



City of Waupun
REQUEST FOR PROPOSALS FOR HOUSING STUDY & NEEDS ANALYSIS

Release Date: July 1, 2019
Response Deadline: 12:00 p.m., July 24, 2019

Contact: Angela Hull
Clerk, City of Waupun
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GENERAL COMMUNITY INFORMATION

The City of Waupun is located in Central Wisconsin in both Dodge and Fond du Lac counties. The City's population grew from 10,718 to 11,340, from 2000 to 2010 or by 5.8%. This is slightly less than the growth rate for the state (6.0%) and slightly higher than the growth rates in Dodge (3.3%) and Fond du Lac (4.5%) counties during the same period. Recent estimates from the Wisconsin Department of Administration estimate that since 2010 the population of the City has grown to 11,572 people. According to the WI Department of Administration, the City of Waupun is expected to grow by 10% between 2010 and 2035. This continues to be a slightly faster growth rate than Dodge and Fond du Lac counties. The City of Waupun owns its own public utility that provides water, sewer and electrical services to the community.

In 2018, the City completed an update to the Comprehensive Plan, which identified gaps in affordable and accessible housing. Specifically, it calls for the City to increase housing options for seniors and special needs populations that creates opportunities that allow seniors to age in place. The updated Comprehensive Plan also identifies a need to upgrade and maintain existing housing stock, noting that more than 50% of existing stock was built prior to 1969, well before current accessibility standards. Additional information about the community and housing can be found at <http://bit.ly/CofWaupunCompPlan>.

PROJECT OVERVIEW

The City of Waupun desires to conduct a housing study and needs assessment to 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 affect the City of Waupun. 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.

SCOPE OF SERVICES

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 toward anticipated housing demands over the next 10+years. The study will be used to identify area, City and neighborhood focused housing priorities and provides policy alternatives and intervention strategies the city can use to guide decision making for future housing needs.

The study should help answer the following questions:

1. Building off the data in the housing chapter of the 2040 Comprehensive Plan, how will anticipated economic, employment, and population growth impact housing demand, especially when it comes to sensitive populations and workforce housing needs?
2. Based on market information, what are the current, 5-year, and 10-year housing needs in our City? Where gaps do exist in terms of types and/or price range? Where should the needed housing types be located?
3. Does Waupun have the right balance between owner-occupied and rental housing? If not, what

strategies could be employed to improve the balance?

4. What impact is the addition of new multi-family housing structures likely to have on aged rental housing stock?
5. 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?
6. How are workforce and sensitive population housing needs impacted in terms of price and community livability? What steps can be done by the City to remedy that?
7. What strategies and programs should Waupun 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?
8. How can community partners (e.g. major employers, hospital, school district) support Waupun 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 Waupun?
9. Does the current City code and zoning allow for the recommended strategies? If not, what are the recommended best practices?

Necessary Study Components:

1. Demographic review and projections with special attention to poverty, homelessness, sensitive populations, disabled, etc. and identify any concentrated areas of poverty with regard to developing fair housing policies.
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:
 - City Code/Zoning Changes
 - Housing Assistance Programs
 - Housing Related Investments
 - Marketing Efforts
6. Examples of innovative housing programs in similarly situated communities.

RESPONSIBILITIES OF THE CITY

The City of Waupun will provide the following services as part of the total project:

1. Updated housing data presented in the 2040 Comprehensive Plan.
2. Existing City plans and research will be made available upon request:
 - a. Waupun's functional plan (i.e. sewer, water, transportation, parks and recreation)
 - b. City of Waupun's Municipal Code
 - c. City of Waupun's 2040 Comprehensive Plan
3. Staff will assist in project management and administration. Staff will attend all meetings with the Consultant and assist the Consultant as a liaison between the public and the Consultant, upon Consultant's request.

4. Staff will coordinate and schedule all meetings involving the Consultant. City staff will mail all agendas, meeting minutes, and meeting informational packets.

DELIVERABLES

The following items shall be required in terms of products and deliverables for this project. Note that all products and materials, such as notes, digital files, imagery, video, reports, surveys, etc., contributing to the deliverable shall become the property of the city of Waupun and shall be provided upon request:

- One or more printed/digital report(s) addressing the tasks noted above that include specifics actions, timelines, and recommendations as they apply to the final recommended project for consideration by the Common Council.
- The final report should be presented to the Common Council at a regularly scheduled meeting. An electronic version of final report presentation materials should also be provided.

