

From: [Maryanne Olson](#)
To: [City County Homeless Issues Committee](#)
Subject: Homeless shelter
Date: Sunday, October 3, 2021 10:15:55 PM

Caution: This email was sent from an external source. Avoid unknown links and attachments.

We are lifelong residents of Madison and wish to express our staunch opposition to locating the homeless shelter as proposed at the two locations near East Towne Mall. We are not only concerned about the lowering of property values in the area that will result, but are also concerned about the safety of the shoppers and residents in the area, as well as the significant adverse economic and job impacts that will result. Additionally, although this proposal is not in the best interests of the homeless men it seeks to advance, the council rejected the idea of having the EOC further evaluate the properties and the impact moving the residents yet again will have. As a taxpayer, I do not approve of spending \$2.6 million for a temporary location until a permanent more suitable location/s can be secured.

Placing 150- 200 men, all in anxious, and in some cases desperate frames of mind, in this facility, which has less space for them spread out than the current facility, is definitely not in the best interest of these men. The possibility of conflict is given and will surely then spill out into the neighboring community. A small number of underpaid and unarmed private security guards will not be able to control any outbreak of violence – even if guns are not involved. This tension will not go away when the men leave the facility during the day but will only be taken with them. Small facilities located throughout the city would provide a much more hospitable environment and the ability to address the men's personal needs more individually, with better outcomes for the client and the community.

The negative impacts to the surrounding businesses will be significant. Stores around and at nearby East Towne will fail as customers turn to safer and more comfortable environments in which to shop and conduct their business. The stores and shops, including Dick's, JC Penneys, Barnes and Noble, Target, HyVee, The Global Market and Food Hall, Marshalls, Burlington, the many restaurants and other businesses in the area will not remain viable. Traffic to many of these businesses is already reduced, with a great number having to employ security guards at the exits due to large increases in shoplifting and panhandling in their parking lots. We have personally witnessed confrontations almost every time we visit a store in this area. What happens when these businesses move or simply close their doors because people shy away due to safety and harassment concerns? The large increase in unemployment that will result will only make the problem worse, not to mention the large decrease in our tax base.

We agree and support that the plight of the homeless should be addressed. (We have provided food to Luke House, Saint Vincent De Paul, the Catholic Multi Cultural Center and donated to other organizations that support food insecurity and homeless conditions for years.) However, setting up a large impersonal facility in an already struggling business environment does not serve the homeless or the community well. Small facilities, distributed in a hub around the city within a reasonable distance from services, would serve the homeless much more effectively and reduce adverse impacts on the community. There are many smaller vacant locations dispersed around the city. A study should be conducted, which includes discussions with members of the community, to determine what is available and the suitability of each of the various locations. The Fleet site could be used for a smaller number of men as other sites are identified, and the Public Market could instead be located in the East Towne area, where it

would add to revitalization efforts and benefit from the traffic from other businesses.

Thank you for considering our perspective,
Gary and Maryanne Olson

From: jivanov@charter.net
To: [City County Homeless Issues Committee](#)
Subject: City-County Homeless Issues Committee meeting - 10/4/2021 Agenda item 3
Date: Sunday, October 3, 2021 8:33:06 PM

Caution: This email was sent from an external source. Avoid unknown links and attachments.

We live near the proposed homeless shelter at 2002 Zeier Road. We wish to express our opposition to locating a men's homeless shelter at this location, even a "temporary" one as is being proposed. We are concerned that this proposal is not in the best interests of the homeless men it seeks to address. We are also concerned about safety, the significant adverse economic and job impacts that will result in the area.

Placing up to 200 men in anxious frames of mind together in this facility will certainly add to the tension they are already experiencing and raises the possibility of conflict between them. This tension will not go away when the men leave the facility during the day, but only be taken with them. We are concerned that this conflict will spill into the businesses in the area and the neighboring community. This facility will create more of a warehouse environment than a shelter, as it will pack a large number of men into an area too small for its purpose. It is located far from the critical services available to help them, and thus may exacerbate existing mental health problems and could increase police calls. Small facilities located throughout the city would provide a much more hospitable environment and provide the opportunity to address personal needs on an individual basis, and result in better outcomes for the homeless clients and the community.

