

Richland County Campus Reconfiguration Committee

Date Posted: May 29, 2025

NOTICE OF MEETING

Please be advised that the Richland County Campus Reconfiguration Committee will convene on Wednesday, June 4, 2025 at 5:00 PM in the Richland County Board Room of the Courthouse located at 181 West Seminary Street, Richland Center, WI 53581.

Information for attending the meeting virtually (if available) can be found at the following link:

<https://administrator.co.richland.wi.us/minutes/campus-reconfiguration-committee/>

If you have any trouble accessing the meeting, please contact MIS Support at 608-649-4371 (phone) or mis@co.richland.wi.us (email)

AGENDA

1. Call To Order
2. Roll Call
3. Verification Of Open Meetings Law Compliance
4. Approval Of Agenda
5. Approval Of Minutes From May 21, 2025
6. Public Comment
7. Reports
 - A. UW Campus Status Update
 - B. Venture Architects Updates
 - C. Update On Assessment Of Specialized Items In Campus Buildings
 - D. Review Of Housing Summit Information
8. Discussion & Possible Action: Request For Proposal Process Presentation By Southwestern Wisconsin Regional Planning Commission
9. Discussion & Possible Action: Set Future Meeting Date(s)
10. Correspondence
11. Future Agenda Items
12. Adjourn

A quorum may be present from other Committees, Boards, or Commissions. No committee, board or commission will exercise any responsibilities, authority or duties except for the Richland County Campus Reconfiguration Committee.

Derek S. Kalish
County Clerk

Richland County

Campus Reconfiguration Standing Committee

May 21, 2025

The Richland County Campus Reconfiguration Standing Committee convened on May 21, 2025 in person and virtually at 6:01 PM in the County Boardroom of the Richland County Courthouse.

Call To Order: Chair Turk called the meeting to order at 6:01 PM.

Roll Call: County Clerk Kalish conducted roll call. Committee members present: Steve Carrow, Gary Manning, David Turk, Melvin “Bob” Frank, and Steve Williamson. Committee member(s) absent: Ingrid Glasbrenner.

Verification Of Open Meetings Law Compliance: County Clerk Kalish confirmed the meeting had been properly noticed.

Approval Of Agenda: Motion by Frank second by Williamson to approve the agenda. Motion carried and the agenda was approved.

Approval Of Minutes From April 30, 2025 Meeting: Chair Turk asked if there were any corrections to the minutes from the April 30, 2025 meeting. Hearing none, Chair Turk declared the minutes from the April 30, 2025 meeting approved as published.

Public Comment: None

Closed Session: The Chair May Entertain A Motion To Enter Closed Session Pursuant To Wis. Stat, Sec 19.85(1)(E) Deliberating Or Negotiating The Purchasing Of Public Properties, The Investing Of Public Funds, Or Conducting Other Specified Public Business, Whenever Competitive Or Bargaining Reasons Require A Closed Session – Potential Future Uses Of Campus Buildings: Motion by Manning second by Frank to convene into Closed Session pursuant to Sec 19.85(1)(C). Motion carried unanimously at 6:03 PM and the committee convened into Closed Session.

Closed Session

Return To Open Session: Committee reconvened into Open Session at 6:08 PM.

Possible Action On Items From Closed Session: No action taken.

Reports-UW Campus Status Update: No updates reported.

Reports-Update On Assessment Of Specialized Items In Campus Buildings: Turk reported that Ithaca Schools have removed items from the Science Building and Richland Schools will be going through in a few days. Turk also noted that Brewer Library has removed items from the Library Building for integration into their programming. Administrator Clements noted that she has been in contact with Greg Zimmerman regarding the plotting machine and it will likely be donated.

Reports-Venture Architects Updates: No updates reported.

Richland County Campus Reconfiguration Standing Committee

Discussion & Possible Action - Review Of Space Needs Assessment And Next Steps: Cory Beyer (Venture Architects) noted that upon approval, Venture can perform additional facility assessments on Pine Valley Community Village, Ambulance building, and Symons Recreation Complex. Beyer also noted that master planning regarding campus buildings has been on hold. Beyer stated that Venture has been reviewing the existing courthouse property and shared conceptual configurations of space involving the law enforcement and justice centers. Discussion on the conceptual plans followed. No action taken.

Discussion & Possible Action: Next Steps For Future Uses Of The Campus Property:

Administrator Clements presented the following options for next steps for future use of campus property: the county keeps buildings/property, county obtains RFP for proposals for use with assistance from Southwestern Wisconsin Regional Planning Commission, or the county contacts a real estate agent. Supervisor Carrow noted he would share information regarding Habitat for Humanity's business model. Supervisor Frank noted he would be interested to learn what Southwest Wisconsin Regional Planning Commission has to say about the request for proposals. Administrator Clements stated that decisions regarding community input and desired parameters would need to be determined as a part of the RFP process. Consensus was reached to request Southwestern Wisconsin Regional Planning Commission to present proposal process at next meeting.

Discussion & Possible Action: Set Future Meeting Date(s): Next meeting scheduled for 5 PM on June 4, 2025.

Correspondence: None.

Future Agenda Items:

Reports: UW Campus Status update, Venture Architects update, and update on assessment of specialized items in campus buildings, and review of Housing Summit information

Discussion & Possible Action: Request For Proposal Process Presentation By Southwestern Wisconsin Regional Planning Commission

Adjourn: Motion by Manning second by Williamson to adjourn. Motion carried and meeting adjourned at 6:38 PM.



Derek S. Kalish
Richland County Clerk



Richland County, WI

Budget Report Account Summary

For Fiscal: 2025 Period Ending: 05/31/2025

		Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Remaining
Fund: 320 - U. W. CENTER - RICHLAND OUTL							
Revenue							
320.5680.0000.41011	GENERAL PROPERTY TAXES	0.00	0.00	0.00	80,000.00	80,000.00	0.00 %
	Revenue Total:	0.00	0.00	0.00	80,000.00	80,000.00	0.00%
Expense							
320.5680.0000.52042	EQUIPMENT REPAIR	5,500.00	5,500.00	0.00	0.00	5,500.00	100.00 %
320.5680.0000.52048	REPAIR OF FURNACES/BOILERS	0.00	0.00	0.00	2,360.48	-2,360.48	0.00 %
320.5680.0000.52049	BUILDING MAINTENANCE AND REP	10,000.00	10,000.00	49.45	454.35	9,545.65	95.46 %
320.5680.0000.59001	PROPERTY AND LIABILITY INSUR	25,000.00	25,000.00	0.00	23,027.00	1,973.00	7.89 %
320.5680.0000.59048	GROUNDS	39,500.00	39,500.00	7,559.51	20,328.21	19,171.79	48.54 %
320.5680.5100.52022	UWR	0.00	0.00	3,944.80	8,011.37	-8,011.37	0.00 %
320.5680.5200.52022	UWR SIGN	0.00	0.00	43.88	86.36	-86.36	0.00 %
320.5680.5301.52022	UWR SCIENCE BLDG	0.00	0.00	3,071.14	6,024.28	-6,024.28	0.00 %
320.5680.5600.52022	UWR COPPERTOP	0.00	0.00	860.04	1,713.64	-1,713.64	0.00 %
320.5680.5601.52022	UWR COPPERTOP ADMIN BLDG	0.00	0.00	308.90	700.57	-700.57	0.00 %
320.5680.5800.52022	UWR PHY ED	0.00	0.00	461.45	946.88	-946.88	0.00 %
	Expense Total:	80,000.00	80,000.00	16,299.17	63,653.14	16,346.86	20.43%
Fund: 320 - U. W. CENTER - RICHLAND OUTL Surplus (Deficit):		-80,000.00	-80,000.00	-16,299.17	16,346.86	96,346.86	120.43%
Report Surplus (Deficit):		-80,000.00	-80,000.00	-16,299.17	16,346.86	96,346.86	120.43%

Group Summary

Account Typ...	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance	Percent Remaining
					Favorable (Unfavorable)	
Fund: 320 - U. W. CENTER - RICHLAND OUTL						
Revenue	0.00	0.00	0.00	80,000.00	80,000.00	0.00%
Expense	80,000.00	80,000.00	16,299.17	63,653.14	16,346.86	20.43%
Fund: 320 - U. W. CENTER - RICHLAND OUTL Surplus (Deficit):	-80,000.00	-80,000.00	-16,299.17	16,346.86	96,346.86	120.43%
Report Surplus (Deficit):	-80,000.00	-80,000.00	-16,299.17	16,346.86	96,346.86	120.43%

Fund Summary

Fund	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)
320 - U. W. CENTER - RICHLAND O	-80,000.00	-80,000.00	-16,299.17	16,346.86	96,346.86
Report Surplus (Deficit):	-80,000.00	-80,000.00	-16,299.17	16,346.86	96,346.86

The background of the slide is a scenic photograph of a rural landscape. It shows rolling hills and fields, some of which are covered in trees with vibrant autumn foliage in shades of orange, yellow, and brown. Other fields appear to be green or brown, suggesting different crops or stages of harvest. The sky is a pale, hazy blue. The entire image is enclosed within a white, hand-drawn style rectangular border.

Setting the Stage The Driftless Story

What are we talking about:



County Level
Discussion



Six Dimensions
(A's) of Housing
Access



Understanding
Rural Housing
Dynamics



Education for
Housing Literacy



Collaborative
Strategy
Development



Other Things to
Consider

Six Dimensions (A's) of Housing Access

Availability

Affordability

Accessibility

Acceptability

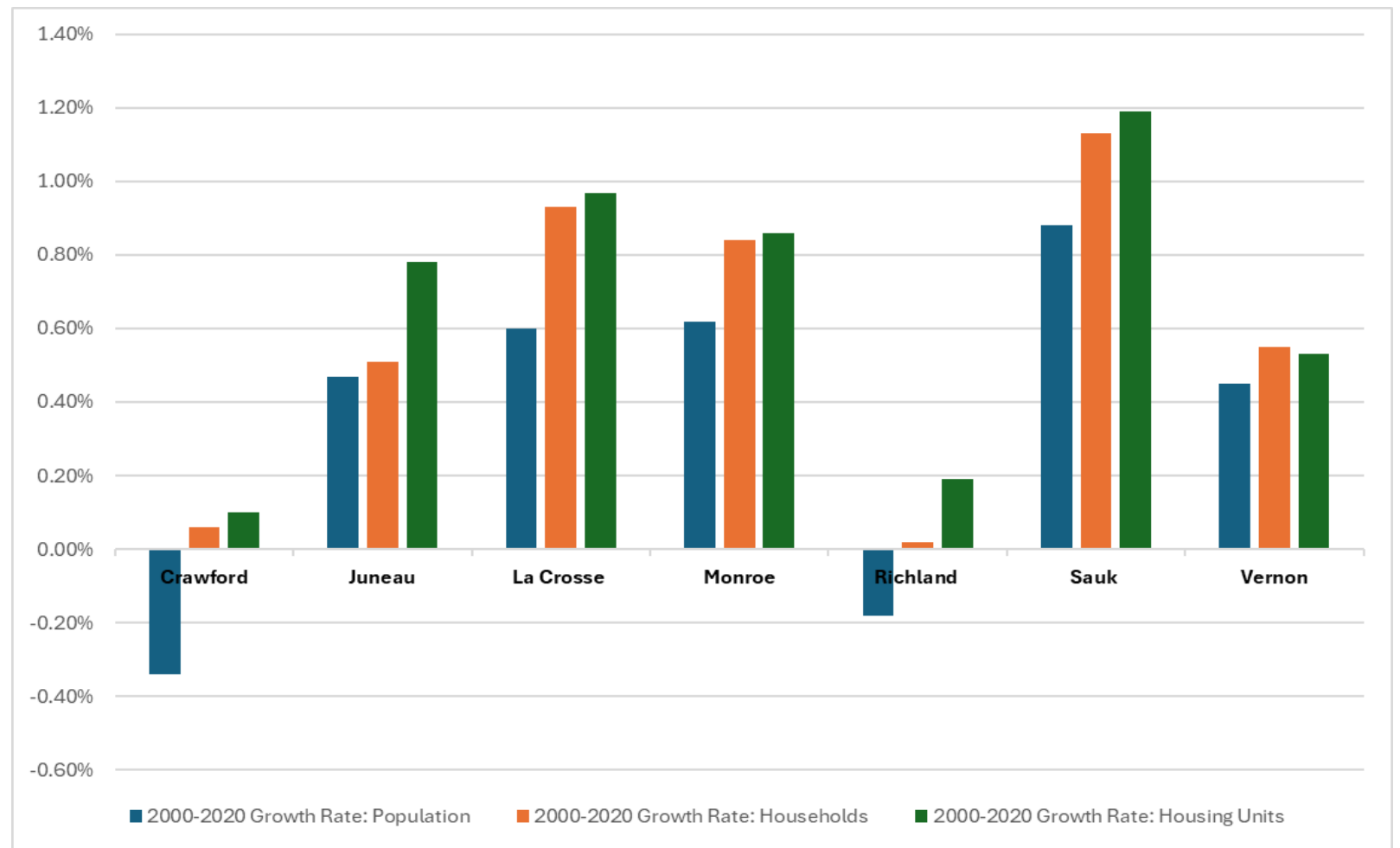
Accommodation

Awareness



Local Housing Market Dynamics

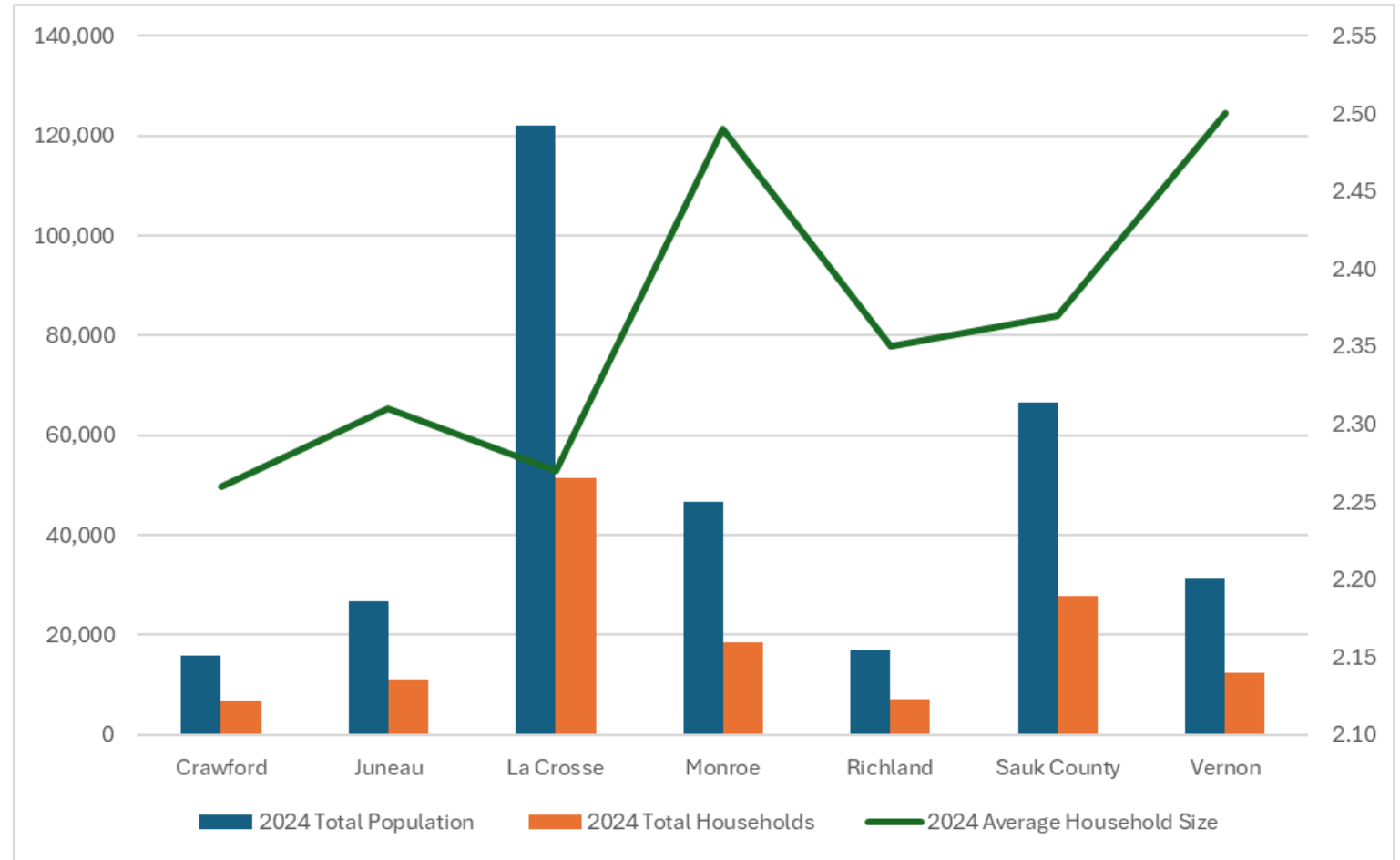
Growth Rate



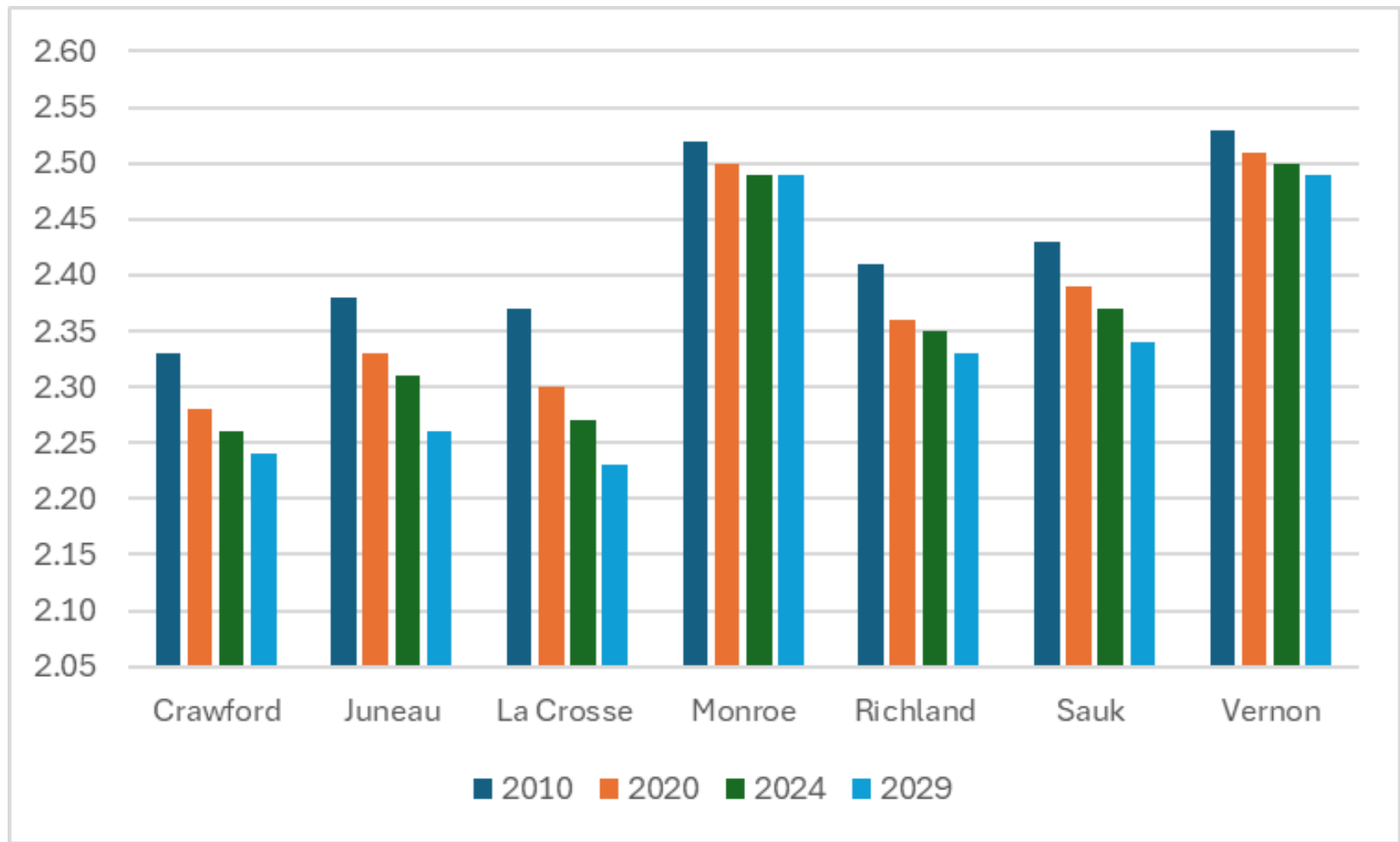
Total
Population

Total Number
Households

Average
Household
Size



Average Household Size

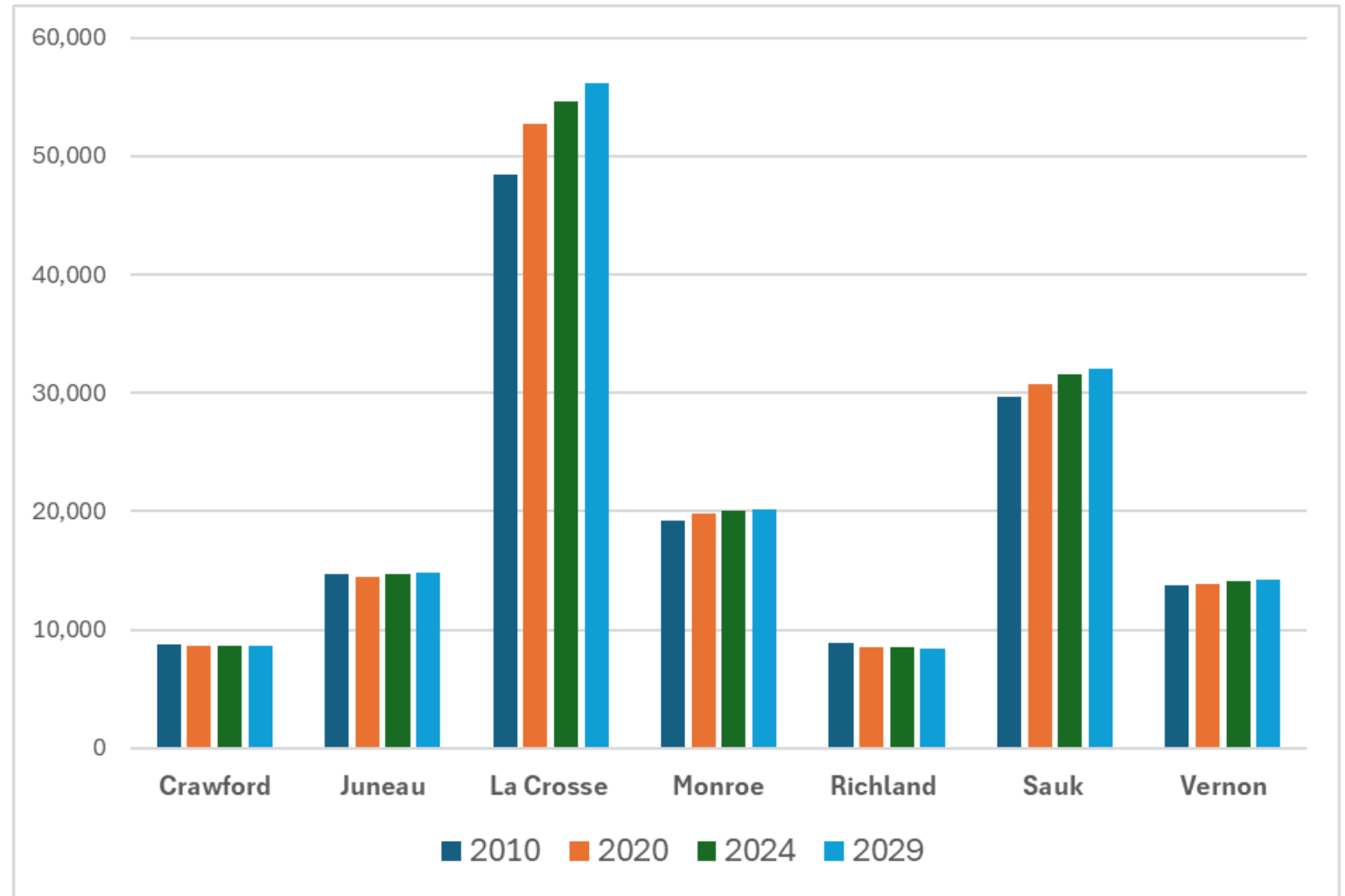


Total Housing Units –

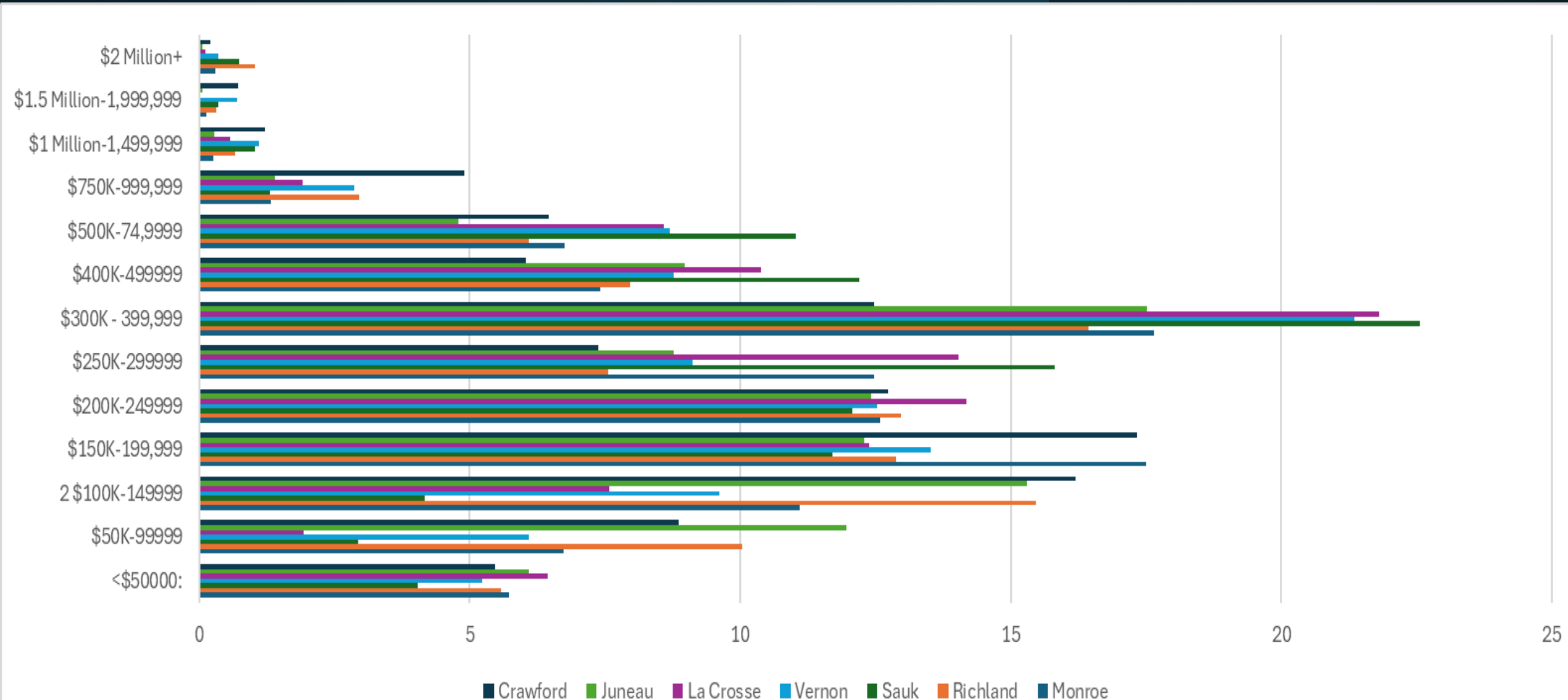
Past

Present

Future



Housing Stock Inventory



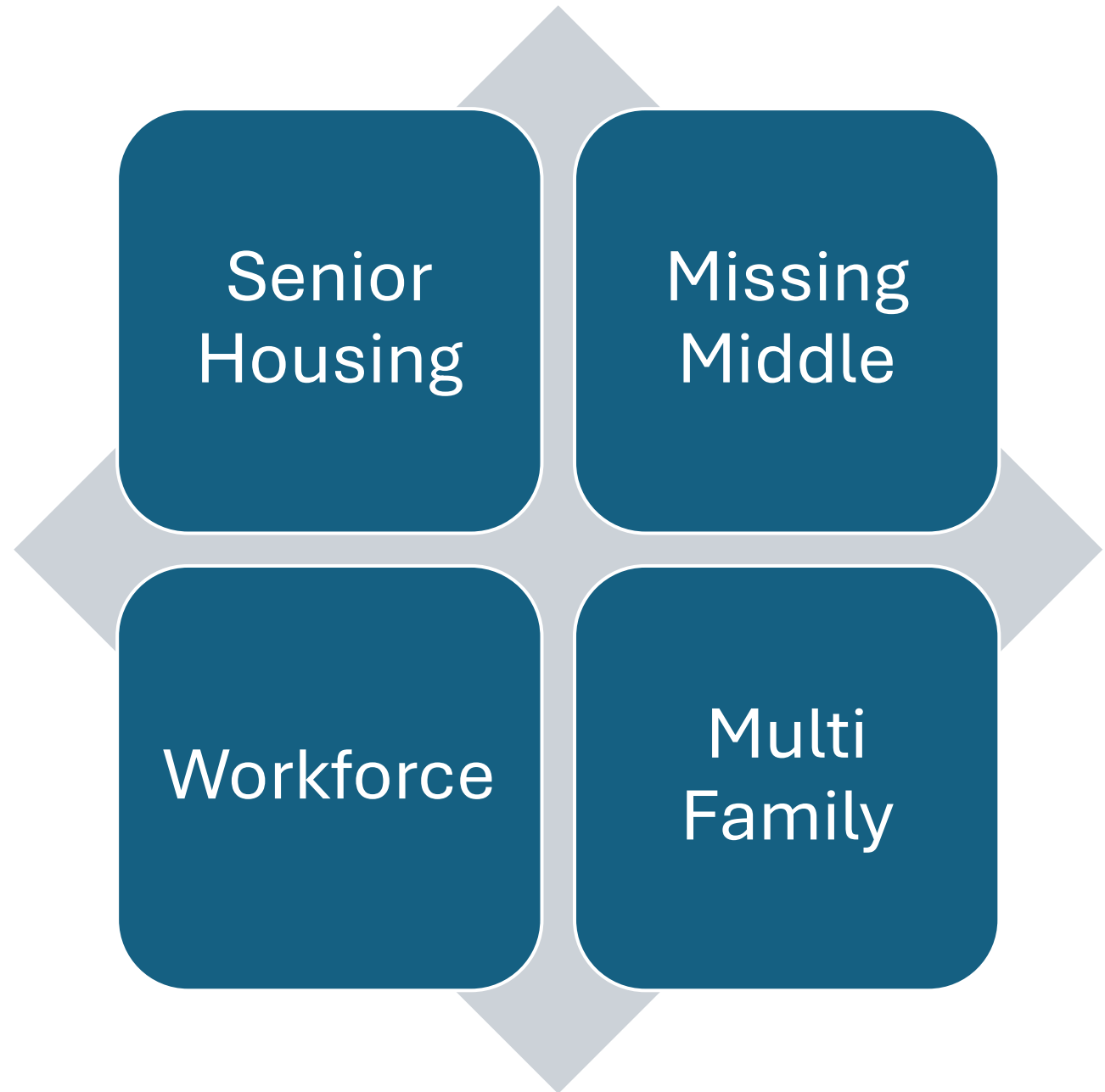


New Housing Starts

Single-Family Housing Permits in Wisconsin: 2025 WISCONSIN BUILDERS ASSOCIATION

County	2025 Jan - Mar	2024 Jan - Mar	2024-2025 % change
Crawford	11	12	-8.30%
Juneau	36	54	-33.30%
La Crosse	64	66	-3.00%
Monroe	35	34	2.90%
Richland	16	22	-27.30%
Sauk	61	44	38.60%
Vernon	24	41	-41.50%

