



Housing Partnerships

January 5, 2024

STABLE HOUSING CAN ...



**IMPROVE
DROPOUT
RATES BY 30%**



**REDUCE
CRIME
BY 20%**



**INCREASE
EMPLOYMENT
RATES BY 20%**



**IMPROVE
HEALTH
BY 18%**

FOR ADDITIONAL INFORMATION & UPDATES VISIT WWW.HOUSINGPLAN.ORG



Common Agenda



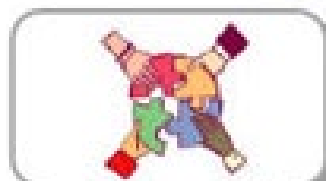
Shared
Measurement



Mutually Reinforcing
Activities



Continuous
Communication



Backbone
Organization



- **Collective Impact achieved population level change when it focused on data, resources, policies, and systems**
- **Most mature implementation started with backbone support and common agenda**



Common Agenda



Shared Measurement



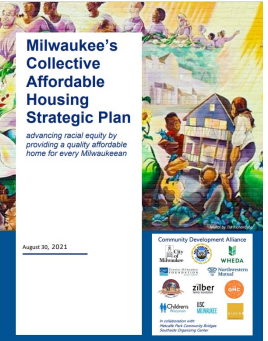
Mutually Reinforcing Activities



Continuous Communication



Backbone Organization



WHY PAIN? WHAT? LET'S TO EVERY LEVEL WORKS

ENTRY LEVEL HOMES HAVE NEVER BEEN BUILT AT SCALE IN MILWAUKEE FOR BLACK & LATINO FAMILIES. IT'S TIME TO CHANGE THAT

THERE ARE OVER 17,000 BLACK & LATINO FAMILIES IN MILWAUKEE ASKING TO BUY A \$100,000 HOME, BUT FEW THAN 1,000 ARE AVAILABLE EACH YEAR. THESE HOMES ARE OVER 70 YEARS OLD AND LARGELY PURCHASED BY INVESTORS.

- The King Park Neighborhood Open market over 200 most bids, and Milwaukee County plans to make significant improvements to the park, and the nearby West-Congl Valley Greenway Corridor.
- The King Park Project will involve **200 units and 1,000 beds** over 4 years. We will be exploring for affordable homeownership in partnership with an organization with the capacity to build homes, and create and lead to homeownership. The investment will pay for itself at the 4th House Pay.
- Results to date may have included an homeownership and lead reduction of 2000 households. Based on an overall goal, 10% of overall homes will be required to support additional family living arrangements.
- The total project cost of \$10 million is supported by \$6 million in state AFDC funds received, \$3.6 million in community development funds, \$8 million in state bonds, and \$2 million in resident support. [\\$10 million project funding](#) is needed to support the pilot project 10 year horizon program. [\\$10 million project funding](#)

SUBSCRIBE FOR UPDATES & SEE THE COLLECTIVE PLAN AT [WWW.CDAASPIRERS.COM](#)

1 Homeowner Offense	2 Homeowner Defense	3 Rental Offense	4 Rental Defense
Create an acquisition fund to acquire properties for homeownership for BIPOC families	Fund preservation & non-traditional programs to assist homeowners with repairs	Support for mortgage for residents & consider incentives to offer units from \$500 - \$650	Capacity for preserving/managing existing subsidized units
Create alternative homeownership structures & physical structures	Provide enhanced post-purchase homeowner counseling	Create tax credit policies that increase incentives for \$500 - \$650 units	Acquisition fund to get properties to responsible landlords
Create or stimulate alternative lending	Develop resources and policies to lessen property tax burden	Create and support inclusive strategies to combat racism and address segregation	Policy changes for subsidized units





advancing racial equity by providing a quality affordable home for every Milwaukeean





advancing racial equity by providing a quality affordable home for every Milwaukeean

Homebuyer Counseling Partners



Vacant Lots to Entry Level Homes Partners



Collaboration Partners



*advancing racial
equity by providing a
quality affordable
home for every
Milwaukeean*

GARE Racial Equity Policy Process

Vision Developing an Affordable Housing Plan
Community Development Alliance

Data Data Collection Overview
Community Development Alliance

Engage Overview of Action Committee Recommendations
Community Development Alliance

Strategy Milwaukee's Collective Affordable Housing Strategic Plan
Community Development Alliance

Implement Detailed Plans

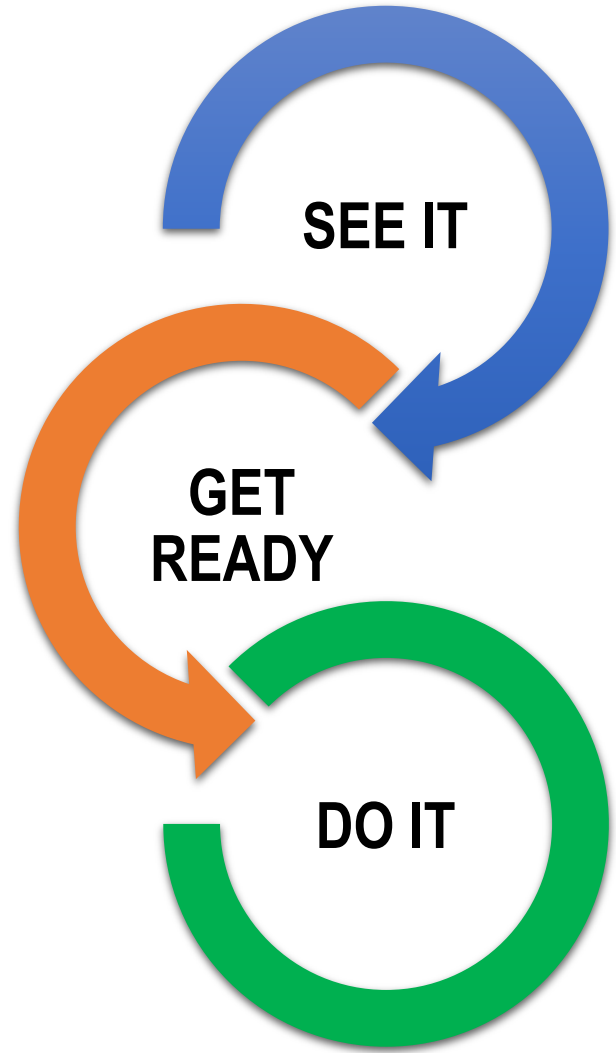
Accountability Monitor & Communicate

Update Continuous Improvement



LOCAL AND REGIONAL GOVERNMENT ALLIANCE ON RACE & EQUITY

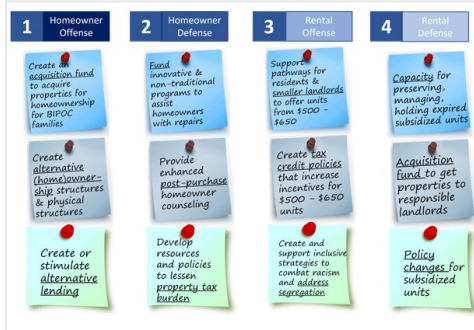
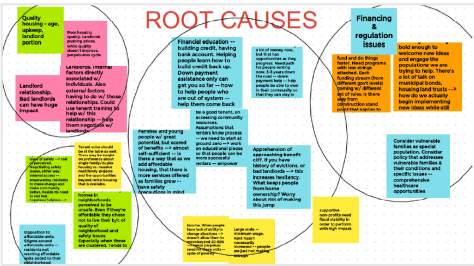
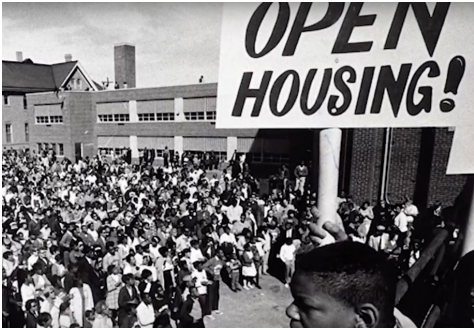
- 2. Collect & Analyze **Data**
- 3. **Engage** Allies
- 4. Develop Equitable **Strategy**



1. Set Racial Equity **Vision**

- 5. **Implement** Changes
- 6. Monitor & Communicate Progress for **Accountability**
- 7. **Update** & Continuously Improve

Collective Objectives



Grow homebuyer counseling & down payment assistance (DPA)



Acquisition Fund to combat predatory acquisition



Vacant Lots to 1st Generation Homes

2022

2023



Alternative lending based on rental history

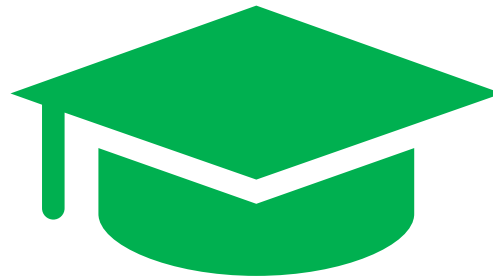


	Grow DPA	Acquisition Fund	Entry Level Homes	Alternative Lending
Long Term Goal	Grow Down Payment Assistance (DPA) & Homebuyer Counseling by 10% each year for 5 years	Acquire 200 single family homes and duplexes every year that would otherwise be investor owned and sell to homeowners	Construct 100 entry level homes on vacant lots every year	Create a local lending pool that lends to first time homebuyers based on rental history
Q3 OKR Update	<ul style="list-style-type: none"> <input type="checkbox"/> Launch Implementation Team <input checked="" type="checkbox"/> Finalize Strategy Plans <input checked="" type="checkbox"/> Raise Additional \$1 million 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Launch Implementation Team <input checked="" type="checkbox"/> Raise total of \$11 million for Tiers I & II (\$3 million requested, \$5 million requested) <input type="checkbox"/> Technical Assistance Plan for Tier III developers 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Launch Implementation Team <input checked="" type="checkbox"/> Identify Developer for Phase I (RFP in progress) <input type="checkbox"/> Complete Phase I Land Acquisition <input checked="" type="checkbox"/> Raise \$5 million for Phase II 	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> Launch Project Team <input checked="" type="checkbox"/> Preliminary Business Plan (Project Charter Drafted)
Recommended Q4 OKR	<ul style="list-style-type: none"> <input type="checkbox"/> Efficiencies & alignment with Take Root Milwaukee <input type="checkbox"/> Collective Program Level Data Plan <input type="checkbox"/> Relaunch HACM Homeownership 	<ul style="list-style-type: none"> <input type="checkbox"/> Raise Final \$3-\$7 Million <input type="checkbox"/> Technical Assistance Plan for Expanding Developers 	<ul style="list-style-type: none"> <input type="checkbox"/> Complete Phase I Land Acquisition <input type="checkbox"/> Complete New Markets Study <input type="checkbox"/> Raise \$225K for Model Homes 	<ul style="list-style-type: none"> <input type="checkbox"/> Data Collection <input type="checkbox"/> Engage Allies

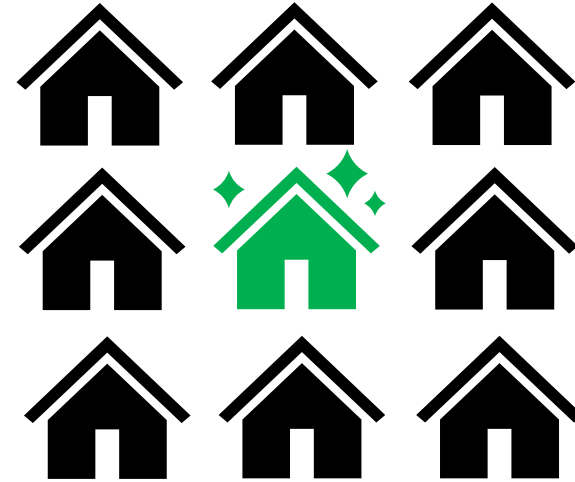
WHAT IS AFFORDABLE HOUSING?



