Dane County Regional Housing Strategy

A Road Map to Solving Dane County's Housing Crisis, 2024-2028



Dane County Board of Supervisors, May 15, 2025



REGIONAL PLANNING HOW WE GOT HERE?

STRATEGIC PLANNING, WHY? WHO WAS INVOLVED, ROLES WHAT WE DID HOUSING CRISIS OVERVIEW

IMPLEMENTATION COUNTY, PARTNER ROLES

YEAR ONE ACTIVITIES PLANNING DIVISION HOUSING ACCESS & AFFORDABILITY

NEXT STEPS

DCHI - COALITION YEARS IN THE MAKING 2014-2021

DCHI Housing Needs Assessment Housing Examples Housing Summit DCHI Housing News Housing Film and Video



Volume 1| January 2020



Dane County Housing Initiative (DCHI) Housing News

Partnering to promote business retention, a stable workforce and ensuring all Dane County Residents have a place they can call home!

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> > as

Financing News! Workforce and Affordable Housing Development

September 2022



but different strategies to increase crisis.

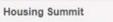
Dane County Housing Initiative (DCHI)

--Partnering to promote business retention, a stable workforce, and ensuring all Dane County residents have a place they

Home

Dane County is home to a thriving economy, vibrant communities, abundant natural resources - and residents who enjoy a high quality of life! Yet, thousands of Dane County residents - our neighbors, co-workers and family members struggle to stay in their homes and afford the basic necessities such as food, health care and transportation to and from work.





 Current Housing Sumi Previous Housing Sur

Developers/Builders

Financing

Down Payment Assistance



Dane County Housing Initiative (DCHI) Housing News

Partnering to promote business retention, a stable workforce and ensuring all Dane County Residents have a place they can call home!



Dane County Regional Housing Strategy (RHS) **Kick-Off and Update!**

Dane County, in partnership with DCCVA, and more than 15 cities, towns and villages, and dozens of housing stakeholders, non-profit organizations, private sector partners, and housing developers are kicking-off a year-long strategic planning process! The RHS is meant to build on the current work being done, and invite newcomers to get en-

gaged. The RHS will identify strengths and weaknesses in our efforts. The RHS Housing Advisory Committee will work together across sectors and communities to identify strategies we can't pursue alone, to help expedite the development and preservation of affordable and workforce housing.



DCHI - COALITION YEARS IN THE MAKING 2014-2021

- DCHI website
- Newsletters, quarterly, bimonthly monthly
- DCHI Advisory Committee
- Technical assistance, planning
- Developed resources, research, needs assessment
- Hosted 5 Dane County Housing Summits 2015-2019



Dane County Housing Initiative (DCHI)

-Partnering to promote business retention, a stable workforce, and ensuring all Dane County residents have a place they can call home!

Home

Dane County is home to a thriving economy, vibrant communities, abundant natural resources - and residents who enjoy a high quality of life! Yet, thousands of Dane County residents - our neighbors, co-workers and family members struggle to stay in their homes and afford the basic necessities such as food, health care and transportation to and from work.



Housing Summit

Current Housing Summit
 Previous Housing Summits

Developers/Builders

Financing

Down Payment Assistance Programs



EARLY DECISION POINTS

			Lus Erv
STRATEGY	COUNTWIDE	EQUITY	STAKEHOLDER
READINESS	APPROACH	Focused	STRATEGY
Are Dane County	How can	We know it is	Who should
communities,	we scale current	important to	be on the
partners, ready to	efforts, 1:1	address racial	advisory
address the	convos at the	disparities in	committee,
housing crisis	municipal level	housing	and what should
from a regional	to a regional	outcomes, but	the meetings
perspective?	initiative?	how to include it?	look like?

Regional Housing Strategy Overview

Why Regional STRATEGIC PLANNING?

Regional approach:

- **Capture momentum-** Build on efforts of municipalities, organizations, and local leaders
- Work together- <u>Build relationships</u>, share different perspectives, experiences and expertise; identify missing information and opportunities; leverage limited resources
- **Develop shared understanding -** Housing crisis and currentfuture trends
- Thinking like a region help participants understand they are part of a region, how they fit in, impact one another





Strategic Planning PURPOSE

To work together as a region to identify a shared vision, and key housing priorities and strategies we can work on, and work towards together, to address the housing crisis in Dane County.



Taking the Next Step Together.

WHO WAS INVOLVED?

80+ Housing Advisory Committee Members

Cities and Villages Association, Towns Association, Elected Officials, Residents, Non-profits, Local Gov't Staff, Bankers, Realtors, Developers, Builders, WI Human Services, Social Services, WHEDA, Students

17 Participating Municipalities

Cities – Fitchburg, Madison, Monona, Middleton, Stoughton, Sun Prairie, Verona
Villages – Cross Plains, Deforest, Deerfied, McFarland, Waunakee, Windsor
Towns – T. Deerfield, T. Rutland, T. Springfield, T. Vermont

RHS HOUSING ADVISORY COMMITTEE



WHO WAS INVOLVED?

26 Sponsors

RHS ROLES, RESPONSIBILITIES, PARTICIPATION

RHS HOUSING ADVISORY COMMITTEE (HAC)

- 1. Oversee, provide input, feedback on RHS strategic planning process.
- 2. How they would like to receive data and info, to accommodate different learning styles.
- 3. On all information being brought forward, what's missing.
- 4. Monthly meetings data presentations and facilitated table discussions at every meeting, menti and other interactive exercises to advance decision making and direct the next steps.
- 5. RHS HAC developed/identified RHS core values, priorities, strategies, action items and vision.

(County reps include Theola Carter OEI, Sup. Ratcliff, Sup. Wegleitner, Casey Becker HAA)

DANE COUNTY ROLE

Planning Division - Project management and coordination with project consultants SB Friedman and All Together for contract implementation –

11 monthly meetings, 6 focus groups, countywide housing survey, PIRA assessment, stakeholder interviews and other content as needed (meeting #3).

Coordination and communication between consultant and RHS HAC, communications.

PARTICIPATION – All voluntary

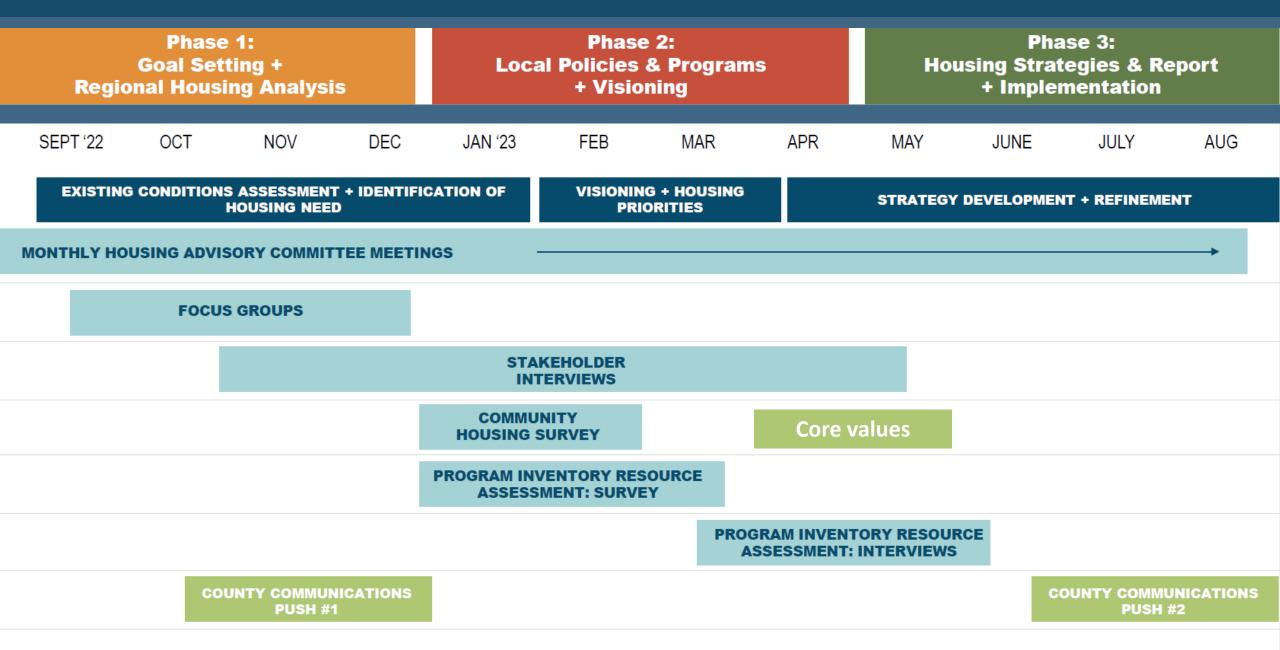
CORE PRINCIPLE of DCHI and RHS

Each community is different in size, capacity and geography and will address the housing crisis based on their needs, interest and priorities.

Focus - Dane County Cities and Villages outside of Madison, and Towns.

Madison is a large urban city, very different, huge planning staff, been working on the housing crisis for many years, though they are an important partner, and participated at every meeting.

