

# Rural Affordable Workforce Housing Pilot Concept Feedback Session



# Welcome!

## Opening Remarks

- Bret Bicoy  
Door County Community Foundation, Inc.
- Kate Wolf  
Civic Innovation Officer, WHEDA

# Concept Presenters

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- Marty Olejniczak  
Community Development Director, City of Sturgeon Bay
- Steve Jenkins  
Executive Director, Door County Economic Development Corporation
- Noel S. Halvorsen  
President and CEO, NeighborWorks Green Bay

# Agenda

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- Representatives of the pilot design team will present four pilot concepts.
- At the conclusion of each concept's presentation, we will break for 90 seconds to allow for feedback through a survey that will be linked from the chat.
- If you cannot access the survey, please email [ruralaffordablehousing@wheda.com](mailto:ruralaffordablehousing@wheda.com).

# Rural Affordable Workforce Housing Pilot

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## Rural Affordable Workforce Housing Pilot

- A community-based piloting process to inform and address workforce housing disparities in rural communities across the state.
- Part of WHEDA's Rural Affordable Workforce Housing Initiative
- At least three pilot communities selected in rural Wisconsin
- Roughly a six-month pilot design process
- There's no silver bullet
- Working as close to the challenge as possible

# Rural Affordable Workforce Housing Pilot

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## Goal:

to create new solutions to increase rural workforce affordable housing

## Objectives:

1. Build a series of pilots for Door County
2. Use what's learned to inform statewide strategies

# Rural Affordable Workforce Housing Pilot

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**Short-term:** create a series of pilots which will serve as tools to be deployed at the conclusion of the six-month pilot design process

**Long-term:** use those pilots to inform full-blown sustainable solutions that can be replicated across the state

**Outcome:** that the tools we create through the piloting process will result in increased access to affordable workforce housing

# Rural Affordable Workforce Housing Pilot

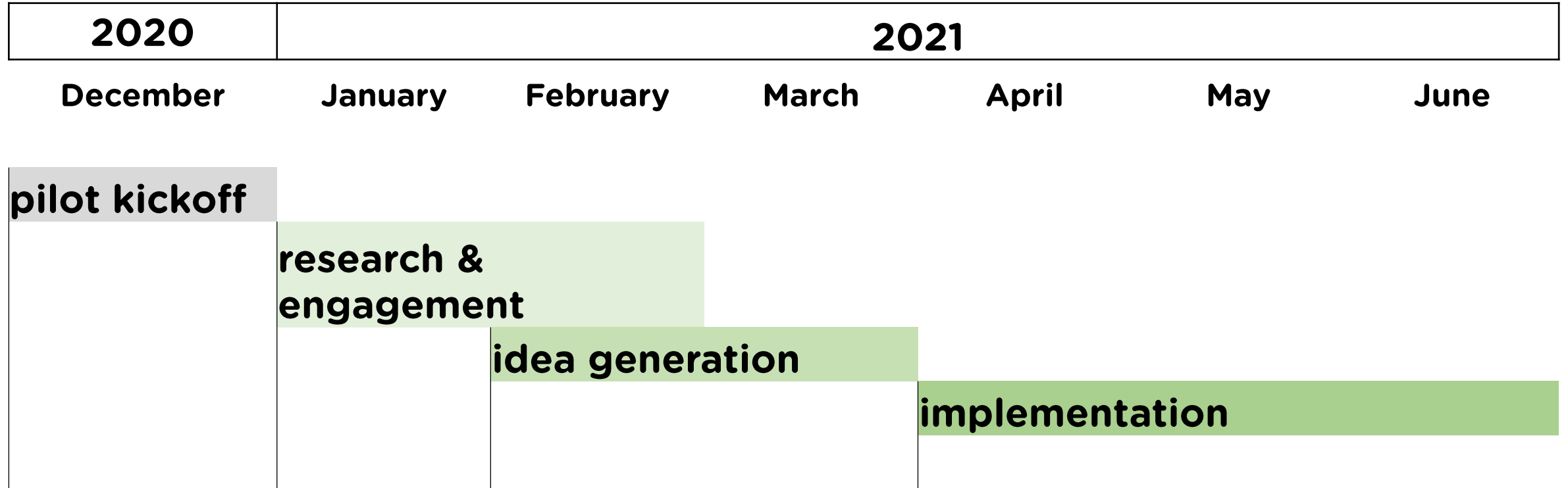
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*How can Door County become a community which creates and preserves quality affordable places for workforce households to live?*



# Timeline

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# Concept #1: Infrastructure Fund

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What is the challenge we are solving for?

The high costs for streets and utilities needed to support housing make it difficult for private developers to create affordable housing.

Top issues we want to address

1. These costs are passed onto the renter and/or homeowner.
2. The geography of Door County increases infrastructure/utility costs.
3. We have a lack of shovel-ready sites for housing.



# Concept #1: Infrastructure Fund

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## Our solution

Creation of a fund to be used by developers and municipalities to defray the cost of infrastructure necessary for affordable housing.

