City of Hiawatha
Housing Study and
Needs Assessment
Request for Proposals (RFP)
A. PROJECT OVERVIEW/PURPOSE

The City of Hiawatha is issuing a Request for Proposals (RFP) for a Housing Study and Needs Assessment of the City of Hiawatha, IA. The purpose of the assessment is to identify existing and future housing stock within the community and to identify strategies that will help ensure the City’s housing market provides housing opportunities to as many community members as possible. The results of this Housing Study will help decision makers and community members develop a meaningful sense of the housing market, an understanding of key housing issues, and a platform for strategy and policy decisions.

The study should provide a measured assessment of present and future unmet housing demand over the next five, ten- and fifteen-year period. The report is intended to offer community leaders and staff a basis for formulating community-specific housing priorities, policy alternatives and will demonstrate an understanding of our community and its housing needs as to the unique opportunities of the Village Center-Center Point Road zones, Tower Terrace Interchange and the surrounding neighborhoods. The study will review all price points and integrate civil rights as it relates to housing discrimination and prevention of loss of existing units, along with strategies to increase the necessary housing stock due to growth projections.

B. CHARACTER OF THE AREA

The City of Hiawatha is located in Linn County, Iowa. The City is approximately 2,959 acres (4.62 square miles). Population in Hiawatha has been increasing. Over the past 30 years the City of Hiawatha grew by 43.7%. The city has grown by 8.4% from the 2000 to 2010 census. Hiawatha is in close proximity to two larger communities – Marion and Cedar Rapids. The town provides a good location for residents to live in a smaller community and easily commute to work in the nearby larger towns.

C. CITY OF HIAWATHA HOUSING GOALS AS PER 2036 COMP PLAN

To provide city officials with a unique, comprehensive perspective of their housing markets and a practical policy framework to achieve a healthy housing market that’s better aligned with residential needs.

1. Introduce incentives for young families/young professionals to purchase new/existing homes in Hiawatha.

2. Create zoning standards that ensure a variety of housing types.

3. Design neighborhoods that integrate a range of housing types, densities and costs, consistent with the character and vision of the city.

4. Examine housing market conditions in the surrounding communities and carefully track housing stock availability as it relates to regional housing needs.
5. Develop programs and incentives that encourage property owners to improve the appearance and maintain the appearance of their property.

*6. Apply for housing improvement programs to assist property owners with the rehabilitation of their homes.

7. Conduct a Housing Needs Assessment.

*8. Update the Urban Renewal Plan so that Tax Incremental Financing can be used for areas that will be developed in the future to add/utilize housing rebates from those funds.

NOTE: *In process or implementing.

D. FUNDING SOURCE

The funds will be paid by the City of Hiawatha with an estimated cost of study not to exceed $30,000 of Local Option Sales and Service Tax Revenue funds.

E. SCOPE OF WORK

Primary Questions to Be Answered with This Study:

1. What are the demographic and economic characteristics of households in our community?

2. What can Hiawatha expect with respect to economic, employment, and population growth that will impact housing planning and policy decisions?


4. Based on analysis of age and quality of current housing stock what are strategies for sustainability of older housing stock, and the viability and cost effectiveness or rehabilitation of older structures?

5. Is there a market for unsubsidized, market rate housing, and what are the City’s strategic options for promoting or attracting market rate homeowners and renters?

6. What strategies and programs, existing or to be created, should Hiawatha pursue or provide for the development and/or redevelopment or necessary housing within the City?

7. How should the City maximize the use of public funds to support the potential housing market, and improve housing for all income levels and stabilize neighborhoods?
8. How does housing fit into Hiawatha’s economic growth; i.e. as a walk to work community; as a commuter community, etc?

9. The firm will provide a final report and presentation in a public community meeting. The report should be delivered as both a PDF file and 10 hard copies.

Plan of Services/Timeline

The Plan of Services must include the elements to be performed by the consultant, the number of hours and other resources required to complete each task, and the expected time to complete each step. The Plan should include time schedules and milestones, personnel assignments, and other information as necessary to demonstrate the consultant’s ability to complete the project on time. It is the City’s goal to have this study completed by February 16, 2019. Proposers are invited to submit timelines with earlier completion dates.

Service Area

The area to be covered in this study is the City of Hiawatha. Appropriate consideration should be given to the housing demands and availability within the surrounding metropolitan area and their effect on the local market.

Minimum Required Elements of the Study

The Consultant selected to complete the study is free to develop specific methodology as it deems appropriate. However, the final document should, at a minimum, quantify the data elements (Use of 2010 and newer census data – from the American Community Survey – is required) listed in 1 through 7 below. Citywide data must also be organized by census tracts and neighborhoods, and relevant information must be mapped so that we can better understand clusters of activity.

