Dane County
CDBG PRO Housing

Information Meeting – October 19, 2026

Dane County Department of Human Services

Housing Access & Affordability Division

CDBG/HOME Unit

Presenters

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CDBG/HOME Program Specialist

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Agenda

- Welcome and Introductions of CDBG/HOME staff
- Overview of PRO HOUSING
- CDBG Basics
- RFP Scoring
- RFP Questions
- RFP Timeline

Disclaimers

- These sessions are for informational purposes only. County staff will not provide individualized technical assistance, feedback on specific project concepts, or any information that would provide a competitive advantage to potential applicants.

PRO HOUSING - Overview

Pathways to Removing Obstacles to Housing: HUD grant to remove barriers to affordable housing.

GRANT BASICS

1. Seven (7) Million dollar grant to remove barriers to housing in Dane County

2. Eligible for ALL Dane County municipalities

3. All PRO Housing Activities (Phase 1 - 3) must be completed before 9/30/2030

4. Three phases for the Dane County program

PRO HOUSING – Overview (Continued)

PHASE 1

- **Zoning & Code Reform** to reduce or remove barriers to housing
- **$1,000,000**
    - City of Monona
    - City of Sun Prairie
    - Village of Deerfield
    - Village of Waunakee
  - ~ $720,000 available for this round
- **GOAL:**
  - **4–7** municipalities adopt changes that remove barriers to housing

PRO HOUSING – Overview (Continued)

PHASE 2

- **Emerging Developer Capacity** to increase pool of developers in Dane County
- **$2,000,000**
- **1 – 2 Rounds**
- **Goal:**
  - Support **5–7** newer or non-traditional developers with pre-development funding and Technical Assistance to expand the development pipeline

PRO HOUSING – Overview (Continued)

PHASE 3

- **Infrastructure & Housing Development**

- **Total of $3,300,000**
  - **$1,577,900** set aside funds for infrastructure projects to expand affordable housing for municipalities that provided matching funds during the application
    - Sun Prairie
    - Fitchburg
    - A municipality with 5 acres available

- **$1,722,100 available for multi-development**

- **Goal:** Creation of **39** single-family + **8** multi-family units.

CDBG – Affordable Housing

- **Single-family home max purchase price as of December 1, 2025**
  - 95% of the area median purchase price per the HOME Homeownership Value Limits
  - **$397,000**

- **Rent Limit as of June 1, 2026**
  - The maximum HOME rents are the lesser of:
    - Fair market rent for existing housing for comparable units in the area as established by HUD under 24 CFR 888.111; or
    - A rent that does not exceed 30 percent of the adjusted income of a family whose annual income equals 65 percent of the median income for the area, as determined by HUD, with adjustments for number of bedrooms in the unit.
  - High HOME Limit – 1 br $1,482 | 2 br $1,694 | 3br $2,236 | 4 br $2,494
  - Low HOME Limit – 1 br $1,269 | 2 br $1,522 | 3br $1,759| 4 br $1,962

CDBG – Basics Meeting a National Objective

- **National Objective**
  - Benefit to LMI persons
  - Aid in the prevention or elimination of slum or blight
  - Meet a need having a particular urgency

- **UNDER CDBG PRO HOUSING, PLANNING IS PRESUMED TO MEET A NATIONAL OBJECTIVE – YOU DO NOT NEED TO DOCUMENT A NATIONAL OBJECTIVE TYPE**

CDBG – Basics –General Conduct of Government

Can PRO Housing funds be used for the general conduct of government?

No. Any activity to carry out the regular responsibilities of the government is ineligible and unallowable.

Can PRO Housing funds be used for downzoning?

No. Any activity that results in a net decrease in allowable or actual housing construction is ineligible.

Rezoning efforts and development activities must **ensure a net increase** in zoned capacity or number of homes, respectively, to be considered for funding.

CDBG – Basics Cross-Cutting Federal Requirements

- National Environmental Protection Act (NEPA)
  - Environmental review must be conducted
  - Planning activities are Exempt under 24 CFR 58.34(a)1
  - No choice-limiting actions may be conducted

- Others that will need to be certified include, but are not limited to:

- Affirmatively Further Fair Housing
- URA
- Anti-Lobbying
- Authority of Jurisdiction
- Consistency with CDBG PRO Housing Action Plan
- Section 3
- Build America, Buy America (BABA)
- Public participation
- DBA
- Excessive Force
- Compliance with Anti-Discrimination Laws
- Lead-Based Paint

PRO HOUSING Zoning & Code Reforms RFP Funding Availability & Eligible Applicants

- $720,000 available
  - $150,000 Max award amount
  - $15,000 Min award Amount
- Additional RFPs may be issued if the funds are not awarded
- **Eligible applicants are Municipalities in Dane County only**
- Projects or activities that have already received funding through a previous Dane County CDBG PRO Housing award are not eligible to receive additional funding through this RFP for the same project or activity.

PRO HOUSING Zoning & Code Reforms RFP Goals & Deliverables

- Advance zoning, code, and process reforms across Dane County
- Reduce regulatory barriers that delay or constrain housing production
- Promote ready-to-implement reforms that produce measurable outcomes within the contract period
- Implement reforms consistent with the Dane County Regional Housing Strategy (RHS) Improved zoning and building codes that address the production and preservation of affordable housing

- **Deliverables: Changes adopted or finalized (or other as applicable) within the implementation-ready timeline**

PRO HOUSING Zoning & Code Reforms RFP
Funding Availability & Eligible Applicants

- **CONSULTANT SERVICES**
  - Municipalities may request grant funding to procure and pay for consultant services to support eligible housing reforms. **Proposals must identify a specific reform or implementation action and a measurable outcome.** Consultant services must comply with all applicable federal and local procurement requirements.