PROPOSAL REQUIREMENTS

The proposal must be received by 12:00 p.m., July 24, 2019.

One PDF copy of the proposal must be submitted electronically to Angela Hull at angie@cityofwaupun.org

The proposal must include:

1. Introductory Letter & Executive Summary (maximum 2 pages)

An introductory letter should indicate that the firm accepts all terms and conditions contained in the request for proposal. The letter should indicate a contact person during the proposal process and be signed by an authorized representative of the consultant firm. The letter should include a statement about the availability and commitment of the firm, including all team members and key professionals to provide commitment of the firm, including all team members and key professionals to provide these services to the City. The letter should serve as an executive summary, giving an overview of the firm's qualifications and project management approach.

2. Team Qualifications

- Describe the experience and qualifications of the firm.
- Describe the overall management structure of the project with attention to the interrelationship between the primary consultant and other team members.
- Provide the identification and qualifications of all key personnel, including each one's experience with similar public sector projects. Describe the nature of their participation on the project team, and list the percentage of time participants will be assigned to the project.

3. Proposed Management Approach

- Describe the firm's approach and method for facilitation and coordination of public input for projects, including the use of citizen boards and committees.

- Describe the methods to be used for communicating with the project team and the public.
- Describe how the consultant will manage overall quality control of the project.
- Describe the firm's experience evaluating change orders and track record for delivering projects within budget and on schedule.
- Describe the process that the firm will utilize to resolve disputes.

4. Timeline/Work Plan:

Provide an overall project timeline that specifies milestones for all tasks and key-subtasks. The project shall generally be undertaken between August and December 2019. The project timeline can be modified upon mutual approval between the selected Consultant and the contracting authority.

5. Budget

Please include an estimated, all-inclusive, budget based on the scope of services subcomponents and the proposed approach detailing the time and budget allotted by task. In the consultant budget submitted with the proposal, please indicate areas the City can provide assistance to minimize cost.

It should be noted that the services will be a negotiated fee not to exceed \$20,000

6. Representative Projects and References

- List public sector projects for which the consultant has provided or is providing professional program/project management services which are most related to this program. Provide the following for each project listed:
 - Project name and location.
 - Project owner.
 - Project description.
 - Total project cost.
 - Description of the professional services provided for the project.
 - Reference/contact information for the project.

7. Support Information (maximum 2 pages)

Support information may be provided that adds clarity as to the consultant's ability to meet the City of Waupun's needs.

EVALUATION & SELECTION

All submitted statements will be thoroughly considered. After an initial review of proposals, finalists shall be selected for interviews. Consultants invited to interview will be given the opportunity to explain their proposals, describe their approach to the project, and communicate the experience of the consultant's team. After interviews have been completed, the City shall select a consultant or consultants and a contract shall be negotiated between the consultant(s) and the City. In the event the City and the initially selected consultant cannot reach mutual agreement on the contract within a period acceptable to the City, the City will terminate all proceedings with that consultant and request

the second most acceptable consultant to enter negotiations. The City reserves the right to reject any and all statements, to waive technicalities, deviate from any procedure outlines herein or to advertise for new proposals when the best interests of the City will be promoted.

GENERAL EVALUATION CRITERIA

City of Waupun will use the following criteria to evaluate submitted proposals:

1. The content, completeness, adherence to format, and appropriateness of the proposal.
2. The firm's reputation and experience with projects of a comparable nature.
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.
5. Demonstrated familiarity housing studies and needs analysis.
7. References that indicate successful projects and successful client/team/consultant relationships.
8. The firm's ability to best meet the objectives of the City for the project.
9. The effectiveness of the firm's oral, written, and graphic presentations skills.
10. Suggested citizen participation and involvement process.

ANTICIPATED SELECTION SCHEDULE

The anticipated schedule for Consultant Selection is as follows:

- RFQ advertised: July 1, 2019
- Proposals due: July 24, 2019 at 12:00 p.m.
- Proposal review: Week of July 29, 2019
- Target for interviews: Week of August 5, 2019
- Target for selection: Week of August 12, 2019

ADDITIONAL INFORMATION

All inquiries should be directed to the City Clerk, Angela Hull at angie@cityofwaupun.org or (920) 324-7915.