

# DCDHS Planning & Evaluation Unit

## DRAFT RFP Intake Form

### Basic Information

#### RFP Title

CDBG PRO Housing *Addressing Zoning, Permitting & Building Code Barriers to Affordable Housing* grants

#### Contract Manager

Baltazar De Anda Santana, Division of Housing Access & Affordability, DCDHS

#### Program numbers included in RFP (if current)

[Insert all applicable CDBG/PRO Housing program numbers]

#### Program budget

Up to \$1,000,000

#### Actual spending amounts

New funding source.

#### Payment method

Reimbursement-based; not unit-based at this time

If not unit-based, do you intend to move to unit-based?

No. Projects vary in scope and deliverables and are milestone-based rather than service-unit-based.

#### Funding source

U.S. Department of Housing and Urban Development (HUD) Community Development Block Grant Pathways to Removing Obstacles to Housing (CDBG PRO Housing)

**Any budget information to add?**

Funding is project-based. Local leverage and in-kind contributions are encouraged but not required. Funds may be awarded across multiple projects and jurisdictions.

**Do you intend to award to multiple vendors?**

Yes. Dane County anticipates making multiple awards to eligible applicants based on readiness, impact, and alignment with CDBG PRO Housing priorities.

**HUD Definition of Affordable Housing**

To learn more about HUD’s definition of affordable housing, as it pertains to this RFP, please review the following resources:

- [HOME RentLimits State WI 2025.pdf](#)
- <https://www.hudexchange.info/programs/home/home-rent-limits/>
- [HOME-and-Housing-Trust-Fund-Homeownership-Sales-Price-Limits-FY-2025.xlsx](#)

**Project Overview and Scope of Work**

**Section 1: Program Overview**

Dane County is seeking proposals under its Community Development Block Grant Pathways to Removing Obstacles to Housing (CDBG PRO Housing) Program to support implementation-ready planning and policy activities, including zoning and land use updates, permitting process improvements, and other associated projects that remove barriers to affordable housing production and preservation, accelerate implementation of housing-enabling reforms, or directly unlock near-term housing development. This RFP implements Dane County’s PRO Housing Action Plan and Regional Housing Strategy (RHS) by prioritizing projects that are ready to proceed and can demonstrate tangible outcomes within the contract period.

Proposals may include zoning, permitting, or regulatory reforms that remove barriers to specific housing types, such as agricultural workforce housing, accessory dwelling units (ADUs), missing middle housing, manufactured housing, supportive housing, senior housing, adaptive reuse, or

faith-based housing development, provided activities are planning- and policy-based and meet CDBG eligibility and National Objective requirements.

Activities funded under this RFP must qualify as eligible planning activities under Section 105(a)(12) of the Housing and Community Development Act and 24 CFR 570.205. **General conduct of government is not eligible.**

This RFP funds planning and policy reform activities only. Funds may not be used for land acquisition, construction, infrastructure installation, or site-specific development costs.

Applicants must describe how reforms may benefit low- and moderate-income residents of the jurisdiction.

All subgrantees will be required to comply with County monitoring, Section 3, Davis-Bacon (if applicable), Build America, Buy America (BABA) requirements (as applicable), environmental review standards, and any other applicable CDBG requirements.

***This solicitation is open only to municipalities in Dane County.***

**For purposes of this RFP:**

**Category A** activities must be implementation-ready within 36 months. At least 60% of activities must be implementation-ready within 24 months, and 100% within 36 months of the RFP application submission deadline.

**Category B** activities must be implementation-ready within 24 months. At least 60% of activities must be implementation-ready within 18 months, and 100% within 24 months of the RFP application submission deadline.

**Applications with a final score of 60 or lower, may not be considered for funding.**

## **Section 2: Program Needs & Expectations**

This RFP is intentionally focused on implementation-ready projects that can proceed with minimal delay and reduce barriers to affordable housing. Projects should align with CDBG PRO Housing goals and Dane County's Regional Housing Strategy (RHS), particularly Strategy 4: Advance zoning and code reforms to increase housing choice and supply.

For a complete description of eligible activities, refer to the FY24 HUD PRO Housing Notice of Funding Opportunity (NOFO), Section F.2, pages 16–18.

