



REQUEST FOR PROPOSALS

**Housing Needs Assessment/Marketing Study and Neighborhood(s)
Revitalization Plan**

City of Bainbridge, Georgia

RFP Questions Due: August 27th 2021

Applications Due: 2 p.m. September 24th 2021

Introduction

The City of Bainbridge is seeking to provide safe, equitable, resilient and vibrant community that reflects the goals and values of the community. The City realizes that in order to succeed and grow in healthy manner, it must understand its current and future housing conditions, as well as unmet housing opportunities and needs. Bainbridge has and is continuing to bring industry and jobs to town but the current housing stock is causing concern due to price, availability, home ownership and the overall condition and aesthetics of our neighborhoods. Bainbridge has recently gotten very aggressive in combating blight in the community and will be in need of infill development that contributes to the neighborhood.

Top that end, the City is issuing a Request for Proposals (RFP) for a Housing Needs Assessment, Marketing Study and Neighborhood(s) Revitalization Plan. The plan will document existing housing conditions in the community; identify market and other forces that affect housing supply and demand now and over the next 10 years; and identify gaps or deficiencies in achieving and maintaining a quality housing stock in our community. The Plan will identify opportunities for improving our housing stock, availability and housing options and revitalizing our neighborhoods. The strategies and recommendations presented in the Plan will be critical in charting the course for policy, procedural, and administrative changes that the City pursues to ensure that it meets the values and goals of the community.

1. Scope of Services

TASK 1: Management and Coordination

This task should cover all administration and management costs associated with completing the project. The consultant shall anticipate a minimum of bi-weekly check-ins with City staff to provide updates on progress toward key deliverables.

The consultant shall anticipate the following meetings at a minimum:

- Public meeting with City Council/Planning Commission in a workshop to present results.
- Public meeting with City Council/Planning Commission to review and evaluate proposed recommendations for land use policy.

City Role and Responsibilities

The consultant will be overseen by the Planning Director and Assistant City Manager, with guidance provided by the City Council and Planning Commission. The City will provide the following services as part of the project:

- Access to present and historic relevant records;
- Provide existing City plans and research
- GIS support and data for the project
- Staff will assist in project management and administration. Staff will attend all meetings with the Consultant and assist the Consultant as a liaison with the Public as needed

- Staff will administer and coordinate and public meeting/hearing meeting agendas, minutes and meeting information packets.

TASK 2: Housing Initiatives

- a. The Consultant will review relevant existing documentation and plans, studies, efforts, organizations and programs relevant to the housing market in the City of Bainbridge.
- b. The Consultant will identify sources of funding for technical assistance for housing and other related programs included in the current housing initiatives.
- c. The Consultant will review programs to identify redundancy, coordination and collaboration across multiple agency efforts.
- d. The Consultant will meet and interview major stakeholders, as necessary, to discuss the City's housing needs and existing efforts. Members of the Project Steering Committee will facilitate the identification of key stakeholders and the compilation of data in the City.
- e. The Consultant will synthesize the baseline inventory of current services and programs, private, nonprofit, and public operators and providers in the City.

Deliverable: The Consultant will provide a Baseline Housing Initiatives Report containing the information gathered in Task 2.

TASK 3: Demographic, Geographic and Economic Data

- a. The Consultant will gather specific data relevant to population, household, housing and employment statistics including, but not limited to, historical and population growth trends, demographic data, household data, and employment data.
- b. The Consultant will conduct population forecasting for the City of Bainbridge as a whole.
- c. The Consultant will examine the poverty, homelessness, sensitive populations, the elderly, disabled etc. and identify any concentrated areas of poverty with regard to developing fair housing policies.
- d. The Consultant will break down data by neighborhood as well as the City as a whole and present findings.

Deliverable: The Consultant will provide a Technical Memorandum including maps, graphics, charts or other relevant depictions of the information gathered in Task 2.

TASK 4: Housing Stock, Trends and Projections

- a. The Consultant will review the current housing inventory and provide specific metrics for the City of Bainbridge regarding housing condition, ownership, type of dwelling, age of units, multiple-family units, neighborhood character, availability of utilities, access to services, etc.
- b. The Consultant will provide an inventory of existing subsidized housing, including availability, new or future subsidized housing and other dwellings which serve as a transitional and emergency housing.
- c. The Consultant will research proposed housing units, planned developments, and housing trends across the City.

- d. The Consultant will analyze and identify housing needs by neighborhood and citywide.

Deliverable: The Consultant will provide a Technical Memorandum or other document of summary of the existing housing inventory, projected housing trends and identified needs as gathered in Task 4.

TASK 5: Market Analysis

- a. The Consultant will study residential real estate trends of all types of housing including an analysis of past residential sales prices, length of time on the market, and other relevant real estate metrics.
- b. The Consultant shall include information from new residential units, types of building permits issued and trends across the City.
- c. The analysis shall include the market rate for rental units in each neighborhood and availability of rental units across the City of Bainbridge. Units shall be distinguished by type, number of bedrooms, size, location, condition and price in the analysis.
- d. Included in this report should be a summary of trends, historical data and future projections of the housing market. Historical data of ten years shall be included, and a period of ten years for futuristic projections.

Deliverable: The Consultant will provide a Market Analysis Report containing the information gathered in Task 5.