AFFORDABLE HOUSING IS WHEN A HOME IS AVAILABLE FOR 30% OF A FAMILY'S INCOME



FOR FAMILIES LIKE EARLY CHILDHOOD EDUCATORS THAT'S \$650/MONTH



WITH GOOD POLICY A QUALITY AFFORDABLE HOME IS AVAILABLE FOR EVERYONE

FOR ADDITIONAL INFORMATION & UPDATES VISIT WWW.HOUSINGPLAN.ORG

WHAT IS AFFORDABLE HOUSING?



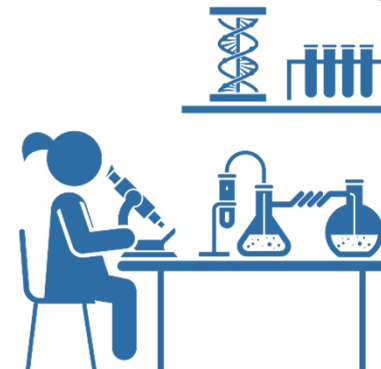
Early Childhood Educator, Healthcare Aide, Warehouse Worker

AN EDUCATOR MAKING \$12 AN HOUR CAN AFFORD A RENTAL HOME FOR \$650/MONTH, OR A \$45,000 HOME.



Teacher, Firefighter, Postal Carrier

A TEACHER MAKING \$24 AN HOUR CAN AFFORD A RENTAL HOME FOR \$1,250/MONTH, OR A \$100,000 HOME.

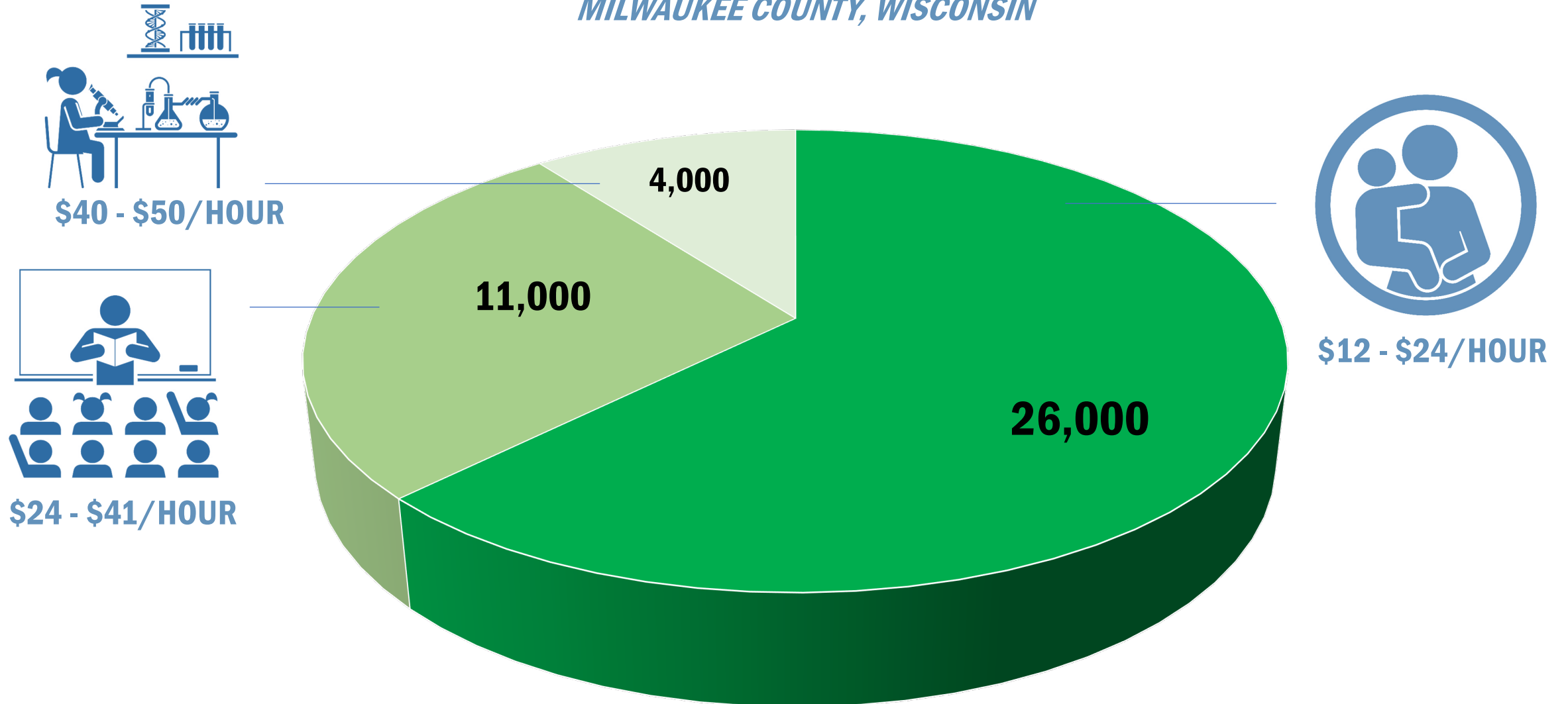


Architect, Professor

A PROFESSOR MAKING \$40 AN HOUR CAN AFFORD A RENTAL HOME FOR \$2,500/MONTH, OR A \$240,000 HOME.

