Attachment A

Socio-Economic Impact Analysis: Preliminary Regional Housing Plan for Southeastern Wisconsin

**Scope of Work**

**Description and Timeline**

The Southeastern Wisconsin Regional Planning Commission (SEWRPC) has requested a socio-economic impact analysis for the preliminary Regional Housing Plan for Southeastern Wisconsin. The scope of the work to be conducted by UWM Center for Economic Development (CED) will have two main components:

- An analysis that will focus on the socio-economic impacts of the preliminary regional housing plan recommendations; and
- A public outreach component in which CED will work with SEWRPC staff to do the following:
  - Prepare materials on the SEI findings for distribution to the public, including a website, presentations, and handouts
  - Develop and staff public meetings as stated within SEWRPCs scope, to engage and inform the public

The preliminary Regional Housing Plan contains six sections with numerous recommendations. CED will evaluate the recommendations to determine whether any positive or negative socio-economic impacts could arise from implementation and the degree of impact, focusing in particular on Environmental Justice populations. Upon approval from SEWRPC, the analysis portion will commence immediately and is to be completed within 90 days (August 31st).

The goal for the public outreach component is to gather feedback from the public in order to further enhance the findings of the SEI analysis. The public outreach component will commence once the draft analysis is completed (August 31st). Preparation of materials and scheduling of public meetings will take place between the beginning of September and mid October. It is anticipated that public meetings will be scheduled beginning in late October through early December. Once the public outreach component is complete, CED will review and make any changes to the SEI analysis and provide a formal document to SEWRPC by the end of 2012.

**Analysis Component**

The SEI analysis component will include a report that focuses on how the recommendations in the preliminary Regional Housing Plan will impact environmental justice communities throughout the seven county Region. Review of the recommendations and the preliminary Regional Housing Plan chapters will provide the basis for the analysis. A working definition of environmental justice populations as well as an outline of the laws that impact fair housing and housing discrimination will be set forth as a basis for the analysis (Chapter 1). Each of the housing plan categories will be given a chapter within the document.
(Chapters 2 through 7) for discussion of the recommendations, including a discussion of the relevant Best Management Practices (BMPs) along with other potential housing BMPs that could assist in achieving the objectives and recommendations set forth within the preliminary recommended Plan. Additionally, CED will provide a discussion of the potential impacts on environmental justice communities if the plan recommendations are not implemented. The findings from the Public Outreach component will be incorporated into the SEI analysis, and will be included within the Summary Chapter (Chapter 8).

The SEI analysis will be based on current housing research and Federal and State laws regarding housing and discrimination. CED’s findings will be subject to review and approval by SEWRPC, the Regional Housing Plan Advisory Committee, and the Environmental Justice Task Force.

Method for Evaluation
CED will evaluate the recommendations stated within each of the six sections, as well as the rationale behind some of the recommendations within the framework set forth by SEWRPC:

1. What positive social and economic impacts to environmental justice populations, if any, would be expected from implementation of the plan recommendation?
2. If positive social and economic impacts would be expected, would environmental justice populations receive a proportionate share of benefits, compared to the regional population as a whole?
3. What adverse social and economic impacts to environmental justice populations, if any, would be expected from implementation of the plan recommendation?
4. If adverse social and economic impacts would be expected, would impacts on environmental justice populations be disproportionally high, compared to the regional population as a whole?
5. If adverse impacts would be expected, what steps could be take to mitigate disproportionally high social and economic effects on environmental justice populations?

SEWRPC has identified six major categories of housing plan recommendations within the preliminary Regional Housing Plan. The six categories are as follows:

- Affordable Housing
- Fair Housing/Opportunity
- Job/Housing Balance
- Accessible Housing
- Subsidized and Tax Credit Housing, and
- Housing Development Practices

Each of these categories consists of multiple recommendations which speak to the primary objectives of each category. In order to evaluate the recommendations, CED first needs to outline the key objective
or objectives for each category in light of how these could positively or negatively impact environmental justice communities. CED has drafted the following key objectives for each of the six major housing categories as they relate to environmental justice populations:

