



| | |
|----|--|
| 1 | September 28, 2022 Lussier Family Heritage Center |
| 2 | October 26, 2022 Alliant Energy Center |
| 3 | November 30, 2022 Alliant Energy Center |
| 4 | January 25, 2023 Lussier Family Heritage Center |
| 5 | February 22, 2023 Lussier Family Heritage Center |
| 6 | March 22, 2023 Alliant Energy Center |
| 7 | April 26, 2023 Lussier Family Heritage Center |
| 8 | May 24, 2023 Alliant Energy Center |
| 9 | June 28, 2023 Alliant Energy Center |
| 10 | July 26, 2023 Lussier Family Heritage Center |
| 11 | August 23, 2023 Lussier Family Heritage Center |
| 12 | Appendix: Survey & Focus Group Results, Etc. |



Thank you!

Dane County Regional Housing Strategy Sponsors





RHS Housing Advisory Committee Members (HAC)

MUNICIPALITIES

Cities

Fitchburg

Zach Billings
Plan Commission

Deanna Schmidt
City Planning & Zoning
Administrator

Madison

Christie Baumel
Deputy Mayor

Matt Frater
Community Development
Specialist

Middleton

Gurdip Brar
Mayor

Daphne Xu
Associate Planner

Monona

Patrick Depula
Aldersperson, City Council

Mary O'Connor
Mayor

Doug Plowman
Director of Planning &
Community Development

Stoughton

Tim Swadley
Mayor

Cities, cont'd

Sun Prairie

Josh Clements
Planning Director

Paul Esser
Mayor

Verona

Kate Cronin
Verona City Council

County of Dane

Michael Engelberger
Board of Supervisors

Heidi Wegleitner
Board of Supervisors

Towns

Deerfield

Nick Brattlie
Supervisor

Rutland

Norman Arendt
Resident

Deana Zentner
Town Chair

Springfield

Jim Pulvermacher
Town Chair

Vermont

Karen Carlock
Town Chair

Villages

Cottage Grove

Erin Ruth
Director, Planning & Dev.

Cross Plains

Brian Mooney
Village Administrator,
Economic Development &
Tourism Director

DeForest

Alexander Allon
Community Development
Director

Bill Chang
Village Administrator

McFarland

Andrew Bremer
Community & Economic
Development Director

Kong Thao
Associate Planner

Oregon

John Bieno
Planning Commission, Vice
Chair

Waunakee

Tim Semmann
Planning Director

Windsor

Amy Anderson Schwepp
Director of Planning

Bob Wipperfurth
Village President



RHS Housing Advisory Committee Members (HAC)

REGIONAL PARTNERS

Area Agency on Aging (AAA)

Sridevi Mohan
AAA Manager

Gail Rutkowski
Board Member

Capitol Area Regional Planning Commission

Steve Steinhoff
Agency Director

Dane County Cities and Villages Association (DCCVA)

Bob Wipperfurth
President

Dane County Housing Authority (DCHA)

Dan O'Callaghan
Board Chair

Dane County Office for Equity & Inclusion

Theola Carter
Manager of Policy & Program
Improvement

Dane County Towns Association

Renée Lauber
Executive Director

Greater Madison Area Chamber of Commerce

David Aguayo
Public Policy Manager

Greater Madison Metropolitan Planning Organization

Colleen Hoesley
Transportation Planner

Bill Schaefer
Director & Transportation
Planning Manager

Housing Access & Affordability, Dane County Human Services

Casey Becker
Division Administrator

Joining Forces for Families, Dane County

Michael Bruce
JFF Supervisor

Sandy Harter
Social Worker

Mariilyn Feil
Social Worker

Madison Area Technical College

Cody White
Capital Planning and
Sustainability Mgr.

Madison Gas and Electric

Brian Driscoll
Senior Multifamily
Services Manager

Middleton-Cross Plains School District

Dana Monogue, PhD
Superintendent

NAACP, Dane County
Jewelline Wiggins
Housing Committee Chair

Quartz Health Solutions
Carola Gaines
Community Liaison Manager

Realtors Association of SC Wisconsin

Bob Procter
Counsel, RASCW

Summit Credit Union

Tricia Smith
Sales Manager, Mortgages

United Way of Dane County

Angela Jones
Community Impact Director
– Income

Urban League of Greater Madison

Ruben Anthony, PhD
President & CEO

Ed Lee
Senior Vice President

UW-Madison Department of Planning and Landscape Architecture

Kurt Paulsen, PhD
Professor, Urban & Regional
Planning

YWCA

Jael Currie
Housing Director



RHS Housing Advisory Committee Members (HAC)

STATE PARTNERS

Elevate Energy

Abigail Corso
Chief Strategy Officer

WI Council of Churches

Breanna Illéné
Ecumenical Innovation
Coordinator

WI Dept. of Administration

Mike Basford
Director, Interagency Council
on Homelessness

WI Faith Voices for Justice

Rabbi Bonnie Margulis
Executive Director

WI Housing & Economic Development Authority

Rebecca Giroux
Community & Economic
Development Officer

Nicole Kane
Single Family Sales Manager

PRIVATE SECTOR PARTNERS – For Profit

Baker Tilly

Don Bernards
Partner, Real Estate Group

Kaitlin Konyn
Affordable Housing and
Repositioning Senior
Manager

Gorman & Company

Ted Maktom
Wisconsin Market President

JT Klein Company, Inc.

Danny Afable
Development Manager

Taylor Laufenberg
Development Associate

Mode Realty Network

Jean Armendariz-Kerr
Realtor

Veridian Homes

Matt Brink
Director of Land
Development

Chris Ehlers
Chief Operation Officer

PRIVATE SECTOR PARTNERS – Nonprofit

Cinnaire

Nicole Solheim
Vice President of
Development

Habitat for Humanity of Dane County

Steve Hanrahan
Chief Operating Officer

Madison Area Builders Association

Chad Lawler
Executive Director

Madison Area Community Land Trust

Olivia Williams
Executive Director

Madison Area Cooperative Housing Alliance

Abby Davidson
Board Member

Madison Community Cooperative

DaMontae January
Membership Coordinator



RHS Housing Advisory Committee Members (HAC)

PRIVATE SECTOR PARTNERS – Nonprofit

Madison Development Corporation
Lorrie Heinemann
President & CEO

Movin' Out
Kathryne Auerback
Executive Director

PACE Wisconsin
Kim Johnston
Market Development
Director - PACE

Project Home
Denise Matyka
Executive Director

Sustain Dane
Claire Oleksiak
Executive Director

The Road Home Dane County
Kyle VonRuden
Community Engagement
Manager

Workforce Development Board of SC Wisconsin
Erran Daniels
Data & Systems Analyst

YOUTH REPRESENTATIVES

Eli Tedesco
Clark Street Community
School

Shealynn Veronica Wegner
UW-Madison

Tate Huizenga
Clark Street Community
School



TAKING THE NEXT STEP.

