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Table F.1 List of Local State, and Federal Housing Financial Incentives, Programs, and Tools.

## References

Except where stated otherwise, data used in appendix A and B for years 1980 through 2016 are sourced from the U.S. Census Bureau via the decennial census or ACS report where applicable.

Projected data in appendix A and B are sourced from the Wisconsin Department of Administration.

Maps and figures in appendix C were sourced from the U.S. Census Bureau via “OnTheMap” online service.

## References

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Maps and figures in appendix C were sourced from the U.S. Census Bureau via “OnTheMap” online service.

# A. Demographic Data

## Population

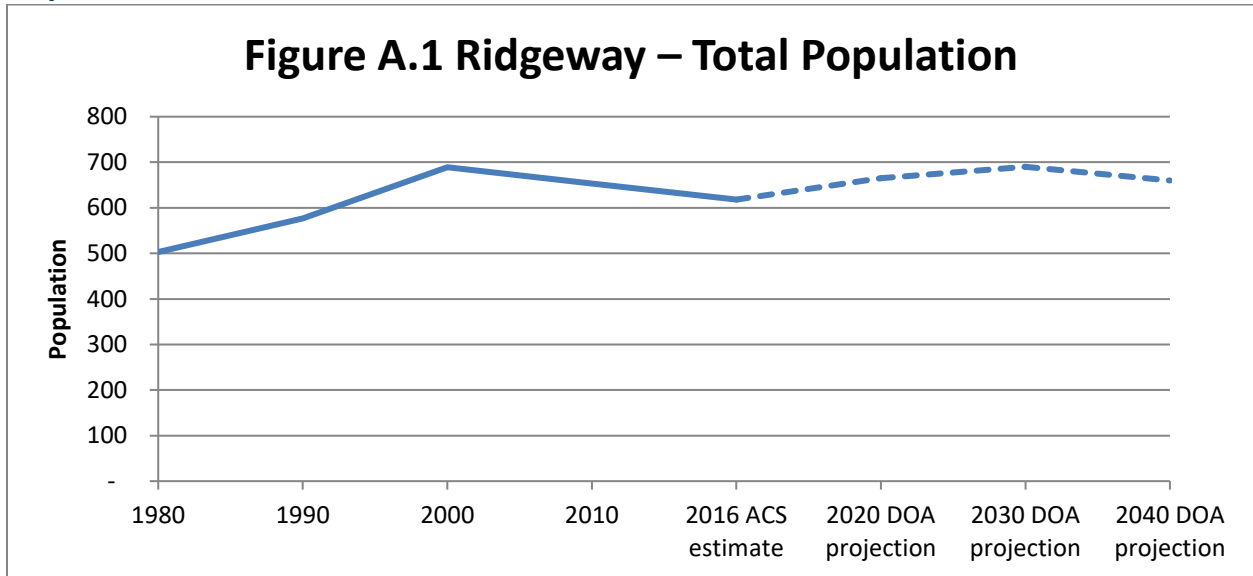
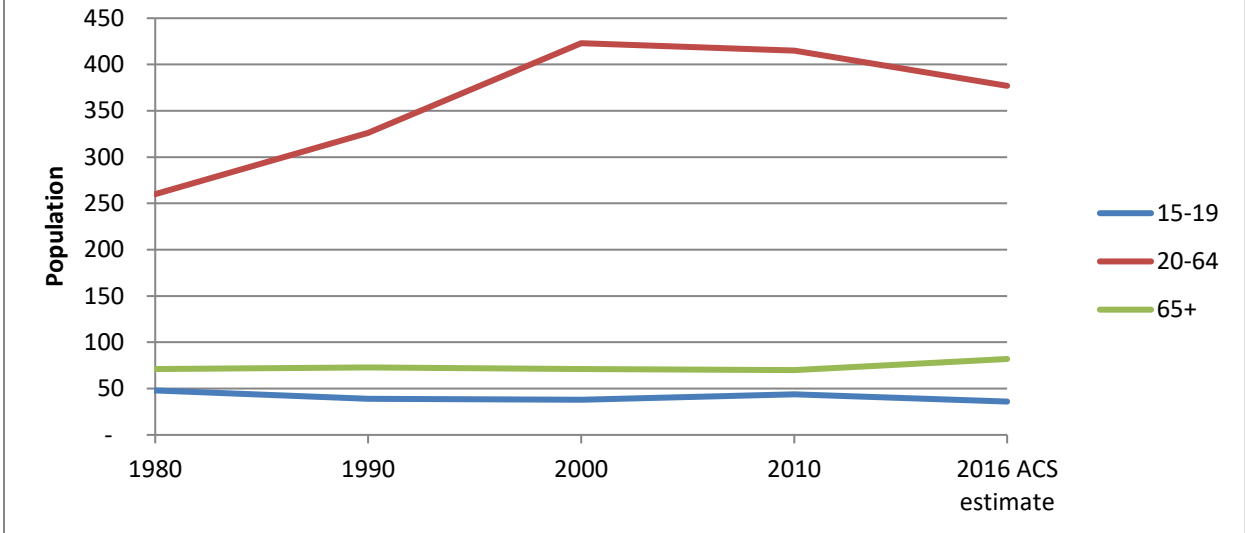


Table A.1 Ridgeway – Total Population								
	1980	1990	2000	2010	2016	2020	2030	2040
Total	503	577	689	653	618	665	690	660
Change		74	112	(36)	(35)	47	25	(30)
% change		14.7%	19.4%	-5.2%	-5.4%	7.6%	3.8%	-4.3%

### Figure A.2a Ridgeway – Age Groups



### Figure A.2b Ridgeway – Age Groups

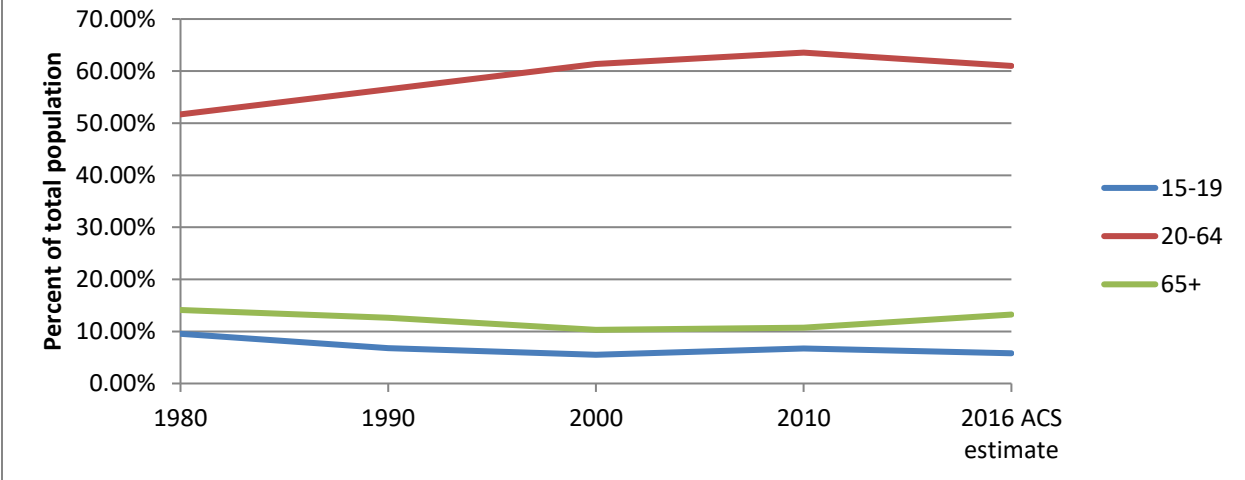




Table A.2 Ridgeway – Age Groups					
Age	1980	1990	2000	2010	2016 ACS
15-19	48	39	38	44	36
Change		(9)	(1)	6	(8)
% change		-18.8%	-2.6%	15.8%	-18.2%
20-64	260	326	423	415	377
Change		66	97	(8)	(38)
% change		25.4%	29.8%	-1.9%	-9.2%
65+	71	73	71	70	82
Change		2	(2)	(1)	12
% change		2.8%	-2.7%	-1.4%	17.1%

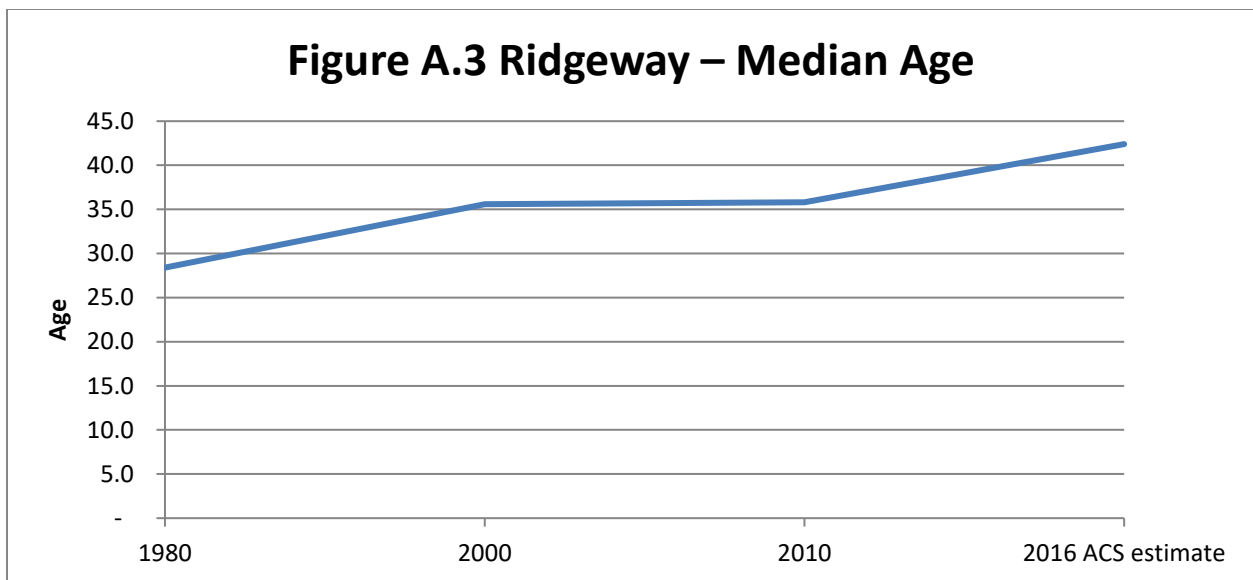


Table A.3 Ridgeway – Median Age				
	1980	2000	2010	2016 ACS estimate
Median age	28.4	35.6	35.8	42.4
Change		7.2	0.2	6.6
% change		25.4%	0.6%	18.4%

**Figure A.4a Ridgeway – People 65+ Years Old Living Alone**

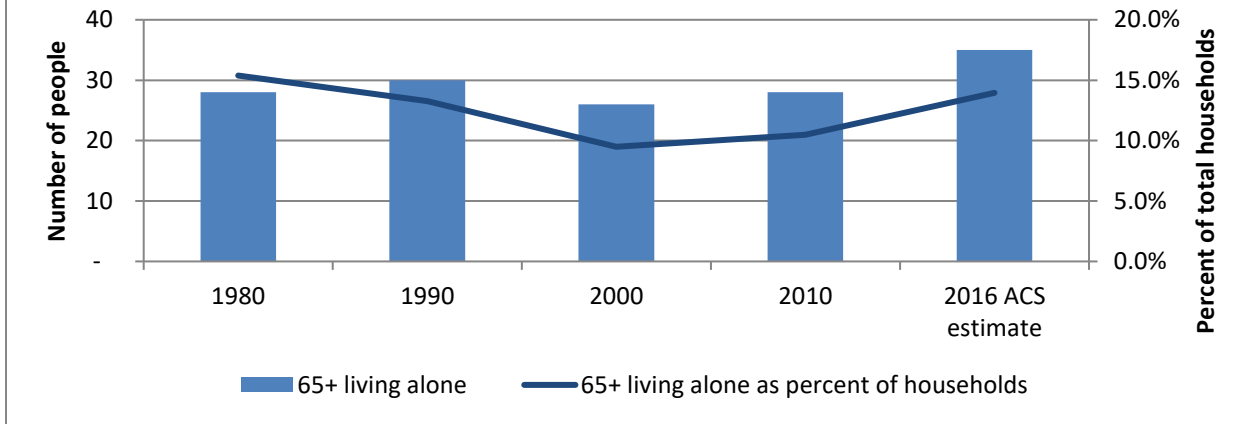


Table A.4 Ridgeway – People 65+ Years Old Living Alone					
	1980	1990	2000	2010	2016 ACS
65+ living alone	28	30	26	28	35
Change		2	(4)	2	7
% change		7.1%	-13.3%	7.7%	25.0%
% of households that are a 65+ person	15.4%	13.3%	9.5%	10.5%	13.9%
% 65+ people living alone	39.4%	41.1%	36.6%	40.0%	42.7%

## Households & Families

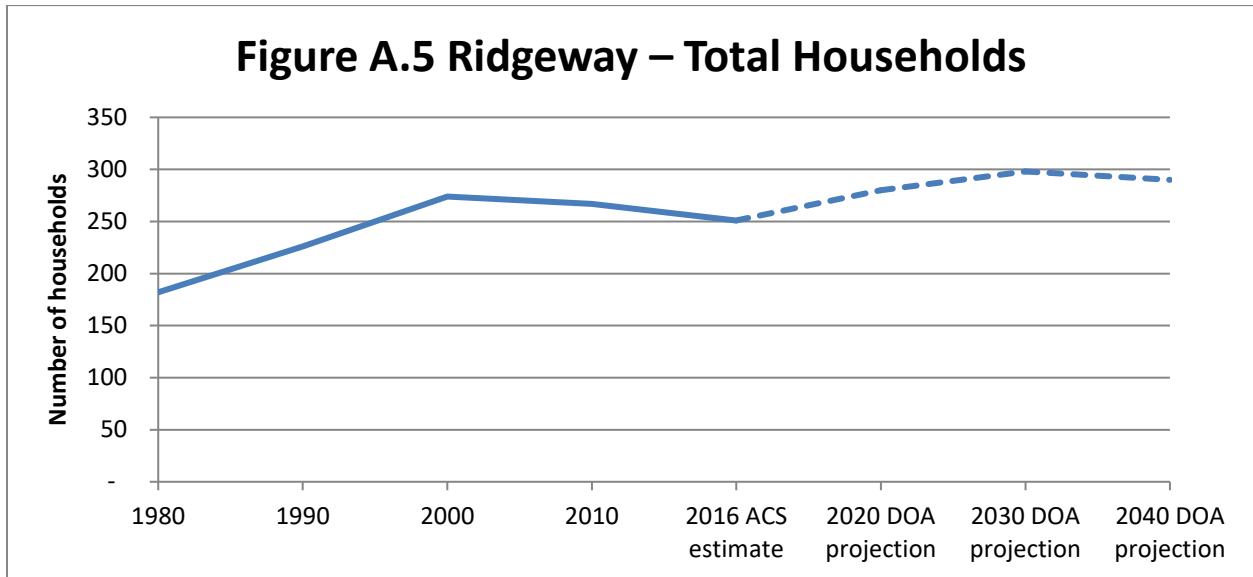


Table A.5 Ridgeway – Total Households								
	1980	1990	2000	2010	2016	2020	2030	2040
Total	182	226	274	267	251	280	298	290
Change		44	48	(7)	(16)	29	18	(8)
% change		24.2%	21.2%	-2.6%	-6.0%	11.6%	6.4%	-2.7%

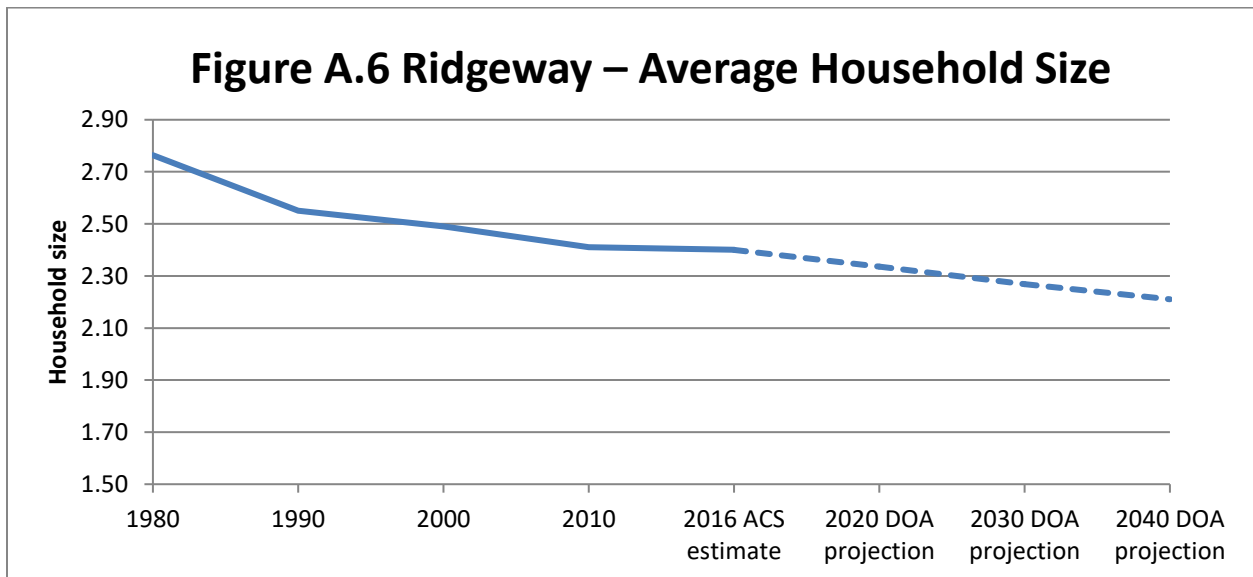
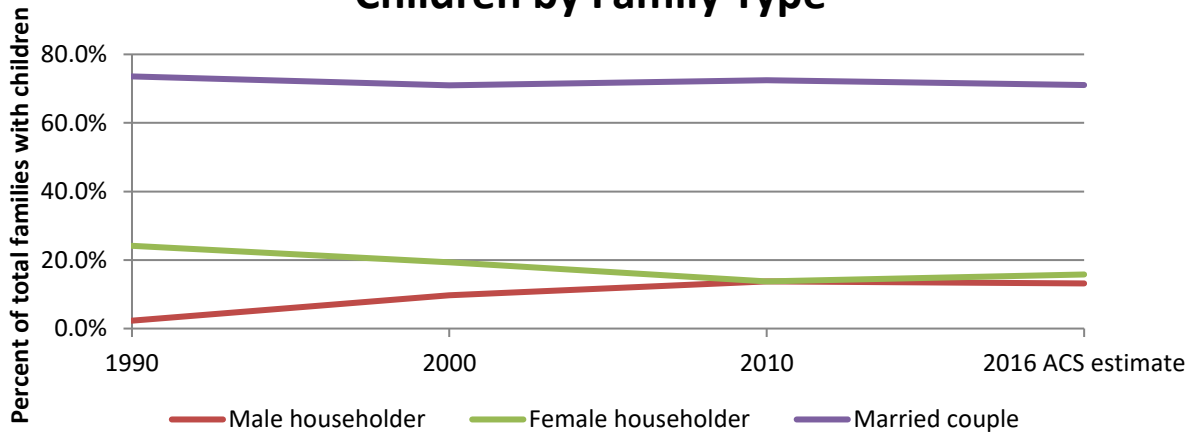


