

DATE: January 8, 2007

REQUEST FOR PROPOSAL: **Consultant Services for an Affordable Housing Market Analysis**
(Greater Iowa City metropolitan area, Johnson County, IA)

PLEASE TAKE NOTE: THIS DOCUMENT CONSTITUTES A REQUEST FOR PROPOSALS, AND IS THUS A SOLICITATION FOR RESPONSES. CONVERSELY, THIS REQUEST FOR PROPOSAL IS NOT A BID AND IS NOT GOVERNED BY STATE OR FEDERAL BIDDING REQUIREMENTS.

MOREOVER, ANY ACCEPTANCE OF A PROPOSAL SHALL NOT RESULT IN A BINDING CONTRACT BETWEEN THE CITY AND THE PROPOSER, BUT INSTEAD WILL SIMPLY ENABLE NEGOTIATIONS TO TAKE PLACE WHICH MAY EVENTUALLY RESULT IN A MORE DETAILED AND REFINED CONSULTANT AGREEMENT OR CONTRACT BETWEEN THE PROPOSER AND THE CITY.

NOTICE TO PROPOSERS: Sealed proposals will be received at the Office of the City Clerk, 410 E. Washington Street, Iowa City, Iowa until the time and date specified below for:

Consultant Services for an Affordable Housing Market Analysis (Greater Iowa City metropolitan area, Johnson Co., IA)

Proposals must be made to the City as to how the Proposer intends to provide consultant services more specifically defined herein. The City retains the right to reject proposals as non-responsive, to ask for clarification, to enter into negotiation to discuss cost, scope of work, procedures, and final work product, all prior to the execution of a formal consultant agreement.

PROPOSALS DUE: **5:00 p.m. CST, February 16, 2007**

ADDRESS PROPOSALS TO: Attention of the Director of Planning, Office of the City Clerk, 410 East Washington Street, Iowa City, IA 52240, on or before the time and date specified above. Proposals shall be sealed and clearly marked on the front with reference to the specific project. FAX and email proposals will not be accepted.

QUESTIONS: Questions regarding this Request for Proposal shall be directed to:

Karin Franklin, Director
Department of Planning and Community Dev.
410 East Washington Street
Iowa City, IA 52240
PH. (319) 356-5232
FAX: (319) 356-5217
Email: karin-franklin@iowa-city.org

OR

Steve Long, Coordinator
Community Development Division
same address as director

PH. (319) 356-5250
FAX: (319) 356-5217
Email: stephen-long@iowa-city.org

The City is not responsible for any information or clarification given by other representatives.

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**Request for Proposal
Consultant Services for an Affordable Housing Market Analysis
(Greater Iowa City metropolitan area, Johnson County, Iowa)**

SECTION I BACKGROUND INFORMATION

The metropolitan area of Iowa City, Coralville, University Heights, North Liberty and Tiffin in southeast Iowa includes a population of approximately 85,000 people. Iowa City is the oldest and largest city within the metropolitan area. It was founded in 1858 and had a reported population of 63,027 in the 2000 Census. These communities have experienced varying rates of growth since 2000 spanning from 2% to 14%. During this period housing construction has been active with an average of 1,155 units built per year. The majority of the units have been constructed in Iowa City and North Liberty. Between 2000 and 2006, the median price of housing in Iowa City increased 45%, from \$130,000 to \$188,000.

Although the housing market seems to have softened some in the last year, there is continued concern that households are cost burdened in housing (more than 30% of income is spent on housing costs) or that people do not have access to housing. This concern spans the income groups of the very poor to those people at 80% to 110% of median income. It is recognized that a household's inability to access housing is a social as well as an economic issue for the community. Households that are homeless or housing cost burdened may have instability in their housing situation which has an impact on the stability of families, on children's performance in school, and on the social welfare costs of the community. Inability to find adequate housing also impacts the economy of the area by discouraging entry level workers from being able to live where they work. The lack of workers may be a disincentive to employers choosing this area as one in which to do business.