NUMBER OF BLACK & LATINO FAMILIES NOT CURRENTLY HOMEOWNERS

MILWAUKEE COUNTY, WISCONSIN

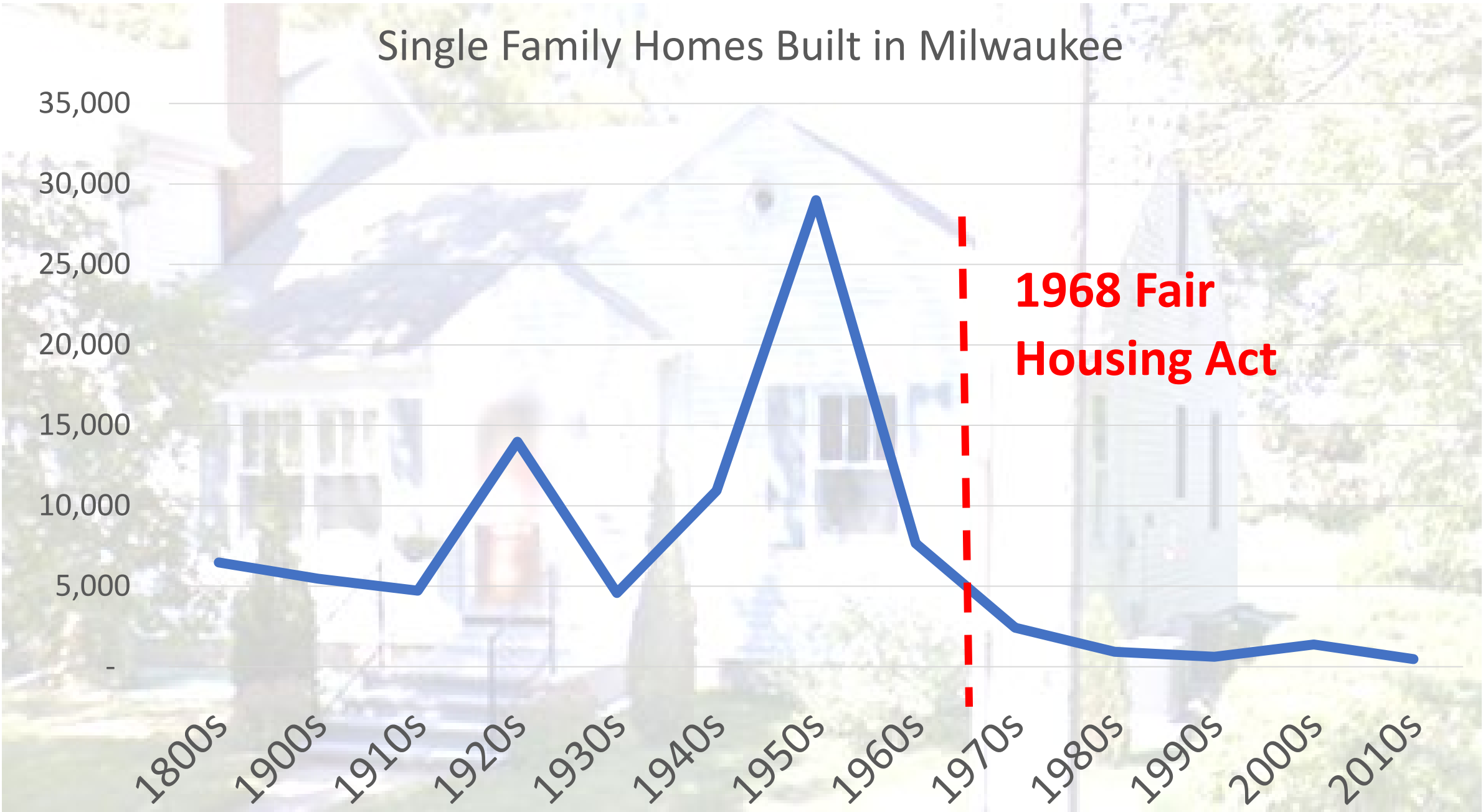


Single Family Homes Built in Milwaukee

35,000
30,000
25,000
20,000
15,000
10,000
5,000
-

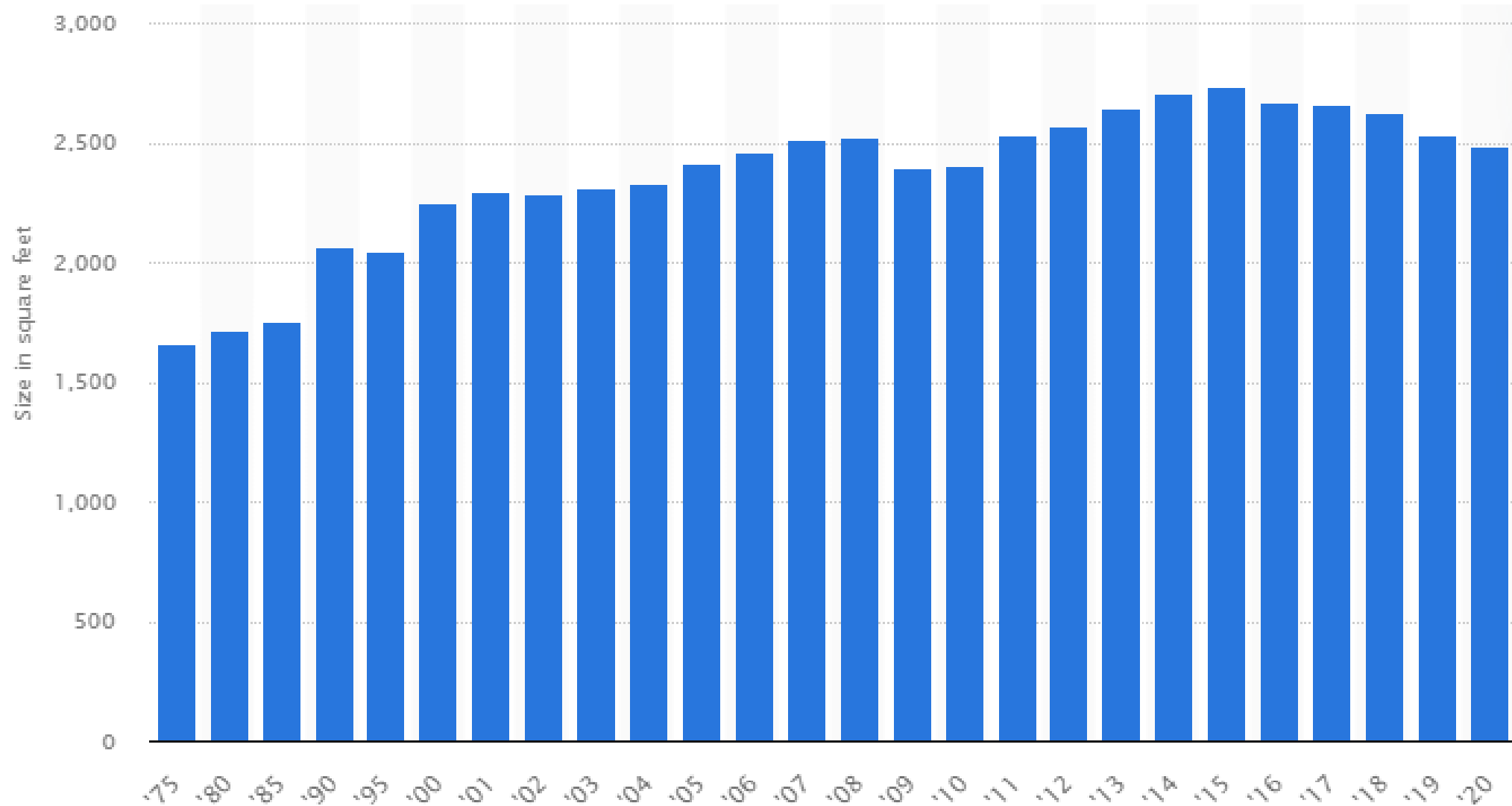
**1968 Fair
Housing Act**

1800s 1900s 1910s 1920s 1930s 1940s 1950s 1960s 1970s 1980s 1990s 2000s 2010s



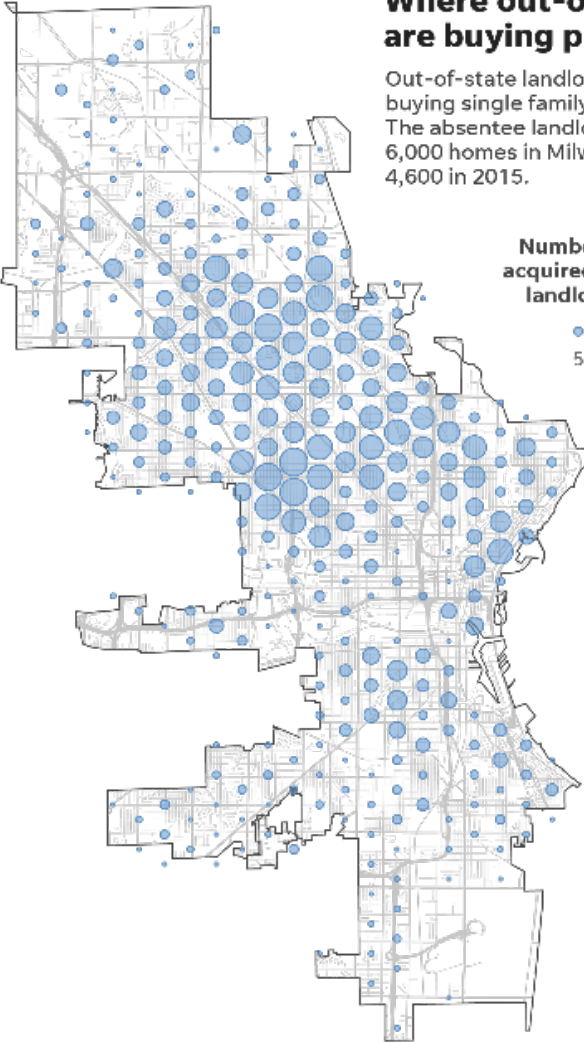
AVERAGE SIZE OF NEW SINGLE-FAMILY HOMES

UNITED STATES



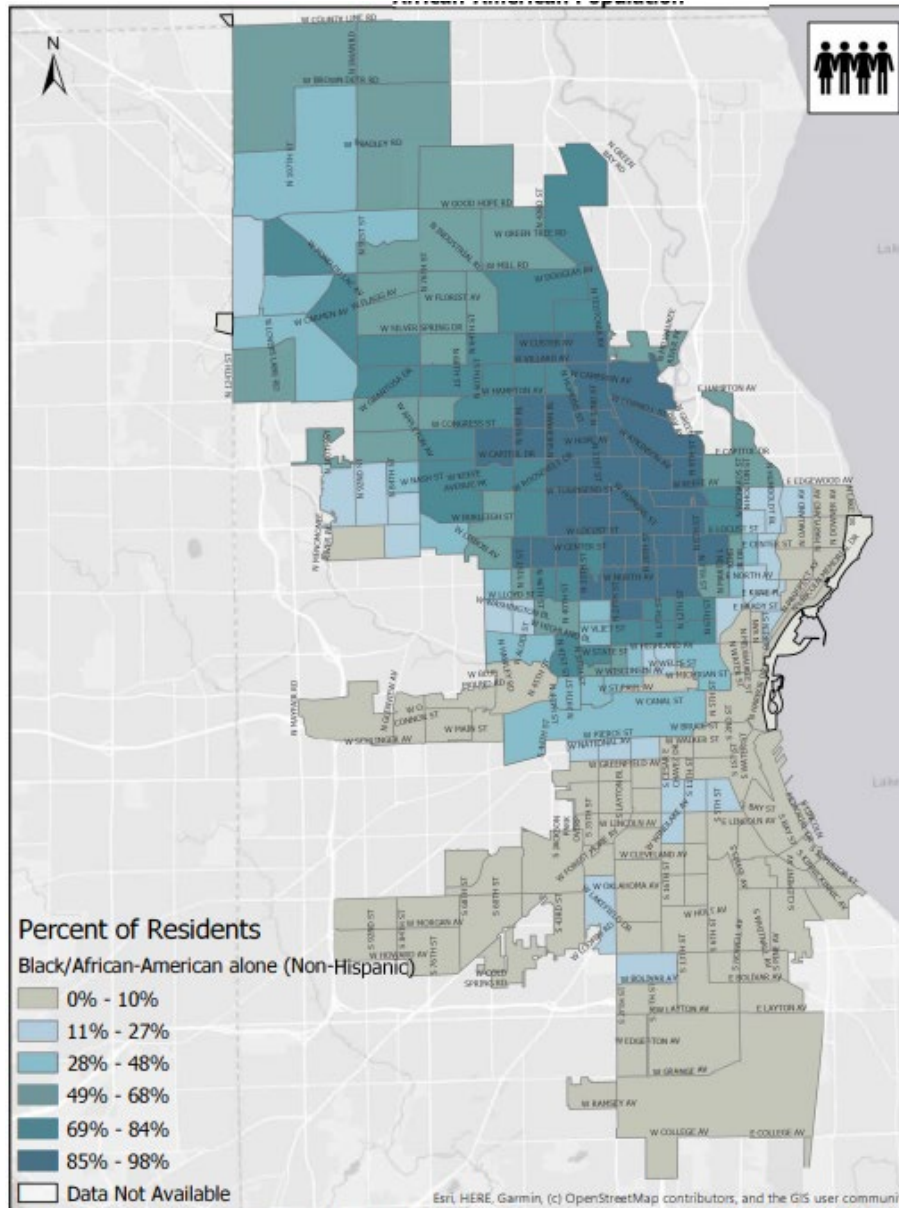
Where out-of-staters are buying property

Out-of-state landlords are rapidly buying single family rental homes. The absentee landlords own about 6,000 homes in Milwaukee, up from 4,600 in 2015.



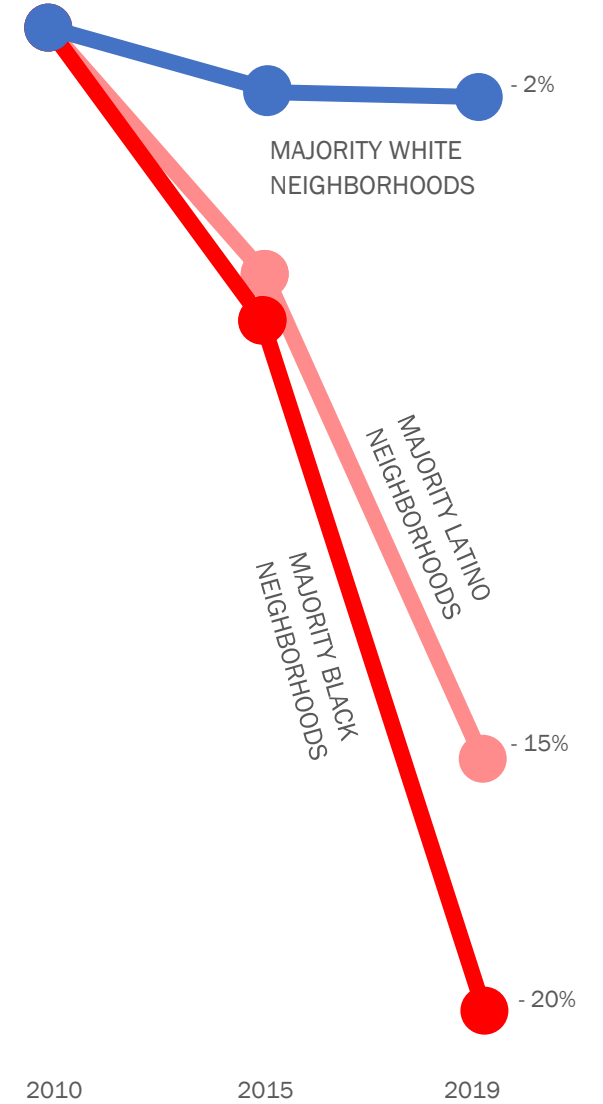
Only includes housing properties. Does not include properties with apartment buildings.