Table A.6 Ridgeway – Average Household Size								
	1980	1990	2000	2010	2016	2020	2030	2040
Average household	2.76	2.55	2.49	2.41	2.40	2.34	2.27	2.21

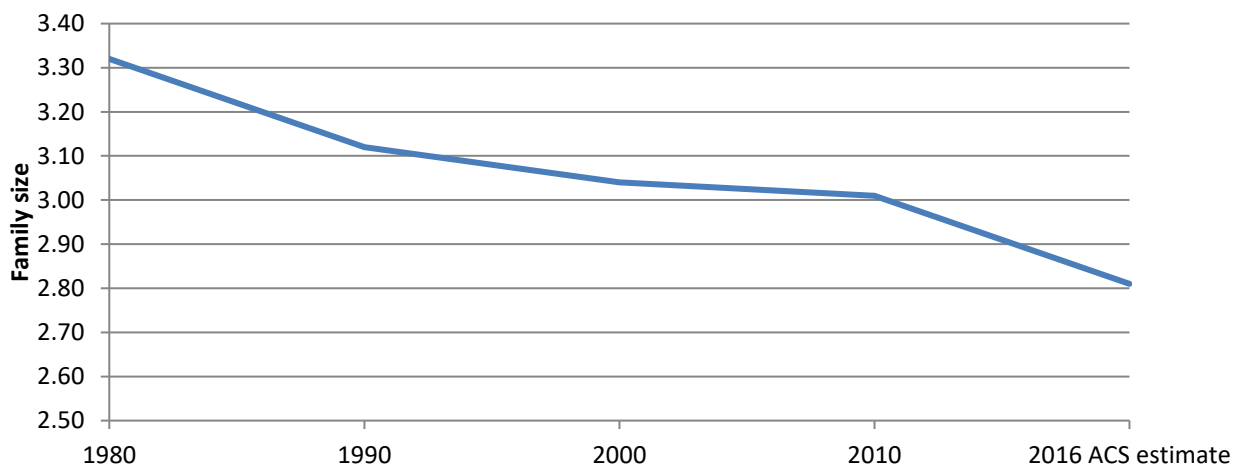
**Figure A.7 Ridgeway – Percent Families with Children by Family Type**



**Table A.7 Ridgeway – Percent Families with Children by Family Type**

Percent of families with children by family type	1990	2000	2010	2016
Married couple				
With own children under 18	73.6%	71.0%	72.5%	71.1%
Male householder, no wife present				
With own children under 18	2.3%	9.7%	13.8%	13.2%
Female householder, no husband present				
With own children under 18	24.1%	19.4%	13.8%	15.8%

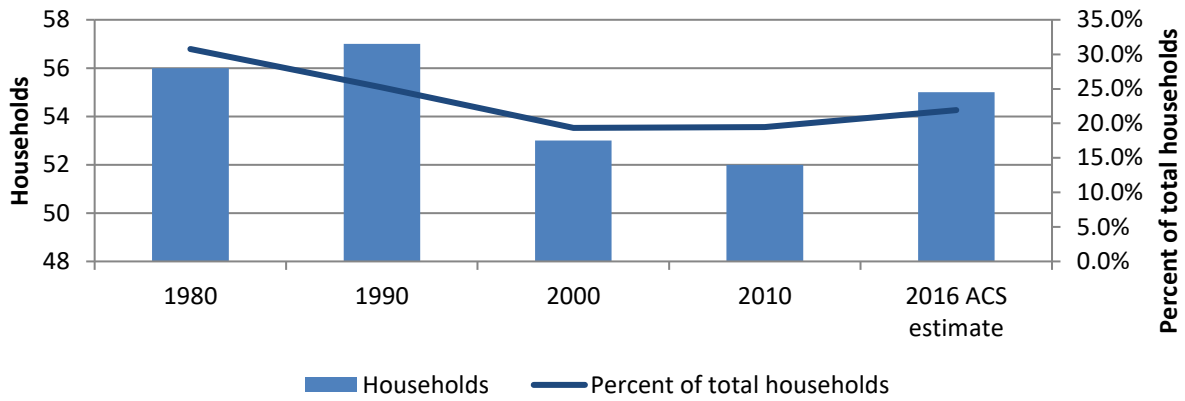
**Figure A.8 Ridgeway – Average Family Size**



**Table A.8 Ridgeway – Average Family Size**

	1980	1990	2000	2010	2016
Average family size	3.32	3.12	3.04	3.01	2.81

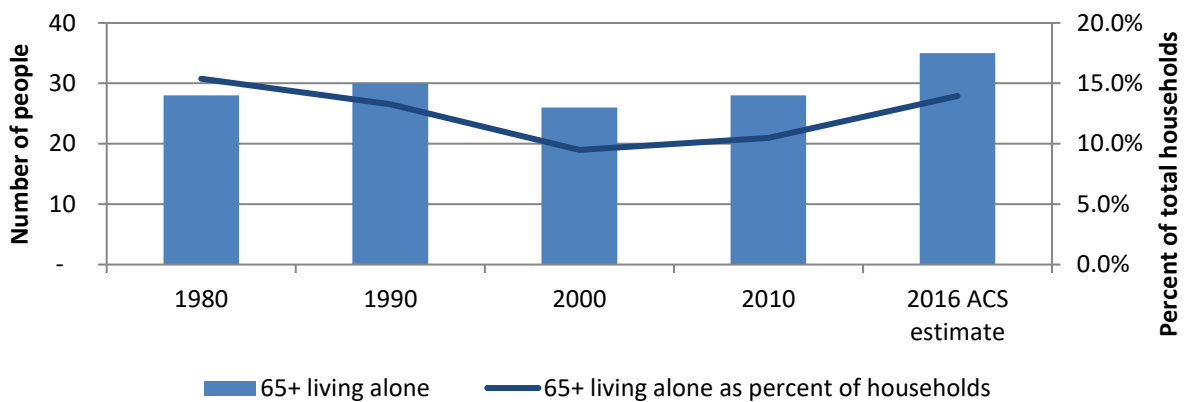
**Figure A.9 Ridgeway – Households with One or More People Over 65**



**Table A.9 Ridgeway – Households with One or More People Over 65**

	1980	1990	2000	2010	2016 ACS
Households with 1+ person over 65	56	57	53	52	55
Change		1	(4)	(1)	3
% change		1.8%	-7.0%	-1.9%	5.8%
% Households with 1+ person over	30.8%	25.2%	19.3%	19.5%	21.9%

**Figure A.4b Ridgeway – People 65+ Years Old Living Alone**

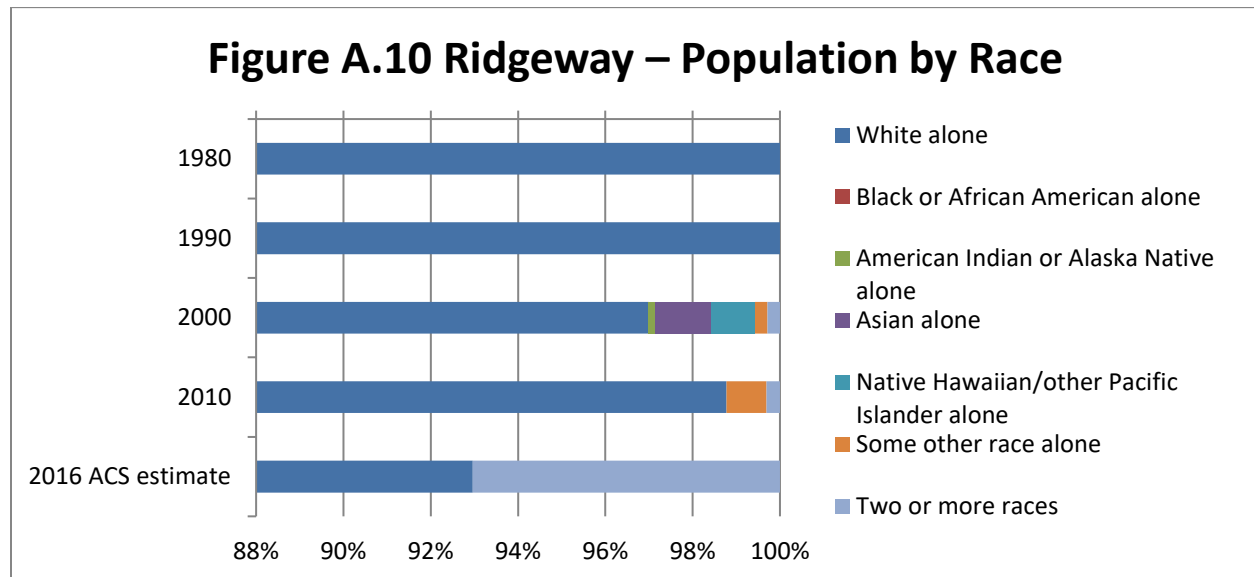


1

<sup>1</sup> For data, see table A.4 in previous section

## Race

### Figure A.10 Ridgeway – Population by Race



### Table A.10 Ridgeway – Population by Race

Race	1980	1990	2000	2010	2016 ACS
White alone	503	577	677	645	568
Black or African American alone	-	-	-	-	-
American Indian or Alaska Native alone	-	-	1	-	-
Asian alone	-	-	9	-	-
Native Hawaiian/other Pacific Islander	-	-	7	-	-
Some other race alone	-	-	2	6	-
Two or more races	-	-	2	2	43

### Figure A.11 Ridgeway – Hispanic Population

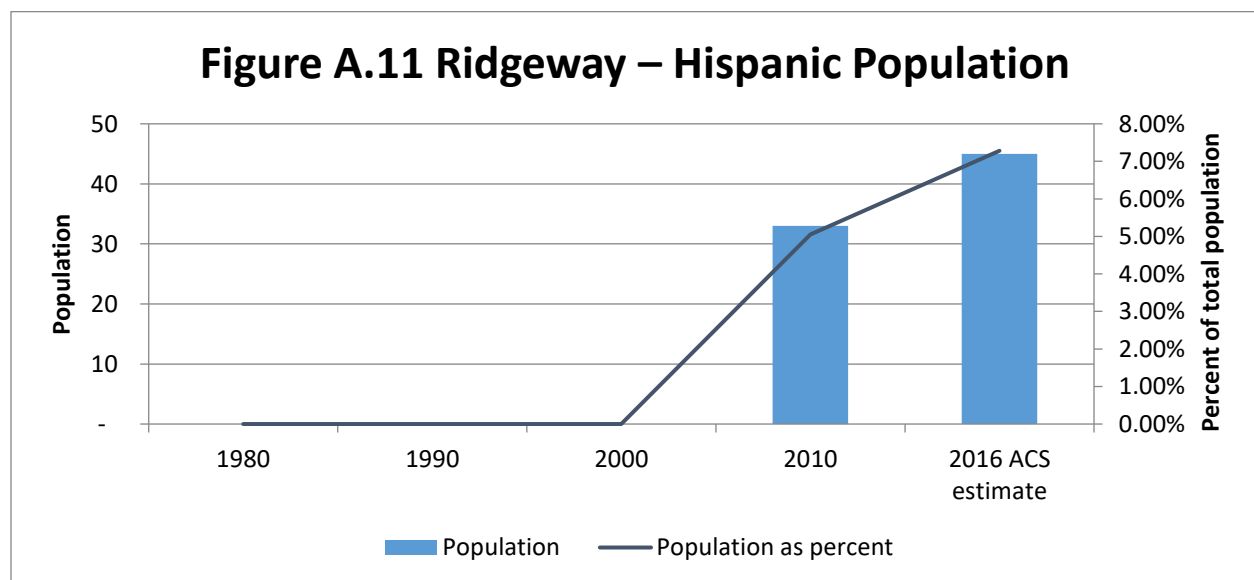
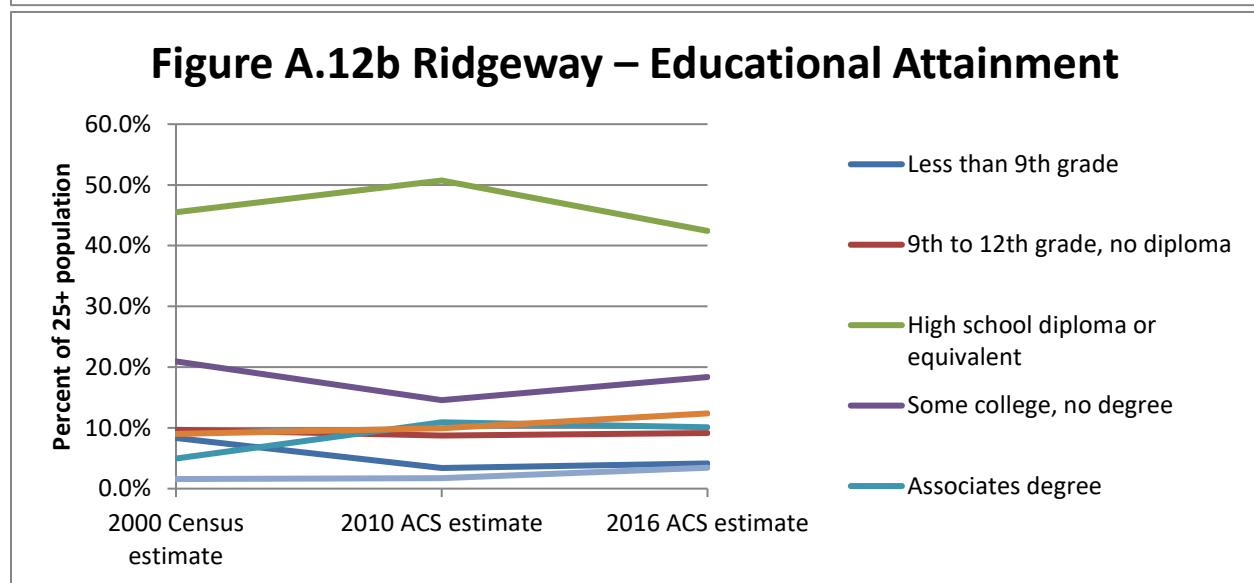
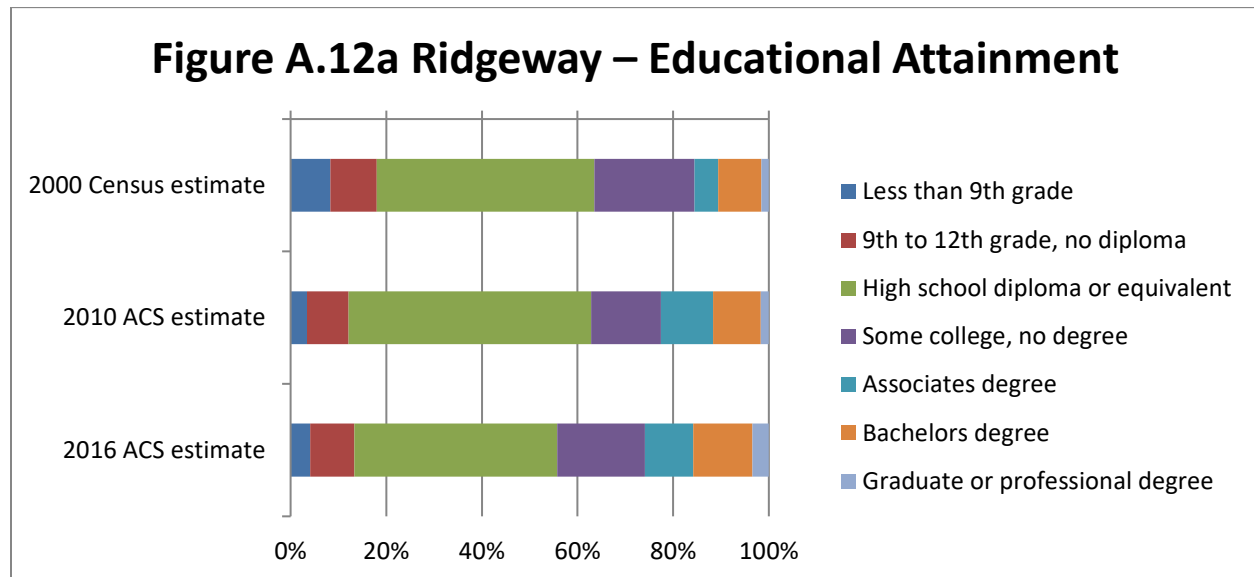


