

REQUEST FOR PROPOSALS

Southwest Louisiana
Comprehensive Housing Study
and Needs Analysis

Proposals due:
Friday, February 27, 2026
By 4 PM

REQUEST FOR PROPOSALS
COMPREHENSIVE HOUSING STUDY AND NEEDS ANALYSIS
SOUTHWEST LOUISIANA REGION

The Calcasieu Parish Public Trust Authority (CPPTA) is soliciting proposals for a Comprehensive Housing Study and Needs Analysis for the Southwest Louisiana Region. The results of this Housing Study and Needs Analysis will help decision-makers, stakeholders and community members develop a meaningful sense of the housing market as well as an understanding of key housing issues. The study should provide a measured assessment of present and future unmet housing demand, focusing on informing a deeper understanding of short-to-mid-term housing demand (5-year, 10-year, 15-year) and related impediments to meeting demand including strategies to address them. The report is intended to offer community leaders, developers and stakeholders a basis for formulating community-specific housing priorities, policy alternatives, and intervention programming and partners.

ABOUT THE COMMUNITY/SERVICE AREA

The Region of Southwest Louisiana encompasses five parishes, specifically Calcasieu, Cameron, Beauregard, Allen and Jefferson Davis. According to the 2020 census, the Region's population was 313,951. The petrochemical industry is a dominating economic force in this area with LNG exporters growing in the area as well, according to Dr. Loren Scott's Economic Forecast. As a result of these thriving industries, there is a resulting employment sector in industrial construction for maintenance, repair, and construction work for these firms. Aircraft maintenance, repair, and overhaul, alongside the Chennault International Airport also create another large economic driver in the region in addition to the Port of Lake Charles. Finally, the gaming industry is a major economic player with three casinos and one racetrack in the region.

As the Southwest Louisiana region grows and expands the development of a new Calcasieu River Bridge is an essential component. The bridge provides an vital connection between the east and west parts of Calcasieu Parish but was originally constructed in 1952. The Louisiana Department of Transportation and Development announced a public-private partnership in 2024 to build a new Calcasieu River bridge. The 5.5-mile corridor is an estimated \$2.1 billion project and is currently in the design and construction phase.

In addition, the Southwest Louisiana region was hard hit by multiple disasters in 2020 and 2021 that devastated the region. Hurricane Laura was the strongest hurricane to strike Louisiana since 1969, which was followed only a few months later by a second hurricane, an ice storm and then a flood. The impact from these disasters is still being felt five years later, although significant investment has been made in the area in disaster recovery funding and rebuilding efforts, including being selected for a Choice Neighborhood Implementation grant and for numerous Low-Income Housing Tax Credit developments.

FACTORS TO CONSIDER

The Southwest Louisiana Region is seeking proposals from applicants who have qualified staff, with a strong track record of success and history in demonstrating their ability to obtain, cultivate and analyze data surrounding population, economics and housing trends across a defined area. Strong applicants will

use their data analysis to project housing needs by type, location, size and price point. In addition, strong applicants will provide recommendations on how to increase housing productivity in terms of resources, training and/or policy recommendations.

The Regional Housing Study is being developed under the leadership of a Steering Committee, so strong applicants must demonstrate their ability to work with a team and with the general public to cultivate and assemble data. Further applicants should demonstrate their method and ability to work with social media, local media and the general public to disseminate results of the housing study including public and web-based presentations. Finally, the applicant should recommend and demonstrate their ability to update crucial housing data on a regular ongoing basis, and the proposal should discuss frequency and method for ongoing renewals.

SCOPE OF WORK

Suggested Research Questions (by parish and as a Region) include but are not limited to:

1. What are the demographics and characteristics of households living in our communities? What is the income level of households living in our communities now and in the future?
2. What can our communities expect with respect to economic, employment and population change in the next 2- 5 years? 10 years? 15 years?
3. Based on market information, what is the nature and extent of short-to-mid-term housing demand in our communities? Price range? New construction or rehab? Seniors? Families? Special Needs? Students? Young Professional? Affordable? New Americans? Temporary workers?
4. What lending/finance products are needed? Are local financial institutions actively providing mortgage/home repair loans in the Southwest Louisiana Region? What, if any, barriers, or impediments exist for these loan products, particularly for low and moderate-income and minority households?
5. After interviewing municipal staff and other stakeholders and analyzing relevant data, what is the status of the following issues and what impact does each issue have on housing in our communities:
 - Historic preservation of homes and neighborhoods
 - Abandonment of housing/structures had on SWLA communities?
 - Demolition of substandard and abandoned housing/structure had on SWLA communities?
 - Roads, sidewalks, broadband, and general infrastructure
 - Quality and accessibility of schools
 - Parks and recreational opportunities
 - Quality of Life opportunities
 - Code enforcements and/or restrictions
 - Community planning and zoning
6. To what extent is housing availability and suitability impacted by the following:
 - Individuals and families living with mental illness
 - Individuals and families living with disabilities
 - Individuals and families living in multi-generational households
 - Individuals and families living in poverty
 - Individuals and families living with drug and/or alcohol addiction
 - First-time home buyers