Source: Marquette Law School's Lubar Center for Public Policy Research and Civic Education; City of Milwaukee records

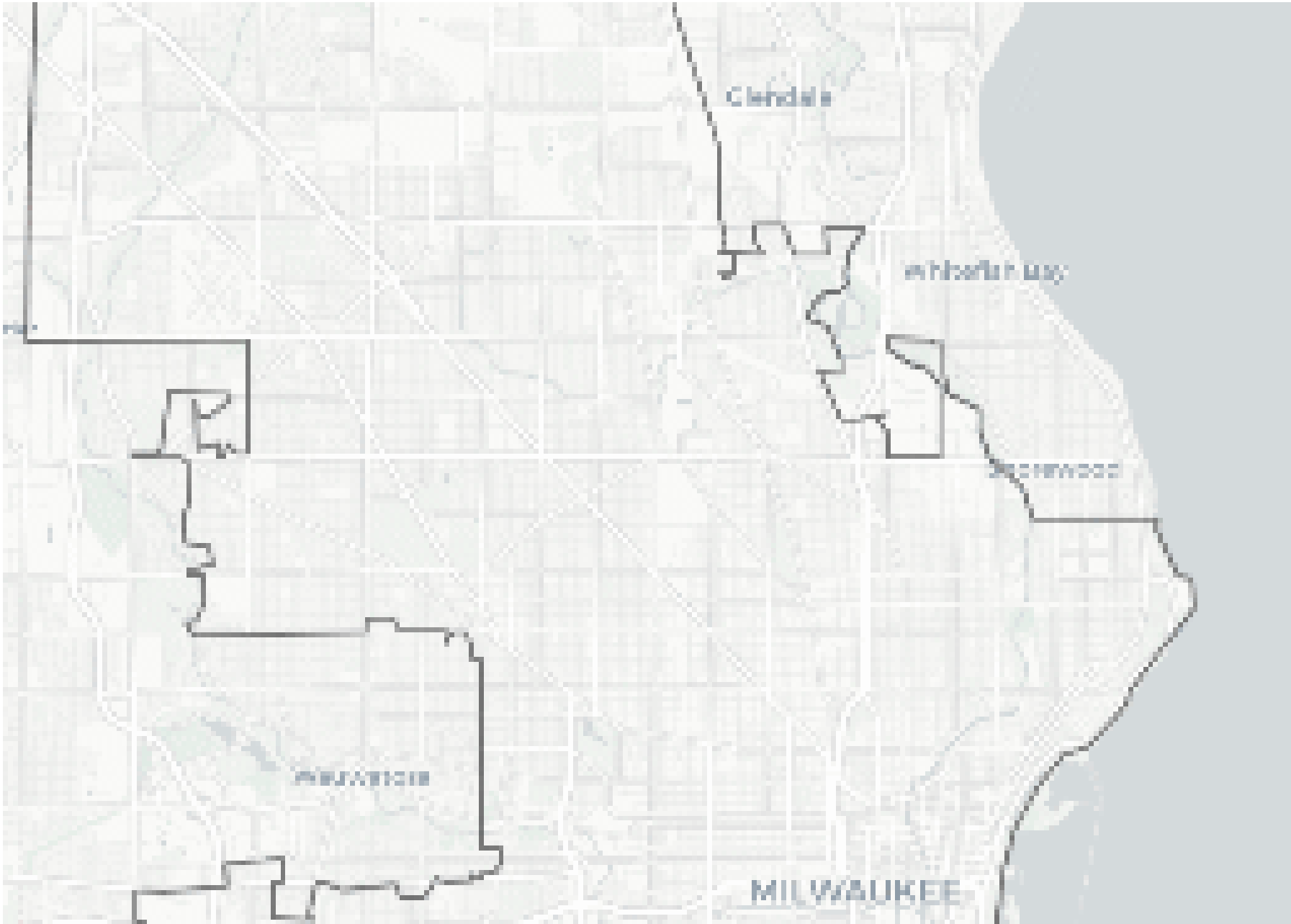


Source: U.S. Census Bureau, 2012-2016 American Community Survey 5-Year Estimates. Classification Method: Jenks Natural Breaks (6 classes) based on the geographic distribution of the data at the census tract level. Esri, HERE, Garmin, (c) OpenStreetMap contributors, and the GIS user community. Prepared by Data You Can Use January 2020

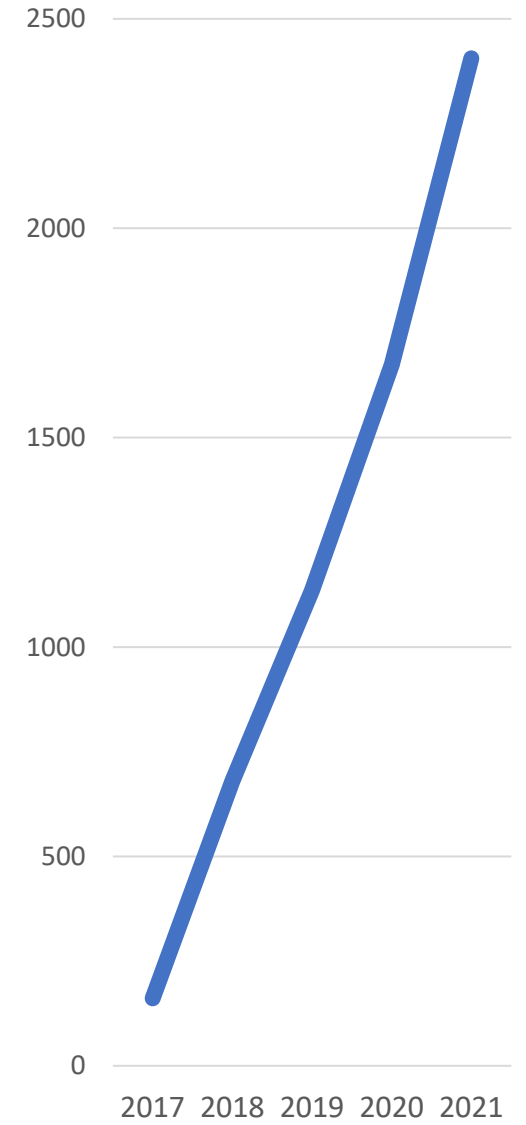
% DROP IN HOMEOWNERSHIP SINCE 2010

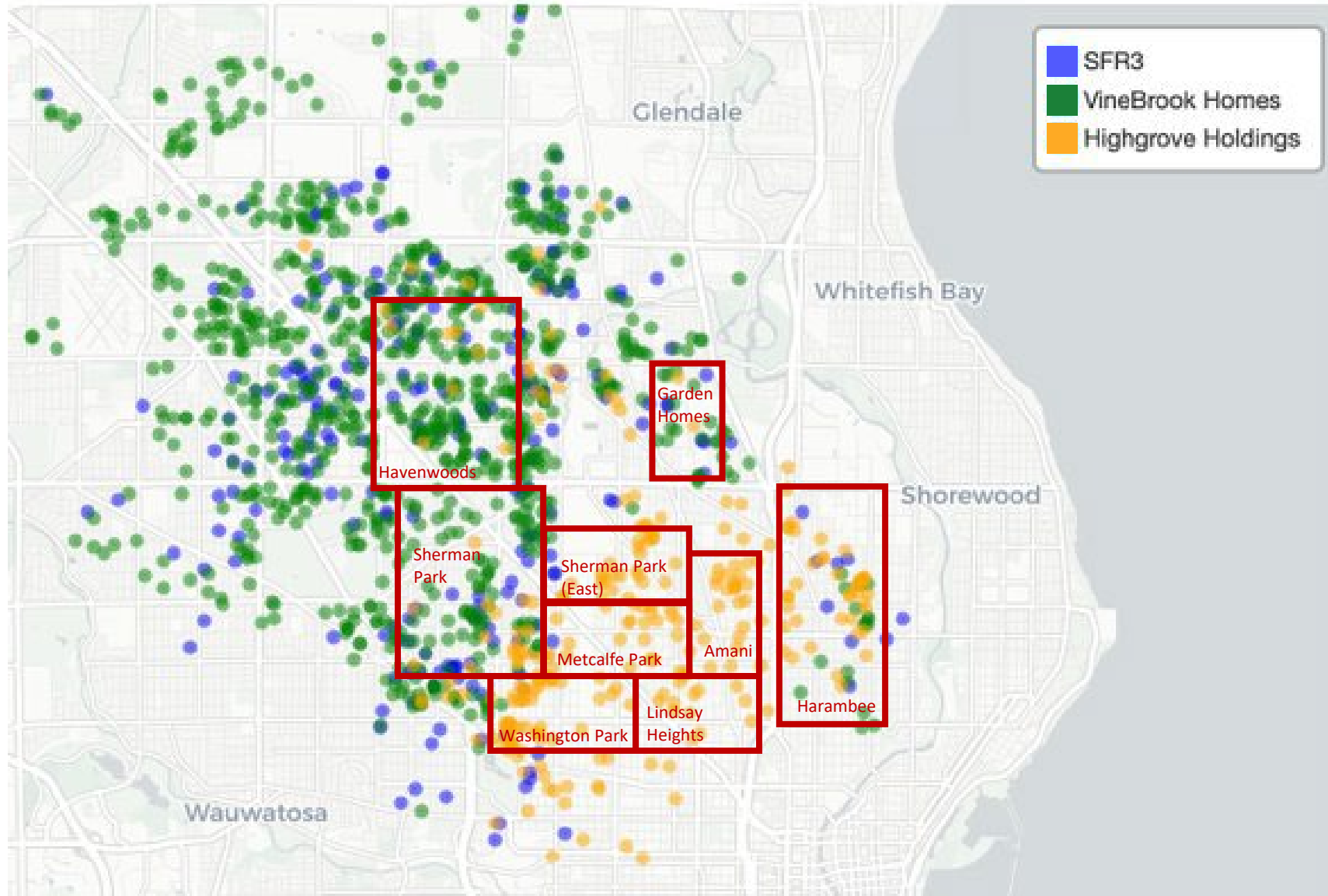


Source: Comparison of Milwaukee County ACS Census Tables P2 (Race, 2010) and B2118 (Homeownership)



