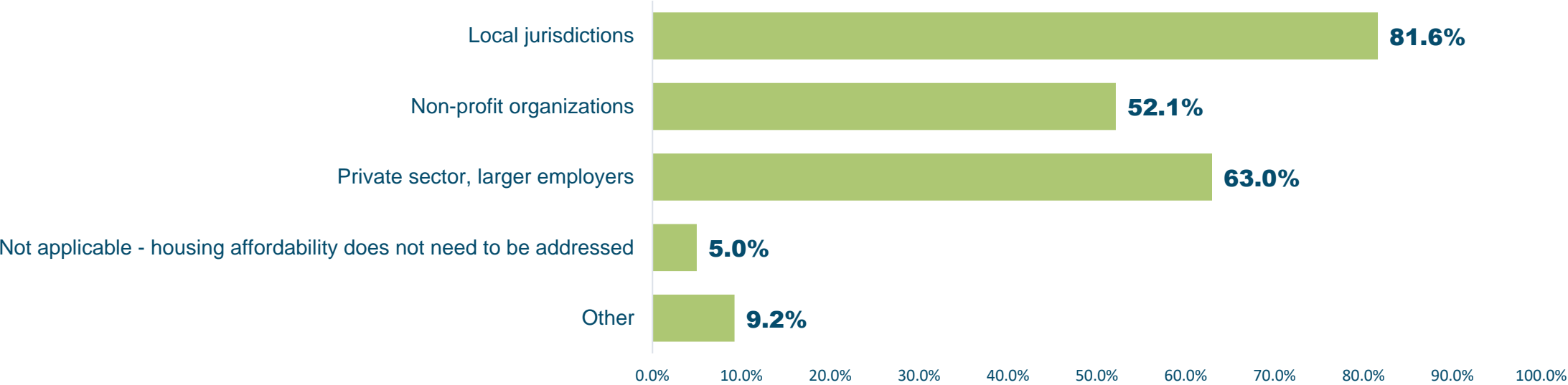
DO YOU THINK ALL RESIDENTS SHOULD HAVE ACCESS TO HOUSING?



COMMUNITY HOUSING SURVEY

WHO NEEDS TO ADDRESS HOUSING AFFORDABILITY

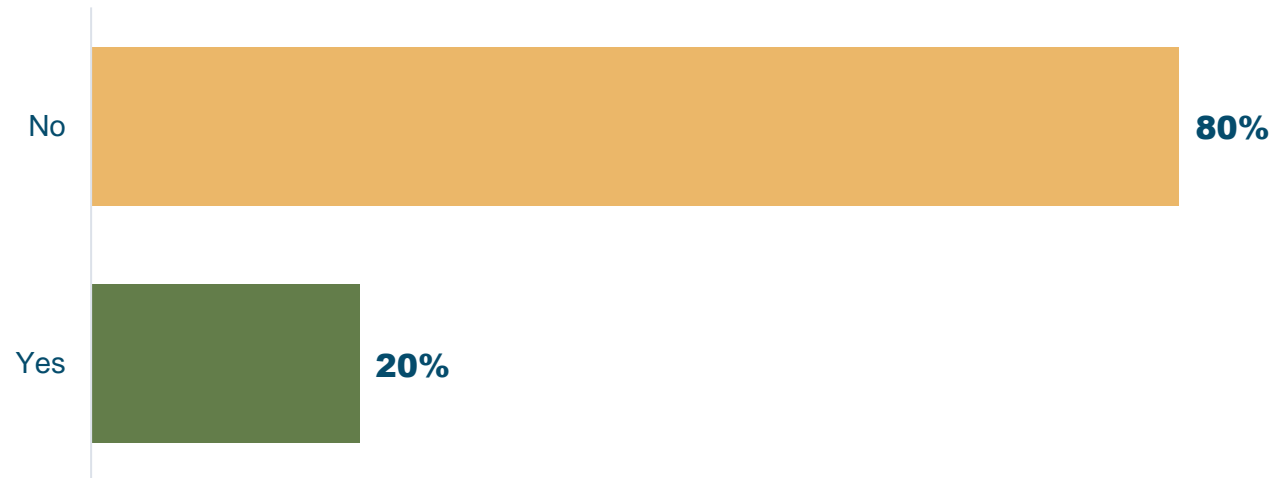
WHAT ENTITIES DO YOU THINK NEED TO WORK TO ADDRESS HOUSING ACCESS AND AFFORDABILITY CHALLENGES WITHIN THE COUNTY?



