

**REQUEST FOR PROPOSAL (RFP) for a Housing Needs Assessment for**

**La Crosse County**

**I. Introduction | Project Description:** La Crosse County is seeking proposals from qualified firms or individuals interested in providing consulting and planning services for the La Crosse County Housing Needs Assessment study.

**II. Background**: At the 2020 census, the population of La Crosse County was home to over 120,000 residents, the county encompasses the City of La Crosse (county seat), the largest urban center, as well as several smaller towns, villages, and rural communities. The area is known for its natural beauty, arts scene, and outdoor recreation. It is in the Driftless Region of southwestern Wisconsin, where the Mississippi, Black, and La Crosse Rivers meet.

The county has a strong manufacturing base, and its top industries include healthcare, education, social assistance, retail trade, and arts and entertainment. The county has two major medical centers, several major employers (Kwik Trip, Festival Foods, Trane Technologies, and City Brewing Co.) and is home to three post-secondary educational institutions, University of Wisconsin – La Crosse, Western Technical and Viterbo University.

**III. Demographics:** La Crosse County, Wisconsin provides a mix of small urban and rural landscapes. According to recent Census data, the median household income is $55,479 and a per capita income of $26,065. The county's racial composition is predominantly White (88.0%), followed by Asian (4.6%), Black or African American (1.7%), Native American (0.4%), and other races. About 2.5% of the population identifies as Hispanic or Latino. The median value of owner-occupied housing units is $167,200, and the homeownership rate is 65.1%. Approximately 10.9% of the population lives below the poverty line. The median age is approximately 36 years, though most communities are experiencing an aging population trend.

**IV. Purpose:** The purpose of this study is to analyze the existing housing market within La Crosse County, identify gaps in the market, trends that may impact the housing market over time, and develop strategies to address the current and future needs throughout the county.

**V. RFP Schedule:** The following is a list of the important dates for activities related to the RFP process. La Crosse County reserves the right to change these dates and will post the changes on its web site.

|  |  |
| --- | --- |
| Activity | Date |
| RFP released | January 14, 2025 |
| Submission of proposals | **9:00 am**, February 18, 2025 |
| Vendor Interviews | March 6, 2025 |
| Planning, Resource, and Development Committee | March 31, 2025 |

**VI. Scope of Work:**

La Crosse County anticipates a scope like the following. These are general requirements for the planning process and are not intended to be a comprehensive list of tasks and deliverables. It is expected that project teams will provide the County with more specific recommendations for approaches, tasks, and deliverables based on their expertise from past work on housing study and action plan projects.

**VII. Objectives:**

Provide a summary of how the Consultant will meet the responsibilities as outlined in Project / Service Approach. Provide a detailed scope of work including a description of the technical approach to the project, an outline of the sequence of tasks, and major benchmarks. Describe what the final report will include. Include any proposed use of County staff or resources.

**Required Elements:**

1. Demographic review and projections
   * The County’s Comprehensive Plan will be a good base for this information.
   * Analysis of large local employers to determine the type of positions currently open/available and to be created in the future that will drive housing need.
   * Based on market information, what are the current and future housing needs in our County? Where do gaps exist in terms of housing types and price ranges? Where should the needed housing types be located?
2. Inventory of existing housing stock.
   * Analysis of housing type, location, and availability in the region.
   * Relative to similar communities.
   * Additional analysis as deemed necessary.
3. Housing needs analysis and prioritization.
   * Identify areas suitable for future housing developments.
   * Analysis of affordability and cost burden.
   * Analysis of supply and demand gaps.
   * Additional analysis as deemed necessary.

d. Project Recommendations:

* + Policy updates
  + Comprehensive Plan recommendations.
  + Housing Assistance Programs.
  + Housing Related Investments.
  + Additional Recommendations dependent on assessment results.

### VIII. Project process and Support Information:

The selected Consultant will serve as the project manager, ensuring delivery of work products on time and within budget, and providing overall project guidance, information, and updates at Steering Committee meetings.

### Geographic Scope – Regional

The overarching geographic scope is La Crosse County and surrounding communities which are in the commuter-shed of La Crosse County’s primary employers.

### Report Writing

The selected Consultant will oversee the overall creation of the document, including   
writing and formatting.

### Community and Stakeholder Outreach

The development of the Housing Need Assessment may require community engagement among regional stakeholders and within all La Crosse County communities.

### Steering Committee

Select County Planning, Community Development, Administration, Health Department staff and MPO staff will serve as the steering committee for this project.

### Stakeholder Engagement

The selected Consultant will be expected to develop and administer, with the assistance of La Crosse County and the Steering Committee, an approach to solicit feedback from regional housing stakeholders that will inform and support this document.

### IX. Market Analysis, Housing Gap Assessment, Factors/Causes of the Gaps, and Recommended Solutions

Market analysis is the critical analytical components of the product. The selected Consultant will provide a quantitative analysis of current and projected housing supply and demand in La Crosse County and its surrounding commuter-shed. Gaps in the supply of housing, causes of gaps, and recommended solutions to address such gaps shall be identified.

### X. Other Project Requirements

The selected Consultant will work collaboratively with La Crosse County and additional regional stakeholders regarding all internal and external communications regarding the Housing Needs Assessment project to make sure a consistent message is conveyed, duplication of effort is avoided, and uniform understanding and knowledge is possessed by all participants and stakeholders.