Table A.11a Ridgeway – Hispanic Population					
	1980	1990	2000	2010	2016 ACS
Hispanic (any race) population	-	-	-	33	45
Change		-	-	33	12
% change		#DIV/0!	#DIV/0!	#DIV/0!	36.4%

Table A.11b Ridgeway – Hispanic Population					
	1980	1990	2000	2010	2016 ACS
Hispanic (any race) - percent of total	0.00%	0.00%	0.00%	5.05%	7.28%

## Educational Attainment



	2000 Census estimate	2010 ACS estimate	2016 ACS estimate
Less than 9th grade	37	14	18
9th to 12th grade, no diploma	43	36	40
High school diploma or equivalent	202	209	185
Some college, no degree	93	60	80
Associates degree	22	45	44
Bachelor's degree	40	41	54
Graduate or professional degree	7	7	15
Sum	444	412	436



Table A.12b Ridgeway – Educational Attainment			
	2000 Census Estimate	2010 ACS estimate	2016 ACS estimate
Less than 9th grade	8.3%	3.4%	4.1%
9th to 12th grade, no diploma	9.7%	8.7%	9.2%
High school diploma or equivalent	45.5%	50.7%	42.4%
Some college, no degree	20.9%	14.6%	18.3%
Associates degree	5.0%	10.9%	10.1%
Bachelor’s degree	9.0%	10.0%	12.4%
Graduate or professional degree	1.6%	1.7%	3.4%

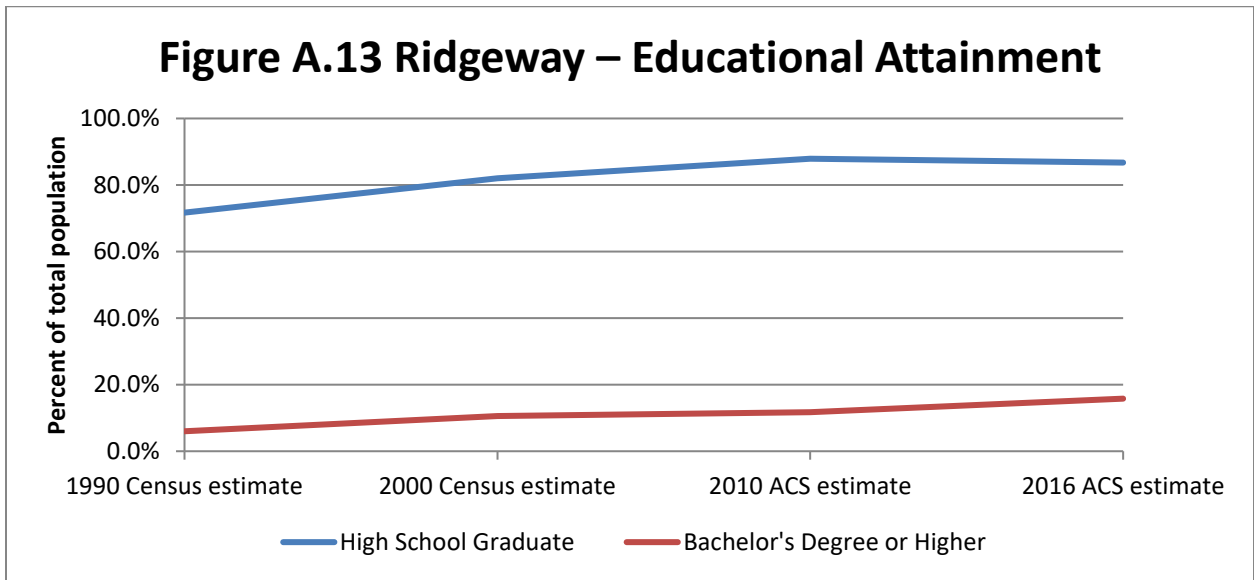
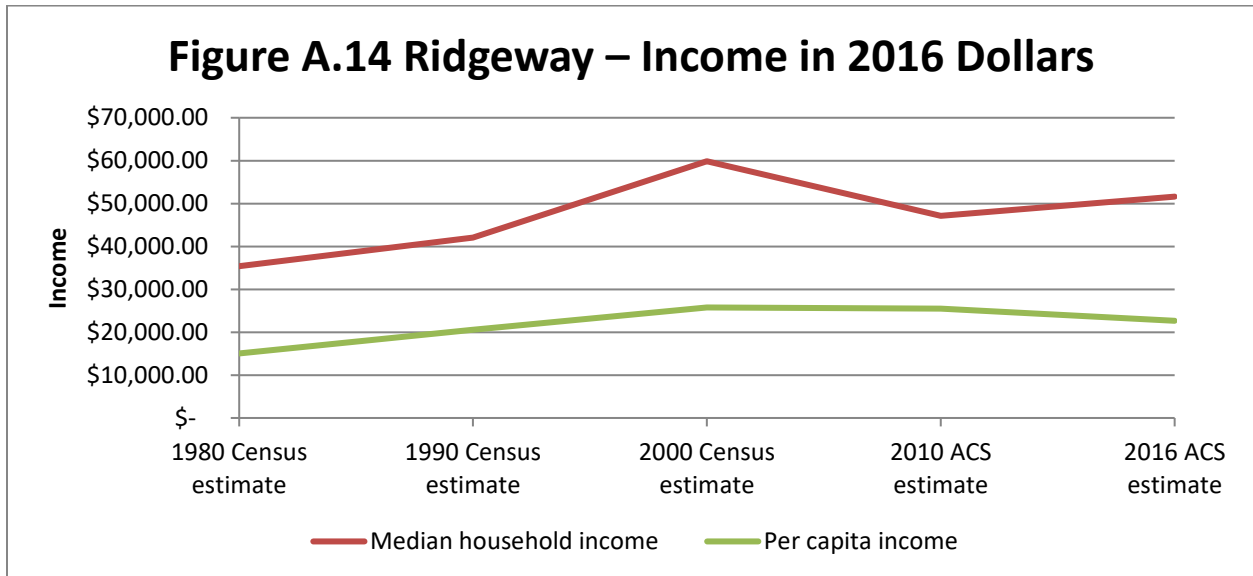


Table A.13 Ridgeway – Educational Attainment				
	1990 Census	2000 Census	2010 ACS	2016 ACS
Percent high school graduate	71.7%	82.0%	87.9%	86.7%
Percent bachelor's degree or	6.0%	10.6%	11.7%	15.8%

## Income



In 2016 dollars	1980 Census	1990 Census	2000 Census	2010 ACS	2016 ACS
Median household	\$ 35,389.38	\$ 42,082.94	\$ 59,854.81	\$ 47,095.33	\$ 51,635.00
Per capita income	\$ 15,047.04	\$ 20,555.76	\$ 25,768.34	\$ 25,500.25	\$ 22,651.00

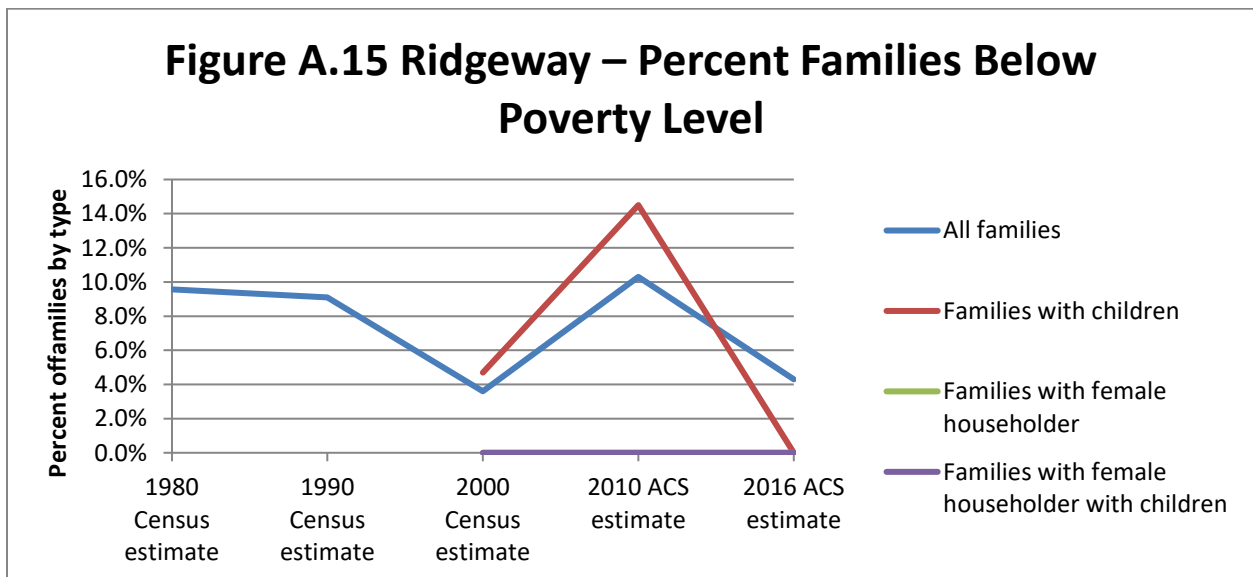


Table A.15 Ridgeway – Percent Families Below Poverty Level					
Percent families (by type)	1980	1990	2000	2010 ACS	2016 ACS
All families	9.6%	9.1%	3.6%	10.3%	4.3%
Families with children			4.7%	14.5%	0.0%
Families with female householder			0.0%	0.0%	0.0%
Families with female householder with children			0.0%	0.0%	0.0%

# B. Housing

## Housing Stock

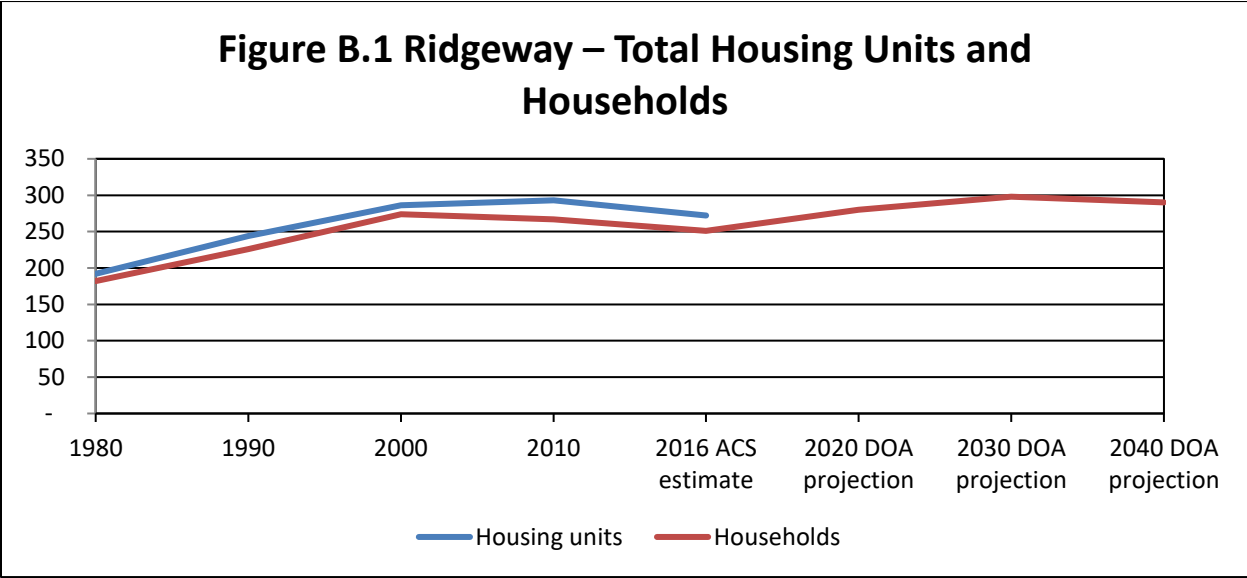
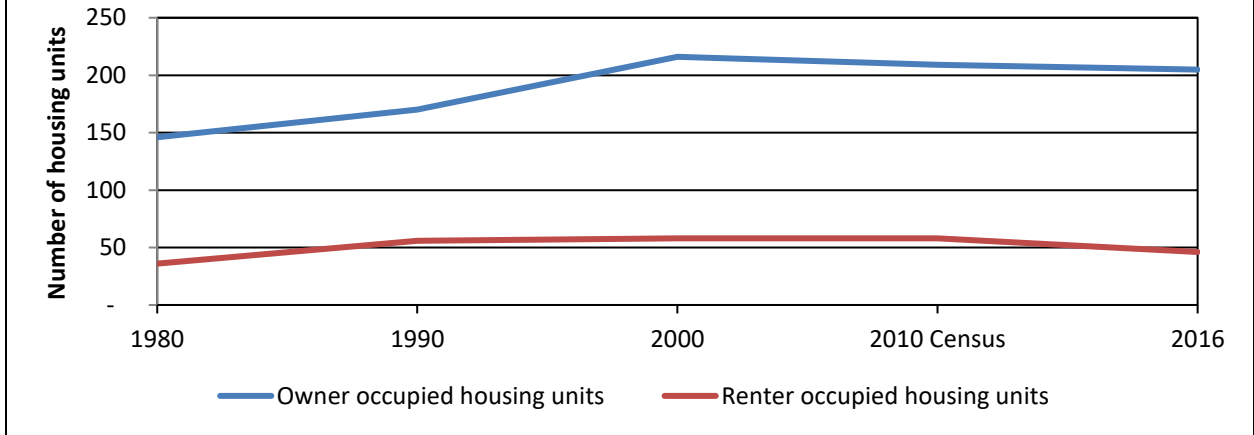


Table B.1a Ridgeway – Total Housing Units					
Ridgeway	1980	1990	2000	2010	2016
Total housing units	192	244	286	293	272
Occupied housing units	182	226	274	267	251
Vacant housing units	10	18	12	26	21

Table B.1b Ridgeway – Total Households and Estimates								
	1980	1990	2000	2010	2016	2020	2030	2040
Total	182	226	274	267	251	280	298	290

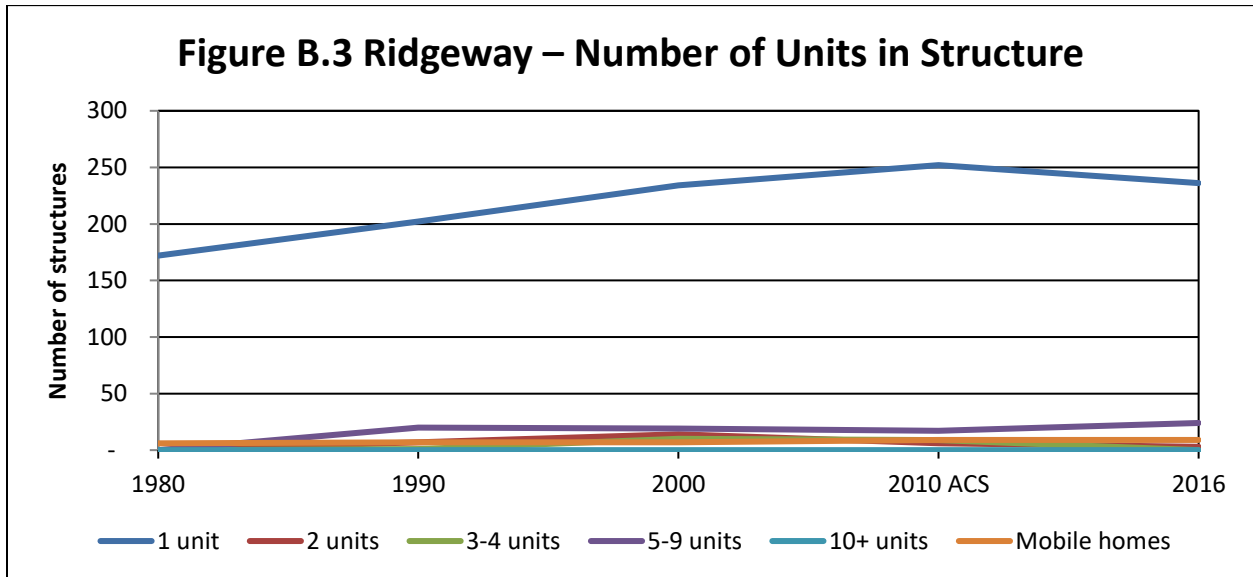
**Figure B.2 Ridgeway – Owner and Renter Occupied Housing Units**



**Table B.2 Ridgeway – Owner and Renter Occupied Housing Units**

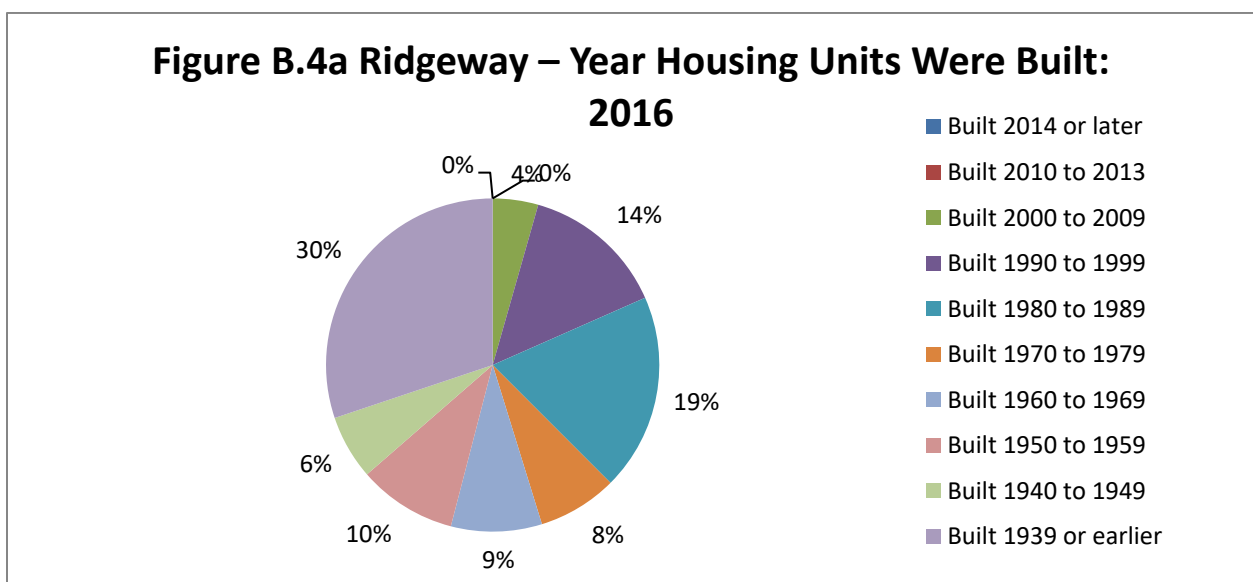
Population in occupied housing units:	1980	1990	2000	2010	2016
Owner occupied housing units	146	170	216	209	205
Renter occupied housing units	36	56	58	58	46

