

Madison Ad Hoc Affordable Housing Plan Advisory Committee
Special Meeting Minutes
August 5, 2021
Madison Senior Center

Members Present:

Chairwoman Sarah Mervine, Andrea Aron, Chad Greenlee, Matthew Keller, Peter Roos.

Members Absent:

Vice Chairwoman Erin Duques, Roz Fahey, Cristal DePietro, Catherine Barden.

Others Present:

Heather Noblin

1. **Meeting called to order at 4:00 pm.**
2. **Purpose of this meeting is to review the Survey proposed by RKG Assoc.**

* Discussion was energetic as the group reviewed the survey and gave overall impressions along with suggestions as to how we might tweak it.

* Some general criticisms included:

a). Most people can't answer the questions.

b). It is unclear as to what the benefit of these questions are to our plan.

c). These questions miss the mark with our population.

* There was agreement that this should be a tool to educate people about Affordable Housing as well as to compile their ideas.

* There was agreement that the last three questions of this survey were most important in collecting info from people and to illicit a warranted response.

* There was discussion on the Demographics section, which was agreed that it is off-putting and not geared towards Madison. Questions were raised as to the target of the survey; do we open this up to people who don't live in Madison? Or open to people that work in Madison and would like to live in Madison? It was agreed that we do want to capture the voice of workers who would choose to live in Madison if affordable housing is available.

- *Some suggestions for improvement included :
 - a) using fill in the blank responses.
 - b) filling in zip codes for residence and work at the end of the survey.
 - c) furnish drop-down boxes for answers.
 - d) demographics should be at the end.
 - e) age range should be included; young people and senior citizens.
 - f) questions of income and sense of burden by housing should be added.
 - g) the reliance on mass transportation should be a question on the survey.
- * There was discussion on the importance of making this survey match with the other towns for statistical purposes ,or should the questions differ for each town?
 - a) The Rental Housing Section , questions 1-6 should be removed.
 - b) Questions on the need for rentals due to affordability and downsizing issues are important to include.
 - c) Important to ask what % of your income goes to housing.
- * There was discussion that the survey only include 10 questions. The Introduction should be an explanation of the need for affordable housing In Madison. It is important to make it local, personal, a citizen's survey, and an invitation to join us in embracing this outcome.
- * The law says that we need to move toward 10% Affordable Housing. What could this look like in Madison? A mixed income development would be profitable.
- * Discussion on what the next steps should be:
 - a) We write an email to SCRCOG, David Fink, and the consultant with our reactions and constructive criticisms of the survey.
 - b) Inquire about reactions from other towns
 - c) Inquire about asking and coding open ended questions.
 - d) Possibility of writing our own survey.