



# HAC MEETING #2 WORKBOOK

## TAKING THE NEXT STEP.

WEDNESDAY, OCTOBER 26TH | ALLIANT ENERGY CENTER

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Please review the workbook before the next HAC meeting. Workbooks will include advance materials and summaries of the prior HAC meeting.

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### OVERVIEW/SUMMARY

Thanks to everyone who attended the kick-off meeting for the Dane County Regional Housing Strategy (RHS) on Wednesday, September 28th, at the Lussier Heritage Center. We were so happy to have the Housing Advisory Committee (HAC) members meet to exchange ideas and take the next step together! We enjoyed hearing about the priorities for your community, business, or institution, as well as for the greater Dane County region.

Thanks to Executive Joe Parisi, County Board Chair Patrick Miles, and Linette Rhodes from the City of Madison. Their opening remarks laid the groundwork for this initiative. Highlights can be found on the following page.



JOE PARISI | COUNTY EXECUTIVE



PATRICK MILES | COUNTY BOARD CHAIR



LINETTE RHODES | MADISON COMMUNITY DEV.

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### Joe Parisi | County Executive

- *It is a rare and important opportunity that we are all here, and here for a shared purpose. In a time of so much division, it's very encouraging that we can all come together to address one of the most fundamental challenges to our community stability and well-being, and our economy, the lack of housing, and the lack of affordable and workforce housing.*
- *Regional strategic planning provides a rare opportunity for us to take a step back together, to assess our strengths, needs and challenges, from a regional perspective.*
- *Strategic planning will allow us to identify and leverage your expertise, our expertise, explore and find ways, coordinate our efforts and strategies, and identify mutual priorities and pursue new and even more effective and targeted solutions.*

### Patrick Miles | County Board Chair

- *Let's remember, we have lower-income residents who desperately need housing. We also have many living in unstable conditions due to deteriorating housing or inability to pay what is being charged.*
- *Providing more affordable and workforce housing not only creates more stable communities, but gives our employers a larger, more stable workforce to draw from, which they need to grow and thrive.*
- *It will be important as you move through your process to understand and appreciate that each of you - whether you are a business, organization or municipality, may have different priorities, needs, or may have different capacity to pursue your efforts to expand housing opportunities.*
- *Know that the county recognizes and appreciates this diversity in perspective and expertise, and supports you in pursuing the priorities that best fit your needs.*

### Linette Rhodes | Madison Community Development

- *The ongoing housing crisis is affecting all of us. Since September, 46 million dollars for emergency rental assistance has been issued through Dane CORE 2.0. We are hearing from our tenants that it is challenging to find and maintain housing.*
- *This week we topped the number of unhoused people at our men's homeless shelter (200 person capacity). This is three times higher than that of pre-pandemic levels. The City of Madison acknowledges the need for more housing and partnerships. We can't do this alone. We need your feedback, ideas, and ongoing support.*
- *Mayor Satya Rhodes-Conway thanks you, and we are here to support you as our work together moves forward taking the next step.*

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## SCHEDULE + MEETING #1 STATS



HAC #1 member attendees: **56** HAC #1 General public attendees: **8**



## RESPONSES FROM POLICY PRIORITY EXERCISE + DISCUSSION

In small groups no larger than 13 people, HAC members participated in a custom card game to share their top priorities for the Dane County Regional Housing Strategy. During Round #1, HAC members played three cards identifying their top priorities for their community, organization, or business related to providing and preserving affordable and workforce housing. During Round #2, HAC members played three cards indicating their top priorities of the regional housing strategy. The results are included on the following pages.

