



Habitat for Humanity La Crosse Area is committed to providing safe and affordable housing to hard-working, low-income families in the City of La Crosse.



These are the moments that solidify why we do what we do.



 **Habitat for Humanity**[®]
La Crosse Area

Providing families with a place to call home



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These are the real faces of the impact we make.

Strategic Growth



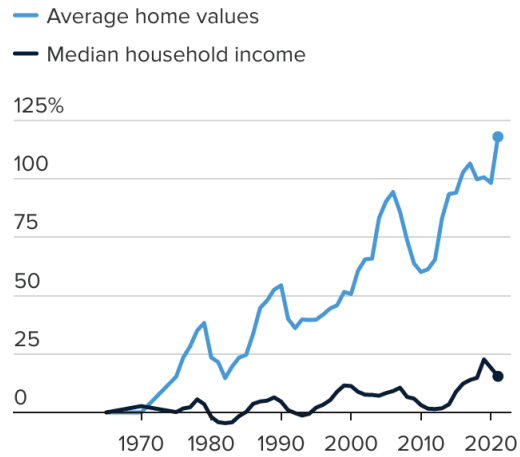
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In 2017, Habitat for Humanity La Crosse Area launched a rigorous 3-year strategic plan. We wanted to triple home production by the end of 2020. We went from .7 homes per year to 9 homes currently under construction throughout our service area. This includes five homes in the City of La Crosse.

Trends in Affordable Housing

Growth in U.S. home values outpaces that of incomes



Source: Real Estate Witch analysis of U.S. Census Bureau data

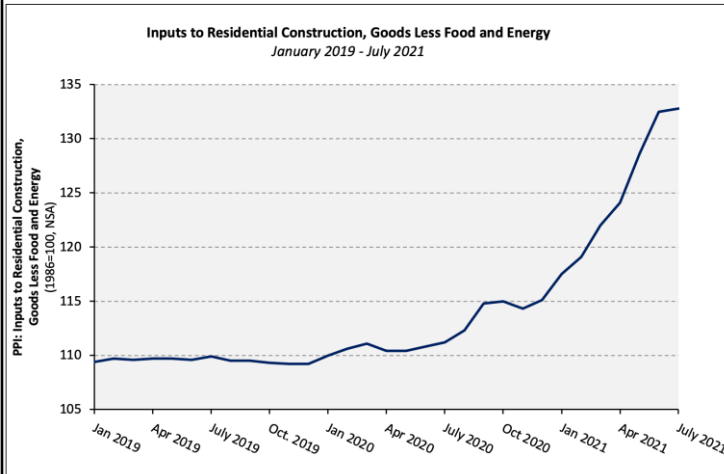


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Opportunity for homeownership is out of reach for more and more families.

Trends in Affordable Housing



COST OF GOODS

- Labor
- Materials
- Land

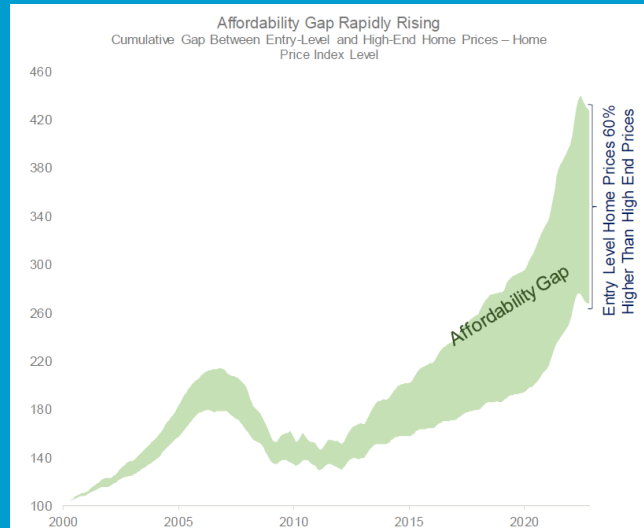


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The cost of building new homes has risen dramatically. Though prices have fallen more recently, they have come nowhere near pre-pandemic prices.

