



CITY OF  
**EAU  
CLAIRE**

**COMMUNITY DEVELOPMENT**

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**CITY OF EAU CLAIRE, WISCONSIN  
CITY OF ALTOONA, WISCONSIN  
EAU CLAIRE COUNTY, WISCONSIN  
REQUEST FOR PROPOSALS**

***Regional Housing Study***

In alignment with our shared housing needs and through the implementation of our respective Comprehensive Plans, the City of Eau Claire, the City of Altoona, and Eau Claire County are jointly seeking proposals to collaboratively conduct a regional housing needs analysis, current and recommended housing inventory, and overall housing policy and structural recommendations—commonly referred to as a Regional Housing Study.

**PUBLISHED: Friday, September 9, 2022**

**All proposals must be submitted by  
12:00 p.m., Friday, September 30, 2022**

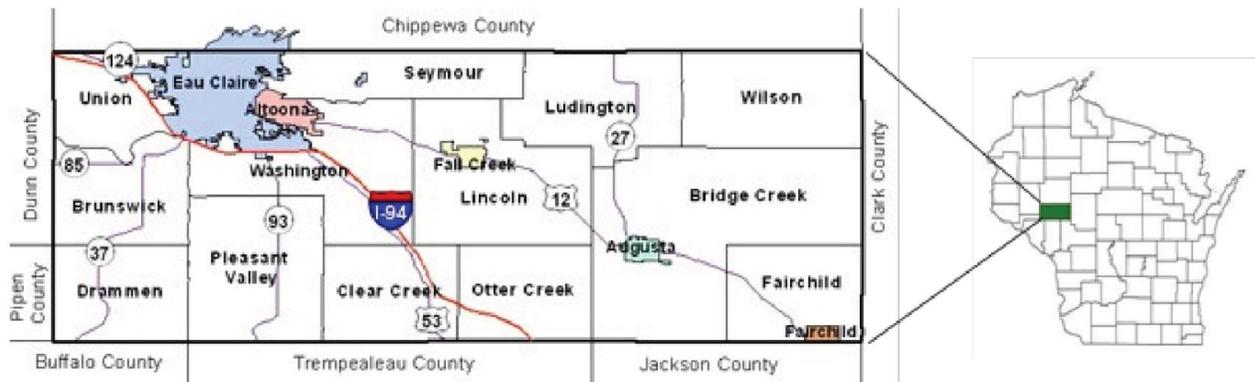
**203 S. Farwell St., P.O. Box 5148, Eau Claire, WI 54702-5148  
[www.eauclairewi.gov](http://www.eauclairewi.gov)**

## Introduction

The City of Eau Claire, City of Altoona, and Eau Claire County (“Project Team”) invites proposals for the development of a regional housing study (“Study”), inclusive of a housing needs analysis and housing inventory. The Project Team is approaching the Study from a long-established collaborative approach that most recently culminated in a Chippewa Valley Regional Housing Task Force (“Task Force”). The Task Force established consensus statements and identified key strategies and recommendations. Their final report was released in the summer of 2019 and can be found [here](#), with a summary [here](#). Task Force recommendations were summarized under five categories: Development Regulations; City/County Policies; Public Funding; Public-Private Partnerships; and Civic Strategies. A key recommendation is: “Conduct a community-wide housing survey to address local gaps in data, gain insight into preferences and sentiment.” The purpose of this housing study is to analyze the housing stock and housing market within the community, inventory existing housing resources, identify gaps in the local housing market, identify trends that may affect the housing market over time, and develop strategies to address the current and future needs of the community, with the overall goal of ensuring that housing opportunities are provided for households of all types, ages, and income levels.

## Location

The Study will include the municipalities of Eau Claire and Altoona, as well as Eau Claire County.



1. Eau Claire County Comprehensive Plan 2020

## Proposal Content & Project Expectations

The Project Team respectfully requests a proposal from your firm (“Consultant”) for the provision of the services identified below. The following is not intended to be a comprehensive itemization of tasks or activities needed to complete this housing study, but rather a guide to better explain the Project Team’s intentions. The Project Team will rely on its consultant’s professional expertise to ensure that all pertinent factors are analyzed, and is open to additional or alternative approaches to achieve the overall goal of identifying gaps between the current housing supply and the existing and future housing needs of the community. The project outline and details below represent one potential approach, but the Project Team is open to other ideas and work plans that achieve the intended results. As such, the proposal shall address, but not be limited to, the following:

### Data Expectations

- County-wide Data
  - Utilization of public and non-public data sets (construction, realty, employment, etc.)
  - Assessment records
  - Analysis of existing housing inventory
  - Gap analysis at various types, price/affordability tiers
  - Whole “cost of living” affordability considerations (ALICE report perspective, transportation burden, etc.)
  - Social determinants of health (chronic disease indicators, environmental public health, social vulnerabilities)
  - Cost burden of minority and historically disadvantaged populations, and identification of disparities
  - Trends and barriers in supply and demand, not “just trend line” projections
- High-quality data for individual jurisdictions
  - See categories above

