

Quality, Affordable Housing



Madison is growing quickly. The 2020 census showed our community gained 75,000 new members over the last decade. Another 115,000 new Madisonians are expected by 2050. All of our community members should have access to a safe, secure, and affordable place to live. As Madison grows, we need to build new residential buildings, convert existing buildings into residential spaces, and improve the quality of our existing housing.

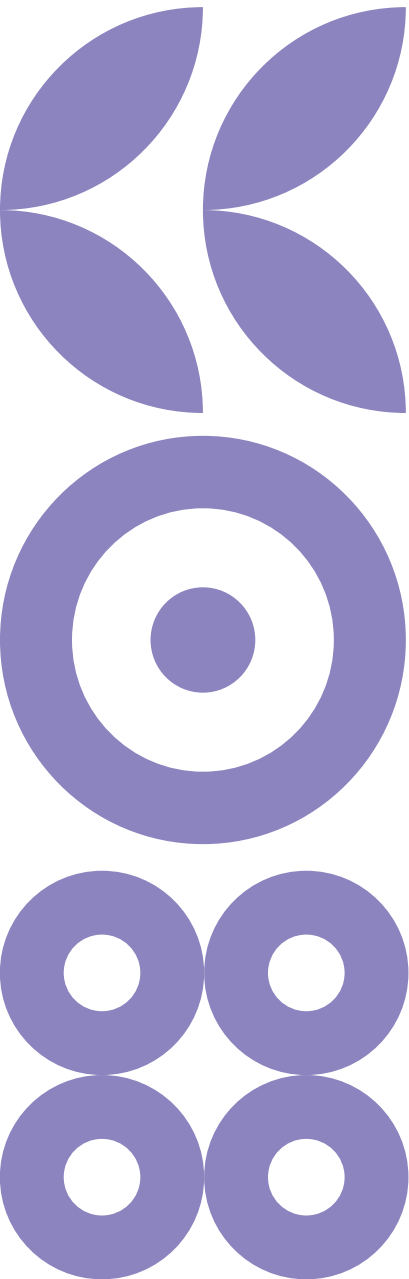
The City's [Housing Forward plan](#) aims to increase housing access and affordability. The plan includes strategies to help:

- increase the amount of housing choices for residents,
- create more affordable housing throughout the city,
- combat displacement and segregation,
- ensure seniors and others can stay in their homes,
- and end homelessness.

Many City departments are working to implement the Housing Forward plan and meet the housing needs of our growing city. The sustainability of this housing remains critical to our health, wellbeing, and environment. In 2022, 19% of greenhouse gas emissions in Madison came from residential buildings.

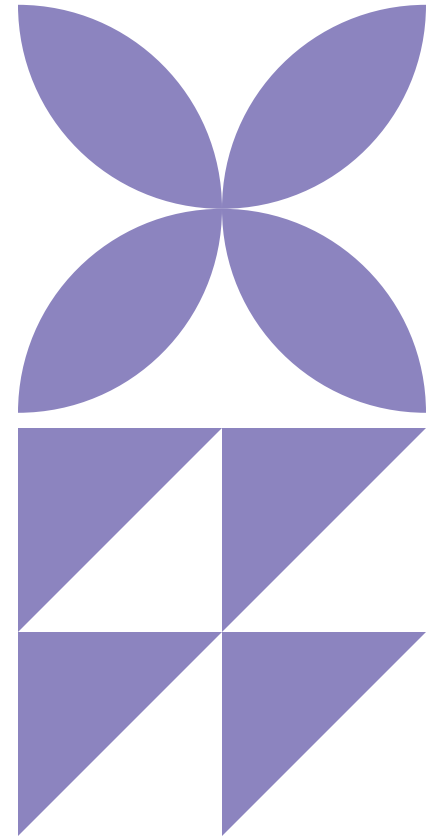
Energy efficiency is a key ingredient for housing affordability and quality. Energy efficiency means using less energy to perform the same task or produce the same result. Energy-efficient homes and buildings use less energy to heat, cool, and run appliances and electronics. This leads to lower utility bills, less climate pollution, and better indoor air quality. While everyone can benefit from lower utility bills, it is especially important for households with lower incomes. Across the U.S., low-income households spend three times more to heat and power their homes than high-income households. This is called the “energy burden.” Households with a high energy burden have less flexibility to pay for other basic needs.

