

Developing a Community Housing Action Plan



Community Economic Development
Division of Extension

2022 Housing Symposium
May 16 – 17, 2022

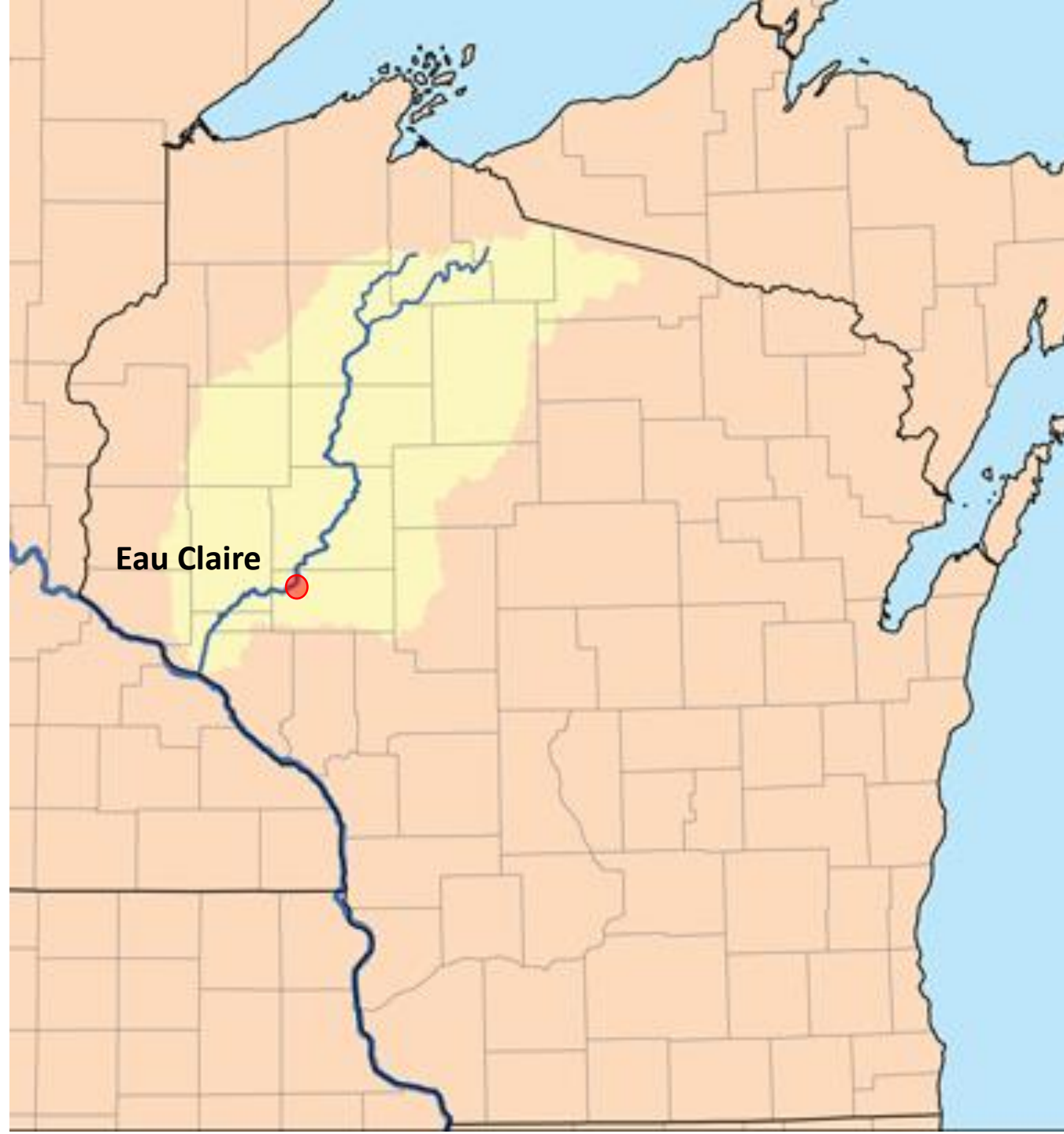
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Chippewa Valley Housing Task Force – Backdrop

Housing Action Plan - What is it?

Community Change Process



Chippewa Valley Housing Task Force: *Capture The Moment*

- Created a “Core” study group - assessment & diagnosis
- Cultivated Political Capital (and permission)
- Constructed an Approach
- Ignition!

PAUSE

What are we doing? What is the Purpose?

Housing Action Plan: What is it?

Before We Plan - Assessment of the Situation:

- Who is our audience?
- What is our resource(s) and capabilities?
- What do we know, and how do we know it?
- What are the expectations?
- What are the desired outcomes?
- How will this be implemented?
- Who has ownership and accountability?
- How can we make sure this isn't "just another plan or meeting"?
- *How will our efforts be successful?*

Chippewa Valley Housing Task Force: The Study Period

- Launched the “Task Force”
- Task Force met 6 times, every two months
 - Building Relationships
 - Cultivating “Activists”
- Focus Groups and “Sector Groups” created, met 2-3 times each

Chippewa Valley Housing Task Force: The Study Period

- Starting from scratch
- No existing housing report, recent effort, existing capacity.

[Relatively] Easily Acquired:

- Public data sources & analysis

Missing:

- Privileged data sources, community preferences, local stories, secondary intelligence

Housing in the Community Context



A.L.I.C.E

RACE • HISTORY • INJUSTICE

Household Survival Budget, Eau Claire County, 2018		
	SINGLE ADULT	2 ADULTS, 1 INFANT, 1 PRESCHOOLER
Monthly Costs		
Housing	\$499	\$783
Child Care	\$-	\$1,348
Food	\$267	\$807
Transportation	\$326	\$795
Health Care	\$214	\$699
Technology	55	\$75
Miscellaneous	\$161	\$529
Taxes	\$245	\$783
Monthly Total	\$1,767	\$5,819
ANNUAL TOTAL	\$21,204	\$69,828
Hourly Wage*	\$10.60	\$34.91



Social Determinants of Health



Summary of Findings

- Defined:
 - (1) Goal
 - (2) Focus
 - (3) Purpose
- Established Consensus Statements (16)
- Defined “Affordable”
 - Housing expenses $\leq 30\%$ of gross household income
- Defined Housing Segments (7)
- Defined Income Measures & Synthesized Housing Data (49 pages)
- Approved Recommendations (45)
- Critical Obstacles: Income, Inventory, Investment

Summary of Findings

Recommendation Categories:

- Development Regulations
- City Policies
- Public Funding
- Public-Private Partnerships
- Civic Strategies

Summary of Findings → Action Plan (s)

- Consensus Statements (16) Approved Recommendations (45)
- Cultivated relationships with elected officials
- Mobilized base of stakeholders, including “activists”.
- Put it on paper!

It's Done!

Short Range	< 6 months
Mid Range	6 – 12 months
Intermediate	12-24 months
Long Range	24+ months

Refer to Comprehensive Plan;
Housing Task Force Report

Adopted: May 2019



“Post Mortem”

Support in Concept, Apprehensive in Practice

Energy to pursue affordable housing initiatives...but questions and concerns over context, location, address systemic causes, etc.

Sustain Stakeholder Engagement

Confronting Uncomfortable Truths

What is Sufficient vs. What is Easy

COVID

- How to re-engage

Remix

Housing Action Plans are political documents.

Know your role. Cultivate, nurture, prepare & empower your allies.

Build Trust. Build Momentum.

Can't solve all the challenges.

Can't do everyone at once.