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## ROUND #1 | YOUR COMMUNITY, ORGANIZATION, BUSINESS PRIORITIES

PRIORITY #1	PRIORITY #2	PRIORITY #3
<p>Increase the number of affordable and workforce units</p> <p>(20 CARDS)</p>	<p>Increase the number of affordable and workforce units</p> <p>(16 CARDS)</p>	<p>Improve the quality of older affordable and workforce housing</p> <p>(12 CARDS)</p>
<p>Increase the overall number of housing units</p> <p>(10 CARDS)</p>	<p>Provide more pathways to homeownership</p> <p>(9 CARDS)</p>	<p>Increase the overall number of housing units</p> <p>(11 CARDS)</p>
<p>Increase housing near jobs and transit</p> <p>(7 CARDS)</p>	<p>Increase housing near jobs and transit</p> <p>(8 CARDS)</p>	<p>Increase the number of affordable and workforce units</p> <p>(10 CARDS)</p>
<p>Provide more pathways to homeownership</p> <p>(7 CARDS)</p>	<p>Increase the overall number of housing units</p> <p>(7 CARDS)</p>	<p>Build community awareness of affordable and workforce housing needs</p> <p>(4 CARDS)</p>
<p>Improve the quality of older affordable and workforce housing</p> <p>(4 CARDS)</p>	<p>Build community awareness of affordable and workforce housing needs</p> <p>(7 CARDS)</p>	<p>Provide more pathways to homeownership</p> <p>(7 CARDS)</p>
<p>Build community awareness of affordable and workforce housing needs</p> <p>(4 CARDS)</p>	<p>Improve the quality of older affordable and workforce housing</p> <p>(4 CARDS)</p>	<p>Increase housing near jobs and transit</p> <p>(5 CARDS)</p>
<p>"Equity and access" + "Providing supporting services and removing barriers"</p> <p>(9 WILDCARDS)</p>	<p>Keep people in homes" + "Flexible tenant screening"</p> <p>(8 WILDCARDS)</p>	<p>"Sustainability of affordable housing options long term"</p> <p>(7 WILDCARDS)</p>

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### ROUND #2 | YOUR REGIONAL/STUDY PRIORITIES

PRIORITY #1	PRIORITY #2	PRIORITY #3
Reduce racial disparities in housing and homeownership (17 CARDS)	Reduce racial disparities in housing and homeownership (19 CARDS)	Build capacity to address housing needs (16 CARDS)
Build capacity to address housing needs (16 CARDS)	Build capacity to address housing needs (13 CARDS)	Identify additional housing resources (12 CARDS)
Build relationships and enhance partnerships/collaboration (13 CARDS)	Build relationships and enhance partnerships/collaboration (10 CARDS)	Build relationships and enhance partnerships/collaboration (9 CARDS)
Learn about housing issues, tools, and strategies (8 CARDS)	Learn about housing issues, tools, and strategies (6 CARDS)	Learn about housing issues, tools, and strategies (9 CARDS)
Identify additional housing resources (3 CARDS)	Share knowledge of what others are doing in the county (5 CARDS)	Reduce racial disparities in housing and homeownership (7 CARDS)
Share knowledge of what others are doing in the county (1 CARD)	Identify additional housing resources (4 CARDS)	Share knowledge of what others are doing in the county (4 CARDS)
"Encourage different housing types creation" + "Increase housing stability services" (5 WILDCARDS)	"Shared regional equity in distribution of services" (1 WILDCARD)	"Achieve the political will to make the decisions necessary to achieve housing/linked objectives (Social equity, environmental stewardship)" (1 WILDCARD)

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## MEETING #1 KEY TAKEAWAYS

**There is an ever-widening gap of affordable and workforce housing stock.**

- *"We are short on housing across the board and every minute we wait, the gap is getting larger and larger."*
- *"The immediate priority is to increase quantity of new units and then on the quality of existing units."*
- *Providing single-family home ownership is a very difficult problem to tackle because of Fannie and Freddie.*

**The impact of racial disparities in housing policy and law has resulted in significant inequities especially in regards to ownership.**

- *"This process and resulting policy needs to address the inequities of housing throughout the county and it needs to be a more comprehensive approach."*
- *Local studies have again and again illuminated the need for more equitable housing policies for Black and Brown people (i.e., lending practices, ownership, appraisals, zoning reforms, and housing resources and services).*

**Capacity building means a lot of different things for different communities, businesses, and institutions.**

- *It is challenging to find developers and property managers that are willing to do this work.*
- *Human and staff capacity in terms of developer recruitment, managing projects, and community engagement around projects and updates.*
- *"Capacity is time. We need more time."*

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### **Community education is a very important part of this process.**