PROJECT SCHEDULE



ENGAGEMENT STRATEGIES

INFORMATIVE

FUN



STRATEGY SPOTLIGHTS

COALITION BUILDING

Housing Advisory Committee – FIRST MEETING

HOUSING ADVISORY COMMITTEE - TOP HOUSING PRIORITY FOR COMMUNITY, ORGANIZATION, BUSINESS





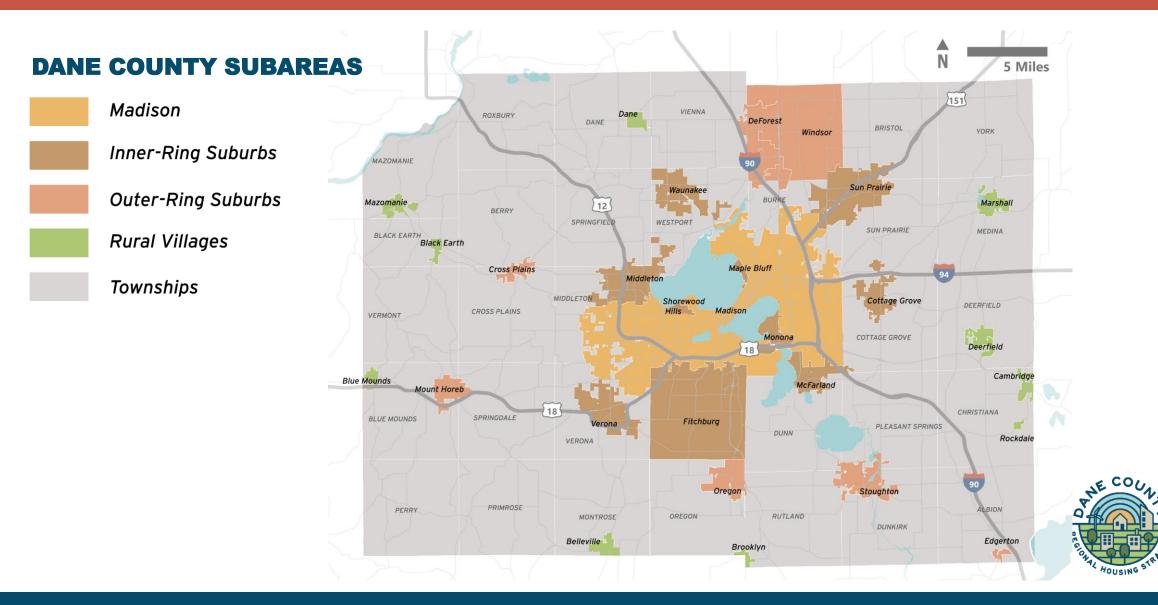
Housing Advisory Committee – FIRST MEETING HOUSING ADVISORY COMMITTEE - TOP HOUSING PRIORITY FOR DANE COUNTY REGION





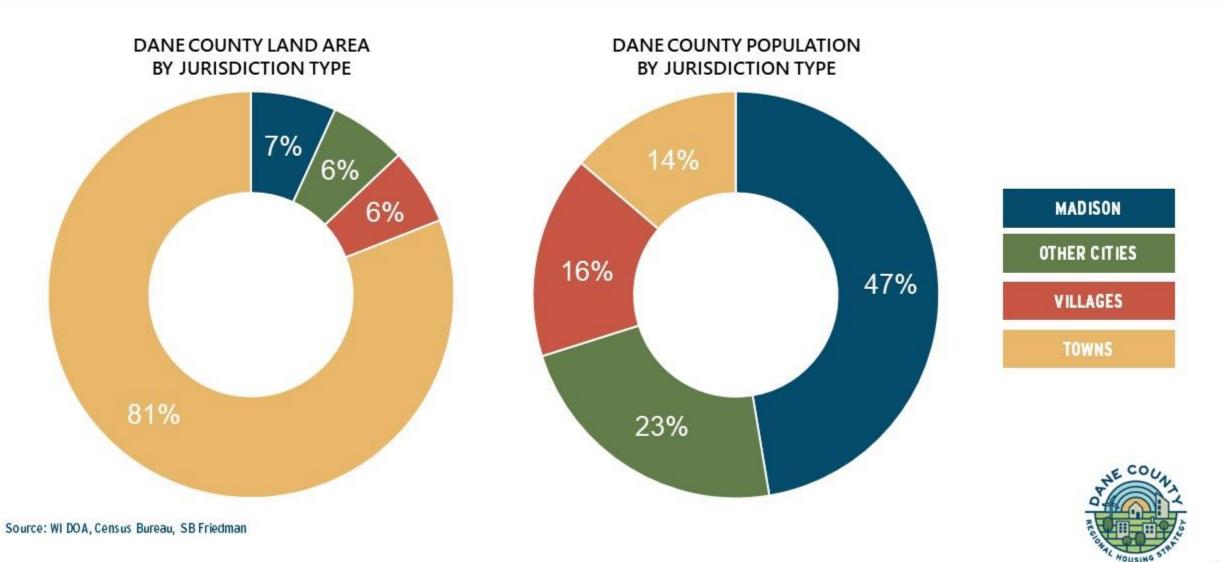
Regional Housing Strategy Overview

DANE COUNTY OVERVIEW - COMPOSITION & DEMOGRAPHICS



COUNTY COMPOSITION OF LAND

TOWNS MAKE UP OVER 80% OF THE LAND AREA IN THE COUNTY, HOME TO 15% OF THE 2021 POPULATION

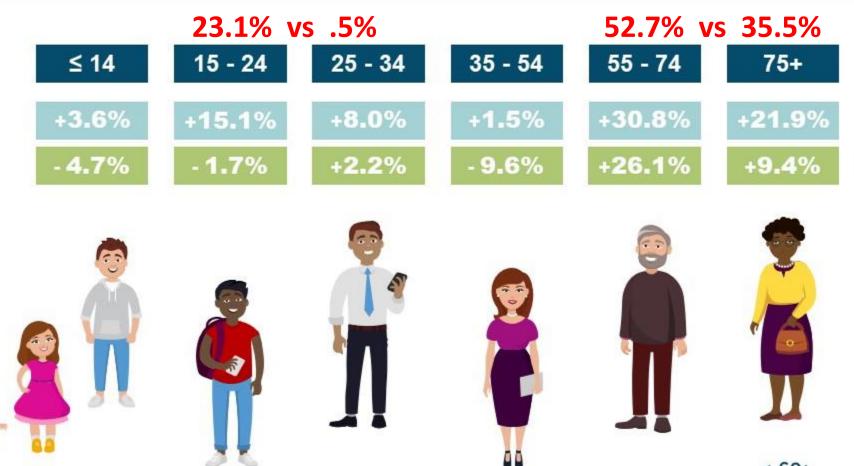


DANE COUNTY CHANGE BY AGE COHORT

EVERY AGE COHORT IS GROWING IN DANE COUNTY

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

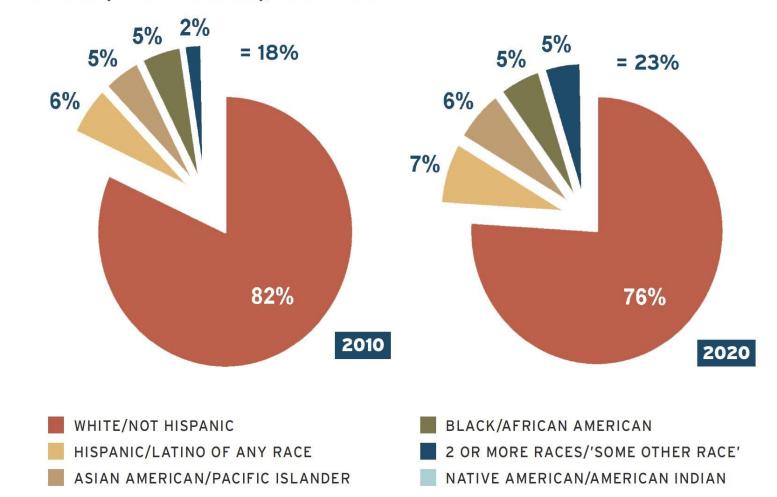
Dane County's population is increasing across all age cohorts, especially ages 55 and older.





