Afford a Future: Dane County

Afford A Future Dane County is a Realtors® Association of South Central Wisconsin campaign to promote Safe and Affordable Housing in Dane County.
Afford a Future

- McFarland (9,031)
- Cottage Grove (7,020)
Afford a Future

September
Reach: 39,805
Impressions: 124,646
Engagements: 6,756

August
Reach: 31,672
Impressions: 52,889
Engagements: 5,378

5% of properties are attainable in Dane County.

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• McFarland and Cottage Grove were chosen because they are areas that are struggling with growth (Not In My Back Yard)

• Presented the Community Outreach Campaign to the Cottage Grove Chamber of Commerce with a broker member

• Featured it in a seminar given to RASCW’s members.
Afford a Future

- Housing needs to be the focus of every election.
- Housing needs to be the focus of every new ordinance and every municipal decision.
- We try to ask every time there is a new ordinance or program, how will this decision affect housing affordability?
- There needs to be a continuous conversation with residents, elected officials, and stakeholders with regard to expanding housing options.