CHIPPEWA VALLEY REGIONAL HOUSING TASK FORCE

PURPOSE

To increase collective understanding of housing market conditions in the Chippewa valley, identify factors that are constraining housing affordability & contribute to elevating cost of living, investigate potential solutions, generate recommendations, & to increase alignment around & collaboration in implementation.

GOAL

Fair & equitable access to safe, quality, healthy, stable housing for all individuals & families is critical for success in health, economic stability, education, & social mobility. Housing is a fundamental component of community vitality that affects the daily life & livelihood of all people. Disparities resulting from differences in race, ethnicity, income, & location must be positively and effectively addressed.

HOUSING SEGMENTS

- Homeless & very low income
- Income insecure
- Middle income
- Income secure
- Students; Seniors; People w/disabilities

EC COUNTY MEDIAN INCOME

41st out of 72 counties

EC: $49,821 **WI: $56,811**

EC is 22nd in housing cost & is at the state average of $735/month.

AF·FORD·A·BLE

Affordable housing is most typically defined as housing expenses that comprise no more than 30% of gross household income.

AS OF 2016,

14% of households in EC County live in poverty.

& AN ADDITIONAL

28% fit in the ALICE definition of being employed by earning less than cost of living.

ACCORDING TO US CENSUS ACS,

48.4% of renters & 20% of homeowners in the City of EC

PAY GREATER THAN

30% of their income on housing.

RECOMMENDATIONS

DEVELOPMENT REGULATIONS

- Update zoning standards & maps
- More areas for higher-density & mixed-use
- Expand opportunities for neighborhood growth & investment
- Reduce parking requirements
- Other standards that impact cost w/o community benefit

CITY POLICIES

- Integrate housing affordability goals into overall city plans & policies
- Identify infill & redevelopment areas
- Utilize TIF closure provision to fund housing programs

PUBLIC-PRIVATE PARTNERSHIPS

- Consider purchase/assembly of land for development
- Consider supporting employer-assisted housing programs
- Consider supporting lender consortium, similar to **La Crosse Promise** or **Live It Up Wausau**
- Identify & facilitate opportunities for local firms & investors to partner with experienced affordable housing developers
- Continue housing capacity building & networking

PUBLIC FUNDING

- Consider revolving loan or other programs to improve existing buildings
- Utilize TIF to support affordable housing projects

CIVIC STRATEGIES

- Organize to improve public engagement in housing discussions
- Consider community land trusts, neighborhood corporations, cooperatives, & other models for building local wealth
- Celebrate successes
- Develop & support neighborhood associations as partners in revitalization activities
- Conduct housing survey to address local gaps in information