



CITY OF BOULDER, COLORADO
REQUEST FOR PROPOSAL

Needs Assessment and Market Analysis –
Research and Consulting Services

ISSUE DATE: July 12, 2013

DUE DATE: 12:00 PM, Friday, July 26, 2013

CONTACT:
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PROJECT SCOPE

The City of Boulder intends to meet two research needs through this proposal. The first is to support the preparation of a HUD-required Consolidated Plan for the Boulder/Broomfield Regional HOME Consortium (“The Consortium”), which includes all incorporated and unincorporated areas of Boulder and Broomfield Counties, and the three CDBG entitlement jurisdictions, City of Boulder, City of Longmont and City and County of Broomfield.

A Consolidated Plan, which must be updated by 2015, is required to receive annual block grants (CDBG and HOME) for community development and affordable housing from the U.S. Department of Housing and Urban Development (HUD).

A Needs Assessment and Market Analysis are required elements of the Consolidated Plan that detail relative need in the areas of affordable housing, homelessness, special needs, and community development. The Needs Assessment and Market Analysis directly inform the Strategic Plan for addressing priority needs for the duration of the Plan.

The second need is to support the City of Boulder’s development of a Comprehensive Housing Strategy. To inform that effort, the City seeks to better understand (1) the anticipated unmet need for senior housing and services over the next five to ten years, (2) the housing needs of the Boulder workforce, (3) differences between those who live in Boulder and in commuters, (3) differences between renters and homeowners in Boulder, (4) the interplay between the housing markets of communities in Boulder and Broomfield Counties, and (5) the impact of student housing on the Boulder Housing market.

I. NEEDS ASSESSMENT AND MARKET ANALYSIS

The Consortium is seeking a Research Consultant to provide a Needs Assessment and Market Analysis meeting the requirements set out in 24 CFR Part 91.

The proposal should build from and not duplicate recent research completed for Longmont and Boulder:

- 2012 Housing Needs Analysis, City of Longmont
- May 2013 Housing Market Analysis, City of Boulder

Other information to inform the proposal includes:

- The most recently updated (2009) Consolidated Plan
- Memo and Minutes: May 14, 2013, Boulder City Council Study Session: Developing a New Comprehensive Housing Strategy
- Memo and Minutes: February 12, 2013, Boulder City Council Study Session: Comprehensive Community Housing Strategy – Preliminary Discussion
- 1999 Comprehensive Housing Strategy, City of Boulder

The Needs Assessment and Market Analysis must include:

- Assembling data from various sources and presenting it in the tables required by HUD, with additional tabulations and maps needed to present the fullest possible picture of housing needs and market conditions throughout communities in Boulder and Broomfield Counties. With the new IDIS (Integrated Disbursement and Information System), much of the standard required data for the Needs Assessment and Market Analysis will be prepopulated in the HUD-required tables. The consultant will collect the data that are not pre-populated and, where better, locally appropriate data are available, supplement the report with these data. In addition to data and analysis for the HOME Participating Jurisdiction (the Consortium), the consultant will present disaggregated data for the three discrete Entitlement Communities within The Consortium (City of Boulder, City and County of Broomfield, and City of Longmont) as well as community level data where it is needed to better understand local need.
- As part of the Special Needs portion of the Needs Assessment, identify, to the extent practicable, the housing needs of persons who are not homeless, but require supportive housing. Examples include: seniors (age 62+), the frail elderly, persons with disabilities (mental, physical, developmental), persons with alcohol and/or drug addictions, victims of domestic violence, veterans, prisoner re-entry, youth aging out of services and transitional housing, high functioning autistic adults, and single-parent families. It is understood that easily accessible data may not be available for certain populations.
- Analyzing, summarizing, and drawing conclusions from the data around areas where the housing market is not providing for the community. It may be valuable in some cases to make comparisons with national and state data that will assist the Consortium in prioritizing local needs.
- Providing, in addition to the final report, a copy of all supplemental data used in the report in its most disaggregated form, together with its source.
- The selected firm will be responsible for all services necessary to survey the Boulder County/Broomfield County area and make assessments on these areas in respect to, but not limited to, HUD required factors as set out in 24 CFR Part 91.
- Presenting study findings at up to two (2) meetings with city staff and attendance at and potentially participating in one City Council study session.

II. ADDITIONAL AREAS FOR CONSIDERATION

In addition to developing The Consortium's Consolidated Plan, The City of Boulder is seeking to update its Comprehensive Housing Strategy, which was last updated in the late 1990s. That strategy informed a number of affordable housing programs for low and moderate income households in the ensuing years. As time has gone on, housing costs have increased and the supply of land on which to build new units has shrunk. Vacancy rates for rental units are at historic lows and single family detached homes have become so expensive that they are now out of reach for most middle income households. To support this effort the City has interest in additional research add-ons. Please submit discrete

proposals for each item below so the City may determine which, if any, to include in the contract for services.