- *We need to reframe the problem so that it is a community issue and ensure that residents feel part of the solution.*
- *"Lift up the voices of the Yes In My Back Yard (YIMBY) community."*
- *The issue needs to be framed as the need for people to live where they work which impacts teachers, healthcare providers, and childcare providers. Connecting to faith-based organizations and communities could be a great way to do this.*
- *Education around affordable and workforce housing versus subsidized housing.*
- *"I do believe we can educate our way out of this."*
- *Both digital and printed materials need to be shared throughout the county to ensure all people know about the project and can participate.*

### **Lead with implementation in mind.**

- *Aggressive and feasible actions for the short-term and long-term.*
- *Regional transparency and responsiveness is key to buy-in, ownership, collaboration, and partnerships.*
- *Identifying a diverse range of funding sources.*
- *"Achieve the political will to make the decisions necessary to achieve housing and linked objectives (i.e., Social equity and environmental stewardship)."*
- *Thinking like a region to identify collective aspirations.*

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## LEARNING STYLES QUESTIONNAIRE

Q#1 | How would you describe your working style?



**COOPERATIVE**

18 VOTES



**IDEA-ORIENTED**

17 VOTES



**INDEPENDENT + LOGICAL**

14 VOTES



**SUPPORTIVE**

12 VOTES



**PROXIMITY**

12 VOTES



**DETAILED-ORIENTED**

10 VOTES

Q#2 | How do you best retain information and learn?



**VISUAL**

24 VOTES



**READING + WRITING**

23 VOTES



**KINESTHETIC**

10 VOTES



**AUDITORY**

9 VOTES

## Key Takeaways

Many of the HAC members work best as a team and are big-picture thinkers who like to help facilitate large-scale change. Some are doers and need their own space to think and contribute. A majority of the HAC members best learn when information is presented graphically or when they are able to take notes and reference written text on worksheets and presentations. The project team will ensure that future engagement exercises combine time for HAC members to reflect and write down ideas individually, and then come together to collaboratively discuss and brainstorm. We will make sure there's a (healthy) amount of moving around for those more active participants.



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### **HAC FEEDBACK + PROJECT TEAM RESPONSES**

**COMMENT:** *"Some people have more knowledge about racial disparities in housing than others. Will there be discussion about this topic?"*

**RESPONSE:** *Yes, it is part of HAC Meeting #2, and in the scope of the Regional Housing Strategy to address this topic. Please also refer to the HAC Resources on Page 12.*

**COMMENT:** *"I couldn't hear my focus group member responses all the time."*

**RESPONSE:** *Facilitators will make sure to repeat comments to the entire group and have participants raise their hand if they are having a hard time hearing others.*

**COMMENT:** *"We really enjoyed the playing card exercise during the breakout. Will there be other opportunities like this in future meetings?"*

**RESPONSE:** *Yes, we will have interactive exercises as part of each of the meetings, including the virtual meeting in November. It is our goal to make sure we are maximizing each of the meetings to tap into the local knowledge and incredible experience of this group, while making it fun. These exercises will promote communication, listening, and learning, and will also encourage collaboration, innovative solutions, and implementation.*

**COMMENT:** *"Someone in my discussion group monopolized the discussion, so we couldn't finish."*

**RESPONSE:** *During the HAC Meeting #2, we will establish conversation ground rules before we begin break out discussions and work to ensure one participant doesn't overtake the discussion.*

**COMMENT:** *"Missing landlords, property manager representation."*

**RESPONSE:** *Dane County invited these stakeholders, but has not yet identified participants. If you have any recommendations for stakeholders who help fill this gap, please send a name and contact information to Olivia Parry at [parry@countyofdane.com](mailto:parry@countyofdane.com).*

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**COMMENT: "Would like to see more diverse/minority chambers and just a more diverse group in general."**

**RESPONSE: We invited various organizations representing the diversity of our county to be a part of the HAC (i.e., Centro Hispano, Latino Workforce Academy, The Black Chamber) and will continue to encourage participation throughout the process. Urban League responded after the first meeting that they will have a representative joining the HAC process from Meeting #2 forward. We are also hosting a series of focus groups to ensure different perspectives are captured throughout this process. If you have any suggestions for potential HAC members, please email Olivia at [parry@countyofdane.com](mailto:parry@countyofdane.com).**