Trends in Affordable Housing



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The current market does not support the development of affordable housing, so low-income families are seeing the greatest impact.

Trends in Affordable Housing

- Home prices have risen 50% over the past 10 years with a 9% increase in the past year alone; the median home price in Wisconsin has risen to \$265,000 and the 30-year fixed mortgage rate is over 5%. (WRA Nov. 2022)
- The average down payment for a home in Wisconsin is \$27,400, which is more than what 92% of renters in the state can afford.
- Housing stock has never fully recovered to the pre-Great Recession levels when 20,000-30,000 homes were constructed annually.
- The statewide net new construction number for 2022 is at 1.71% which is short of the 9% inflation rate; impacting communities' tax bases, services and citizens' quality of life.



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Affordable and Equitable Housing

According to HUD*:

Housing on which the occupant is paying no more than 30% of gross income* for housing costs.

What is **Affordable Housing**?



The government says housing is "affordable" if a family spends **no more than 30%** of their income to live there.



HUD: U.S. Department of Housing and Urban Development.

Gross Income: Income received before taxes are taken out



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Affordability in La Crosse

Housing Cost Burdened Residents

Households paying more than 30% of their gross income on housing.

36% of all households in the City of La Crosse

- 21% of homeowners
- 48% of renters

US Census



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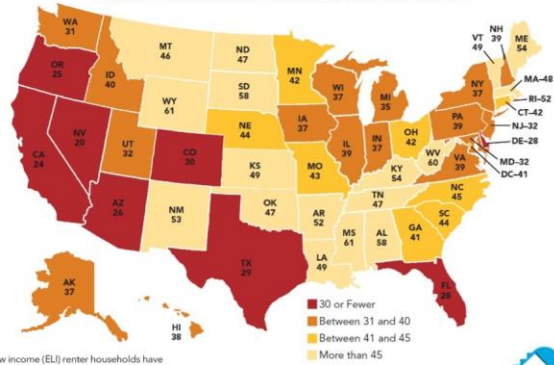
Though communities need market rate housing development, failure to address and prioritize affordable housing can have significant economic impacts when large swaths of the population cannot afford to live in La Crosse.

LACK OF AFFORDABLE HOUSING UNITS

Trends in Affordable Housing

THE GAP

RENTAL HOMES AFFORDABLE AND AVAILABLE PER 100 EXTREMELY LOW INCOME RENTER HOUSEHOLDS BY STATE




Note: Extremely low income (ELI) renter households have incomes at or below the poverty level or 30% of the area median income. Source: NLIHC tabulations of 2019 ACS PUMS Data. ©2021 National Low Income Housing Coalition

<https://nlihc.org/gap>




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Modular homes vs. mobile homes



Modular homes
Permanent dwellings



Mobile homes
Movable dwellings

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There is a BIG difference between manufactured and modular housing.



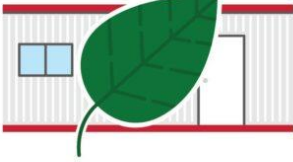
Manufactured homes are:


- Built to federal HUD code
- Have a chassis underneath
- Typically titled as vehicles

Modular houses are:

- Built to local building codes
- Put on permanent foundations
- Titled as real property
- Should be treated the same as stick-built homes

Benefits of Modular Construction

		
It's Faster	It's More Cost Effective	It's Greener


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Why Habitat for Humanity La Crosse Area has added modular housing as an affordable housing priority:

- It's faster—with the rising need for affordable housing, modular is far faster, with delivery to site 6-8 weeks from order.
- It's cheaper—about 50-75% of regular development costs depending on land prices. Plus, fewer subcontractor costs, because you're only paying for hookups.
- It's greener—all homes come standard with Energy Star certification. Factory construction also means far less construction waste.

Thank you!

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