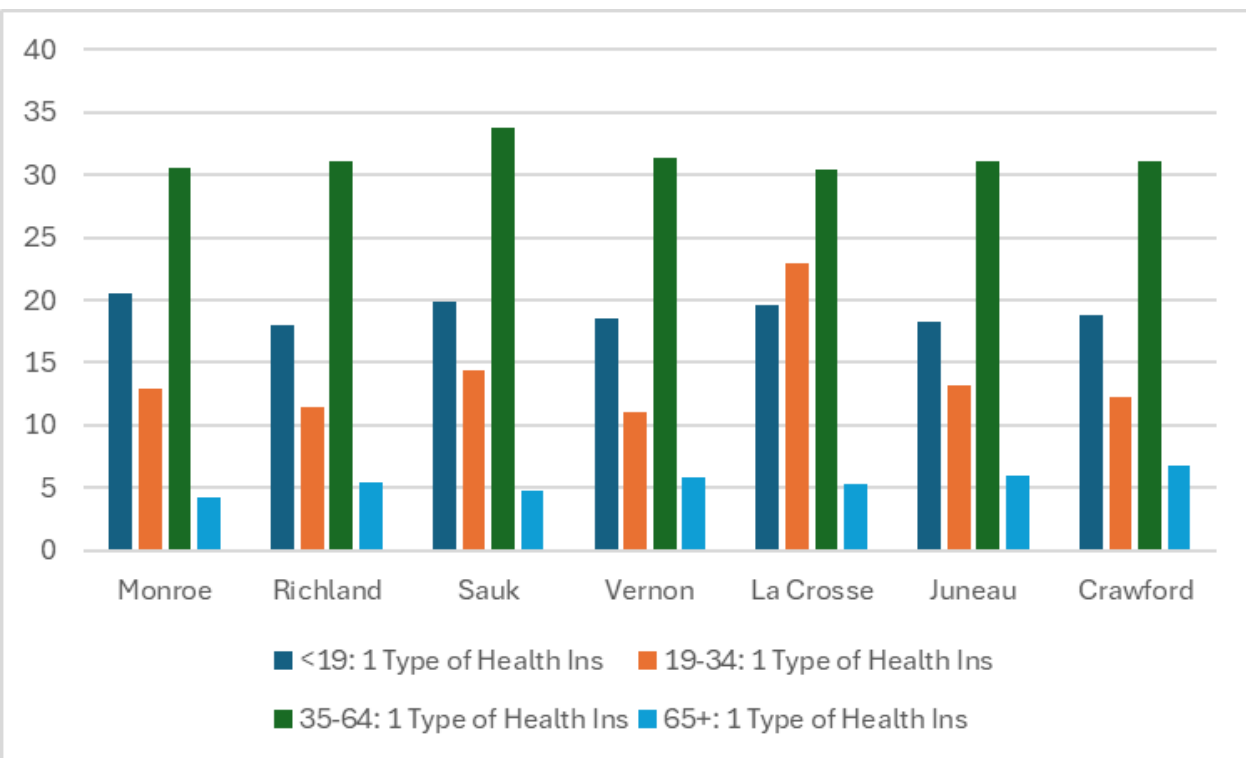
Gaps:



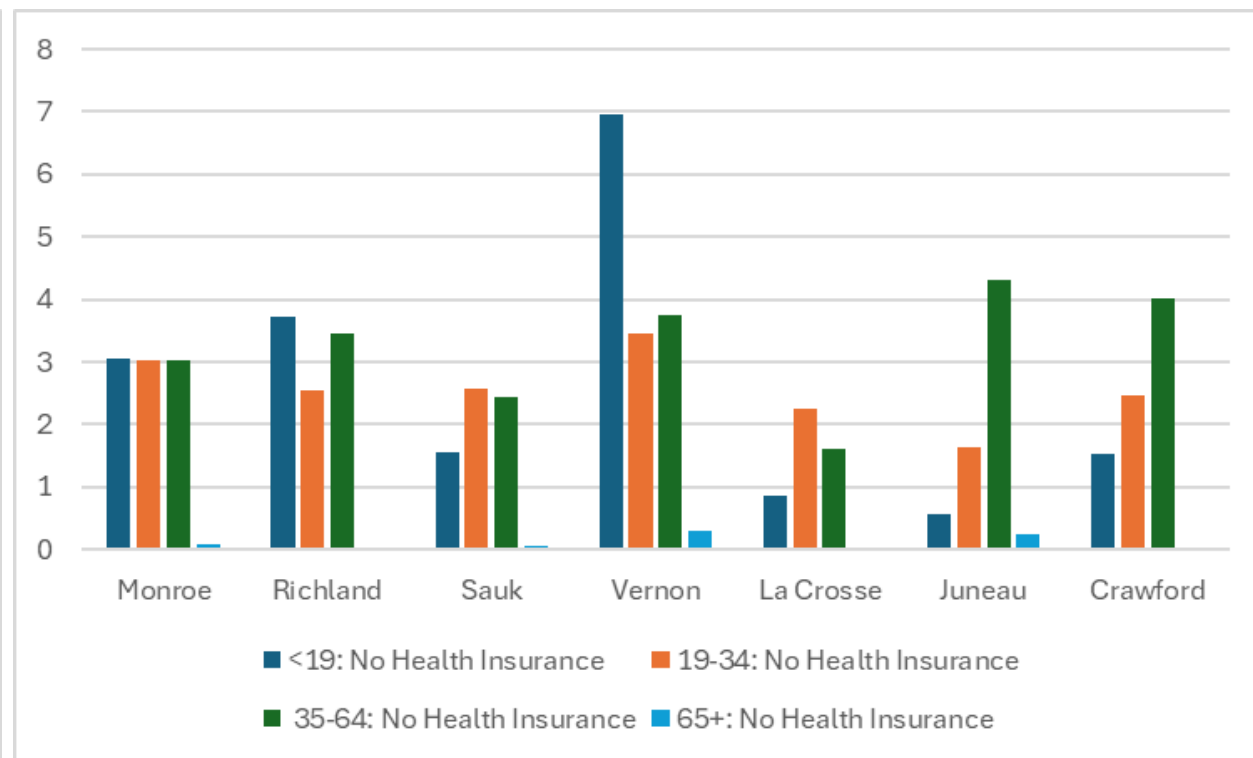
Household Income

Income Level	Monroe	Richland	Sauk	Vernon	La Crosse	Juneau	Crawford
<\$15,000	8.4	10.2	5.5	12.6	8.9	8.6	9.7
\$15,000 - \$24,999	6.6	8.1	9	9.3	5.4	6.8	8.3
\$25,000 - \$34,999	7.9	7.1	7.2	6.9	7.1	7.4	9.6
\$35,000 - \$49,999	14.6	11.9	15.1	11.8	12.4	13.9	14.2
\$50,000 - \$74,999	16.9	19	15.3	16.9	17.3	20.5	19.4
\$75,000 - \$99,999	14.2	15.3	10.9	9.4	14.9	16	15.3
\$100,000 - \$149,999	17.5	19.3	22	21.2	20.8	18.3	15.7
\$150,000 - \$199,999	8	4.8	9.8	7.2	6.9	5.1	3.4
\$200,000+	6	4.4	5.3	4.7	6.1	3.5	4.3

Health Care & Insurance



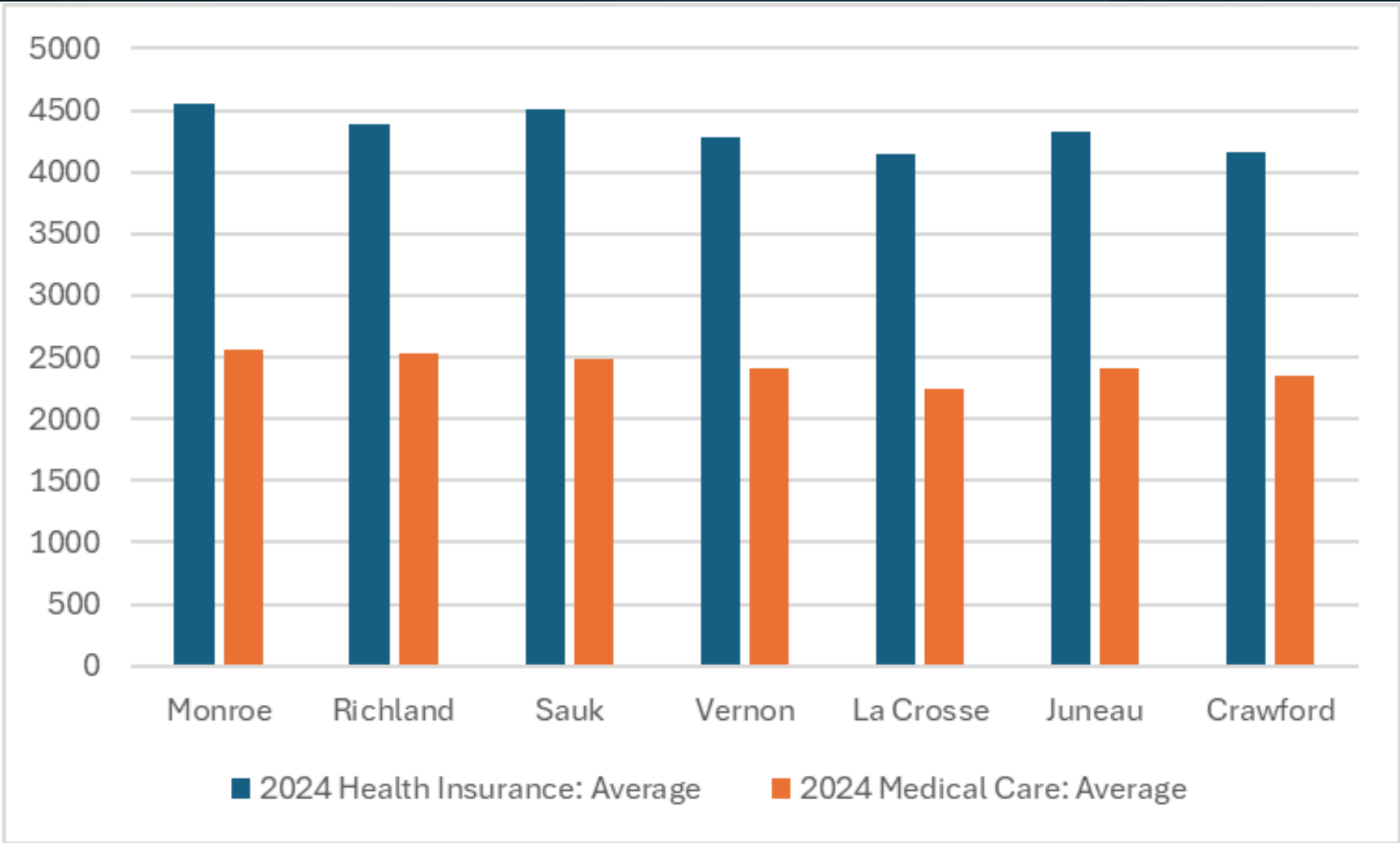
% With Health Insurance

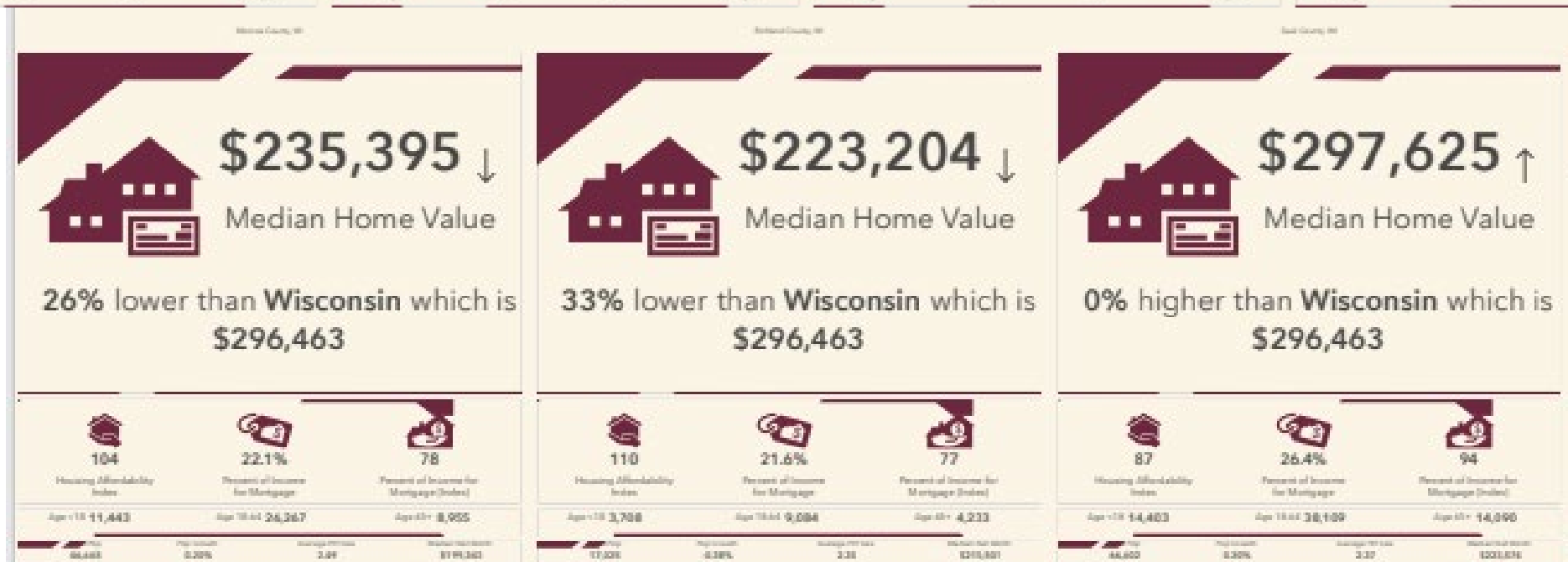
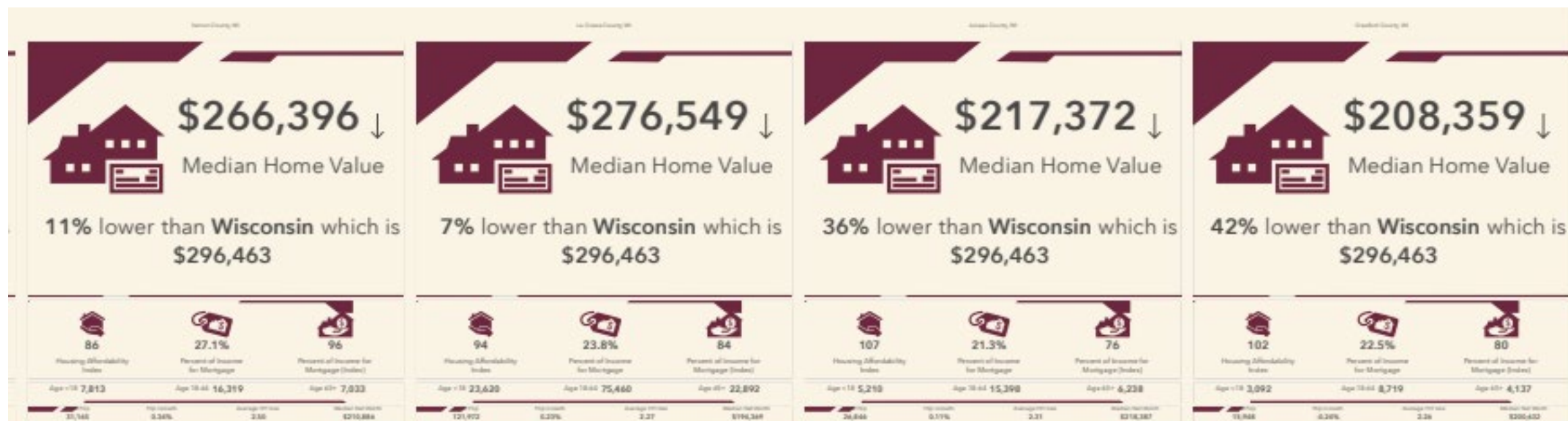


