



REQUEST FOR QUALIFICATIONS FOR COMMUNITY HOUSING PLANNING AND READINESS SERVICES

SUBMISSIONS DUE: 5pm February 12, 2024, to nicholsj@rightplace.org

QUESTIONS? Contact Jodi Nichols, Executive Director - Lake County Economic Development Alliance at 231.742.3328 or nicholsj@rightplace.org

BACKGROUND

Lake County seeks to establish a Five-Year Housing Plan to address the housing needs across the community and is seeking a primary resource and subject matter expert as it relates to housing-related programming, policy change, site development, and financing in rural Michigan.

Community progress toward county-wide housing goals will require alignment of multiple stakeholders and will be highly dependent upon a shared understanding of the nature of the housing shortage and the obstacles currently preventing both private-sector and non-profit or public entities from correcting this shortage. The Lake County Housing Coalition has recently been formed to provide local guidance through the planning and implementation process. These local municipalities, non-profits, and partners are the stakeholders responsible for improving housing availability and affordability as a critical component of the county's continued economic growth and prosperity.

Lake County is requesting Statements of Qualifications to facilitate knowledge sharing and best practices in housing growth that will result in the Lake County Housing Coalition building strategies to establish broad-based community solutions to current housing shortages through both market-based and government/philanthropically supported initiatives.

SCOPE OF WORK AND EXPECTED OUTCOMES

Proposed service providers must be available to provide community support for the following activities over a 12-month time period:

- **Housing Needs Assessment and Plan Creation:** Work with local coalition members to become familiar with the data outlined in the 2024 Lake County Housing Needs Assessment and the desires of local communities around creating an adequate supply of affordable and attainable housing to serve the community's needs and use this knowledge as well as known best practices to assist coalition with finalizing a 5 Year Housing Plan with specific goals for housing production and affordability, clear roles, and measurable outcomes.
- **Blight Elimination:** Provide a range of best practice options for blight elimination and enforcement that are context sensitive to specific community needs and goals, including providing a model for a collaborative Community Enhancement tiered approach to reaching significant decrease in blighted properties.
- **Zoning Reform:** Provide a range of best practice options for zoning reform that are context sensitive to specific community needs and goals, including advising local community planners on best practice implementation and the economic viability of specific policy changes in a variety of contexts. The goal



of this work will be to ensure that local decision makers understand the likely impacts and limitations of different policy choices and how those choices are likely to affect affordability.

- **Site Selection, Readiness and Marketing:** Assess the development viability of key sites throughout the County and prioritize them for development based on infrastructure, market demand, and funding resources; assemble a vetted list of developers that match unique Lake County development opportunities
- **Community Housing Program Development:** Assess available housing assistance and resources and recommend programming to foster homeownership and housing safety and affordability for Lake County residents.

REQUIRED QUALIFICATIONS

Experience, training and knowledge in:

- Implementing rural planning and zoning best practices, including blight elimination
- Setting rural housing production goals, including unit type and affordability, utilizing housing data
- Site readiness, prioritization and marketing
- Housing finance, including federal, state and local incentives
- Housing programming and resource development

PREFERRED QUALIFICATIONS

- Specific knowledge of rural West Michigan housing market
- Experience leading rural housing stakeholders in support of community housing development

SUBMISSION PROCESS

Qualified parties should submit the following to nicholsj@rightplace.org by no later than 5pm on FEBRUARY 12, 2025:

1. Summary of individual / firm experience providing the services listed above
2. Resumes of individual / team members proposing to provide services
3. Three references from, and examples of, similar housing planning and readiness projects
4. Estimated cost of proposed services

In accordance with the QBS process, Lake County will identify the most advantageous submittal(s) based on qualifications described above.

Lake County reserves the right to short-list and interview multiple firms and/or select the most advantageous firm based solely on the SOQs submitted without conducting interviews.

Lake County may require selected firm(s) to make a presentation to the Lake County Housing Coalition and/or the Lake County Board of Commissioners.

Lake County reserves the right to accept or reject any or all SOQs or any part of a SOQ, to waive formalities or informalities, and to award to the Consultant deemed to be in the best interest of the project.