DANE COUNTY RACE AND ETHNICITY 2010-2020 THE REGION IS GETTING MORE DIVERSE

Dane County Race & Ethnicity, 2010 - 2020

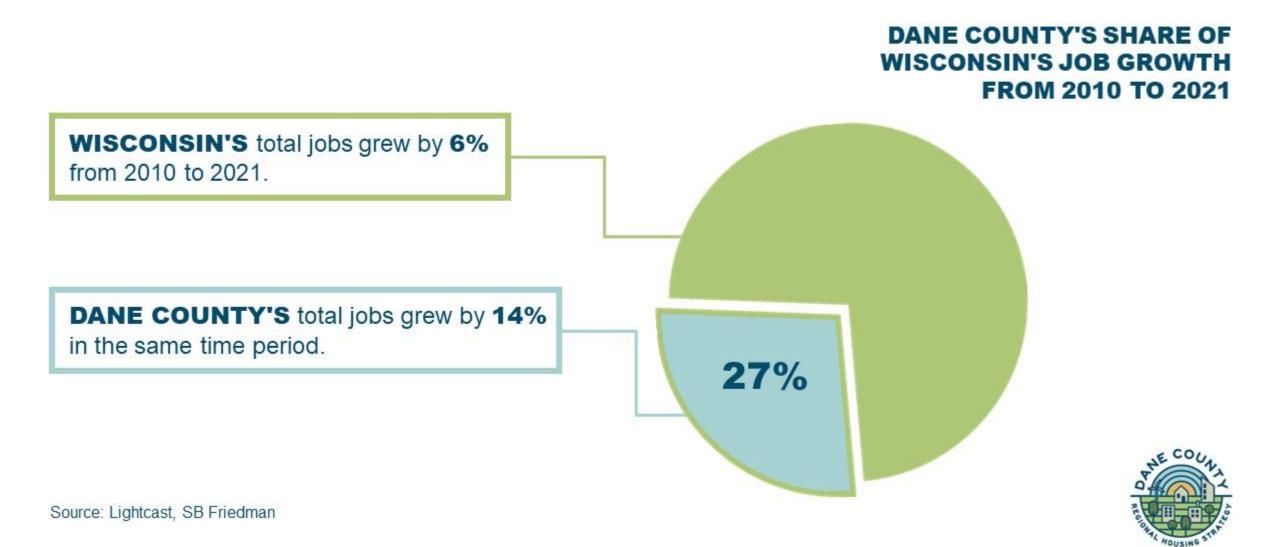




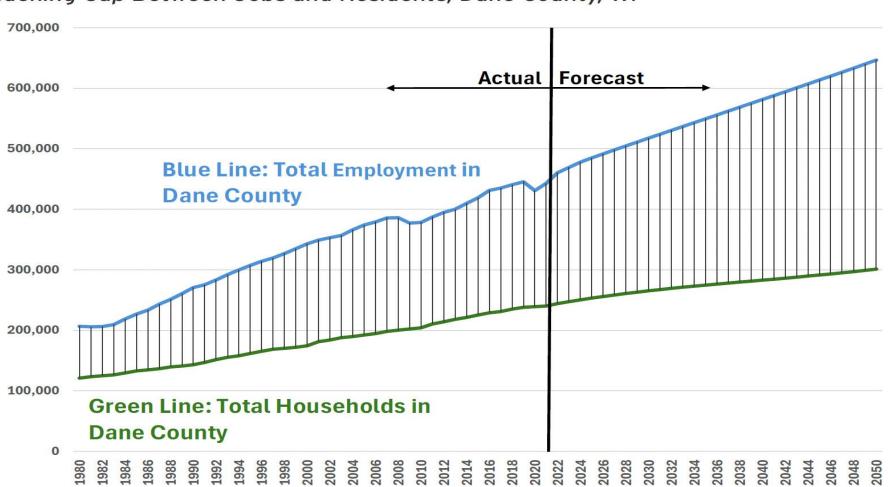
Source: US Census Bureau 2020, SB Friedman

EMPLOYMENT GROWTH

27% OF THE STATEWIDE EMPLOYMENT GROWTH OCCURRED IN DANE COUNTY



EMPLOYMENT AND POPULATION GROWTH



Widening Gap Between Jobs and Residents, Dane County, WI



Source: Woods&Poole. Years 1980-2021 are actual; 2022-2050 are forecasted.

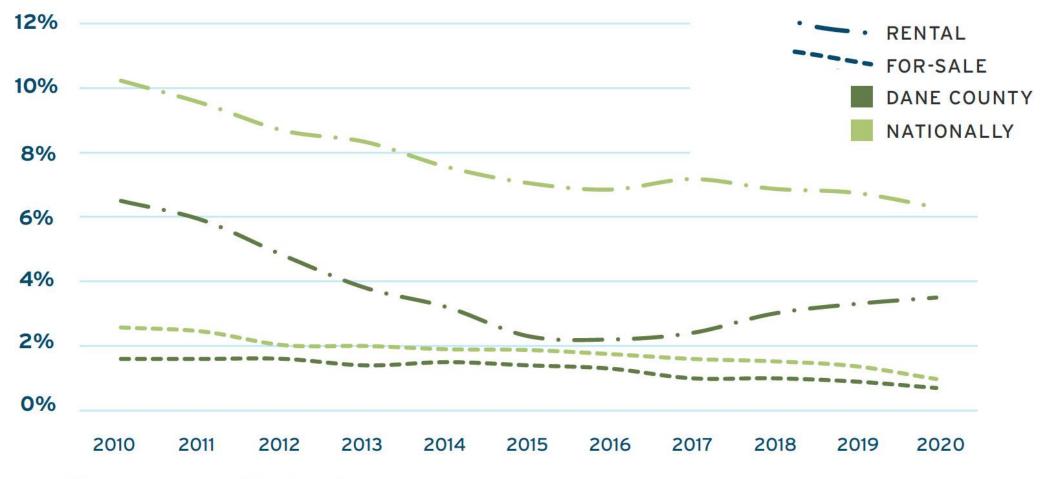
UNDERPRODUCTION OF HOUSING 2010-2020

FROM 2010-2020 THE NUMBER OF NEW HOUSEHOLDS WAS 8,000 MORE THAN THE NUMBER OF HOUSING UNITS BEING BUILT

- REDUCING INVENTORY & LOWERING VACANCY RATES
- DRIVING UP PRICES
- PREVENTING RESIDENTS FROM BECOMING HOMEOWNERS
- FORCING HOUSEHOLDS TO COMPETE FOR SHRINKING INVENTORY (BOTH RENTERS AND HOMEBUYERS



VACANCY RATES 2010-2020

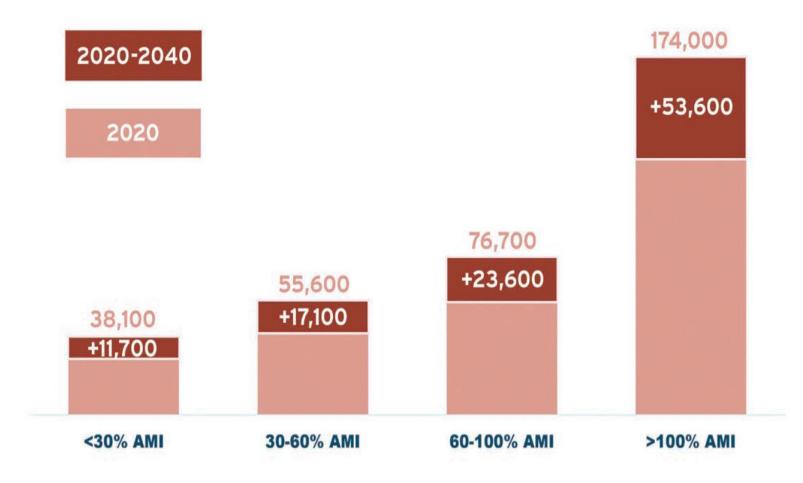




Source: US Census Bureau 2020, SB Friedman

DANE COUNTY PROJECTED HOUSEHOLD GROWTH BY INCOME, 2020-2040

Figure 44. Dane County Projected Household Growth by AMI, 2020-2040

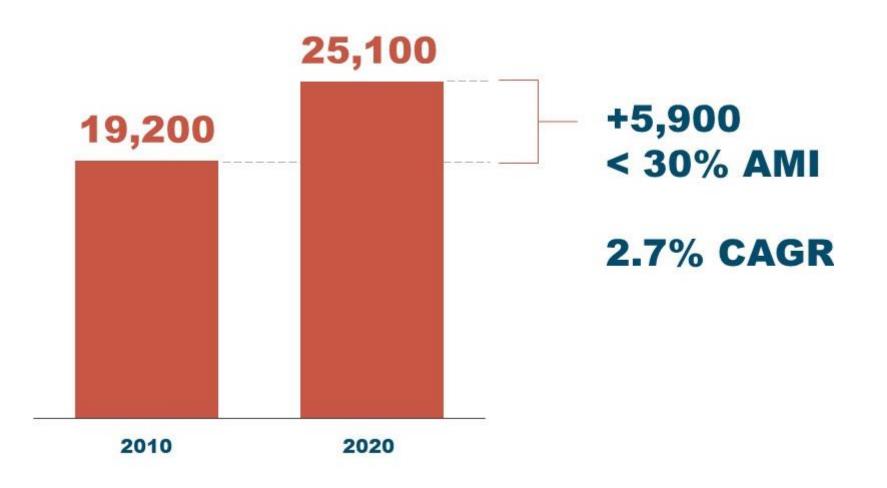




Source: CARPC, ACS 5-Year Estimates (2016-2020), SB Friedman

GROWTH IN HOUSEHOLDS UNDER 30% AMI

BELOW 30% AMI HHS GREW 1.7X FASTER THAN THE COUNTY OVERALL

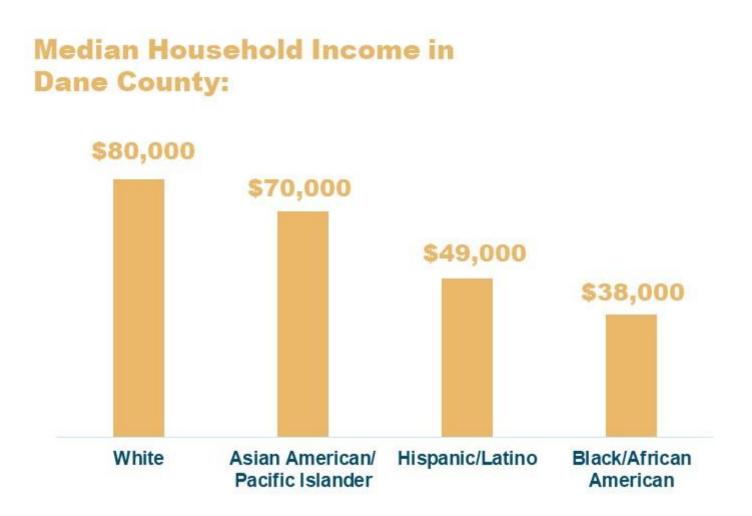




Source: PUMs ACS 5-Year Estimates (2016-2020, Dane County Housing Needs Assessment: 2019 Update, SB Friedman