Cumulative Parcels in Portfolio Sales



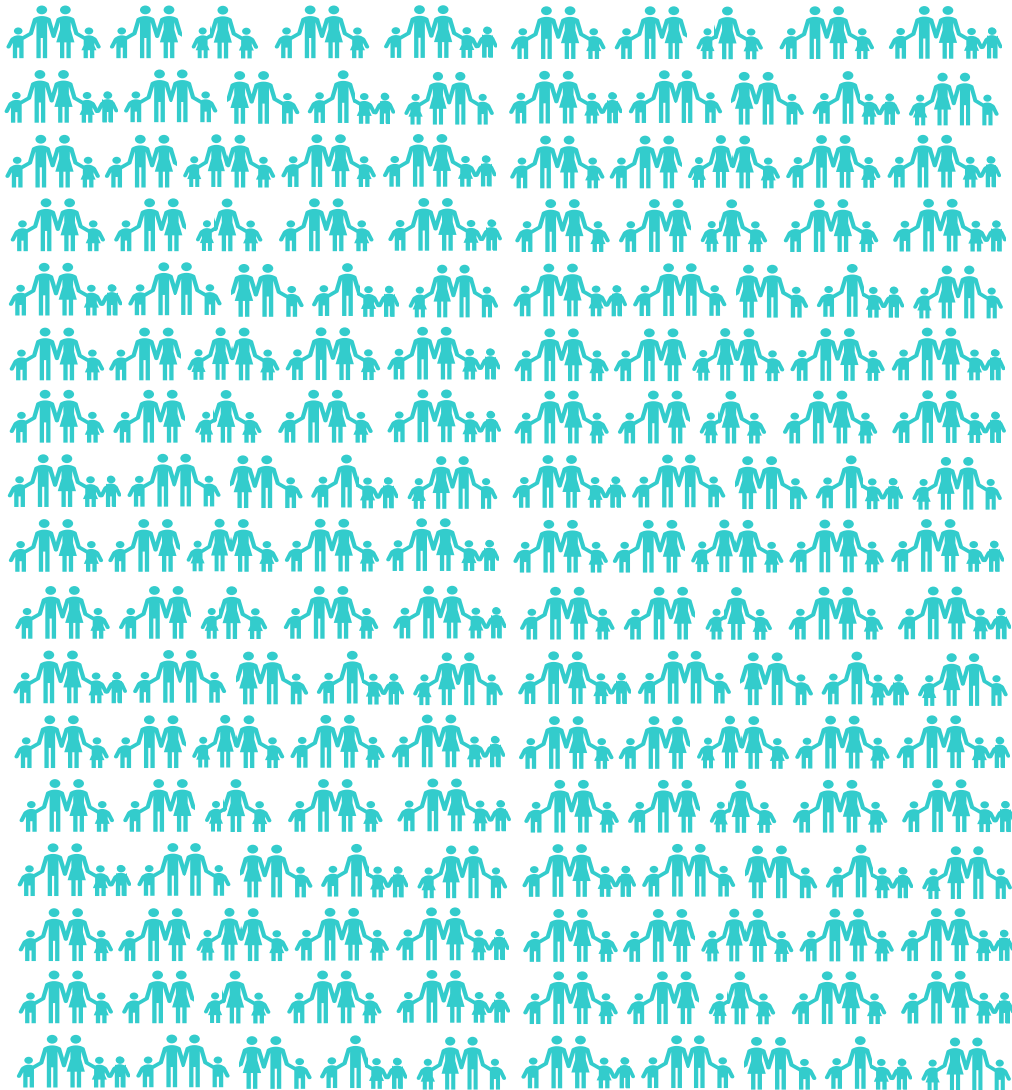


This out-of-state investment trend is largely driven by 3 private equity backed firms, all of which mainly target Milwaukee's north side. They collectively own over 1,400 houses, up from 17 five years ago.

John Johnson

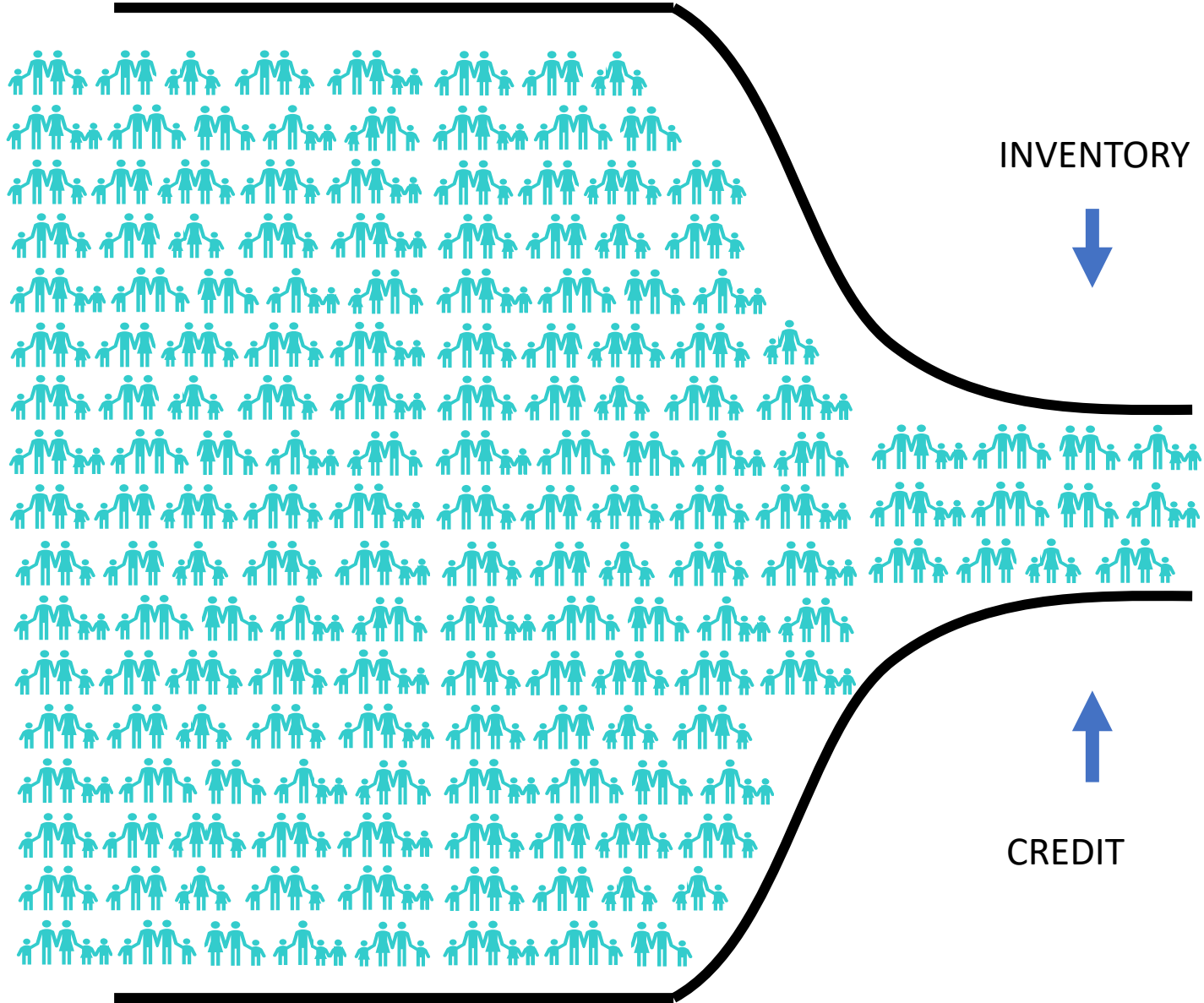
Marquette Law School

40% OF MILWAUKEE'S ENTRY LEVEL HOME INVENTORY HAS BEEN PURCHASED BY INVESTORS



THERE ARE OVER 17,000 BLACK & LATINO FAMILIES IN MILWAUKEE ASPIRING TO BUY A \$125,000 HOME, BUT ONLY ABOUT 1,500 ARE AVAILABLE EACH YEAR, AND OVER 40% HAVE BEEN PURCHASED BY INVESTORS

