

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



## Housing Crisis

Dane County is experiencing a **generational housing crisis** that's impacting all of us. As the fastest growing county in the state, more people want to live and work here, causing **rapid job and household growth**.

At the same time, Dane County is significantly under producing new housing units to accommodate this growth. Shrinking inventory and a severe lack of housing have caused **home values and rents to skyrocket**.

## The Strategic Action Plan

The **Regional Housing Strategy (RHS) - Strategic Action Plan** was developed in response to Dane County's housing crisis.

Over 12 months, an **80-person Housing Advisory Committee (HAC)** came together for **strategic planning**. HAC members included 17 municipalities; residents; local elected officials including 4 mayors, city council and village board members and Dane County supervisors; state representatives; developers; realtors; local government staff; non-profit housing; social workers, and banks.

We added  
**8,000**  
more households than  
the number of new  
housing units built from  
**2010-2020.**

Median home price  
increased from  
**\$226,000**  
to **\$369,000**  
(2010-2022), and is now  
over **\$430,000**

## Top RHS Housing Priorities:

- 1** Increase the number of housing units attainable to low-income 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.

## Everyone Has a Role to Play

The purpose of the RHS is to **build** on housing work already being done, **capture** momentum and interest, and **understand** the housing crisis from a regional perspective. The RHS enables us to collaborate, leverage resources and innovate solutions.

The RHS recognizes that one community alone cannot solve the housing crisis, and while each community is different, **everyone, including the private sector, has a role to play.**

**Dane County is creating twice the number of jobs than Wisconsin overall - 38,000 new jobs from 2010-2020, increasing demand for housing.**



# The Housing Crisis Impacts Everyone

- Families are **locked out** of homeownership
- **Seniors** who can no longer maintain their homes cannot find housing within their communities, and are **forced to leave**
- Lower-and middle-wage workers **commute** from outside the County, increasing transportation costs making it hard for employers, school districts, etc., to retain a **stable workforce**
- Lower-income **households make choices** whether to pay for their rent, medical care, food or other necessities. More are “doubling up” with other families to share housing, or settle for housing conditions that are unsafe or unsanitary, or face eviction – **evictions are on the rise.**
- **People of color** continue to **face barriers** to housing and homeownership

## Annual Housing Production Goals to Address Forecasted 2040 Household Growth

<b>7,000</b>	New housing units
<b>3,300</b>	New owner units
<b>3,700</b>	New renter units
<b>1,765</b>	New affordable renter units
<b>300</b>	New affordable senior units

## New Production Targets

Housing production must increase if we are going to solve the housing crisis.

In Dane County, we need to produce, at a minimum, an additional **2,000** more housing units a year, than our current average of **5,000** units a year.

We need to increase affordable and workforce housing for our seniors, teachers, workers & families by over **900 units a year.** We need missing middle housing for those that don't qualify for subsidies, and 250 affordable single-family homes/year for first time homebuyers.

## Obstacles to Housing Production

Production is limited by a variety of factors including but not limited to:

- Outdated land use regulation that limit the type and amount of housing supply
- Cost of financing
- High cost of land
- Local resistance to more housing
- Construction labor shortages
- Cumbersome permitting and review processes
- Lack of funding

While some of these obstacles are outside of our control, **many are not.**

## RHS Participating Municipalities:

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

## What Will It Take?

The Regional Housing Strategy represents significant collaboration and coordination. Addressing the housing crisis will take sustained partnerships, investment, and collaboration over time. Visit [RHS.DANECOUNTY.GOV](https://rhs.danecounty.gov) to learn about what you can do, and stay informed.

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