HOUSEOLD INCOME BY RACE/ETHNICITY

PEOPLE OF COLOR, ESPECIALLY BLACK PEOPLE, HAVE LOWER INCOMES THAN WITE PEOPLE

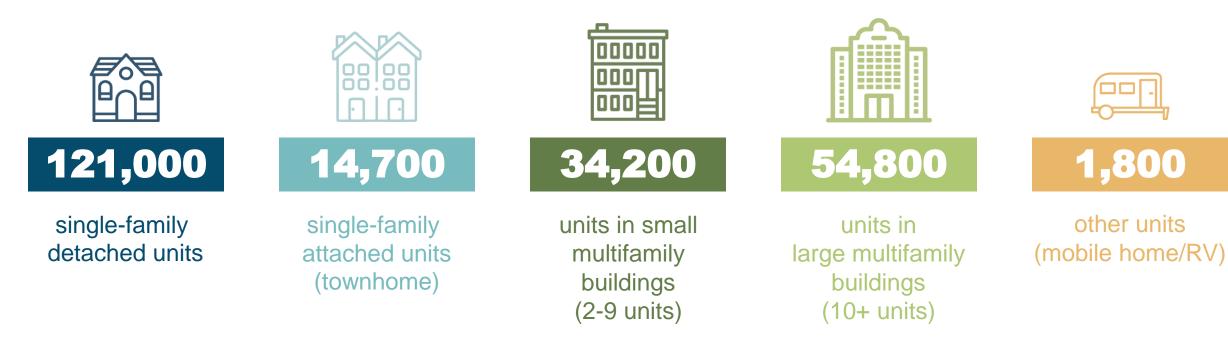




Regional Housing Strategy Overview

HOUSING STOCK

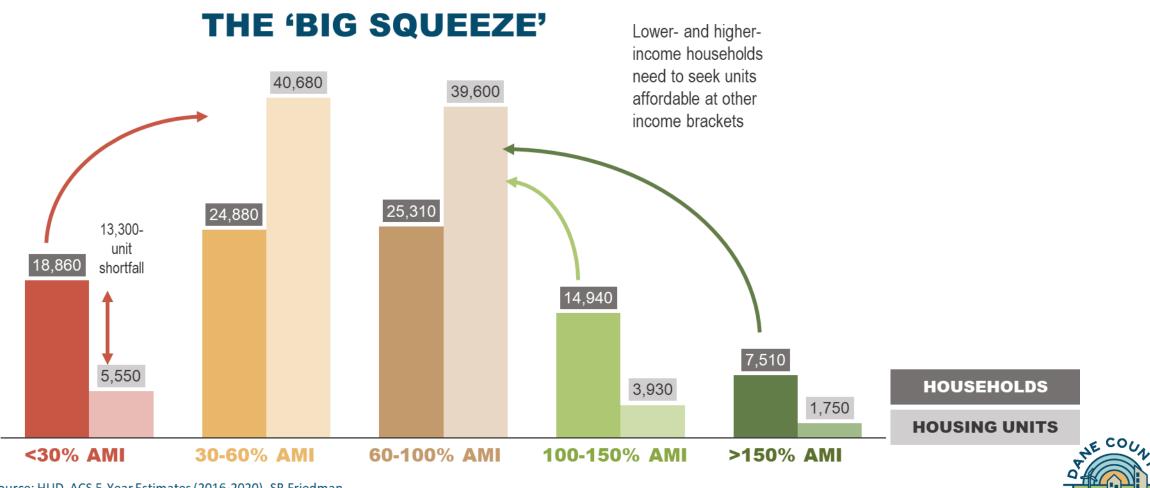
UNITS BY TYPE IN DANE COUNTY





HOUSING AFFORDABILITY

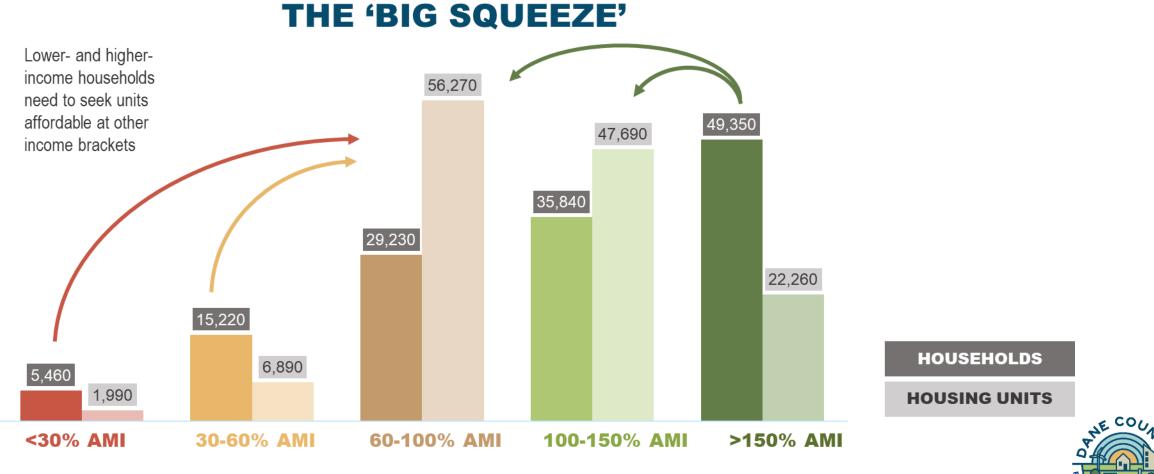
RENTER HOUSING SUPPLY GAP



Source: HUD, ACS 5-Year Estimates (2016-2020), SB Friedman

HOUSING AFFORDABILITY

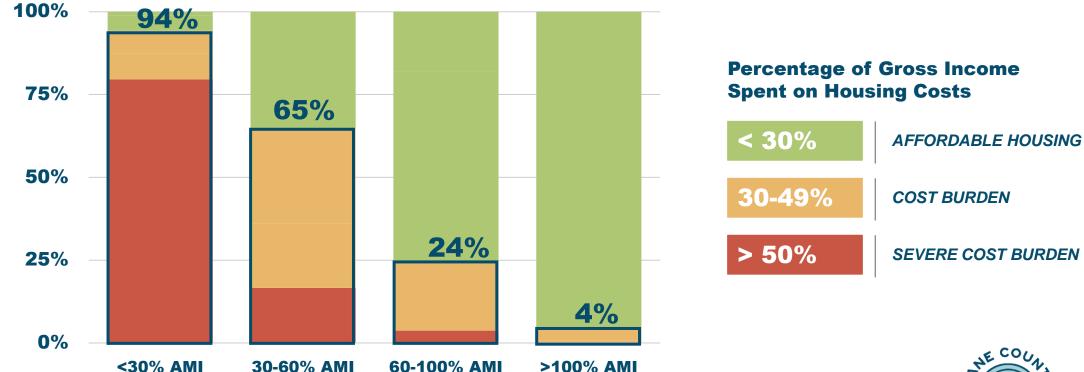
OWNER HOUSING SUPPLY GAP



HOUSING AFFORDABILITY

COST BURDEN IN DANE COUNTY

SHARE OF COST-BURDENED HOUSEHOLDS BY AMI IN DANE COUNTY

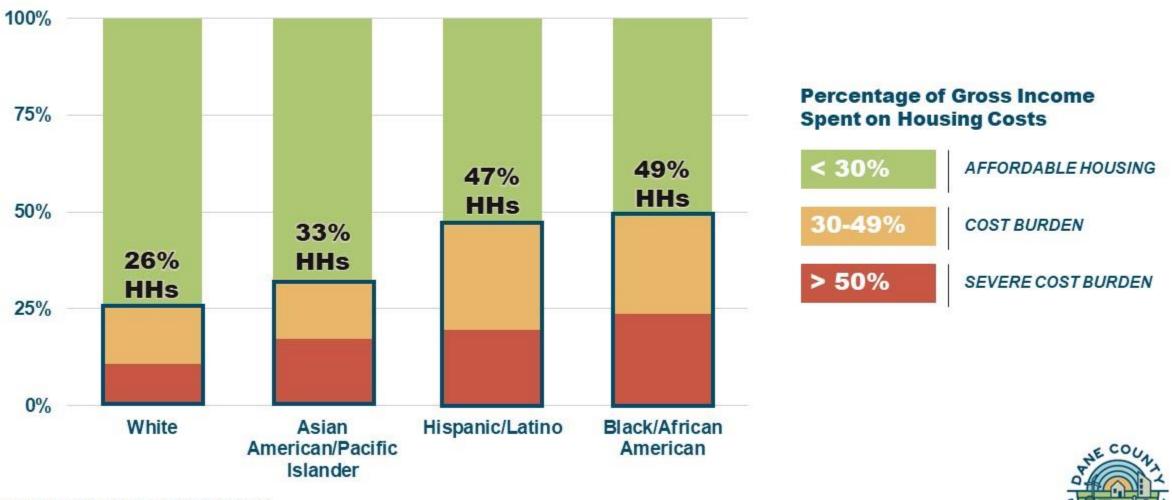




Source: HUD, ACS 5-Year Estimates (2016-2020), SB Friedman

COST BURDEN BY RACE/ETHNICITY

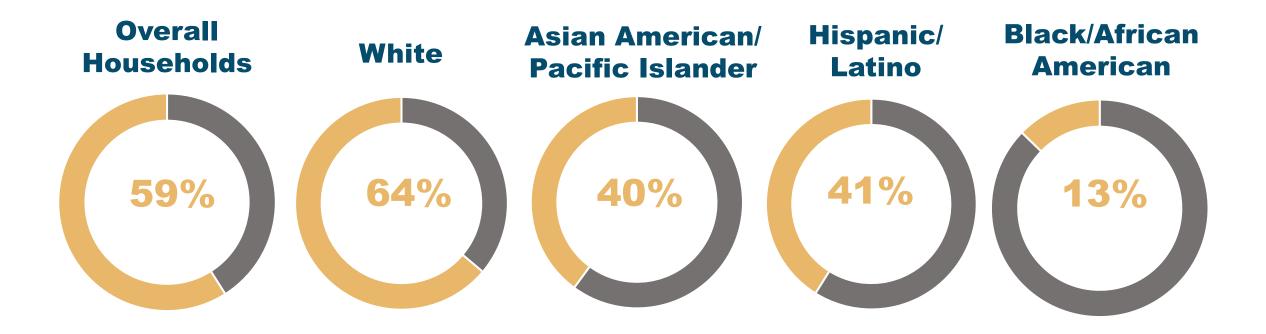
PEOPLE OF COLOR ARE MORE LIKELY TO EXPERIENCE COST BURDEN



Source: PUMs ACS 5-Year (2016-2020), SB Friedman

RACIAL DISPARITIES IN HOUSING TODAY

HOMEOWNERSHIP RATE BY RACE IN DANE COUNTY





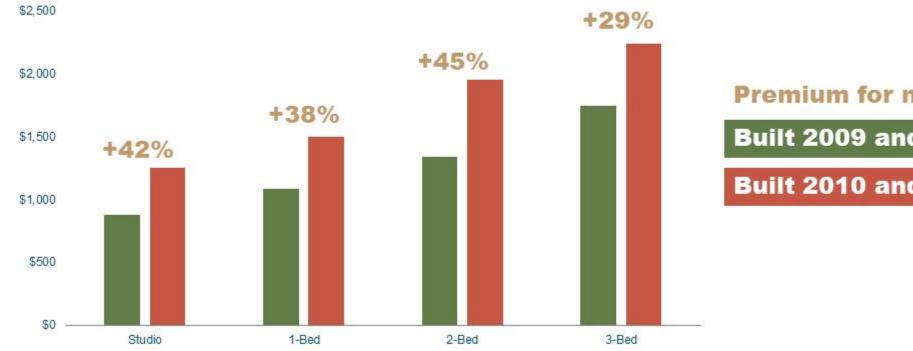


Source: PUMs ACS 5-Year (2016-2020), SB Friedman

RENTS FOR MARKET-RATE UNITS

THE PREMIUM FOR NEW UNITS IS ON AVERAGE 30-45% ABOVE OLDER UNITS