The [City's Community Development Division \(CDD\)](#) works to ensure safe, decent, and affordable housing for Madison residents. CDD provides programs to increase affordable housing options; provide help to homeowners, renters and property owners; and support people experiencing homelessness. For example, the new [Rental Rehabilitation](#)



[Loan Program](#) offers help to rental property owners that need to make repairs to their properties and implement energy efficiency upgrades. We also offer single-family home rehabilitation and weatherization assistance to income-qualified homeowners through Project Home.

The location of housing is also important. Adding housing near public transit, multiuse paths, and in walkable areas makes it easier for Madisonians to access jobs and amenities without the need and expense of owning a car, which is good for affordability and the environment. The [Neighborhoods and Housing section](#) of the City's Comprehensive Plan details the strategies the City is pursuing to create more housing of all types. These goals and actions aim to increase the quality and quantity of housing for all Madisonians with a focus on housing for people with low income. The goals and actions in the Resilient City Design and Infrastructure section (pg. 32) also help advance Quality, Affordable Housing.

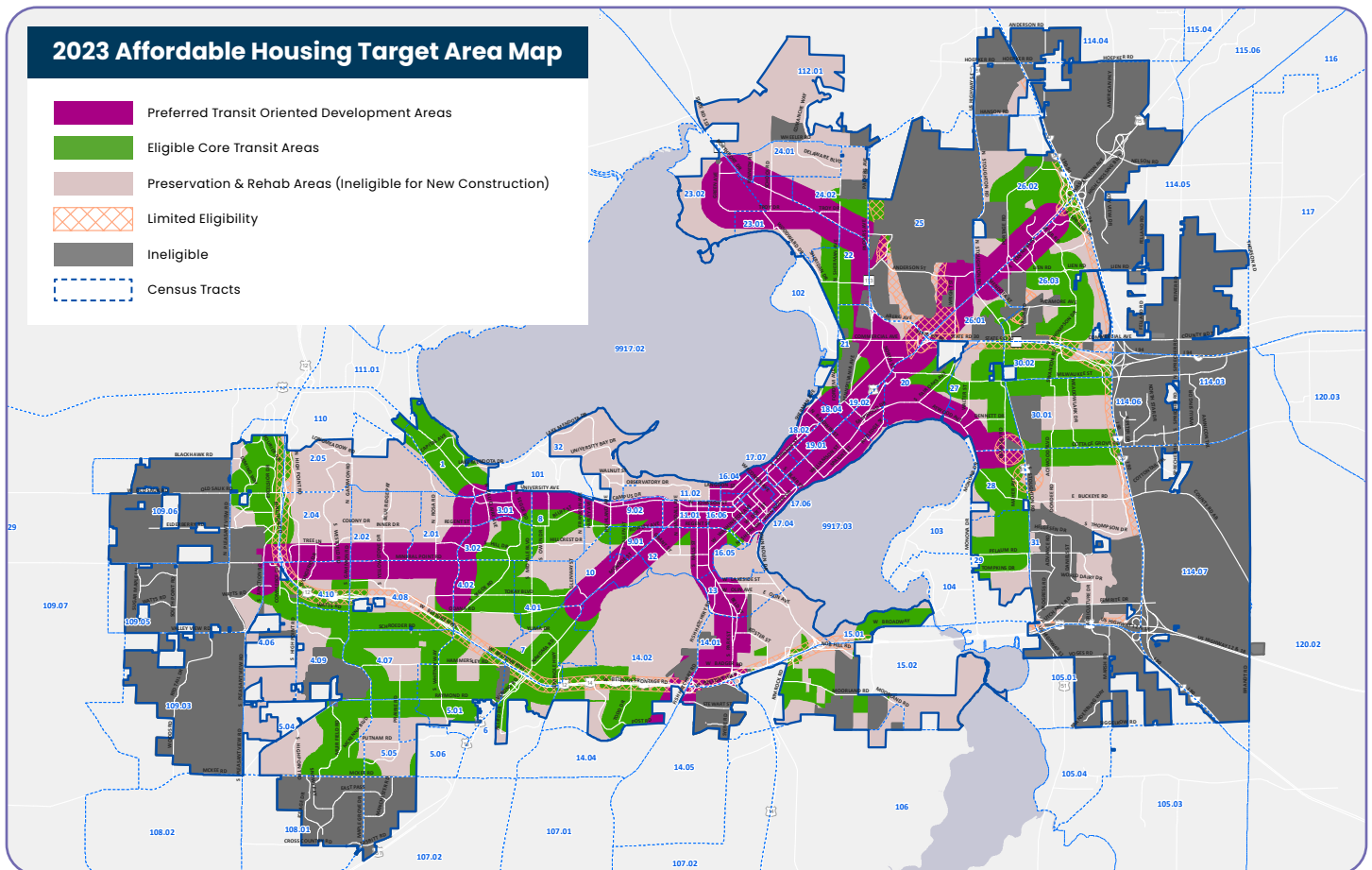


Area Median Income

Area Median Income (AMI) is the midpoint of an area's income distribution, where half of households earn more and half earn less than this dollar amount. This number is determined by the United States Department of Housing and Urban Development (HUD) and changes every year. It also changes depending on the number of people in a household. Area median income in Dane County for a family of four was \$122,100 in 2023. Visit [HUD's website](#) for future AMI numbers.