COMMUNITY HOUSING SURVEY

HOUSING ATTAINABILITY

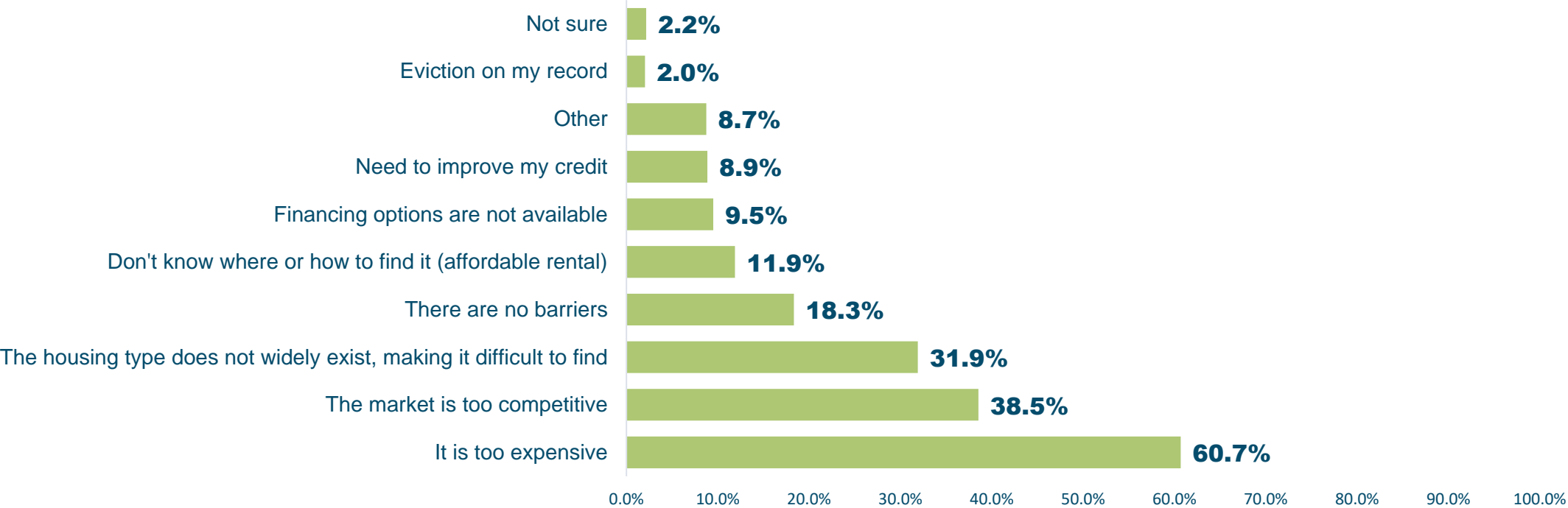
**DO YOU FEEL DANE COUNTY HAS HOUSING
ATTAINABLE TO RESIDENTS AT ALL INCOME LEVELS?**



COMMUNITY HOUSING SURVEY

BARRIERS TO HOUSING ATTAINABILITY

WHAT ARE THE PRIMARY BARRIERS PREVENTING YOU FROM LIVING IN YOUR PREFERRED HOUSING TYPE?