Dane County is home to a thriving economy, vibrant communities, abundant natural resources, and residents who enjoy a high quality of life! Yet, we are experiencing an extreme housing shortage, people can't find housing, and thousands of Dane County residents—our neighbors, co-workers, and family members—are struggling to stay in their homes while affording the basic necessities. The American dream of homeownership is more and more difficult to achieve.

The **Dane County Regional Housing Strategy (RHS)** was launched to address this shortage by bringing our community together to take the next step forward in:

- Building on local and regional efforts
- Celebrating the unique character of our communities
- Assessing ongoing challenges
- Identifying and strengthening regional collaboration and partnerships
- Creating a vision for the future of housing in Dane County for the next 10-20 years
- Opening doors for our Dane County workforce—school teachers, entry-level professionals, public safety professionals, maintenance and service employees—as well as families with children, residents of color, seniors, and those with disabilities

WHY THIS MATTERS?

TAKING THE NEXT STEP.



There is an ever-growing shortage of affordable and workforce housing throughout the County: Currently, there are 13,050 renter households and 3,490 homeowners who earn 50% of the area median income (AMI) and below. These residents—Dane County teachers, healthcare workers, senior citizens, and those with disabilities—are extremely cost-burdened by housing, paying more than 50% of their monthly income on rent or mortgage. Between 2010 and 2017, the County under-produced 11,000 housing units relative to our growth.

It's important for our economic health: The lack of workforce housing negatively impacts area employers; research shows higher employee turnover due to longer commute times and lower job satisfaction. Higher priced housing drives up wages, further increasing the cost of doing business and reducing our regional competitiveness for attracting and retaining employers.

We want to be a place where people can call home throughout their lives, from birth to aging in place: There are thousands of Dane County residents who can't find housing and who want to stay in (or move to) our County. According to a recent report, Housing Needs Assessment: Dane County and Municipalities, "Over 12,000 very low-income households pay more than 50% of their income in rent in Dane County, of those 2,200 are seniors."



HAC MEETING SCHEDULE

TAKING THE NEXT STEP.



The Housing Advisory Committee (HAC) will meet a total of eleven (11) times throughout the duration of the project.

| MEETING | DATE | LOCATION/FORMAT* | MILESTONE |
|---------|------------|-------------------------|---|
| #1 | 09.28.2022 | Lussier Heritage Center | Project Introduction |
| #2 | 10.26.2022 | Alliant Energy Center | Regional Housing Analysis #1: Demographics, Housing Stock, Forecasted Change |
| #3 | 11.30.2022 | Alliant Energy Center | Regional Housing Analysis #2: Housing Needs Assessment |
| #4 | 01.25.2023 | Lussier Heritage Center | Regional Housing Analysis #3: Housing Instability and Disparities, Regional Balance |
| #5 | 02.22.2023 | Lussier Heritage Center | Vision for the Future of Housing |
| #6 | 03.22.2023 | Alliant Energy Center | Program Inventory and Assessment (PIRA) #1 |
| #7 | 04.26.2023 | Lussier Heritage Center | Program Inventory and Assessment (PIRA) #2 |
| #8 | 05.24.2023 | Alliant Energy Center | Strategy Development |
| #9 | 06.28.2023 | Alliant Energy Center | Strategy Refinement |
| #10 | 07.26.2023 | Lussier Heritage Center | Regional Housing Study Report + Closeout |
| #11 | 08.23.2023 | Lussier Heritage Center | Strategy Launch |

*Some meetings may be shifted to a virtual format and HAC members will be informed well in advance of those meetings. Flexibility will be maintained for inclement weather and changing COVID instructions.

TEAM BIOS

TAKING THE NEXT STEP.



FRAN LEFOR ROOD, AICP | SB FRIEDMAN

Fran brings broad and deep understanding of housing issues in cities both large and small. She leads market and financial analyses to identify issues and inform redevelopment options, strategies and policies to help clients meet their development and community goals. Fran has led citywide residential needs analyses, housing action plans and policy development efforts to address affordability and other housing issues throughout the Midwest, including in Chicago, Sun Prairie, Wauwatosa and Kansas City. She also works with non-profit housing developers to obtain and structure funding for complex projects.

Fran is an avid gardener and aims to remove the final patches of grass (and weeds!) from her yard.



CAREN KAY, AICP | SB FRIEDMAN

Caren specializes in market analysis, affordable housing, and economic strategic planning. She has assisted multiple non-profit housing developers in structuring financing and securing funding for affordable and mixed-income housing projects. Her experience also includes managing the development of a regional economic resiliency and recovery plan in the Charleston, SC area, and analyzing the housing stock and developing a strategy toolkit to address housing priorities within the City of Sun Prairie, WI. She enjoys working collaboratively with communities to identify unique challenges and ultimately craft tactical strategies.

Caren loves exploring new places-her goal is to visit every US State Capitol.



SAMANTHA MOSKOL | SB FRIEDMAN

Samantha brings expertise in real estate market analysis and land use economics, particularly related to market, feasibility and housing affordability analyses in urban infill contexts. Sam has led various analyses for the City of San José, CA including an affordable housing plan for Diridon Station and a citywide "Missing Middle" feasibility analysis. She has contributed to transit-oriented development strategies in St. Louis, Charlotte, and Fort Lauderdale. Sam has also analyzed density bonus policies to incentivize family-sized units in Austin's residential neighborhoods.

Sam attended college at UW-Madison and is excited to turn her attention back to the region.



