



Fitchburg

REQUEST FOR PROPOSALS

City of Fitchburg, Wisconsin

2025 Comprehensive Housing
Study and Action Plan

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City of Fitchburg, Wisconsin

The City of Fitchburg, through its Community & Economic Development Authority, is issuing a Request for Proposal (RFP) to secure a qualified planning firm or consultant. The purpose is to develop a comprehensive housing strategy that includes updated goals, innovative solutions, a resource toolkit, and a phased implementation plan. This strategy will address current and projected housing needs, with a strong emphasis on availability, affordability, sustainability, and equitable access for all Fitchburg residents. The plan will also integrate regional housing trends and align with the City's Comprehensive, Strategic and Sustainability Plans. The [2019 housing Plan](#) will serve as a foundational document to guide this effort, ensuring continuity and incorporating lessons learned from previous initiatives.

Demographic Information for Fitchburg

The Demographic Services Center's preliminary estimate of the January 1, 2024, population for the City of Fitchburg in Dane County is 35,125. This represents a change of 4,126 persons (13.31%) since the 2020 Census. There is a net change of 574 housing units for calendar year 2023. Housing estimates are as follows:

- Median Household Income: \$85,420
- Owner-Occupied Housing: 45.9%
- Renter-Occupied Housing: 54.1%
- Median Home Sale Price (2024 estimate): \$389,400
- Affordable Housing Deficit: Only 5% of homes are affordable for households earning 80% AMI.
- Senior Population Growth: Expected to need 640+ new or redeveloped housing units by 2030 per the 2019 Fitchburg Housing Plan.
- Projected Growth: Fitchburg is expected to grow by 6,000 new residents and 2,700 households by 2030.

Scope of Work

1. Housing Needs Assessment

- Conduct an in-depth needs assessment, including demographic analysis, job and housing alignment, and an evaluation of current housing supply gaps.
- Evaluate Fitchburg's housing market supply, demand, and affordability.
- Consultants must utilize the 2019 Fitchburg Housing Plan and other relevant housing assessments to inform their recommendations and strategy development.
- Assess the progress made since 2019 regarding housing equity, rental stability, and homeownership accessibility.
- Review and analyze:
 - [Fitchburg Housing Plan 2019](#)
 - [Fitchburg Housing Assessment](#)
 - [Fitchburg Comprehensive Plan](#)

- [Dane County Regional Housing Strategy](#)
- [More Housing Wisconsin](#)
- [2023 ALICE Report County Snapshots WI](#)
- Identify barriers to development, including zoning constraints, land availability, infrastructure costs and high development fees.
- Examine senior housing affordability gaps.
- Conduct a comparative fee analysis of development costs, policies, and incentives across the region to promote affordable housing.

2. Stakeholder Engagement & Community Input

- Implement diverse engagement methods (surveys, focus groups, town halls).
- Engage key stakeholders, including:
 - Housing Advisory Task Force
 - Wisconsin Latino Chamber of Commerce
 - Urban League
 - Madison Area Builders Association
 - Realtors Association of South-Central Wisconsin
 - Smart Growth Greater Madison
 - Dane County Housing Authority & Human Services
 - Local school districts, law enforcement, and housing service providers
 - Focus Groups:
 - Gather qualitative insights on housing challenges and needs.
 - Build consensus on key housing priorities.
 - Identify barriers to housing availability, accessibility and affordability.
 - Discuss perceptions of existing housing policies and potential improvements.
 - Evaluate preferences for future housing development types and locations.
 - Ensure underrepresented populations have a voice in shaping housing policies.

3. Housing Development Strategies & Policies

- Evaluate zoning adjustments to support a variety of housing product types including mixed-use and transit-oriented developments.
- Identify programs such as Tax Increment Financing (TIF), employer-assisted housing, and county/state/federal tax credits and grants.
- Propose policies to encourage energy-efficient and sustainable housing.
- Recommend affordable homeownership initiatives, particularly for first-time homebuyers.
- Ensure coordination with other plan elements, including land use, parks and recreation, utilities, and community facilities to support long-term housing growth.
- Evaluate economic development strategies that align with housing growth and sustainability goals.
- Assess opportunities for infill development and redevelopment of underutilized land.
- Analyze wage and employment trends in relation to housing affordability.