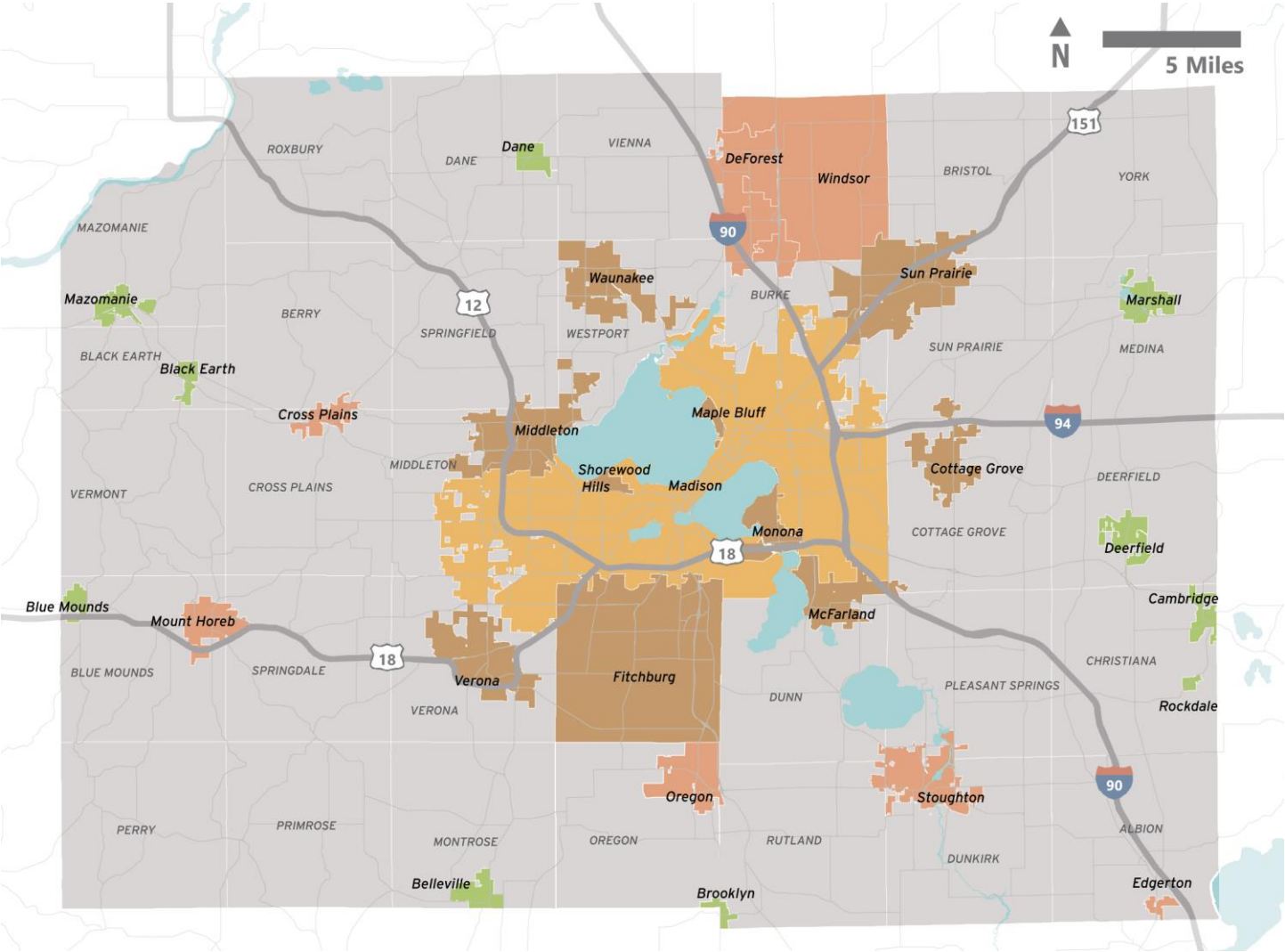


HAC 4 MEETING TAKEAWAYS

FUTURE HOUSING ALLOCATION BY SUBAREA

WHAT WE HEARD DURING HAC #4

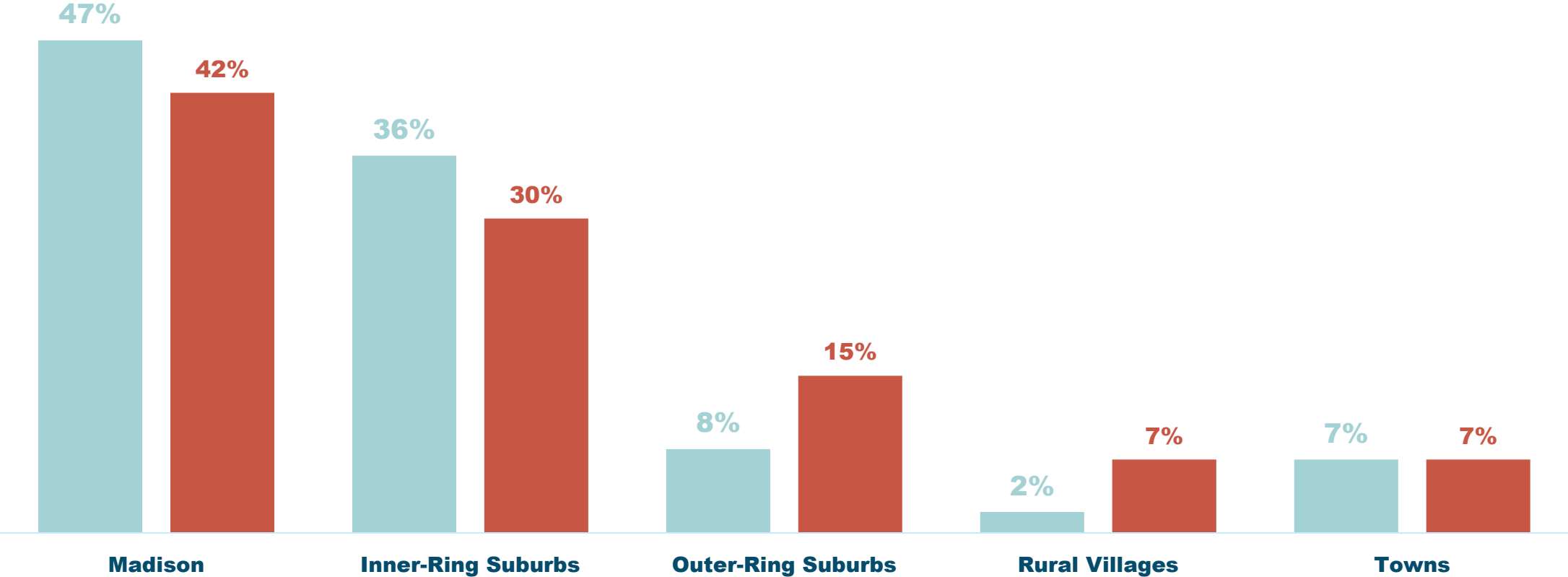
- Madison
- Inner-Ring Suburbs
- Outer-Ring Suburbs
- Rural Villages
- Towns