MARISA SCHULZ | ALL TOGETHER

Marisa is an urban planner with 17 years of experience in community outreach, planning, and place branding. While at the City of Austin and through her work in neighborhoods from Detroit to Santiago, Chile, Marisa has worked closely with communities to ensure the public plays a vital role in creating people-centric places. She has successfully written articles and studies that have been featured in Next City, Bloomberg, the New York Times, and USA Today. Marisa has taught both undergraduate and graduate courses in sustainability, planning, and design at DePaul University in Chicago.

Marisa completed her family by adopting her third child.



ABIGAIL ROSE | ALL TOGETHER

Abigail is a designer and planner who masterfully communicates the big picture by distilling complex issues into simple messaging and clean visuals. Her experience in graphic design, urban planning, and community engagement drives her passion to better inform policy and create authentic, viable places and solutions.

Abigail is a painter and muralist! She also loves cheese curds!



TINA FIGUEROA | ALL TOGETHER

Tina is a digital specialist and an urban planner whose interests focus on accessibility and equity. She believes in community-centered decision making to make physical and digital spaces beneficial to all.

Tina enjoys petting every dog or cat she meets.

COURAGEOUS SPACE

TAKING THE NEXT STEP.



Courageous spaces are a set of ground rules to guide the conversations and discussions to come. These spaces are inclusive to all races, sexes, genders, abilities, immigration statuses, and lived experiences. **We seek to create a space that allows people to express themselves, challenge each other in a positive way, and learn from each other.**

We ask that participants enter these RHS conversations openly—focusing not only on your perspective as a member of the organization, business, or municipality you are representing, but also as an individual. While we hope to hear from you during the sessions on the type of mindset you think is needed for these meetings, below are some ground rules that we believe are important to help set the stage:

ASSUME GOOD INTENTIONS

AGREE TO A COMMON GOAL

ACKNOWLEDGE PRIVILEGE + POWER DYNAMICS

LISTEN + BE OPEN TO UNDERSTANDING IDEAS + TRUTHS THAT ARE NOT YOURS

We look forward to working together to further define what a courageous space means to you.



TOP PRIORITY EXERCISE

TAKING THE NEXT STEP.



Instructions: Share your top priorities for the Dane County Regional Housing Strategy. Think about the top priorities of your community, organization, or business, related to providing and preserving affordable and workforce housing. Now, write down your top priorities for the regional housing strategy. **At the beginning of the meeting breakout, let's quickly jot whatever comes to mind down below.**

YOUR PRIORITIES

REGIONAL/STUDY PRIORITIES

HAC PARTICIPANTS

<https://plandev.countyofdane.com/RHS/Community-Partners>

QUESTIONS OR CONCERNS?

We'd 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 and let us know how we can help.

RECOMMENDED RESOURCES

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

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

LEARNING STYLE QUESTIONNAIRE

TAKING THE NEXT STEP.



Name:

Organization:

Pronouns:

We want to ensure we structure the meetings for **YOU**. Answer these questions to help us design presentations and breakout exercises that align with how you learn and participate best. **Please leave this sheet with a meeting facilitator at the end of HAC Meeting #1.** Thank you for your feedback!

How would you describe your working style? (Check all that apply)

- Independent + Logical.** I'm a doer and need my own space to think and contribute.
- Cooperative.** I love teamwork and like best to work alongside others.
- Proximity.** I prefer to take a task, think through it on my own, and then come back to a team to discuss and problem solve.
- Supportive.** I strive to form strong relationships and improve group morale.
- Detail-oriented.** I am strategic and detail-oriented. I like to focus on smaller items, one at a time, that add up to the big picture.
- Idea-oriented.** I am a big-picture thinker who likes to help facilitate large-scale change.

How do you best retain information and learn? (Check all that apply)

- Visual.** I best retain information when it is presented to me graphically. I thrive with clear pictures of information hierarchy.
- Auditory.** I prefer listening to information that is presented to me vocally. I work well in group settings where vocal collaboration is present.
- Reading + Writing.** I learn best seeing written information on worksheets and presentations. I am a note-taker and like to be able to reference written text.
- Kinesthetic.** I like to be hands-on and absorb information through interactive exercises. I enjoy moving around to break up the meeting.



TAKING THE NEXT STEP.

Housing Advisory Committee (HAC) Meeting #1 | 09.28.2022

A nighttime photograph of a city street with buildings, streetlights, and parked cars. The scene is dimly lit, with streetlights providing the primary illumination.

**WELCOME +
INTRODUCTIONS**

HAC MEETING #1



HAC 1 PURPOSE

WELCOME + INTRODUCTIONS

- 1. Get to know each other**
- 2. Get to know the project staff and consultant team**
- 3. Establish common ground**
- 4. Understand key factors impacting our housing market**
- 5. Discuss HAC policy priorities**

HAC MEETING #1



TABLE INTRODUCTIONS

WELCOME + INTRODUCTIONS

Tell your neighbors at your table:

- Your name**
- Where you live**
- Location(s) of where you work**
- Your favorite meal**

HAC MEETING #1



AGENDA

WELCOME + INTRODUCTIONS

- **WELCOME + INTRODUCTIONS** (15 Minutes)
- **REGIONAL HOUSING STRATEGY OVERVIEW** (10 Minutes)
- **HOUSING MARKET INDICATORS** (15 Minutes)
- **MEETING BREAK** (10 Minutes)
- **HAC ENGAGEMENT BREAKOUTS** (40 Minutes)
- **REGROUP + NEXT STEPS** (20 Minutes)
- **Q+A DISCUSSION** (10 Minutes)



HAC MEETING #1

TEAM INTRODUCTIONS

WELCOME + INTRODUCTIONS



FRAN LEFOR ROD, AICP | SB FRIEDMAN



CAREN KAY, AICP | SB FRIEDMAN



SAMANTHA MOSKOL | SB FRIEDMAN



MARISA SCHULZ | ALL TOGETHER



ABIGAIL ROSE | ALL TOGETHER



TINA FIGUEROA | ALL TOGETHER

REGIONAL HOUSING STRATEGY BACKGROUND

WELCOME + INTRODUCTIONS

We're building on the work of the Dane County Housing Initiative and the 2015/2019 County Housing Needs Assessment which highlighted several key needs:



Fastest growing county in Wisconsin



Household growth outpacing housing production



Growing number of cost-burdened households

HOUSING MEETING #1



RHS PRIMARY OBJECTIVES

WELCOME + INTRODUCTIONS

Strategic planning guide for meeting the county's future housing needs over the next 10-20 years. Core objectives:

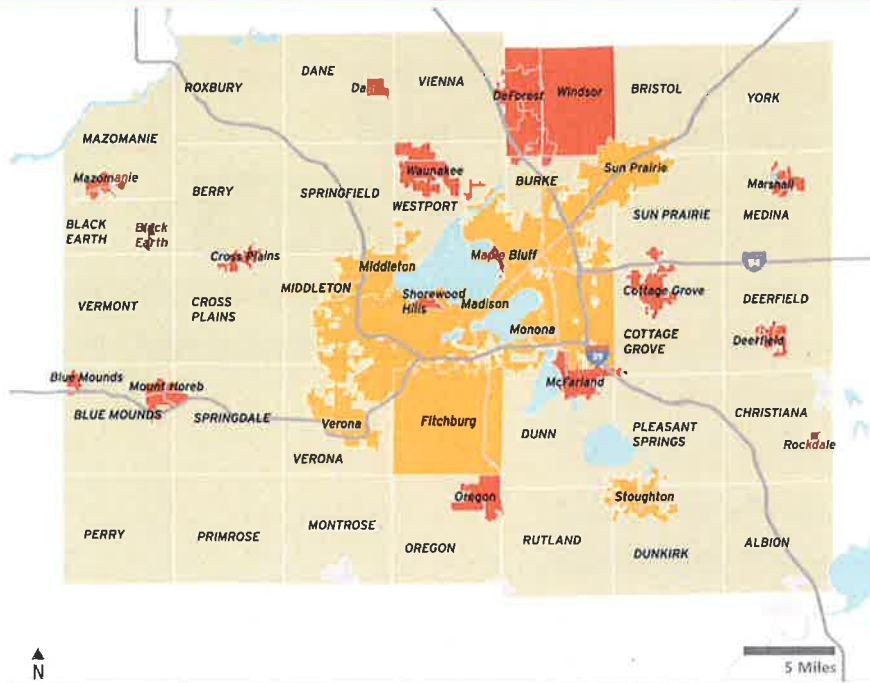
- *Advance regional collaboration across municipalities, agencies, organizations, and between all sectors. Recognize and respect differences in community size, capacity, need(s), level of interest, and voice at the table.*
- *Recognize and build from existing efforts.*
- *Expedite the development and preservation of affordable housing in Dane County.*
- *Work together to assess ongoing challenges and identify opportunities for new and innovative solutions.*



HAC MEMBERS - WHO ARE WE?

WELCOME + INTRODUCTIONS

- Cities**
- Villages**
- Townships**



HAC MEMBERS - WHO ARE WE?

WELCOME + INTRODUCTIONS

Local Jurisdictions

- CITIES
- VILLAGES
- TOWNSHIPS

County / Regional / State Partners

- REGIONAL PLANNING ORGANIZATIONS
- COUNTY SUPERVISORS
- STATE AGENCIES

Institutions

- SCHOOL DISTRICT REPRESENTATIVES
- HIGHER EDUCATION REPRESENTATIVES
- FAITH COMMUNITY

Non-Profits

- AFFORDABLE HOUSING DEVELOPERS
- AFFORDABLE HOUSING PROVIDERS
- HOUSING ADVOCATES
- WORKFORCE ADVOCATES
- ENVIRONMENTAL ADVOCATES
- COMMUNITY ADVOCATES
- SOCIAL WORKERS
- CHARITIES

Community Members

- YOUTH REPRESENTATIVES

Private Sector

- LOCAL BUSINESS OWNERS
- REALTORS
- MARKET-RATE DEVELOPERS
- MARKET-RATE HOMEBUILDERS
- MADISON GAS & ELECTRIC
- COMMUNITY DEVELOPMENT
- FINANCIAL INSTITUTIONS (CDFIs)

RHS COMPONENTS

WELCOME + INTRODUCTIONS



REGIONAL HOUSING ANALYSIS



PROGRAM INVENTORY + ASSESSMENT



COUNTYWIDE PUBLIC SURVEY + FOCUS GROUPS



VISION FOR HOUSING



HOUSING STRATEGIES



MAC MEETING #1

TIMELINE

WELCOME + INTRODUCTIONS



| | | | | | | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|---------------------------|---------------------------|
| MEETING #1 09.28.2022 | MEETING #2 10.26.2022 | MEETING #3 11.30.2022 | MEETING #4 01.25.2023 | MEETING #5 02.22.2023 | MEETING #6 03.22.2023 | MEETING #7 04.26.2023 | MEETING #8 05.24.2023 | MEETING #9 06.28.2023 | MEETING #10 07.26.2023 | MEETING #11 08.23.2023 |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|---------------------------|---------------------------|

PROJECT KICK-OFF | REGIONAL HOUSING ANALYSIS

LOCAL POLICIES + PROGRAMS | VISIONING

HOUSING STRATEGIES + REPORT | IMPLEMENTATION

- Focus Groups (October)
- Private Sector Interviews (October – November)
- Countywide Public Survey (October – November)
- Program Inventory Survey (October – December)



MAC MEETING #1

HAC RESPONSIBILITIES

WELCOME + INTRODUCTIONS



**REVIEW
MATERIALS**



**ATTEND HAC
MEETINGS**



**LISTEN/LEARN
FROM PEERS**



**ACTIVELY
PARTICIPATE**

HAC MEETING #1



HAC MEETING FACILITATION

WELCOME + INTRODUCTIONS

- **Meeting Framework: Presentation + Facilitated Discussion**
- **Why such a focus on facilitation?**
 - Group Thinks / Dynamic Learning Environment
 - Reaching Consensus
 - Establishing Partnerships for Implementation
- **Take the Learning Styles Survey!**
 - In Welcome Packet
 - Should take under 3 minutes
 - Will help us understand how you best process and discuss information so we can tailor facilitation elements so they work for YOU
 - Virtual meetings and changing COVID requirements



COURAGEOUS SPACE

WELCOME + INTRODUCTIONS

Courageous spaces are a set of ground rules to guide the conversations and discussions to come. These spaces are inclusive to all races, sexes, genders, abilities, immigration status, and lived experiences. **We seek to create a space that allows people to express themselves, challenge each other in a positive way, and learn from each other.**