The negative impacts to surrounding business will be significant. Stores at and around East Towne will fail as customers turn to safer and more comfortable environments to shop and conduct their business. Businesses like Dick's, JC Penneys, Barnes and Noble, Target, HyVee, The Global Market and Food Hall, Marshalls, Burlington, Brew Flix movie theater and the many restaurants and other businesses in the area are not likely to remain viable. Many of these businesses have already had to employ security guards due to shoplifting and customer harassment concerns. How will these stores manage the probable increase in incidents due to the size and proximity of the proposed shelter?

What happens when these businesses move or simply close their doors because people shy away due to safety and harassment concerns? What happens to the people who will lose their jobs? The increase in unemployment that will result will only make the problem of homelessness worse. It may also cause the city experience a decrease in tax base due to loss of restaurants and businesses in this area. East Towne has been recovering in the past six months with the reopening of BrewFlix movie theater and increased customer traffic, and locating the shelter there will reverse that trend.

We agree and support that the plight of the homeless should be addressed. But setting up a large impersonal facility in a recovering business environment does not serve the homeless or the community well. Small facilities, distributed in a hub around the city in a reasonable distance from services, would serve the homeless much more effectively and reduce adverse impacts in the community. There are other vacant locations dispersed around the city that should be considered.

We ask that this proposal be rejected until the other sites being identified can be compared for suitability, cost and location. This will result in a much better long-term outcome for the homeless and the city rather than expediting an ill thought proposal that will not provide quality services to the homeless.

Thank you for considering our perspective,
Russ Rasmussen and Julie Ivanov

From: [Sandy Krentz](#)
To: [City County Homeless Issues Committee](#)
Subject: Homeless Issues Meeting
Date: Sunday, October 3, 2021 6:07:50 PM

Caution: This email was sent from an external source. Avoid unknown links and attachments.

I would like to register my opposition to Agenda item#3, the building purchase on Zier Road as a homeless shelter. The Eastown area has already been decimated.

Sent from my iPad

From: [Mark Wetter](#)
To: [City County Homeless Issues Committee](#)
Subject: Purchase of 2002 Zeier Rd.
Date: Sunday, October 3, 2021 4:43:38 PM

Caution: This email was sent from an external source. Avoid unknown links and attachments.

I am strongly opposed to the proposal to buy the property at 2002 Zeier Rd. (agenda item 3) for a 'temporary' men's homeless shelter. Not only would this negatively affect local businesses but until there is an agreed upon plan and place for a permanent shelter there should not be a 'temporary' shelter. Without plans and financing for a permanent shelter the 'temporary' shelter will become the permanent shelter. Once a 'temporary' shelter is in place there will be no pressure on our leaders to select a permanent shelter and commit to the necessary finances.

From: [Kristin Rucinski](#)
To: [City County Homeless Issues Committee](#)
Subject: 10/4 City County Homeless Issues Committee
Date: Friday, October 1, 2021 3:47:19 PM

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Hello,

It is my understanding you have been sent a letter from the Homeless Services Consortium Board of Directors regarding a funding request for the 2022 Community Plan to Prevent and End Homelessness.

With so many agencies and sectors working toward the common goal of preventing and ending homelessness, it is critical to have a community-informed and data-informed plan that we can effectively and efficiently implement together.

I was on the steering committee for our last plan five years ago and understand the time commitment it takes to solicit input from multiple voices, examine data, write a plan, share the plan and then implement the plan. I'm also familiar with challenges that exist if the appropriate resources aren't in place for a successful process. Planning for our next plan will take financial resources as well as time, especially if we use an outside consultant to help with the process.

I am not able to attend Monday's meeting, but please know I fully support the request for funds needed to create our community's next plan to prevent and end homelessness.

