CITY ADMINISTRATOR'S OFFICE MEMO
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To: City Council and Mayor Bennett

From: City Administrator, Kim Downs

Date: November 1, 2019

RE: Housing Study and Needs Assessment RFP

The City of Hiawatha solicited proposals from experienced individuals or firms to conduct a ***Housing Study and Needs Assessment.*** 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 will be 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.

The Scope of Work:

- Determine demographic and economic characteristics of households in our community.
- Set expectations with respect to economic, employment, and population growth that will impact housing planning and policy decisions.
- Provide market information, based on the nature and extent of short-to-mid-term housing need in our community. Including price range, affordability, areas for new construction or rehab, rental or homeownership, seniors, special needs, etc...
- Analyze 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.
- Potential market for unsubsidized market rate housing, and what could the City's strategic options for promoting or attracting market rate homeowners and renters be.
- Determine strategies and programs, existing or to be created for the development and/or redevelopment or necessary housing within the City.
- 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.
- How does housing fit into Hiawatha's economic growth; i.e. as a walk to work community; as a commuter community, etc.
- The firm will provide a final report and presentation in a public meeting.

- **Plan of Services/Timeline-**Completion date of **February 16, 2020.**

This Housing Study and Needs Assessment is a priority within our 2018 Strategic Plan and project funds were available through LOSST. Our CIP estimate was $30,000.

City Staff have received and reviewed two (2) proposals:

	Maxfield	TPMA
Pricing	**$27,400**	**$29,500**
Project focus	Description reflects confined report to housing and demographics	Description encompasses a broader approach to housing analysis, demographics, employment, special needs and vision
Related experience	Familiar with the area-did work for CR. Described reference work matches City of Hiawatha demographics	Did research accurately reflecting the Hiawatha situation: next to large city and higher than other area housing market values.
Deliverable	Has a paper option along with electronic report	No paper option along with electronic report
Process differences	Will have one in-person meeting at delivery with an optional launching meeting	Plan to have a launch "call" but will be in person for 1-2 days holding focus group meeting and community engagement along with a delivery meeting. Total 3-days on site.
Time frames	Preliminary completion February 2020	Final presentation February 2020. Meets deadline.
Completed RFP	Followed RFP request	Followed RFP request

Recommendation:

Upon review of proposals staff recommends TPMA to be the most responsive and responsible bidder due to a broader approach to housing analysis, demographics, employment, special needs, and community vision. In addition, provides for a hands-on approach with a total of three (3)-days on site; 2-days at the front end to gather information from all stakeholders to gain a good perspective of our community and another day to present in a public meeting.

Thank you for your consideration.

Kim

RESOLUTION NO. 19-
City Council

RESOLUTION APPROVING THE ESSENTIAL HOUSING AND NEEDS STUDY

WHEREAS, the 2018 Strategic Plan prioritizes an Essential Housing and Needs Study 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, and

WHEREAS, the scope of work includes:

- Determine demographic and economic characteristics of households in our community
- Set expectations with respect to economic, employment, and population growth that will impact housing planning and policy decisions
- Provide market information, based on the nature and extent of short-to-mid-term housing need in our community. Including price range, affordability, areas for new construction or rehab, rental or homeownership, seniors, special needs, etc…
- Analyze 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
- Potential market for unsubsidized market rate housing and what could the City's strategic options for promoting or attracting market rate homeowners and renters be
- Determine strategies and programs, existing or to be created for the development and/or redevelopment or necessary housing within the City
- 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
- How does housing fit into Hiawatha's economic growth; i.e. as a walk to work community; as a commuter community, etc…
- The firm will provide a final report and presentation in a public meeting
- Completion date of February 16, 2020

WHEREAS, two (2) bids were received as follows:

Company	Total Bid
TPMA	$29,500
Maxfield	$27,400

WHEREAS, after soliciting Essential Housing and Needs Study quotations and receiving and reviewing proposals, staff recommends Thomas P. Miller & Associates (TPMA) to be the most responsive and responsible bidder due to a broader approach to

housing analysis, demographics, employment, special needs, and community vision. They provide a hands-on approach with a total of three (3) days on site; two (2) days at the front end to gather information from all stakeholders to gain a good perspective of our community and another day to present in a public meeting, and

WHEREAS, funding for the Essential Housing and Needs Study with a total project cost of $29,500, is available through LOSST, and

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF HIAWATHA, IOWA, to authorize staff to move forward with the Essential Housing and Needs Study in the amount of $29,500, with Thomas P. Miller & Associates (TPMA), utilizing available LOSST dollars.

AYES:
NAYS:
ABSENT:

PASSED AND APPROVED this 6th day of November, 2019.

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Bill Bennett, Mayor

ATTEST:

_____
Amy Scheer, Deputy City Clerk