City of Lawrence

Request for Proposals
City of Lawrence, Kansas
City Manager's Office

RFP Number	R1704
Project Scope	The City of Lawrence is seeking professional services with a qualified firm to assist with the development of a Comprehensive Housing Market Study.
Proposals Due	April 5, 2017 by 5:00 p.m. CST
Submit To	Submit one electronic PDF of your Statement of Proposal to Casey Toomay via email (ctoomay@lawrenceks.org)
City Contact	Casey Toomay, Assistant City Manager City Manager's Office Email: ctoomay@lawrenceks.org Phone: (785) 832-3400

General Project Information

The City of Lawrence (the City) seeks proposals in response to this Request for Proposals (RFP) from firms experienced and qualified in housing market data collection and analysis, to conduct a Comprehensive Housing Market Study, updating and expanding the scope of the 2005 CHAT (Community Housing Assessment Team) Report.

The Comprehensive Housing Market Study is a critical policy document because it serves as a housing needs assessment for the City and stakeholders providing an analysis of household affordability throughout all population segments of the community. It will highlight expected demographic trends, future demands for housing, regulations, and obstacles preventing the market from effectively responding to this demand, and an inventory of the assets and programs currently available to help the community address these challenges.

The findings of this study will be presented to the Affordable Housing Advisory Board (the Board), the Lawrence City Commissioners and the residents of Lawrence. The findings of this Comprehensive Housing Market Study will help determine a long-term strategy for meeting the housing needs, including the existing conditions, obstacles and opportunities within the City housing market.

The Board was created by Ordinance No. 9129. The mission is to recommend to the City Commission on ways everyone in Lawrence has access to safe, quality, affordable housing and supportive services necessary to maintain independent living with dignity. The Board has adopted goals including the following definition of affordability:

- Housing for which the occupant(s) is/are paying no more than 30 percent of his or her income for gross housing costs, including utilities.
  - **Affordable Rental Housing** - Housing units with monthly rent and utilities not exceeding 110% of the HUD defined Fair Market Rent, as determined yearly by the Lawrence Douglas County Housing Authority.
  - **Affordable Ownership Housing** - Housing units for those earning up to 80% of Median Family Income, as established yearly by HUD for the Lawrence, KS MSA.

Section 1: Proposal Information

The City of Lawrence, Kansas is located in northeast Kansas, and is the 6th largest city within the state in terms of total population. The City is also home to two major institutions of higher education, the University of Kansas and Haskell Indian Nations University. Between 1980 and 2010, the total population of Lawrence grew 40% (+34,905 residents).

U.S. Census Population	1980	1990	2000	2010
Douglas County	67,640	81,798	99,962	110,826
Lawrence	52,738	65,608	80,098	87,643
Baldwin City	2,829	2,961	3,400	4,515
Eudora	2,934	3,006	4,307	6,136
Lecompton	576	619	608	625
Rural Areas	8,563	9,604	11,549	11,907

U.S. Census Median Household Income (Adj. 2014 $)	1980	1990	2000	2010
Douglas County	$ 40,670	$ 47,822	$ 51,619	$ 49,757
Lawrence	$ 37,795	$ 41,401	$ 47,573	$ 48,453
Baldwin City	$ 40,193	$ 55,389	$ 59,374	$ 62,465
Eudora	$ 48,420	$ 47,918	$ 57,239	$ 67,810
Lecompton	$ 42,120	$ 51,475	$ 52,529	$ 56,778

With a total student population of approximately 28,000 (Fall 2016), and a recent emphasis by a joint City/County taskforce on retiree attraction, the community is striving to become a community that caters to residents of all ages. Since the early 1990s, the City has sought to find solutions to help ensure the availability of affordable housing for all socio-economic strata

within the community. As the City deals with socioeconomic diversity, a sizeable student population and a population of commuters, the City realizes that it must clearly address housing affordability for a broad range of households. To that end, the City seeks to gain an understanding of how it can facilitate the development of a diverse mixture of housing types at a variety of price points.

The Comprehensive Housing Market Study will collect and provide baseline data for the continued review and study of the affordable housing condition, and other prevailing housing trends, as well as a baseline that will be used to analyze and create sound, reasoned affordable housing policies for the City.

Section 2: Minimum Specifications

The scope of this project shall consist of collecting and analyzing regional housing data to assess the overall health of our housing stock and market conditions. The Consultant will be expected to collect the best available data, provide written analysis, and provide Geographic Information Systems (GIS) based products to be included as part of the document and analysis. Consultants will be asked to analyze sub-geographies to be determined by the Consultant in consultation with the City and other stakeholders that are found to require more in-depth analysis.

The City of Lawrence is specifically interested in the following data and analysis elements for the Comprehensive Housing Market Study:

1. Demographic Data
    a. Provide an analysis of demographic data and trends including household growth, population and household characteristics, household income and tenure, and cost-burdened and extremely cost-burdened households.
    b. Definitions and cohort delineations should conform to those as adopted by the U.S. Department of Housing and Urban Development and the U.S. Census Bureau.