% With Out Health Insurance



Average Cost of Insurance vs Medical Care





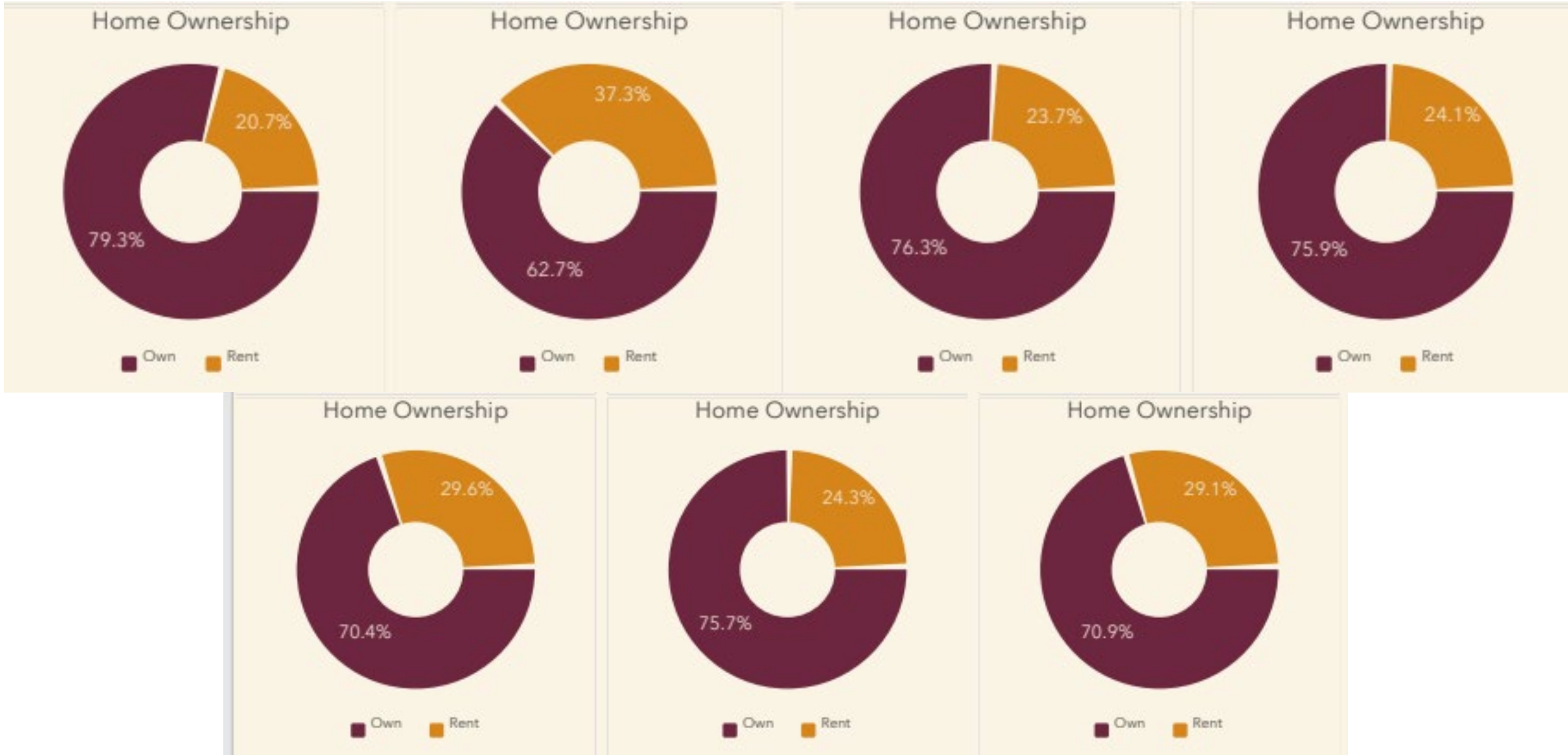


HUD – Estimated Affordable Ownership

County	Existing Home Unadjusted Median Value	New Home Unadjusted Median Value
Crawford	\$222,000	\$350,050
Juneau	\$222,000	\$350,050
La Crosse	\$255,000	\$355,613
Monroe	\$222,000	\$350,050
Richland	\$222,000	\$350,050
Sauk	\$259,130	\$350,050
Vernon	\$222,000	\$350,050

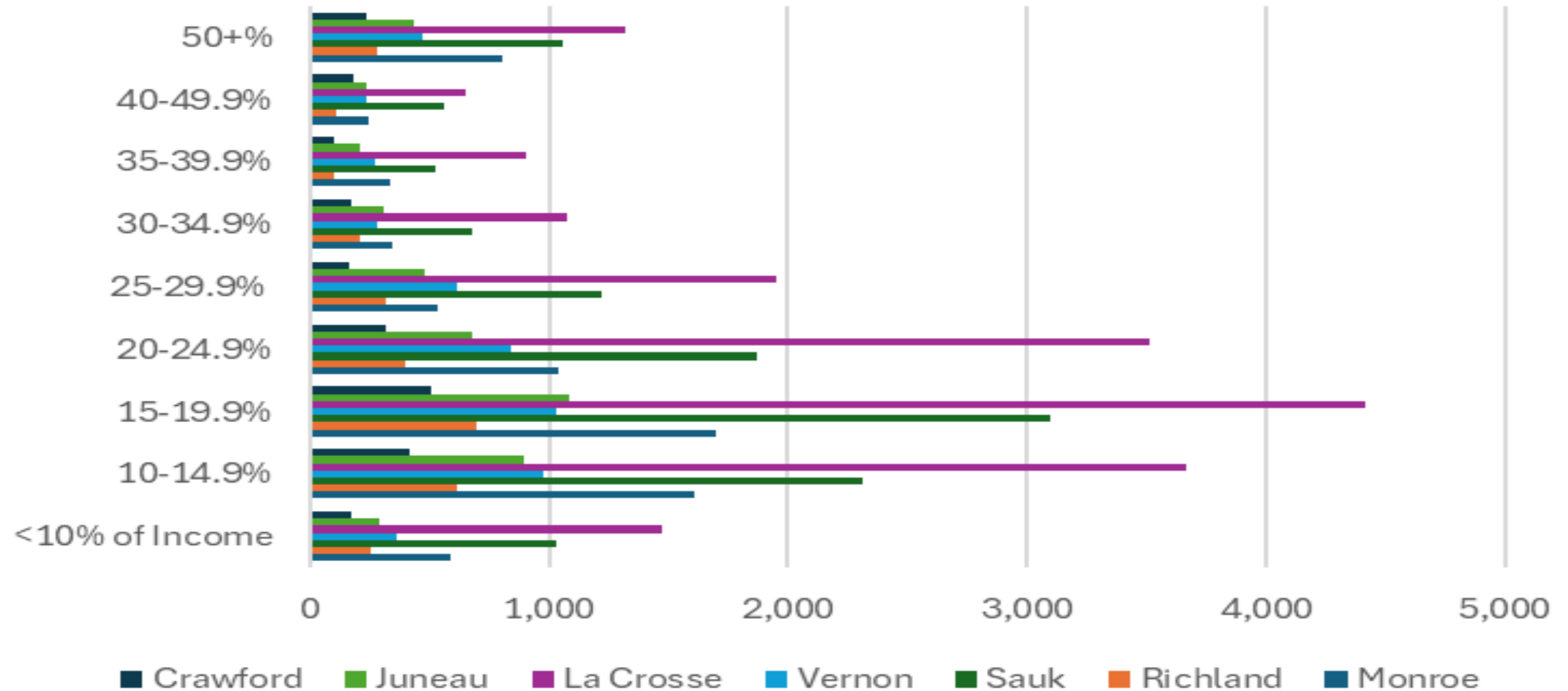
Employment by Industry

Industry	Monroe	Richland	Sauk	Vernon	La Crosse	Juneau	Crawford
Agriculture (ACS 5-Yr)	1196	510	984	751	494	461	430
Mining (ACS 5-Yr)	312	7	125	7	26	42	69
Construction (ACS 5-Yr)	1722	505	2600	1139	3286	716	546
Manufacturing (ACS 5-Yr)	4070	1866	5330	1985	7516	2166	1499
Wholesl Trade (ACS 5-Yr)	563	157	920	445	2249	352	188
Retail Trade (ACS 5-Yr)	2393	1017	4518	1508	9478	1323	981
Transportatn (ACS 5-Yr)	1233	340	1320	618	1945	720	229
Utilities (ACS 5-Yr)	105	74	261	161	416	103	22
Information (ACS 5-Yr)	318	52	312	282	953	103	68
Finance/Insur (ACS 5-Yr)	494	226	1250	441	3033	279	228
Real Estate (ACS 5-Yr)	266	54	460	93	945	218	45
Prof/Tech (ACS 5-Yr)	507	230	1538	414	2601	313	162
Management (ACS 5-Yr)	3	0	16	2	24	0	6
Admin/Waste (ACS 5-Yr)	376	204	820	325	2030	265	346
Educ Services (ACS 5-Yr)	1386	529	2204	1037	6410	777	419
Health Care (ACS 5-Yr)	3402	1225	4578	2792	12050	1755	897
Arts/Entertn (ACS 5-Yr)	211	129	958	177	851	374	116
Accom/Food (ACS 5-Yr)	1035	355	3280	586	4556	790	348
Other Srvcs (ACS 5-Yr)	880	268	1235	535	2635	514	182
Public Admin (ACS 5-Yr)	1317	289	1512	545	2184	915	306