- **Key Objective (Affordable Housing):** *Increase distribution of lower-cost housing options in sewer areas throughout the seven county Region*
- **Key Objective (Fair Housing/Opportunity):** *Increase housing options for low-income and minority residents throughout the seven county Region*
- **Key Objective (Job/Housing Balance):** *Increase affordable housing options in municipalities in proportion to number of moderate and low wage jobs in a given municipality and increase job opportunities near concentrations of existing affordable housing*
- **Key Objective (Accessible Housing):** *Increase housing options for persons with disabilities throughout the seven county Region, including near major employment centers*
- **Key Objective (Subsidized and Tax Credit Housing):** *Increase the supply and distribution of subsidized and tax credit housing throughout the seven county Region*
- **Key Objective (Housing Development Practices):** *Incorporating housing best management practices into planning and design, to lower the long-term cost of housing and provide safe and healthy neighborhoods throughout the seven county Region*

Many of the recommendations are similar and, due to the nature of the plan, there is significant overlap between recommendations within the different categories. Many of the recommendations can be categorized as tools that support the overall objectives set forth within each of the categories. CED will develop a straightforward, simplified method for evaluating the recommendations within each of the six housing plan categories, by distinguishing between plan objectives and tools with which to achieve these objectives. Based on initial review, most of the recommendations can be categorized in one or more of the following four categories:

- **Tools that Impact the Costs of Development and Housing Prices**
- **Tools that Impact Design, Aesthetics, and Safety**
- **Tools that Impact Policy and Zoning**
- **Tools that Impact Planning and Programs**

Each of the six housing plan categories will be evaluated within this framework. For example, for the Affordable Housing category the key objective, spelled out in Recommendation 1, is to increase the distribution of lower-cost housing options throughout the seven county region. Based on the recommendations approved by the Housing Advisory Committee on June 13, Recommendations 1, 2, 3, 5a, 5b, 5c, 5d, and 6 would be designated as Tools that Impact Costs of Development and Housing Prices; recommendations 1, 2, 3, 4, 5a, 7, 8, 9, and 10 would be designated as Tools that Impact Policy and Zoning; recommendations 4, 5c, 5d, and 6 are Tools that Impact Design, Aesthetics, and Safety, and so on. Again, there is likely to be significant overlap among the recommendations. The evaluation of
Affordable Housing would then be discussed in terms of how the “tools” support or fail to support the key objective(s), with an emphasis placed on any recommendations that may have an adverse impact.

It should be emphasized that the recommended tools serve to implement one or more plan objectives and that many of the tools will have the same or similar impacts on Environmental Justice. Tools that will serve to implement an objective will be identified, but will not be evaluated in the analysis. For example, Recommendations 5a and 5b under “Affordable Housing” are tools to further the plan’s objective of more widely distributed affordable housing options. From an Environmental Justice standpoint, it does not matter whether housing costs are lowered through the lifting of requirements for masonry exteriors (per Recommendation 5a) or through some other method. The study’s principal focus will be the objectives of the plan and not so much the tools used to achieve those objectives, unless specific tools are found to have direct Environmental Justice impacts.

In addition to the discussion of recommendations, CED will provide a summary matrix for all recommendations within each of the six major housing plan categories set against the five framework questions.

**Outreach Component**

The goal for the outreach component is to provide information about the findings of the SEI as well as gather feedback and input from the public in order to further enhance the SEI analysis and help identify any major issues that have been overlooked within the preliminary recommendations of the Regional Housing Plan. This component will be designed to obtain input from a cross section of the region’s environmental justice stakeholders and populations. CED will work directly with SEWRPC to target environmental justice audiences.

To convey the findings of the SEI, CED will develop materials including a website with links to SEWRPC’s website, a newsletter, handouts, and presentations that will clearly outline the results of the SEI. As discussed with SEWRPC staff, CED will be responsible for developing materials, but SEWRPC will be responsible for printing materials as well as having the newsletter and possibly other handouts translated into Spanish.

