

REQUEST FOR PROPOSALS

Housing Study and Needs Analysis



City of Platteville

75 North Bonson Street
Platteville, WI 53818

March 2018

I. General Community Information

The City of Platteville is a regional retail and service center in southwest Wisconsin, and has an estimated population of 12,417. The City is approximately 75 miles from Madison and 20 miles northeast of Dubuque, Iowa. The City's historic downtown is listed on the National Register of Historic Places, which, along with other cultural and historical sites, attracts visitors from the area. The City has a very successful industrial park, which is home to a variety of industrial and commercial businesses that provide employment opportunities for the entire region. The City is also home to the University of Wisconsin-Platteville, which is known for its engineering, industrial technology and agricultural programs. UWP is the region's largest employer and has had a profound impact on housing in the City. Additional information about the community can be found at www.platteville.org

II. Project Overview

The City of Platteville has partnered with key community stakeholders (UW – Platteville, Platteville School District, Platteville Area Industrial Development Corporation, Southwest Health and others) to conduct a housing study and needs analysis. The results of this study will help elected officials, City staff, stakeholders and community members develop a meaningful sense of the housing market, as well as an understanding of key housing issues and how they impact the City of Platteville. The report is intended to offer community leaders and stakeholders a basis for formulating community-specific housing priorities, policy alternatives and intervention strategies, including land use and zoning decisions. The study should help guide decisions related to the allocation of public funds and other resources.

III. Detailed Scope of Work

The study should include an assessment of existing housing conditions, demographic and market demands, and should identify critical housing gaps and issues. It should identify any current and anticipated unmet housing needs and provide an outlook towards anticipated housing demands over the next 10+ years. The study will be used to identify area, City and neighborhood focused housing priorities and provide policy alternatives and intervention strategies the City can use to guide decision making for future housing needs.

Housing Study Questions. The study should help with answering the following questions:

1. What are the demographic and economic characteristics of households living in our community (City and surrounding Township area)?
2. How will anticipated economic, employment, and population growth impact housing demand?
3. Based on market information, what are the current, 5-year and 10-year housing needs in our community? Where do gaps exist in terms of type and/or price range? Where should the needed housing types be located?

4. Based on analysis of age and quality of current housing stock what are strategies for rehabilitation of older housing stock? What strategies might be implemented to address identified deficiencies in the maintenance and repair of both owner-occupied and privately owned rental properties?
5. Does Platteville have the right balance between owner-occupied and rental housing? If not, what strategies could be employed to improve the balance?
6. What impact is the addition of new multi-family housing structures likely to have on aged rental housing stock?
7. How has the student rental market impacted Platteville in terms of pricing and neighborhood livability? What steps can the City take to protect single family neighborhoods, and existing mixed-housing neighborhoods?
8. What are the City's strategic options for promoting or attracting market rate developers, especially those willing to build speculative homes? What housing demand will likely not be met without incentives, if any?
9. What strategies and programs should Platteville pursue or provide for the development and/or redevelopment of necessary housing within the community? How should the community maximize the use of limited public funds to support the potential housing market?
10. What best strategies might be implemented to address identified and perceived shortcomings of Platteville as it pertains to livability, marketability, and over-all quality of life?
11. How can community partners support Platteville as the community of choice, and the preferred location for employees to live? How can community partners support the development of quality housing or rehabilitation of existing housing in Platteville?

Necessary Study Components:

1. Demographic review and projections.
2. Inventory of existing housing stock.
3. Housing needs analysis and prioritization.
4. Summary of results from focus groups, surveys and interviews with stakeholders.
5. Recommendations:
 - a. City Code/Zoning Changes
 - b. Housing Assistance Programs
 - c. Housing Related Investments
 - d. Marketing Efforts
6. Examples of innovative housing programs in similarly situated communities

IV. Proposal Requirements

The proposals should be labeled “Housing Study and Needs Analysis” and mailed or delivered to the City of Platteville, 75 N. Bonson Street, Platteville, WI 53818 by **4:30 p.m. on March 23, 2018**. Three hard copies and one PDF copy of the proposal must be submitted. The PDF copy should be submitted to carrollj@platteville.org.

Proposals should include the following:

- Detailed scope of work including a description of the technical approach to the project, an outline of the sequence of task, and major benchmarks.
- Description of what the final report will include.
- A summary of key staff experience and identification of the project manager.
- Description of similar project experience.
- Identification of sub-consultants if applicable (including staff experience and similar project experience).
- Project timeline.
- Budget breakdown.
- Proposed use of City Staff or resources.

V. Selection Process and Schedule

The City shall consider the following information when evaluating submissions to determine the proposal that is in the best interests of the City. Selection will be based upon the proposals submitted and will be ranked primarily based upon the following criteria:

- Consultant’s understanding and technical approach to the project.
- Consultant’s ability to meet the project schedule.
- Pertinent experience and qualifications of the project team.
- Relative value of the services to be provided. (cost will not be the only factor).

The following schedule represents the anticipated timeline for the selection of a consultant and completion of the project, which may be altered as the need arises:

- RFP formally announced and distributed – March 1, 2018.
- Deadline for receipt of proposals – March 23, 2018.
- City review of submissions and interviews with consultants – Late March 2018. Hold March 30 and April 2 as possible interview dates.
- Contract approval – April 10, 2018
- Preliminary Findings – August 31, 2018
- Final Report to City – October 1, 2018.

VI. Contact Information

Questions regarding this proposal can be directed to:

Joe Carroll, Community Development Director
City of Platteville
75 N. Bonson Street
Platteville, WI 53818

608-348-9741 ext. 2235
carrollj@platteville.org

VII. Additional Information

The City of Platteville reserves the right to reject any or all proposals submitted, and may require the submittal of new proposals with changes to the scope of work. Following the acceptance of a proposal, the City of Platteville reserves the right to further negotiate the terms and conditions of the work requirements and the form of the contractual agreement with the firm chosen to provide the services as requested in this RFP.