

# Dane County Regional Housing Strategy: Taking the Next Step - Overview

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DANE COUNTY ZONING, LAND USE AND REGULATION COMMITTEE

JUNE 14, 2022

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# Dane County Regional Housing Strategy: Taking the Next Step - *overview*

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- **WHY?** Capture momentum, interest and expertise of regional network of stakeholders, build on existing efforts
- **HOW?** Engage stakeholders across municipalities, interest groups, sectors, to gain more detailed, shared understanding of existing conditions and trends
- **PURPOSE?** Engender collaboration & partnerships; leverage resources & expertise; break down silos; id/create new opportunities we can't find or do alone
- **GOAL?** Expedite the development and preservation of affordable & workforce housing

# Regional Housing Strategy - Participants

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## Housing Advisory Committee (HAC)

Cities, Towns and Villages - each with unique and specific needs and opportunity (2 reps)

Residents, non-profit, elected officials, private sector, small business, large employers, local gov't staff, chambers, etc...



# Regional Housing Strategy - Study

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Focus on housing supply gap for residents:

1. Residents 60% AMI and below, upto 80%,
2. Most vulnerable 30% AMI
3. Missing middle 80%-120% AMI



# Regional Housing Strategy Study Components

- 1. Who we are** – Demographics analysis, history, culture, race/ethnicity, age, environmental context, housing and transportation trends, etc...
- 2. Housing needs analysis** – Evaluate existing conditions, supply gap, housing stock inventory, unit type, age, size for each muni
- 3. Market study** – Demand, regional trends, family and unit size, housing type
  - the housing gap for each municipality based on income (age, race, gender, disability)

# Regional Housing Strategy Study Components

4. **Comprehensive inventory** of county wide housing policies, land use and zoning codes, partnerships, programs, housing types, current innovations – tool kit for AH/WH
5. **Create 10-20 year vision** for housing in Dane County
6. **Identify current and ongoing challenges, obstacles**

# Regional Housing Strategy Study Components

**7. Develop, ID new regional strategies and innovations, key priorities that we can work on, and work towards together -**

1. Partnerships and collaboration?
2. Communication, education, outreach?
3. Funding and investment priorities and opportunities?
4. Land use, policy priorities, innovations?

**8. Final report – Future of Housing in Dane County, a guidebook**

# Dane County Regional Housing Strategy



## Overall emphasis:

**Relationship building**

**Breaking down silos**

**Better understanding of housing supply gap by geography, race, age, disability**

**Regional approach**



# Regional Housing Strategy

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## Systems approach

Housing instability – evaluating and understanding it, and vis a vis proximity to services, child care, jobs, transportation, other...

Larger issues of concern – climate change, racial disparities and racial equity, others....and their intersection with housing

# Regional Housing Strategy - Process

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- 10-11 Meetings - facilitated and interactive process for learning, decision making and engendering new partnerships
- Broad based and inclusive Advisory Team from around the region - to ensure regional and inclusive representation
- Comprehensive and inclusive community engagement – to ensure inclusive demographic, age, race, feedback and participation

# Possible HAC Strategies? 1

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- **Fund a county wide marketing and education campaign for AH/WF to educate residents**
- **Partner with the private sector to fund:**
  - DP assistance opportunities for Dane County first time homebuyers and residents of color
  - Increase the number of energy efficiency upgrades in LMI HH by 75 units a year for the next five years
  - Increase the no. of units rehabbed by 100 units per year next 5

# Possible HAC Strategies? - 2

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- Allow for increased density in subdivision ordinance
- Identify investment priorities to help equalize opportunities and resources for housing for Dane County residents of color
- ID new housing opportunities for Towns identified such as Accessory Dwelling Units, or farm worker housing, as one part of the solution to the housing shortage

# Possible HAC Strategies? - 3

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- Increase the No. of independent senior housing units by x no. of units 3-5 years
- Partner with Madison College, Mad Rep and other workforce stakeholders to help expand the supply of construction labor
- ID top 5 most costly zoning restrictions, update them within 3-5 years
- Provide annual training for Planning Commission members on affordable and workforce housing

# Others Outcomes

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- Break down silos, **learn together** across municipalities, agencies, organizations, sectors – increase collaboration, coordination, partnership, communication
- **Baseline of shared data** and information to help inform local policies, planning activities, and benchmark progress
- **Comprehensive tool kit of best policies and practices, current innovations,** resources, alternatives housing, municipal level tools, evaluation/measure progress

# Partner Opportunities

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**Regional Housing Strategy Advisory Committee** – Cross sector of diverse regional stakeholders including residents; city, village, and town representatives; large employers, small business and banking; chambers; housing agencies and non-profit organizations; developers; school districts; and, other housing stakeholders.



# RHS Community Partner/Sponsors

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Dane County Cities and Villages Association

Dane County Towns

City of Fitchburg

City of Middleton

City of Madison

City of Monona

City of Stoughton

Village of McFarland

Village of Oregon

Village of Waunakee

Village of Windsor

Capital Area Regional Plan Commission

Cinnaire

Federal Home Loan Bank of Chicago

Gorman and Co.

Madison Gas and Electric

Madrep

Realtors Association SCW

United Way of Dane County

Slipstream

Summit Credit Union

Urban League

WHEDA



# Additional Funds – Community Engagement

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<b>Focus Groups</b>	\$12,710 (6 focus groups)
<b>Private Sector Interviews</b>	\$4,120 (8 interviews)
<b>Communication and outreach:</b> countywide outreach and community engagement prior to RHS kick-off, prior to focus groups, interviews and kick-off of the survey through email and social media; and, monthly RHS meeting summaries including data and info graphics for website and social media for the general public and RHS Advisory members.	\$5,500; \$7,000
<b>Total Community Engagement</b>	<b>\$29,330</b>

# Additional Funds – 3 extra meetings

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<b>Additional in-person meetings</b>	<b>3 meetings at \$14,652 each - includes 2 SB Friedman staff and 3 All Together staff, each RHS meeting</b>
	<b>\$43,956</b>

# RHS - Overall Budget

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Sources)	Uses	Cost
<b>Dane County</b>	Consultant Fees	\$298,151
<b>Community Sponsors</b>	RHS LTE Planning Staff, facilities and logistics, videography, graphics, materials, etc...	\$61,859 (\$51,000 raised to date)
<b>Total</b>		\$360,010

# Thank you!

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Questions, comments?

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