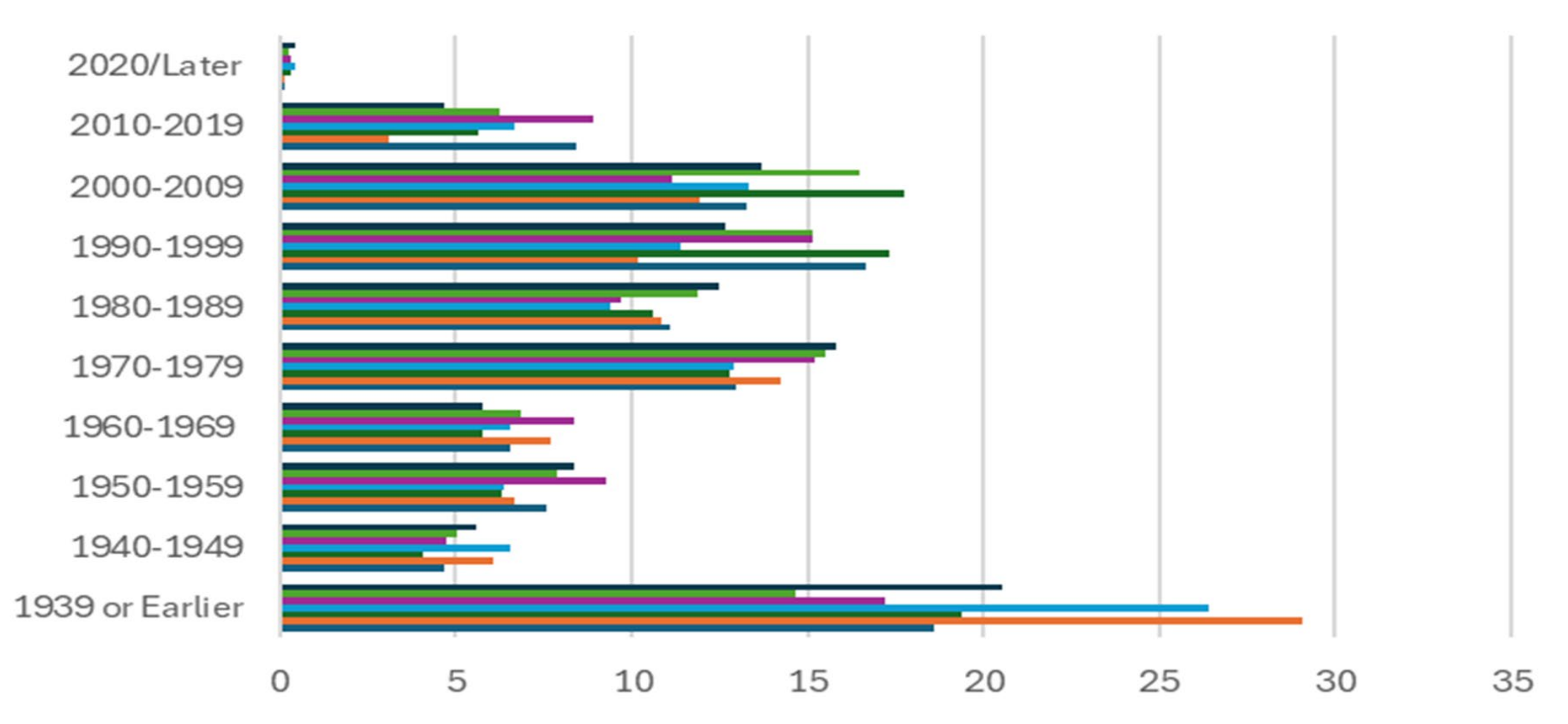




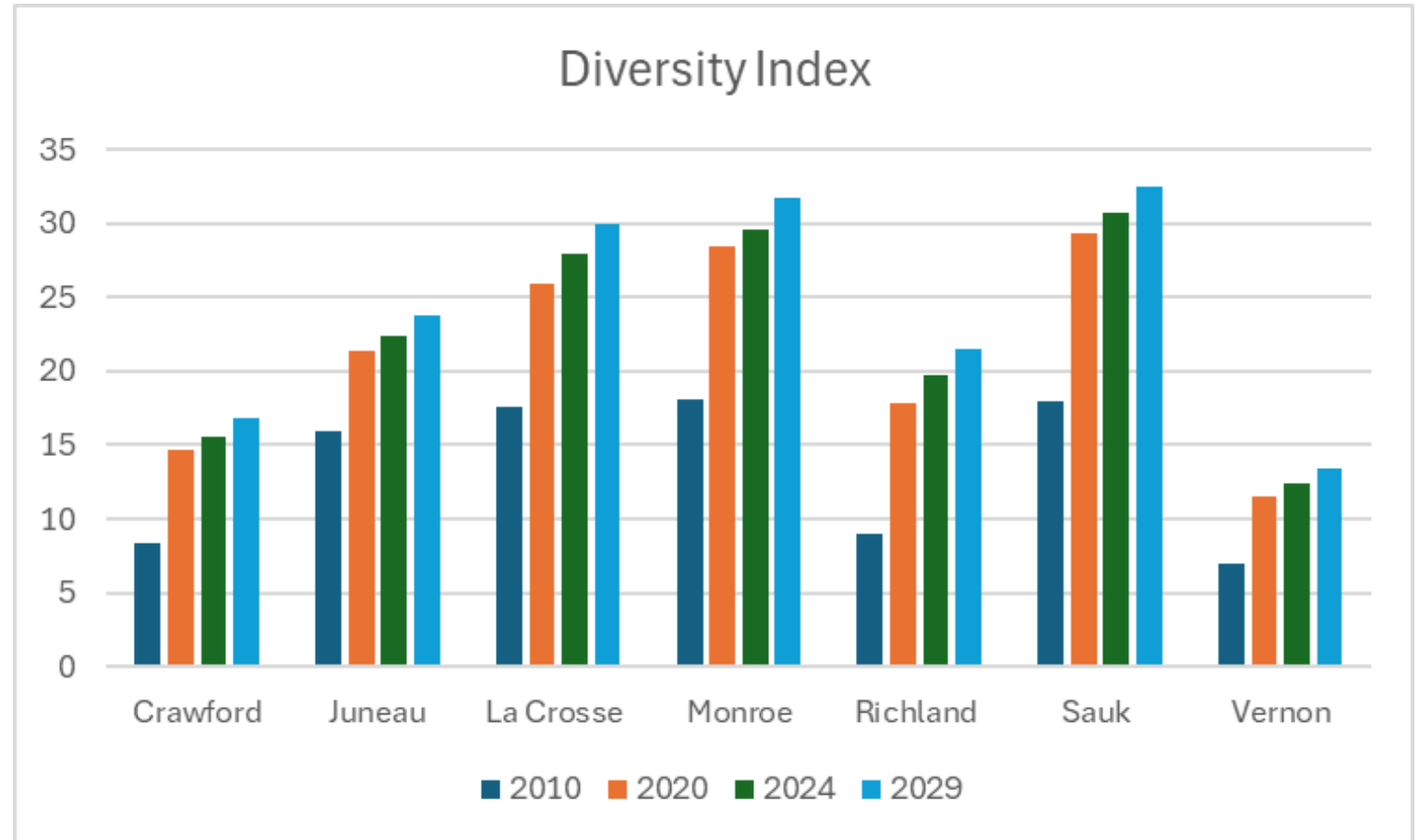
Mortgage as a % of Salary



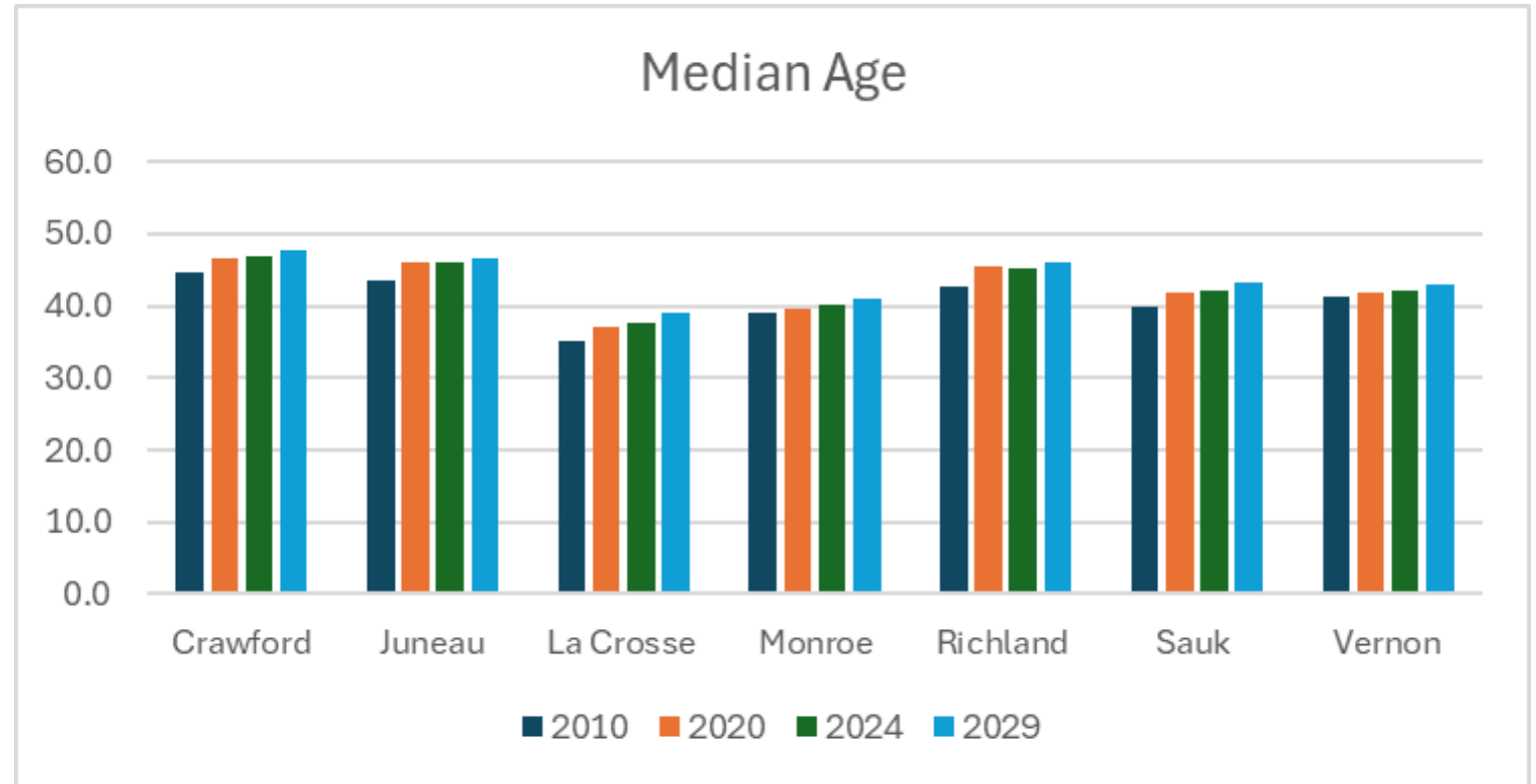
Year Property Built



Diversity



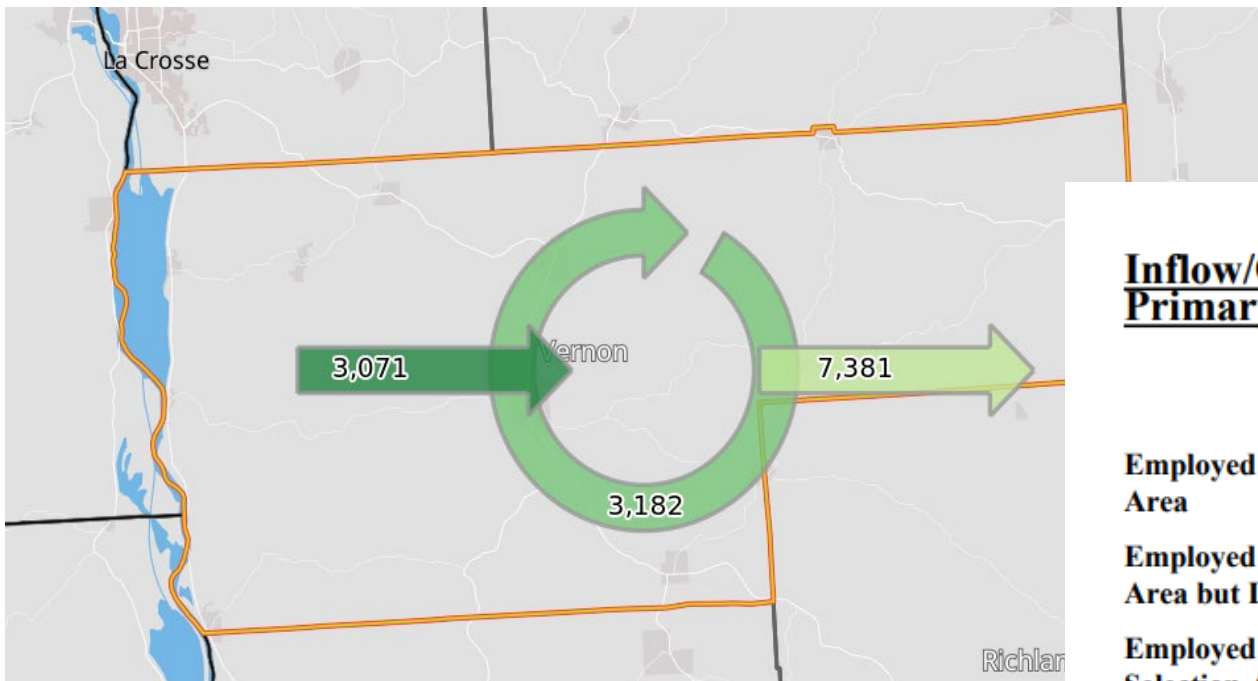
Median Age



Employment



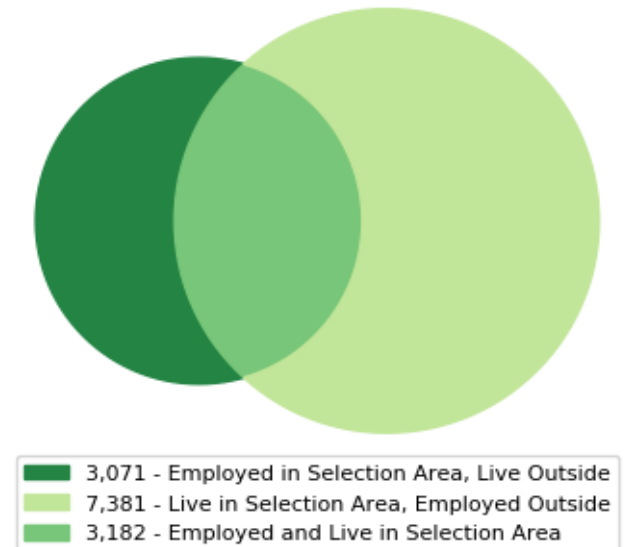
Transportation Inflow / Outflow - Vernon



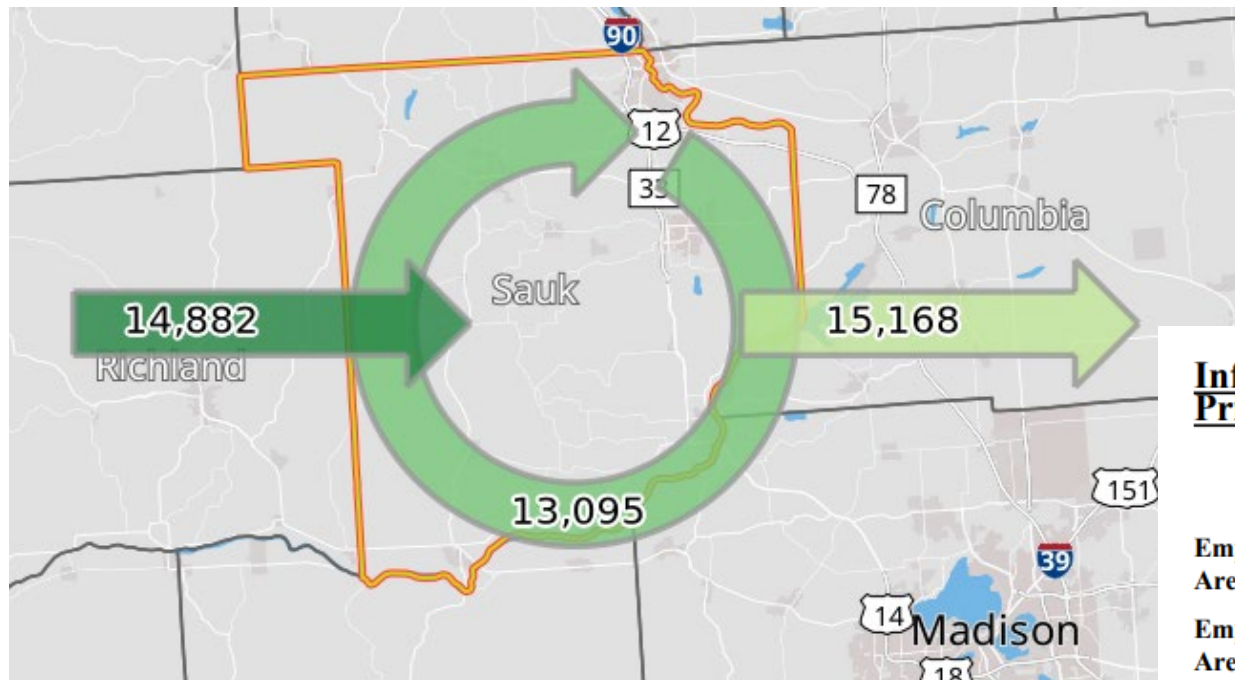
Inflow/Outflow Job Counts (Private Primary Jobs)

	2022	
	Count	Share
Employed in the Selection Area	6,253	100.0%
Employed in the Selection Area but Living Outside	3,071	49.1%
Employed and Living in the Selection Area	3,182	50.9%
Living in the Selection Area	10,563	100.0%
Living in the Selection Area but Employed Outside	7,381	69.9%
Living and Employed in the Selection Area	3,182	30.1%

Inflow/Outflow Job Counts in 2022
All Workers



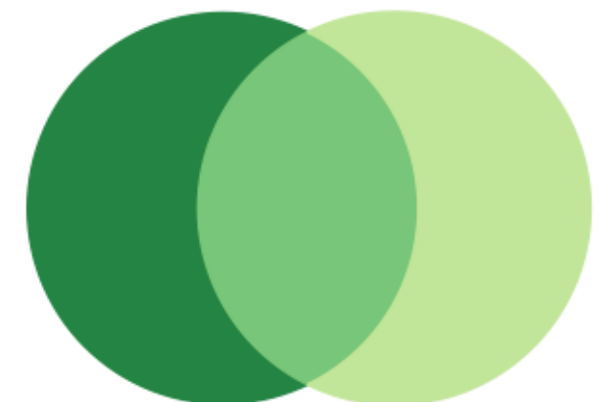
Transportation Inflow / Outflow - Sauk



Inflow/Outflow Job Counts (Private Primary Jobs)

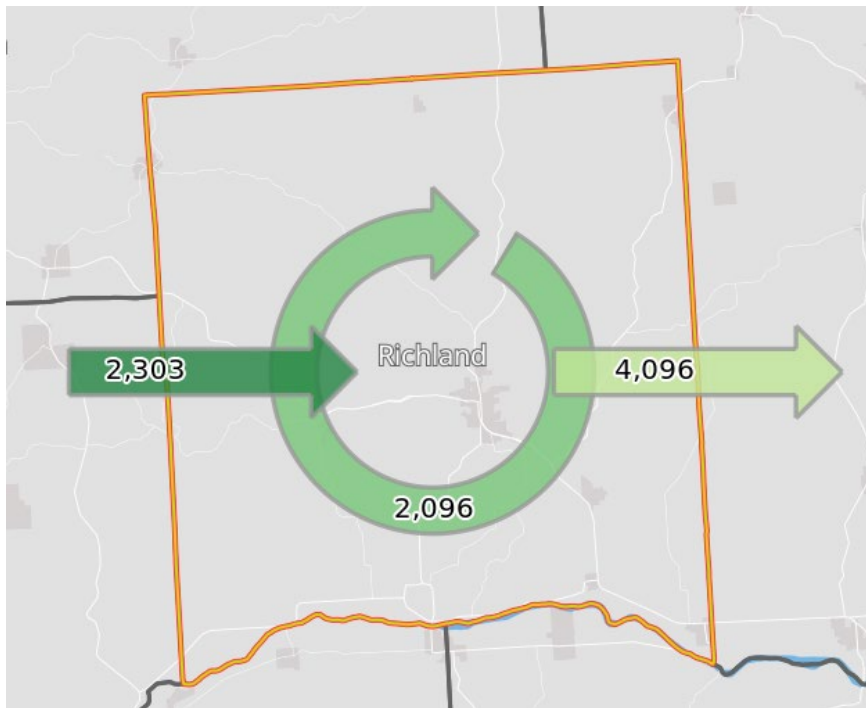
	2022	
	Count	Share
Employed in the Selection Area	27,977	100.0%
Employed in the Selection Area but Living Outside	14,882	53.2%
Employed and Living in the Selection Area	13,095	46.8%
Living in the Selection Area	28,263	100.0%
Living in the Selection Area but Employed Outside	15,168	53.7%
Living and Employed in the Selection Area	13,095	46.3%