TASK 6: Develop Implementation Strategies and Recommendations

- a. The Consultant will develop recommendations for specific types, rate and other housing needs based on the Market Analysis Report. This shall be specific for each neighborhood and for the City of Bainbridge as a whole.
- b. The Study will provide recommendations to combat deterioration of the older housing stock.
- c. The Study will include recommendations to increase housing affordability and housing choices by considering job opportunities, education, strategies for employers, economic growth and access to services.
- d. Study will include the impact that demographic changes will have on Bainbridge's housing stock and provide recommendations for suitable housing to fit the needs of the community.
- e. The Consultant will identify sources of funding (federal, state, local and private resources) for technical assistance for housing and other related programs included in the current housing initiatives.
- f. The Consultant will prepare a summary with the recommended initiatives and impacts.
- g. The final Study should include action steps specific to which entity(ies) would implement and strategies for decision makers to use.
- h. The Study must consider existing and projected housing and economic conditions and detail how such conditions will be impacted by the Study.

Deliverable: The Consultant will provide a matrix with strategies for implementation identifying specific organizations with the capacity to implement action steps from information gathered in previous Tasks.

TASK 7: Final Document and Presentation to Stakeholders

Deliverable: The Consultant shall provide 20 paper copies and 1 electronic copy of: the Housing Needs Assessment and Market Assessment Report, The Neighborhoods Revitalization Plan, the Executive Summary and 1 paper copy and 1 electronic copy of the Power Point presentation(s), 1 electronic copy of all GIS shape files and maps, and other presentation materials.

2. PROPOSALS:

A. Five (5) hard copies of the written proposal **and one pdf stored on a flash drive** shall be submitted to the City of Bainbridge, 101 S. Broad Street, Bainbridge, GA 39817 no later than **2:00 pm local time, on Friday, September 24th, 2021**. The City cannot be responsible for the lack of receipt of proposals by the date and time specified.

Proposals shall include the following information:

1. Title Page:
List the RFP subject, the name of the firm, address, telephone number, name of contact person and the date.
2. Letter of Transmittal
Make a positive commitment to perform the required work within the time period. Also give the name(s) of the person(s) who will be authorized to represent the firm, their title, and telephone number.
3. Qualifications
 - a. Name, address and telephone number of the firm's owners, and full information about the corporate structure of the submitting firm.
 - b. Location of the firm's primary place of business for legal purposes and any subsidiary offices, years of business, and types of services offered.
 - c. Names and qualifications of personnel to be assigned to the project.
4. Description of similar project experience and the names, addresses, and telephone number of owners for all projects described (references will be checked).
5. Curriculum vitae of principal associates and key personnel proposed to have primary responsibility for the project.
6. Current and projected workload, including a list of all projects contracted for or anticipated.
7. Approach:
Indicate your understanding of the scope of work by describing your firm's approach, including specific illustrations of the procedures to be followed. Tell us about your firm's experience, background, staff capabilities, and examples of work, where your work will actually take place and why the City should hire your firm.
8. Project History and References

- a. Provide complete project history for minimum of four (4) projects from the consultant which meets the minimum qualification requirements. These projects will be considered in evaluating the qualifications. The information must include:
 - b. Project name and location:
Name, address and telephone number for project owner, owner's project manager and/or owner's contact person on the project.
 - c. Description of the project including:
 - i. Type of project
 - ii. Initial project budget
 - iii. Initial project schedule
 - d. Role and listing of services provided by team member
 - e. Name, title and role of personnel used to perform services
 - f. Project design and delivery method used
 - g. Project state and completion dates
 - h. Proposed contract fees shall be submitted containing a schedule of the estimated man-hours required and are to be broken down by type of personnel to be used for the proposed services.
 - i. Breakdowns are to be shown separately for each item listed under "Scope of Work". Overhead factors and other multipliers shall be identified.
 - j. The consultant shall be responsible for all required resources to include but not limited to computers, surveys, outside consultants, etc.
 - k. While cost will not be the sole determining factor, cost will be considered. **Please submit one copy of your cost proposal in a separate envelope, clearly marked.**
9. A list, with exact case name, number and court of all lawsuits in which the engineering/architectural consultant or affiliated firm is, or has been involved in, over the last ten (10) years, as well as a list of all settlements or arbitrations in which the firm was involved during the same period.
- a. Any proposed modifications to the project scope, including additions to or deletions from the scope in this RFP. If scope modifications are proposed, please provide reasoning or rationale. It is recommended that the proposal address the scope of services and budget included with this RFP in addition to the alternative scope and budget.
 - b. Any additional information that will allow the City to accurately evaluate the firm's capability.

3. EVALUATION PROCEDURE:

- A. The City of Bainbridge will review and evaluate proposals based on the following factors:
1. Proposal's ability to meet the purpose and intent of the Study

2. Firm's experience with similar projects and experience of personnel assigned to this Study
3. Quality and completeness of past projects
4. Ability to complete all tasks within the allotted time
5. Presentation skills
6. Cost of services not to exceed price and cost effectiveness of proposal
7. Proposal is in the best interest of the City of Bainbridge

The evaluation scoring system is outlined in the table below.

1. Consultant's understanding and approach to the City's required tasks and needs as demonstrated in the Consultant's response to the scope of services. (25 points)
2. Consultant's experience with similar projects comparable in type, size, and complexity. (25 points)
3. Qualifications of the Consultant's staff assigned to perform the work with this project. (25 points)
4. Demonstrated ability of the Consultant to perform high quality work, to control costs, and meet project schedules. (20 points)
5. Consultant's past performance on projects with the City. (5 points)

Award of Contract

The City anticipates recommending to City Council, the award of this contract on **Tuesday, October 19th, 2021**. The City reserves the right to reject any and all proposals submitted, to waive any informalities in the proposals submitted, and to award a contract only when it appears to be in the best interest of the City.