We ask that participants enter these conversations openly—focusing not only on your perspective as a member of the organization or municipality you are representing, but also as an individual. While we hope to hear from you during the sessions on the type of mindset you think is needed for these meetings, below are some ground rules that we believe are important to help set the stage:

- *Assume good intentions*
- *Agree to a common goal*
- *Acknowledge privilege and power dynamics*
- *Listen and be open to understanding ideas and truths that are not yours*

HAC MEETING #1



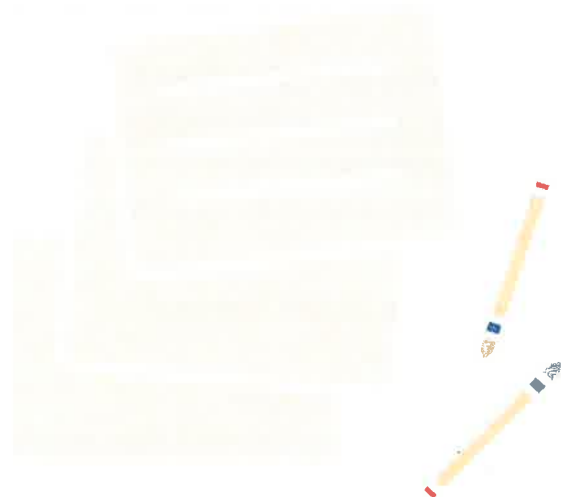
QUESTIONS?

WELCOME + INTRODUCTIONS

Have a question?

Raise your hand and ask us anytime!

Don't want to forget? Take an index card from the center of the table to write it down.



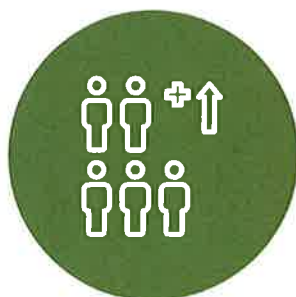
REGIONAL HOUSING STRATEGY OVERVIEW

HAC MEETING #1



FACTORS INFLUENCING THE HOUSING MARKET

KEY METRICS



POPULATION CHANGE



HOUSING PRICE



HOUSING INVENTORY



ECONOMIC GROWTH

HAC MEETING #1



COUNTY COMPOSITION

POPULATION + HOUSEHOLDS



POPULATION

561,500



HOUSEHOLDS

226,600



DANE COUNTY SHARE

9.5% of WI

Source: US Census Bureau 2020, SB Friedman

HAC MEETING #1



POPULATION CHANGE 2010-2020

DANE COUNTY IS ATTRACTING A SUBSTANTIAL AMOUNT OF STATEWIDE GROWTH

DANE COUNTY

GREW BY

73,000 people / 30,000 households.

GROWTH

STATEWIDE (WI)

ASSOCIATED WITH DANE COUNTY =

36% of the population / 29% of households.

Source: US Census Bureau 2020, SB Friedman

HAC MEETING #1



DANE COUNTY RACE + ETHNICITY (2010-2020)

DANE COUNTY HAS DIVERSIFIED OVER THE PAST 10 YEARS

WHITE / NOT HISPANIC (+7%)

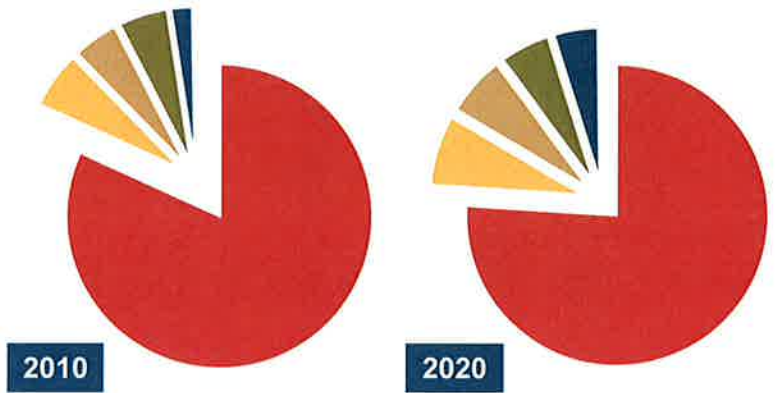
HISPANIC / LATINO OF ANY RACE (+45%)

**ASIAN AMERICAN /
PACIFIC ISLANDER (+55%)**

BLACK / AFRICAN AMERICAN (+20%)

**TWO OR MORE RACES /
"SOME OTHER RACE" (+146%)**

AMERICAN INDIAN (-5%)



Source: US Census Bureau 2020, SB Friedman

11/20/2021



DANE COUNTY CHANGE BY AGE COHORT

EVERY AGE COHORT IS GROWING IN DANE COUNTY

Change in **DANE COUNTY** and **WISCONSIN** population by age cohort from 2010 - 2020:

| Age Cohort | Dane County | Wisconsin |
|------------|-------------|-----------|
| ≤ 14 | +3.6% | -4.7% |
| 15 - 24 | +15.1% | -1.7% |
| 25 - 34 | +8.0% | +2.2% |
| 35 - 54 | +1.5% | -9.6% |
| 55 - 74 | +30.8% | +26.1% |
| 75+ | +21.9% | +9.4% |

Dane County's population is increasing across all age cohorts, especially ages 55 and older.



Source: US Census Bureau, SB Friedman

11/20/2021

HOMEOWNERSHIP RATES

DANE COUNTY HOMEOWNERSHIP DECLINED FROM 65% IN 2010 TO 59% IN 2020

DANE COUNTY



DANE COUNTY



WISCONSIN



0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

OWNER RENTER

Renters' share of occupied households increased by 6% in **DANE COUNTY** from 2010 to 2020.

DANE COUNTY has 8% more renters as a share of occupied households than **WISCONSIN**.