Thank you for your time and consideration,
Kristin Rucinski

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Kristin Rucinski
Executive Director
The Road Home Dane County
[890 W Wingra Dr](#)
[Madison, WI 53715](#)
Phone: (608)294-7998 x.302
Fax: (608)294-8007



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From: [Lim, Sarah](#)
To: [City County Homeless Issues Committee](#)
Subject: FW: Meeting Monday
Date: Friday, October 1, 2021 8:57:40 AM

From: Douglas Jenkins <dougjenkins.1890@gmail.com>
Sent: Thursday, September 30, 2021 6:31 PM
To: Lim, Sarah <SLim@cityofmadison.com>
Subject: Meeting Monday

Caution: This email was sent from an external source. Avoid unknown links and attachments.

My team feels by spending all this money on temporary/ permanent shelters is not the best way to go.
So many current and up and coming homeless are going to suffer.
If you think shelters are the answer you go stay just 24 hours in one.

From: [Homeless Services Consortium](#)
To: [City County Homeless Issues Committee](#)
Subject: Funding Request - Community Plan to Prevent and End Homelessness
Date: Friday, October 1, 2021 7:42:51 AM
Attachments: [Funding request for Community Plan to Prevent and End Homelessness.docx](#)

To: City County Homeless Issues Committee

From: Dane County Homeless Services Consortium Board of Directors present at September meeting: Gentry Bieker, Brad Hinkfuss, Brian Benford, Catherine Reiersen, Jonathan Grieser, Patrick Duffie, Kim Kennedy, Arree Macon, Brenda Konkel, Andrew McKinney, Tara Wilhelmi

Date: October 1, 2021

Re: Funding for 2022 Community Plan to Prevent and End Homelessness

We are writing to ask that the City of Madison and Dane County each put \$100,000 towards a new Community Plan to Prevent and End Homelessness. We are asking that you consider a budget amendment to your 2021 budget so we can begin this work this fall.

The past year has been a tumultuous time for everyone and so much has changed. In the homeless services world, very little looks the same as it did pre-COVID (new family shelter, hotel program, single women's 24/7 shelter, new men's shelter, TPEs, more funds for appropriate staffing, more housing vouchers, new rapid rehousing projects, increased involvement of people with lived experience and youth, city sanctioned encampments and renewed efforts to address systemic disparities etc.). It has been incredibly challenging and very exciting to put nationally recognized best practices into effect with funding opportunities that have come from unprecedented federal funds. Our response to COVID-19 has given us the opportunity to move forward with previously unfunded and much needed changes in our system.

The Community Plan to Prevent and End Homelessness Oversight Committee has been reviewing our last [Community Plan \(2016\)](#) and found that very little is relevant to where we are today. It is in dire need of an update. The Community Plan must incorporate race and equity as people of color disproportionately experience homelessness in our community. We must make sure this plan reflects all community members.

This committee is in charge of oversight of the HUD mandate to have a community plan and has the following charge:

Monitor and report annual results on Action Steps in the Community Plan; responsible for planning five (5) year community process to review goals and objectives to ensure that they continue to reflect current and future activities; review plan to ensure goals are relevant for community; annually recommend priorities to the HSC Board; committee must meet at least quarterly; membership should include direct service staff and agency managers.

The committee has been looking at a new community process to create a plan that reflects our current reality and brought this need to the HSC Board. We are looking for a plan that is simple, actionable and able to change with the rapidly changing circumstances we find ourselves in. The committee reviewed other community plans and have interviewed consultants that may be appropriate for helping us with this planning process, and it appears that this plan could cost up to \$200,000. Our request is for the City and the County to jointly fund that plan at actual cost, not to exceed \$200,000.

If you would like to discuss the HSC Board position, please contact bhinkfuss@housinginitiaives.org. If you have questions concerning the proposed plan, you may connect with the Community Plan to Prevent and End Homelessness Oversight Committee at hsc@cityofmadison.com. Thank you for your consideration.