Eligible projects include, but are not limited to:

- Updating land use policies, community plans, and development guidance to advance local housing goals

- Streamlining and modernizing local permitting processes and procedures to make it easier to build new housing
- Projects that are beyond early visioning and include a clearly defined reform or implementation action
- Addressing outdated zoning, subdivision, or land use codes that limit housing types or density
- Streamlining development review, permitting, inspection, or related administrative processes
- Supporting missing middle housing, mixed-use centers, and infill development
- Increasing the production of affordable, workforce housing and/or agriculture workforce housing
- Improving housing access near jobs, services, and transit
- Leadership & capacity: Projects with clear leadership commitment and the staff/consultant capacity to implement housing reforms through completion (e.g., zoning updates, permitting improvements, policy changes).
- Community engagement: Projects that build public understanding and support for housing reforms through transparent outreach (e.g., engagement, stakeholder coordination, education/communications).

Non-eligible activities include those identified as ineligible under the HUD PRO Housing NOFO, as well as the general conduct of government.

Applicants are expected to demonstrate readiness indicators such as draft ordinances, identified consultants, internal staff capacity, governing body awareness or direction, or alignment with planned adoption timelines.

### **Section 3: Program Goals & Deliverables**

#### **Program Goals**

- Advance zoning, code, and process reforms across Dane County
- Reduce regulatory barriers that delay or constrain housing production
- Enable housing development and increased housing choice
- Support housing outcomes aligned with fair housing goals
- Promote ready-to-implement reforms that produce measurable outcomes within the contract period
- Implement reforms consistent with the Dane County Regional Housing Strategy (RHS), including:
  - Allowing a mix of housing types (missing middle, multifamily, mixed-use)
  - Reducing minimum lot size, parking, and setback requirements where appropriate
  - Improving development efficiency and predictability
- Improved zoning and building codes that address the production and preservation of affordable housing

#### **Expected Deliverables**

Deliverables may include, as applicable:

- Adoption or implementation of zoning, subdivision, or land use code amendments
- Finalization of parking, density, or dimensional standards
- Implementation of streamlined permitting, inspection, or review procedures
- Completion of consultant-supported ordinance drafting or legal review
- Documentation demonstrating readiness for housing development to proceed

For a complete description of eligible activities, refer to the FY24 HUD PRO Housing Notice of Funding Opportunity (NOFO), Section F.2, pages 16–18.

### **Reporting Requirements**

- Monthly status reports documenting progress toward milestones, upcoming activities, and any risks or delays
- Milestone-based progress reports tied to project timelines
- Submission of adopted ordinances, resolutions, or implementation materials
- Final report summarizing outcomes, housing impacts, and lessons learned
- Performance measures (report cumulative totals, as applicable):  
#plans completed, #affordable housing development plans completed, #housing study plans completed, #parking study plans completed, #infrastructure study plans completed, #zoning code amendments adopted, #plans adopted, #pre-approved housing plans created

### **Section 4: Current Operations and Levels of Service Delivery**

This is a new funding program. No municipalities are currently funded under this RFP.

### **Section 5: Funding and Service Unit Definition**

#### **Unique Funding Terms**

No match requirement. Leveraged or in-kind resources are encouraged. All CDBG PRO Housing costs must be eligible under CDBG regulations.

#### **Intended Payment Method**

Reimbursement-based payments tied to approved deliverables and milestones.

### **Unit Definition**

Not applicable. Funding is project- and milestone-based rather than unit-based.

### **Implementation Ready Criteria**

#### **1. Implementation-Ready Definition**

For purposes of this RFP, implementation-ready projects are those for which the applicant certifies the ability to meet the required milestone completion timeframes applicable to the activity category:

##### **Category A:**

- Complete at least 60% of required project milestones within 24 months following the RFP application submission deadline; and
- Achieve 100% completion of all required project milestones within 36 months of the RFP application submission deadline.

##### **Category B:**

- Complete at least 60% of required project milestones within 18 months following the RFP application submission deadline; and
- Achieve 100% completion of all required project milestones within 24 months of the RFP application submission deadline.

Projects must be scoped so that required milestones can be achieved without a full comprehensive plan update, unless such an update is explicitly identified as a required milestone.

Implementation-ready status is an eligibility requirement. Projects that do not meet the applicable implementation-ready criteria are not eligible for funding under this RFP.

#### **2. Implementation-Ready Certification**

Applicants must certify that:

- The proposed milestones are achievable within the required timeframes for the applicable category;
- The applicant will complete at least 60% of milestones and 100% of milestones within the required category timelines (as stated above); and;
- The applicant has the legal authority and organizational capacity to implement the proposed actions.

Implementation-ready certification must be signed by the municipality's highest-ranking official (e.g., City Mayor, Village President, or Town Chairperson).

### **3. Required Milestone Table**

Applicants must complete the Required Milestone Tables as part of this RFP. All milestones must align with the implementation-ready requirements for the applicable category described in this RFP.