Inflow/Outflow Job Counts in 2022
All Workers



14,882 - Employed in Selection Area, Live Outside
15,168 - Live in Selection Area, Employed Outside
13,095 - Employed and Live in Selection Area

Transportation Inflow / Outflow - Richland



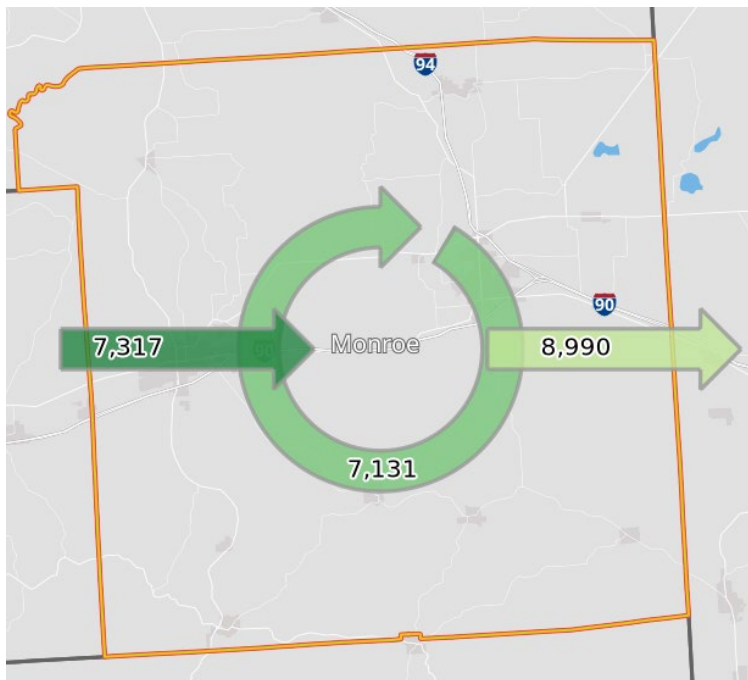
Inflow/Outflow Job Counts (Private Primary Jobs)

	2022	
	Count	Share
Employed in the Selection Area	4,399	100.0%
Employed in the Selection Area but Living Outside	2,303	52.4%
Employed and Living in the Selection Area	2,096	47.6%
Living in the Selection Area	6,192	100.0%
Living in the Selection Area but Employed Outside	4,096	66.1%
Living and Employed in the Selection Area	2,096	33.9%

Inflow/Outflow Job Counts in 2022
All Workers



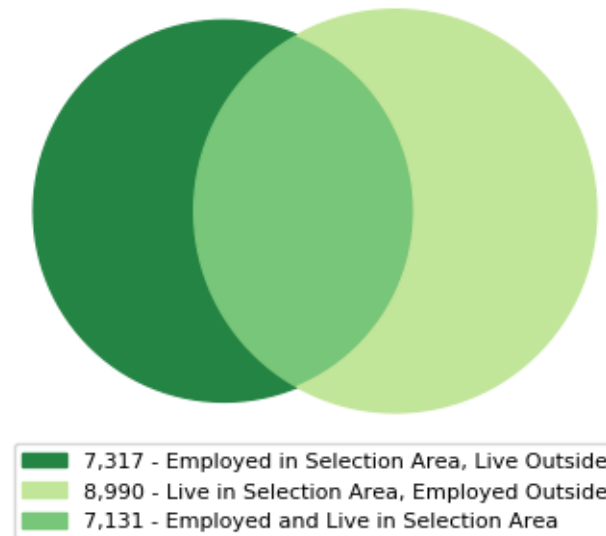
Transportation Inflow / Outflow - Monroe



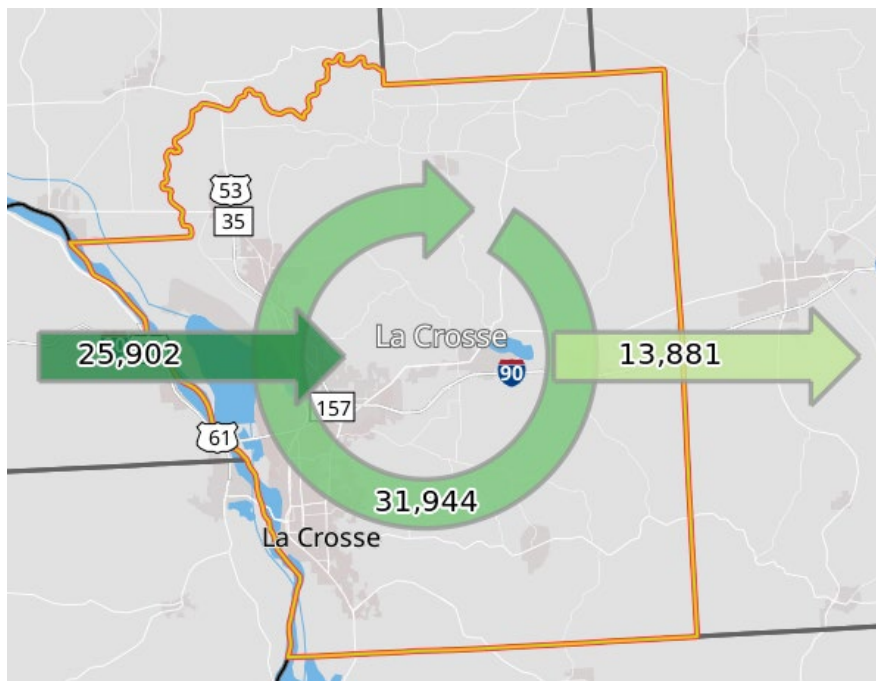
Inflow/Outflow Job Counts (Private Primary Jobs)

	2022	
	Count	Share
Employed in the Selection Area	14,448	100.0%
Employed in the Selection Area but Living Outside	7,317	50.6%
Employed and Living in the Selection Area	7,131	49.4%
Living in the Selection Area	16,121	100.0%
Living in the Selection Area but Employed Outside	8,990	55.8%
Living and Employed in the Selection Area	7,131	44.2%

Inflow/Outflow Job Counts in 2022
All Workers



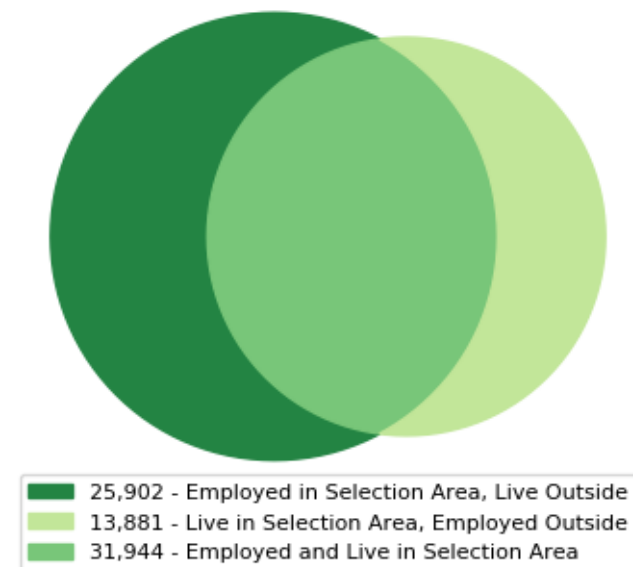
Transportation Inflow / Outflow – La Crosse



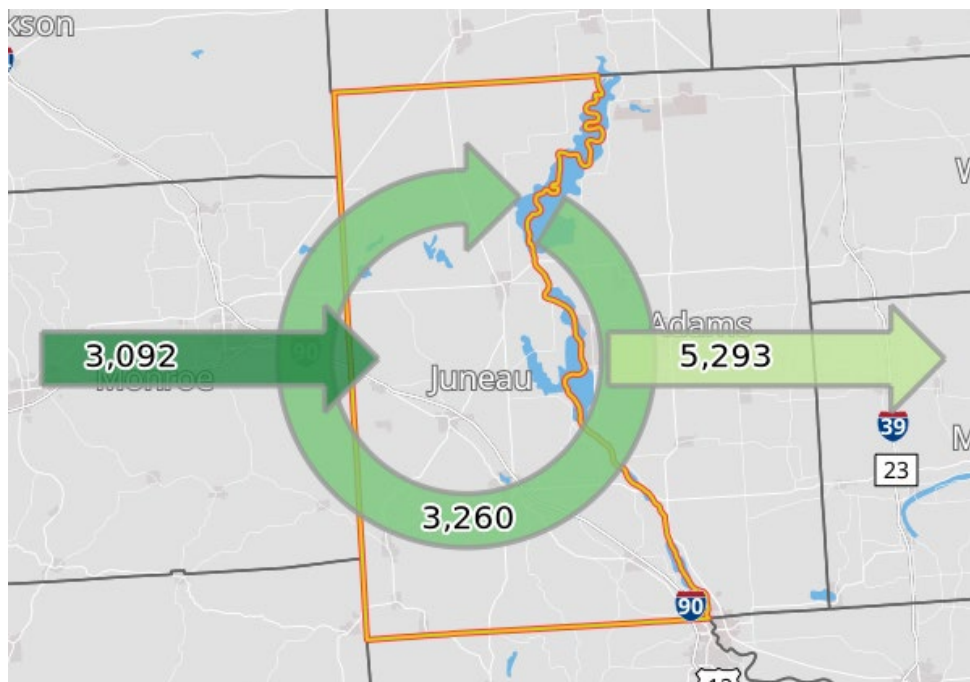
Inflow/Outflow Job Counts (Private Primary Jobs)

	2022	
	Count	Share
Employed in the Selection Area	57,846	100.0%
Employed in the Selection Area but Living Outside	25,902	44.8%
Employed and Living in the Selection Area	31,944	55.2%
Living in the Selection Area	45,825	100.0%
Living in the Selection Area but Employed Outside	13,881	30.3%
Living and Employed in the Selection Area	31,944	69.7%

Inflow/Outflow Job Counts in 2022
All Workers



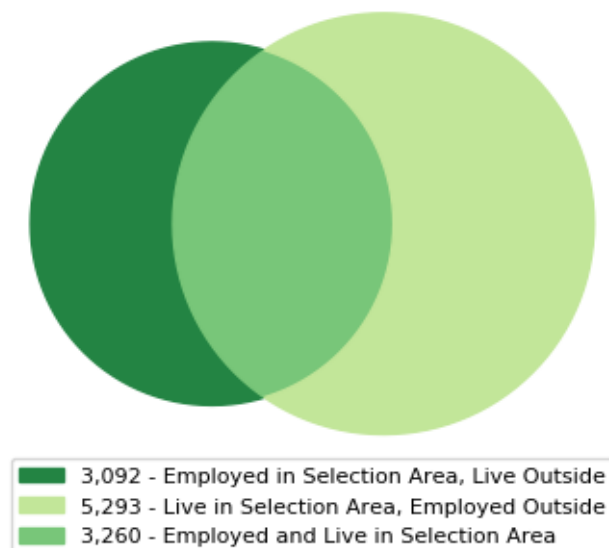
Transportation Inflow / Outflow - Juneau



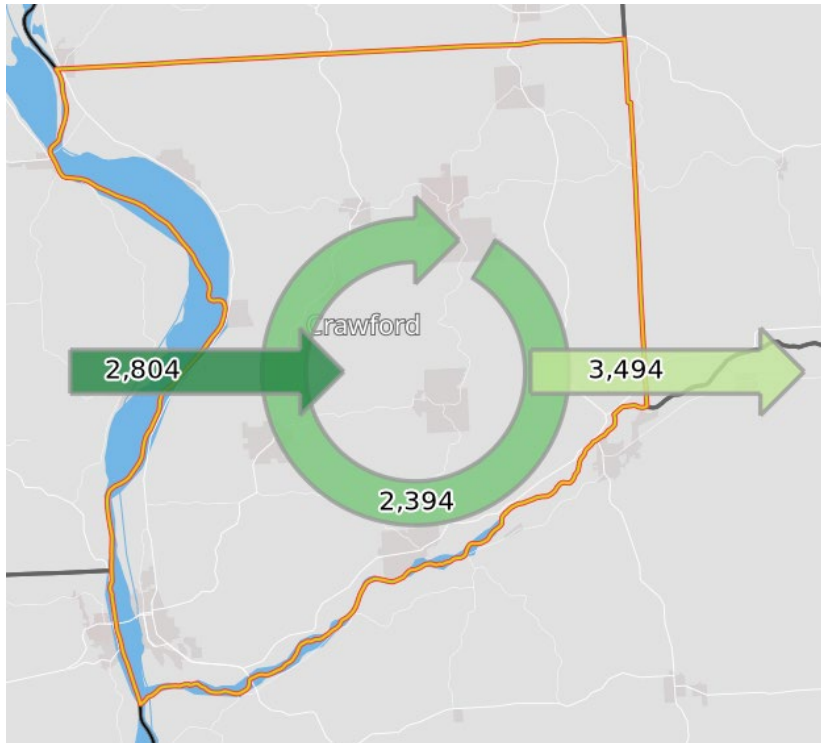
Inflow/Outflow Job Counts (Private Primary Jobs)

	2022	
	Count	Share
Employed in the Selection Area	6,352	100.0%
Employed in the Selection Area but Living Outside	3,092	48.7%
Employed and Living in the Selection Area	3,260	51.3%
Living in the Selection Area	8,553	100.0%
Living in the Selection Area but Employed Outside	5,293	61.9%
Living and Employed in the Selection Area	3,260	38.1%

Inflow/Outflow Job Counts in 2022
All Workers



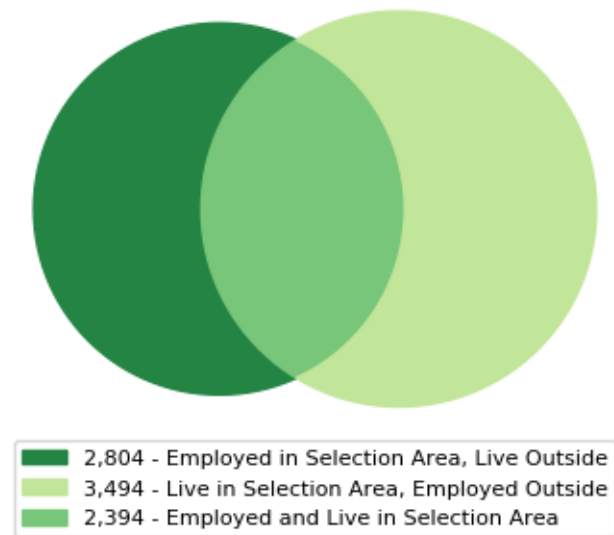
Transportation Inflow / Outflow - Crawford



Inflow/Outflow Job Counts (Private Primary Jobs)