Source: US Census Bureau, SB Friedman

HAC MEETING #1



HOUSING TYPES IN DANE COUNTY

OVER 50% OF HOUSING UNITS IN THE COUNTY ARE SINGLE-FAMILY DETACHED HOMES

UNITS BY TYPE IN DANE COUNTY



121,000

single-family detached units



14,700

single-family attached units (townhome)



34,200

units in small multifamily buildings (2-9 units)



54,800

units in large multifamily buildings (10+ units)



1,800

other units (mobile home/RV)

Source: US Census Bureau (2020 5-Year Estimates), SB Friedman

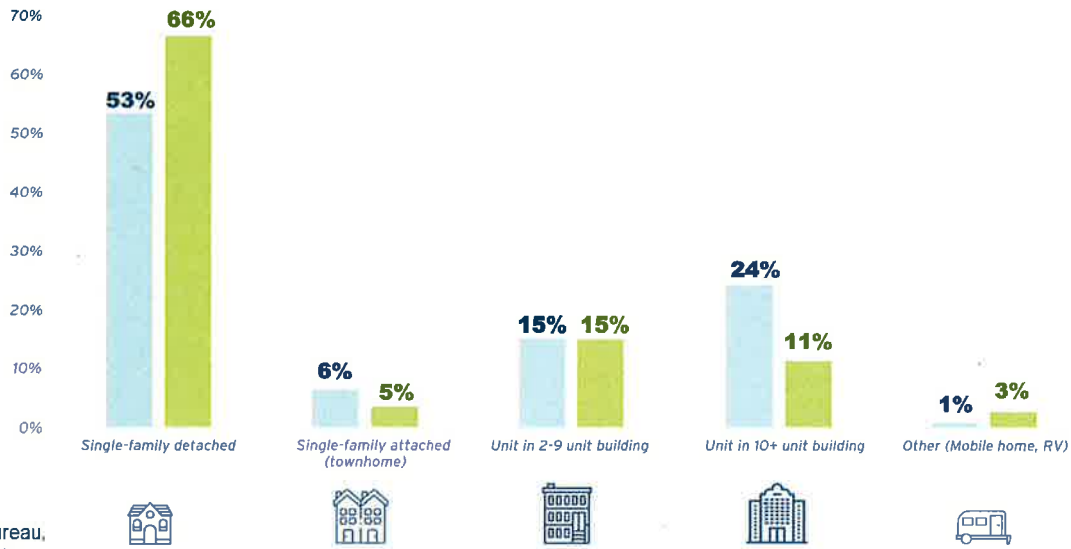
HAC MEETING #1



HOUSING TYPES IN DANE COUNTY

DANE COUNTY HAS A GREATER SHARE OF MULTIFAMILY UNITS THAN WISCONSIN

UNITS BY TYPE IN DANE COUNTY COMPARED TO WISCONSIN

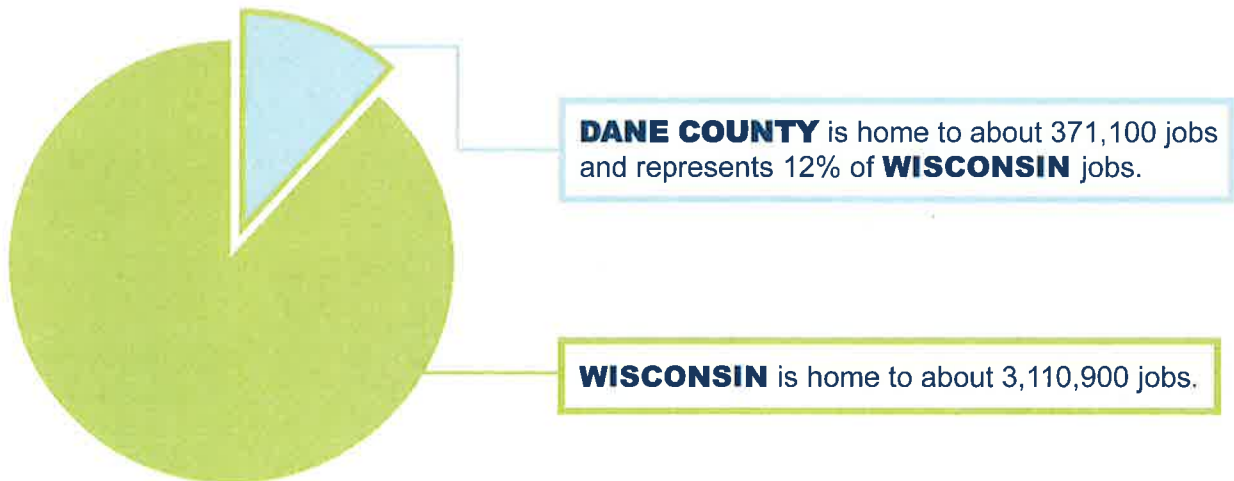


Source: US Census Bureau, (2020 5-Year estimates), SB Friedman



DANE COUNTY + WI TOTAL JOBS (2021)

DANE COUNTY ACCOUNTS FOR 12% OF THE STATEWIDE EMPLOYMENT BASE



Source: Lightcast, SB Friedman



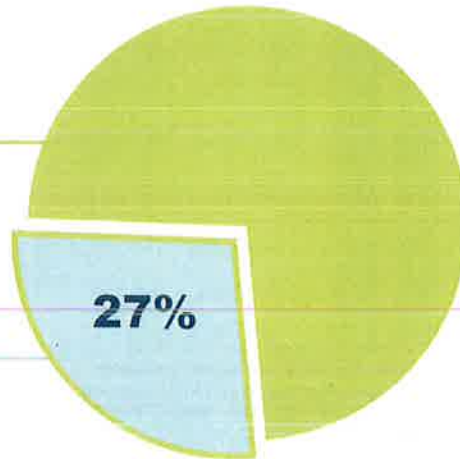
EMPLOYMENT GROWTH 2010-2021

27% OF THE STATEWIDE EMPLOYMENT GROWTH OCCURRED IN DANE COUNTY

DANE COUNTY'S SHARE OF WISCONSIN'S JOB GROWTH FROM 2010 TO 2021

WISCONSIN'S total jobs grew by **6%** from 2010 to 2021.

DANE COUNTY'S total jobs grew by **14%** in the same time period.