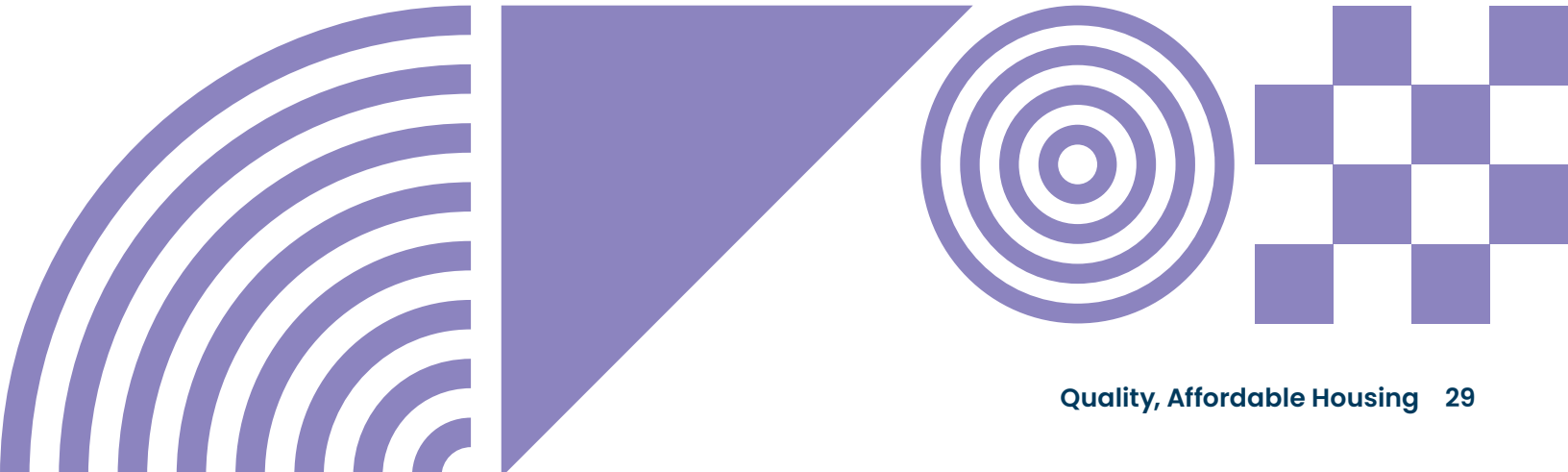
Affordable Housing Fund

The City's Affordable Housing Fund provides gap financing to support projects that increase, preserve, or improve the supply of affordable rental housing for low-income households. To receive funding, projects must participate in Focus on Energy's Design Assistance Program, reduce the building's energy use by 20% below the state's energy code minimums, and include rooftop solar. The City also prioritizes helping projects that create new housing options near transit corridors and in other target areas in the [Affordable Housing Target Area Map](#). These target areas are near transit, employment hubs, access to fresh foods, schools, and supportive services as described in the City's land banking strategy.



Quality, Affordable Housing | Goals & Actions

GOAL 1	Increase the availability of quality housing that is affordable to households with incomes at or below 60% of area median income by supporting new construction as well as preserving and improving existing housing, with a focus on meeting the housing needs of households with incomes at or below 30% of area median income.
METRICS	Number of new affordable housing units permitted and receiving certificate of occupancy each year. Measure total, number inside and outside the Affordable Housing Target Areas, and in each census tract.
ACTION 1.1	Use City programs and policies to create or preserve affordable rental housing, with a priority for locations identified in the Affordable Housing Target Area Map.
ACTION 1.2	Review and update the City’s Land Banking Fund Policy and practices every five years to assess and mitigate housing gentrification and displacement.
ACTION 1.3	Ensure City programs focused on expanding opportunities for affordable home ownership, including condominiums, cooperatives, and cohousing, include support for energy efficiency and green building practices.



Quality, Affordable Housing | Goals & Actions

<p>GOAL 2</p>	<p>Create and expand City policies and programs to support energy efficiency, healthy indoor air quality, sustainable building materials, and removal of environmental toxins in new and existing housing.</p>
