



REQUEST FOR PROPOSALS- HOUSING NEEDS ASSESSMENT

City of Rhinelanders

AUGUST 20, 2020
CITY OF RHINELANDERS
135 S. Stevens Street, Rhinelanders WI 54501

1. Background/Introduction.

The City of Rhinelander, Wisconsin (population 7,783- 8.61 square miles) is the county seat in Oneida County and serves as a commercial, industrial, and recreation hub for the Northwoods area.

As of the census of 2010, 7,798 people, 3,545 households, and 1,876 families resided in the city. Of the 3,545 households, 26.9% had children under the age of 18 living with them, 34.6% were married couples living together, 13.5% had a female householder with no husband present, 4.9% had a male householder with no wife present, and 47.1% were not families. About 39.5% of all households were made up of individuals, and 17.1% had someone living alone who was 65 years of age or older. The average household size was 2.10 and the average family size was 2.79.

The median age in the city was 40 years; 21.2% of residents were under the age of 18; 9.5% were between the ages of 18 and 24; 25% were from 25 to 44; 25% were from 45 to 64; and 19.1% were 65 years of age or older. The gender makeup of the city was 47.0% male and 53.0% female.

The preliminary estimate of the January 1, 2020 population for the City of Rhinelander in Oneida County is 7,783. This represents a change of -15 persons (-0.19%) since the 2010 Census.

The results of this Housing Study and Needs Analysis will help decision makers, stakeholders and community members develop a meaningful sense of the housing market as well as an understanding of key housing issues, including affordability. The study should provide a measured assessment of present and future unmet housing demand that focuses on creating a deeper understanding of short-to-mid-term housing demand (5-year, 10-year, 15-year.) The report is intended to offer a solid, data-driven basis for formulating community-specific housing priorities, policy alternatives and intervention strategies.

2. Project Goals and Scope of Services.

The area of scope encompasses the entire City of Rhinelander however, consideration should be given to the housing demands and availability of the local market and region.

It is the intent of this work to inventory existing housing stock through data collection on housing type, owner and non-owner occupied, overall age, and quality. Assesses gaps in various housing types and identifies unmet demand by engaging with local community, employers, and realtors. Proposers are encouraged to consider utilizing resources at Nicolet, UW-Extension, housing market data from WHEDA, etc.

Develop short and long-term methods to address the following:

Availability, affordability, quality and opportunity for new and redevelopment

Recommendations based upon housing type: Owner and non-owner occupied; workforce, affordable and market-rate housing

Improving housing quality and compliance with property maintenance code

Identifies priority development areas within currently tax-exempt city and non-city owned property

Serving as a snapshot in time, the assessment must be an actionable exercise for the City to establish and focus on priorities in addressing the housing needs of Rhineland. Additionally, the information should be “Developer-facing”, translating the needs and opportunities to investors and developers.

3. Anticipated Selection Schedule.

| | |
|--|---------------------|
| Deadline for proposal questions and notice of interest | September 15, 2020 |
| Proposal question responses emailed to consultants of interest | September 18, 2020 |
| Proposals due | October 2, 2020 |
| Firms notified of interview | October 6, 2020 |
| Interviews | October 13-15, 2020 |
| City Council consideration of selection | October 26, 2020 |

The above schedule is subject to change. The City does anticipate the need to conduct interviews for this RFP process. The City will not be legally obligated to adhere to the dates for interviews, recommendations and award. Interviews will be with staff, Mayor, Council Designee and local economic development representatives.

4. Time and Place of Submission of Proposals.

Please provide (1) digital copy of the proposal via email and (5) paper copies to:

Zach Vruwink

zvruwink@rhinelandercityhall.org

Identify proposal name into subject line of the email:

Housing Market Study and Needs Assessment

135 S. Stevens St, Rhineland, WI 54501

Deadline:

4:30 pm CST- October 2, 2020

Proposals will be accepted on or before the deadline identified above. Proposals received after that date and time will be rejected. Proposals will not be opened publicly. Questions regarding this RFP should only be directed to staff member identified above. Contact with elected officials, committee members and other staff members is grounds for disqualification.

5. Timeline

It is expected this work will occur over the Fall of 2020 with a draft report by December of 2020.