2. Economic Conditions
    a. Provide an analysis of employment and economic data, including employment and economic trends, to understand the economic health of the City.
    b. Provide an analysis of employment trends and growth, unemployment trends, commuting patterns, major employers and employment growth, and impacts on jobs/housing balance.
    c. Compare local wages and resident incomes to the cost of housing and identify gaps. Compare finding regionally. Note the other financial resources available to student populations.

3. Rental Housing Market
   a. Identify, evaluate, and analyze stock of assisted and unassisted affordable rental properties within the community.
   b. Identify distribution of current and planned affordable housing and identify geographic areas with a lack, or a concentration of, affordable housing, both assisted and unassisted.
   c. Complete an analysis on the recent economic recession impacts and effects on the rental market, examining overall existing rental trends, including trends in rental housing pricing, occupancy rates and inventory balance.
   d. Identify and analyze the amount and availability of accessible rental units within the community's geography, including any unmet need for accessible, affordable units for all household types and segments.

4. Students and Student Housing
   a. Identify, evaluate, and analyze current market conditions for student rental housing within the community and the impact students have on rental housing stock.
   b. Collect and report enrollment trends for both Universities as well as on-campus housing options.
   c. Identify and evaluate the impact of student housing on neighborhoods.

5. Housing with Supportive Services
   a. Identify, evaluate, and analyze housing for populations that require supportive services. Some potential populations that may need supportive services include, but are not limited to, chronically homeless, elderly, and persons with disabilities.

6. Homeownership Market
   a. In order to understand the existing for-sale market, complete an analysis the for-sale market, examining overall existing housing trends, including trends in housing pricing, sales and inventory details and levels, with specific attention to levels and locations that are under and over-built.
   b. Identify and analyze the amount and availability of accessible owner-occupied units in the specified sub-geographies, as well as the unmet need for accessible, affordable units, which should include considerations for household size.
   c. Based on available MLS data and other accessible sources, compile and analyze information on the for sale units currently marketed, looking at current price point and geographic dispersion of sales by price point.
   d. Analyze the new homes market including data on housing types being built, sales by price point, inventory remaining in active subdivisions, and a price/square footage comparison of current offerings.

7. Trend and Need Analysis

a. Analyze demographic growth projections and absorption rates from 2005 to 2025 citywide and for each specific sub-geographic area. Review projections in terms of annual population growth and demand for housing and household types, tenure or land use patterns and trends, tax base, development density, affordable housing, and assessed value per square foot. Include an analysis and trends on land and construction cost increases over the past 10 years with future projections for 10 years, and actual cost per unit by housing type.

8. Gap Analysis
   a. Calculate gaps citywide and for each identified sub-geography by identifying the net gain and decline of housing with an emphasis on households earning between 0 and 150 percent of 2015 U.S. Housing and Urban Development determined area median family income (MFI), using traditional median income breaks (0-30% of MFI, 31-50%, 51-80%, 81-120%, 121-150%). Estimate the demand from new and existing households over 20 years in five-year increments.
   b. Calculate gaps citywide and for each submarket and sub-geography by identifying the net gain and decline of housing with an emphasis on households earning between 0 and 150 percent of 2015 area median family income (MFI), using traditional median income breaks (0-30% of MFI, 31-50%, 51-80%, 81-120%, 121-150%). Estimate the demand from new and existing households over 20 years in five-year increments.
   c. Forecast the cost associated with the gap between the City's current housing stock and projected needed housing stock over the next 20 years in five-year increments.

9. Barriers Analysis
   a. Analyze currently adopted building codes and land development codes to ascertain their impact on housing costs, and their impact to the development of the needed affordable housing as identified in the scope of analysis.
   b. Analyze the criteria used by state and local funding sources to identify those criteria that may either hinder or facilitate the development of housing in the City for all income levels for renting and ownership.
   c. Analyze the impact of market forces such as cost and availability of developable land, cost of raw ground, utilities costs (including costs associated with extending utility service), and any other market forces the Consultant believes are pertinent. Compare the identified market forces to the region.

10. Recommendations
    a. Offer scalable strategies to address the housing concerns identified in the City which shall include the following as a minimum:

i. A statistically sound approach for setting numerical targets for housing in the City, specified sub-geographic areas, and identified burdened subpopulations.

ii. Strategies for ensuring long-term affordability, including recommendations for the Housing Trust Fund.

iii. Collaborative public and private sector strategies to support the development of quality, affordable housing including suggestions on where changes in funding criteria could facilitate the development of more housing for all income levels.

iv. Tools and strategies to promote affordable housing for moderate, low, and very low-income households, including new regulatory and finance mechanisms, grants, partnerships with organizations, dedicated revenue sources for affordable housing, and opportunities for creating of affordable housing on publicly-owned land.

v. Strategies that will help increase incomes and improve economic development opportunities.

vi. Other strategies or findings that the Consultant believes are pertinent to the scope of this proposal.