	2022	
	Count	Share
Employed in the Selection Area	5,198	100.0%
Employed in the Selection Area but Living Outside	2,804	53.9%
Employed and Living in the Selection Area	2,394	46.1%
Living in the Selection Area	5,888	100.0%
Living in the Selection Area but Employed Outside	3,494	59.3%
Living and Employed in the Selection Area	2,394	40.7%

Inflow/Outflow Job Counts in 2022
All Workers





Education for Housing Literacy



Collaborative Strategy Development



Other Things to Consider

Contact Information



Charlotte Peters

Community Development Extension Educator

Pronouns: She, Her, Hers

Extension La Crosse County

212 6th St N Suite 2200, La Crosse, WI 54601

Phone: 608.785.9593 | Fax: 608.789.4808

charlotte.peters@wisc.edu



Extension

UNIVERSITY OF WISCONSIN-MADISON
LA CROSSE COUNTY



Policy Strategies to Support Smart Growth & Rural Housing

Dillon Constant

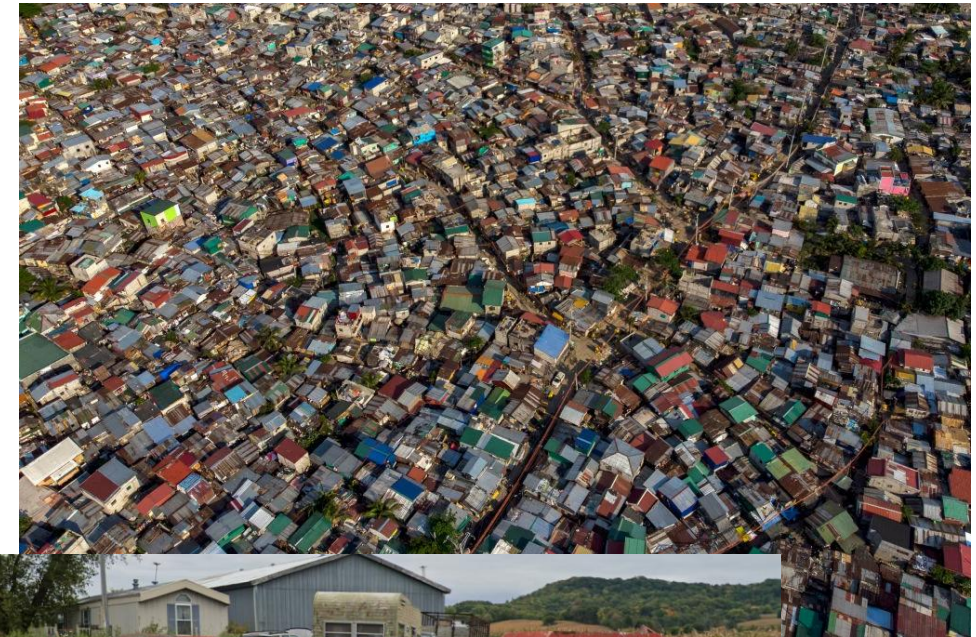
County Planner, La Crosse County, WI

May 5th, 2025

Planning & Zoning Background

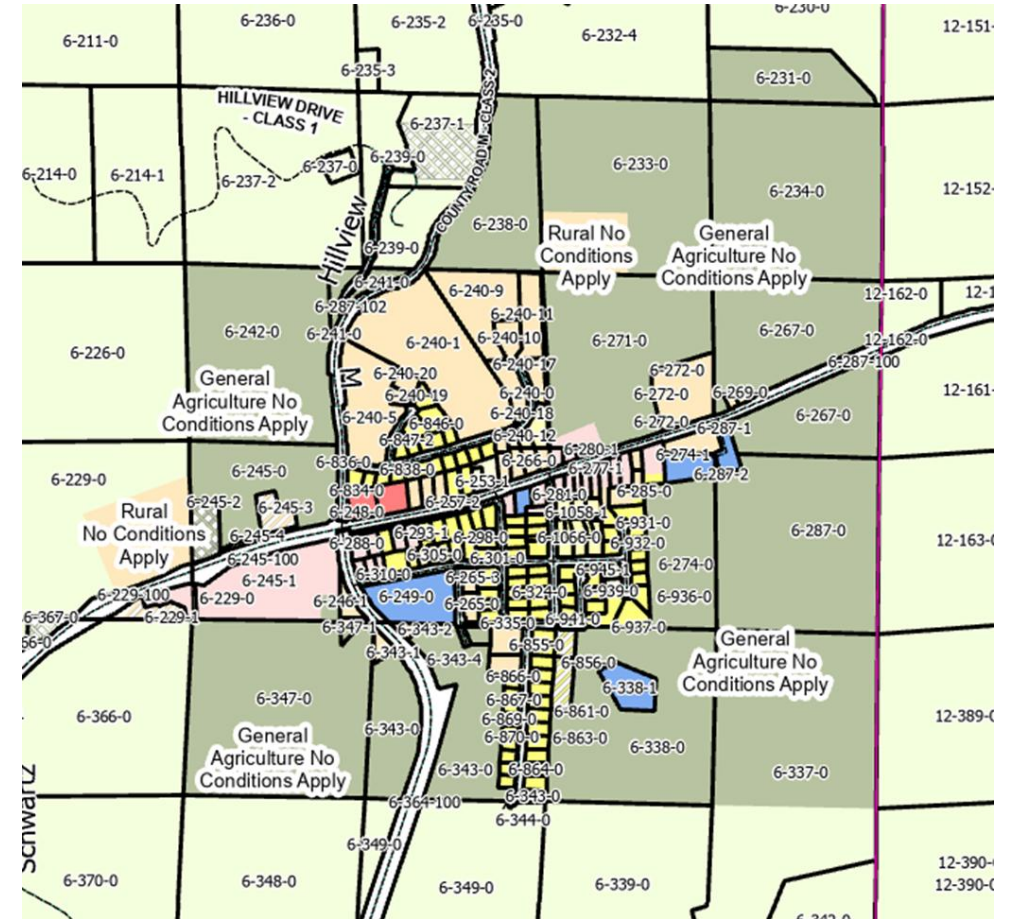
Land Use Planning

- Why?
 - Public health, safety, welfare
 - Nuisances/conflicts
 - Infrastructure/service costs & quality
 - Orderly development/community vision



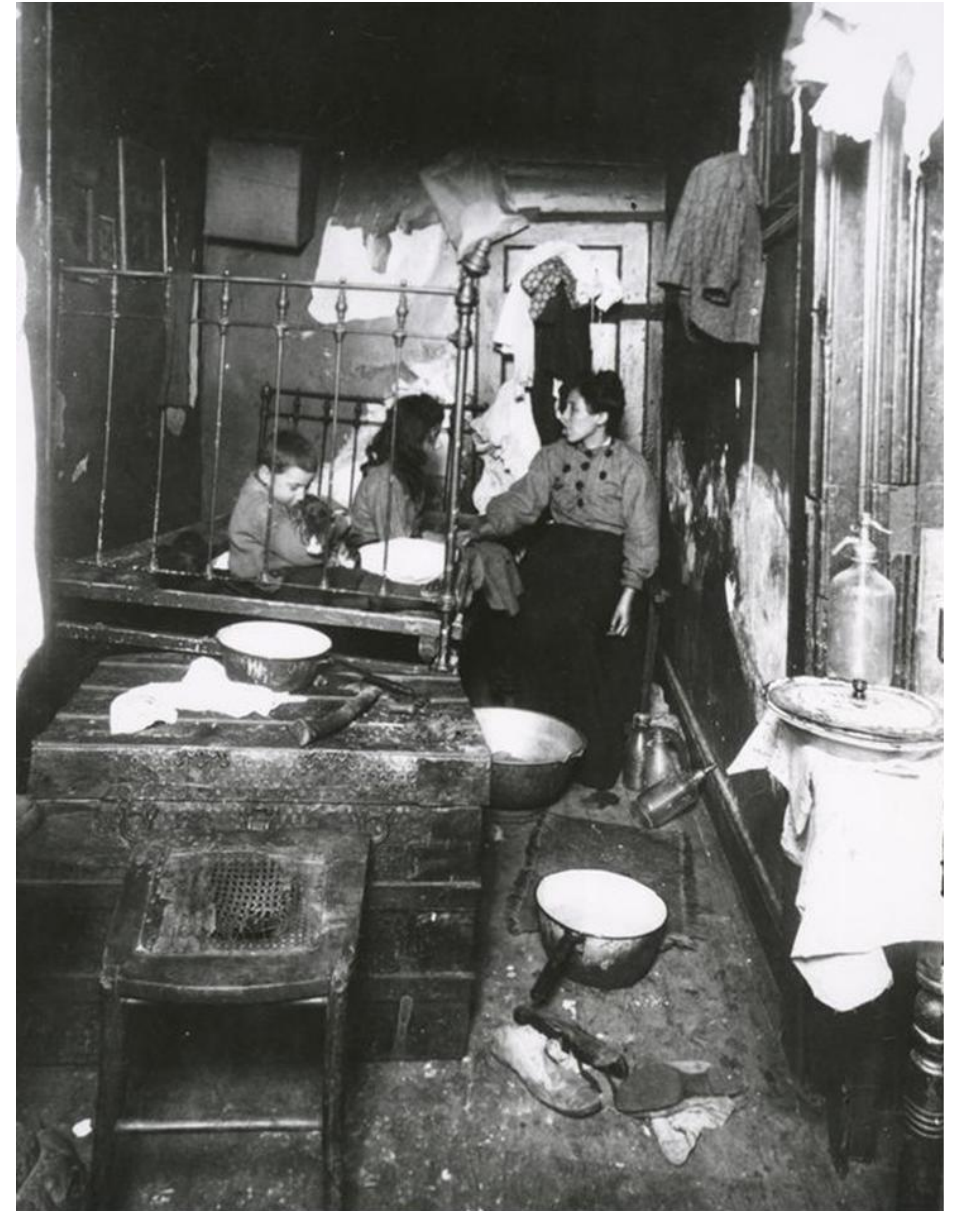
Planning Tools

- Policies:
 - Zoning
 - Subdivision
 - Health
 - Building
- Incentives:
 - TIF, grants/loans, density bonuses
- Plans:
 - Comprehensive Plan, transportation plans, etc.



Zoning Background

- Local “police” powers
 - Dimension & use standards
 - Where uses occur
- Zoning spread, 1920’s-1950’s
 - Wisconsin, 1913
 - US Supreme Court, *Euclid v. Ambler* (1926)
 - Old Policies



Source: ephemeralnewyork.com

Zoning Must Achieve a “Balance”

- Proactive
- Community vision/character
- Local control
- Uniformity
- Public spaces & services
- Reduced infrastructure costs
- Efficient land use
- Congestion management
- Safer transportation
- Public feedback
- Farmland preservation
- Environmental protection
- Ability to slow rapid growth



Source: AdobeStock.com

- Individual land rights
- Flexibility
- More nuisances/disputes
- More land use conflicts
- More building variety
- Less bureaucracy
- Less accountability
- Sprawl

Policy Strategies to Increase Housing Supply

Factors Affecting Housing Supply

- Housing costs rising. What's changed? Not Zoning.
 - La Crosse Co. med. home value up 157.1% 2000-2021.

- Macro-Economic Factors:
 - Labor force
 - Lack of competition
 - Inflation, wage stagnation
 - Globalization/materials supply
 - Private equity (REITs)
 - Long-term effect of policies
 - Supply ↓ since 2007
 - Family size ↓, population ↑

- NIMBY-ism



Are Zoning Policies for Housing Out of Balance?

- Old policies limit housing options, ↑ sprawl, & segregate
- “Missing middle” - Lack of options for young families, aging people, middle-class
- Policy updates *might* alleviate supply barriers
- Decided by politicians, residents
 - Political will is required

How Do Communities Achieve Balanced Policies for Housing?

- “Smart” Growth = options & efficiency
- Zoning AND subdivision AND building code updates
- Everyone needs a home - ensure there are options
 - SF is not desirable or feasible for all
 - ~75% of residential land is zoned for only SF in US
 - Subsidies
- More **DENSITY** = more supply & options AND more tax base/acre

Strategies to Increase Rural Housing Density

- Reduce dimensional “minimums”
- Cluster subdivisions
- *Conservation subdivisions
- Mix uses and densities
- Planned “town centers”
- Zero lot lines
- Regional transit/TOD
- Leverage sanitary districts
- Limit development to existing infrastructure
- Boundary agreements
- Pre-approved building plans
- Expedite review processes
- ADUs as authorized use
- TDRs

Minimum lot size for well & septic = big barrier to rural density

Many desirable places are not legal under policies favoring SF homes

- If you like this:



Sun Prairie, Wisconsin

- You might:
 - Reduce minimum setbacks
 - Increase maximum height
 - Require sidewalks
 - Multifamily as authorized use
 - Reduce parking minimums
 - Reduce floor area ratio/open space requirements
 - Consider density bonuses
 - Advocate for state building code reform

- If you like this:



- You might:
 - Reduce minimum setbacks, allow zero-lot lines
 - Reduce floor area ratio/open space requirements
 - Reduce minimum lot size per unit
 - Advocate for state building code reform

- If you like this:

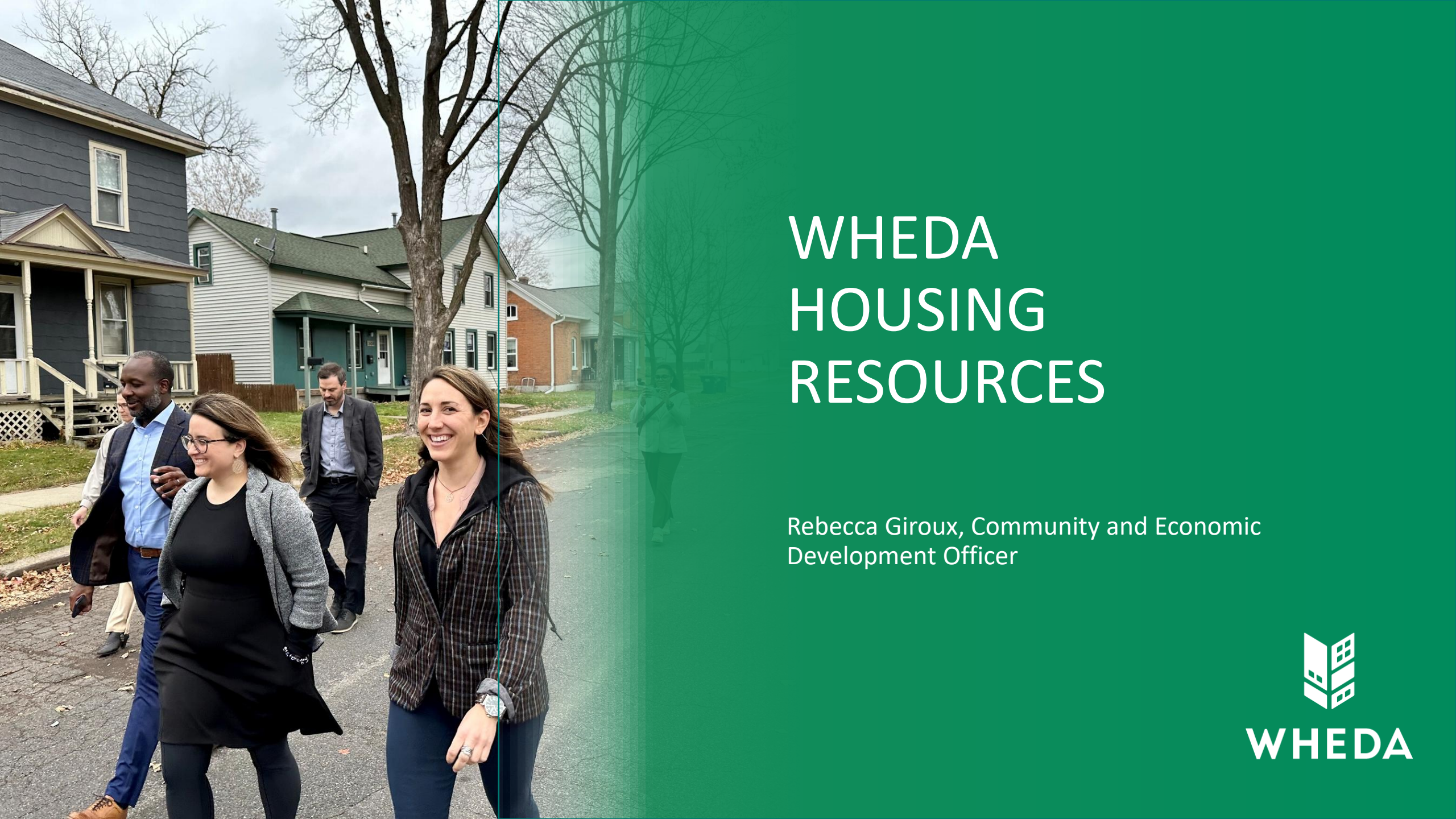
Peninsula Neighborhood, Iowa City, Iowa



- You might:
 - Establish Plan Unit Development overlay zone
 - Reduce minimum setbacks
 - Reduce parking minimums
 - Allow rear alley parking
 - Reduce floor area ratio/open space requirements

Simple Steps to Modernize Land Use Policies

1. Identify needs in a plan, outreach
2. Have experts & advocates lead
3. Research best practices
4. Establish stakeholder review team,
draft updates
5. Engage residents
6. Adoption



WHEDA HOUSING RESOURCES

Rebecca Giroux, Community and Economic
Development Officer



WHEDA

MISSION AND HISTORY

WHEDA was created in 1972 by the state legislature

Our Mission is to help Wisconsin thrive by expanding access to affordable housing choices.