## Housing Characteristics & Age

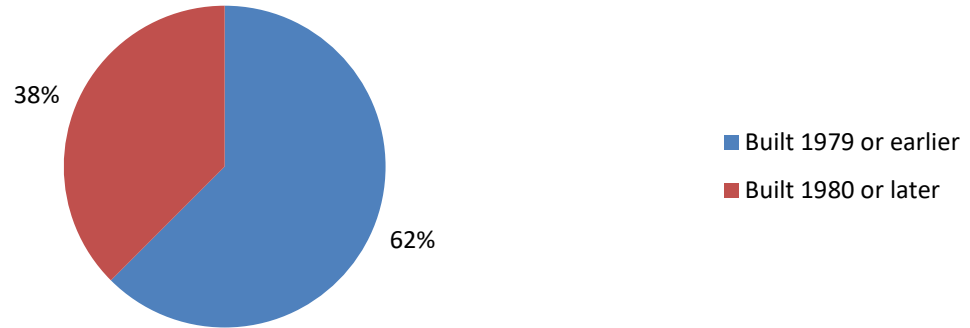


**Table B.3 Ridgeway – Number of Units in Structure**

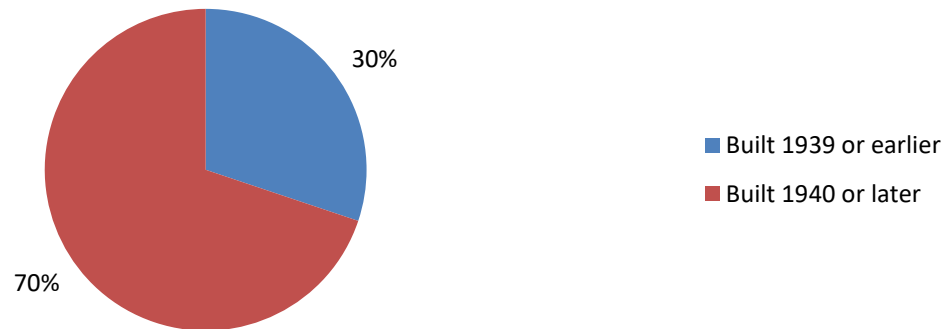
	1980	1990	2000	2010 ACS	2016
1 unit	172	202	234	252	236
2 units	-	7	14	6	3
3-4 units	-	1	10	9	-
5-9 units	-	20	19	17	24
10+ units	-	-	-	-	-
Mobile homes	6	7	7	9	9



**Figure B.4b Ridgeway – Housing Units Built Before 1979: 2016**



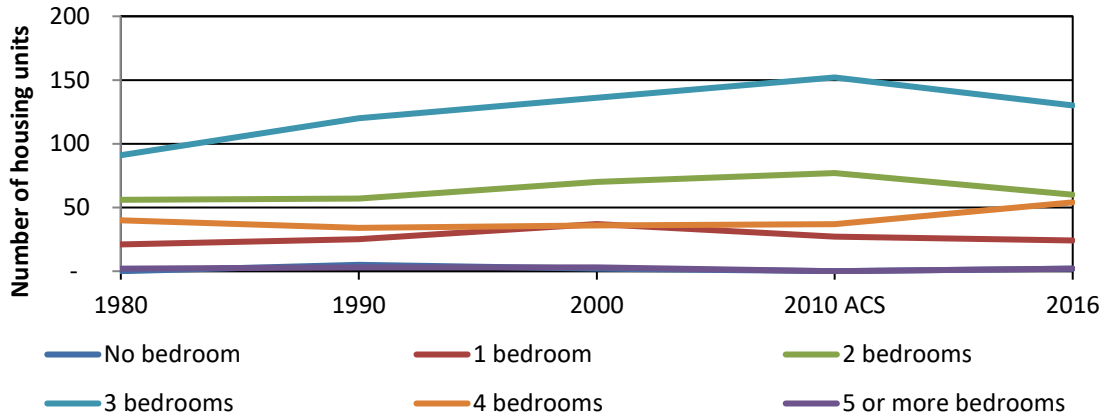
**Figure B.4c Ridgeway – Housing Units Built Before 1939: 2016**



**Table B.4 Ridgeway – Year Housing Units Built:**

Built 2014 or later	-
Built 2010 to 2013	-
Built 2000 to 2009	12
Built 1990 to 1999	38
Built 1980 to 1989	52
Built 1970 to 1979	21
Built 1960 to 1969	24
Built 1950 to 1959	26
Built 1940 to 1949	17
Built 1939 or earlier	82

**Figure B.5 Ridgeway – Number of Bedrooms Per Housing Unit**



**Table B.5 Ridgeway – Number of Bedrooms Per Housing Unit**

Bedrooms:	1980	1990	2000	2010	2016
No bedroom	-	5	2	-	2
1 bedroom	21	25	37	27	24
2 bedrooms	56	57	70	77	60
3 bedrooms	91	120	136	152	130
4 bedrooms	40	34	36	37	54
5 or more bedrooms	2	3	3	-	2

**Figure B.6 Ridgeway – Number of Vehicles Available Per Housing Unit: 2016**

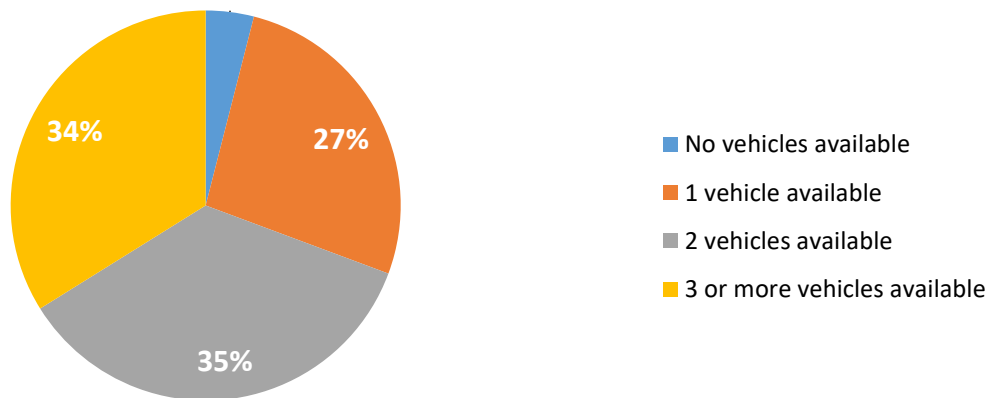
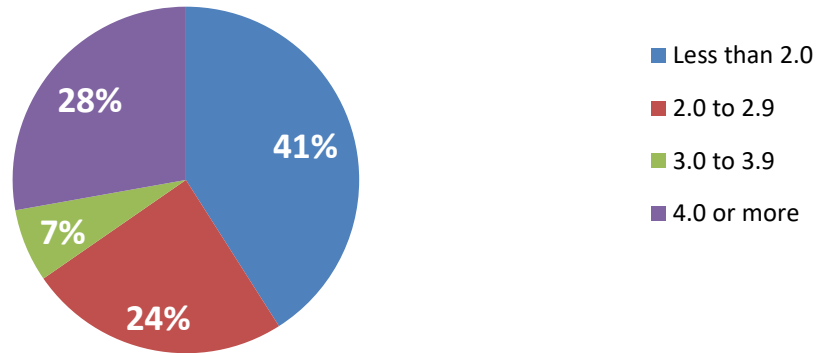




Table B.6 Ridgeway – Number of Vehicles Available Per Housing Unit: 2016					
Vehicles available at occupied housing units	1980	1990	2000	2010	2016
No vehicles available	38	18	21	3	10
1 vehicle available	58	65	90	132	67
2 vehicles available	68	93	102	86	89
3 or more vehicles available	36	51	61	56	85

## Housing Value & Tennant Capital

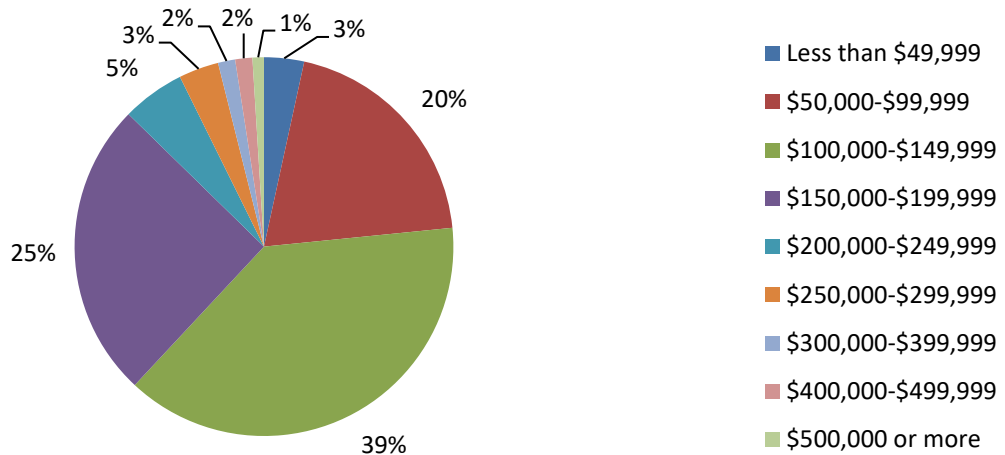
**Figure B.7 Ridgeway – Ratio of Home Value to Household Income: 2016**



**Table B.7 Ridgeway – Ratio of Home Value to Household Income:**

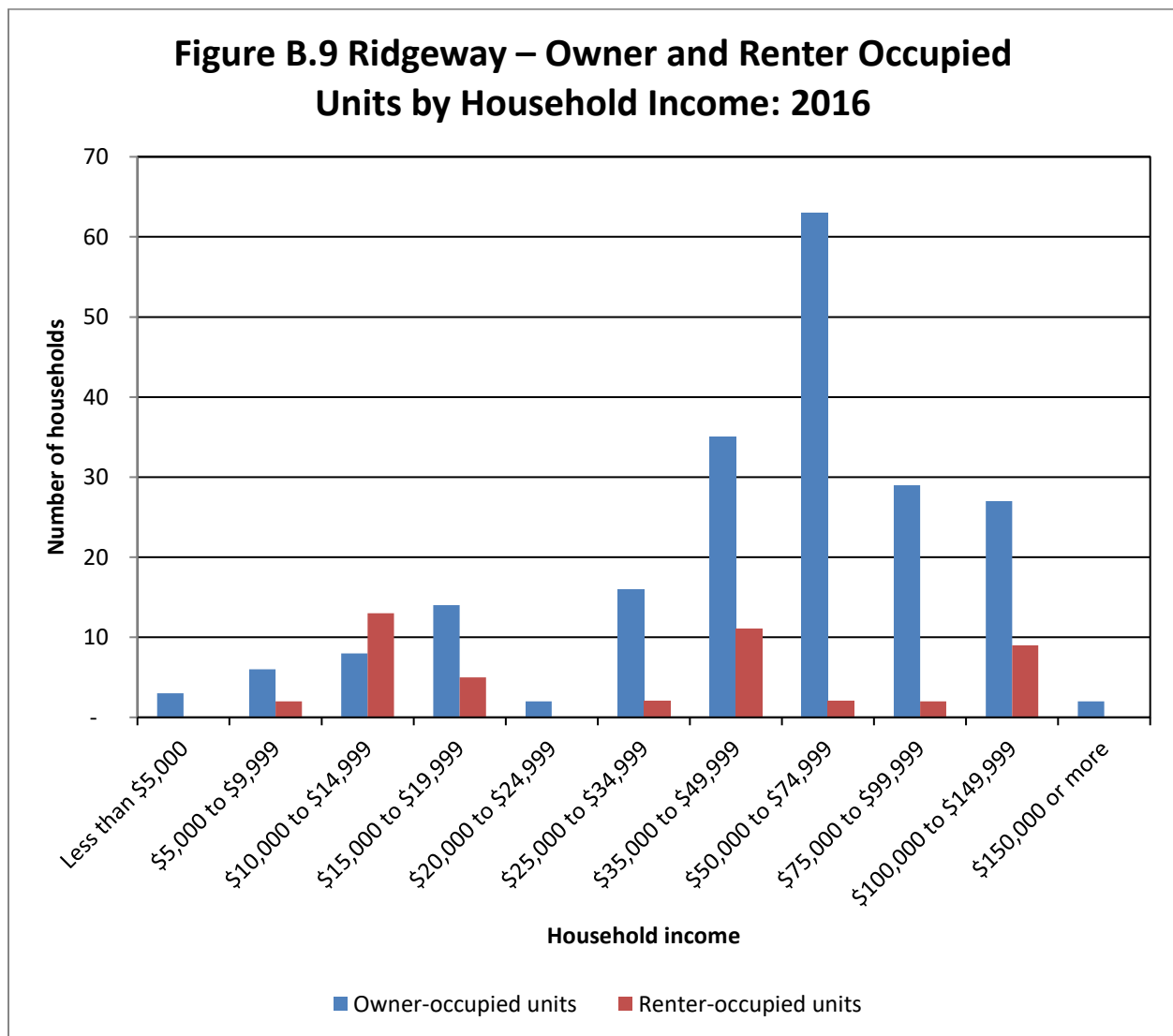
Ratio of value to household income	2010	2016
Less than 2.0	72	84
2.0 to 2.9	74	50
3.0 to 3.9	27	14
4.0 or more	58	57

**Figure B.8 Ridgeway – Home Value: 2016**



Home value	2016
Less than \$49,999	7
\$50,000-\$99,999	41
\$100,000-\$149,999	79
\$150,000-\$199,999	52
\$200,000-\$249,999	11
\$250,000-\$299,999	7
\$300,000-\$399,999	3
\$400,000-\$499,999	3
\$500,000 or more	2

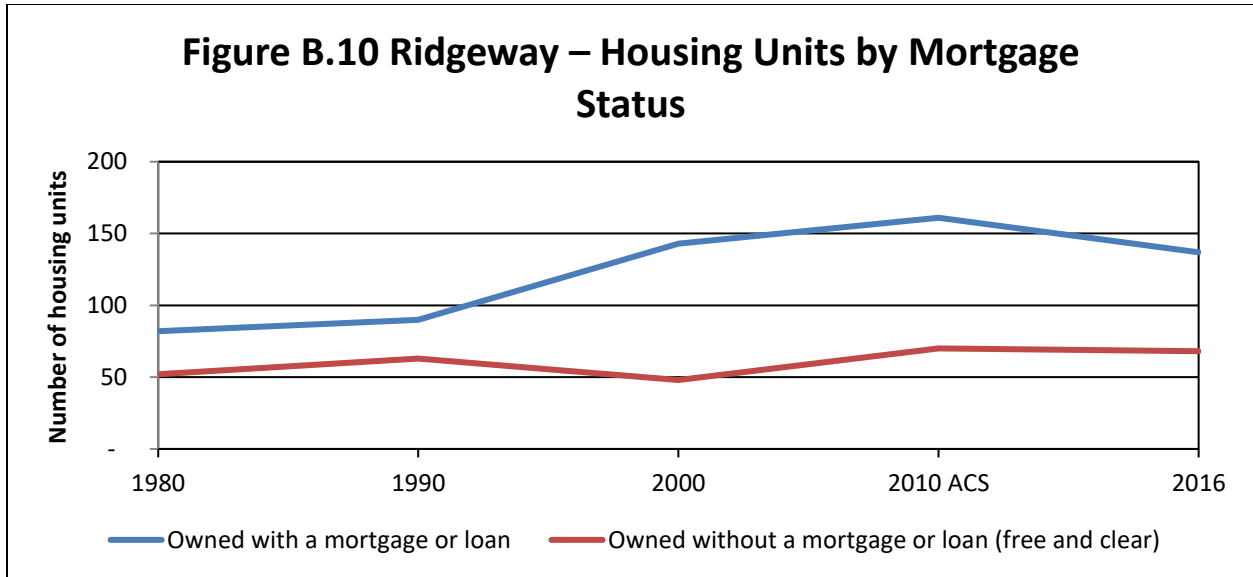
**Figure B.9 Ridgeway – Owner and Renter Occupied Units by Household Income: 2016**



**Table B.9 Ridgeway – Owner and Renter Occupied Units by Household Income:**

2016	Owner-occupied units	Renter-occupied units
Less than \$5,000	3	-
\$5,000 to \$9,999	6	2
\$10,000 to \$14,999	8	13
\$15,000 to \$19,999	14	5
\$20,000 to \$24,999	2	-
\$25,000 to \$34,999	16	2
\$35,000 to \$49,999	35	11
\$50,000 to \$74,999	63	2
\$75,000 to \$99,999	29	2
\$100,000 to \$149,999	27	9
\$150,000 or more	2	-