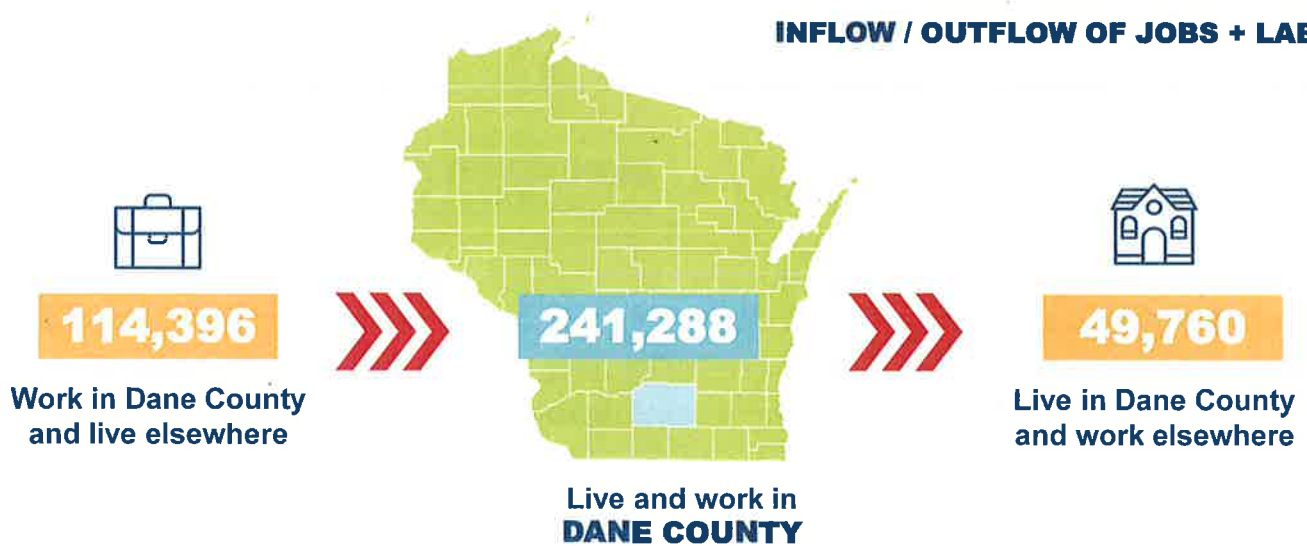
Source: Lightcast, SB Friedman

HPC MEETING #1

JOB FLOW

OVER 100,000 WORKERS COMMUTE INTO THE COUNTY WHO LIVE ELSEWHERE

INFLOW / OUTFLOW OF JOBS + LABOR

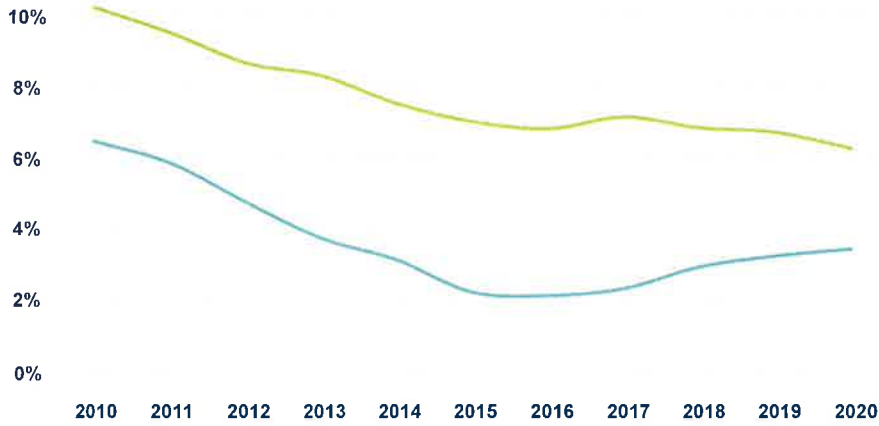


Source: US Census Bureau On the Map 2019, SB Friedman
Note: Job numbers include all jobs and may include part-time work

HPC MEETING #1

RENTAL VACANCY

RENTAL VACANCY IN DANE COUNTY IS ROUTINELY BELOW NATIONAL AVERAGES



DANE COUNTY'S rental vacancy rate, though increasing, remains almost **3% below** the national average.



Source: US Census Bureau 2020, SB Friedman
HAC MEETING #1



RENT GROWTH 2010 – 2022

AVERAGE RENT IN DANE COUNTY HAS INCREASED BY 28% SINCE 2010

The average renter in **DANE COUNTY** is paying **\$300 more** per month in 2022 than in 2010.

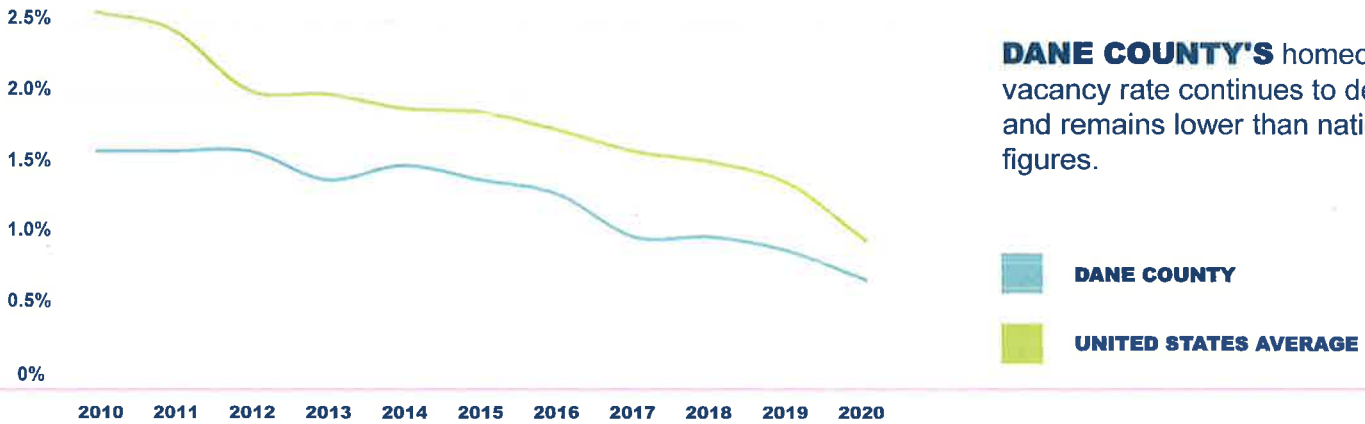


Source: CoStar, SB Friedman
HAC MEETING #1



HOMEOWNER VACANCY

VACANCY IN FOR-SALE UNITS REACHED A 10-YEAR LOW, AT 0.7% IN 2020



DANE COUNTY'S homeowner vacancy rate continues to decline and remains lower than national figures.

