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](http://www.housingplan.org)
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.
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

1. Set Racial Equity Vision
2. Collect & Analyze Data
3. Engage Allies
4. Develop Equitable Strategy
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
- Alternative lending based on rental history
<table>
<thead>
<tr>
<th>Long Term Goal</th>
<th>Grow DPA</th>
<th>Acquisition Fund</th>
<th>Entry Level Homes</th>
<th>Alternative Lending</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Grow Down Payment Assistance (DPA) &amp; Homebuyer Counseling by 10% each year for 5 years</td>
<td>Acquire 200 single family homes and duplexes every year that would otherwise be investor owned and sell to homeowners</td>
<td>Construct 100 entry level homes on vacant lots every year</td>
<td>Create a local lending pool that lends to first time homebuyers based on rental history</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Q3 OKR Update</th>
<th>Grow DPA</th>
<th>Acquisition Fund</th>
<th>Entry Level Homes</th>
<th>Alternative Lending</th>
</tr>
</thead>
<tbody>
<tr>
<td>Launch Implementation Team</td>
<td>✓ Launch Implementation Team</td>
<td>✓ Launch Implementation Team</td>
<td>✓ Launch Implementation Team</td>
<td>✓ Launch Project Team</td>
</tr>
<tr>
<td>✓ Finalize Strategy Plans</td>
<td>✓ Raise total of $11 million for Tiers I &amp; II ($3 million requested, $5 million requested)</td>
<td>✓ Identify Developer for Phase I (RFP in progress)</td>
<td>✓ Complete Phase I Land Acquisition</td>
<td>✓ Preliminary Business Plan (Project Charter Drafted)</td>
</tr>
<tr>
<td>✓ Raise Additional $1 million</td>
<td>✓ Technical Assistance Plan for Tier III developers</td>
<td>✓ Raise $5 million for Phase II</td>
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</tbody>
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<thead>
<tr>
<th>Recommended Q4 OKR</th>
<th>Grow DPA</th>
<th>Acquisition Fund</th>
<th>Entry Level Homes</th>
<th>Alternative Lending</th>
</tr>
</thead>
<tbody>
<tr>
<td>Efficiencies &amp; alignment with Take Root Milwaukee</td>
<td>Raise Final $3-$7 Million</td>
<td>Complete Phase I Land Acquisition</td>
<td>✓ Data Collection</td>
<td></td>
</tr>
<tr>
<td>Collective Program Level Data Plan</td>
<td>✓ Technical Assistance Plan for Expanding Developers</td>
<td>Complete New Markets Study</td>
<td>✓ Engage Allies</td>
<td></td>
</tr>
<tr>
<td>Relaunch HACM Homeownership</td>
<td>Raise $225K for Model Homes</td>
<td>Raise $225K for Model Homes</td>
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</tr>
</tbody>
</table>
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?

An educator making $12 an hour can afford a rental home for $650/month, or a $45,000 home.

A teacher making $24 an hour can afford a rental home for $1,250/month, or a $100,000 home.

A professor making $40 an hour can afford a rental home for $2,500/month, or a $240,000 home.

For additional information & updates visit www.housingplan.org
NUMBER OF BLACK & LATINO FAMILIES NOT CURRENTLY HOMEOWNERS
MILWAUKEE COUNTY, WISCONSIN

$12 - $24/HOUR
$40 - $50/HOUR
$24 - $41/HOUR

26,000
11,000
4,000
Single Family Homes Built in Milwaukee

1968 Fair Housing Act
AVERAGE SIZE OF NEW SINGLE-FAMILY HOMES

UNITED STATES

Size in square feet

- Size of new single-family homes in the U.S. | Statista
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.

Number of properties acquired by out-of-state landlords since 2015

- 5 - 10
- 25 - 50

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

% DROP IN HOMEOWNERSHIP SINCE 2010

- 2%
- 15%
- 20%

MAJORITY WHITE NEIGHBORHOODS

Source: Comparison of Milwaukee County ACS Census Tables P2 (Race, 2010) and B2118 (Homeownership)
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 1,7 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.
AQ Activity to Date

AQ Properties by Stage

Record Count

Stage
New
Offer Prep
Offer Accepted/Scoping
Rehab
Stopped
Other

View Report (AQ Properties by Stage - All)
AQ FUND HOMES
King Park Project

80 Single Family Homes

20 Duplexes
THE BEST COMMUNITY RESULTS HAPPEN WHEN INDIVIDUAL GOALS ALIGN INTO A SHARED STRATEGY.

- 6 meetings to be held by Wisconsin Voices and Southside Organizing Center in partnership with Northside and Southside neighborhoods
- Implementation Teams launching
- Advocacy & Engagement Coordinator
WHAT CAN I DO TO HELP ADVANCE RACIAL EQUITY THROUGH HOUSING

FOR ADDITIONAL INFORMATION & UPDATES VISIT WWW.HOUSINGPLAN.ORG

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HAVE AN IDEA?
EMAIL US AT IDEAS@HOUSINGPLAN.ORG

GET GOING
DATA AND STRATEGY SUPPORT AVAILABLE