Weighted average rents in Dane **County by building age:**



Premium for newer units

Built 2009 and earlier

Built 2010 and later

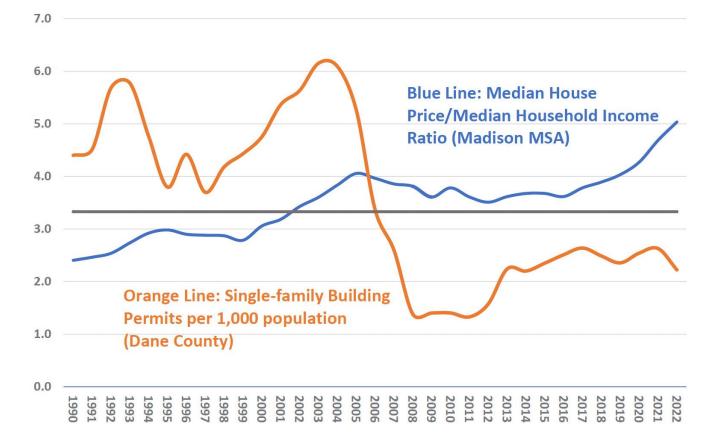


Includes market-rate units in multifamily rental properties with available rent data Source: Costar, SB Friedman

HAC MEETING #4 | PAGE 84

HOUSING SUPPLY & AFFORDABILITY 1990-2022

WHEN SUPPLY DECREASES, HOUSING BECOMES LESS AFFORDABLE



Sources: Media price/income ratio (Joint Center for Housing Studies, Harvard University); Building permit data (US Census); Population (Wisconsin Department of Administration)

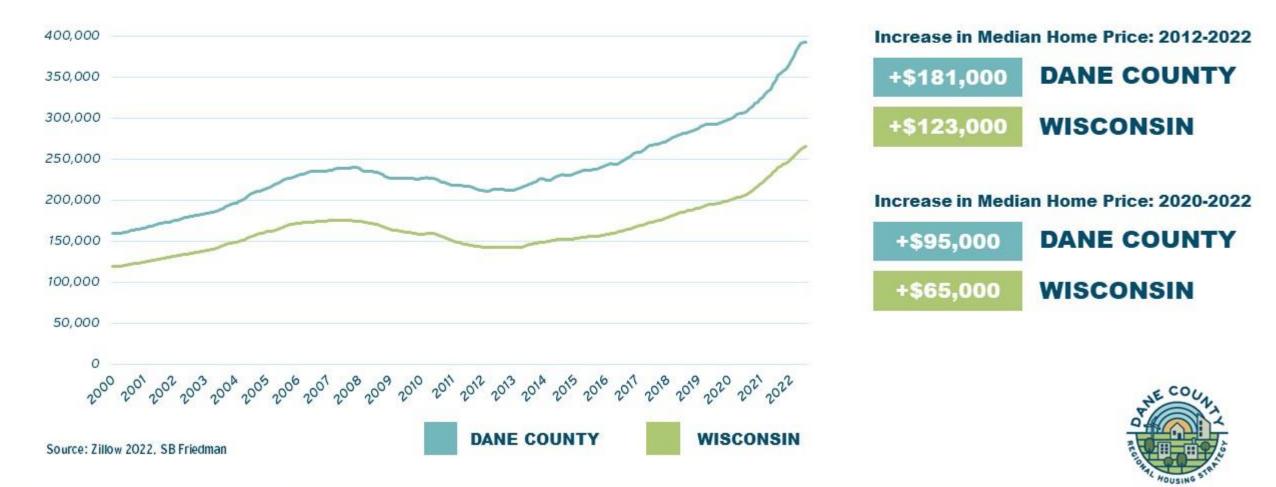
» The median home price in Dane County increased from \$226K to \$369K 2010-2022.



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)



PRICE PREMIUM FOR NEWER FOR-SALE HOMES

NEWER FOR-SALE HOMES TEND TO BE SUBSTANTIALLY MORE EXPENSIVE (27% MORE) THAN OLDER HOMES

The median sales price by home age:

\$355,000

homes built 2009 and earlier

\$450,000

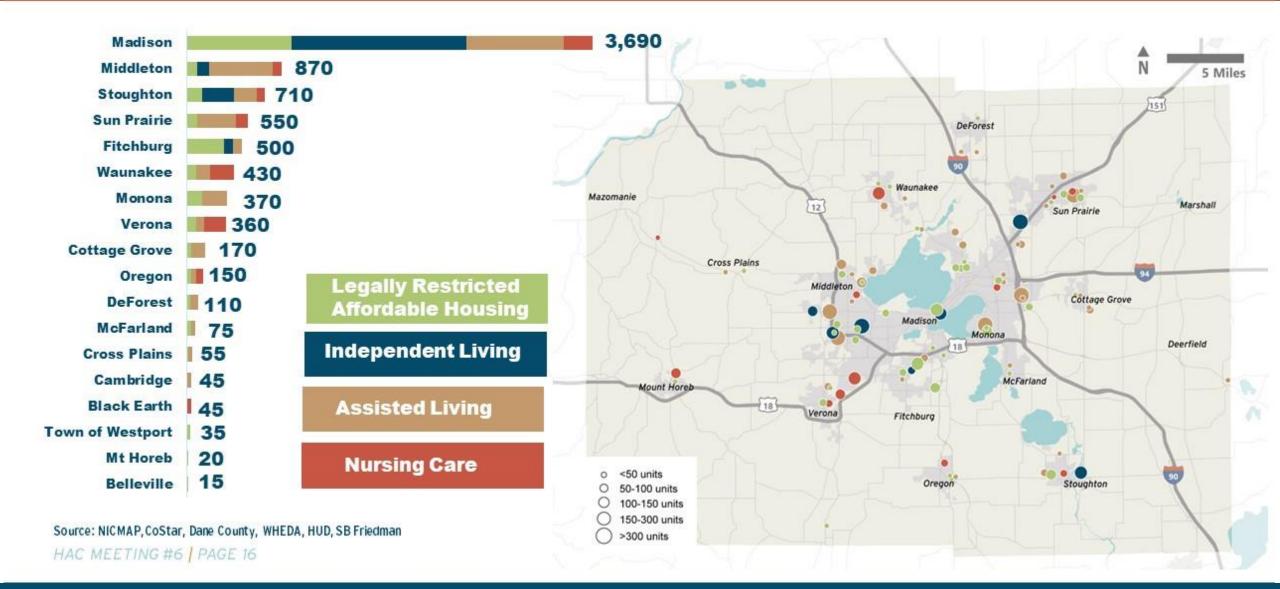
homes built 2010 and later

* Includes homes that sold from November 2021 to November 2022 Source: Redfin, SB Friedman