FUTURE ALLOCATION OF ALL HOUSING

WHAT WE HEARD DURING HAC #4

Recent Distribution of new units (2010-2021) compared to HAC Preferred Distribution of future units

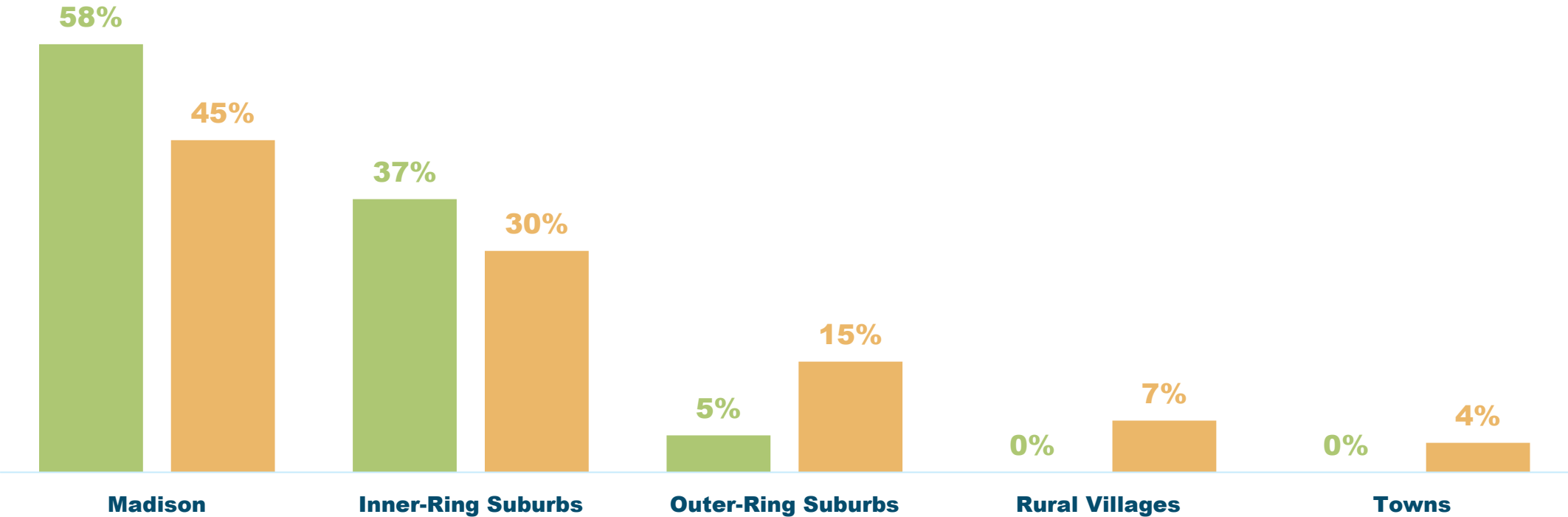


Source: U.S. Census Bureau, Housing Advisory Committee, SB Friedman

FUTURE ALLOCATION OF LRAH*

WHAT WE HEARD DURING HAC #4

Recent Distribution of new LRAH units (2010-2021) compared to HAC preferred distribution of future LRAH units