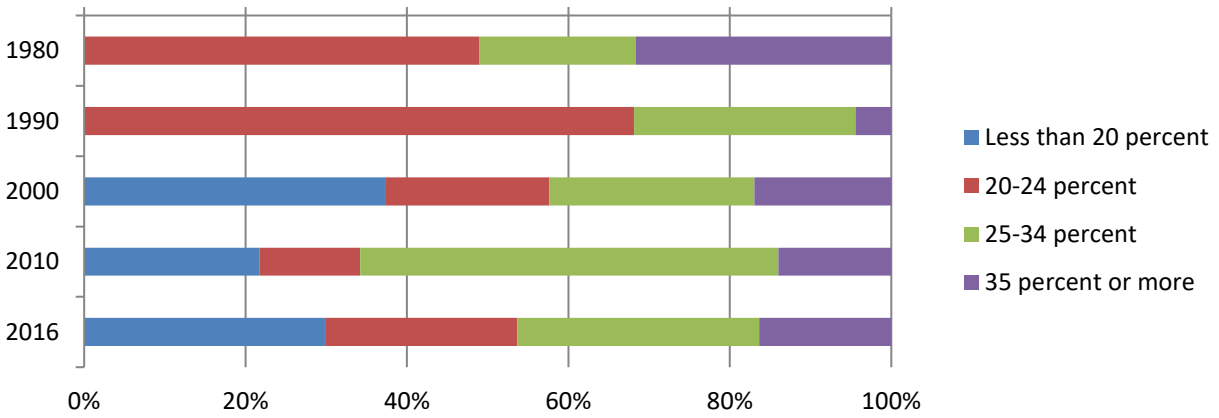
**Figure B.10 Ridgeway – Housing Units by Mortgage Status**



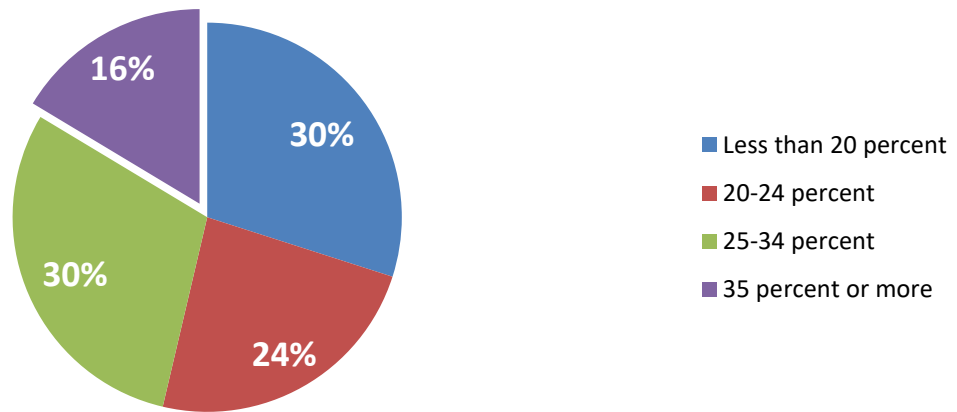
**Table B.10 Ridgeway – Housing Units by Mortgage Status**

Mortgage status (estimate):	1980	1990	2000	2010	2016
Owned with a mortgage or loan	82	90	143	161	137
Owned without a mortgage or loan (free and	52	63	48	70	68

**Figure B.11a Ridgeway – Selected Monthly Owner Costs as Percent of Household Income**



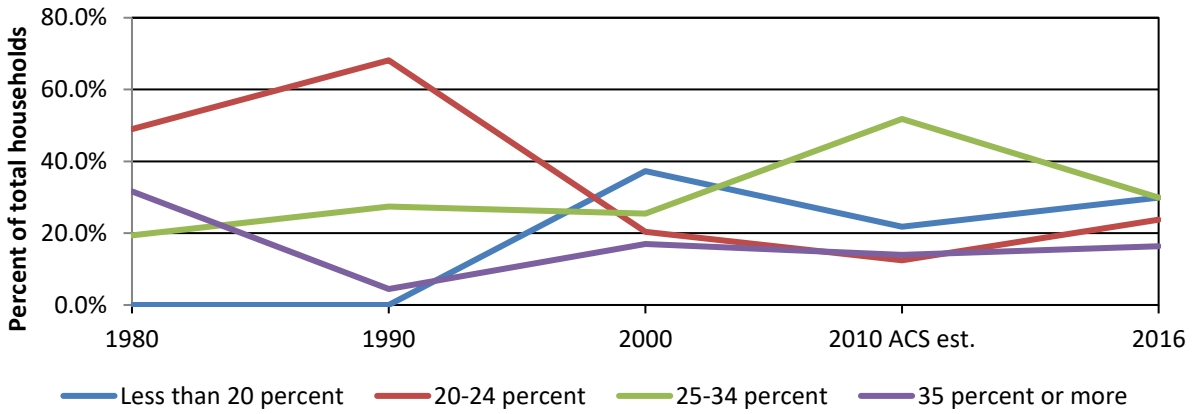
**Figure B.11b. Ridgeway – Selected Monthly Owner Costs as Percent of Household Income: 2016**



**Table B.11 Ridgeway – Selected Monthly Owner Costs as Percent of Household Income**

	1980	1990	2000	2010	2016
Less than 20 percent	-	-	66	42	53
20-24 percent	48	92	36	24	42
25-34 percent	19	37	45	100	53
35 percent or more	31	6	30	27	29

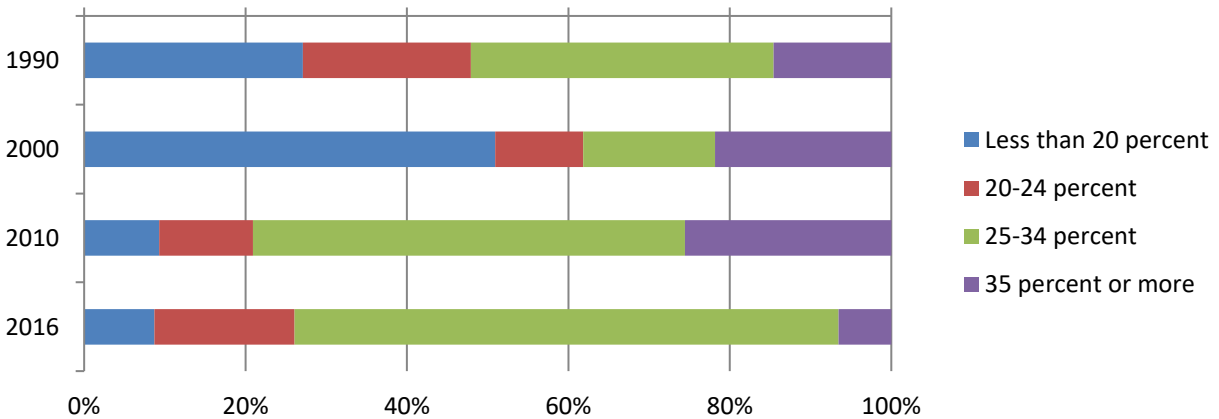
**Figure B.12a Ridgeway – Selected Monthly Owner Costs as Percent of Household Income**



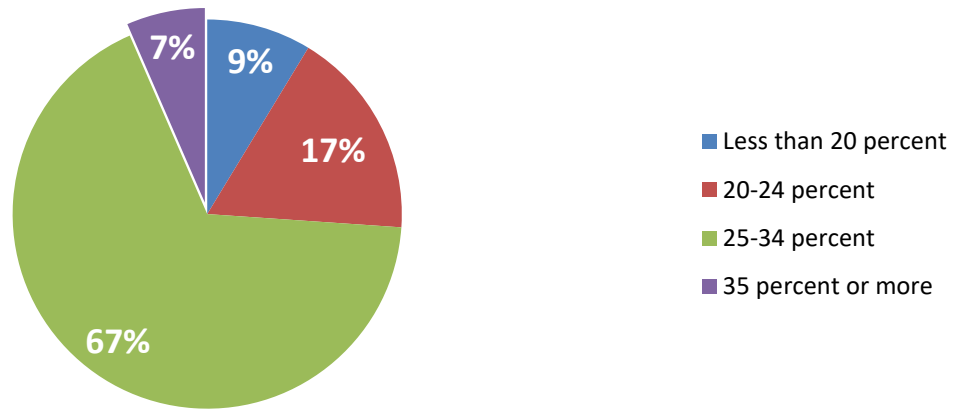
**Table B.12a Ridgeway – Selected Monthly Owner Costs as Percent of Household Income**

	1980	1990	2000	2010	2016
Less than 20 percent	0.0%	0.0%	37.3%	21.8%	29.9%
20-24 percent	49.0%	68.1%	20.3%	12.4%	23.7%
25-34 percent	19.4%	27.4%	25.4%	51.8%	29.9%
35 percent or more	31.6%	4.4%	16.9%	14.0%	16.4%

**Figure B.12b Ridgeway – Gross Rent as Percentage of Household Income**



**Figure B.12c Ridgeway – Gross Rent as Percentage of Household Income: 2016**



**Table B.12b Ridgeway – Gross Rent as Percentage of Household Income**

	1980	1990	2000	2010	2016
Less than 20 percent	-	13	28	4	4
20-24 percent	-	10	6	5	8
25-34 percent	-	18	9	23	31
35 percent or more	-	7	12	11	3

**Figure B.13 Ridgeway – Gross Rent as Percentage of Household Income**

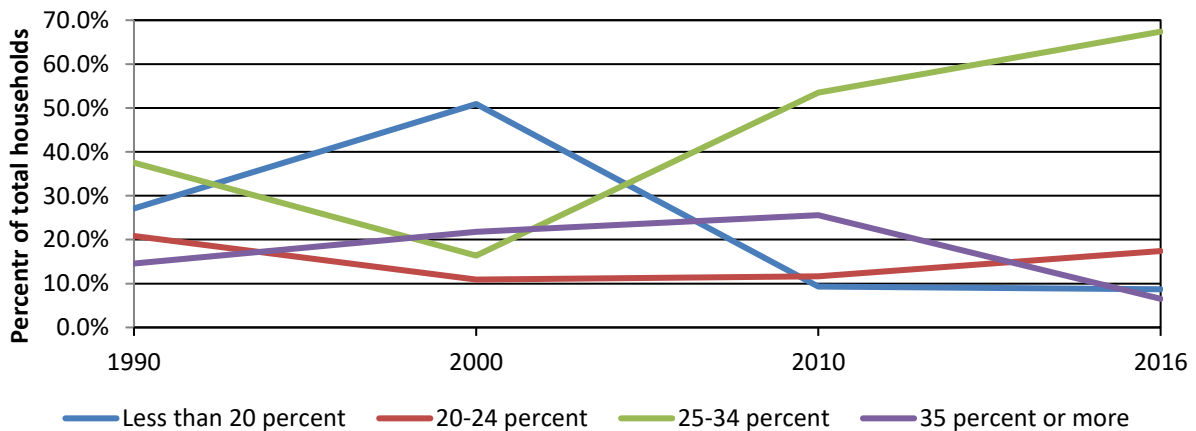


Table B.13 Ridgeway – Gross Rent as Percentage of Household Income				
	1990	2000	2010 ACS	2016
Less than 20 percent	27.1%	50.9%	9.3%	8.7%
20-24 percent	20.8%	10.9%	11.6%	17.4%
25-34 percent	37.5%	16.4%	53.5%	67.4%
35 percent or more	14.6%	21.8%	25.6%	6.5%



## Housing Demand

Table B.14 Future Housing Demand Forecast	
<b>2030 projected number of households</b>	298
+ desired vacancy rate of 5%	15
+ replacement housing*	1
<b>= required number of new housing units</b>	314
- available number of units (2010 census)	293
- units built 2010-2017	0
<b>= total housing units to be built for 2030</b>	21

# C. Workforce

## Maps

Figure C.1 Inflow/Outflow Map

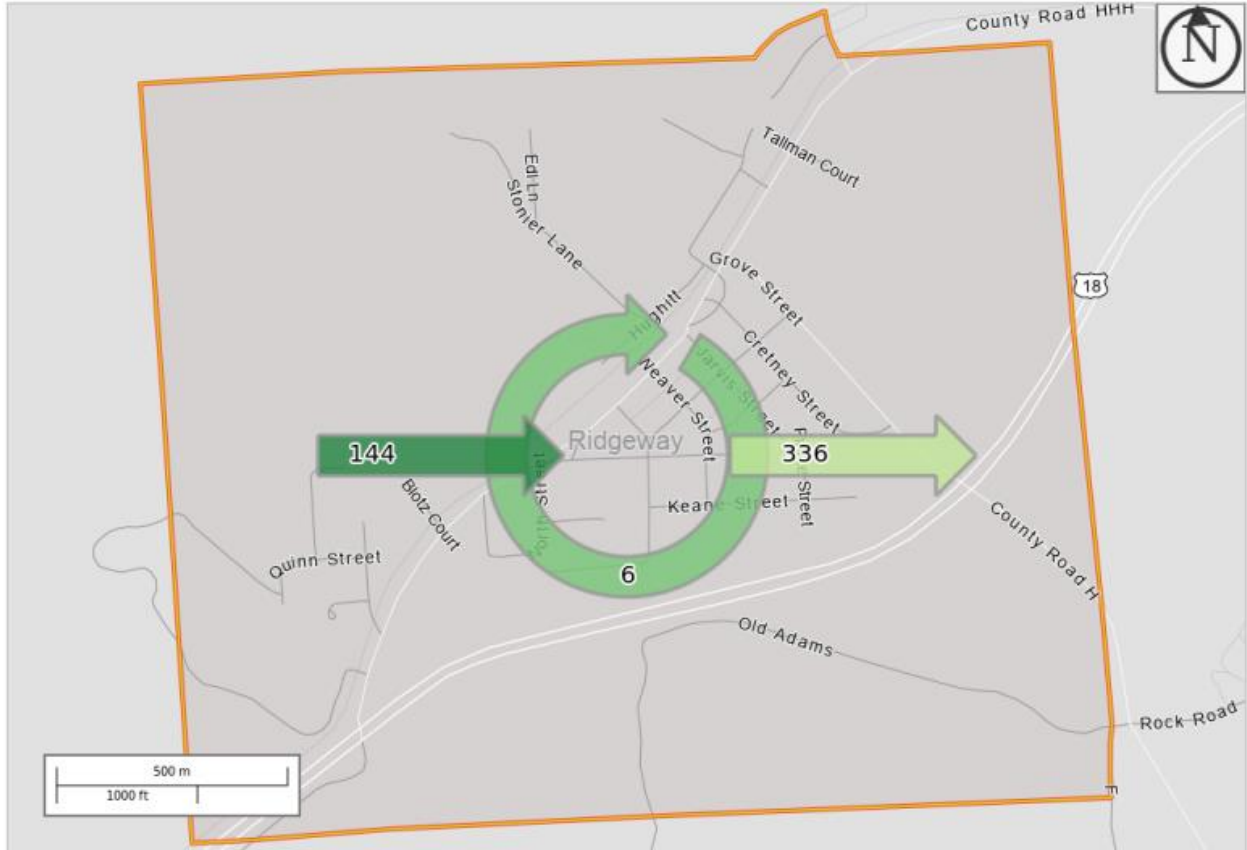


Figure C.2 Distance Map

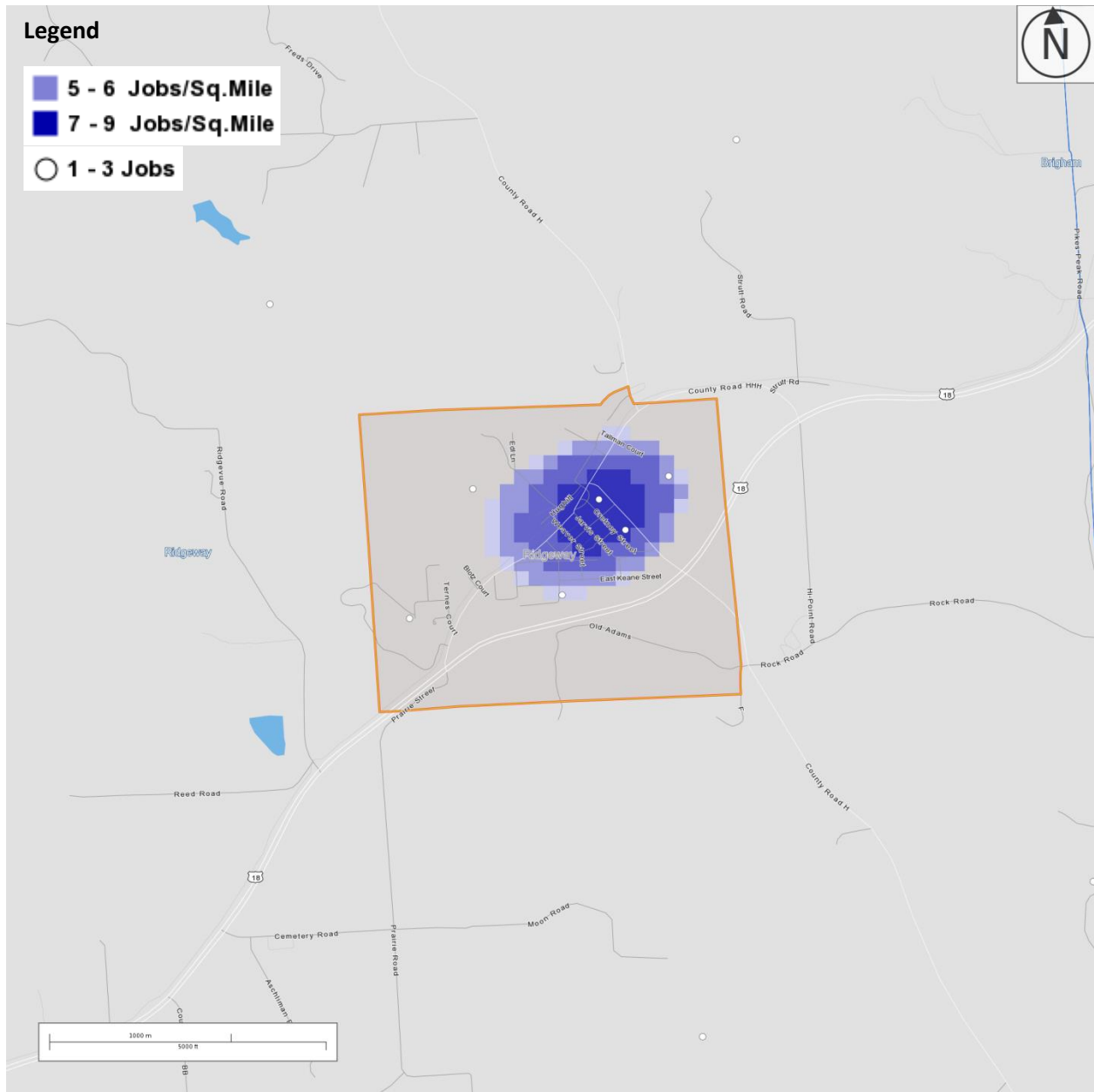
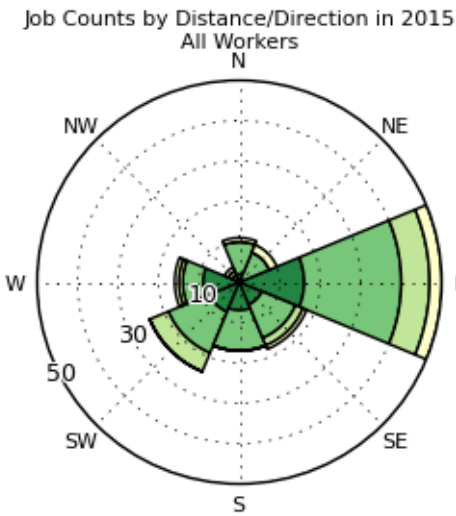