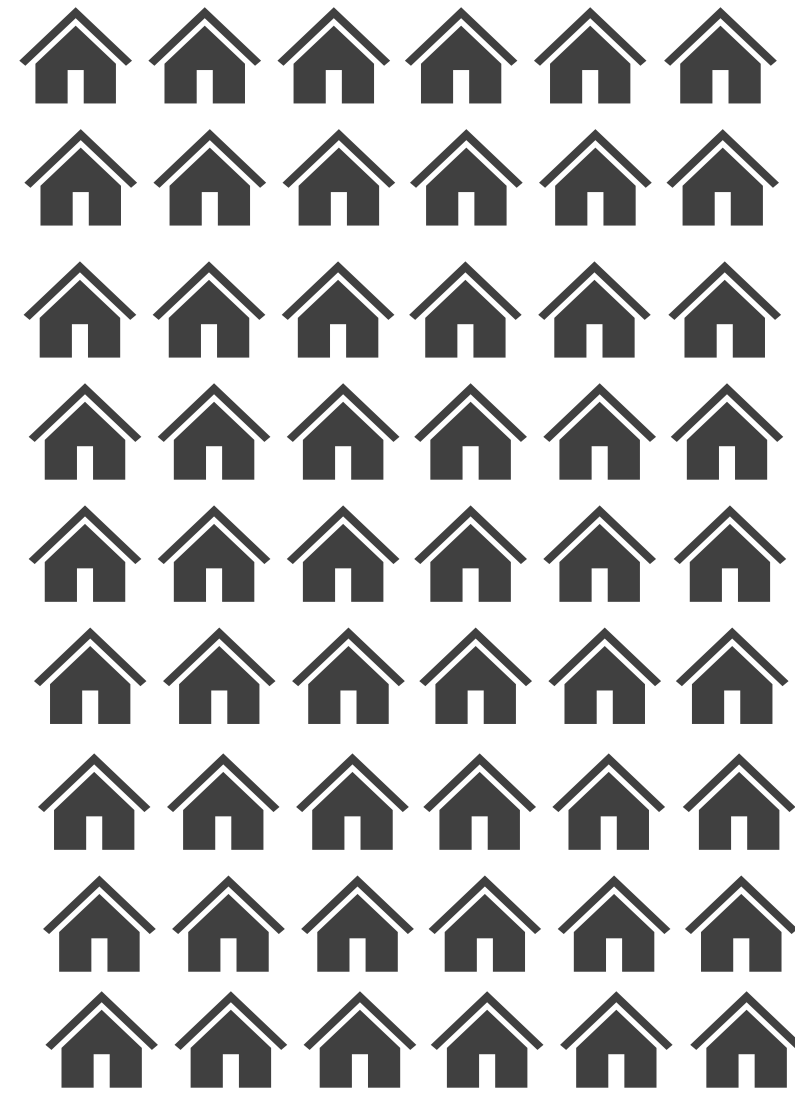
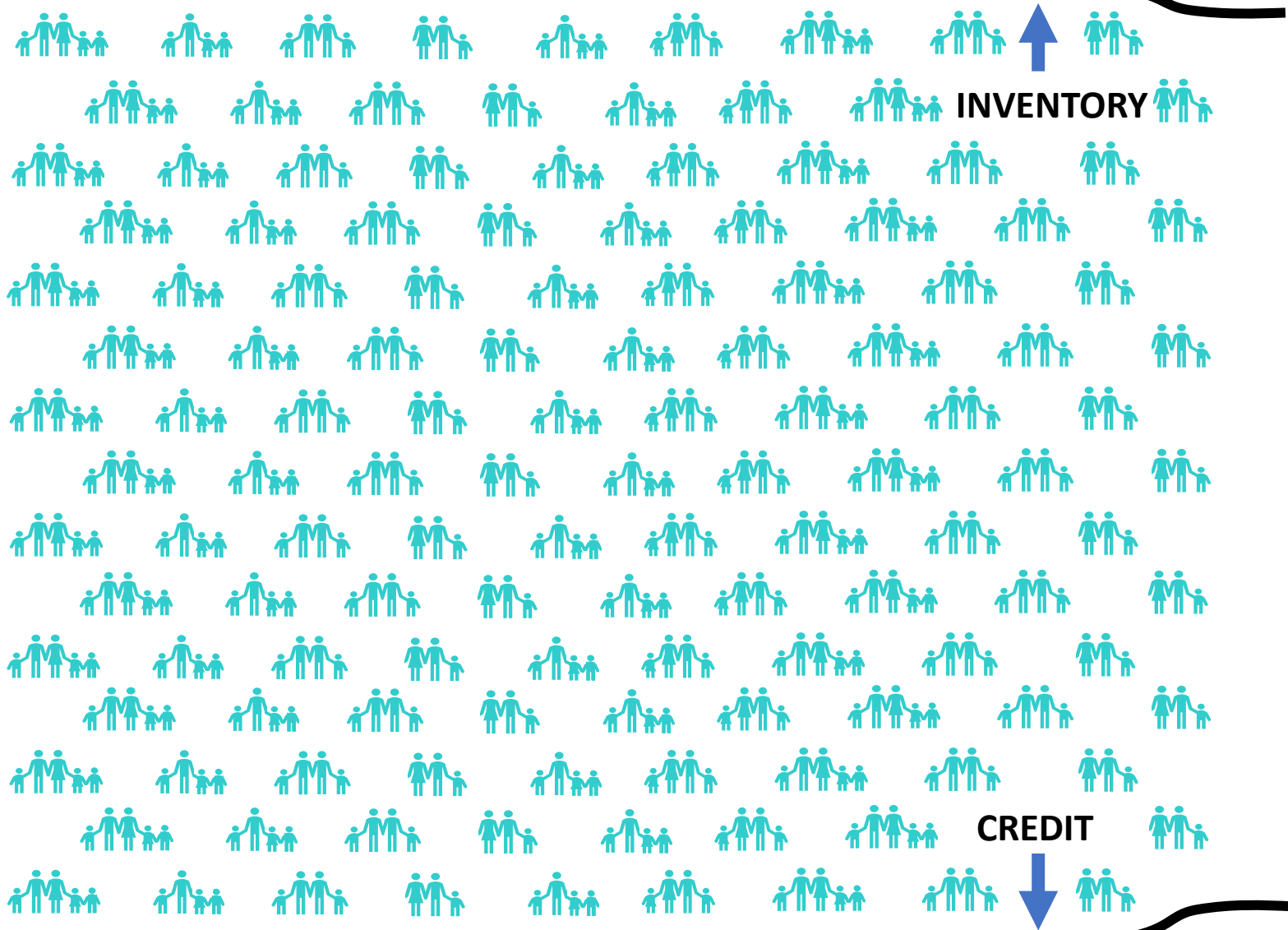
Source: Number of families analyzed by CDA and includes multiplying White homeownership rate to the number of Black and Latino families making \$25,000 - \$50,000/year (see 2019 ACS census tables B19001L and B19001B), less estimated existing homeowners (See 2000 Table HCT035). Property numbers analyzed by CDA and includes information from the City of Milwaukee Assessors office.



IN ONE YEAR THERE WERE
2,000 ASPIRING BLACK &
LATINO HOMEOWNERS IN
MILWAUKEE THAT COMPLETED
HOMEBUYER COACHING



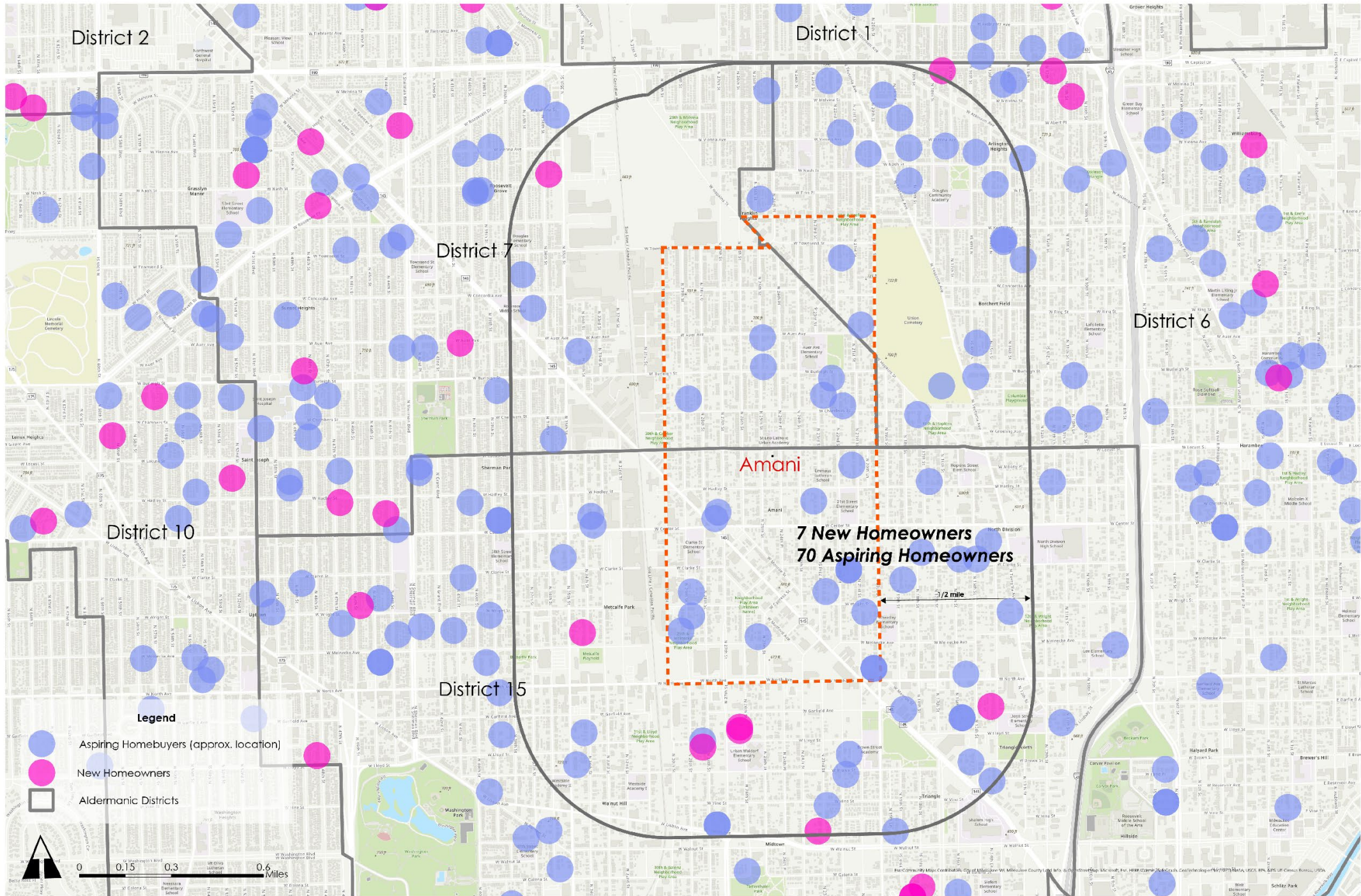
BUT ONLY ABOUT 600
HAVE RECEIVED
INVENTORY & LOANS





AQ FUND HOMES





District 2

District 1

District 7

District 6

District 10

Amani

7 New Homeowners
70 Aspiring Homeowners

District 15

Legend

Aspiring Homebuyers (approx. location)