6. Elements of Proposal

Task 1: Minimum Required Data Elements

The selected consultant is free to develop specific data analysis methodology as they deem appropriate. However, the final document should, at a minimum, quantify the following data elements and use of as much available 2010 and newer census data as possible is required:

1. Demographics – current and projected (5-yr, 10-yr, 15-yr)
 - Population by age
 - Households by income, age, size
 - Number of renter households at both 50% and 80% of AMI
 - Labor shed/ Commuting patterns
2. Existing Housing stock
 - By tenure – rent, own
 - By type – single, duplex, multi-family
 - Where do gaps exist, if any
 - By value – property values, rents
 - Where do gaps exist, if any
 - By age and condition
 - Vacancy rates
3. Other Housing Issues
 - Affordable housing analysis – definitions of affordable housing based on statistics, local housing and transportation costs in relation to income, any existing areas of naturally occurring affordable housing, subsidized housing, tax credit developments, public housing
 - Housing affordability compared to other surrounding markets, (e.g., Antigo, Tomahawk, Merrill and Townships)
 - Senior/Assisted living options
 - Housing market turnover/sales data
 - Rental market analysis including information on existing rental properties that are two (duplex) and three (tri-plex) units related to rents, size, vacancies and amenities and resident profiles. Include information on rental housing needs.
 - Rental market analysis including information on existing rental properties over 4 units related to rents, size, vacancies and amenities and resident profiles. Include information on rental housing needs.
 - Senior and family market analysis including information on existing properties related to price, rents, size, vacancies, amenities and resident profiles. Include information on senior and family housing needs.

Task 2: Community Questions

Utilizing the obtained market and demographic data, the following questions, at a minimum, should be addressed within the study:

1. What are the current demographic and economic characteristics of households living in Rhinelander?
2. What can Rhinelander expect with respect to changing demographic and economic characteristics in the next 2-5 years? 10 years?
3. What are the current housing characteristics in Rhinelander, including owner-occupied vs. renter-occupied, age and condition, size, including number of bedrooms, and price range.
4. What is the nature and extent of housing demand in Rhinelander, including residents currently living in Rhinelander and nonresidents who may want to live in the community?
5. What aspects of housing demand does Rhinelander's supply currently not meet, such as affordable, accessible, price, size, number of bedrooms, special/supportive needs.
6. How are the following groups impacted by current and future housing market demand: Seniors, Families, Persons with Special Needs, Students, and Young Professionals.
7. What impact, if any, has development within the past 10 years had on the housing market of the community?
8. What impact, if any, does vacation and short-term rental (such as AirBnb) have on our housing market.?
9. Are there barriers/opportunities or interest in Accessory Dwelling Units, Micro Apartments, Cohousing or Home-sharing?
10. What aspects of our supply or market demands might lead towards teardowns?

Subtask 2A:

What is the meaning and state of housing affordability in Rhinelander? (Please include information complete enough to comply with State of Wisconsin Act 243 Housing Report Requirements.)

Task 3: Recommendations

Based on analysis of the data collected, provide recommendations for:

1. What types of housing (i.e. owner occupied, rental (market rate or affordable), assisted, elderly, special needs, workforce, student, young professional, etc.) will not be met by supply in the short (>3 years), medium (3-5 years), and long term (5+ years).
2. What types of housing, if any, could be pursued and supported, and what barriers currently exist to their development.
3. What housing demands will likely not be met without intervention, subsidy, incentives, innovative programs, code revisions, etc.
4. What types of programs, established as well as new and innovative, could Rhinelander seek/provide for the development and/or redevelopment of necessary housing, including examples from comparable communities. *Emphasis on public/private partnerships- CDBG*

Revolving Loan, WHEDA Home Improvement Loan, Community Foundation, Grow North, Mortgage Down Payment program (talent attraction) to name a few.

5. Locations for potential housing development with an emphasis on currently underutilized, vacant, blighted and tax-exempt property.

Public Participation

At minimum, the successful consultant is responsible for undertaking the following public participation activities:

- Initially, the selected firm will meet with City staff to better define the results being sought and the methodologies the firm will use. The consultant is expected to work closely with all identified stakeholders and meet with Rhinelander staff/departments on a regular basis;
- After data is collected, the selected firm will meet with the Council to present the data findings prior to developing recommendations and a draft report.
- At least two public input sessions/workshops at 1 p.m. and 6 p.m. on the same day to help identify citizen needs and input to help determine what housing facilities/programs should be developed, if any; and,
- Attend at least one City Council meeting to present draft findings and recommendations, prior to preparation of final report.
- Attend and present final report to City at a minimum of one (1) meeting to obtain final plan approval

Deliverables A draft plan submittal will be required for review and comment by the City prior to completing the final report and plan. The City shall receive an electronic copy of the draft plan, as well as ten (10) full-color (8-1/2 "x 11") copies no later than three months from the start of the contract. Report maps should be color 11" x 17" in size.