Figure C.3 Direction/Distance of Job



**Jobs by Distance - Work Census Block to Home Census Block**

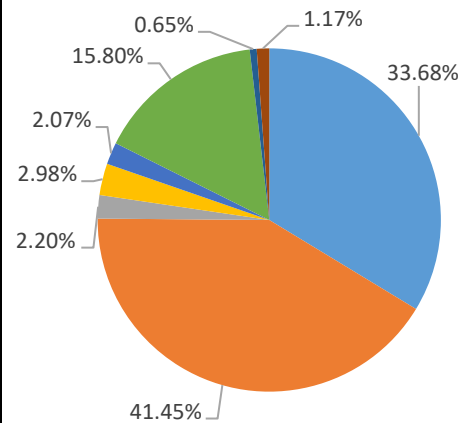
	2015	
	Count	Share
Total All Jobs	150	100.0%
Less than 10 miles	50	33.3%
10 to 24 miles	75	50.0%
25 to 50 miles	16	10.7%
Greater than 50 miles	9	6.0%

## Wages & Housing Affordability

Table C.4 Median Home Affordability Rates based on Occupation Median Earnings of Resident Workers	
2017 ACS Median Home Value	\$171,700
Annual Income Needed to buy MHV home	\$68,680
# of Resident Workers in Occupations Paying enough to buy MHV home	1,109
... as % of Total Resident Workers	9.15%
# of Resident Workers in occupations needing 2 times its median income to buy MHV home	4,350
... as % of Total Resident Workers	35.89%
# of Resident Workers in occupations needing 3 times its median income to buy MHV home	6,661
... as % of Total Resident Workers	54.96%

Table C.5 Median Home Affordability Rates based on Occupation Median Earnings of Jobs Created from 2013-2018	
2017 ACS Median Home Value	\$171,700
Annual Income Needed to buy MHV home	\$68,680
Jobs Created in County from 2013-2018	772
# of Jobs Created Paying enough to buy MHV Home	35
... as % of Total Jobs Created	4.53%
# of Jobs Created that require 2 earners to buy MHV Home	302
... as % of Total Jobs Created	39.12%
# of Jobs Created that require 3 earners or more to purchase MHV Home	435
... as % of Total Jobs Created	56.35%

Table C.6 Job Growth by Education Type from 2013-2018			
	Education Type	# of jobs	% of total
	No Formal Educational Credential	260	33.68%
	High School Diploma or Equivalent	320	41.45%
	Postsecondary Nondegree award	17	2.20%
	Associate's Degree	23	2.98%
	Some college, no degree	16	2.07%
	Bachelor's Degree	122	15.80%
	Master's Degree	5	0.65%
	Doctoral or Professional Degree	9	1.17%



## County & State Employment

Figure C.7 County Labor Force and Employment

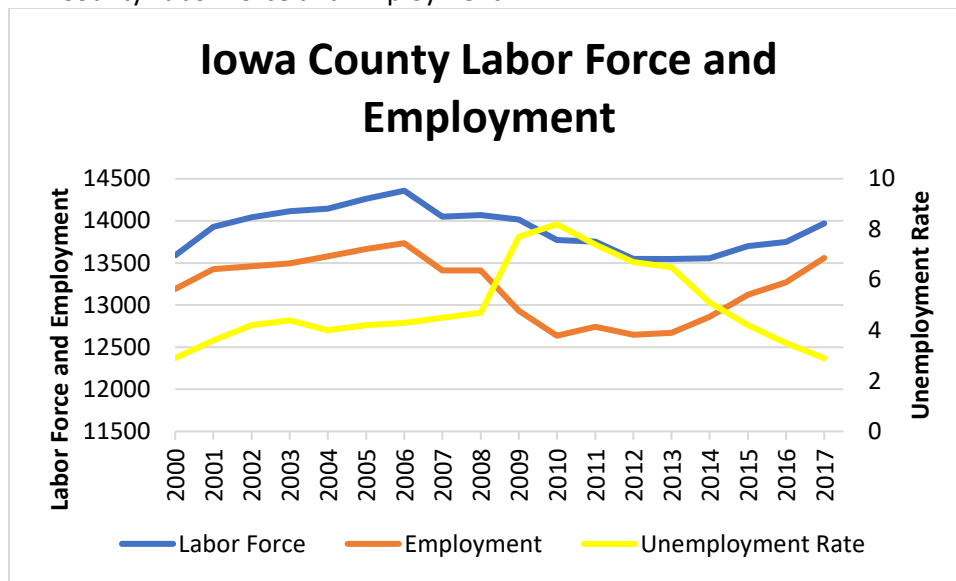
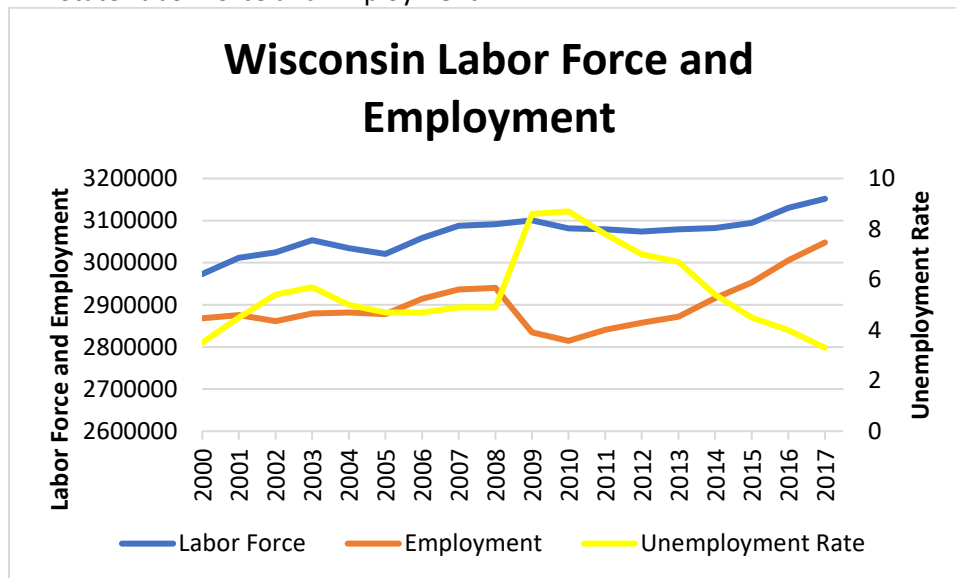


Figure C.8 State Labor Force and Employment



# D. Stakeholder Response

Table D.1 Iowa County Lenders Responses	
Question	Response
1. How would you describe the current housing market?	High Demand, Low Supply = Shortage.
	Sellers' market.
	The current housing market regarding sales is robust and we are potentially experiencing a pricing bubble.
	There is a general demand for housing in our market, including affordable primary residence.
	Demand is fairly good, but supply is low of houses for sale. Due to this house prices are probably rising a bit.
	I feel the housing market is good right now. Rates are still low and there are some good programs available for first time homebuyers.
2. Is there currently a strong demand for housing?	Yes (x4).
	Yes--almost too strong creating inflated pricing and an almost frenzied pace with buyers. Limited supply.
	I feel there is.
3. What type of housing is there a demand for?	1-4 Single Family Residences, Rental for 2 or 3 bedrooms.
	Single-family housing; rental property.
	Single family dwellings, ranch style homes. Demand is slowing for older, 2 story homes, although most of the inventory has been depleted. Today's buyer wants a turn-key, move in ready home with all of the amenities they see on HGTV, Pinterest, etc. but are not in a position to meet these ideals.
	New home developments, well maintained primary residence (2-4-bedroom homes) for families.
	I think houses of \$300,000 or less are in demand. The higher priced ones are a little harder to gauge since there is more limited buyers that can afford them.
	I feel the largest demand is for housing in the \$100,000-150,000 range. A lot of the available homes are either low-priced low-quality homes that people aren't interested in or they are more expensive homes or rural homes that many can't afford.
4. What do you predict for the next 10 years in	Will be in high demand as Millennials and Gen X shift from migratory and settle down into families.
	I would anticipate this to level out.

the housing market?	I predict the market to continue to be strong as long as pricing is stable. The housing market is showing signs of weakening in other places; SW WI lags the rest of the state, so the next year or two will tell a lot.
	In the next 1-3 years I see a high demand for housing. If we do not offer affordable, well maintained housing in our market we will see people moving out of the area to find housing that suits their needs. While it is currently as sellers' market, that may not last with the current rate environment and fed communicating rate hikes.
	I would expect a similar trend, unless some major happens to our local economy, such as large employer shutting down or selling or a new company comes to town to increase employment.
	Costs and labor continue to rise and interest rates are slowly starting to climb again. If this continues it will be difficult for people be able to consider building new homes or upgrading to nicer homes.
5. How do you define a strong market?	Stable property values, demand for housing and ability to keep up with demand. Stable property taxes.
	Increasing home values.
	I define a strong market as a healthy number of interested parties with a property selling relatively quickly after listing. (30-60 days?)
	Housing available. Affordable Housing. Sellers' Market.
	Supply and demand are in line, in other words there are enough houses for sale that meet the demand for them. Strong employment figures also help keep this in line.
	A strong market consists of a good balance of supply and demand. There needs to be decent housing available at affordable prices for those that are in the market.
6. Can people afford new housing? Who?	Yes, virtually everyone as long as they budget correctly, prioritize. Shelter should be a top priority.
	Maybe - those who are not first-time home buyers.
	In reality, new housing is not for first time homebuyers unless they are involved in the construction trade and are able to do a lot of the work themselves. Equity is needed for sound underwriting; many buyers do not understand that. Most first-time buyers are saddled with consumer debt, student loans, childcare, etc. The median family income in Iowa County does not support the cost of new housing in the area.
	Not necessarily, the costs of building have increased significantly over the past 20 years, the costs for a lot to build has a high price tag. Having said that, those folks making 120K + may be able to do so however much of the population in this area does not make that kind of a wage.



	<p>Not sure if I fully understand what you are asking in this question, but a lot of employed people can afford to buy.</p>
	<p>New housing is becoming more and more difficult due to rising costs to build.</p>
7. What are the current generational issues affecting home ownership?	<p>Millennials and Gen Xers are waiting to start families and settle down until later in life, after careers are steady. This resulted in the home buying gap for a while. Once they marry, start families, there won't be as much of a gap.</p>
	<p>It is expensive.</p>
	<p>In addition to what I stated in the last question--older homeowners looking to downsize are finding little to no options for condos, duplexes, etc. Aside from typical subsidized senior housing, there is little available for seniors looking to simplify or downsize.</p>
	<p>No credit, Bad Credit, No savings. Not being preapproved for a loan before trying to purchase, it's important to find out what you can afford by going to a financial institution first, then make your offers. In addition, having a preapproval letter when going to look at homes (in a sellers' market) makes your chances of receiving an accepted offer that much more probable.</p>
	<p>???. Not sure what you are looking for here.</p>
	<p>On average, this generation is waiting later in life to do things like get married and start a family. There is less importance to own your own home earlier in life. It is also more likely for this younger generation to change jobs and move more often in their younger years.</p>
8. What are the greatest barriers to first-time homeownership?	<p>Saving for Down Payment, Student Loan Debt and credit cards affecting debt ratios.</p>
	<p>Lack of funds for a down payment; increasing house values; starter homes are typically over \$200,000.</p>
	<p>Generally--down payment and debt to income requirements.</p>
	<p>Qualification &amp; understanding the process.</p>
	<p>Down payment. People have a hard time affording a good down payment, but I do feel people should have some down payment saved up in order to buy a house as it creates a stronger and responsible borrower. If times get hard, they tend not to walk away as easy from responsibilities if they have some skin in the game. Other barrier would be affordable housing prices, sometimes there are not enough homes out there in a price range that people can afford to buy.</p>
	<p>Knowledge of the available options for people with little to no money saved for a down payment.</p>
9. What are the barriers to new home	<p>Down Payment, Student Loan Debt, Credit Card Debt</p>
	<p>Lot price and construction price; trades are in-demand, so they can charge what they want</p>
	<p>Cost of construction. In Highland, limited lots available for purchase.</p>

construction and development?	For developments the cost of infrastructure to create new developments. With the costs to put in new developments creates higher lot prices which affects people being able to afford to build if they have a lot of money tied up in the lot it is much harder to afford to build the house they want. Especially since building costs are only going up.
	Material and labor costs keep rising. When building in small communities like we have in southwest Wisconsin, it can be difficult for banks to get appraised values that are sufficient to allow them to lend without larger down payments. There are also limited lots available for building in many smaller communities. These communities want to grow, they need to have options available and possible incentives/grants available to help make this possible.
10. What do you feel are the current housing opportunities in the region? For developers? For new owners?	Yes, both. Arena has a couple of developers that are filling subdivisions. New owners are moving in due to lower taxes and proximity to Madison/Jobs.
	Our area lacks space for new housing developments; there are no lots available in our area. Rental properties - multi-unit properties would be a great addition.
	A grocery store in Highland! When we had a store here, the demographics of this area show we can support a grocery store. We have a strong, well respected, independent school district here and we need to capitalize on that. Develop a 55+ moderate to luxury apartment complex or a rural subdivision development with 5 to 10 acre lots.
	If developers can build it, I believe new home owners will come, if the price is right!
	Not a whole here other than Prairie Hills and a few lots maybe left in Diamond Oaks and a few just outside of the City.
	Communities need to come up with a way to encourage new construction and find ways to promote it.
11. What types of housing are most needed?	1-4 single family, rentals.
	Multi-unit properties that are affordable.
	More owner-occupied and fewer investor owned single family rentals--perhaps a block grant for rehabilitating homes for first time buyers and others. Some of these properties are in need rehabilitation to increase appeal to buyers.
	Primary residence 2-4-bedroom homes in good condition.
	I think if there were a few more houses available in the \$100,000 to \$200,000 range it would help a few more people to buy homes. I don't think we need any more low-income housing. I would rather have the demand higher than the supply than have it the other way.
	There need to be affordable options for both purchasing and renting for small families. 2-4 bedroom

12. What incentives are there for new homebuyers? New home builders?	Buyers-lower down payment options based on income, establish equity as you pay Builders-same as always, make money selling lots, building homes, growing communities
	None?
	I am not aware of any incentives available at this time.
	I don't think there are a lot of incentives out there, but also don't feel there needs to be a lot either.
	Good Question! Hopefully you are able to come up with a list that can be shared.
13. What can others do to encourage new housing?	Jump in... it's a bandwagon nation. If everyone is building and buying, everyone will follow.
	Fair pricing.
	Down payment assistance/lot development for moderate income buyers.
	Providing education in the trades to get more developers in the area.
	Educate people on how to afford a home. How to take care of it, pay for it etc. If we make it too easy on people to afford housing, they tend not to be responsible borrowers and citizens of the community.
	Go to their local municipalities and ask what they are doing to promote new housing in their area.
14. What kind of person is in most need of affordable housing?	Single family parents (thus the rentals) and college grads laced with student loan debt looking to move back to the area.
	Millennials and young Gen X.
	The family with 2 earners living on roughly \$50-\$80k per year. There are plenty of options for lower income families but this segment is lost in the middle. This includes increasing daycare subsidies for those above the current earning limit but not making \$100k+ per year which would in turn make housing more affordable.
	Any person that is money savvy needs affordable housing. However, if you are looking for a specific group, I would say single parent families.
	Usually low income.
	Small families with low to moderate income.

Table D.2 Iowa County Realtors Responses	
Question	Response
How would you describe the current housing market?	Stable and strong.
	Inventory is very low. Property that is priced right sell almost immediately. Overpriced listings generally sell for less than their true value, had they been priced correctly. Market is very active.
	Stable but in need of some inventory.
	Very good.
	It's the toughest market I have seen. Our inventory is the lowest I have ever seen it. People are not listing their properties because they have a low interest rate and do not want to give that up.
	Average to above.
	My experience is mostly vacant land. But what I have experienced with home sales is if they are not overly priced homes sell very quickly.
	Because the inventory is much lower than previous years, there is a higher demand for homes. This is a result in less days on market and a good market for property owners to sell.
	It is a seller's market with not much inventory.
Is there currently a strong demand for housing?	Yes (x4)
	Yes, I have buyers waiting but no inventory out there.
	Was stronger but slowing.
	There is a strong demand for homes that are moderately priced. Home Above \$300,000 tend to take more time. Under \$200,000 move quickly.
	Yes! The inventory of homes for sale is very low. The number of Buyers is rather stable. As soon as a property populates "for sale" it is common to see multiple offers.
	Yes, and that is compounded by the lack of inventory.
What type of housing is there a demand for?	Residential.
	Single family, in the price range of \$150K to 250K., in the Spring Green area.
	Clean low maintenance homes in the under \$200,000 price range.
	The starter homes up to \$200,000.
	3-bedroom 2 bath homes.
	Starters at affordable pricing and affordable senior housing.
	Modest homes. More would prefer to be in country but that is limited due to unavailable smaller lots.

