

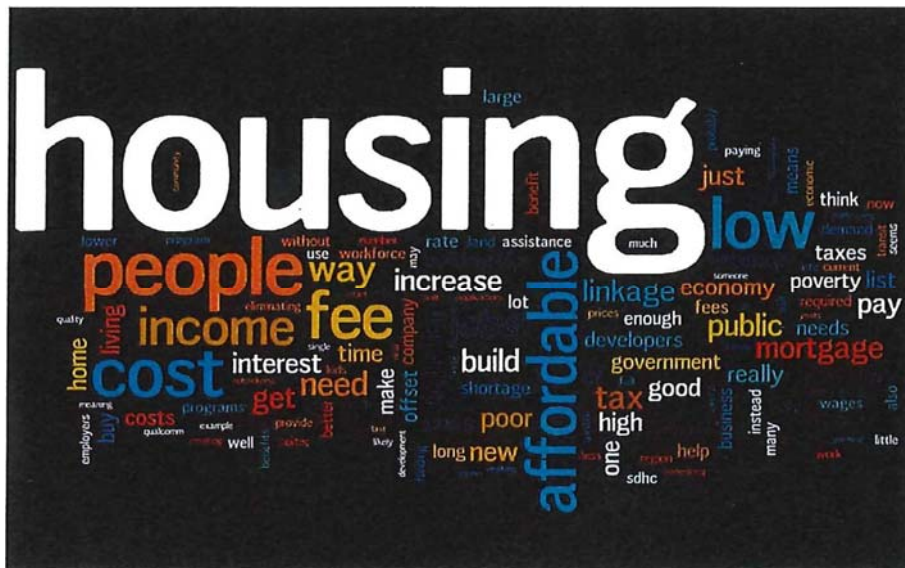


REQUEST FOR QUALIFICATIONS

AFFORDABLE HOUSING MARKET STUDY
CITY OF CONCORD, NORTH CAROLINA



AFFORDABLE HOUSING



SUBMITTAL DEADLINE: MONDAY OCTOBER 15, 2018

*PLANNING AND NEIGHBORHOOD DEVELOPMENT DEPARTMENT
35 CABARRUS AVENUE WEST
CONCORD, NC 28025*

PHONE: 704-920-5142/FAX 704-920-6962

**REQUEST FOR QUALIFICATIONS
CITY OF CONCORD, NORTH CAROLINA
PLANNING AND NEIGHBORHOOD DEVELOPMENT DEPARTMENT**

RFQ NUMBER	2378
PROJECT SCOPE	The City of Concord is seeking professional services with a qualified firm to assist with the development of a Comprehensive Housing Market Study.
PROPOSAL DUE	Monday, October 15, 2018 by 3:00 p.m. EST
SUBMIT TO	Submit one (1) electronic Portable Document Format (.pdf) and four original (4) copies of the Statement of Qualifications to: Mary L. Powell-Carr, Community Development Manager City of Concord-Planning and Neighborhood Development Department 35 Cabarrus Avenue / 1 st Floor Concord, NC 28026
CITY CONTACT	Mary L. Powell-Carr, Community Development Manager Planning and Neighborhood Development Email: carrm@concordnc.gov Phone: 704-920-5142

GENERAL INFORMATION

The City of Concord, (the City) seeks proposals in response to the Request for Qualifications (RFQ) from firms experienced and qualified in housing market data collection and analysis, to conduct a Comprehensive Affordable Housing Market Study.

The Affordable Housing Market Study is a critical policy document because it serves as a housing needs assessment for the City and stakeholders by 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. In addition, it will provide an inventory of the assets and programs currently available to help the community to address these challenges.

The findings of this study will help determine a long-term strategy for meeting the housing needs, including the existing conditions, obstacles and opportunities within the City's affordable housing market.

The mission of this study is to identify ways the citizens of Concord can have access to safe, quality, affordable housing as well as the supportive services necessary to maintain independent living with dignity. Below are the definitions that determine 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 Concord Housing Department
 - **Affordable Ownership Housing** – Housing units for those earning up to 80% of the Median Family Income, as established yearly by HUD for the Charlotte Metropolitan Statistical Area.

SECTION 1: PROPOSAL INFORMATION

The City of Concord, North Carolina is located on the western side of Cabarrus County. As of the 2010 census, the City had a population of 79,066 with an estimated population in 2016 of over 89,891. It is the county seat and the largest city in Cabarrus County. In terms of population, the City of Concord is the second-largest city in the Charlotte Metropolitan Area and is the eleventh largest city in North Carolina.

In 2015, Concord was ranked as the city with the 16th fastest growing economy in the United States.

Concord is the home to some of North Carolina's top tourist destinations including, NASCAR's Charlotte Motor Speedway and Concord Mills Shopping Mall. Between 1980 and 2010 the total population of Concord grew 366% (+ 62, 124 Residents), with an estimated 13% growth happening between 2010 and 2016.

US CENSUS POPULATION	1980	1990	2000	2010	Est. 2016
CONCORD	16,942	24,347	55,977	79,066	89,891

HUD AVERAGE MEDIUM	2015	2016	2017	2018
CABARRUS	\$67,200	\$67,000	\$70,00	\$74,100

Since Concord is in a region where a hot real estate market exists, it creates as many obstacles for buyers seeking a new home, at an entry-level price, as it does for builders who want to sell to them. The City is constantly looking for ways to help ensure the availability of affordable housing for all socio-economic strata. As the City experiences explosive growth, socioeconomic diversity, and a population of commuters, it 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 Affordable Housing Market Study will provide baseline data for the continued review and study of the affordable housing condition and other prevailing housing trends, and yield data that will be used to produce relevant 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 the City of Concord's 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, in consultation, with the City.

