

**2023 RES-023**  
**AMENDING THE 2023 OPERATING BUDGET AND AUTHORIZING A CONTRACT**  
**AMENDMENT FOR THE DANE COUNTY REGIONAL HOUSING STRATEGY WITH**  
**SB FRIEDMAN DEVELOPMENT ADVISORS, LLC**

The Department of Planning and Development awarded a contract to SB FRIEDMAN DEVELOPMENT ADVISORS related to the Dane County Regional Housing Strategy (RHS) RFP #14791, to perform the following services: Strategic Planning and Meeting Facilitation; Regional Housing Study and Community Engagement; Program Inventory and Resources Assessment; Vision for Housing for Dane County; Recommended Strategies and Next Steps, Regional Housing Strategy Final Report.

RHS strategic planning has been underway for last six months with a very supportive and engaged Housing Advisory Committee of 55-65 elected officials, local leaders and private and not profit sector partners. In the last six months, the HAC has built new relationships, and developed a detailed and shared understanding of the critical housing issues and challenges facing our region. They are now poised to work together to identify the top priorities and strategies for the strategic action plan. The RHS work has been extensive, and at times much more than anticipated in terms of coordination, communication and overall support, and beyond the original scope of services. The amount budgeted for the original contract is not sufficient to fund this addendum. This resolution amends the 2023 operating budget to provide additional funding.

The following change is requested: Contract Amendment No. 1 to include the scope of services included in SB FRIEDMAN's February 28, 2023 proposal at an additional cost of \$67,000.00, for the following activities:

1. Research and preparation of Housing Advisory Committee #3 content on the history and legacy of racial discrimination and locally (not included in original scope): \$9,000
2. Additional iterations, separate Town Survey, and edits of PIRA survey (exceeded original scope): \$7,500
3. Prepare supplemental data for HAC #5 workbook (no data compilation for HAC #5 originally anticipated): \$3,900
4. Shift HAC #6 from virtual to in-person: \$3,300
5. Provide additional data analysis content heaving meeting [Add Strategic Action Plan Framework as HAC #6; collapse HAC #10/11 into one final meeting]: \$7,000
6. Additional meeting and coordination [Anticipated 1 client meeting per week going forward, and necessary team coordination, scoped for 1 client meeting monthly; \$19,000
7. Additional edits and communication related to HAC meetings, communication materials, social media, and HAC support: \$17,300

Total: \$67,000

NOW, THEREFORE, BE IT RESOLVED that the following amendments be approved to the 2023 operating budget:

44 Increase account PDPLNDIV 32210 "Regional Housing Strategy Expense" \$67,000  
45 Increase account GENCTY 81369 "LATCF ARP GRANT REVENUE" \$50,000  
46 Decrease PDPLNDIV 20070 "DCHI Expense" \$17,000

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48 BE IT FINALLY RESOLVED that Contract Amendment No. 1 for a total increase of \$67,000.00  
49 be approved to the Contract with SB FRIEDMAN DEVELOPMENT ADVISORS for the above  
50 listed change and the County Executive and County Clerk are authorized to execute the  
51 addendum; and