To: County Executive Joe Parisi
Mayor Satya Rhodes-Conway
Dane County Board Supervisors
Madison Alderpersons

From: Dane County Homeless Services Consortium Board of Directors present at September meeting: Gentry Bieker, Brad Hinkfuss, Brian Benford, Catherine Reiersen, Jonathan Grieser, Patrick Duffie, Kim Kennedy, Arree Macon, Brenda Konkel, Andrew McKinney, Tara Wilhelmi

Date: October 1, 2021

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From: [Darlene Johnson](#)
To: [City County Homeless Issues Committee](#)
Subject: Oppose agenda ...item 3
Date: Monday, October 4, 2021 4:27:07 PM

Caution: This email was sent from an external source. Avoid unknown links and attachments.

We in the North District oppose Zeier Road purchase. We are not being heard. We cannot become a dumping ground as all districts need to share purchases for the homeless. We have too many as it is.

Darlene and Gary Johndon
21 Meadow Vale Ct
Madison

From: [Joe Duperre](#)
To: [City County Homeless Issues Committee](#)
Subject: Proposed Homeless Shelter - Zeier Road - Agenda item #3
Date: Monday, October 4, 2021 4:26:42 PM
Attachments: [image001.png](#)

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October 4, 2021

City – County Homeless Issues Committee

Via email: cchic@cityofmadison.com

Re: East Towne Mall, surrounding campus and proposed men's homeless shelter

Dear Committee Members:

We continue to reiterate our concerns regarding the proposed men's homeless shelter adjacent to East Towne Mall. We recognize that a lack of affordable housing is a nationwide issue and a shelter is a community necessity, but the proposed location will be detrimental to the future development opportunities at East Towne Mall.

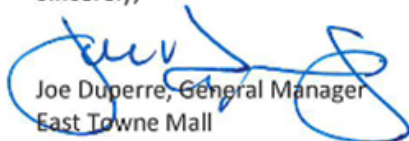
The proposed Paramount development on the JCPenney parcel is critical to the ongoing viability of the market. As was reported this weekend, if the relocation of the shelter to this proposed location is allowed to move forward, it will result in the loss of this multi-million-dollar project that could otherwise serve as a catalyst for future development. East Towne has had several setbacks in recent years with vacant anchor stores and this proposal will not assist our efforts to redevelop East Towne and attract new and different uses. We continue to have serious concerns about what the proposed location would do to the long-term value of and redevelopment prospects for East Towne Mall and the surrounding area.

East Towne Mall generates approximately \$1.4 million in property taxes annually for the city of Madison, serves as a large employment base, and a center of commerce. The retail industry is already under immense pressure, the effects of which can be seen at East Towne Mall and malls across the country. The construction of this shelter within 100 yards of East Towne Mall will drive current businesses away from the property and deter new businesses from locating there.

We would again respectfully ask that you reconsider the proposed location of the shelter in order to preserve the long-term viability of the East Towne Mall area.

Thank you for your consideration.

Sincerely,


Joe Duperre, General Manager
East Towne Mall

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From: [Traci Knier](#)
To: [City County Homeless Issues Committee](#)
Subject: Register in opposition to agenda item 3.
Date: Monday, October 4, 2021 2:08:34 PM

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I also, register for agenda 2.

Thank you,
Traci Knier

Sent from my U.S.Cellular© Smartphone

From: [Patti O](#)
To: [City County Homeless Issues Committee](#)
Subject: Item #3 - Purchase of Building on Zeier Road
Date: Monday, October 4, 2021 1:25:15 PM

Caution: This email was sent from an external source. Avoid unknown links and attachments.

I have a few questions regarding the purchase of the Zeier Road property for a temporary men's homeless shelter.