### **Sample Eligible Activities**

The following are examples of eligible implementation-ready activities consistent with the CBDG PRO Housing requirements and goals, as well as the Regional Housing Strategy (RHS). This list is illustrative and not exhaustive.

- Updating zoning or subdivision codes to allow duplexes, triplexes, townhomes, or cottage housing
- Reducing or eliminating minimum parking requirements near transit or activity centers
- Adopting mixed-use or missing middle overlay districts
- Streamlining development review, permitting, or inspection processes
- Consolidating development approvals or reducing discretionary review steps
- Updating dimensional standards (lot size, setbacks, height) to enable infill housing
- Implementing form-based code elements where planning groundwork is complete
- Final legal drafting, ordinance adoption, or implementation support

For a complete description of eligible activities, refer to the FY24 HUD PRO Housing Notice of Funding Opportunity (NOFO), Section F.2, pages 16–18.

Applications will be evaluated based on the strength of the applicant's proposal to remove barriers to affordable housing and advance regional housing priorities, including:

- Clear identification of the regulatory, infrastructure, or capacity barrier the applicant intends to address (e.g., zoning reform, predevelopment readiness, infrastructure constraints, or development capacity);
- Alignment with Dane County RHS and broader regional housing priorities;
- Strength of the applicant's vision to expand affordable housing production or preservation and reduce housing cost burden;
- Readiness to proceed and ability to obligate and expend funds within required timelines;
- Anticipated measurable outcomes (e.g., zoning reforms completed, housing units enabled or produced, development capacity expanded);

- Leverage of non-federal funding, partnerships, and local commitment;
- Capacity of applicants to successfully implement proposed activities; and
- Long-term sustainability, regional impact, and consistency with resilience, environmental, and community-based planning goals.

Dane County will prioritize development in opportunity zones through activity selection criteria, including additional points and/or tie-breaker preference for proposals located within opportunity zones or that demonstrably expand affordable housing access in high-opportunity areas.

## Response Requirements & Evaluation Criteria

Vendors' proposals must respond to the sections below. Responses will be evaluated using the criteria and point values indicated.

### 0. Eligibility Question: Implementation-Ready

For purposes of this RFP, implementation-ready projects are those that certify the ability to meet the required milestone completion timeframes applicable to the activity category:

- **Category A:** Complete at least 60% of required project milestones within 24 months following the RFP application submission deadline, and 100% completion within 36 months of the RFP application submission deadline.
- **Category B:** Complete at least 60% of required project milestones within 18 months following the RFP application submission deadline, and 100% completion within 24 months of the RFP application submission deadline.

Applicants must certify that the proposed milestones are achievable within the applicable category timeframe, that the required percentage of milestones will be completed within the stated deadlines, and that the applicant has the authority to implement the proposed actions.

Projects must be scoped so that required milestones can be achieved without a full comprehensive plan update, unless such an update is explicitly identified as a required milestone.

If the County determines that the implementation-ready certification, milestone table, or related documentation is incomplete, unclear, or contains minor deficiencies, the County may, at its sole discretion, provide the applicant with a limited time opportunity to cure.

- Applicants will be notified in writing of any deficiencies.
- Applicants will have up to 48 hours from the time of notification to submit corrections or clarifications.
- Cure submissions must be limited to addressing the specific deficiencies identified by the County.
- The cure process may not be used to revise, expand, or materially change the proposed project, milestones, timeline, or scope.

- Failure to cure deficiencies within the allowed timeframe may result in the application being deemed non-responsive and removed from further consideration.

The County reserves the right to determine whether deficiencies are curable and whether the applicant has adequately satisfied the Implementation-Ready requirement.

## Required Milestone Table

### Required Milestone Table (Category A)

Applicants proposing Category A activities must complete the following table. All milestones must align with the Category A implementation-ready requirements described in this RFP.

Milestone Category	Milestone Description	% of Total Milestones	Target Completion Date (If already completed, add date of completion)	Completed Within 24 Months (Y/N)	Completed Within 36 Months (Y/N)	Documentation Upon Completion
Project Setup & Readiness		10%				
Studies & Technical Analysis		30%				
Public & Stakeholder Process		20%				
Formal Action & Adoption		25%				
Implementation & Execution		15%				

By submitting this table, the applicant certifies that the information provided is true and accurate and that the project will complete at least 60% of the total milestones within 24 months and 100% within 36 months of the RFP application submission deadline.

### Required Milestone Table (Category B)

Applicants proposing Category B activities must complete the following table. All milestones must align with the Category B implementation-ready requirements described in this RFP.

