

Request for Proposals

City of Dothan

Comprehensive Affordable Housing Study

Summary

The City of Dothan acting by and through the Department of Planning and Development seeks qualified consultants to prepare a Comprehensive Affordable Housing Study with an implementation strategy to address affordable housing concerns. This study's findings and implementation strategies will ultimately be presented to the City Commission of the City of Dothan.

One original "camera ready" copy and four copies of the proposal are to be submitted. Proposal must be in the actual possession of the Planning and Development Department on or prior to the exact time and date indicated below. **No Incomplete, Faxed, Electronically Mailed, Or Late Proposals Will Be Considered.**

PROPOSAL DUE DATE: 12:00 Noon (local time) Thursday, October 27, 2016

Return Proposals to:

City of Dothan
Department of Planning and Development
Civic Center Complex
126 North Saint Andrews
Dothan, AL 36303
ATTN: Todd McDonald, Director

Requirement for proposal submittal

Qualifications:

- (1) Firm/individual name, address, phone number, name of authorized representative
- (2) Type of work typically performed by the firm
- (3) Related project experience and listing of references the City may contact relative to the qualifications of the firm.

Questions regarding this Request for Proposal should be addressed to: Maurice Head, CDBG Administrator, General Services, 288 Complex Drive, Dothan, AL 36303; (334) 615-4417 (mihead@dothan.org).

Background

One of the top priorities identified in the 2016 Strategic Planning Session of the Dothan City Commission was developing a Comprehensive Affordable Housing Study to better understand the housing needs and affordable housing gaps which preclude citizens of Dothan from obtaining adequate housing. With this priority in mind, the Department of Planning and Development is seeking consulting services to evaluate and assess the city's current and future housing needs, articulate a vision and develop a strategy to provide a range of housing types that meet the needs of Dothan's population and especially hard working low and moderate income households.

The City of Dothan is in the initial stages of examining affordable housing issues and developing policies to improve the broader housing market with a population of 68,000 in 2015. Dothan is one of the fastest growing cities in Alabama, with a market and service area that extends to the Florida border and beyond. Adequate affordable housing is becoming increasingly necessary for many retail and service sector workers. Retail trade represents the single largest job category in Dothan with 23 percent of the work force. Generally these jobs are low paying and might present a challenge for many households in finding suitable affordable housing. These and other households in various job categories could have unmet housing needs or be cost burden as well.

The city understands that adequate housing could become a key component in the recruitment and retention of major employers and businesses interested in locating to Dothan in the future. However, the city is interested in identifying housing needs of a wide variety of family households. The term affordable housing can be used to mean two different things:

- 1) It is often used to describe housing for low-wage earners or housing subsidized by a city, state or federal government.
- 2) A broader definition is housing that is attainable for most residents. The city considers housing affordable if it cost less than 30 percent of one's monthly household income. Those who spend more are likely to be stretched financially, with little left over for essentials such as food, clothing, car repairs and other expenses.

Another consideration in assessing Dothan's housing need is evaluating the number of housing units in substandard condition. The number of substandard affordable housing units suitable for rehabilitation and those units posing a serious health and safety risk to its occupants or that may be vacant requiring demolition shall be considered in the needs analysis.

For the purpose of this study, those who pay in excess of 30% of their income for housing and/or live in unsuitable housing conditions, are considered to have unmet housing needs in the City of Dothan.

Scope of Service

The Comprehensive Affordable Housing Study must provide a thorough analysis of existing housing conditions, and actionable recommendations to ensure affordable, high quality housing, and a range of housing types available to accommodate the City of Dothan residents. The study should provide clear goals and strategies for stakeholders to identify and meet community wide housing needs. The study should include a combination of narrative, diagrams, maps, data tables, along with other visual forms of communication to effectively convey concepts and data necessary to inform stakeholders. At a minimum, the following components should be included in the study:

- A comprehensive housing need assessment for a range of income levels particularly those at 80% and below median income. Analysis should identify current and future trends in population, employment, income and housing that affect the affordability of housing for the workforce in Dothan, including but not limited to those in the retail, health, education, municipal and skilled trade work professions.
- An inventory of all housing, the types of housing available, including ownership and rental housing, and the associated costs.
- An inventory and mapping of existing public housing, tax credit projects, section 202 projects and all subsidized housing in Dothan. Provide a breakdown of number of housing units, bedroom sizes, housing types and general condition of this affordable housing inventory.
- A survey of existing affordable housing in low and moderate income neighborhoods, estimate number of units, condition of inventory, type of housing and estimate the number of units suitable for rehabilitation.
- A determination of the existing unmet housing need by various income levels in the city.