**XI. Anticipated Project Timeline**The following is an estimated project timeline and workflow; proposers may suggest an alternative timeline and workflow, although the final product should be completed by January 2026.

April - May 2025 – Project start date. Meet with La Crosse County to finalize scope of work, roles, etc. Begin collecting existing data.

May - June 2025

* + Initial round of outreach to local communities and regional housing stakeholders.
  + Complete Impacts.
  + Research of relevant data and documents and complete regional overview.
  + Engagement and other primary data gathering activities, as required.

July - September 2025

* Conduct regional housing market analysis.
  + Complete housing gap assessment.
  + Complete first draft factors/causes of gaps.
  + Second round of outreach to local communities and regional housing stakeholders. Generate feedback on products to date.

September - October 2025

* + Revise/Refine previous work as appropriate based on stakeholder feedback.
  + Draft best practices/strategies/recommendations.

November - December 2025

* + Prepare final Housing Needs Assessment report.
  + Prepare summary version.

### XII. Contacts for submission of Questions

Scope of Work  
Dillon Constant, [dconstant@lacrossecounty.org](mailto:dconstant@lacrossecounty.org)  
608.789.7806

Procurement Process   
Bryan Jostad, [bjostad@lacrossecounty.org](mailto:bjostad@lacrossecounty.org)

608.785.5879

**XIII. Cost of Project / Service:** Include a price proposal for the work as described in the statement of work. The fee estimate will not be solely used to select the Proposer. La Crosse County will seek the services of the most qualified contractor and project team for this project. There is an estimated budget allocation of up to $100,000.

* + Describe all estimated fees, including time, materials, travel, and related expenses that may be associated with the duties and obligations under this proposal.
  + Include the hourly rate for personnel that will be working on the project.
  + Include line items for contracted work, if applicable.

**XIV. Invoice Schedule**

Vendors shall propose an invoicing schedule that reflects major project milestone. The invoicing schedule shall be mutually agreed upon by La Crosse County and the selected Consultant.

**XV. Qualifications   
  
a. Organizational Profile, Qualifications, & Relevant Experience** - Provide a summary profile of the firm/organization, including:

* + Firm name, address, contact information, and the name of the primary contact regarding the proposal.
  + Information about your firm, including: the year founded and form of organization (corporation, partnership, sole proprietorship, non-profit organization, etc.), background, size, types of services provided, and types of engagements completed.
  + Any professional accreditations held by the firm/organization.
  + Provide a resume(s) with a description of educational background, degrees and certifications earned, and relevant work history and level of experience for all staff performing professional work under the scope of services.
  + Identification of sub-consultants, if applicable.
  + Demonstrate understanding of and experience managing projects with defined contractual obligations and deliverables.
  + Demonstrate experience with public partners.
  + Demonstrate experience working on projects focused on aspects of housing needs assessments, housing policy, and housing programs.

**XVI. How to respond to this RFP**Provide the information requested in the Scope of Work, Cost of Project / Service, and Qualifications. It is preferred the proposal is limited to ten (10) pages maximum.

**XVII. Evaluation of Proposals**

1. **Evaluation Criteria:** La Crosse County will evaluate the proposals using the criteria described below.

|  |  |
| --- | --- |
| Category | Points |
| Qualifications | 100 |
| Scope of Work | 100 |
| Cost of Project | 100 |
| Initial Evaluation Total | 300 |
| Interview | 300 |
| Grand Total | 600 |

1. **Initial Evaluation:** Each proposal shall receive an initial evaluation. The proposals will be reviewed by an evaluation team. The highest evaluated vendors; up to 3; shall be requested to meet with the evaluation team for an interview. Vendors will be contacted no later than 4pm, February 20th, 2025, regarding their interview status. Vendors advancing to the interview stage will receive an interview agenda at that time.
2. **Vendor Interview:** Vendors participating in this process shall explain and support their written proposal through a presentation, and question/answer forum. Vendor interviews will be March 6th, 2025. Vendors must be available on this date to interview.

**XVIII. Submission of Proposals**a. \*RFP Terms and Conditions document is located on the La Crosse County RFP webpage  
 <https://lacrossecounty.org/home/business/requests-for-proposals/requests-for-proposal>

b. All proposals shall be submitted in complete original form using the [DemandStar Network](http://network.demandstar.com/for-government/) as the procurement information notification and document distribution system. ***DemandStar*** will also serve as the proposal collection destination.

**c. Proposals submitted will be marked as Consultant for Housing Assessment and must be submitted to *DemandStar* no later than 9 am, CST, February 18th, 2025.**

**d. Proposals received after the above date and time will not be reviewed.**

**XVIV. Opening of Proposals**

The proposals will be publicly opened at 9:05 am., CST, February 18th, 2025, in the following location:

County Administrative Building  
Room 2100  
212 6th Street North  
La Crosse, WI 54601

At that time, the names of vendors with properly submitted proposals will be announced. Announcement of the names of the vendors who submitted proposals is not a guarantee that the proposals otherwise comply with the specifications of this RFP.

Vendors may attend the Opening of Proposals virtually. Please contact Bryan Jostad at least 24 hours in advance.

**End of RFP**