Housing issues and concerns have been raised by the school district, public officials, local business owners, employers, citizens, human service organizations, and others. The intent of this market analysis is to help the City, and its partners, document housing needs as background for determining appropriate expenditure of local housing funds as well as Federal CDBG and HOME dollars, and to support any regulatory measures that may become part of public policy.

SECTION II OBJECTIVES

To document the need for affordable housing units for income groups up to and including 110% of median income; to analyze the existing housing market and its ability to meet that need; to project future housing needs; and to suggest public policy approaches and implementation strategies to provide housing opportunities for the targeted income levels.

SECTION III SCOPE OF WORK

The consultant shall work with the City, and its partners, to develop a concise, useable Affordable Housing Market Analysis that will benefit the metropolitan area in developing housing policies and practices and can be used by the City of Iowa City in decision-making regarding the expenditure of funds for housing projects and/or the adoption of regulatory measures for the provision of affordable housing. Tasks for the consultant will include:

1. Data collection including, at a minimum:
 - number of households within the following income groups:
 - i. less than or equal to 30% median income;
 - ii. 31-50% median income;
 - iii. 51-80% median income;
 - iv. 81-110% median income;

- number of cost burdened households within these income strata (cost burdened = expending more than 30% of income on rent or mortgage, taxes, insurance, and utilities);
 - to the extent possible, household data should be broken down into demographic categories such as elderly, people with disabilities, working families, and students; and
 - housing units currently available by price, type (single-family detached including manufactured homes, zero lot line, or multi-family), and location (by city and area of city).
2. Data collected shall be for the metropolitan area defined as Iowa City, University Heights, Coralville, Tiffin, and North Liberty such that the data can be used by the individual communities or aggregated.
 3. An analysis of the unmet need for affordable units by income strata and demographic grouping.
 4. A 5-year projection of housing needs for these groups.
 5. An analysis of the factors which are barriers to households accessing affordable units by income strata and demographic grouping.
 6. The impact of local transportation costs and commute times should be considered in the analysis.
 7. Submission of a report including the findings of tasks 1-6 and proposals for the elimination or mitigation of each of the barriers identified.
 8. Presentation of findings and proposals in a public discussion forum.

The consultant will be expected to confer with various stakeholders in this issue including effected households in the various income strata, housing providers, major employers, public officials, and local interest groups to gain their expertise and insights prior to developing proposals for Task #7.

SECTION IV SCHEDULE

Completion of the Affordable Housing Market Analysis and submission of the report is anticipated within 120 days of execution of a formal Consultant Agreement. After final review of the report by City staff and completion of any necessary revisions, the presentation of the findings in a public discussion forum would occur within 60 days of submission of the initial report.

The following is an anticipated schedule for consultant selection and conducting the work. The City reserves the right to modify any part of this schedule. Each proposal shall remain open for a period of 90 days from the date of receipt.

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| • Solicitation issued | January 10, 2007 |
| • Proposals due | February 16, 2007 |
| • Contract awarded | March 6, 2007 |
| • Contract period | March 6, 2007- September 7, 2007 |

SECTION V PROPOSAL CONTENTS

General Instructions

1. Each firm is requested to submit ten (10) copies of its proposal in typewritten form and sealed in an envelope addressed to: Office of the City Clerk, 410 E. Washington Street, Iowa City, IA 52240 ATTN: Director of Planning.

2. Modifications to a firm's proposal shall be enclosed in sealed envelopes and addressed to the office noted above. Modifications must meet the same deadline as the original proposal.
3. FAX or electronic based offers will not be considered in response to this RFP.
4. Be concise. Proposal should be limited to a maximum of 20 pages.

The proposal package shall contain, at a minimum, the items listed below. Proposers are urged to be as thorough and complete as possible, while not exceeding the 20-page maximum for proposals.