Provide a demand assessment as follows:

- Identify existing demographic (population and housing) and economic data (jobs and wages) in Dothan and provide the relationship to the current housing situation. This should include a determination of how many single family residences are being occupied by multiple families.
- Develop profiles for existing and potential renters and homeowners. Examples could include sales and service personnel, nurses, teachers, law enforcement officers and construction workers and etc. Method used may include surveys.
- Develop comparison of incomes versus housing costs for renter and owner housing (existing and new construction).
- Identify any gaps of underserved populations in the housing market by income levels and the demand for new renter and owner housing in Dothan.
- Quantify the number of the existing housing units and future units needed by type and price ranges.

- Propose a range of actions to address the need, the priorities and a method to target specific income levels, including any proposed changes to the current policies and regulations of the city.
- Examine a range of financial methods that would provide housing for the low and moderate income population.

Develop strategies for achieving housing goals and implementation as follows:

- Identify housing programs the city should consider implementing to address potential housing needs in Dothan.
- Identify policies and regulations the city could implement to improve the existing housing stock, increase new affordable units and strengthen neighborhoods
- Recommend dedicated financial mechanisms (public and private) to meet any housing needs and increase the supply of affordable housing.
- Determine appropriate staff levels needed at the city or non-profit organizations to address existing and future housing needs.

Examine future growth impacts as follows:

- Given the existing housing market conditions, identify the impacts the creation of additional commercial enterprises and increasing the workforce could have on the existing housing market.

It is hoped that the results of the study will help decision makers, stakeholders and community members develop a comprehension of the housing market, an understanding of key housing issues and a platform for strategies and policy decisions. This housing study should ultimately provide a road map for developers, builders, bankers, and the City of Dothan to follow in addressing housing concerns for households that live and work in Dothan.

Public Meeting and Community Outreach

The planning process will include community outreach and input to inform the public about the study and develop the overarching vision and goals. A core objective of the study is to build a public process that serves the dual purpose of informing the public of the city's housing needs and identify the implementation strategy to move forward in addressing those needs. Secondly, to build a strong constituency supportive of creating new affordable housing opportunities.

- Hold a minimum of three public forums with community stakeholders (financial institution, developers, major employees, government, and those in need of affordable housing to get community input. A public forum could have multiple meetings with separate stakeholders).
- Provide public education and develop a brochure summarizing the process and study.

Project Schedule

The City expects the housing study to be completed within nine months from the date of the notice to proceed. A general schedule of events for the housing study is as follows:

<u>Issuance of letter requesting proposal</u> Advertise in the Dothan Eagle	September 16, 2016
<u>Proposal due</u> Planning and Development Dept. by Noon	October 27, 2016
<u>Selection of consultant</u> Review proposals and select consultant	November 18, 2016
<u>Consulting contract approved</u> City Commission reviews and approves	December 13, 2016
<u>Project start date</u> Staff meet with Consultant	December 18, 2016
Consultant holds 1 st public forum	January 9, 2017
Consultant holds 2 nd public forum	January 26, 2017
Consultant holds 3 rd public forum	February 16, 2017
Consultant submit housing needs draft	March 9, 2017
Consultant makes revisions	April 14, 2017
Consultant submits housing demand draft	April 28, 2017
Consultant makes revisions	June 30, 2017
Consultant submits implementation strategy	July 14, 2017
Consultants make revisions	August 18, 2017
Consultant submits final housing report	September 8, 2017
City Commission Presentation	September 29, 2017
	October 17, 2017

Deliverables

The consultant shall provide the following deliverables to the city:

- Ten (10) bound copies of the comprehensive Affordable Housing Study, including separate copies of a stand-alone executive summary, both printed in color.
- Three digital copies of full study and executive summary in PDF format
- Power point presentation utilized for public meetings

Proposal Contents

A complete and responsive proposal shall include the following elements:

Letter of Transmittal – The proposal shall include a one page letter of transmittal signed by the principal of the proposer and addressed to the Planning and Development Department of the City of Dothan.