Milestone Category	Milestone Description	% of Total Milestones	Target Completion Date (If already completed, add date of completion)	Completed Within 18 Months (Y/N)	Completed Within 24 Months (Y/N)	Documentation Upon Completion
Project Setup & Readiness		10%				
Studies & Technical Analysis		30%				
Public & Stakeholder Process		20%				
Formal Action & Adoption		25%				
Implementation & Execution		15%				

By submitting this table, the applicant certifies that the information provided is true and accurate and that the project will complete at least 60% of the total milestones within 18 months and 100% within 24 months of the RFP application submission deadline.

### 1. CDBG PRO Housing – Activity-Based Logic Model

A. Applicants must complete the table below. Only complete the rows that apply to the proposed project. The Logic Model table will serve as the primary basis for evaluation, with emphasis on the logical connections among identified barriers, proposed actions, and expected outcomes.

Applicants must identify the barrier using the Regional Housing Strategy Tool: [Best Practices Residential Zoning Code Guide to Address the Housing Crisis](#) or another documented method and align each barrier with one or more eligible PRO Housing activities listed below.

Completion of all rows is not required. Applicants should complete only those activities relevant to the proposed project.

#### Activity-Based Logic Model Table (HUD PRO Housing Activities)

Barrier Identified (RHS Tool or other method)	PRO Housing Activity (from HUD NOFO)	Inputs / Resources	Planned Actions (What will you do?)	Outputs (Deliverables)	Outcomes (Barrier Removed / Reduced)	Impact

<b>Category A. Activities – 36-Month Implementation</b>						
	A. Developing or updating housing plans, community development strategies, and zoning and land use policies such as overlays to encourage multifamily and mixed-use development or access to affordable housing, floating zones (such as redevelopment, workforce housing, or live/work zones in high opportunity areas), incentive zoning, transit-oriented development zones, floodplain management or climate resilience plans, or ordinances to encourage housing development or preservation					
	B. Developing or updating housing plans, community development strategies, and zoning and land use policies to simplify, streamline, or change overlays that create a barrier to affordable housing development or preservation, such as architectural review or historic preservation overlays					
<b>Category B. Activities – 24-Month Implementation</b>						
	C. Developing proposals for new by-right permitting procedures to streamline affordable housing development and reduce discretionary approvals					
	D. Developing new incentive programs for affordable housing development					
	E. Expanding existing affordable housing incentive programs to wider geographies, including high-opportunity neighborhoods					
	F. Developing proposals to reduce or eliminate requirements related to parking, building height, lot coverage, setbacks, minimum unit size, minimum lot size, floor area ratio, and other common land use controls					
	G. Establishing incentive programs or flexibilities to enable and promote the adaptive reuse of vacant or underutilized properties for housing or mixed-use development					
	H. Developing proposals to streamline and modernize local permit processing, such as by enabling one-stop or parallel-process permitting					
	I. Developing proposals to streamline or eliminate requirements that unduly delay the permitting process or establish unreasonable thresholds for					

	approvals, such as duplicative and burdensome hearings and documentation for variances, rezoning, or similar planning approvals					
	J. Developing proposals to rezone to allow multifamily or mixed-use development including housing in office, commercial, and light industrial zones					
	K. Developing proposals to expedite approvals for affordable housing development that meets certain criteria					
	L. Developing proposals for higher-density zoning for current single-family and multi-family zones, including rezones to allow duplexes, triplexes, or fourplexes by-right in all areas zoned primarily for single-family homes and encourage property owners to ensure that any infill development improves or maintains walkability					
	M. Establishing incentive programs, designing pre-approved floorplans, or introducing more flexible zoning to enable and promote accessory dwelling units					
	N. Developing proposals to replace discretionary design review procedures with objective design and development standards					
	O. Developing proposals to eliminate restrictions on lower-cost housing types such as prefabricated or manufactured homes					
	P. Developing proposals to update zoning or incentives to facilitate affordable housing on land owned by faith-based organizations					
	Q. Developing proposals to restructure fee schedules to eliminate burdensome costs for affordable housing development					
	R. Creating affordable housing planning resources for member jurisdictions					
	S. Developing regional planning models that enhance location efficiency by focusing on connecting housing, transportation, and economic growth					
	T. Providing affordable housing developers a first look at tax sale properties and other government properties					

	U. Developing proposals to eliminate, subsidize, waive, or otherwise reduce fees or other costs of property subdivision that may discourage the construction of affordable housing					
	V. Developing proposals for policies that incentivize mixed-income development, such as density bonuses for the inclusion of affordable units in market rate properties					
	W. Developing proposals to reform building codes, including through adopting or modifying model codes or consensus standards, to facilitate more affordable housing or otherwise reduce construction costs					
	X. Developing proposals to harmonize land-use policies or building codes among adjoining municipalities and facilitate consistent regional development standards that streamline housing development					

**Applicant Guidance – How to Complete the Table**

**Barrier Identified**

Clearly describe the local regulatory, administrative, or structural barrier to affordable housing. Barriers should be identified using the RHS Tool: [Best Practices Residential Zoning Code Guide to Address the Housing Crisis](#) or another documented method.

