

Proposal for
Analysis of Impediments
to Fair Housing Report

Submitted by



Submitted to the City of Appleton, June 11, 2018

Introduction

The Metropolitan Milwaukee Fair Housing Council (MMFHC) appreciates the opportunity to submit the following Analysis of Impediments to Fair Housing Choice (AI) proposal to the City of Appleton. The proposal includes: a scope of services; a timeline of work; qualifications and a budget.

In selecting a consultant to undertake an Analysis of Impediments to Fair Housing Choice, it is important for the City to consider that staff at MMFHC has the ability and experience to analyze all data collected, both qualitative and quantitative, through a fair housing lens. We are able to determine if a demographic trend, policy or practice may impede or limit a person's fair housing choice based on a protected class. In terms of AIs, this ability distinguishes MMFHC and other fair housing organizations from other entities proposing to write AIs.

Additionally, through its satellite office, the Fair Housing Center of Northeast Wisconsin, MMFHC will be to maximize the AIs usefulness by utilizing its existing relationships and capacity with housing stakeholders in Appleton.

Scope of Services: Approach, Methodology, and Tasks

MMFHC's approach to developing an AI for the City of Appleton will be comprised of several essential components:

1. MMFHC staff will meet with City staff. This meeting will allow MMFHC staff to:
 - identify relevant contacts in the public and private housing communities, as well as contacts representing a cross-section of housing consumers in the area, including groups that have historically and currently faced impediments to fair housing choice;
 - request/obtain copies of City ordinances and other policies that may have fair housing implications;
 - review and assess the City's fair housing efforts to date;
 - obtain existing reports and plans for Appleton and the surrounding County that are relevant to housing and locational choice.
2. MMFHC staff will conduct a demographic analysis of the City. Data will be gathered from the 2010 US Census, the most current American Community Survey, Home Mortgage Disclosure Act (HMDA) reports, School District data and existing locally-generated reports and plans for the City and surrounding region. Data collected will be primarily related to both population (race and ethnicity, disability, age, income, etc.) and housing stock (age, supply, accessibility, affordability etc.). The data will be analyzed in order to identify a comprehensive list of fair housing impediments.

MMFHC will utilize any mapping and data available through HUD's *Affirmatively Furthering Fair Housing* geospatial tool.

3. MMFHC will seek input from public and private entities and community organizations with knowledge and/or responsibility for furthering fair housing practices. One-on-one interviews will be conducted to better identify fair housing impediments from a variety of public and private perspectives.
4. MMFHC will identify and describe impediments to fair housing. Based on both quantitative information gathered in relevant reports and demographic analyses, and qualitative information gathered in interviews, focus groups and a review of City ordinances and policies, MMFHC will identify impediments to fair housing and explain the impact of these impediments on the City and its residents.
5. MMFHC will create recommendations to overcome identified impediments. Based on the identified impediments to fair housing in Appleton, MMFHC will recommend remedies to overcome those impediments. These recommendations will form the basis of a meaningful action plan for the City of Appleton.

Timetable

Major project milestone goals and time estimates are as follows:

Months 1 and 2

Research/Literature Review of housing and other related reports and studies

Compile municipal ordinance and policies related to fair housing

Months 2 and 3

Demographic Analysis using the US Census, mapping technology and other available research data

Months 3 and 4

Interviews/public meeting(s) with Appleton housing market stakeholders

Month 4

Identification of impediments to fair housing

Month 5 and 6

Development of recommendations/corrective actions to address impediments

Month 6

Draft submission for City's comments

Month 7

Final document production and editing,

Statement of Qualifications

Organizational Experience and Qualifications:

In its 40-year history, the Metropolitan Milwaukee Fair Housing Council (MMFHC) has garnered a national reputation as one of the leading private fair housing organizations in the country. MMFHC has extensive experience in the areas of fair housing enforcement, education, research and community development issues. Characterized by strong leadership and low staff turnover, the organization is well respected for its innovative and effective methods, as well as a thorough understanding of fair housing issues and laws.

Prior Analyses of Impediments to Fair Housing (AI) Experience

MMFHC also has considerable experience preparing and assisting in the preparation of Analysis of Impediments to Fair Housing documents for Wisconsin entitlement communities.