## How we plan to make this happen

1. Establish funding sources from various entities such as employer contributions and federal stimulus funds.
2. Select entity to manage the fund and identify eligible uses of the program (streets, sewers, etc.)
3. Match the level of funding and reimbursement to the sale price or rent rate of the intended housing.



# Concept #1 - Your Feedback is Needed

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Please complete the survey, located in the chat, for Concept 1.

The presentation will reconvene in **90 seconds**.



# Concept #2: Municipal Subsidy for Infrastructure

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What is the challenge we are solving for?

The high costs for streets and utilities needed to support housing make it difficult for private developers to create affordable housing.

Top issues we want to address

1. These costs are passed onto the renter and/or homeowner.
2. The geography of Door County increases infrastructure/utility costs.
3. We have a lack of shovel-ready sites for housing.



# Concept #2: Municipal Subsidy for Infrastructure

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## Our solution

Transfer financial liability for infrastructure needed for affordable housing from developer to municipality

## How we plan to make this happen

1. Establish a funding source. Ideas include Tax Incremental Financing, utility grants, federal stimulus funds, and other programs.
2. Municipality initially pays upfront costs for infrastructure (streets, sewers, etc.) and establishes deferred special assessments for the benefiting lots.
3. For lots that are developed with affordable housing the repayment of the deferred assessments are reduced or forgiven.
4. Create mechanism to ensure housing created remains affordable for desired time period.



## Concept #2 - Your Feedback is Needed

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Please complete the survey, located in the chat, for Concept 2.

The presentation will reconvene in **90 seconds**.



# Concept #3: Reimagining Workforce Housing

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What is the challenge we are solving for? Cost of traditional construction is increasing at an unsustainable rate, negatively impacting the availability and affordability workforce housing.

Top issues we want to address.

1. A lack of alternative construction methods and materials that support affordability.
2. Need for innovation in the construction approaches to reduce the cost of building homes.





# Concept #3: Reimagining Workforce Housing

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Our solution. Create and implement a competition that will result in scalable construction of innovative techniques and materials for homes affordable for workforce families.

## How we plan to make this happen

1. Design and manage the competition (countywide representation)
2. Raise funds for the winning design and concept
3. Appoint an advisory committee to develop criteria for the competition (countywide)
4. Have community members vote to select the winning submittal
5. Provide a site for demonstration construction of the winning design



## Concept #3 - Your Feedback is Needed

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Please complete the survey, located in the chat, for Concept 3.

The presentation will reconvene in **90 seconds**.



## Concept #4: Door Affordable Housing Financing Treasury (DAHFT)

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What is the challenge we are solving for?

Door County lacks financing options to fund the development and access to diverse housing types accessible to working households.

Top issues we want to address

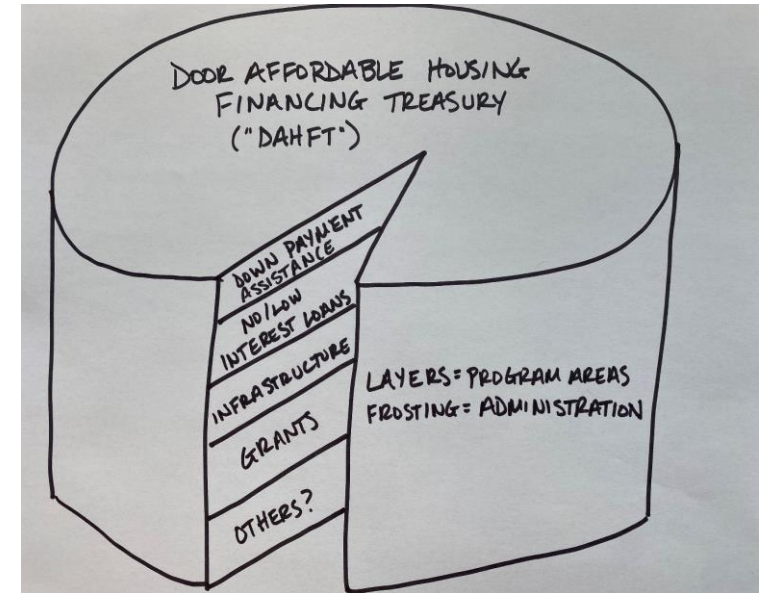
1. Cost of homeownership / high competition
2. Lack of financing options for developing affordable housing in rural Wisconsin
3. Need for funds for predevelopment, rehab, and other opportunities that further the development of affordable housing



# Concept #4: Door Affordable Housing Financing Treasury (DAHFT)

## Our solution

A fund to provide a variety of financing options to a variety of entities for the construction, creation/ conversion, acquisition, or rehabilitation of affordable workforce housing units.



## How we plan to make this happen

1. Establish the overall fund and framework to support various affordable housing efforts
2. Identify/raise money to seed and sustain the fund
3. Create metrics to evaluate eligible fund uses
4. Establish a framework for impactful and sustainable levels of funding
5. Reach out to a diverse network of potential funders, such as foundations, investors, federal, state, and local government

## Concept #4 - Your Feedback is Needed

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Please complete the survey, located in the chat, for Concept 4.

The presentation will reconvene in **90 seconds**.



# Thank you!