- Price – The price should be clearly identified in the proposal and include all of the services and deliverables in the RFP.
- Consulting Team Information - The proposal must include a description of the consulting team, including subcontracting individuals or organizations. Background information for each individual team member including resume, relevant experience, and proposed role in developing the housing study and implementation strategy. Evidence shall be provided for each individual involved with plan development demonstrating their experience with completed projects similar in scope and scale. The description of the development team must include the name, address, and telephone of the proposers, the name of any representative authorized to act on the proposer’s behalf, the name and address of the contact person to whom all correspondence should be addressed, and the names and primary responsibilities of each member of the development team
- Relevant Project Experience – The proposer must include examples of relevant project experience for the consulting team. Examples provided should demonstrate how the scope, scale, and context of the project is relevant to the Comprehensive Affordable Housing Study as described in the Scope of Service section of RFP.
- References – Provide three references with the name of the municipality, contact person, telephone number and work description of all projects for which the proposer has performed services similar to the scope of this RFP within the past three years.
- Proposer Scope – A detailed explanation of the proposer’s approach to this project: methodology, demonstrated understanding of the scope of work, completion deadlines and the proposer’s expectation of assistance and services from the city. A technical work plan and project timeline should be included that clearly addresses each scope element consistent with the objective of this RFP.
- Public Outreach Plan – A detailed discussion of the proposed public outreach strategy, including methods utilized during public forums to inform and engage participants. The proposed outreach plan should at a minimum align with the parameters discussed above, but creativity in the area of public outreach is encouraged.
- Project Timeline – Proposer timeline identifying critical path targets and time allocated to each task in the context of the total timeframe for which performance of the scope of services are carried out.
- Budget – The budget should itemize, at a minimum, cost of personnel, broken down by hours and labor for each task), administrative, travel and deliverables.

Selection Process

Rule for Award

The most advantageous proposal from a responsive and responsible proposer, taking into consideration price and all other evaluation criteria set forth in the RFP, will be selected.

Evaluation/Steering Committee

The Evaluation Committee will be comprised of the Planning and Development Director, the CDBG Administrator, the Director of the Public Housing Authority, the Director of Habitat for Humanity, the Director of Genesis Housing Development Corporation, the Director of the Homebuilders Association, one member of the banking community, and two members of the Community Development Advisory Board.

This Committee will be responsible for evaluating proposals and determining whether any or all proposals should be rejected in the best interested of the city, and for recommending to the City Manager, which proposal, in its collective opinion, is the most advantageous proposal to the city.

The city reserves the right to reject all proposals and to not enter into a contract to prepare the Comprehensive Affordable Housing Study.

Evaluation of Proposals

The following criteria will be used to rate the proposals:

Proposal Evaluation Criteria	Points
1) Qualifications of the project manager and consulting team in working on similar projects with local governments	10
2) Proposed designed approach and methodology for the Comprehensive Affordable Housing Study	20
3) Overall proposed quality, clarity, feasibility, completeness and potential effectiveness in addressing the purpose described in the RFP	25
4) Prior experience of the firm in gathering and analyzing data, conducting public outreach meeting, facilitating stakeholders, and framing sensitive issues as they relate to evaluating housing needs	10
5) References indicating similar projects were completed and operated satisfactorily with minimal or insignificant delays	15
6) Cost of Comprehensive Affordable Housing Study development	20
TOTAL POINTS	100

Other General RFP Provisions

Any person, firm, or corporation desiring to submit a proposal for the Comprehensive Affordable Housing Study shall be responsible for examining the terms and conditions of this RFP and shall judge for themselves all of the circumstances and conditions affecting their proposal. Failure on the part of any proposer to make such examination or to thoroughly investigate and research existing conditions shall not be grounds for any declaration that the proposer did not understand the conditions of the RFP or of their proposal.

Written addenda are the sole source of correction or change to the RFP, and if any are required they shall be sent in writing to all individuals and/or firms responding to the RFP.

The city reserves the right to require the consultant team of one or more respondents to appear before the Evaluation Committee for an oral presentation of the proposal.

The City of Dothan reserves the right to extend the deadline for submission of proposals, to request supplementary information and to negotiate the most favorable contract on behalf of the city. The city further reserves the right to reject any and all proposals, waive any defects, informalities, and minor irregularities, and make such award or act otherwise as it may deem in its best interest.