



Request for Proposal

Fitchburg Housing Goals, Strategies, Toolkit, Implementation Plan

City of Fitchburg

June 2017

Introduction:

This request for proposal is being issued by the City of Fitchburg, Fitchburg Community & Economic Development Authority for the purpose of securing a qualified planning firm or consultant to conduct research, analysis, focus groups and municipal requirements to create housing goals, strategies, toolkit and implementation plan to meet the current and future housing needs with a focus on affordability for Fitchburg residents.

Background:

The City of Fitchburg is located in Dane County, Wisconsin and is part of Madison Metropolitan Statistical Area (MSA) of 568,593 (2010 Census). The estimated 2016 population from the State of Wisconsin Department of Administration is 27,635. In 2014, the City of Fitchburg Housing Assessment was completed to evaluate the current housing stock, supply, distribution, and quality of existing housing stock. The assessment shows that the City has done well within the region based on several housing indicators, however, it is suggested that the City work to support a housing stock that allows for diversity of racial, ethnic and income groups. Dane County also completed a housing assessment in January 2015 and released a Housing Gap Summary Fact Sheet.

Scope of Work Desired:

The City of Fitchburg strives to have a comprehensive set of housing goals, strategies, toolkit and implementation plan to encourage and promote a variety of housing types at all levels of affordability, with a **strong emphasis on affordable housing including multi-family and single family**. The Fitchburg Housing Goals, Strategies, Toolkit and Implementation plan will be used to allocate resources for housing development and redevelopment, including but not limited to the use of federal, state, county and local resources to accomplish the identified goals.

The selected firm/consultant will be tasked with:

- Recommend a public process including timeline and stakeholders to accomplish scope of work by the end of January 2018
- Work with the Fitchburg Community & Economic Development Authority, Fitchburg Housing Advisory Task Force, Plan Commission and the Common Council on the development of housing goals, strategies, toolkit and implementation plan
- Lead focus groups to discuss housing needs and affordability challenges in Fitchburg
- Review and analyze Fitchburg ordinances and development fees to determine impact on cost of housing and affordability
- Identify housing costs and affordability
- Review and analyze the following documents to determine current and future housing gaps with an explanation of how that information will guide your approach
 - Fitchburg Housing Assessment <http://www.fitchburgwi.gov/DocumentCenter/View/9210>
 - Fitchburg Comprehensive Plan <http://www.fitchburgwi.gov/DocumentCenter/View/4453>

EMAIL INTENT TO SUBMIT BY JULY 6TH, FULL RFP SUBMITTALS DUE JULY17TH

- Dane County Housing Needs Assessment
https://communityoutreach.countyofdane.com/documents/assessmentReport/Housing_Needs_Assessment.pdf
- Geography of Opportunity: A Fair Housing Equity Assessment for Wisconsin's Capital Region
<http://wi-fitchburg.civicplus.com/DocumentCenter/View/15091>
- Housing Gap Summary
https://communityoutreach.countyofdane.com/documents/housing/dane_county_housing_gap_fact_sheet.pdf
- ALICE <http://wi-fitchburg.civicplus.com/DocumentCenter/View/15182>
- Strong Roots <http://wi-fitchburg.civicplus.com/DocumentCenter/View/15183>
- Facilitate education and information sessions in collaboration with local develop partners to cultivate an understanding of the process and economics of developing housing in Fitchburg:
 - Developing a Fitchburg Subdivision
 - Affordable Senior Housing
 - Multi-family Redevelopment
- Share best practices from other communities and areas of the country of successful housing initiatives that have been implemented to provide a continuum of housing stock to meet the needs of all income levels, with an emphasis on affordability
- Identify programs available at the federal and state level that could be utilized by both the public and private sector to promote affordability
- Identify strategies to revitalize older existing multi-family housing stock
- Identify strategies to assist with the development of affordable senior housing
- Identify approaches and business models to encourage private sector housing developments for all incomes
- Identify techniques to leverage State, regional & local partners: WHEDA, Fitchburg Community & Economic Development Authority, Dane County Housing Authority, Habitat for Humanity, Dane County Housing Fund, CDBG & HOME Funds
- Detail ways to attract public & private funding that addresses needs including workforce housing in proximity to employment and housing with supportive services
- Recommend methods and elements of a financial toolkit, including parameters and participation levels, to utilize funds capitalized by TID 7 and future tax increment districts to promote and develop affordable single family, multifamily and senior housing

Timeline:

Issue RFP	Thursday, June 22, 2017
Email Intent to Submit & RFP Questions Submittal due by 4:00 p.m. (RFP questions submitted and responses will be shared with all firms expressing intent to submit)	Thursday, July 6, 2017
Pre-Submittal Questions Meeting 11:00 a.m. at City Hall	Monday, July 10, 2017
Submittals due by 4:00 p.m.	Monday, July 17, 2017
Consultant Interviews	Wednesday, July 26, 2017
Consultant Selection Decision	Monday, July 31, 2017
Project Begins	Monday, August 14, 2017
Project Completion	Wednesday, January 31, 2018

City reserves the right to make adjustments to the schedule as needed. All questions regarding this RFP should be directed to Michael Zimmerman in writing at Michael.Zimmerman@Fitchburgwi.gov. All questions and responses will be shared with all respondents to this RFP. The City of Fitchburg reserves the right to reject all submittals based upon scope, cost, and timing.

Budget:

Detail in your proposal how to accomplish the scope of work at a not to exceed amount of \$40,000. Provide a detailed cost breakdown of the work elements of your proposal.

Project Completion:

Upon completion of project on January 31, 2018, please submit 20 hard copies of final Fitchburg Housing Goals, Strategies, Toolkit and Implementation Plan document. Please also provide document in Word and PDF electronic format and a separate portfolio of any document images, maps and charts in an electronic format that can be utilized in presentations.

Submission Requirements:

A planning firm or consultant wishing to submit a proposal must include the following in their response:

- A brief history of the company
- Resumes of all personnel assigned to work on the project
- A work plan that contains a description of the approach, methodology, instruments, public process and strategies that will be employed to perform the scope of services requested along with an estimate of staff time required to complete each task in the work plan
- Proposed fee structure, including billing rate, hourly rates, reimbursable expenses, etc.
- References including contact information for at least three (3) organizations to which the firm/consultant has provided a similar scope of work required by this RFP
- At least one (1) sample work product of a similar scope of work required by this RFP
- A statement addressing any conflict of interest by the firm/consultant or any of its key employees, including with any developers currently active in the City of Fitchburg
- Provide 5 hard copies of the proposal and an electronic pdf of your submittal
- Sample contract template between your firm and municipality

Selection Methodology:

Firm experience

Understanding of the Project: Approach & Methodology

Knowledge of local and regional housing market

Public Participation Process

Project Timetable & Cost

Contact Information and Submittals Due by 4:00 p.m. Monday, July 17, 2017:

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