- Retirement age wanting to downsize
- Job availability
- Transportation and commuting
- Education
- Income attainment
- Competitive and affordable mortgage products

Previous studies, as well as third-party data and information, should be identified and reviewed to determine the current status and context as well as to validate the SWLA housing landscape. If the forecasts and information developed for this study differ from previously published studies or data for the community, note the reasons for the divergence. The most recent studies and data sources to be reviewed by the selected Consultant include:

- City-wide Affordable Multifamily Rental Housing Needs Analysis: Lake Charles, Calcasieu Parish, Louisiana from July 10, 2023
- Getting to Home: A Snapshot of Homeownership Opportunity in Louisiana from September 2023
- Accelerate SWLA: a strategic plan created by the SWLA Economic Development Alliance at: [Accelerate SWLA Strategic Plan - Chamber Southwest Louisiana](#)
- Just Imagine SWLA, a 50-year Master Plan for Calcasieu and Cameron parishes: [Master Planning — Community Foundation of Southwest Louisiana](#)
- Data and Reports available through the HC Drew Center for Business and Economic Analysis: quarterly data reports are available at [Quarterly Reports – McNeese Drew Econ](#)

Service Area

The area to be covered in the study is the Southwest Louisiana Region consisting of Allen, Beauregard, Calcasieu, Cameron and Jeff Davis parishes. Major consideration should be given to the housing demands and availability in each parish of the Region and its effect on the Regional Market.

Preferred Required Data Elements

The Consultant selected to complete the study is free to develop specific methodologies as they deem appropriate and reasonable. Use of as much available new census data as possible is required including sources the consultant may have access to. Additionally, related studies, reports, and data archived by the Steering Committee and partners should be incorporated to the greatest extent practical. In any event, the final document should, at a minimum, quantify the following data elements:

- Existing Housing Stock
 - By tenure – rent, own
 - By type – single, multi-family, manufactured
 - By value – property values, rents
 - By age and condition
 - By area—parish, rural, city, downtown, etc.
 - Vacancy rates

- Viability to meet future needs
- Housing Under Development including permitted housing, housing funded by State tax credits, disaster funds or similar, as well as projected planned developments such as Morgan Field and Greywood subdivisions.
- Other Housing Issues:
 - “Livability” as it pertains to accessibility and quality of recreational opportunities, transportation, city services, and other quality of life issues.
 - Affordable Housing – Low Income Housing, Tax Credit, Public Housing, Section 8, USDA
 - Senior/Assisted living options
 - Special Needs Housing, including information regarding the extent of homelessness and/or unmet housing needs
 - Housing market turnover/sales data (Average purchase price)
 - Building permit history (communities experience with new construction)
 - Infrastructure capacity/challenges including Broadband (if applicable)
 - Rental market analysis including information on existing rental properties over 4 units related to rents, vacancies, and amenities. Include information on pending developments and rental housing needs. Address the issue of the state of repair and decline/stability of housing stock and related infrastructure in specific neighborhoods.
 - Housing Demands (Short and Long Term)
 - Housing affordability compared to other markets and by parish and area.
 - Special Housing projects, i.e., seasonal housing, temp worker housing (“man camps”), small housing, manufactured homes, portable homes, remote housing, tax credit developments, etc.
 - Disaster impacts from 2020 & 2021 storms as well as results of disaster recovery investments.
- Population, and household demographics and growth trends – now and future (5 yr., 10 yr., 15 yr.)
 - Population by age
 - Households by income, age, size
- Migration patterns, including seasonal workers and commuter traffic where work moves from one LNG facility to another and employees follow changing commute patterns.
- Anticipated employment trends, including an analysis of the impact of the military base located in the SWLA region.
- Community patterns – employment and services (ex. education, retail, health care)
- What types of housing (i.e., owner-occupied, rental, market, assisted, elderly, special needs, workforce, student, young professional, New American, etc.) should be developed, pursued and supported? What is the number of supportable units needed in each community and at what price points?
- What types of housing (i.e., owner-occupied, rental, market, assisted, elderly, special needs, workforce, student, young professional, New American, etc.) will be needed in the short, medium, and long term?
- What best strategies can be used to address heirship, adjudication and/or title issues on property, including strategies to address properties damaged severely due to natural disasters?
- What best strategies might be implemented to address identified deficiencies in the maintenance and repair of both owner-occupied and privately owned rental properties?

- What best strategies might be implemented to address identified and perceived shortcomings of the city as it pertains to livability, marketability, and over-all quality of life?
- Recommendations (based on analysis of data collected)
- **The bottom line is, does the Southwest Louisiana Region have and/or is it developing adequate housing of all types to satisfy the needs of its resident now as well as 5, 10 and 15 years from now. If not, what housing is needed and what programs should/could the communities develop to facilitate said housing?**
- Lastly the proposal should outline the frequency and extent of a regular data update process. Should data be updated every 2, 3, or 5 years and to what extent should the data be updated to ensure progress is monitored, success measured and recommendations clarified?

Public Engagement

Develop online surveys, in person/virtual focus groups, or other methods for Southwest Louisiana residents to share their opinions and insights on what strategies should be developed to sustain and improve quality housing.