1. Existing housing stock
   By tenure if data is available – rental, owned
   By type – single, 2-family, triple decker, multi-family
   By value – property values, rents
   By age and condition (if information is available)
   Vacancy rates
   Inventory of Assisted Housing

2. Sales activity and prices over last five years
   By Neighborhood (City will provide neighborhood boundaries to successful proposer)
   Type of building: single, 2-family, triple decker, multi-family
   Type of buyer – owner-occupier or investor
   Foreclosure-related activity
3. Analysis of housing conditions data
   Building Code violations – number and type annually
   Age and quality of existing housing

4. Data should be organized by
   Neighborhoods or census tracts Household income
   Household size
   Tenure type

5. Demographics – now and future (5yr, 10 yr, 15yr) Population by age
   Households by income, age, size
   Estimated number of renter households at 50%, 60% and 80% of Area Median
   Income (AMI) and the supply of adequate housing for same, now and projected.

6. Economics
   Anticipated local and regional employment trends and impact on local housing
   demand
   Commuting patterns – employment and services (education, retail, health care)

7. Other Housing Elements
   Housing affordability analysis (i.e. comparison of rents to household income)
   Housing affordability compared to other markets
   Affordable housing inventory and utilization of workforce housing
   Analysis of abandoned, vacant, and dilapidated residential properties
   Available land for housing development
   Senior/Assisted living options
   Special Needs housing
   Housing market turnover/sales data
   Building permit history (community’s recent history of new construction and
   adaptive reuse)
   Rental market analysis including information on existing properties related to
   rents, vacancies, services, amenities and resident profiles, include information on
   pending developments.
   Communication stakeholders; city officials, non profit housing developers and for
   profit housing developers to better define the results being sought and the
   methodology the firm will use.

F. PROSPECTIVE CONSULTANT’S QUALIFICATIONS

The prospective consultant replying to the RFP shall be or represent a firm, company or
 corporation possessing experience and expertise in planning, community development and/or
 a related field, and the professional standards thereof, to undertake and successfully complete
 the Scope of Services as outlined in this RFP.
Ability and Experience

The City of Hiawatha will not award a contract to any consultant who cannot furnish satisfactory evidence of their ability and experience to perform the requested services.

The City of Hiawatha may make such investigations as it deems necessary to determine the above and a consultant shall furnish information requested in this regard.

G. EVALUATION CRITERIA

The following list of criteria (order of list is without regard to importance or priority and is not inclusive) is representative of what the City of Hiawatha will use to evaluate proposals:

• Demonstrated qualifications of the applicant
• Leveraging of City’s funding
• Levels of Affordability reached
• Benefits to the City, including both quantitative and qualitative factors
• Project schedule and anticipated project completion
• Key aspects for developer opportunity

H. CONSULTANT INTERVIEWS

Following evaluation of the submitted materials, at dates and times to be announced, the City may request the three (3) candidate firms that score highest based on the above-listed comparative evaluation criteria to make an oral presentation to the City evaluation team. The presentation must be made by the project manager (and key support team members) to be assigned to the work. Such presentation shall, as a general rule, be limited to approximately 30 minutes for presentation plus 30 minutes of questions.

The City must execute a contract with selected firm by November 6, 2019.

I. SUBMISSIONS

Submittal Deadline

In order to receive consideration, Proposals must be sealed and received at the City of Hiawatha, City Clerk’s office, 101 Emmons Street, Hiawatha, Iowa 52233, no later than 12:00 p.m., on October 25, 2019, at which time will be opened and recorded.

Form for price proposal; completed and sign form that is included in this RFP.
Submittal Requirements

Three printed copies of the proposal, including any supporting materials, double-sided and each copy bound separately, with one cover letter with an original signature from a principal or executive director of proposer must be submitted; these items will not be returned. If proposer consists of a team of several entities, an authorized representative of each entity shall sign the cover letter. All application materials must also be submitted electronically.

Proposals that are not received at the designated address by the specified deadline will not be accepted. The proposal submittal shall reference “Essential Affordable Housing RFP” and the name and address of the submitting organization(s). The City will not provide any pre-selection information concerning the status of Proposals other than the acknowledgement that they were received.

Waiver

The City of Hiawatha reserves the right to reject any and all proposals, or to waive any informalities in the proposal process, if deemed in the City’s best interest.
CERTIFICATE OF NON-COLLUSION

The undersigned certifies under the penalties of perjury that this bid proposal has been made and submitted in good faith and without collusion or fraud with any other person. As used in this certification, the word “person” shall mean any natural person, business partnership, corporation, union, committee, club or other organization, entity or group of individuals.

____________________________________
Signature of person submitting contract/bid

____________________________________
Name of Business

_______________________________
Date
TO:
City Clerk, City of Hiawatha
101 Emmons Street
Hiawatha, IA 52233

The undersigned, having familiarized themselves with the Request for Proposal (RFP), location, and conditions of the Work, by submission of this Bid Proposal, hereby agrees to complete the Work for the total sum as follows:

**BASE BID:**

______________________________
______________________________ and _______ /100 DOLLARS

$______________________________

This bidder acknowledges receipt of the following addendums if applicable:

ADDENDUM #: ________ Dated: _________________
ADDENDUM #: ________ Dated: _________________
ADDENDUM #: ________ Dated: _________________

Company Name: ____________________________________
Signature: _________________________________________
Print Name: _______________________________________
Title: ____________________________________________
Business Address: __________________________________