SENIOR HOUSING INVENTORY BY MUNICIPALITY

ONE QUARTER OF THE 8,200 TOTAL SENIOR UNITS IN DANE COUNTY ARE AFFORDABLE



SENIOR POPULATION GROWTH 2010-2020

1.5 x

The overall growth rate for people age 65 and older is expected to be 1.5 times higher than the overall population

Affordable senior housing (rental or for sale), is essential to market mobility because it ensures senior households have options for downsizing from single family homes



HOUSING PRODUCTION TARGETS

Dane County Housing Production Goals 2020-2040

139,000 New housing units
64,700 New owner units
74,200 New renter units



ANNUAL HOUSING PRODUCTION GOAL 2020-2040

Annual Housing Production Goals to Address Forecasted 2040 Household Growth

7,000

New housing units

3,300

3,700

1,765

300

New owner units

New renter units

New affordable renter units

New affordable senior units

250 Affordable Single Family Units a Year



SENIOR HOUSING INVENTORY AND PRODUCTION GOAL 2020-2040



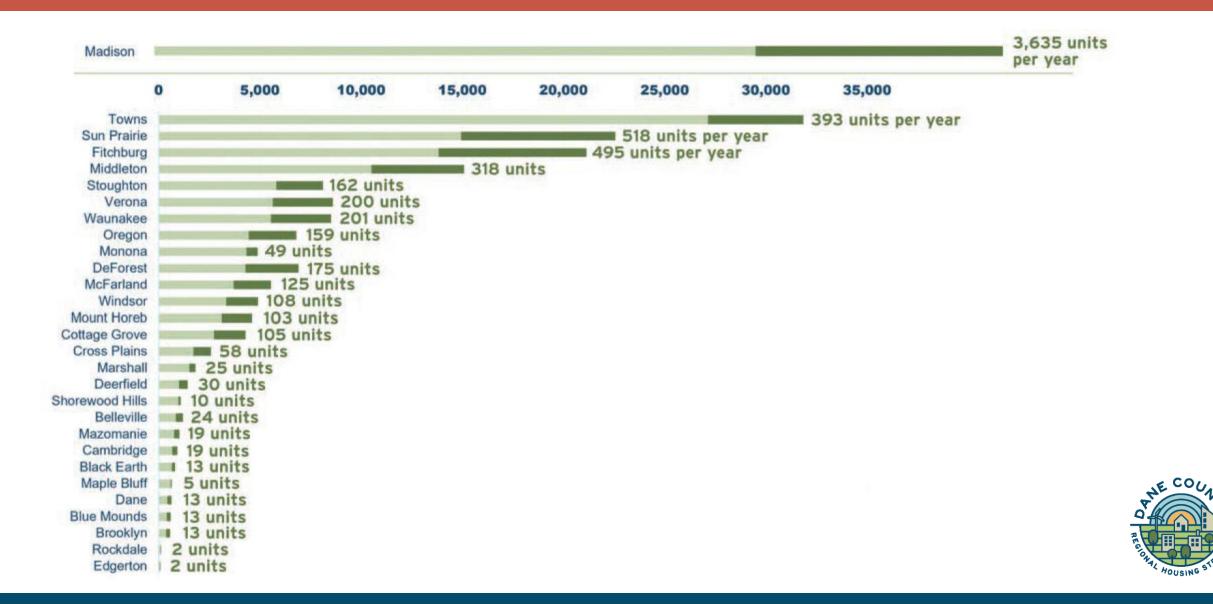
Additional seniors housing units needed by 2040

8,200 Existing seniors housing units in 2020

Source: NICMAP (2022), CARPC Regional Development Framework (2022), Woods and Poole (2022), Dane County, WHEDA, HUD, CoStar



ANNUAL HOUSING PRODUCTION GOAL 2020-2040



COMMUNITY ENGAGEMENT COMMUNITY HOUSING SURVEY- 6,000+ respondents

THIRTY-TWO PERCENT

Of all survey participants are struggling to afford or cannot afford their housing costs.

FORTY-TWO PERCENT

Of people ages 24 and under are struggling to afford or cannot afford their housing costs.

59% of respondents are currently homeowners72% indicated a preference for homeownership

= 13% of respondents would like to be homeowners, but are unable to



SURVEY



COMMUNITY HOUSING SURVEY

COMMUNITY HOUSING SURVEY- 6,000+ respondents



SURVEY

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

81.6% Local jurisdictions Non-profit organizations 52.1% Private sector, larger employers 63.0% Not applicable - housing affordability does not need to be addressed 5.0% Other 9.2% 90.0% 0.0% 50.0% 70.0% 80.0% 10.0% 20.0% 30.0% 40.0% 60.0%



COMMUNITY HOUSING SURVEY

ACCESS TO HOUSING



SURVEY







COMMUNITY ENGAGEMENT FOCUS GROUP TAKE-AWAYS

- People eligible for housing assistance often do not have access to key information about those programs.
- People in rent-restricted units find it challenging to build financial equity because rents increase as they move up the income ladder.
- » Discriminatory practices continue to impact people of color who are navigating the housing market.





Regional Housing Strategy Overview STAKEHOLDER INTERVIEWS

- > The affordable housing development fund is a "game changer" in attracting developers, but could support a more diverse array of projects.
- Rural jurisdictions tend to get proposals for developments under 50 units and cannot access government affordable housing funds.
- » Non-profit housing developers and builders could be intentionally prioritized to receive affordable housing funding.
- A construction labor shortage is preventing the adequate supply increase, thus increasing the price of new homes.





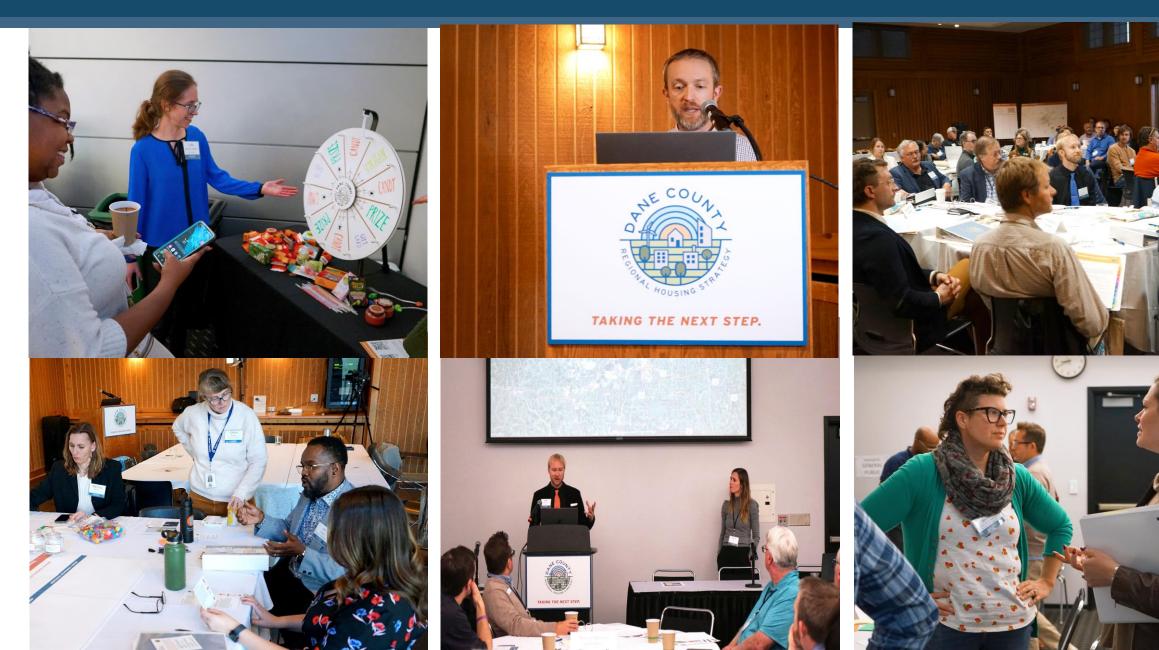
Regional Housing Strategy Overview

STRATEGIC ACTION PLAN





CORE VALUES, VISION, PRIORITIES



Regional Housing Strategy Overview

RHS CORE VALUES

ACCOUNTABILITY

All entities – public, private, and non-profit alike – accept and share responsibility for providing attainable housing

AFFORDABILITY

All people have housing they can afford

ECONOMIC GROWTH

Housing production keeps pace with employer growth and meets employee needs

EMPOWERMENT

Residents, practitioners, and elected officials have a shared understanding of housing needs and are equipped to leverage housing resources and programs

EQUITY

Historically excluded populations and lowerincome households have access to quality housing

SUSTAINABLE DEVELOPMENT

Housing is located near existing services, infrastructure, transit, amenities and jobs, reducing environmental impacts and improving quality of life for all residents



Regional Housing Strategy Overview

VISION STATEMENT

The RHS envisions an equitable and environmentally sustainable future where all residents have access to quality and affordable housing in connected neighborhoods.