- To what extent will the likely housing needs of the growing senior population be met by the market and to what extent and in which ways will it not?
 - How does household wealth affect the housing needs of senior households in Boulder? Over the next ten to 15 years how many senior households will have an unmet housing need?
 - What housing options are available in Boulder that can be accessed by middle-income seniors?
 - What will be the different housing needs of senior households who will age within the community and those who are expected to move into the community?
- Prepare a comparison between in-commuters and residents, including the following characteristics; income, wealth, household composition and general demographics. To what extent do these populations have different housing needs?
- Prepare a comparison between renters and owners in Boulder, including the following characteristics; income, wealth, household composition and general demographics.
- Prepare a methodology that will answer the following question: What is the effect of asset-based wealth on housing issues? To what degree are Boulder households that appear to have income-based housing needs able to use assets or other financial support to meet their needs? How many lower income households own their homes outright without a mortgage payment? Once households with significant assets and student households that do not require public assistance are factored out, how many households need housing assistance?
- To the extent possible please discuss the impact of student demand for housing on Boulder's housing market. To what degree do student households, many of whom appear to be low income, but are subsidized by financial aid and/or parental assistance, inflate the "low income" households category? To what degree does student demand for housing (rentals, parent-purchased condos) impact the market? How might CU-Boulder's housing policy and plans for growth impact the Boulder housing market over time?

It is expected that this scope will likely evolve before a firm is selected and contract signed. It may also continue to be refined after a contract is signed. The *Project Understanding* and *Project Approach* submitted by each firm will help the city refine its thinking on the project and help shape the final scope of work.

PROPOSAL

Proposals should include standard components such as cover letter, résumés, hourly rates, etc. Special attention should be given, however, to the *Project Understanding* and *Project Approach* which will illustrate to the city how a firm views the project and will go about achieving project goals and objectives. Sub-consultants may be utilized and could include a firms with specialized content knowledge such as community facilities, seniors or homelessness.

The scope generally includes and proposals should reflect:

1. Attendance at up to two (2) meetings with city staff in Boulders.
2. Attendance at one (1) Boulder City Council meeting where some form of presentation may be necessary.
3. A complete Needs Assessment and Market Analysis study compliant with 24 CFR Part 91 and including additional data and analysis as indicated, conclusions and recommendations.
4. Coordinate with City of Boulder project manager, city staff, and representatives of other stakeholders and Participating Jurisdictions in order to prepare the Needs Assessment and Market Analysis.
5. Continuation of any additional services will be negotiated upon completion of this scope of work.
6. The proposal should include résumés for key employees of the contractor as well as any sub-contractors.
7. The proposal should include examples of similar studies, including client contact name, cost, date of completion, and key staff participants.
8. Proposed budget, or multiple budget scenarios based on different options for approaching the project.
9. Project timeline, including timelines for specific tasks as proposed by the firm.

Proposals must be submitted by **noon on July 26, 2013** via email to project contact Eric Ameigh (ameighe@bouldercolorado.gov; full contact information below).

PROCUREMENT SCHEDULE

TENTATIVE SELECTION SCHEDULE

RFP issuedJuly 12, 2013

Proposals due.....**July 26, 2013, 12 PM – via email**

Consultant selectionNo later than August 5, 2013

ADDITIONAL INFORMATION TO NOTE

While a significant portion of this RFP is for the requisite Needs Assessment and Market Analysis for the Consortium, the “Additional Areas for Consideration” section of the Project Scope describes the type of information the City of Boulder would like to gather and the way in which the city is thinking about the project. It does not dictate how information will be gathered, analyzed, or presented. The city expects that firms will use their creativity to propose the best way to approach the latter portion of the project.

The city understands the best way to complete the scope may take a number of months. **City staff, however, are required to present some preliminary information to the Boulder City Council at the end of October 2013. This will require some meaningful analysis be delivered to staff no later than September 30, 2013.** The successful firm will work with city staff to develop a final project timeline with appropriate sequencing that allows for some interim deliverable(s) that can be shared with the City Council at the end of October.

PROJECT CONTACT INFORMATION

Upon release of this RFP, all consultant communications concerning the RFP should be directed to the RFP Coordinator listed below. Any communications will be considered unofficial and non-binding on the city.

Name: Eric Ameigh
Senior Project Manager
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