- 1) Is this in the best interest of the men currently using the First Street shelter? Have the residents, staff and resource providers been asked for their input?
- 2) Many of the professionals helping those in need of housing had indicated a location for the permanent shelter should be close to city resources. What is the status on the those central locations? When can an offer be made on a permanent location? Could part of the permanent site be used as the temporary shelter?
- 3) What is the cost of repurposing the Zeier Road building and the logistics of transporting the men to and from The Beacon, and other downtown resources every day? Would many decline to travel to the Far East side? What option would be available to those who refuse to leave the downtown area?
- 4) Can the temporary shelter on First Street continue to be used until a permanent shelter is completed? Could the Public Market function temporarily at an alternate location? The possibilities for this temporary market could easily be modified for future use.
- 5) Was an economic study ever done regarding the impact on the EastTowne Mall?

Thank you for your important work helping those in need. We can all agree a purpose-built men's shelter is long overdue, but please get the location right since it's long term success depends on it.

Respectfully,
Patricia O Day

From: [brickljan](#)
To: [City County Homeless Issues Committee](#)
Subject: ZIER ROAD
Date: Monday, October 4, 2021 12:48:32 PM

Caution: This email was sent from an external source. Avoid unknown links and attachments.

Please do not use Zier road for a homeless shelter, businesses there are already dealing w homeless coming into their business. It is a retail area. It truly would give homeless more if a issue along with the city. Sports Pub area would be more fitting or others that are available. Be a leader and think this through dont be like other cities causing more chaos.

Sent via the Samsung Galaxy S9, an AT&T 5G Evolution capable smartphone

From: [Ed Krentz](#)
To: [City County Homeless Issues Committee](#)
Subject: Committee and Council meeting October 4th and 5th
Date: Monday, October 4, 2021 11:25:31 AM

Caution: This email was sent from an external source. Avoid unknown links and attachments.

I am firmly opposed to agenda #3 The Zier Road location is all wrong. We are depressed in this area enough already. Putting a homeless shelter would be a disaster for what's left of the mall and the business along Zier Road.

I am also in opposition for the same reasons

I feel that if the homeless center has to be billed in this area. The Bartillion site would be better even if it is not ideal.

Please be considerate in making these hard choices We have had a long year with not being able to enjoy our park

From: [Deborah Sproule](#)
To: [City County Homeless Issues Committee](#)
Subject: comment
Date: Monday, October 4, 2021 5:44:19 PM

Caution: This email was sent from an external source. Avoid unknown links and attachments.

I live in District 16.

I have watched the TPE site at Dairy Drive transform from a weedy lot to a potential safe space for homeless habitats. I will continue to attend to this effort and hope to be of some help.

I am concerned that Homeless people are being scapegoated as perpetrators of crimes and offenses without proof of action.

At a public forum in District 17, I heard fewer practical solutions to homelessness in Madison and more angry rants demanding that homeless people do not deserve assistance.

I hope the City of Madison Alders can lead the way in spreading accurate information about homeless people in Madison.

Certainly we all wish the homelessness was not a reality. Sadly homeless populations are only increasing as services for mental health and living wages continue to diminish.

Deborah

1617 Tarragon Dr, Madison, WI 53716

From: [McConkey Thumser](#)
To: [City County Homeless Issues Committee](#)
Subject: agenda item 2
Date: Monday, October 4, 2021 5:35:14 PM

Caution: This email was sent from an external source. Avoid unknown links and attachments.

I oppose Agenda item #2 until actual plans and community input can be shared and given in order to make a more informed decision on this item.

From: [McConkey Thumser](#)
To: [City County Homeless Issues Committee](#)
Subject: agenda item #3
Date: Monday, October 4, 2021 5:28:54 PM

Caution: This email was sent from an external source. Avoid unknown links and attachments.

My partner and I have lived within a mile of the E.T. mall and Reindahl park for over 20 years. We have seen the far east side wither and slowly die in terms of business and retail opportunities. We feel a temporary shelter at the 2002 Zeier Rd location is NOT a good location secondary to the area being a resource desert and the fact that it is part of a large retail area on the far East side. If there are plans to truly revitalize and develop this area for economic and community growth then a temporary men's shelter would not only put retail businesses at risk but would deter developers from looking at this area. We oppose item # 3.