4. Implementation & Evaluation Plan

- Develop a phased action plan, outlining short-, medium-, and long-term initiatives.
- Identify funding sources, including affordable housing programs, trust funds and state/federal tax credits.
- Establish key performance indicators to track progress and success.
- Align recommendations with Dane County's regional housing growth projections.
- Provide specific policy recommendations such as land trusts and regulatory reforms
- Identify areas where Fitchburg's strategies and recommendations align with Dane County's Regional Housing Strategies and growth projections.

Proposal Submission and Project Completion

Proposals must be submitted in both electronic and hard copy formats. Each submission should include the following components:

1. **Title Page and Cover Letter**
 - Proposal title
 - Organization name, address, and contact details
 - Name and contact information of the primary point of contact
 - Date of submission
2. **Statement of Qualifications**
 - Summary of the firm's qualifications, expertise, and relevant experience
 - Understanding of the project scope and objectives
 - Explanation of why the firm is best suited for the project
3. **Project Team & Key Staff**
 - Identification of key personnel, including the designated project manager
 - Resumes and relevant experience of all team members
 - Any sub-consultants or partnering organizations
4. **Experience and Past Work**
 - Summary of similar projects completed within the past five years
 - At least three examples demonstrating relevant expertise
 - References
5. **Scope and Approach**
 - Detailed description of services to be provided
 - Proposed methodology for completing the project
 - Approach to stakeholder engagement and data collection
6. **Project Schedule**
 - Timeline of key tasks and deliverables
 - Breakdown of responsibilities for each phase of the project

Submission Format

- One electronic copy (PDF format)
- Three hard copies of the full proposal

Timeline

- Issue RFP: February 28, 2025
- Email Intent to Submit & Questions Due by 4:00 p.m. March 11, 2025
(RFP questions submitted and responses with all firms expressing intent to submit)
- Pre-Submittal Questions Meeting 9:00 am at City Hall March 18, 2025
- Proposal Submissions due by 4:00 p.m. March 25, 2025
- Consultant Interviews: April 3, 2025
- Consultant Recommendation: April 10, 2025
- Council Consideration May 27, 2025
- Project Start: June 1, 2025
- Project Completion: October 31, 2025

Budget:

Detail in your proposal how to accomplish the scope of work at a not to exceed amount of \$60,000. Provide a detailed cost breakdown of the work elements of your proposal.

The consultant must provide a detailed timeline that includes specific milestones and deadlines for each phase of the project. The timeline should include, but is not limited to:

- **Project Initiation** (Kick-off meeting, data collection, review of existing policies, development of community engagement plan)
- **Housing Needs Assessment** (Data analysis, housing market evaluation, stakeholder interviews, and identification of housing gaps)
- **Community Engagement** (Surveys, town halls, stakeholder workshops, and compilation of qualitative feedback)
- **Development of Housing Strategies** (Draft recommendations, policy evaluations, review of best practices, and presentation of preliminary findings)
- **Final Plan Development** (Refinement of recommendations, preparation of the implementation plan and housing toolkit, and final presentations to City Council and the Community & Economic Development Authority)

The consultant is expected to propose realistic deadlines and ensure timely completion of all tasks in accordance with project expectations.

Project Completion and Review

- The selected consultant must adhere to the agreed-upon timeline and milestones.
- Progress updates will be required at key project phases, with check-ins scheduled with City officials and stakeholders.

- The final deliverables, including the comprehensive housing strategy, resource toolkit, and implementation plan, must be submitted by October 31, 2025.
- The consultant will present findings and recommendations to the Fitchburg City Council and the Community & Economic Development Authority for final review and adoption.

Final Deliverables

- Provide the final document in Word and PDF electronic format.
- Submit a separate portfolio of document images, maps, and charts in an electronic format suitable for presentations.
- Upon project completion, submit 20 hard copies of the final 2025 Comprehensive Housing Study and Action Plan.

Submission Deadline and Contact Information

All questions regarding this RFP must be submitted in writing to michael.zimmerman@fitchburgwi.gov

All proposals must be submitted by March 25, 2025. Proposals should be addressed to:

Michael Zimmerman
Economic Development Director

City of Fitchburg
5520 Lacy Road
Fitchburg, WI 53711

Email: michael.zimmerman@fitchburgwi.gov

Late or incomplete submissions may not be considered.



The City of Fitchburg reserves the right to reject any or all submissions based on scope, cost, or timing. This initiative aligns with Fitchburg's commitment to fostering diverse, affordable housing opportunities that address current and future needs.