	<p>There is a demand for Residential homes in a price range up to \$225,000. The demand is higher as the price decreases to \$125,000 (in the first time Buyer range).</p> <p>Affordable housing - \$100,000-\$175,000.</p>
<p>What do you predict for the next 10 years in the housing market?</p>	<p>I would look for the market to level out and stay there.</p>
	<p>Uncertain. Buyer interest is still there but there needs to be some more building to open up more of the under \$200,000 properties. 2nd time move up buyers really don't have a big choice which keeps the lower end locked up.</p>
	<p>Strong.</p>
	<p>I predict that prices will continue to increase due to low inventory and high inflation for the next 5-7 yrs. and then it will tank again like it did in 2005 and people will be under water again.</p>
	<p>About same as now.</p>
	<p>It follows interest rates. If towns would allow smaller lots more homes would be built. Village homes would keep selling.</p>
	<p>That is a tough prediction. The sellers determine the housing demand by the number of homes for sale. Let's hope the interest rates stay within reason to keep Buyers interested in purchasing. You will always have Buyers, although number of Buyers may fluctuate slightly with increased interest rates.</p>
	<p>That prices are going to continue to increase with solid demand due area business growth, migration of owners/buyers looking to purchase in a more affordable region other than Dane County, more pressure on existing homes as the cost of new construction continues to increase.</p>
<p>How do you evaluate a strong housing demand?</p>	<p>By demand.</p>
	<p>Currently, low inventory and mortgage rates.</p>
	<p>Times are better than they were. People are not as wary as they were in the past.</p>
	<p>More buyers than houses.</p>
	<p>More buyers than sellers, no place for buyers to go or renters for that matter.</p>
	<p>By competition for houses.</p>
	<p>Low interest rates, smaller affordable lots in townships which is more desirable as taxes tend to be extremely high in villages. Also, young home buyers can't for the most part buy large parcels and build a home.</p>
	<p>Demand can be determined by the number of homes on the market, the number of days on market before it produces an offer and by the multiple offers received on the property.</p>

	Supply and demand, price point and number of days on market.
Is there an adequate supply of housing?	There is a need for good affordable housing.
	Not at this time...inventory is low. Building costs are high.
	No. Especially in the new \$200,000-\$275,000 range.
	We could use more.
	No. (x2)
	Not on the low end.
	In villages yes. In townships no.
	Today it does not seem like it because the inventory of homes for sale is so low. In my last 12 years of real estate sales, I have not seen such a demand for homes. I believe there is a shift in the market again from a "Buyers" market to a "Sellers" market, however with the millennial generation there may continue to be a demand for housing.
Is there an adequate supply of affordable housing?	I feel the market could use more.
	Not in my opinion. It is difficult to find a livable home under 100K. Unfortunately, people who are looking for homes in that price range, generally do not have the income to do the additional needed repairs.
	I would say no. with house prices on the increase it still keeps some renters from being able to buy. income levels are still pretty low.
	We could use more.
	Absolutely not.
	No (x2)
	I don't believe so. There is a need to be able to cluster homes. In mobile home parks there would be space available, but most don't qualify for loan as banks don't want to take on mobile homes.
	Yes, I believe we have an adequate supply of affordable housing. The cost of living in Wisconsin is more affordable than most other states.
What kind of person is in most need of affordable housing?	The working couples.
	Young families, elderly, retired people.
	Single parents- divorcees- young people.
	The starter homes.
	Middle income to low income. We have a large generation of baby boomers retiring and wanting to downsize and there is nothing there for them. They want 2 beds, 2baths, and 3 car garages for their toys.
	Seniors and young.
	Under 35 and those on SS.

	A single Buyer with small children or a young couple with student education debt from college.
	Often times a single parent with an entry level income or retired person relocating to the area.
What are the greatest barriers to first-time homeownership?	Down payment, mortgage worthiness and payment.
	Buyer's credit scores...lack of closing funds.
	Really the taxes and the insurance are what puts the payment out of reach.
	Getting the down payment if they don't use Federal loans.
	Down payments.
	Down payments and interest rates.
	Lack of credit and down payment required.
	The greatest barriers are credit scores and debt to income ratio. There are many bad financial decisions made impairing credit scores.
	Homes in an affordable price range that are in a condition that will pass a home inspection for financing.
What is the overall condition of the community housing stock?	Good to fair.
	Not enough on the market but what is available is good!
	Pretty fair- seen a lot of DIY-ers upgrading their property as opposed to selling it.
	Low.
	Depends on which side of the fence you are on, it's great for sellers, not so great for buyers, not so great for towns as people cannot move here and pay taxes if there is no place to live.
	Most communities housing is in good condition
	Very little to choose from that is affordable in country. Villages tend to have homes that are quite old.
	I feel the fair market value of properties simulate the condition of the housing in this area. There are some homes that could use improvements more than others.
	Most houses are in a good condition compared to 5 years ago with more updates being done, less foreclosures.
What are some reasons people new to the area move here?	Stable Employment and affordable housing.
	The culture, the small-town experience, peace and quiet.
	Not in a city- getting away from crime- rural beauty.
	Our school system and our location between Madison and Dubuque.

	Work is the only reason to move here because our taxes are so high, I have had many buyers move on to differ towns and states because they could not afford to retire here due to taxes.
	School systems and job availability.
	Most in our experience are older couples looking to get out in the country. With kids grown and gone.
	I believe it is the cost of living that is less in this area with a reasonable commute to the city for employment.
	Jobs, retirement, secondary homes from larger cities, quality of life.
What amenities makes a house desirable?	Bath and kitchen upgrades.
	Open floor plan, at least two baths, garage, well maintained, curb appeal, location to shopping and village amenities.
	Low maintenance- location to amenities-ease of getting to work- daycare proximity.
	2 bathrooms and a 2+car garage.
	2 baths and 3 car garages, everybody has toys then need to store.
	Multi car garages, newer kitchens.
	Setting, condition of home, distance to job.
	more than one-bathroom, main level laundry, a garage, updated mechanicals (furnace, water heater, electrical panel).
	Condition of home, condition of mechanicals, schools, healthcare, safety. Ranch homes are most desirable for lack of steps.
How important is proximity of employment? Childcare? Schools?	Very to somewhat.
	Here we have a lot of people that commute to work within w 35-mile radius which works for them. School systems and child care are very important. In meeting with people, I generally put them in contact with school officials to get their questions answered. Here, a lot of child care is done by private individuals. I believe there are two day care centers in Spring Green.
	Very important especially for the younger people.
	It obviously helps.
	Very.
	All are no.1.
	Those that are retired don't care. Those with families want to be close to school and daycare and generally within 30 minutes to job.
	In this market, I believe the Buyers are more flexible to location of employment, childcare and schools.
	Very important.



What makes someone choose not to purchase a house after they view it?	Size and how it feels with their lifestyle.
	Generally, the price and/or condition of the property.
	Too much work- neighborhood not up to their standards- little too far from work.
	Can't afford it or the neighborhood.
	Cleanliness, layout, steps, no one wants steps anymore.
	Smells, layout, condition of flooring
	Conditions of home, size to small, location.
	The inside condition, need for improvements, it may not meet lending criteria.
What percentage estimate of your clients are first time homebuyers?	Property taxes, the cost of needed updates.
	55%
	15%
	50% (x3)
	85%
	30% (x2)
Who is selling houses? Why?	10% or less
	Retiring people downsizing and those looking to upgrade from a starter home.
	A lot of reasons...all individual. Empty nesters looking to down size, growing families, need more room, divorce, pending foreclosure, wanting to upgrade, want to move into or out of town.
	Well-connected people.
	Estates and people building new houses.
	People moving for work.
	People with good jobs are upgrading.
	Those that want to upsized or down size. Those that want to get out of city or village.
	Most of the owners that are selling are moving for employment or relocation purposes. Some owners are interested in selling since there is little inventory available for Buyers.
Families moving out of the area for different employment opportunities, retired people downsizing.	

<p>What can the community do to attract new housing developments?</p>	<p>Good schools and a variety of employment opportunities.</p>
	<p>First of all, not put an industrial building in the middle of 3 subdivisions. New industries coming into a community will accomplish the need for more housing. A strong downtown and school system is also a plus. A community government that has some vision and chamber of commerce that supports it.</p>
	<p>Get some business activity going- give people a reason to stay in town.</p>
	<p>Give some incentives.</p>
	<p>Make them more affordable.</p>
	<p>Clean up main street, have good leadership in the towns.</p>
	<p>Reduce lot sizes. So, people can afford land and a house. Loosen up on housing restrictions. Tiny homes are up and coming. Not everyone wants a large house or can afford them. Allow clustering of homes.</p>
	<p>Infrastructure improvements like paved roads or repairing of roads. Addition of parks and safe walking trails. Offer incentives to developers which would provide jobs to builders and sub-contractors.</p>
	<p>Offer tax incentives.</p>

Table D.3 Iowa County Housing Agencies Responses

Question	Response
How would you describe the current housing market?	The demand for all levels of housing exceeds the housing that is available. This is especially true for low to mid-level income families and individuals looking for rental housing.
Who is in the most need of housing?	Families and individuals whose income is not sufficient to be able to afford rent without stressing their monthly budgets. Of course, for us homeless families and those with special needs.
What are the barriers?	There are few financial incentives for developers, contractors and landlords to maintain, build and/or rehab good quality housing for low to moderate income families and individuals. The existing housing stock is not enough for all income levels but those in the mid to higher range can afford to buy or build.
What programs address those in the greatest need? Are they successful? Why or why not?	The Section 42 Low Income Housing Tax Credit program has helped with several apartment developments that provide below market rate units. The Section 8 programs have also helped many families by subsidizing rent. First time home buyer programs including down payment assistance have helped moderate income home buyers. There are also homeless prevention grants that are helping homeless families in need. Although successful for those assisted none of these programs is large enough to assist with the total housing needs of the majority of families.
Is there a gap between those receiving housing assistance/programs and those who need it or on the verge of needing it?	Yes, the need for housing assistance always exceeds the resources available.
What type of housing would you like to see built?	Small to mid-size good quality and affordable apartment buildings. This includes some for persons with special needs that provide services.
Is there an adequate supply of affordable housing in our community?	No, many people who work in our cities and towns have to commute long distances since they cannot find adequate and affordable housing close to where they work, go to school, etc.
What concerns do you have about the existing or future housing demand or supply in the area?	There is a growing senior population who would be better housed in senior type housing and then they would free up their individual homes for younger families. There is not enough. Also, the ability of employers to recruit and retain employees is being hampered by the lack of affordable and adequate housing for their workforce.
What kind of person is in most need of affordable housing?	Seniors on a fixed income. Individuals and young families just starting out with low to moderate incomes. Of course, homeless individuals and families who are struggling to survive.

	<p>Yes. We need more employees to keep pace with the increase in demand for new construction installations.</p>
	<p>A have a number of employees reaching retirement age and I am going to have to replace them over the next 5 years. I see this as a major challenge. due to the lack of people wanting to work.</p>

# E. Developer Response

Table E.1 Developer Responses	
Question	Response
How would you describe the current housing market?	Senior Assisted Living – not full. Middle Range will fill up. \$150 to \$180,000 can move up to next house if were available. Older folks to move off the farm. 2 bedroom - \$700. 3 bedroom - \$850. Assisted living housing - \$550/mo.
	Strong – Occupancy rates and rental are high.
	It depends on who. The market differs on who is looking to buy. Demand for workforce housing is very large at the moment.
	From a building standpoint = Tough. (Fed made a massive rate hike. It was around 5.2% now I’m getting 5.7% and climbing.) Money is getting expensive. We keep an eye on interest rates. From a getting residents standpoint = extremely healthy. If you need residents you will get them in.
	Active.
	People are looking at the cost of a used house vs. new house. Appears there is a significant demand, but banks are tightening up lending and there could be a shortage of labor. Still a fair number of houses being built but does not know if there is a shortage of housing. Skilled labor and trades worker shortages.
	Biggest challenge from apartment focus is a tie to the old dream of homeownership. But there are not a lot of great comparable for high quality apartments in the area. This creates a stigma.
	The thing about SW Wisconsin area is that there are very low rents and the construction costs are high because there are not a lot of contractors in the immediate area. Two forces that work against each other. Different than at the state level. Does not see a lot of high employee employers. Not a lot of large employers to bring people into the area. Not a lot of huge demand in the SW region. There was no confidence in an investment that demand would supply. Why update or build new if there is no demand and people. Perception is that the demand is not real.
	Very Good in Kieler area.
	Poor.
In the last 3 years, a lot of need. My employees needed housing. There is a long waiting list for housing.	
What types of housing do you build? Why?	Single family, stick residential.
	Market rate and affordable. Multifamily.
	High-end multifamily and some section 42 housing. Multi-family market has been strong in the Madison market in the recent past.
	Everything. Specialize in tax credit housing, senior housing, and adaptive reuse on historic properties.
	Build upscale/quality single family but will build other demands. Also work on some small commercial stuff.

	<p>We have a big focus on Affordable Housing. Section 42 and bond transactions. We do all types of design. Historic preservation/adaptive reuse, ground-up new construction, single story cottage, 2-3 story townhouses, family and senior, new, and preservation housing.</p> <p>We build two types of housing. Affordable with WHEDA program. Focus is because the equity that comes in is based on fee. Challenged areas that are low income with a demand to upgrade housing, construction cost is subsidized with the tax credits. Most places lease up within 6 months. Not sure if properties would lease up.</p> <p>Single family and duplex homes, that is what people are looking for.</p> <p>Family</p> <p>Multi-family – 4 unit to 6 unit – up to 120 units.</p>
Is there currently a strong demand for housing?	<p>Yes (x5)</p> <p>“I believe so.” Yes, but can you get the math to work? Can you avoid outpricing yourself and avoid cannibalizing your community?</p> <p>\$100K - \$200K single and duplexes.</p> <p>Medium demand for single family houses. Enough to keep busy but not enough to expand operations.</p> <p>Strong demand everywhere we go. There just aren’t great high-quality affordable housing options and very few comparable.</p> <p>State level, yes there is a strong demand because employment is high, areas with big employer’s drive workforce housing demand. Not a lot of high workforce demand in SW Wisconsin.</p> <p>Yes, very few single family and duplex lots available in the area.</p>
What type of housing is there a demand for?	<p>\$150 – 225 range, single family, 3+ bedrooms, Young families with 3+ kids.</p> <p>Affordable, market rate, and high end.</p> <p>There is a strong demand for affordable, low maintenance, single family housing. The need for workforce housing is the need for affordable single-family homes. From the perspective of a business, Workers need to be able to have ownership. Ownership helps people stay grounded, be better neighbors, workers, and helps build wealth both individually and as a community.</p> <p>All. There is a shortage of senior specific housing. Another big piece is multifamily that is missing. Not enough. And, each community decides if it needs/wants multifamily.</p> <p>Location, 3 bedrooms, 2 baths.</p> <p>Commercial “rental” has a strong demand but not sure about continuing demand. Believe it is likely a 50/50 demand single family/ multi-family demand.</p> <p>There is a disconnect in our region. There is a demand for single family in our region, but this doesn’t line up with the economics. The narrative of apartments needs to change.</p> <p>Single family and apartments, apartments are a greater demand because people have less expectations of staying in a job for a long period of time.</p> <p>Single family homes and duplex.</p> <p>Family.</p> <p>I have lived here since 2003, I think multi and single family, but more multi.</p>

What do you predict for the next 10 years in the housing market?	An uptick.
	Increasing demand for quality housing – rentals.
	Multi-family boom will end as it is overbuilt. Lenders will be burnt on multi-family units and things might get worse. I would expect to see more multi-generational households unless wages begin to rise.
	Might be slow to go, but it sorts itself out. Not sorted now. Communities can be creative to make a difference. It will stabilize and housing is always needed.
	Stays the same.
	A steady incline over the next 10 year, no foreseeable booms or busts. People tend to move away from the area as they grow older. If new businesses came in there could be a boom.
	Speaking to apartments, demand will continue to grow. The economy is shifting strong to rental. Single family home ownership may tick up but not at pre-recession levels.
	The state of Wisconsin – the construction costs are out of control due to demand for materials and labors as well as rising interest rates. He expects that rents will drop. The whole process will come in the next two years, followed by a two – three years of WHEDA-only deals. Apartments are being overbuilt. Supply of housing will go up for the next 2 years, drop/crash and be stagnant for 5 – 7 years.
	Existing development has 83 single family home lots for sale and 20 duplex lots, I would like to see all lots sold in the next 10 years.
	Slow.
I have built for 20 years, we cannot keep up with demand, we are behind.	
What determines a strong market?	Seeing median home prices inflating by 25-30% now.
	Strong occupancy. Increasing rental rates.
	Supply. Lack of Supply. It is a seller’s market.
	Job stability is the biggest. What you don’t want right now is 40% of the population working for 1 employer. Got to have strong small business in rural. Need entertainment.
	Not many houses for sale.
	If cost of materials went down, people could afford new homes. If there were more jobs or higher paying jobs.
	Occupancy, jobs/workforce levels, and commuting patterns.
	Single Family Homes - Cost, individual buyer financing, millennials see it as a huge leap to buy a suburban home. Generational Shift feels like it at the moment. Multi-Family Homes - Financing challenge will come up. Construction costs will outpace rents as they drop. Banks will get burned when apartments are overbuilt. Low Cost Homes - Buyer Financing is to reach the customer with financing. The lower cost of the home the harder for the customer to get financing.
	Jobs.
	Building.
More demand than supply.	