MMFHC completed Milwaukee County's Analysis of Impediments to Fair Housing in 1994, and assisted the City of Milwaukee with its 1996 Analysis of Impediments. In 2005, MMFHC prepared and completed Analyses of Impediments for the Cities of Sheboygan and Milwaukee. In 2006, MMFHC completed AIs for to the Cities of Appleton and Racine. In 2008, MMFHC completed Milwaukee County's Urban Consortium AI. In 2011 MMFHC completed an update to the City of Appleton's Analysis of Impediments to Fair Housing report, as well as AIs for the City of Eau Claire and City of Memphis. TN. Since 2005, Kori Schneider Peragine, Senior Administrator of MMFHC's Inclusive Communities Program, has been the primary staff person responsible for development of AIs.

Principle Staff and Team Experience and Qualifications:

Key MMFHC staff assigned to the Appleton Analysis of Impediments to Fair Housing Choice Report will include Kori Schneider Peragine, Erika Sanders, Carla Wertheim, and William R. Tisdale. Ms. Schneider Peragine will serve as the lead staff person on this project, as she was the primary person responsible for the recent completion of AI reports since 2005. She has been employed with MMFHC since 1998 and is extremely knowledgeable of local, state and federal policies and their effects on regional housing markets and resulting racial disparities. As noted above, she is Senior Administrator for MMFHC's Inclusive Communities Program. Her Master's Degree in Urban Planning and frequent technical assistance to support the work of Southeastern Wisconsin Regional Plan Commission qualifies her to successfully lead this project.

Ms. Sanders is MMFHC's Director of Program Operations and has been employed with the organization since 1998. She has developed reports for numerous local, state and federal grants,

and has successfully created a statewide outreach network of community-based organizations, housing industry representatives, as well as municipal officials. She will assist Ms. Schneider Peragine in preparation of the final document.

Organizational Background

MMFHC's mission is to promote fair housing throughout the State of Wisconsin by combating illegal housing discrimination and by creating and maintaining racially and economically integrated housing patterns.

Prompted by prevailing patterns of racial and economic segregation and widespread discrimination in the housing market, 40 citizens organized the Metropolitan Milwaukee Fair Housing Council (MMFHC) in 1977. A non-profit, membership-based organization, MMFHC is comprised of men and women who share a desire to create open and inclusive communities throughout the State of Wisconsin.

MMFHC's primary office, located in Milwaukee, provides service in Milwaukee, Ozaukee, Waukesha, Racine and Washington Counties. Additionally, MMFHC operates two satellite offices, the Fair Housing Center of Greater Madison, which serves Dane County, and the Fair Housing Center of Northeast Wisconsin, which serves Brown, Calumet, Outagamie and Winnebago Counties and the City of Fond du Lac. MMFHC received Best Practices Awards from the US Department of Housing and Urban Development in both 1999 and 2003. In addition, in 2003, MMFHC was honored with the prestigious Trail Blazer Award by the Milwaukee Awards in Neighborhood Development Innovation program for its activities to address predatory lending practices.

MMFHC's Availability

Upon receipt of the contract for services, Metropolitan Milwaukee Fair Housing Council (MMFHC) will commence work on the City of Appleton's Analysis of Impediments to Fair Housing Report (AI). Based on MMFHC's extensive fair housing knowledge, experience in producing AIs, and staff resources, it is estimated the production of the City of Appleton's AI will require approximately seven (7) months to complete.

All-inclusive Fee

MMFHC will complete the City of Appleton’s Analysis of Impediments in the manner described in this proposal for a fixed price of **\$28,000**.

**City of Appleton
AI Project Budget**

Personnel Costs

Direct Labor	17,377.29
Taxes and Benefits	<u>3,372.13</u>
<u>Total Personnel Costs</u>	<u>20,749.42</u>

Other Costs

Postage	40.00
Travel	720.00
Printing/Copying	200.00
Indirect	<u>6,290.58</u>
<u>Total Other Costs</u>	<u>7,250.58</u>

TOTAL	\$ 28,000.00
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