**Inputs / Resources**

List staff, consultants, data, tools (including the RHS Tool), partnerships, or other resources that will support implementation.

**Planned Actions**

Describe the specific policy, zoning, regulatory, or administrative actions the municipality will undertake.

**Outputs**

Identify tangible deliverables (e.g., draft ordinance, adopted code amendment, revised permitting process, completed study, approved policy).

**Outcomes**

Describe the expected result in terms of removing or reducing the identified barrier and advancing housing production, preservation, affordability, or regulatory reform.

**Impact**

Briefly describe the broader effect on housing and the community—e.g., fewer barriers, faster approvals, more units enabled, improved affordability, expanded housing choice, and who benefits (if known).

**2. Cost**

Applicants must submit a clear and reasonable project budget aligned with proposed activities. All costs must be necessary, reasonable, and allocable in accordance with 2 CFR Part 200.

If the County determines that the budget worksheet is incomplete, contains mathematical errors, or requires clarification to confirm reasonableness and alignment with the proposed activities, the County may, at its sole discretion, provide the applicant an opportunity to cure. Applicants will have up to 48 hours from the date of notification to submit corrections or clarifications, limited to the deficiencies identified. The cure process may not be used to materially change the proposed project scope or add new activities.

**Match Bonus:** Municipalities that can demonstrate committed matching/leverage funds equal to 25% of the total project budget will receive 2 bonus (extra) points, and those demonstrating matching/leverage funds equal to 50% of the total project budget will receive 4 bonus (extra) points, which will be added to the applicant's final score.

### **3. Narrative Description (Maximum 500 Words)**

Applicants must provide a brief narrative (no more than 500 words) describing the proposed project. The narrative should:

- Provide context for the barriers identified
- Explain how the selected activities address those barriers
- Describe the intended housing impact and expected change
- Clarify any information not easily captured in the table
- Describe how the proposed reforms will principally benefit low- and moderate-income persons by increasing housing access, affordability, or opportunity.
- If the proposed project addresses barriers related to a specific housing type (e.g., agricultural workforce housing, ADUs, manufactured housing, supportive housing, senior housing, adaptive reuse, or faith-based housing development), applicants must clearly identify the zoning, permitting, or regulatory barriers to be addressed and confirm that activities are limited to planning and policy reform consistent with CDBG eligibility requirements.
- If collaborating with another municipality, please identify the municipality and describe how the collaboration will help you address the PRO Housing goals to reduce barrier to housing.
- Demonstrate how the improved zoning and building codes are addressing the production and preservation of affordable housing and clearly explain the need for such improvement.

### **4. Experience and Qualifications**

A. Describe the applicant's experience implementing similar projects or reforms.

B. Identify the key staff, consultants, and/or partners who will lead this work and describe their roles. Indicate whether they are currently secured/in place or will be procured/retained if awarded.

Uploads required: Resumes or consultant agreements, collaboration letter of support.

**TOTAL POINTS:**

Vendor Notification List

Potential vendors or applicants will solely be municipalities in Dane County.

**Available Funds**

Dane County anticipates awarding up to \$1,000,000.00 in CDBG PRO Housing funds under this RFP. Individual municipalities may request between \$15,000.00 and \$150,000.00. Smaller-scale projects may also be considered. Dane County reserves the right to make partial awards or adjust award amounts based on project readiness, scope, available funding, and alignment with PRO Housing and Regional Housing Strategy (RHS) priorities. Additional RFPs may be issued if the funds are not fully awarded in this round.

**Collaboration**

Applicants are encouraged to collaborate with other municipalities where such collaboration strengthens the proposed project or advances shared housing goals.

In cases of multi-municipality collaboration, a single lead municipality must submit the application and receive the funding. A letter of support from the highest-ranking authorized official of each participating community, outlining roles, responsibilities, and the nature of the collaboration, will be required.

**Authorized Official Signatures**

Both the application and the PRO Housing Certifications are required to be signed by the municipality's highest-ranking official (e.g., City Mayor, Village President, or Town Chairperson).