<p>METRICS</p>	<p>Number of City programs Number of people served per program</p>
<p>ACTION 2.1</p>	<p>Evaluate and update the City’s affordable housing policy for energy impacts, including both new construction and existing buildings, in collaboration with representatives from affordable housing development organizations, cooperatives and community land trusts, energy efficiency and green technology experts, Focus on Energy, low income residents and local utilities.</p>
<p>ACTION 2.2</p>	<p>Expand the City’s Rehabilitation Programs to include energy audits and retrofits that improve energy efficiency, sustainability, and the health, safety, accessibility, and comfort of building residents.</p>
<p>ACTION 2.3</p>	<p>Improve coordination with Focus on Energy’s programs that provide financial and technical assistance to homeowners, rental property owners, and tenants to increase the reach of these programs in Madison.</p>
<p>ACTION 2.4</p>	<p>Require all new affordable rental housing funded by the City through the Community Development Division to meet high building performance standards to ensure energy efficiency and minimize energy burden for residents.</p>
<p>ACTION 2.5</p>	<p>Explore feasibility of a program for identifying and eliminating lead, mold, and other indoor air pollutants in naturally occurring affordable rental housing.</p>

Efficiency Navigator Program

The City funds the [Efficiency Navigator Program](#) to help transform existing affordable housing. The Efficiency Navigator gives free technical support and energy-saving upgrades to small- and medium-sized multifamily housing. The rent must be affordable to households at or below 80% of area median income. Energy upgrades may include insulation, air-sealing, and improved heating, ventilation, and air conditioning systems. These improvements lower utility bills for renters and make their homes more comfortable at the same time. Participating property owners agree to not charge rent over rates set by the U.S. Department of Housing and Urban Development (HUD). The Efficiency Navigator is a triple win for our community—it saves energy, reduces utility bills, and cuts carbon and air pollution. This program is run by nonprofit partners Sustain Dane and Elevate.