From: [D STURDEVANT](#)
To: [City County Homeless Issues Committee](#)
Subject: Re: 2002 Zeier Rd Shelter
Date: Monday, October 4, 2021 9:06:11 PM

Caution: This email was sent from an external source. Avoid unknown links and attachments.

To Whom it May Concern:

As a resident of District 17 for 18 years, I am writing with great concern, once again, that the City Council is trying to rapidly pursue the purchase of the 2002 Zeier Road commercial property for a 200 bed Men's shelter.

The questions that I have are listed below:

1. Where can community members locate/review the detailed plan outlining all costs/funding sources associated with the proposed 2002 Zeier Rd Men's shelter and how can we provide feedback/input? The first attempt to purchase this exact same property, which was voted down, did not have a detailed plan beyond the purchase funding. I have yet to see or hear of one for the current rushed proposal. Currently, as community members, we know there is a proposed purchase price of \$2+ mil to purchase the building. I have been unsuccessful in locating a cost analysis for renovations; staffing/support; transportation needs; etc.
2. When have community hearings been scheduled and how have they been publicized for community awareness and encouraged feedback? If hearings have not been scheduled for community input, why not since the proposal will significantly impact the East Town Mall complex and surrounding communities?
3. If the statement: 'our priority is to meet the needs of our most vulnerable individuals' is authentic, my question is: Why are we proposing to uproot the most vulnerable individuals from an established and successful temporary Men's shelter located at the FLEET bldg, especially since they would once again be relocated in the very near future according to the stated plan that 2002 Zeier would be a temporary solution? My understanding is that the 'most vulnerable individuals' would be displaced for a higher priority: a potential, **unfunded** future market MAY NOT occur since funding has not been secured)
4. Is a TWO week turnaround for a proposed purchase of a property/building typical, especially when it will change the commercial zoning/use purpose of the building? What is the typical process/procedure for city purchasing buildings, especially when they change the venues intended purpose?
5. How does the use of the property for a Men's shelter impact/change the zoning of the larger East Towne Mall area as a whole since 2002 Zeier road is part of the larger property that is specifically zoned for commercial use only?
6. What data has been collected regarding police involvement to support shelters similar to the proposed property? I would expect the polecat data comparison would be an 'apples to apples' comparison as opposed to comparing the 2002 Zeier Rd complex to the Minneapolis shelter which is a fully funded and supported shelter with a very details transition plan and established in a thriving downtown area.
7. What is the percentage of homeless shelters / capita across the city in the different districts?

(ex: % of homeless supports in East, North, South, West sides of town?)

These are just a start to my list of questions/concerns. I have great concern that the city can push through a purchase in two weeks that will significantly impact a depressed shopping area without a detailed plan and significant feedback from the community. As a community member, this feels like the city/mayor is willing to make a significant purchase with an attitude of: 'well something has to be done so we will purchase the building then try to put all the rest of the puzzle pieces together over time'. This method is not a plan for success rather will result in a duplication of the Reindahl Park outcomes.

It feels like the Eastside / Mall area appears to be the focus of the city to create housing for the city's homeless population, creating a high density.

I agree that something needs to be done to support individuals who are impacted with homelessness. To be successful, environments need to be small enough to be able to support individuals and meeting their needs. From what has been stated, it sounds like a purchase of a permanent location for the Men's shelter is literally days/weeks away from being confirmed. It also sounds like the permanent locations would also provide for temporary shelter during the renovations of the permanent site.

So the question then keeps coming back to is 'then why the 2002 Zeier Road property?'

There is no home owner or business person in our community that would jump into such a significant financial purchase without a detailed analysis of the 2-3 year proposed plan; outlined renovation / operation costs; sustainable funding for the 2-3 year temporary use; and a plan to recoup a significant portion of the costs once the building is vacated and the individuals are transitioned into a permanent site.

Without detailed plans and analysis, this is a financially reckless use of tax payer money.

I look forward to your response to my questions and concerns prior to a vote on the motion to purchase the 2002 Zeier Rd property for a proposed Temporary Men's shelter.

Thank you for your time,
DD