Once finalized, the City shall also receive all original documents electronically in Microsoft Word, Excel and PDF formats (including a printable PDF version of the entire plan for CDA's use). Maps and plans shall be delivered electronically and be compatible with the City's GIS software.

Reference Materials The consultant should reference the City's Comprehensive Plan adopted in 2016, particularly Chapter 3- Housing, the 2015 Regional Livability Plan commissioned by the North Central Wisconsin Regional Planning Commission (NCWRPC). Additionally, the consultant should reference housing studies done for tax-credit projects- Rhine Haus, Highland Estates I & II, and Historic West Elementary.

7. Proposal Format:

The proposal should not exceed 10 single-sided pages and should address the following:

1. Transmittal Information.

- a. Firm's name, address, telephone number and contact person.

b. Firm's confirmation of understanding of the project and commitment to provide the appropriate personnel, equipment and facilities to perform the scope of services as defined in this document.

2. Approach.

- a. Provide a description of the anticipated analysis, planning and recommendation efforts.
- b. Describe the methods to be used for communicating with the project team and public.
- c. Describe the firm's approach and method for facilitation and coordination of public input for projects, including the use of citizen boards and committees.
- d. Outline your proposed staffing levels and activities.
- e. Detail your proposed project schedule.
- f. Describe how the consultant will manage overall quality control of the project.
- g. Provide estimated hours for all tasks.

3. Personnel Experience. For each project team member please submit a BRIEF description of the following:

- a. Name
- b. Proposed responsibilities
- c. Professional registrations
- d. Description of related past experience, particularly experience of a similar capacity on projects of comparable size and/or scope

4. Previous work samples and references

- a. Provide examples of previous, related work. Full documents may be attached as appendices, as necessary.
- b. Provide a list of at least references of comparable clients.

5. Cost

- a. Provide a cost "not to exceed" per task and any sub-tasks along with an hourly rate for each project team member working on those tasks and a detailed analysis of the expected hours by task and position to satisfactorily perform the scope of services.
- b. Please note there will be no reimbursement for travel time, meals, or mileage; these incidental costs should be included in the hourly rates.
- c. Describe the circumstances under which you would propose to modify the fees, including the rate at which the City would be charged for additional work, and how you would communicate such a potential modification to the City of Rhinelander

6. Contract

Please attach a copy of your standard contract for these types of services in the email submitting the proposal.

7. Insurance

The proposal must include either a description of the firm's insurance or a certificate of insurance outlining the firm's insurance policies that evidences compliance with the requirements noted in the Terms and Conditions section of this RFP.

8. Evaluation Criteria.

The City will consider the following in evaluation of the proposals:

1. The content, completeness, adherence to format and appropriateness of the proposal.
2. The reputation, experience, technical competence and diversity of the firm's chosen team.
3. Perceived creativity, innovation, quality control and commitment that the firm will bring to the project.
4. The experience and capabilities of the project manager and other staff who will be assigned to the project with projects of comparable nature.
5. Demonstrated familiarity with housing studies and needs analysis.
6. References that indicate successful projects and successful client/team/consultant relationships.
7. The effectiveness of the firm's oral, written and graphic presentation skills.
8. Suggested public involvement plan.
9. Ability to complete the project within the necessary timeframe.
10. Cost.

9. Terms and Conditions

The City expects to select a short list of proposers to make an oral presentation. The presentation, limited to 30 minutes, shall serve to confirm proposal representations, answer questions, provide supplemental information and provide the opportunity to meet and assess the project consultants.

The City reserves the right to accept or reject any or all proposals or portions thereof without stated cause. The City reserves the right to re-issue any Request for Proposals.

Upon selection of a finalist, the City by its proper officials shall attempt to negotiate and reach a final agreement with the finalist. If the City, for any reason, is unable to reach a final agreement with this finalist, the City then reserves the right to reject such finalist and negotiate a final agreement with another finalist who has the next most viable proposal or bid. The City may also elect to reject all proposals and re-issue a new RFP.

Clarification of proposals: The City reserves the right to obtain clarification of any point in a Proposer's proposal or obtain additional information. The City is not bound to accept the proposal with the lowest cost but may accept the proposal that demonstrates the best ability to meet the needs of the City.

The City reserves the right to waive any formalities, defects, or irregularities, in any proposal, response, and/or submittal where the acceptance, rejection, or waiving of such is in the best interests of the City.