### Housing Market Analysis Expectations

- Demographics
  - County-wide
  - Individual jurisdictions
- Market Analysis
  - County-wide
  - Individual jurisdictions
- Housing Demand
  - County-wide
  - Individual jurisdictions
- Housing Inventory
  - County-wide
  - Individual jurisdictions

### Community Engagement Expectations

At a minimum, Consultant will participate in three public meetings:

1. Initial public overview of the results and findings of the Study analysis at an agreed-upon milestone of the project
2. Final presentation of the comprehensive housing strategy at a public meeting
3. Special joint meeting of the partnering jurisdictions

### Final Report Expectations

- Overall policy & technical measures, in the aggregate and for each individual community, to integrate/align particular community values, principles and objectives through housing facets of: equity; climate/sustainability; fiscal impacts; land use; health; utilities; and transportation.
- Written Report summarizing the above items with narrative, tables, graphics, necessary to explain and summarize the data, and:
  - Provided in a manner that can be utilized at public meetings, at committee meetings, on a project website, on social media, and any other venues that may be included as part of the public process

- Summarizes the public process and lays out a comprehensive housing strategy, with prioritized actions and policies identified, as well as recommendations for the strategic implementation of action steps to be taken
- Includes all collated data, including but not limited to maps and spatial data provided in .shape/.shp files acceptable to the Project Team

Any additional terms or conditions, which are deemed necessary for entering into a contract with the Project Team, should be attached or incorporated as part of the proposal.

## **Project Team Responsibilities**

The Project Team will provide the following services as part of the total project:

1. Access to present and historic housing records (e.g., building files and assessor records) and maps.
2. Existing City and County plans and research will be made available upon request:
  - a. Municipal Codes
  - b. Comprehensive Plans
  - c. Regional Housing Task Force Report and data
3. Upon request, GIS data for the project.
4. Staff will assist in project management and administration. Staff will attend all meetings with the Consultant and assist the Consultant as a liaison between the public and the Consultant, upon Consultant's request.
5. Staff will coordinate and schedule all meetings involving the Consultant. City staff will mail all agendas, meeting minutes and meeting information packets.

## **Evaluation of Proposals**

Selection will be based upon the proposals submitted and will be ranked primarily based upon the following criteria (listed in no particular order):

1. Consultant's understanding of the request and technical approach to the project.
2. Extent of response to each project expectation.
3. Consultant's proposed project schedule.
4. Pertinent experience and qualifications of the Consultant and sub-contractors.
5. Relative value of the services to be provided. (Cost will not be the primary determining factor but will be a specific consideration.)

Proposals should be formatted to clearly and easily allow Project Team scoring of the proposal and should provide supporting documentation for each category noted above. Proposals that do not respond to each category will be deemed non-responsive and will be disqualified.

## Qualifications and Experience of Proposer

1. A statement of the Consultant's understanding that demonstrates knowledge of the project requirements.
2. A description of the Consultant's technical approach to the project, including an outline of the sequence of tasks, major benchmarks and milestone dates.
3. A brief summary, with resumes attached, of key staff on the project team who will be directly involved in the project, including designation of a single point of contact for coordination of the project. Staff resumes should focus on individuals who will have primary responsibility for performance of the work with less emphasis on firm principals.
4. A description of similar project experience involving key staff to be involved in the project. The Consultant agrees to provide references upon request.
5. Proposed use of Project Team staff, office staff, as well as any equipment, materials or additional data that will be expected from the Project Team at the onset of the project.
6. Agreement to accomplish the project within the time frame contained in this RFP.
7. Estimated cost of the services to be provided under this proposal.
8. Proposed services to be subcontracted if any, anticipated subcontractors, and anticipated costs for these services.

## Submission of Proposals

Proposals should be submitted as a PDF via email with the subject line "Regional Housing Study Proposal" no later than **12:00 p.m. Friday, September 30, 2022** to: [Planning@eauclairewi.gov](mailto:Planning@eauclairewi.gov)

## Review Process

The Project Team is not responsible for any costs associated with preparation and submission of proposals to this RFP. The Project Team will consider several factors when making an award. The proposals will be evaluated using the specified expectations, with final decision to be made by the three elected bodies. Staff from the three jurisdictions will review and rank all qualifying proposals. **Staff will make a presentation on the recommended proposal to the Eau Claire City Council, Altoona City Council, and Eau Claire County Board, all at regularly scheduled public meetings anticipated in late October 2022 or early November 2022.**

## Contact Information

Questions regarding this RFP must be submitted **no later than 12:00 p.m. Friday, September 23, 2022**, and may be directed to:

**Scott Allen, Community Development Director**

City of Eau Claire  
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Phone: (715) 839-4914  
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## Additional Information

The Project Team reserves the right to reject any and all proposals for any reason at its sole discretion, to negotiate the terms and conditions of the eventual contract with the developer awarded the funds, and to impose additional use restrictions, if necessary. City and County records may be checked prior to final approval for delinquencies related to real estate taxes, special assessments, utility bills, or any other payments due to the Cities or County; and for violations of building codes or crimes affecting property or neighborhood stability.

The contents of this packet are for information purposes only and the representations made herein are without warranty. Consultants should rely exclusively on their own investigations and analyses.

*Thank you for your interest in housing in the Chippewa Valley!*