Section 3: Content

Proposals should include standard components such as a cover letter, résumés, hourly rates, and other pertinent information. Proposals should reflect the following considerations:

1. Attendance at Stakeholder Meetings, which will include at a minimum 1 meeting with governmental bodies and staff, 1 meeting with key stakeholder groups to be identified by the City and 1 meeting with the general public.

2. Attendance at a minimum of 1 Affordable Housing Advisory Board meeting, where a presentation may be necessary.

3. Attendance at a minimum of 1 Lawrence City Commission meeting, where a presentation may be necessary.

4. Preparation of a report that is of a quality suitable for public distribution, which describes the nature of the project, research undertaken, the findings, conclusions, and recommendations. This shall include all digital products, such as PDF copies and GIS digital products.

5. Frequent communication by phone and/or email with staff contact.

6. The proposal should include: cover letter, résumés for key employees of the Consultant, as well as any subcontractors.

7. The proposal should include information on the Consultant's unique qualifications and/or capabilities.

8. The proposal should include identification of project personnel who will be responsible for and in charge of the work, as well as current and projected workload and availability of project team members.
9. The proposal should include examples of similar projects, including client contact information, project budget, completion date and key staff participants.
10. The Proposal should include a proposed budget or multiple budget scenarios based upon option packages for approaching this project within the budgeted amount.
11. The proposal should include the project timeline, including timelines for specific tasks as proposed by the firm.

Consultants are asked to direct all questions regarding this RFP to Casey Toomay, Assistant City Manager, the City of Lawrence at ctoomay@lawrenceks.org, or (785) 832-3400.

Section 4: Evaluation Criteria

A committee composed of staff from the City Manager's Office and the Lawrence/Douglas County Planning & Development Services will begin the screening process. Selected firms will be interviewed by a committee composed of City staff and representatives of the Affordable Housing Advisory Board and other identified stakeholders. The Committee's recommendation for selection of the consultant will be reviewed and approved by the City Commission for award of a contract.

Consultants selected for interview should be prepared to discuss, among other things, their approaches to conducting a Comprehensive Housing Market Study, availability for the project, and experiences with other similar projects.

The Consultant agrees that the Consultant shall observe the provisions of the Kansas Act Against Discrimination and shall not discriminate against any person in the performance of work under the present contract because of race, religion, color, sex, disability, national origin or ancestry. The Consultant shall in all solicitations or advertisements for employees include the phrase, "equal opportunity employer." The Consultant agrees that if the Consultant fails to comply with the manner in which the Consultant reports to the Kansas Human Rights Commission in accordance with the provisions of K.S.A. 44-1031 and amendments thereto, the Consultant shall be deemed to have breached the present contract and it may be canceled, terminated or suspended, in whole or in part, by the City. If the Consultant is found guilty of a violation of the Kansas Act Against Discrimination under a decision or order of the Commission which has become final, the Consultant shall be deemed to have breached the present contract and it may be canceled, terminated or suspended, in whole or in part, by the City

Section 5: Deliverables

It is expected that this proposal will likely evolve as the project is undertaken by the Consultant. Through the course of analysis and findings, it is the expectation of the City that certain products shall be made available during the course of, or result of, this proposal. They include:

1. A comprehensive project plan, outlining work to be conducted, data sources identified, time frames, and other considerations.
2. Monthly progress reports
3. Summary Reports of all Stakeholders Meetings
4. Completion of a First Draft of the Comprehensive Housing Market Study
5. Presentation of Preliminary Findings to the Affordable Housing Advisory Board
6. Completion of a Final Draft to be presented to the Governing Body

Section 6: Conditions

1. All data will become the property of the City in perpetuity and may not be used for any other set of studies without prior approval.
2. The data collected, and the analysis, shall be provided in written and digital formats in order to create an on-going dataset for studying housing market trends by the City.
3. Uses of the data should be cited and documented as part of the document.
4. The Consultant is highly encouraged to present the data and analysis as much as possible through the use of GIS data, products, and resources.

Section 7: Submittal Schedule*

Invitation to Submit...March 8, 2017

> Invitations will be distributed electronically by the City of Lawrence to selected consultants and posted on Demand Star and the city website. Others may request a copy of the RFP at any time prior to the submission date.

Submission Deadline...April 5, 2017

> Submittal Instructions: Submit one electronic PDF of your Statement of Proposal to Casey Toomay via email (ctoomay@lawrenceks.org) by 5:00 p.m. CST. Consultants are responsible for ensuring electronic delivery by receiving a confirmation by the City of Lawrence. Be aware that the City has buffers for large files, so they will require special care to ensure delivery to the City.

> City of Lawrence, Kansas
> Casey Toomay, Assistant City Manager
> 6 E. 6th Street
> Lawrence, Kansas 66044

ctoomay@lawrenceks.org
785-832-3400

Interviews..April 12-13, 2017

The City will notify selected firms by phone or email to schedule interviews. All unsuccessful firms will be notified by email.

Affordable Housing Advisory Board Approval...April 17, 2017

City Commission Approval..May 2, 2017

Agreement with Selected Firm..June 6, 2017

Schedule of interviews and agreement date is subject to change.