**COMMENT: How are we going to determine whether or not the HAC, our work, has been successful? What kind of metrics are we going to use?**

**RESPONSE: We heard from many of you during the first meeting we need indicators to ensure this regional effort will be successful. We're approaching this in two ways- (1) by establishing metrics for the process, which includes participation and collaboration (see page 12); and (2) as part of the RHS process, we will be identifying key performance indicators to help the County and all participants track implementation progress. This latter metric setting will be established in the Implementation Phase.**

**COMMENT: "This process should include HAC storytelling opportunities."**

**RESPONSE: The Volunteer Strategy Spotlight is a 2-5 minute opportunity for HAC members to talk about a policy, initiative, story, or idea relating to expanding housing options for your community/business/institution. No presentation is required and all are welcomed. If interested, please reach out to Olivia Parry at [parry@countyofdane.com](mailto:parry@countyofdane.com).**

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**COMMENT:** *"Are all of the affordable housing options we are planning new construction?"*

**RESPONSE:** *Absolutely not! We are open to exploring all affordable housing strategies through this process.*

**COMMENT:** *"Did the number of homeowners actually decrease or did we just get more renters?"*

**RESPONSE:** *While the share of homeowners decreased slightly from 2010 to 2020, the actual number of homeowners increased by approximately 12,000 households. The number of renter households grew more rapidly though over the period (18,000), which caused the homeowner share to decrease.*

**COMMENT:** *"This effort needs to include printed surveys in multiple languages and opportunities to submit answers aloud."*

**RESPONSE:** *We will work with all HAC members to share both digital and physical materials with their networks. We are also establishing a project call-in number for the public to voice responses to the survey and provide additional input.*

**COMMENT:** *"The in-commute number, people commuting into Dane, was incorrect. It was correctly cited from the source, OnTheMap. But the OnTheMap number is wrong (about twice as high as actual as calculated by the MPO)."*

**RESPONSE:** *The Census On-the-Map in-commute number includes all 2019 jobs, including part-time positions, and commuters from anywhere outside of Dane County. This number is higher than the number of people commuting into Dane County because some people may hold more than one job within Dane County.*

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## HAC RESOURCES

We heard from many of you that you are interested in both sharing and learning of new housing-related tools and resources. Please share them 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>

HAC Meeting #1 Video - [CLICK HERE](#) to View on YouTube (53 minutes)

## QUESTIONS OR CONCERNS?

We would love to connect and understand how we might better accommodate your participation throughout the eleven (11) HAC meetings. Send us an email at [mschulz@alltogetherstudio.com](mailto:mschulz@alltogetherstudio.com) and let us know how we can help.

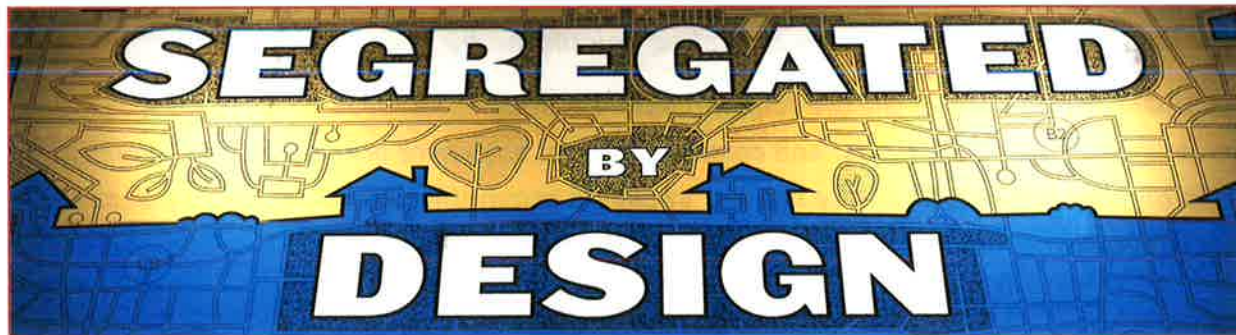
## RECOMMENDED RESOURCES

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

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

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

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



*'Segregated By Design' examines the history of how our federal, state, and local governments unconstitutionally segregated every major metropolitan area in America through law and policy.*