Strategic Priorities:

We put people first.

We do what only we were created to do.

We protect housing as a core human need.



123,864

of affordable housing units needed in Wisconsin

FISCAL YEAR '24 IMPACT



SINGLE FAMILY

- In FY24, WHEDA funded \$596,012,932 in first mortgages, setting all-time record
- Helped 2,966 people become homeowners
- 138 Lending Partners



COMMERCIAL LENDING

- Awarded \$35 million in Housing Tax Credits
- Funded 23 developments in 14 counties
- Provided 1,383 new affordable homes



WHEDA FOUNDATION GRANTS

- Awarded \$2 million to 53 organizations
- Supports emergency/transitional housing or permanent housing.



AFFORDABLE HOUSING RESOURCES



Housing Tax Credits



Single Family Lending



Multifamily Debt Financing



SNAPSHOT OF NEW LOAN PROGRAMS



VACANCY-TO-VITALITY

Vacancy-to-Vitality Loan

Converts vacant and underutilized commercial properties to housing.



**INFRASTRUCTURE
ACCESS**

Infrastructure Access Loan

Covers the costs of installing, replacing, upgrading, or improving public infrastructure related to workforce housing or senior housing.



**RESTORE
MAIN STREET**

Restore Main Street Loan

Rehabs second and third-floor rental housing over commercial space.



HOME REPAIR & REHAB

More Like Home Repair & Renew

Improves or restores single-family homes to a decent, safe, and sanitary condition.



Campus Reconfiguration Committee

Agenda Item Cover

Agenda Item Name: Request for Proposal Process Presentation by Southwestern Wisconsin Regional Planning Commission

Department:	Administration	Presented By:	Troy Maggied and Kate Koziol and Tricia Clements
Date of Meeting:	June 4, 2025	Action Needed:	Discussion
Date submitted:	May 30, 2025	Referred by:	Tricia Clements

Recommendation and/or action language: Review the presentation by Southwestern Wisconsin Regional Planning Commission.

Background: The Campus Reconfiguration Committee has requested to have options presented to them on next steps for the campus property. Southwestern Wisconsin Regional Planning Commission has put together an option for the county for a request for proposal process for the property.

Attachments and References: Richland Campus RFP Proposal

Financial Review: Total project cost would be \$8232.00.

(please check one)

☐	In adopted budget	Fund Number	
☐	Apportionment needed	Requested Fund Number	
☒	Other funding Source		
☐	No financial impact		

Department Head

Administrator, Tricia Clements

RICHLAND CAMPUS

RFP PROPOSAL



SOUTHWESTERN WISCONSIN
REGIONAL PLANNING
COMMISSION

Firm Profile

SWWRPC has a successful 55-year history of supporting the needs of communities across southwestern Wisconsin. We have institutional knowledge that allows us to guide communities into a new future while respecting the culture and traditions of the past. Our Board of Commissioners consist of three representatives from each of our counties who are themselves residents and leaders in the region. This governance structure and staffing plan help us stay grounded in the needs of southwestern Wisconsin. The current SWWRPC Strategic Plan (www.swwrpc.org/about-us) identifies the top five priorities informing our work. These strategies are reflected in our Vision, Mission, and Core Values.

Strategic Priorities: 2023-2033

- **Strategy 1:** Build resilient communities and organizations through activities that position the region to attract new populations, enhance economic diversity, adapt to the local and national impacts of climate change, and empower them to thrive in a complex and uncertain future.
- **Strategy 2:** Grow the economy through our unique role in the region, such as our partnership with the US Economic Development Administration (EDA), and by adding value to our partners' work by advising on project enhancements that lead to increased sustainability and greater return on community investments.
- **Strategy 3:** Create, and facilitate the creation of, new collaborative partnerships that build resiliency through reduced expenses and improved efficiencies among local government and non-profit partners.
- **Strategy 4:** Maintain capability and capacity to execute on this strategy.
- **Strategy 5:** Enhance the decision-making ability of local organizations through the provision of quality data, maps, scenario planning, and strategic thinking.

Mission, Vision, and Values

Mission: *"The Southwestern Wisconsin Regional Planning Commission works to build a resilient southwestern Wisconsin through the creation of economic diversity, support for innovation, and development of locally-led strategic initiatives implemented by collaborative partnerships grounded in common purpose."*

Vision: *"The Southwestern Wisconsin Regional Planning Commission is recognized for delivering innovative long-range planning services that promote resiliency through collaborative partnerships and competitive strategic positioning of our communities and organizations. We are led by an inter-disciplinary team of knowledgeable professionals dedicated to building the capacity required for our communities to thrive."*

Core Values:

- We are service-driven
- We seek to be effective
- We embrace challenges
- We work with integrity, and provide unbiased views
- We are future-focused and take the long-view
- We are life-long learners
- We aspire to deliver the high-quality service

Scope of Work

This proposal is to support the development of an RFP for real estate developers that can take on the former UW Platteville – Richland Campus project, making recommendations as to the reuse of the current buildings, removal or rejuvenation as appropriate, details on steps, outcomes and associated costs. The proposed work of SWWRPC would include vetting the incoming responses from developers and presenting consolidated overviews of the respondents to County Administration for review with the County Board for final selection of the real estate development firm.

RFP Development Work

The RFP would include all necessary details to support timely submissions from qualified real estate development firms. SWWRPC would draw on the expertise of our staff in managing these types of projects, our in-depth knowledge of the parcel being considered and the needs of the County as a whole. Our ability to screen and support potential respondents will streamline the process and support the timely and fair review of the proposals. The RFP will include the following details:

1. Introduction
 - a. Project Overview
 - b. Map(s) of Proposed Site
 - c. Project Objectives
 - d. Current state of the property (include links to facilities reports and the status of the bridges that access campus)
 - e. Relevant city and county planning guidance (comp plans, strategic plans, TIDs, and housing studies)
2. General Information
 - a. Timetable of Events
 - b. Deadlines
 - c. Proposal Format and Submission Requirements
3. Proposed development considerations
 - a. Development type and anticipated use (residential, commercial, etc.)
 - b. Regulatory considerations (zoning, floodplain, shoreland, etc.)
 - c. Demonstration of need
 - d. Ownership structure
4. County and City development parameters – what are these?
5. Developer Minimum Responsibilities/Requirements
 - a. Plan Development
 - b. Infrastructure Development
 - c. Development Agreement Parameters
 - d. Timing and Deadlines
6. Financial Incentives
 - a. Site Transfer Arrangements
 - b. Public Funds Request
7. Competitive Requirements and Scoring
 - a. Developer Ability and Track Record
 - b. Quality of References
 - c. Building Variety and Architectural Style
 - d. Funding Sources

8. Security and Insurance Requirements
9. Submittal Requirements
10. Review Process and Selections Criteria
11. Contract Negotiations
12. Questions and Contact Person
13. Definitions

RFP Process

The first step in the project would be to meet with county leadership to further develop the project details and create an RFP in line with those goals and parameters. Upon review and approval by select county staff, SWWRPC would publish and promote the RFP in the appropriate channels. The RFP would be on the County website and would include a Q&A section that could track all questions that come in during the open RFP period.

Designated SWWRPC staff would be available to answer all incoming questions from Developers, they would work closely with the county staff to vet answers to questions, and they would uniformly publish the answers on the County website in the Q&A section. Upon closure of the RFP submission period, SWWRPC would review all the submitted proposals and prepare a rubric for key County staff and County Board would be able to clearly rank and rate the Proposals. Full copies of the Proposals would be available for County staff and County Board to review in complete detail.

Distribution and promotion of the RFP will include publishing on key online platforms, promotion to the press, publishing on the County website, and on the SWWRPC website. Social media will be used as appropriate.

We will align the RFP with the county's strategic plan, county comprehensive plan, local housing studies, and city comprehensive and tax increment plans. Because of our longstanding relationship with Richland County and our understanding of their goals, we are particularly suited to be highly effective on this project.

Deliverables

1. A robust RFP document that captures the project in detail.
2. Responsive collaboration with key County staff.
3. Professional representation of the County in RFP document gathering and question answering/posting.
4. Developer vetting and development of a consolidated RFP rubric to guide County-led selection of Developer.
5. Complete file transfer of all RFPs to the County for historical filing.

Timeline and Cost

We anticipate this project to be conducted in two phases: Phase 1: Development of the RFP and Phase 2: Promotion, Vetting, and Scoring the Applications. In the First Phase, we anticipate 2-3 meetings with County staff as we develop the RFP documents to gain consensus and finalize the RFP. In Phase 2 we will publish and promote the project, answer the interim questions from developers and dedicate time to rubric development and vetting of the respondents. We anticipate the cost for this project to be \$8232.00. Phase 1 will be \$4144.00 for the development of the RFP and Phase 2 will be \$4088.00 for the vetting, scoring and presentation of the applicants. Payment will be due upon completion of each phase.

Project Staffing

Our current staff bring local knowledge as well as a larger world view to this project. Through their diverse professional experience and collective institutional knowledge, we're well suited to guide the city through the planning processes outlined above. Additional staff not listed below may be brought on board throughout the course of the project. Resumes for all staff are attached at the end of this proposal.

Staff Qualifications

Kate Koziol - Economic Development Specialist

Kate will be the project manager and county's primary point of contact. As an economic development specialist, Kate is the lead economic development planner creating comprehensive economic development strategy plans and working closely with county and municipal officials to attract, develop and retain area businesses. She is also the lead on regional and local marketing efforts, assisting communities and counties on a broad spectrum of marketing tactics to attract new residents and visitors. She works closely with other regional agencies such as Prosperity Southwest and the Small Business Development Center on shared projects and objectives. Working for large organizations such as United Airlines and MeadWestvaco, as well as founding, scaling and selling a marketing communications company, has helped Kate develop strong management and business assessment skills. She has worked in the United States, Kenya and Belize assessing, coaching and growing entrepreneurial businesses. She has written several business ebooks on entrepreneurship and marketing. Kate is a summa cum laude graduate of the City Universities of New York Baccalaureate Program with a B.S. in Acting and Directing.

Troy Maggied - Executive Director

Troy brings planning, project management, and development experience from both the private and public sector, in both domestic and international settings. Troy has been a leader in Richland County strategic planning, comprehensive planning, and housing studies as well as leading Richland Center comprehensive planning. As Executive Director, he is accountable for the SWWRPC budget, revenue generation, financial reporting, talent attraction and retention, and aligning the organization's mission with the region. Troy has previously served as an assistant project manager on a \$60 million school construction program, a Community Planner for the U.S. Army Corps of Engineers, Planning and Zoning Administrator for Lafayette County, and spent three years as a U.S. Peace Corps Volunteer in the Kingdom of Tonga. He has a bachelor's degree in Construction Systems Management from The Ohio State University and a master's degree in Urban and Regional Planning from the University of Wisconsin-Madison.

Examples of Similar Projects

The projects listed below provide examples of our experience on similar projects and are included here due to their diversity of clients and similarity of scope, as well as demonstrated expertise in data, GIS resources, and public engagement.

- Procurement and Contract Management: We have brokered multiple procurement processes as an independent third party to ensure objectivity in the procurement process, and to ensure procurement complies with all federal, state, and local procurement policies. We have procured engineering, design, and marketing services for multiple Economic Development Administration (EDA) public works grants, Wisconsin Department of Natural Resources (DNR) Surface Water Planning Grants, and EDA planning and economic development projects. Procurement for recent projects and their associated project costs include the following:
 - 2019 Darlington EDA Public Works Grant: Project cost \$2,095,000
 - 2020 Dickeyville EDA Public Works Grant: Project cost \$3,584,781
 - 2021 Richland County EDA Planning Grant Graphic Design contract: Project cost \$10,000
 - 2022 Muscoda EDA Public Works Grant: Project cost \$2,777,275
 - 2022 Fancy Creek (Richland County) Surface Water Planning Grant: Project cost \$12,000
 - 2023 Cassville EDA Planning Grant Branding contract: Project cost \$14,750
 - 2024 Fennimore EDA Public Works Grant: Project cost \$3,985,000
 - 2025 Shullsburg EDA Public Works Grant: Project cost \$2,200,000
- Comprehensive Planning:
 - [Shullsburg, 2022-2023](#): We continue to assist the city with plan implementation, including fiscal and technical consulting for new housing development and an industrial park expansion. Reference: Verne Jackson, Mayor.
 - [Monroe, 2015](#): We have recently been contracted to assist the city provide a 10-year update. This project will begin in April, 2025. Reference: Brittney Rindy, City Administrator.
 - [Richland Center, 2022](#): Heavy community engagement resulted in a plan focusing on operational efficiencies, such as the creation of a City Administrator position, and focused housing and community development initiatives. Reference: Jasen Glasbrenner, City Economic Development Director and Public Works Director.
 - [Richland County, 2024](#): This county update focused heavily on intergovernmental coordination between the county, City of Richland Center, and all 16 townships within the county. Reference: David Turk, County Board Chair.
- Outdoor Recreation Plans: A variety of community plans are available for review on our website. SWWRPC has also assisted with DNR grant writing, including successfully writing a \$250,000 Knowles-Nelson Stewardship Grant to fund the Dickeyville splash Pad.
- Strategic Planning:
 - [Richland County, Wisconsin, 2021](#): This county update focused heavily on intergovernmental coordination between the county, City of Richland Center, and all 16 townships within the county. Reference: David Turk, County Board Chair.
 - [Green County, Wisconsin, 2024](#): The process was prompted by significant turnover in county leadership positions as well as growing fiscal and workforce challenges. We are currently providing assistance with implementation of several initiatives. Reference: Jody Hoesly, County Board Supervisor, and Jerry Guth, County Board Chair.
- 2024 Housing Studies: With funding support from member counties and Prosperity Southwest, SWRWPC was able to conduct an update to over 30 housing studies in 2024. These studies were necessary due to the significant market shifts that occurred during the pandemic. The process also included development of the Housing Storymap noted above. Reference: Olivia Otte, Executive Director of Green County Development Corporation and President of Prosperity Southwest.