What are the top obstacles to development?	Single Family Homes? Finding an affordable lot. Multi-Family Homes? Space to build. Low Cost Homes? Materials and labor, interior finishing, and exterior finishing.
	Multi-Family Homes and Low-Cost Homes? Apartments – construction costs are high, rental rates are too low, lack of subsidy to support the housing.
	Affordability.
	Single family is easy. They just don't do spec here, so it's slow. Multi Family - Rates, costs, and labor are outpacing rents. How far can that bend? The pool of funds is getting smaller. Only builders and cities can make up the gap. The gap is the obstacle. Recognize in this new world we need to meet in the middle. Low Cost - That house does not exist to do it currently. The city would have to subsidize and ask for proof that this is the price you will sell it. So, the city would offer the gap if builder builds spec home with proof of occupancy.
	Permits, Financing.
	Single Family - What banks are willing to loan out compared to what new homes actually cost. (cost of building a house for \$400K could be appraised at \$380K). Low - Cost - Cost of materials. \$150 - \$160, 10 years ago it would have been \$100- \$110. Drywall prices are increasing by 20% per year for the past 7 years.
	Single Family Homes: Cost. It is not economically feasible. The size of homes people are building. It's too hard to build smaller homes on a smaller lot. Maintenance of a single-family home is large. Multi-Family Homes: Rising construction costs. Lack of labor force. Challenge of getting sites rezoned for apartments, but this is getting better. Low Cost Homes: City codes don't let you build because of lot size restrictions, building material standards, being able to build affordably. The only ones building low cost homes now is Habitat for Humanity.
	Rent burdened individual, rent is over 30%. These can also be the most stable person but they cannot make ends meet.
	Must be managed and a lot of time put into develop good covenants that will allow all size home built that enhance the development.
Single Family and Multifamily Homes: Small communities - Painting a vision and then having the buy-in. Helping governments to move faster. The need is there. Low Cost Homes: We build for other owners, we don't own them. Many people ask for them, we have to tailor the right way so local government and public accept them.	
What kind of person is in most need of affordable housing?	Everybody that qualifies, seniors, Veterans, young families.
	Working Class, and on down. Families that struggle.
	Persons with income averaging 30, 40, 50, and 60% of what an average person makes. This is a moving target. Senior communities are the type of people.
	Single Parent – Family.
	Starter homes. Younger Families.
	Those at risk: Veterans, People with Disabilities, minimum wage workers, seniors on fixed incomes, single parent families, the Mainstreet workforce, and administrative and support staff.



	<p>Empty nesters are interested leaving their homes and not buying condos. People hate condos. They want upscale apartment with no ownership commitment. Millennials want smaller lower cost apartments in an amenity rich community. Also loving the flexibility of not buying a home. Debt burdened families that would love to not spend time upkeeping their home would rather have an affordable apartment with a family friendly amenity that is secure. 3-bedroom apartments are secure, no taxes, amenities, and limited maintenance. The 3-bedroom apartment is the flip from homes. School are suffering, no employers.</p>
	<p>Young families just getting started.</p>
	<p>Low income.</p>
	<p>We had 150 people come to our open house. Seniors most need affordable.</p>
<p>What generational issues do you take into account in development?</p>	<p>If we are on workforce housing, we try to incorporate millennial like features: High speed WIFI, great building design, amenities – business and fitness centers. Senior Housing – programming space for pot luck, community rooms, exercise classes.</p>
	<p>Opinion is that there should be more family housing built – that families should be taking care of their family more often in the same house. Building more “senior facilities” may cause problems in the future</p>
	<p>We’ve put senior buildings next to multifamily buildings. This isn’t really a discussion. Does this community have a long-term growth plan? I want turnover with families though. Churn is good here.</p>
	<p>Younger people and older people do not want as large of a yard and issues for maintenance.</p>
	<p>a) We build a lot of single-family cottage style to be able to get seniors into apartment living. It gets seniors out of homes that they can’t maintain. b) Certain generations were taught to OWN a home, the younger generation is much more open to renting.</p>
	<p>Long term.</p>
	<p>We try to cater to multi-general. Hard to please everyone. Gen X want WIFI, but so does older gen – so we built it in to new building.</p>
<p>What incentives are there for developers? What more could be done?</p>	<p>Incentives – do not know. It would be nice – loan the money to flippers – and pay back – everyone wins. Building a spec house – you still need 20% to front – need \$100,000.</p>
	<p>Affordable housing tax credit, state affordable tax credit, WI historic credits, Fed historic credits, Brownfield grants, SAT grants, Idle fund grants, CDI grant, home funds, TIF, TID, Municipal support such as free land or rent subsidy funds, private foundation money. MORE Could be done: More incentives to market rate development.</p>

	<p>Cities need to open TIFs. Cities need to cut bureaucracy for developers, developers don't want to deal with it. If a city bought the land, installed utilities, and allowed the developer to build the houses, projects would be more attractive to developers. Cities could even deed restrict the land and work with the developer to set a price for the cost of a home. The home would need to be purchased by an owner-occupied. The Pay-Go version of TIF is not worth it for developers due to the costs of capital and because the developer is taxed at 40% on the increment. Cities need to make the investment in their future and the businesses, if they want additional workforce housing, need to put pressure on the local politicians. Businesses are key, if they do not offer buy-in then there is something missing from the equation. If businesses want it, they need to invest.</p>
	<p>a) If there is no cash in budget, see if you can use sewer or other funds where developers need to put in infrastructure like lift stations.  b) TIF  c) Work money into a set aside to be ready to offer.  d) City owned land, for two reasons. 1) I don't have to worry about control. 2) Speed.  e) The old-fashioned waving of some fees. This one doesn't work anymore.  f) Brainstorming with the community.  g) Trust. Trust that your developer is your partner.</p>
	<p>TIF money usually gets taken care of through business. There is not a lot of land development. Owners in the past have developed in a subdivision, but the slow rate of sales causes the rate of return to diminish. We are able to make up for it by building the homes. The current owner paid for the development. Better rates of return can be found in other places. The lot development is not lucrative unless the Company is also building the homes.</p>
	<p>Community – TIF is a huge tool. Land banking. Home CDBG funds. Waiver of impact fees. State/Fed – Historic Tax Credits. Affordable Housing Tax Credits. There are other specific Fed and State programs. What more? – Be friendly to developers. Talk through what the city can do. The city needs to lay out what the city needs.</p>
	<p>TIF. Historic Tax Credits and LIHTC. Free land. Which will bring rents down. LITECH deal. The Library in Platteville was a big deal by WHEDA. Get buy-in from the local growth industries. This is a big deal.</p>
	<p>Our incentives have always been trying to move my home town forward with good jobs and affordable housing.</p>
	<p>None.</p>
	<p>What can government do to help retirees get a good home – help is needed to bridge the gap. More incentives would be welcomed.</p>
Is the free enterprise system solving the need?	<p>No.</p>
	<p>No. Rental rates are too low to build quality housing. Only works in large metro areas and higher income communities.</p>
	<p>No, because of wage depreciation, land costs, and the costs of bureaucracy.</p>
	<p>No, this takes a group effort.</p>
	<p>There is a profit, but the rate of return is not as high. We have bought discount developments from others that have failed. Have not used gov. programs.</p>

	<p>“Definitely not.” There is such a lack of affordable housing. 50% of the population is paying more than ½ their income on housing. This is not sustainable. There is such a separation between the haves and the have-nots and it’s continuing to grow.</p> <p>Not in SW Wisconsin, “Not even close.”</p> <p>Yes.</p> <p>None.</p> <p>Need incentives to bridge gap.</p>
Do government programs help?	<p>No, don't know about them.</p> <p>Yes. No affordable housing without gov. support.</p> <p>Yes, but not enough and not always worth it. Compliance is tough to maintain for some programs. Once you take the money compliance needs to be maintained.</p> <p>Yes, 100%. I am a staunch supporter of Tax Credit and WEDC.</p> <p>Help develop more properties but tend to hurt other local developers. Developers that come into a town to build LI housing do not tend to use local labor or local materials. Drive down housing value in the area. Also allows people to utilize government funds rather than do manual labor.</p> <p>Yes, but there needs to be more. HUD related items just push to keep the status quo. Hud funding is 1/10th of what is necessary for the population in need.</p> <p>Yes, WHEDA.</p> <p>Some people yes, I never use them.</p> <p>Yes.</p>
Are infill/ redevelopment/ rehabilitation projects attractive? Why or why not? What can make them more attractive?	<p>They would be. The market is inflated, so too expensive now. Low interest loans would make them more attractive. Streamline red tape.</p> <p>Yes – if they are historic buildings – and large enough – 70-unit infill. More attractive – rental rate subsidy, more incentive, higher rental rates, great locations.</p> <p>Again, free land and sustainable programs.</p> <p>It depends. (I have \$40 million of infill redevelopment.) Lots of uncertainty. New or other funding sources, soften or solve the unknown that arises, and partner. Don’t make me fight.</p> <p>Renovate or Rehab projects are valuable to the community but the return on the investment is not high enough for most to do it. If there were more funds available for Historic Preservation or rehabilitation funds. Not much infill options available but would be attractive.</p> <p>Definitely. We focus a lot on these. It’s a great way to promote affordable housing in those areas. Redevelopment can be a community catalyst. Make sure these are in TIF districts or have resources lined up like Brownfield grants. Then, we can make more educated development decisions. Also, work with environmental consultants to get environmental cleanup grants.</p> <p>They are, especially if they are historic. Will be done in Dodgeville, Monroe, Platteville.</p> <p>Not to me but there are groups who like this type of development.</p> <p>Yes.</p>

What housing characteristics are in demand from the general population?	Open concept, less carpet, more synthetic wood, cooler design, downtown developments.
	Affordability and low maintenance. Efficient. Nearby amenities and work.
	This is a question between what is wanted vs. what is profitable. The wants are: counters & cabinets, aesthetics, something to do other than just live, a place to hang out with neighbors, and the location being close to access the “stuff” in and around town.
	Location, 3 bedrooms, 2 baths.
	Medium price range and lower price range homes are in demand. A spec house in the 1600 ft range is attractive to an older couple and younger family. Around \$300 - \$325K is the cost, 10 years ago it was around \$200K. Wages have not kept up to the increase in housing costs.
	In Wisconsin, there is a lot of demand for attached or underground parking. Big focus on storage. In unit washers and dryers. Gardens for residents. Pet Friendly. Affordability. Open Concept. Connected Kitchen.
	Affordable.
	Any kind.
What can be done to incentivize new home construction?	Lower tax rates on apt. to lower operational costs. Downtown development – mixed use commercial/retail does not work, better to have all residential. Retail is hard to fill. Rental rates are too low.
	City offers the land and the infrastructure up front.
	Do the math for the developers. Find the net cost. Find the willingness to pay. Fill the gap. If the city’s desired price of the home is \$185,000 for the end user, manufacture the deal to get the builder to that number because the cost isn’t there. Subsidize.
	Banks need to lower the barriers to lending. Building materials need to drop in costs. TIF incentives – up front money to the developer.
	1) It Starts at Planning – Zone Sites for apartments. 2) Brownfield grants – go for them. 3) Set aside CDBG resources for new homes. 4) Get employers to the table to talk about workforce attraction. Make the community attractive. 5) TIF targeted areas. 6) Make it clear that housing is part of Economic Development.
	Need a government sponsored risk share. Where a home is less affordable than 3-bedroom apartment.

# F. Local, State, and Federal Housing Financial Incentives, Programs, and Tools.

Agency/Tool	Program
<p>WHEDA (Wisconsin Housing and Economic Development Authority)</p>	<p>WHEDA administers a variety of programs designed to assist moderate and low-income homeowners and renters. Additionally, WHEDA works with local, state, and national developers to encourage affordable and workforce housing projects. This is done by providing developers with income tax credits when they invest in these types of housing developments. Tax credits are allocated to housing projects on a competitive basis. Local government support is an important fact in the award of tax credits.</p> <p>WHEDA also provides loans to low- and moderate- income elderly homeowners to help pay local property taxes, so that the elderly can afford homeownership. The WHEDA website contains up-to-date information on available programs. <a href="http://www.wheda.com">www.wheda.com</a></p>
<p>USDA Rural Development Agency Programs</p>	<p>USDA Rural Development offers several programs to assisting in home purchase, rehabilitation, and development.</p> <p>Individuals and families are eligible for direct loans and loan guarantees for purchasing, rehabilitating, and/or weatherizing a home.</p> <p>Direct loans and loan guarantees are available to individuals, non-profit and for-profit organizations, and public bodies for the development of affordable rental housing.</p> <p>Community development assistance grants are also available for private or public non-profit organizations.</p>
<p>HUD Home Consortium - US Department of Housing and Urban Development (HUD).</p>	<p>The US Department of Housing and Urban Development (HUD) offers a variety of housing assistance funding and/or programs that can be utilized by local governments. Many of these funds/programs are administered at the state or regional level through local community based and/or housing organizations such as SWCAP, Couleecap and NHSSW. An alternate approach that could be considered by counties and communities of southwest Wisconsin is creation of a HUD HOME Consortium. A consortium may enhance access to and create local efficiencies in administering HOME funding. It is likely that Crawford, Grant, Green, Iowa, Lafayette, and Richland could be included in a consortium model with the addition of Sauk County.</p>

Affordable Housing Extension (AHE) for existing TIF Districts.	Added to TIF law in 2009, this provision allows TIF districts to stay open for an additional year if the municipality adopts a resolution extending the TIF district for a specified number of months (up to a year) and specifies how the municipality will improve its housing stock, and informs the Department of Revenue of the resolution. The municipality must use 75% of the tax increment to “benefit affordable housing.” Affordable housing is housing that costs no more than 30% of household income.
Housing Cost Reduction Initiative (HCRI)	The WI Department of Administration’s Dept of Housing and Community Resources (DEHCR) awards funding to local public and non-profit housing agencies throughout Wisconsin to reduce housing costs for low- and moderate- income households. Funds are awarded to agencies through a competitive application process. Eligible activities may include: down payment/closing cost assistance, foreclosure prevention measures, emergency rental aid, and related housing initiatives. In southwest Wisconsin, the HCRI program is administered by SWCAP, <a href="http://www.swcap.org">www.swcap.org</a> , Couleecap <a href="http://www.couleecap.org">www.couleecap.org</a> , and NHSSW <a href="http://www.nhssw.org">www.nhssw.org</a> .
Community Development Block Grant (CDBG) – Housing Programs.	The CDBG Housing program provides funding using a regional funding approach. There are 7 identified Housing Regions in WI, each receive funding through the State of WI to support single family housing rehabilitation, home purchase and limited rental property rehabilitation benefiting low- and moderate-income households. Southwest WI Region CDBG Housing Programs are administered by Couleecap <a href="http://www.couleecap.org">www.couleecap.org</a> and SWCAP <a href="http://www.swcap.org">www.swcap.org</a> .
Community Development Block Grants (CDBG) – Public Facility Programs.	CDBG Public Facility Program funds small neighborhood public facility projects. Any Wisconsin county, city, village, or town with a population less than 50,000 is eligible to apply for CDBG public facility grants/funds.
HOME: Single Family Housing Programs.	The WI Department of Administration’s Dept of Housing and Community Resources (DEHCR) awards HOME Funding to local units of government and housing agencies. HOME Single Family Housing funds are typically used to provide down payment and closing cost assistance for home buyers as well as single family home rehabilitation. Agencies administering HOME Single Family Housing funds in Southwest Wisconsin include: SWCAP ( <a href="http://www.swcap.org">www.swcap.org</a> ), Coulee CAP ( <a href="http://www.couleecap.org">www.couleecap.org</a> ) and NHSSW <a href="http://www.nhssw.org">www.nhssw.org</a>
HOME Rental Housing Development (RHD).	The RHD program seeks to expand the rental housing market available to low and moderate-income individuals. Grants are available for acquisition, rehabilitation, and new construction of rental housing units. The RHD program is a State administered program utilizing federal funds.
Wisconsin’s Weatherization Assistance Program.	The WX Program provides funding for energy saving improvements to homes occupied by low- and moderate-income families with priority for households with elderly, handicapped and children under age 6. Owner occupied, rental, and multi-family housing may be assisted. Energy audits are completed to determine what weatherization services are needed, the identified improvements are then completed by agency crews and subcontractors typically at no cost to the family/owner. SWCAP <a href="http://www.swcap.org">www.swcap.org</a> , operates WX Programming in most Southwest WI Counties. Additional programs may be available at the local county or community planning and zoning office.

<p>U.S. Veterans Administration Programs. (VA)</p>	<p>The VA provides low-cost loans and other housing assistance to veterans. <a href="http://dva.wi.gov">http://dva.wi.gov</a> .</p>
<p>203K Loans (Federal Housing Administration, FHA)</p>	<p>203K Loans are utilized to borrow money, in a single loan, for both home improvements and home purchases. 203K loans allow for funding of significant repairs to properties. The FHA guarantees these loans, creating less risk for local lenders who may not be inclined to provide loans for a property above the current assessed value. Local lenders are the point of contact on these programs. Loans require certified contractors and a third party to approve the improvement costs.</p>
<p>Brownfield Redevelopment Grants (Wisconsin Economic Development Corporation, WEDC)</p>	<p>Wisconsin’s Brownfields Grant Program provides assistance for assessment and remediate of environmental contamination of abandoned, idle or underused industrial or commercial facilities or sites. The program assists in converting sites into productive properties. Grants require a 50 percent match. Additional details can be found at <a href="http://www.wedc.org">www.wedc.org</a> .</p>
<p>Historic Preservation Grants (Wisconsin Historical Society)</p>	<p>Federal and State historic tax credits are available for the rehabilitation and preservation of historic structures. The Federal Historic Tax credit program offers a 20 percent tax credit on qualifying income producing properties. The Wisconsin Historic Tax Credit also offers a 20 percent tax credit for qualifying properties.</p>