New Homeowners

Aldermanic Districts

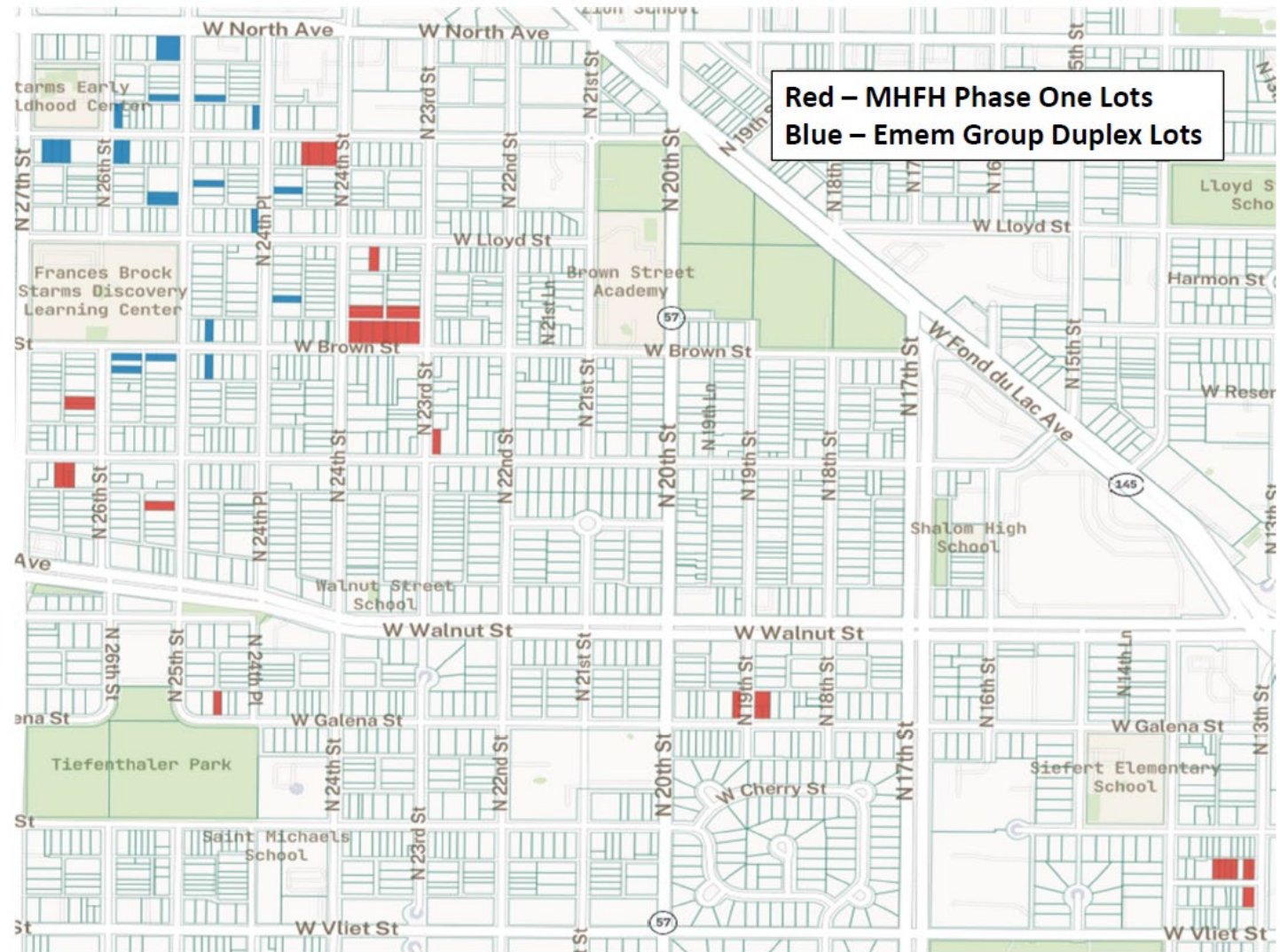
0 0.15 0.3 0.6 Miles

1/2 mile

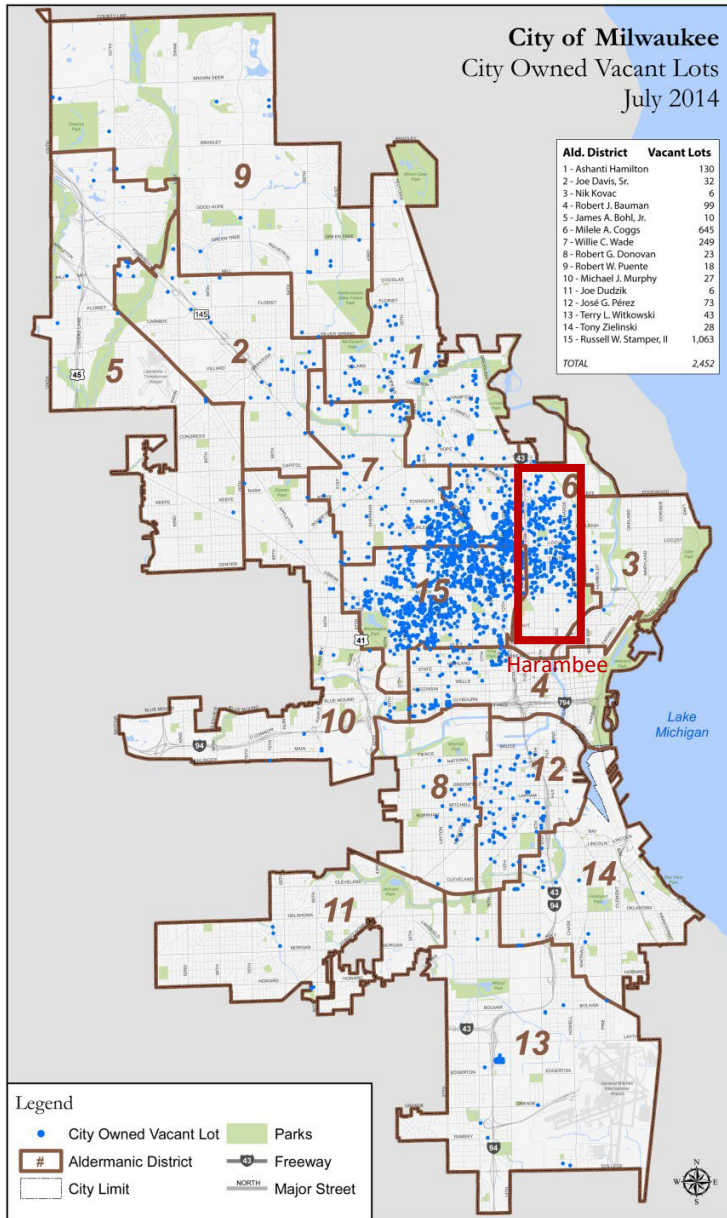
King Park Project

80 Single Family Homes

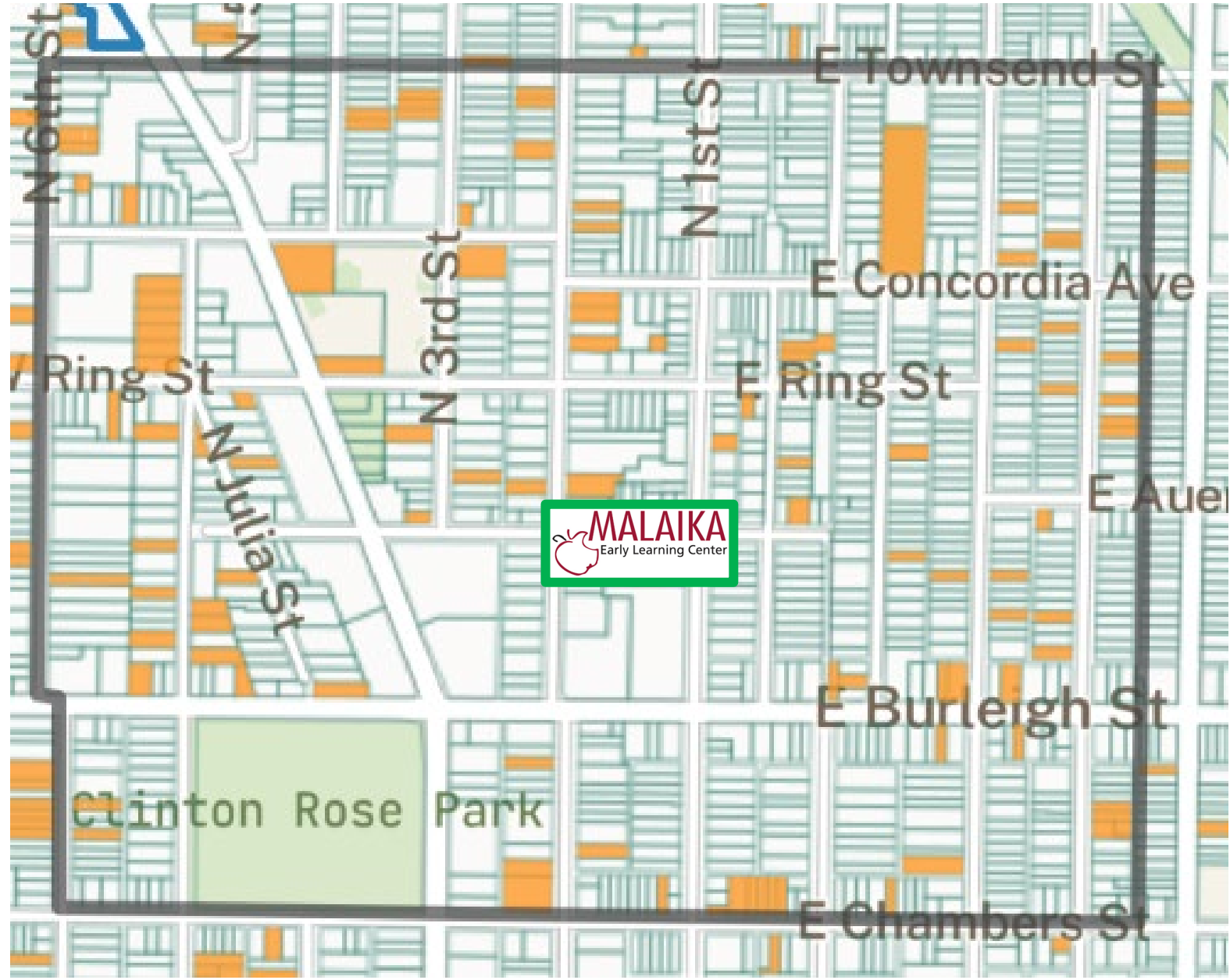
20 Duplexes

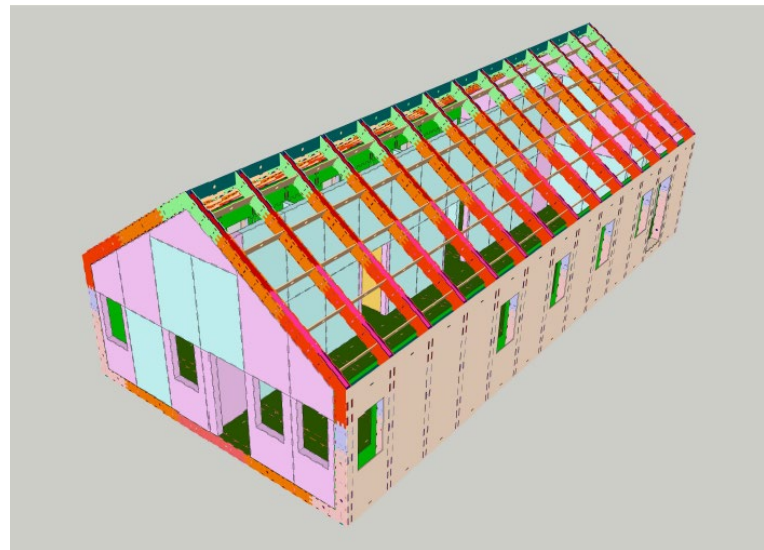
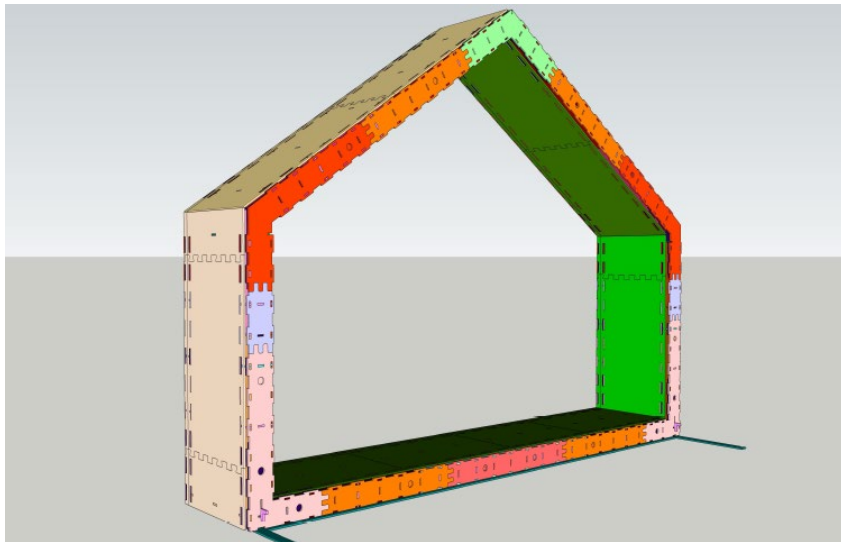
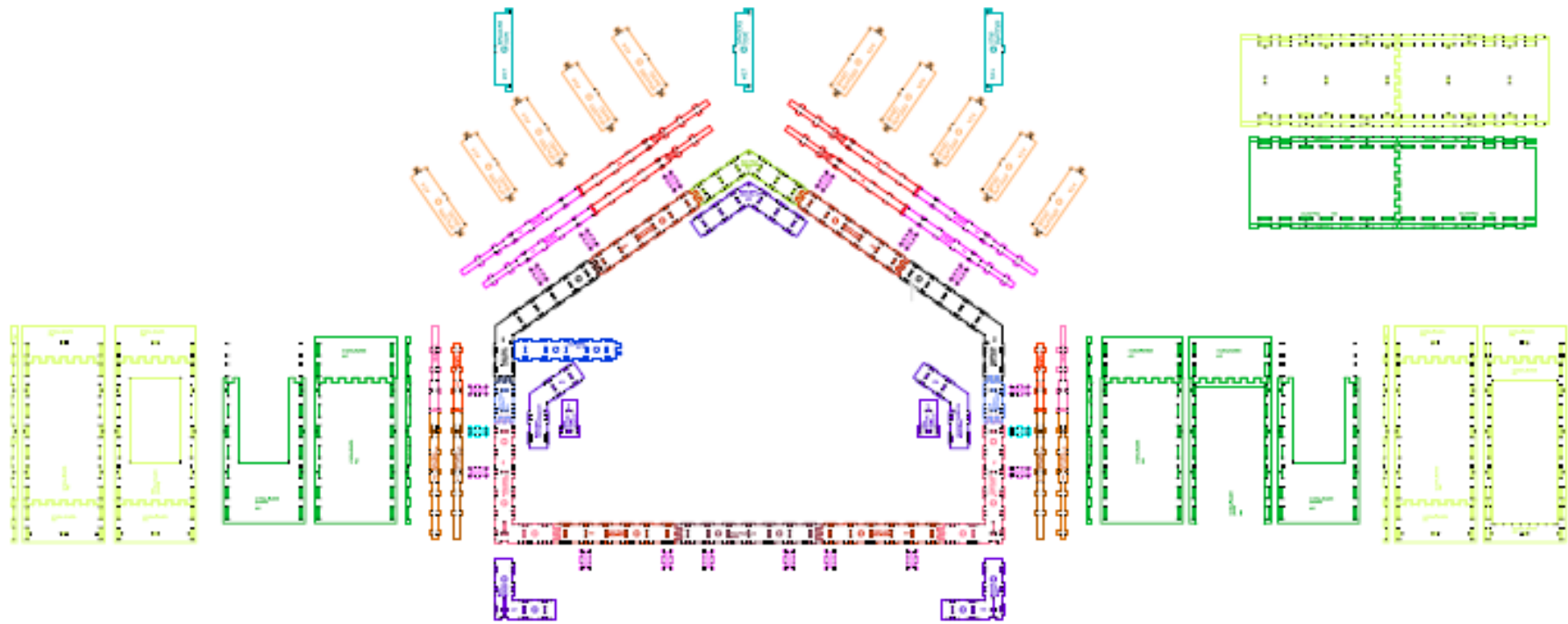