PRO HOUSING Zoning & Code Reforms RFP 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):
- Others as required by Federal, State, or County requirements

PRO HOUSING Zoning & Code Reforms RFP – Sample Activity Types

- **22 eligible activity types**
- **Examples**:
  - New by-right permitting
  - Reduce or eliminate requirements for land use controls, including but not limited to parking, building height, lot coverage, setback, etc.
  - Restructure fee schedule to eliminate costs for affordable housing development

- For the full list of activities, see: https://cdbg.danecounty.gov/CDBG-PRO-Housing

PRO HOUSING Zoning & Code Reforms RFP Questions Overview

- **One eligibility Question**
  - Is the activity implementation-ready?

- **Four (4) Scored Questions:**
  1. Activity-Based Logic Model
  2. Cost & Leverage
  3. Narrative Description (500 words max)
  4. Experience and Qualifications

RFP Scoring *

Requirement	Priority	Final
0. Implementation Ready	Eligibility – Must be implementation ready in 24-month from the application deadline.	Not Applicable
1. Logic Model: RHS Tool, CDBG PRO Housing Activity, Logic Model	1	60
2. Cost	2	18
a. Leverage (2 pt. for 25% and 4 pts for 50%)	2. a.	4 max
3. Narrative	3	12
4. Experience & Qualifications	4	6
Total	Not Applicable	100

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

Eligibility Question - Implementation-Ready

- **Implementation Timelines**
  - 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.

- Need to complete a milestone table and state that the activity can be completed within the designated timeframe.

- If Dane County identifies any deficiencies, applicants will be notified and will have up to 48 hours to cure the deficiency.

Scored Question 1 – Activity-Based Logic Model

- Complete a logic model table that:
  - **Identifies the barriers to Housing using the Regional Housing Strategy Best Practices Residential Zoning Code Guide to Address the Housing Crisis**
    - Included model zoning language that can be used in the implementation of the activity
  - **Connect barriers to the eligible PRO Housing Activity**
  - **Inputs / Resources** (staff, consultants, data, tools etc. that will be used)
  - **Planned Actions** (What will you do?)
  - **Outputs** (Deliverables)
  - **Outcomes** (Barrier Removed / Reduced)
  - **Impact** (Broader effect on housing and the community)

Hypothetical Example

Barrier	Eligible Activity	Inputs/Resources	Outputs	Outcomes	Impacts
ADU - ADU's are not allowed by right currently CUP (RHS Toolkit) Parking Mins - Parking minimums require variances for affordable housing (Internal process Mapping)	Developing proposals for new by-right permitting procedures to streamline affordable housing development and reduce discretionary approvals	Hire a consultant ADU - X estimate Staff hours ADU - $X leverage Parking Mins - X estimate Staff hours Parking Mins – X hours of public participation	ADU - ADU ordinance allowing administrative approval Parking Min - zoning amendment reducing parking minimums	ADU – Reduce approval time for small housing units Parking Min - Lower development costs	ADU - Incremental housing supply increases Parking Min - More financially feasible housing projects

Scored Question 1 – Activity-Based Logic Model cont.

- You should only focus on the activities that you will be working on.
  - **Do not include barriers that are not being addressed by an eligible activity**

- **Regional Housing Strategy Tool: Best Practices Residential Zoning Code Guide to Address the Housing Crisis can be found at: https://rhs.danecounty.gov/documents/pdf/Best-Practices-Residential-Zoning---11.5.25.pdf**
- List of eligible activities is found at: https://cdbg.danecounty.gov/CDBG-PRO-Housing

Example of Other Barrier Identification Tools

- Internal Processes
- HUD Regulatory Barriers Clearinghouse: RBC Home Page | HUD USER
- Enabling Better Places: A User's Guide to Neighborhood Affordability: WI-Zoning-Guide-Final-2-2022
- White House / Federal Housing Development Toolkit: Housing_Development_Toolkit f.2.pdf
- Metropolitan Mayors Caucus: Missing-Middle-Housing-Toolkit-for-the-Chicago-Region-Smaller-File-Size.pdf

Scored Question 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.
  - Can include costs of consultants
- This will be an Excel budget template upload detailing the budget
  - There will be a column for connecting the identified barriers to the budget line item
  - Budget summary cross-check of experience & qualifications

Scored Question 2 - Leverage

- Additional Points for Leverage – Non-federal sources
  - 2 Points for providing 25% leverage funds
  - 4 Points for providing 50% leveraged funds

Scored Question 3 - Narrative

- Space for any additional information not captured in the logic model
- Describe:
  - Context of barriers
  - How activities address those barriers
  - Housing impact and expected change
  - Benefit to low- and moderate-income persons
  - Addresses any 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)
  - Municipal partnerships or collaborations

Scored Question 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.

Timeline

- Question Submission Deadline: October 23, 2026, 11:59 pm
- Responses Posted to Questions: October 30, 2026, 11:59pm
- Proposal Submission Deadline: November 13, 2026, 11:59pm
  - This is when the implementation-ready timeline starts
- Expected approval of RFP funding recommendations by CDBG Commission: Late Winter, early Spring 2027
- Expected County Board approval of funding by Spring 2027
- Contracting process begins after County Board approval
- Payment is reimbursement-based and can only happen after the contract is executed
- Environmental Review Notice to Proceed is required before work can start
- Technical Assistance is available at any time after the RFP closes



Questions?

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