The City of Concord 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 burden 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 US 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 findings regionally.

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; also identify geographic areas with a lack of, or a concentration of, affordable housing, both assisted and unassisted.
- C. Complete an analysis on the recent 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. Homeownership Market

- A. In order to understand the existing housing market, complete an analysis of overall existing housing trends, including trends in housing pricing, sales, 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 units currently marketed, looking at current price point and geographic dispersion of sales by price point.

5. Trend and Need Analysis

- A. Analyze demographic growth projections and absorption rates from 2010-2030 citywide and for each specific sub-geographic area. Review projections in terms of annual population growth and demand for housing also household types, tenure or land use patterns and trends, tax base, development density affordable housing, and assessed value per square foot. Include an analysis with 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.

6. Gap Analysis

- A. Calculate gaps citywide, and for each identified sub-geographic area, by identifying the net gain and decline of housing with the emphasis on households earning between 0 and 80 percent of the 2018 U.S. HUD determined area median family income (MFI), using traditional median income breaks (0-30%, 31-50%, 51-80%). 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 80 percent of the 2018 area median family income (MFI), using traditional median income breaks (0-30%, 31-50%, and 51-80%). Estimate the demand of 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 the projected needed housing stock over the next 20 years in five-year increments.

7. Barriers Analysis

- A. Analyze the impact of market forces, such as the cost and availability of developable land, the cost of raw ground, utilities costs (including costs associated with extending utility service), and any other pertinent market forces. Compare the identified market forces to the region.

8. Recommendations

- A.** Offer scalable strategies to address the housing concerns identified in the City, which shall include the following as a minimum:
 - I.** A statistical sound approach for setting numerical targets for housing in the City, specified sub-geographic areas, identified burdened subpopulations.
 - II.** Strategies for ensuring long-term affordability.
 - 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, partnership with organizations, dedicated revenue sources for affordable housing, and opportunities for creating affordable housing on publicly-owned land.
 - V.** 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, resumes for key employees of the Consultant, hourly rates, and subcontractors. Proposals should reflect the following considerations:

- 1.** Preparation of a quality report that is suitable for public distribution, which describes the nature of the project, research undertaken, the findings, conclusions, and recommendations. The proposal shall include all digital products, such as (.pdf) copies and GIS digital products.
- 2.** Attendance at two meetings, if needed, to include: (i.e., City Council and a Community Meeting).
- 3.** Proposal should include:
 - A.** Information on experience and unique qualifications and / or capabilities.
 - B.** 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.
 - C.** Examples of similar projects, including client contact information, project budget, completion date and key staff participants.
 - D.** Proposed budget or multiple budget scenarios based upon option packages for approaching this project within the budgeted amount.
 - E.** Project timeline, including timelines for specific tasks as proposed by the firm.

Consultants are asked to direct all questions regarding the RFQ to Mary L. Powell-Carr, Community Development Manager, the City of Concord at carrm@concordnc.gov or 704-920-5142.

SECTION 4: EVALUATION CRITERIA

Staff from the Planning Department and Housing Department will begin the screening process of all of the proposals submitted. Selected firms will be notified and interviewed. Depending on the estimated amount of the proposal, the City Council may have to approve the final recommendation.

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

The following criteria (weights) will be used to evaluate the proposals:

- 1. Qualifications of Consultant (Experience 40%)**
 - A. Experience completing this type of market study
 - B. Experience working in similar sized communities
 - C. Creative approaches and solutions that were recommended in past studies

- 2. Proposed study methodology (Methodology 30%)**
 - A. Sources of data
 - B. Mapping

- 3. Understanding of RFP (Clarity of Communication 30%)**
 - A. Community context
 - B. Goals and purpose of study
 - C. Timeline

NOTE: Projected Cost of Services

Interested consultants should provide a projected range for the cost of services as well as a breakdown of standard hourly rates for personnel and services. However, this information will not be a part of the weighted criteria.

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. Presentation of preliminary findings to staff and completion of a first draft of the market study.
4. Completion of the final report.

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.
5. The City reserves the right to reject any and all proposals.
6. The City reserves the right to reject sub-consultants, if necessary.
7. The City reserves the right to modify or cancel any portion of the scope of work to be undertaken.

SECTION 7: SUBMITTAL / AWARD / CONTRACT EXECUTION SCHEDULE

INVITATION TO SUBMIT ----- September 14, 2018

Invitations will be posted on the City's website with hard copies available in the Planning Department. Invitation will also be distributed electronically upon request.

SUBMISSION DEADLINE ----- October 15, 2018

Submittal Instructions: Submit one (1) electronic (.pdf), and four (4) original copies of the Statement of Qualifications to:

Mary L. Powell-Carr; Community Development Manager
 City of Concord
 Planning and Neighborhood Development Department
 35 Cabarrus Avenue West
 Concord, NC 28025
 Email: carrm@concordnc.gov

Interviews ----- October 22 – 26, 2018

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

Staff Review ----- October 29 – November 2, 2018

Award Notification and Negotiations ----- November 5 – 8, 2018

Execution of Contract ----- November 12 – 16, 2018

Contract Start ----- November 19, 2018

**Schedule of interviews and contract dates are subject to change.*