City of Milwaukee
City Owned Vacant Lots
July 2014



Prepared by the Department of City Development, 7 July 2014
Source: City of Milwaukee Information & Technology Management Division; Real Estate Division



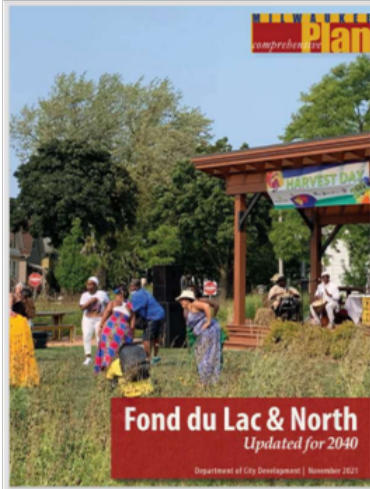


OUR COLLABORATION DESIGN

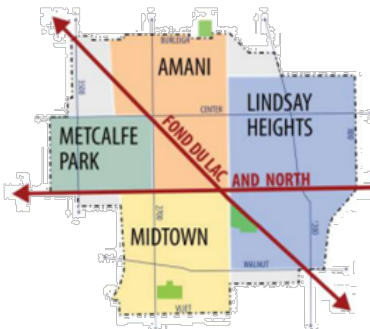


REVIEW OF FOND DU LAC & NORTH PLAN

A review of the core identified policies and strategies from resident focus groups and planning sessions during the development of the Fond du Lac & North Plan.



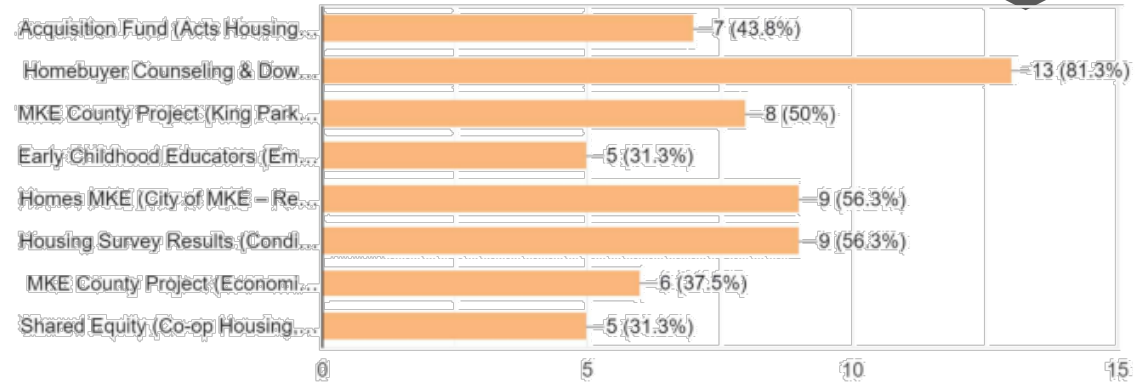
STRONG NEIGHBORHOODS POLICIES & STRATEGIES	
A. Increase Homeownership	
1. Continue and strengthen programs for existing homeowners to stay in their homes.	a. Expand existing programs that assist low and moderate income homeowners in making needed home repairs, such as the Strong Homes Loan Program (NIDC) and the Code Compliance Loan Program (DNS).
	b. Support homeowners at risk of foreclosure, and identify resources to assist low and moderate income homeowners facing property tax hardship.
	c. Assist homeowners and homebuyers in making needed accessibility improvements to allow for aging in place.
2. Support existing neighborhood renters become homeowners.	a. Continue to prioritize owner occupancy in the sale of City-owned properties.
	b. Expand programs that assist moderate income renters become homeowners, such as the Homebuyer Assistance Program (NIDC).
	c. Provide direct down payment assistance to new home buyers.
	d. Support innovative ownership models, including co-ops and community land trusts.
	e. Support and grow the capacity of community based organizations working to increase homeownership.
	f. Support the construction of new single-family homes throughout the area.



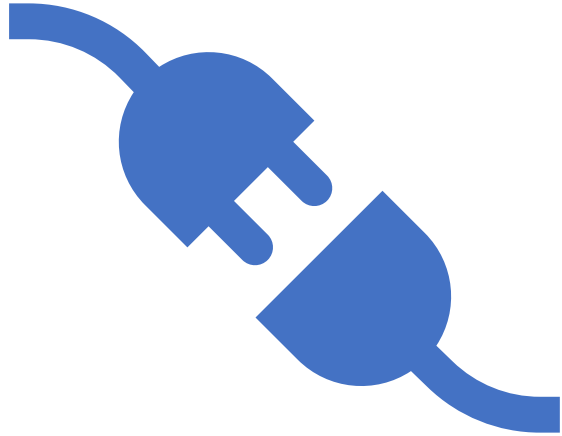
STRONG NEIGHBORHOODS POLICIES & STRATEGIES	
D. Construct New Housing	
1. Support new housing development that will accommodate a diversity of incomes.	a. Encourage new affordable housing where a lack of options exist. In areas with a low concentration of subsidized housing units encourage new multi-family developments to include at least 20% of units as affordable to households with income less than 60% AMI.
	b. Encourage new market-rate housing in areas with high concentrations of affordable housing. In areas with a high concentration of subsidized housing units, encourage new multi-family developments to include at least 20% of units as market-rate.
	c. New subsidized housing developments should serve a range of incomes of existing neighborhood residents, including providing options for households at or below the median income for the neighborhood.
2. Support new housing development that will accommodate a variety of household types.	a. Encourage new family-oriented housing, units with at least 2 bedrooms, especially in close proximity to schools and parks.
	b. Encourage new higher density multi-family housing in close proximity to primary transit nodes and job centers.
	c. Support the development of duplex, townhome and multi-family housing along arterial streets and public open spaces.
	d. Support the development of single-family and duplex housing on residential streets, and in areas that are predominately single-family or duplex housing.
	e. Support the addition of accessory dwelling units (ADUs) at owner-occupied properties, and other housing types that can facilitate intergenerational households, aging in place, or rental income for homeowners.

Which housing topics are you interested in learning about?

16 responses



11 Housing development program	Housing
12 Really want to houses improvement	Housing
13 More community involvement. Safe zones for families to enjoy neighborhood. Parks, walking and exercising.	Housing
14 Abolishing abandon housing, making them available for 1st time homebuyers and lead free	Housing
15 Increase employment for residents	Housing
16 Assist Customer with home repairs	Housing
17 Lower crime + no deaths. Make our home lead safe.	Housing
18 That every household has some type of security whether it be a ring door bell	Housing
19 Affordable housing = less homeless shelters. More mental health facilities	Housing
20 Develop guidelines for out-of-state home-owners. Eventually require new owners to in-state.	Housing
21 Home repair improvements extension for residents	Housing
22 Remove trouble spots which have existed for years. Remove negligent landlords. Improve cleanliness + consistency of city services. Grants for	Housing
23 more for housing	Housing
24 more ring camera, more assistance in housing upkeep, more safety	Housing
25 Money to repair homes, streets, more policing	Housing
26 Money for home repairs	Housing
27 Less homeless and abandoned housing.	Housing
28 Rehab or tear down empty houses	Housing
29 Yes, more housing on my block	Housing
30 Reduction of vacant lots in Quadrant 2. New housing on 8th, 9th, 10th, and 11th streets between Meinecke and Center	Housing
31 A strong leadership and less vacant lots and empty houses	Housing
32 18th St: the houses on the block need some help; landlords do not help in keeping the properties up to date	Housing
33 Raise enough money to rebuild all dilapidated homes so "looking like Wauwatosa"	Housing
34 Assistance with repairs and upgrades and more respect for keeping neighborhoods clean	Housing



PLUG IN

SUBSCRIBE AT WWW.HOUSINGPLAN.ORG



HAVE AN IDEA?

EMAIL US AT IDEAS@HOUSINGPLAN.ORG



GET GOING

DATA AND STRATEGY SUPPORT AVAILABLE