To gather input, CED will co-host up to twelve public meetings, with three in the City of Milwaukee, one in Milwaukee County outside the City, and one in each of the six outlying counties. All meetings will target environmental justice populations. Up to two additional meetings may be held if requested and sponsored by environmental justice community organizations. CED will work with SEWRPC staff to determine appropriate techniques for the events, which we anticipate will include a public informational presentation portion along with a facilitated discussion portion to encourage public input. This portion of the project will require additional assistance and input from SEWRPC staff members, specifically in scheduling the meetings and addressing questions about the Housing Plan. The preliminary housing plan recommendations are key to understanding the SEI findings and therefore CED will work with SEWRPC
staff to develop the series of public meetings. CED staff will work closely with SEWRPC staff to identify and contact the appropriate environmental justice audiences.

The information and data obtained from the public outreach activities will be detailed and provided in the report to SEWRPC upon completion of the project. A detailed scope of work is provided below for further clarification:

- **Supporting Materials to include the following:**
  - **Webpage**
    - Public comment/ recommendation area – (by early-July)
    - Regularly maintained content - (by mid-September and once we have preliminary chapters approved)
    - Link to newsletter (PDF)
    - Webpage option to display contents in Spanish (handled by SEWRPC)
  - **Summary Brochure or Newsletter**
    - To convey information about the Housing Plan and the outcomes of the quantitative analysis, recommendations and impact
    - Newsletter content will include one page on the recommendations and second page with SEI findings
    - Translation into Spanish (handled by SEWRPC)
    - Provide to SEWRPC for printing and dispersal by mid-September
  - **Supporting Documents and Handouts**
    - Creation of materials and handouts that define and support housing choice and affordable housing efforts
    - For distribution at Public Meetings and available for download on website
  - **Powerpoint Presentation**
    - Presentation of summary findings from the SEI
    - Targeted audiences to include:
      - EJTF
      - SEWRPC’s Regional Housing Plan Advisory Committee
      - Public/Environmental Justice populations
    - In addition to the 10 to 12 planned public meetings, CED staff will be available to present to other groups (per SEWRPC) upon request (as available)
- **Public meetings**
  - Ten to twelve public meetings
    - Environmental Justice populations and stakeholders will be targeted within each county for participation and feedback for each of the meetings; all meetings will be open to the general public
      - Four in Milwaukee County
      - One in each of the six outlying Counties
      - Up to two additional meetings if requested and hosted by environmental justice community organizations
    - Meetings will be coordinated with a joint agenda with SEWRPC and will include an informational session and a public engagement session (format to be determined)
• Brief informational presentation on preliminary Housing Plan Recommendations by SEWRPC
• Informational PowerPoint presentation on SEI results by CED
• Public engagement session to elicit feedback (including a question and answer session and one-on-one discussions)
• EJTF will assist CED in targeting meeting invitations
• Contacts, scheduling and locations for public large group meetings will be coordinated between SEWRPC and CED with costs covered primarily through SEWRPC
  o Meeting Schedule – anticipated timeline between October 22\textsuperscript{nd} through December 7\textsuperscript{th}
    • Anticipating each informational meeting will take 2 hours maximum, with an additional 1 hour of set up and tear down
  o Meeting Publicizing and Scheduling
    • Coordinated effort between CED and SEWRPC
      • Costs for printing, mailings, any meeting locations, and food/beverages to be incurred by SEWRPC and development of materials (electronic or otherwise) to be incurred by CED (CED phone calls to be incurred by CED)
      • Targeted “save the date” mailing to SEWRPC contact list (circulation ~90+)
      • Notice of meetings in local media and newsprint (~2000 contacts)
      • E-Blast(s) from CED contact list
  • Summary assessment of public outreach and integration into the final report
    o Compilation of public written comments at large group meetings and webpage
    o Assessment of outreach efforts overall
    o Final compilation and integration of public outreach into technical report

Staffing
Joel Rast: Principal Investigator
• Oversight and project management for CED
Catherine Madison, AICP: Co-Principal Investigator
• Policy analyst, primary writer and contact for the analysis report
• Public presentations and general oversight of public outreach
Rebecca Nole: post-graduate Project Assistant
• Research and analysis, assistant to Ms. Madison
• Development of media, handouts, website, coordinate with SEWRPC in Fall for public outreach

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