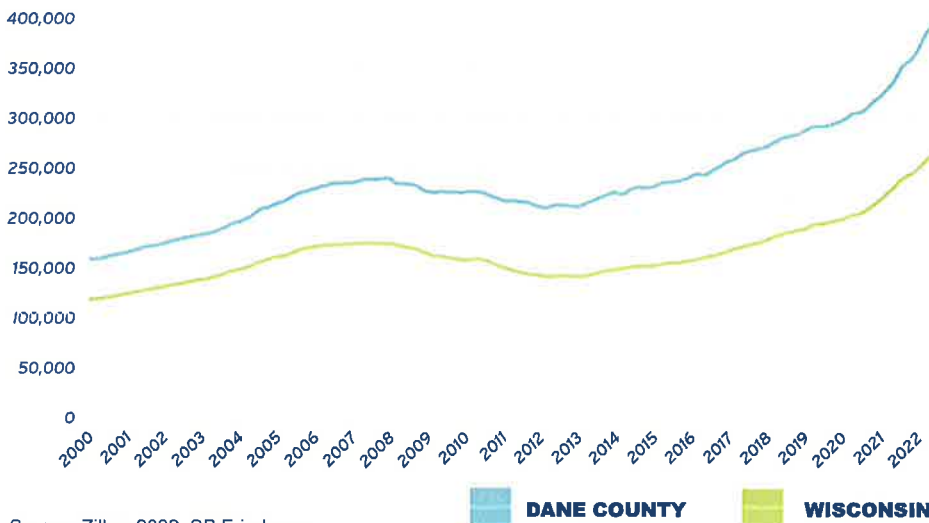
Source: US Census Bureau 2020, SB Friedman



HOME SALES PRICE GROWTH

MEDIAN HOME PRICE IN DANE COUNTY INCREASED BY \$95,000 FROM JANUARY 2020 TO JULY 2022

DANE COUNTY MEDIAN HOME PRICES COMPARED TO WISCONSIN (2000-2022)



Increase in Median Home Price: 2012-2022

+\$181,000 DANE COUNTY

+\$123,000 WISCONSIN

Increase in Median Home Price: 2020-2022

+\$95,000 DANE COUNTY

+\$65,000 WISCONSIN

Source: Zillow 2022, SB Friedman

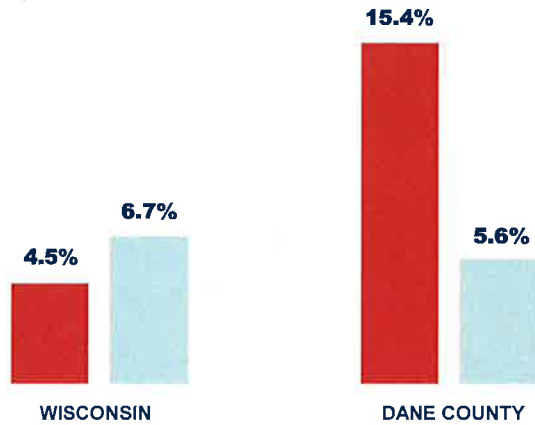
HOUSING MEETINGS



HOUSEHOLD PRODUCTION VS. HOUSEHOLD GROWTH

HOUSEHOLD GROWTH OUTPACED HOUSING UNIT PRODUCTION BY ALMOST 3X IN DANE COUNTY

HOUSEHOLD VS. HOUSING UNIT GROWTH* IN WISCONSIN + DANE COUNTY (2010-2022)



DANE COUNTY New Households

30,000

DANE COUNTY New Housing Permits

12,000

*Housing unit growth identified as total units permitted between 2010 and 2020, according to Census Building Permit data.

Source: US Census Bureau, SB Friedman
HAC MEETING #1



HOUSEHOLD GROWTH



HOUSING UNIT GROWTH



HAC MEETING #1



ENGAGEMENT BREAKOUTS

HAC MEETING #1



INSTRUCTIONS

HAC ENGAGEMENT BREAKOUTS

- **Table Introductions** (10 minutes)
- **Hand of Cards Exercise** (30 minutes)

Round #1: Community / Business / Organization Priorities (15 minutes)

Round #2: Regional / Study Priorities (15 minutes)



HAC MEETING #1



REGROUP + NEXT STEPS

HAC MEETING #1



DISCUSSION REPORT OUT IDENTIFYING HAC PRIORITIES

- **Breakout Report Out** (10 minutes)

Round #1: Community / Business / Organization Priorities

Round #2: Regional / Study Priorities



HAC MEETING #1

HAC UPCOMING NEEDS

THIS PROCESS REQUIRES AN ENGAGED HAC TO REACH MEANINGFUL STRATEGIES

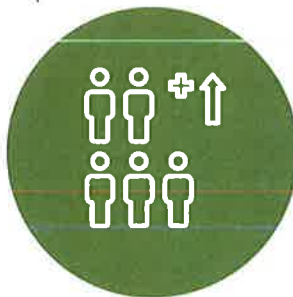
- **Attend Monthly Housing Advisory Committee (HAC) Meetings**
- **Review the Advance Materials + Meeting Summaries**
- **Participate in the Program Inventory + Assessment Survey**
(October - December 2022)
- **Raise Awareness of the Community Housing Survey**
(October - November 2022)
- **Volunteer for Strategy Spotlight**

NEXT STEPS

HAC MEETING #2: DEEPER DIVE INTO EXISTING CONDITIONS + AFFORDABLE & WORKFORCE HOUSING



**AFFORDABLE &
WORKFORCE
HOUSING NUTS
AND BOLTS**



**DETAILED
DEMOGRAPHICS**



**FACTORS
INFLUENCING
AFFORDABILITY**



**HAC DISCUSSION
ACTIVITIES**

Q+A DISCUSSION

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

DANE

REGIONAL HOUSING STRATEGY: HAC MEETING #1

HAC MEETING #1



THANK YOU!

HAC Meeting #2 | Alliant Energy Center
October 26th 6:30 - 8:30PM

HAC MEETING #1