The City reserves the right to disqualify any proposal, before or after opening, upon evidence of collusion, intent to defraud, or any other illegal practice on the part of the Proposer.

Payment Terms

The CITY will enter into a contract for professional consulting services based on a fixed-price, not-to exceed amount with the contractor for the specified scope of services. The exact payment schedule will be negotiated and determined as part of the contract and shall be based on the budget provided with the proposal.

Insurance

The successful firm shall agree that it will, at all times during the term of the agreement, keep in force and effect insurance policies required by the contract, issued by a company or companies authorized to do business in the State of Wisconsin and satisfactory to the City. Such insurance shall be primary.

Prior to execution of the written contract, the successful firm shall furnish the City with a Certificate of Insurance listing the City as an additional insured and upon request, certified copies of the required insurance policies. The Certificate shall reference the contract and provide for thirty (30) days

advance notice of cancellation or nonrenewal during the term of the agreement. Failure to submit an insurance certificate, as required, can make the contract voidable at the City's discretion.

Additionally, the Firm shall not allow any subcontractor to commence work until the aforementioned documents, where applicable, have been obtained from the subcontractor and approved by City of Rhinelander.

Nondiscrimination

In connection with the performance of work under this agreement, the Firm agrees not to discriminate against any employee or applicant for employment because of age, race, religion, color, marital status, sexual orientation, sex, disability, national origin or ancestry. This provision must be included in all subcontracts.

Assignment or Subcontract

The contract may not be assigned or subcontracted by the firm without the written consent of the City. If all or a portion on the contract work is proposed to assigned or subcontracted, the name of the individual(s) to complete the work, address and firm proposed shall be submitted within the scope of the proposal.

Independent Contractor Status

The firm agrees that it is an independent Contractor with respect to the services provided pursuant to this agreement. Nothing in this agreement shall be considered to create the relationship of employer and employee between the parties.

Amendments to Contract

This contract may be modified only by written amendment to the contract, signed by both parties.

Waiver

One or more waivers by any party of any term of the contract will not be construed as a waiver of a subsequent breach of the same or any other term. The consent or approval given by any party with respect to any act by the other party requiring such consent or approval shall not be deemed to waive the need for further consent or approval of any subsequent similar act by such party.

Indemnification and Defense of Suits

The firm agrees to indemnify, hold harmless, and defend the City, its officers, agents and employees from any and all liability including claims, demands, damages, actions or causes of action, together with any and all losses, costs, or expense, including attorney fees, where such liability is founded upon or grows out of the acts, errors, or omissions of the firm, its employees, agents or subcontractors.

Contract Period

The anticipated project duration is approximately four (4) months after the CITY directs the Consultant(s) to begin the project. The term of this contract will be as specified in the contract document.

Termination of Contract

To be defined in the contract document.

Professional Services Contract

If your proposal is accepted and a contract is issued, then this Request for Proposal and all documents attached hereto including any amendments, the firm's technical and price proposals, and any other written offers/clarifications made by the firm and accepted by the City, will be incorporated into a contract between the City and the firm, it shall contain all the terms and conditions agreed on by the parties hereto, and no other agreement regarding the subject matter of this proposal shall be determined to exist or bind any of the parties hereto.

The submission of a proposal shall be considered as a representation that the firm has carefully investigated all conditions, has full knowledge of the scope, nature and quality of work required, and is familiar with all applicable State, Federal and Local regulations that affect, or may at some future date affect the performance of this contract.

Acceptance of this proposal will take place only upon award by the City Council, execution of the contract by the proper City officials, and delivery of the fully executed contract to the firm.

Acceptance may be revoked at any time prior to delivery of the fully executed contract to the successful firm. The contract may be amended only by written agreement between the firm and the City of Rhinelander.

Public Information

Information supplied by any proposer and the chosen consultant of this RFP is subject to the Wisconsin Public Records Law sec. 19.35 Wis. Stats. Such information shall become public unless it falls within one of the exceptions in the statute, such as security information, trade secret information, or labor relations information. If the Proposer believes any information which is not public will be supplied in response to this RFP, the vendor shall take reasonable steps to identify for the CITY which data, if any, it believes falls within the exceptions. If the proposal data is not marked in such a way as to identify nonpublic data, the CITY will treat the information as public and release it upon request. In addition, the CITY reserves the right to make the final determination of whether data identified by the proposer identified as not public falls within the exceptions within the statute. The same laws apply to the final plan documents and all information obtained to complete the final plan and the CITY retains ownership of all documents.