1. **Identification of Proposer--** Identify the Proposer, Proposer's mailing address, telephone number, fax, email address and contact person who can answer questions concerning the proposal.
2. **Previous Firm and Project Team Experience--** The Project Team for this Project should be identified. The Proposer should describe in as much detail as possible recent experience in completing similar housing market analyses completed by the firm and by the individuals who would be assigned to this project. Include a list with: the client's name, the name and telephone number of a person associated with the project who may be contacted for a reference, the year the project was completed and the individual from the Proposer's team who was responsible for the project.
3. **Subconsultants--** If your proposal includes the use of subconsultants or is a joint-venture proposal, please identify all consultants and their responsibility and qualifications as outlined in 1, 2, and 3 above.
4. **Work Plan--** A work plan showing how your firm would complete the Affordable Housing Market Analysis with tasks and timeframes accomplishing the Scope of Work requested in this RFP.
5. **Budget--** Provide a detailed estimate of costs and fees for services to complete the work requested and a proposed payment schedule if other than payment in full upon conclusion of work.
6. **Miscellaneous Information--** Any additional information regarding your firm's experience and capabilities that you feel would be important to the success of this project.

SECTION VI PROPOSAL REQUIREMENTS

1. Each proposer shall examine the Request for Proposal document and determine the adequacy of all statements. Any inquires, suggestions or requests concerning interpretation, clarification, or need for additional information pertaining to the RFP shall be made through the Director of Planning or the Community Development Coordinator for the City of Iowa City as noted on the cover page of this RFP. The City shall not be responsible for oral interpretations given by any other City employees, representatives or others. Prior to acceptance of a Proposal by the City, the issuance of a written addendum is the only official method whereby interpretation, clarification or additional information may be given. If addenda are issued to this Request for Proposal, the City will attempt to notify all prospective proposers who have secured same. However, it shall be the responsibility of each proposer, prior to submitting a proposal, to contact the City to determine if addenda were issued.

Once a Proposal is accepted by the City, the City is free to enter into negotiations concerning the broad outlines of this Proposal, in order to try and reach an agreement on what more precisely, the Proposer and the City intend to accomplish by way of the consulting services.
2. Ten (10) copies of the proposal shall be submitted.
3. The proposal shall include a proposed time schedule for the activity.

4. The proposal shall include a cost estimate separated into individual budget elements.
5. All expenses for making proposals are to be borne by the proposer.
6. Any proposal may be withdrawn up until the date and time set for receiving proposals. Any proposal not so withdrawn shall, upon opening, constitute an irrevocable offer for a period of 90 {ninety} calendar days to provide the City of Iowa City the services set forth.
7. Proposer understands that the City's acceptance of a Proposal only enables the City and the Proposer to negotiate a formal Consultant Agreement satisfactory to both parties.
8. Because this endeavor is being funded, in part, from the City's CDBG Program, the consultant will enter into a written agreement with the City using the City's HUD approved contract to ensure stipulation of, and compliance with, all Federally required provisions.

SECTION VII SELECTION CRITERIA

The City will evaluate each firm in accordance with the following criteria to determine the firm that it feels is best suited to meet the needs of this project. Response to this RFP should include information deemed pertinent to each and all of said criteria. During the evaluation process, the City reserves the right to request additional written information to assist in the evaluation of proposals.

1. **Qualifications**
 - The firm's previous work experience with, and success in, projects of similar scope and purpose.
 - The qualifications of key personnel who will be assigned to the project.
2. **Timely Completion of the Project**
 - The consultant's current workload and its ability to complete the project in a timely manner according to the anticipated schedule specified.
3. **Project Overview and Work Plan**
 - The firm's overall approach to how it would complete this project in an efficient and effective manner.
 - The firm's understanding of the project including identification of major issues or problems which it may perceive at this time concerning the project.
4. **Cost of Service**
 - The reasonableness of the budget proposed by the firm.
5. **Quality and Thoroughness of Proposal**
 - Completeness of the proposal submitted.
 - Any additional information formally requested by the City will be included in this criterion.
6. **Unique Services or Qualifications**
 - Any special capabilities a firm has which would significantly contribute to the success of this project.