5 TOP HOUSING PRIORITIES

- 1. Increase the number of housing units attainable to low- and moderate- income households
- 2. Increase the overall number of housing units
- 3. Provide housing, resources and protections for the most vulnerable populations
- 4. Rehabilitate and preserve affordability of existing housing
- 5. Provide more pathways to homeownership





Regional Housing Strategy Overview

Implementation Partners

Municipalities, state, county, non-profit; private sector – large employers; small business, banks, developers, builders, realtors; residents, elected officials, local leaders, school districts, university, matc, trades, workforce development, carpc, mpo



HOUSING PRIORITY, STRATEGY, ACTION ITEM, IMPLEMENTATION PARTNERS AND METRICS

Priority 1: Increase the number housing units attainable to low- and moderate- income households.

STRATEGY 1: EXPAND OR CREATE AFFORDABLE HOUSING FUNDS.

HOUSING PRIORITY:

INCREASE THE NUMBER OF HOUSING UNITS ATTAINABLE TO LOW- AND MODERATE-INCOME HOUSEHOLDS.

ACTION STEPS	IMPLEMENTATION PARTNERS	
	LEAD	SUPPORT PARTNERS
1.1 Increase private sector, municipal, County and State funding for affordable housing, including grants, beyond what currently exists.	Private Sector, County, State, Municipalities, WHEDA	
1.2 Build 250 affordable single-family for-sale homes through acquisition and rehabilitation or new development annually.	Public & Private Sector, State, Non-profit	
1.3 Partner with the private sector on a fundraising initiative (such as a per employee donation) and identify use of funds to support affordable and workforce housing.	Private Sector, County	Chambers, Municipalities, Workforce Development Board
1.4 Collaborate with Madison Workforce Housing Fund to scale efforts.	Madison Development Corporation, United Way, Employers, County	



NEXT STEPS: CITIES AND VILLAGES

HOUSING PRIORITIES AND STRATEGIES

1. Increase the number of housing units attainable to low- and moderate- income households

- 1. Expand or create affordable housing funds
- 2. Increase the use of TIF funding to create affordable housing

Actions: 1) Create or expand your affordable housing fund through TID extension 2) Update your TIF policies to include affordable/workforce housing benefit, and other housing goals (i.e. sustainability, transit, etc...)

Benefits: MF affordable housing provides units at a variety of income levels, including market rate, and housing for seniors, supports aging in place.

RHS Annual affordable housing production goal: 1,765 – need additional 900+ units a year



NEXT STEPS: PRIVATE SECTOR

HOUSING PRIORITY, STRATEGY, ACTION ITEM, IMPLEMENTATION PARTNERS AND METRICS

Priority 1: Increase the number housing units attainable to low- and moderate- income households.

Strategy: Expand or Create Affordable Housing Funds

1.3 Partner with the private sector on a fundraising initiative (such as per employee donation) and identify the use of funds to support affordable and workforce housing.

<u>Current activity</u>: Build out a profile of each of the non-profit housing providers to make available on the RHS website to the private sector, include info in RHS Marketing and Outreach Campaign.



HOUSING PRIORITY, STRATEGY, ACTION ITEM, IMPLEMENTATION PARTNERS AND METRICS

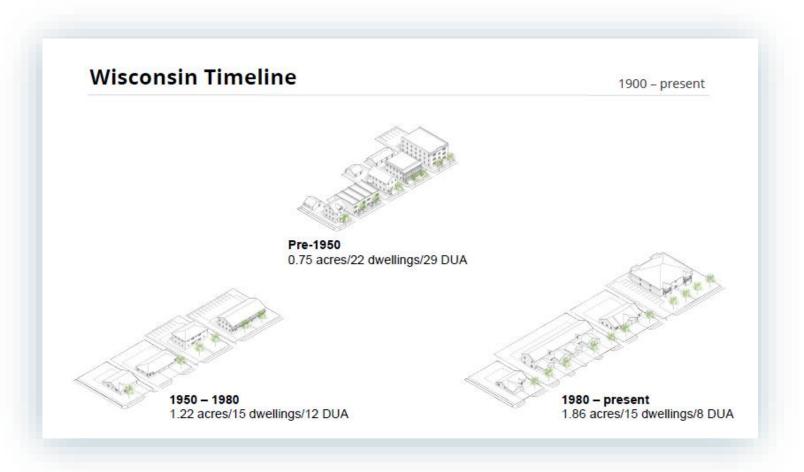
Priority 2: Increase the overall number of housing units.

STRATEGY 4: ADVANCE ZONING REFORMS AND UPDATE LOCAL ZONING CODES.

	IMPLEMENTATION PARTNERS	
ACTION STEPS	LEAD	SUPPORT PARTNERS
4.1 Identify housing as a priority in comprehensive planning processes.	Municipalities, County	
4.2 Plan for, support and incentivize growth, including a mix of housing types, in mixed-use, walkable and transit-supportive areas and corridors.	Capital Area Regional Planning Commission (CARPC), Greater Madison Metropolitan Planning Organization, County	Cities and Villages
4.3 Identify funding sources for local zoning amendments to better facilitate the creation of a variety and number of new of housing units.	Cities and Villages, County, WHEDA, State of WI	
4.4 Draft model ordinances that incorporate best practices and options for a variety of zoning updates.	County	
4.5 Increase education efforts to build the case for zoning reforms for both elected officials and residents, including new state incentives related to zoning and regulatory reforms.	Cities and Villages	County, Cities and Villages Association, Madison Area Builders Association, Developers/Builders, Realtors



HOUSING PRODUCTION TRENDS DWU/ACRE



Upto 1950's – 29 Dwelling Units Per Acre

Upto 1950 -1980 – 12 Dwelling Units Per Acre

Upto 1980 present - 8 Dwelling Units Per Acre



HOUSING PRODUCTION TRENDS DWU/ACRE

MISSING MIDDLE HOUSING





HOUSING PRIORITY, STRATEGY, ACTION ITEM, IMPLEMENTATION PARTNERS AND METRICS

Priority 3: Provide housing, resources, and protections for the most vulnerable populations.

STRATEGY 8: EXPAND RACIAL EQUITY AND INCLUSION TRAINING, EDUCATION AND COMMUNICATIONS COUNTYWIDE.

ACTION STEPS	IMPLEMENTATION PARTNERS	
	LEAD	SUPPORT PARTNERS
8.1 Develop or identify educational resources, and identify intended forums and community audiences, working with local experts on racial equity issues.	County, City of Madison, County Office of Equity and Inclusion	
8.2 Conduct programs and training on racial equity and inclusion around housing to reduce racial disparities in housing and homeownership	County, City of Madison	Municipalities, Non-profits
METRICS		

- Number and type of new racial equity and inclusion training programs
- Number of residents who received outreach, including clerks, mailings, and pre-post outreach surveys
- Number of people of color employed in real estate and banking industry



HOUSING PRIORITY, STRATEGY, ACTION ITEM, IMPLEMENTATION PARTNERS AND METRICS

Priority 4: Rehabilitate & preserve existing housing.

STRATEGY 12: SUPPORT ACQUISITION AND REHABILITATION OF AFFORDABLE UNITS

ACTION STEPS	IMPLEMENTATION PARTNERS	
ACTION STEPS	LEAD	SUPPORT PARTNERS
12.1 Increase funding to non-profit housing groups to acquire/ rehabilitate and maintain properties (e.g. MACLT, Common Wealth) to create permanent affordable housing.	County, Municipalities, Private Sector	
12.2 Increase funding to non-profit entities for acquisition/ rehabilitation with energy efficiency modifications.	Municipalities, County	
12.3 Develop a fact sheet explainer on the importance of affordable housing preservation and investment.	County	
12.4 Inventory and map older housing stock (NOAH) in 1) low- and moderate-income census tracts, 2) rural census tracts, and 3) countywide, to protect and preserve older units.	County	
12.5 Develop list of expiring tax credit properties and identify strategies, and best practices (e.g., lease to purchase programs) to retain affordability.	WHEDA, County, City of Madison	



HOUSING PRIORITY, STRATEGY, ACTION ITEM, IMPLEMENTATION PARTNERS AND METRICS

Priority 5: Provide more pathways to homeownership.

STRATEGY 15: EXPAND/CREATE HOMEBUYER EDUCATION AND ASSISTANCE PROGRAMS.