*LEGALLY INCOME RESTRICTED AFFORDABLE HOUSING (LRAH)
Source: WHEDA, HUD, CoStar, Housing Advisory Committee, SB Friedman
HAC MEETING #5 | PAGE 19

HAC FEEDBACK

WHAT WE HEARD DURING HAC #4

- *Shared responsibility of the entire county.*
- *The existing infrastructure and amenities are important.*
- *Access to childcare, food, transportation, water, school, healthcare are all factors.*
- *Madison has the capacity and could take more overall housing and Legally Restricted Affordable Housing (LRAH).*
- *Future housing growth in both the Inner- and Outer-ring Suburbs may solve some of the problems.*
- *Townships and Rural Villages are limited (don't have services or transportation to support new development) and have some of the best farmlands in Dane County. There also is a desire to maintain the rural character.*
- *The towns need affordable housing to help people age-in-place.*



TAKEAWAYS FROM ALLOCATION EXERCISE

- **Allocation into subareas varied widely**
- **Overall, recognition that everyone needs to be part of the housing solution**
 - **Jurisdictions have different abilities to provide housing (e.g., land capacity, infrastructure)**
 - **Everyone can do something to collectively address housing shortage**

VALUE-BASED VISIONING

HAC MEETING #5



VALUES-BASED VISIONING

- **To create a regional strategy that is successful and meaningful, the values of the HAC leadership, residents and stakeholders must be central to the process and outcomes.**
- **A top-down approach can lack context, local knowledge and expertise, and local buy-in (which can harm implementation and funding opportunities).**
- **This initiative is engaging a great number of stakeholders and a variety of voices (e.g., focus groups, HAC members, regional partners, Dane County residents).**
- **The value-based vision will embrace and celebrate differences throughout Dane County, while illuminating the regional opportunities that unite the county.**



CORE VALUES

- **Anchor overall vision for county**
- **Underpin strategies**
- **Opportunity for HAC to provide feedback about path forward**



PERSONAL REFLECTION

Take 5 minutes of self-reflection to think about the following prompts:

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

**Feel free to include your thoughts in the chat if you want!*

VALUE-BASED VISIONING BREAKOUTS

CORE VALUES WILL BE CENTRAL TO THE PROCESS + OUTCOMES

Identify personal values > create collective core values > build RHS value-based vision

EQUITY

AFFORDABILITY

ACCOUNTABILITY

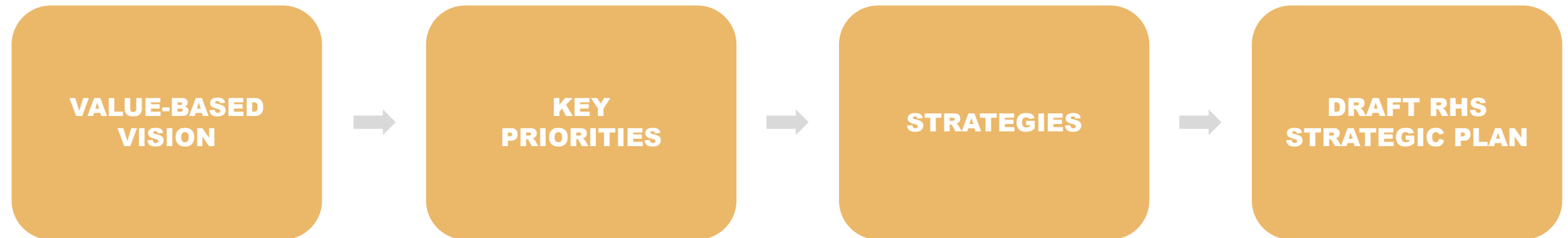
EDUCATION

**ECONOMIC
STABILITY**

NEXT STEPS

NEXT STEPS

THE PIRA PHASE WILL HELP IDENTIFY A SHORTLIST OF STRATEGIES TO ADVANCE RHS VALUES



HAC UPCOMING NEEDS

- **Attend Monthly Housing Advisory Committee Meetings**
- **Review the Meeting Workbook before each meeting**
- **Volunteer for Strategy Spotlight**
- **Share information with your networks**



Q+A DISCUSSION

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



REGIONAL HOUSING STRATEGY: HAC MEETING #5

THANK YOU!

HAC Meeting #6 | Alliant Energy Center*
March 22, 2023 (6:30 - 8:30 PM)