Facilitate public forum/town meetings to provide an opportunity for public input on future housing initiatives and what strategies should be developed to ensure safe, affordable, high-quality housing.

STUDY PROCESS AND TIMELINE

The Southwest Louisiana Region's comprehensive housing study and needs analysis will be overseen by the Calcasieu Parish Public Trust Authority (CPPTA) with support from the City of Lake Charles (COLC). Once chosen, the selected applicant will meet with the SWLA Housing Study Steering Committee to better define the results being sought and the methodology the applicant will use.

The applicant will provide preliminary findings to the Steering Committee at which time refinements to the study can be requested.

The applicant will provide a final report and presentation to the SWLA Housing Study Steering Committee.

The primary contacts for CPPTA and COLC are:

Tim Castle, Chairman
 Calcasieu Parish Public Trust Authority
 P.O. Box 1425
 Lake Charles, LA 70602
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 337-540-4488

Nicole Miller, Director
 Community Development
 City of Lake Charles
 P.O. Box 900
 Lake Charles, LA 70602
Nicole.miller@cityoflc.us
 337-491-1440

Timeline for Study Process

Working Group Publishes RFP	Friday 1/30/26
Response to RFP due	Friday, 2/27/26
Proposal Opening	Friday, 2/27/26
Interview of Responsive Candidates	Monday, March 16 and Tuesday, March 17
Selection of Consultant	Friday, March 27, 2026
Execution of Contract for Services	Wednesday, April 8, 2026
Submit/Present first draft for review to Working Group	Monday, August 31, 2026
Final presentation of material to Steering Committee	Thursday, October 15, 2026
Presentations to Partner agencies	Oct 16-Nov 19, 2026

Work Product

Upon completion of the focus groups and data analysis, the final report should be delivered to the Steering Committee both as a PDF file and in a bound hard copy consisting of a minimum of twenty-five (25) copies. An electronic copy of all presentation materials should be provided as well. Interim reports and documents shall be provided in an electronic format. All data, documents and information developed by the selected consultant shall be the property of Calcasieu Parish Public Trust Authority and its affiliates.

CRITERIA FOR EVALUATION OF PROPOSALS

Qualifications of Consultant	25 Points
<ul style="list-style-type: none">• Experience completing this type of housing demand analysis• Experience working with similar sized communities• Experience working with a Regional Group	
Proposed Study Methodology	25 Points
<ul style="list-style-type: none">• Sources of data• Interaction with community• Planned use of existing data and resources to maximize efficiencies• Timeline for delivery	
Understanding of RFP and Community Knowledge	25 Points
<ul style="list-style-type: none">• Community Context• Goals and purpose of study	
Cost of Services	25 Points
<ul style="list-style-type: none">• Provide breakout of costs to create comprehensive housing study• Provide breakout of costs to update the study every 5 years	
Total Possible Points	100 Points

A complete submission must address each question below:

1. Description of your firm's experience in providing similar services or studies in other areas of similar size without legal, technical, or budget issues.
2. Description of your firm's capacity to provide the appropriate resources and support to the Steering Committee and in acquiring the necessary data to complete the study. Does the firm have adequate staff with sufficient experience and resources?
3. Statement of qualifications, including summary of key personnel who would be directly involved in the study.
4. Description of your firm's experience with housing related analysis in particular, including knowledge of housing resources, types and data, as well as the firm's understanding of housing resources available in Southwest Louisiana.
5. Provide a timeline with key deliverables anticipated over the course of the project, including methods of acquiring data and cultivating community input across the five parishes. Timeline should also reference frequency and type of ongoing data updates recommended after completion of initial study.
6. Provide at least three professional references of clients who have engaged in similar type with the firm.
7. Provide a detailed budget for services to be offered. Provide a separate budget with an estimate of costs for ongoing data updates and recommended frequency of updates. (In a separate sealed envelope attached to submission)

The Steering Committee will review the completed applications and score them based upon the above criteria. Applicants that score in the top 15% will be invited to participate in an online or in person interview process with a few key stakeholders. Final selections will be made based upon performance in the interview and the scoring from the written application.

The CPPTA reserves the right to waive any irregularities or informalities, and the right to accept or reject any and all proposals, including, but not limited to, any proposal that does not meet bonding requirements, or proposals which do not furnish the quality, or offer the availability of materials, equipment or services as required by the specifications, description or scope of services, or proposals from offerors who lack experience or financial responsibility, or proposals not made to form. The CPPTA reserves the right not to award contracts to lowest and most responsive offeror and may require new proposals.

The CPPTA may rescind the award of any proposal within one week thereof or at its next regularly scheduled meeting, whichever is later, when the public interest will be served thereby.

Only sealed proposals received at the address below by email, mail or in person will be accepted; proposals submitted by telephone, telegram, and/or facsimile machines are not acceptable.

Response to this RFP is due to:

Tim Castle
Chairman, Calcasieu Parish Public Trust Authority
C/O Castle Real Estate
3519 Patrick St.
Lake Charles, LA 70605
tcastle@castlere.com

Proposals MUST be received no later than 4 PM on Friday, February 27, 2026