



**GICH FALL RETREAT:
Sophomore Team Reports**



Madison Housing Opportunity Commission **2016**



The graphic is a rectangular slide with a teal top section and a red bottom section. On the left of the teal section is a yellow house icon. To its right, the text 'GICH FALL RETREAT' is written in white. In the top right corner of the teal section is the logo for the Madison Housing Opportunity Commission, which includes a house, trees, and the text 'MADISON HOUSING OPPORTUNITY COMMISSION'. The red section contains the title 'COMMITTEE 6-MONTH WORK PLAN' in white, followed by three bullet points, each with a white square icon and a bold title. The first bullet point is 'GICH TEAM WORKSESSIONS' with the sub-point '- Focus – Concentrated upon two goals and six objectives; Assigned task items'. The second is 'GICH TEAM SUBCOMMITTEES' with the sub-point '- Divide and conquer - created three standing work groups: 1) Existing Building Stock, 2) Neighborhood Engagement, and 3) Future Residential Use.'. The third is 'GICH TEAM PARTICIPATION' with the sub-point '- Participated in Comprehensive Planning, attending series of Neighborhood Forum.'.

By the Fall Retreat in Tifton, Madison’s GICH Team set forth its mission statement:

“Promote and advocate for the use of strategies to stabilize, revitalize, and connect established neighborhoods and to support the sustainable development of the community through the innovative development of workforce and lifelong housing options.”

The team established two primary goals:

GOAL 1: Stable, Vital and Connected Existing Neighborhoods

GOAL 2: Sustainable Development of Community Housing

After developing very specific objectives, the team divided into three work groups to make progress, gathered periodically as a full team to share and distribute tasks, and made it a priority to participate in community comprehensive planning.



Committee Work



■ Existing Building Stock

- **Code Enforcement**

- Reviewed comprehensive list
- Demolition "Top 10" (in progress)
- Recommending 3 per annum



Focused on what we have in place, the Existing Building Stock committee is ACTIVE in reviewing the Planning Department's comprehensive, ranked building watch list.

Only a small number of residential buildings are "beyond the pale," so the goal is to recommend three a year to be addressed and follow the progress of the Code Enforcement Officer. (Having the City Council representative/GICH Team member on the committee does not hurt!)



Committee Work



Existing Building Stock

• Rehabilitation

- Engaged grant writer
- Prioritized buildings for CHIP participation
- Prioritized buildings for CDBG participation
- Developed partnerships to address other housing needs
- Solicited 10% leverage for both housing grant programs



To reach that goal of stable, vital, and connected neighborhoods, the committee is an advocate for the retention of all viable extant housing. So, what doesn't need demolition needs rehabilitation. What's a GICH girl (or boy) to do?

First, use the housing assessment conducted by the Planning Department to identify concentrations of dilapidated housing stock. Pretty easy. Madison had already prioritized the Canaan Neighborhood, following the 2009 Comprehensive Plan Update and the 2011 Downtown Urban Redevelopment Plan.

The committee developed a strategic, phased game plan to eventually address the full Target Area. Then, the committee started looking for funding sources, grant writing assistance, community partners, and leverage to secure rehabilitation dollars.



Committee Work



■ Neighborhood Engagement

- **Prioritized Three Neighborhoods**
 - Held and/or scheduled clean up day in each for 2016
 - Provided t-shirts and lunch for participants



In the mean time, the Neighborhood Engagement committee was ACTIVE.

The committee printed t-shirts for volunteers and team visibility. T-shirts and lunch were provided for volunteers at the most recent Neighborhood Cleanup Day. City Sanitation agreed to provide additional service, showing early on Monday morning to remove roadside “donations” by GICH volunteers.

Cleanup Days are presently in the works for two additional focus neighborhoods.



Committee Work



■ Neighborhood Engagement

- **Engagement Pyramid**

- Target Area: Recruited block captains and monthly awareness flyers
- Comp Planning Survey: Developed housing-related questions for neighborhood participants
- Citywide: Scheduled one awareness program for mid-summer (utility bill distribution)



The committee was also able to garner the participation of neighborhood block captains for the Target Area. The goal is to gain participation, while gaining neighborhood confidence. Neighborhood Block Captains agree to distribute informational flyers, to lead neighborhood engagement activities, and to transmit feedback to housing leaders.

While Planning staff was busy with public participation for the Comp Plan, the committee helped out by crafting housing-specific questions for the Quality of Live Survey as well as the targeted housing questionnaire for the upcoming Home & Neighborhood Open House.

At present, the committee is also preparing an awareness insert regarding housing for citywide distribution.



Committee Work



■ Future Residential Use



- **Needs Assessment**
 - Developing Realtor Survey
- **Neighborhood Forum**
 - Listened to desires of current residents during series of public meetings for comprehensive planning
 - Community priorities include: more code enforcement, landlord regulation, more workforce and middle class single-family housing, more assisted-living options

Focused on sustainable residential development of community housing, the Future Residential Use committee is preparing a needs assessment for realtor feedback as well as listening to residents participating in our Neighborhood Forums.

Our housing leaders are grooming their ACTIVE listening skills... learning that our community desires more code enforcement, more responsible landlords, and a broader range and increased volume of specific types of housing.



**Housing-Related Objectives
& Accomplishments**

**MADISON
HOUSING
OPPORTUNITY
COMMISSION**

PLANNING & DEVELOPMENT

- **SENIOR HOUSING WATCH LIST**
 - Proactively marketing/assisting residents for pending leasing of Silver Lakes Court.
- **CRIME DATA**
 - Completed GIS mapping of crime by neighborhood/developments for 2014 and 2015.
- **LANDLORD LIST**
 - Compiling a list and contact information of local landlords for future communication.

The City Planning staff also assists the GICH Team with its housing agenda. First, with the Downtown Development Authority, the City, the Greenspace Conservation Commission (and even the Cemetery Stewardship Commission), and the GICH Team somehow entwined with the new senior housing option under construction, staff is assisting with proactive marketing of the development and maintaining a local interest list.

Data for crime – both violent and property – are being mapped by individual neighborhood. This information will help the GICH Team talk to our residents about safety issues and perception issues. And last but not least, staff is assisting by compiling data on rental property and landlords.

Madison’s GICH Team is proud to be making diligent progress. Thank you.



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