



**DANE COUNTY BOARD OF SUPERVISORS  
2025 OPERATING BUDGET AMENDMENT**

<b>Amendment #</b> ZLR-O-02			
<b>Sponsor:</b>	Supervisors Engelberger, Postler, Doolan		
<b>Oversight Committee Action:</b>	Zoning and Land Regulation, approved 5-0		
<b>Personnel &amp; Finance Action:</b>			
<b>Department:</b>	Planning and Development		
<b>Program:</b>	Zoning		
<b>Motion:</b> (revenue/expenditure/text effect)			
<p>Increase expenditures by \$75,000 to fund a marketing and outreach campaign as part of the Regional Housing Strategy initiative.</p>			
<b>FTE Effect:</b>	-		
<b>Line Item Detail:</b>			
<b>Org</b>	<b>Object</b>	<b>DESCRIPTION:</b>	<b>Amount</b>
PDPLNDIV	NEW	RHS Marketing	\$75,000
<b>Intent/Justification</b>			
<p>To address the severe Housing Crisis in Dane county, there are many information gaps when it comes to addressing the housing crisis and the MOP is the most effective way to overcome those obstacles. The primary goal of the MOP is to explain the housing crisis, why it is here, and what we can do about it (from zoning updates, to model TIF, TIF Extension, and increasing the housing stock with the types of housing we need. One of the primary challenges municipalities face is NIMBYISM, and having developments stalled or killed at the public hearing. There are also hundreds of thousands of down payment assistance dollars unused each year because residents don't know about these programs. During the RHS, participants also complained about not having information about available housing resources (eviction prevention, help with a lease or landlord issue, how to find affordable housing when it comes online), to name a few. The MAO can help fill those communication gaps, something that is not possible with our current monthly newsletter. I am in the process of hiring an ad agency to develop the marketing plan which should be complete by mid-December. The realtors association is committed to partnering with us on this in a significant way.</p>			
<b>NET GPR EFFECT:</b>			\$75,000