ACTION STEPS	IMPLEMENTATION PARTNERS	
ACTION STEPS	LEAD	SUPPORT PARTNERS
 15.1 Increase funding, education and support for: a) First-time homebuyer education; b) Credit score coaching; c) Financial literacy classes, and post-purchase support; d) Home repair/rehab grants for homebuyers that are purchasing older homes; and e) Programs that support historically marginalized groups, including Urban Triage, Own It - Building Black Wealth. 	County, Municipalities, Private Sector, WHEDA	
15.2 Build 250 affordable single-family for-sale homes through acquisition and rehabilitation or new development annually.		
15.3 Develop list of expiring tax credit properties and identify strategies and best practices to retain affordability.	County, WHEDA, Banks, CDFIs	
15.4 Expand collaboration between developers and financial institutions offering second mortgage programs.	Developers, Banks, County	

Build 250 affordable single family units a year (countywide)



Coordination of RHS implementation

RHS Executive Committee, RHS Leadership Committee, Annual Progress Report, Annual and bi-annual meeting

RHS Implementation

Partnership facilitation, support, engagement Technical assistance and planning Contract oversight for priority RHS projects Program development Education, Communications

YEAR ONE & CURRENT ACTIVITIES

PLANNING DIVISION

Core RHS Programming

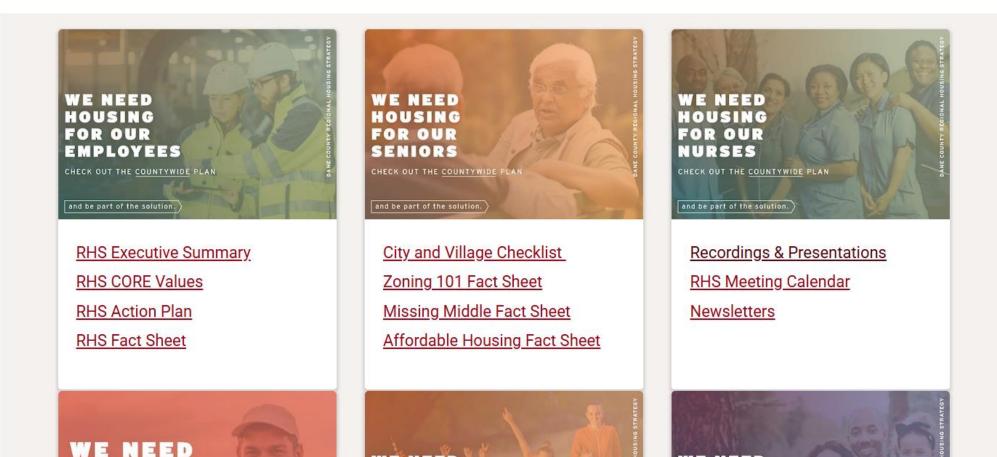
- » New RHS website
- » Monthly RHS Newsletter, social media
- » Fact Sheets
 - » AH 101, Zoning 101, Missing Middle Housing, etc.
- » Housing Network Meetings (bi-monthly training, webinars)



LAIGINA

Dane County Regional Housing Strategy (RHS)

A Road Map to Solving Dane County's Housing Crisis Strategic Action Plan 2024-2028



WE NEED

HAUSING

WE NEED

HAUSING

https://rhs.danecounty.gov/Current-Programming

RHS FACT SHEETS

FACT SHEET

Zoning 101 What Does Zoning Have to Do with the Housing Crisis?

Dane County Housing Crisis

Dane County is experiencing a **severe housing crisis** caused by rapid job and household growth, and underproduction of new housing units to meet increased demand. Between 2010 and 2020, Dane County only permitted **34,000** new housing units, despite adding **42,000** new households. Decade of underproduction has created a county-wide housing shortage, leading to **significant increase** in all housing prices.

The urgent need for a greater supply of housing, including a variety of housing types, must meet the

What is "Zoning?"



FACT SHEET

Habitat

for Humanity

Missing Middle Housing 101

What is Missing Middle Housing?

Missing Middle Housing is housing that contains more than one unit, but less than 20 units, approximately. New missing middle can be either renter or owner-occupied and is smaller by square foot.

Building types include duplexes, fourplexes and other small apartment buildings, townhouses, condominiums, and accessory dwelling units, and are located within residential areas. Missing Middle is similar in scale to detached single-family homes, but provides more housing units within the same amount of land.

Dane County is experiencing a severe housing shortage. Missing Middle is an important solution

FACT SHEET

Affordable Housing 101 New Rental

What is Affordable Housing?

Housing is considered affordable when a household spends less than 30% of their total monthly income on housing costs. A household is considered "cost-burdened" if they spend more than 30%, or "severely cost-burdened" if they spend 50% or more on housing-forcing lower-income households to choose between basic necessities such as food, gas, clothing, school supplies, or medicine.

Who Needs Affordable Housing?

26% of all new housing production in Dane County is needed for moderate and lower income households, these include:

46% of Dane County renters are costburdened, compared to 21% of homeowners.

Approximately 26,000 households, or 12% of overall households, are severely cost-burdened.



Taylor Point, McFarland



Oak Ridge Senior Apartments, Middleton

E COUNT

Key characteristics of New Missing Middle Housing

1 Buildings similar in scale to single-family homes, or adjacent development

2 Contains more than one residential unit

3 Units range in size from 1,250 SF - to 600 SF¹



RHS HOUSING EVALUATION CHECKLIST

CHECKLIST

For Cities and Villages Housing Evaluation Checklist



Date Updated:

How We Grow Matters!

The Regional Housing Strategy (RHS) is a five-year strateging governments, employers, non-profit agencies, residents and address the housing crisis in Dane County. The RHS identifing housing priorities, 17 strategies and numerous action items Metrics were also identified to help track our progress from

The Dane County Regional Housing Strategy directs us to a **simultaneously** to solve the housing crisis.

The RHS calls for more diverse housing types for residents

Regional Housing Strategy Housing Evaluation Checklist

HOUSING PRIORITY:

Increase the Number of Housing Units Attainable to Low and Moderate Income Households

TOD RHS

STRATEGY 1. EXPAND OR CREATE AFFORDABLE HOUSING FUNDS

ACTION STEPS	Actively Working On	In Discussion	No Action	Comments
1.1 Increase private sector, municipal, county and state funding for affordable housing, including grants, beyond what currently exists.				
1.2 Build 250 affordable single-family for-sale homes through acquisition and rehabilitation or new development annually.				

YEAR ONE & CURRENT ACTIVITIES

PLANNING DIVISION

- NEW Comp Plan Update Program helps municipalities become eligible for WHEDA workforce housing funds
- > Best Practices for Residential Zoning Code to Address the Housing Crisis
- > Outreach and Education Plan to Educate About the Housing Crisis

<u>3 fold purpose</u> – to educate residents, local leaders, private sector about the housing crisis, how we got her, the impacts to them and what we can do about it; information sharing, private sector engagement – 3 year campaign

YEAR ONE & CURRENT ACTIVITIES

PLANNING DIVISION

TECHNICAL ASSISTANCE, PLANNING

- Village of Stoughton Housing Chapter Update
- Village of Black Earth Infill inventory, 5 yr. Action Plan for Housing
- Regional Data Group New population projections

HOUSING ACCESS AND AFFORDABILITY DIVISION

HOUSING ACCESS AND AFFORDABILITY DIVISION RHS ROLE AND ACTIVITIES YEAR ONE

ROLE

Implementation, program development, contract oversight, and community engagement

ACTIVITIES – Contributions across nearly every RHS strategy

- > Additional \$5 million for the Affordable Housing Development Fund in 2025, total of \$20 million (gap financing for affordable housing)
- New \$8 million capital fund created in the 2025 budget to support reinvestment in expiring LIHTC projects and/or acquisition and rehab of affordable housing

YEAR ONE & CURRENT ACTIVITIES

HAA DIVISION ACTIVITIES – Thank you for your support!

- > \$2 million capital-funded grants to Habitat for Humanity and MACLT to support land acquisition and create more affordable single-family homes
- Partnering with the City of Sun Prairie to support housing counseling services to eastern Dane County, administered by the Tenant Resource Center, and hosted by Sunshine Place

\$7 million in CDBG PRO Housing funds, includes municipal partnerships:

- Municipalities have leveraged funds/land to be paired with PRO Housing funds:
 - V. of Mt. Horeb 5 acres; C. of Sun Prairie \$1.4 Million; C. of Fitchburg \$1.5 Million
- Address Zoning & Building Codes Barriers 4 7 municipalities
- Developer Capacity: 5 7 Emerging Developers
- Production of Single Family Units: 39 affordable housing units
- Production of Multi Family Units: 8 affordable housing units

PLEASE JOIN US!



2025 REGIONAL HOUSING STRATEGY ANNUAL MEEETING

Wednesday, June 25, 6:30-8:30PM Alliant Energy Center - Lake Rooms, Second Floor FREE and Open to the Public!



Featuring opening remarks from *County Executive Agard* and *Mayor Swadley, City of Stoughton*

Plus the first annual Housing Hero Awards

WE HAVE SOME GREAT CONTENT IN STORE:



- State and federal housing updates & recent housing industry trends
- Best practices for residential zoning & municipal Housing Strategy Spotlights
- Hometown Housing Hero Awards & Marketing and Outreach plan to educate about the housing crisis
- Ice cream, music and more!









PLEASE JOIN US!



Who do you Admire in Housing? Deadline for submission: Friday, June 6, 2025



Housing is hard work, and this is an opportunity to recognize someone you know for their housing-related efforts and what they have meant to you or your community. It could be a non-profit colleague, local official, community leader, housing counselor, home repair person, your apartment manager, etc.

Please submit your recommendations in a statement of 500 words or less, to **regionalhousing@countyofdane.com** no later than Friday, June 6, 2025. The RHS Executive Committee will review the submissions at their June meeting and make a selection.

Awards will be presented at the 2025 Regional Housing Strategy Annual Meeting. Wed., June 25, 2025, Alliant Energy Center, 6:30-8:30 pm - Lake Rooms, 2nd Floor

We can't wait to hear from you!

Thank you!

RHS.DANECOUNTY.GOV



Taking the Next Step Together.

Olivia Parry, Sr. Planner, parry.olivia@danecounty.gov



A ROAD MAP TO SOLVING DANE COUNTY'S HOUSING CRISIS

STRATEGIC ACTION PLAN 2024-2028
April 2024

WE NEED HOUSING FOR ...

