

# **REQUEST FOR PROPOSAL**

## **GOODHUE COUNTY AND PARTICIPATING GOODHUE COUNTY CITIES, MINNESOTA COMPREHENSIVE HOUSING STUDY AND NEEDS ANALYSIS**

---

**PROPOSALS DUE NO LATER THAN:  
April 12, 2019**

**REQUEST FOR PROPOSALS**  
**COMPREHENSIVE HOUSING STUDY AND NEEDS ANALYSIS**  
**COUNTY OF GOODHUE AND PARTICIPATING GOODHUE**  
**COUNTY CITIES, MINNESOTA**

The Goodhue County Economic Development Authority (EDA) is soliciting proposals for a comprehensive Housing Study and Needs Analysis for Goodhue County and participating Goodhue County cities. 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. The study should provide a measured assessment of present and future unmet housing demand, focusing on informing for a deeper understanding of short-to-mid-term housing demand (5 to 15 years). The report is intended to offer county and community leaders and stakeholders a basis for formulating community-specific housing priorities, policy alternatives and intervention strategies.

**ABOUT THE COMMUNITY/SERVICE AREA**

According to the 2010 census, the population of Goodhue County and surrounding areas was 46,183.

The economy of Goodhue County is very diversified with healthcare, education, manufacturing, agriculture, tourism, entertainment, and utilities industries with a number of large employers. In addition, Goodhue County is located on the Mississippi River with four ports. Grain handling and seed processing is prominent on the River in Red Wing. However, the area will be visited by Mississippi Riverboats docked at the ports, impacting the local tourism economy. Goodhue County is also intersected by Highway 52 – a major highway arterial that connects Rochester with the Twin Cities.

**SCOPE OF WORK**

**Research Questions**

1. What are the demographic and economic characteristics of households living in our county? What is the income level of households living in our county now and in the future? What are the current housing characteristics within the County including the age of the housing stock?
2. What can our county expect with respect to economic, employment, and population change in the next 2-5 years? 10 years? 15 years? Studies have been completed to look at for future expected population growth.
3. Based on market information, what is the nature and extent of short-to-mid-term housing demand in our county? Price range? New construction or rehab? Seniors? Families? Special Needs? Assisted? Memory Care? Students? Young Professional? Affordable? New Americans? For-sale? Rental? Worker based? Recommendations on housing price points and products to meet current and future needs of County residents.
4. What economic and housing trends have changed in recent years and what impact have these changes had on our county? If the forecasts developed for this study differ from previously published studies for the county, it is important that reasons for the divergence are noted. The previously published Housing Market Analysis and Demand Estimates for Red Wing, Minnesota was completed in 2009 and can be accessed on the HRA's website: [www.redwinghra.org](http://www.redwinghra.org). Other information may be obtained through the Southeastern Minnesota Multi-County Housing and Redevelopment Authority. Website: [www.semmchra.org](http://www.semmchra.org). In addition, the Southeast Minnesota League of Municipalities completed a comprehensive economic development study of the region. This study can be found on their website: [www.semlm.org](http://www.semlm.org).

**Alternative/additional work** to be quoted separately as a potential add on: Goodhue County, more specifically Red Wing, has experienced a population of homeless residents. We would like to know the need and the ability to service this need. There should be some preliminary research as to if this is a County-wide issue or if this is a specific need to the County seat being Red Wing.

## Service Area

The area to be covered in this study is Goodhue County and cities within Goodhue County.

## Minimum Required Data Elements

The Consultant selected to complete the study is free to develop specific methodology as they deem appropriate. However, the EDA and participating cities would like the study to delineate sectors within the county and apply the data elements to each sector.

The final document should at a minimum quantify the following data elements (Use of as much newer census data as possible is required.):

1. Existing Housing stock
  - By tenure – rent, own
  - By type – single, multi family, manufactured
  - By value – property values, rents
  - By age and condition
  - Vacancy rates
2. Other Housing Issues
  - Affordable housing – Low Income Housing, Tax Credit, Public Housing, Sec 8, USDA
  - Senior/Assisted living options
  - Special Needs housing
  - Housing market turnover/sales data
  - Building permit history (community's experience with new construction)
  - Infrastructure capacity/challenges (if applicable)
  - Rental market analysis including information on existing rental properties over 4 units related to rents, vacancies and amenities. Include information on pending developments and rental housing needs.
  - Senior and Family market analysis including information on existing properties related to rents, vacancies, services, amenities and resident profiles. Include information on pending developments.
  - Housing affordability compared to other county markets, (e.g. Dakota, Wabasha, Olmsted, Dodge, etc.)
  - Leed / Energy Star / "green building" cost/benefit locally
3. Demographics – now and future (5 year, 10 year, 15 year)
  - Population by age
  - Households by income, age, size
    - o Number of renter households at 50%, 60% and 80% of AMI and the supply of adequate housing for same, now and projected.
  - Migration patterns (if available)
4. Economics
  - Economic base – by industry and key employer
  - Anticipated employment trends
  - Commuting patterns – employment and services (ex. education, retail, health care)
5. Recommendations (based on analysis of data collected)
  - What types of housing (i.e. owner occupied, rental, market, assisted, elderly, special needs, work-force, student, young professional, New American, etc.) should the development of which be pursued and supported?
  - What types of housing (i.e. owner occupied, rental, market, assisted, elderly, special needs, work-force, student, young professional, New American, etc.) will be needed in the short, medium and long term?
  - What is the status of existing ready to build lots for new housing based upon expected new housing construction need.
  - What programs, established as well as new and innovative, should the EDA seek/provide for the development and/or redevelopment of necessary housing? What is the needed/expected rate of return that a developer is seeking? What should be the expected percentage of investment in a project for a developer? For a community? For a lender? What would a typical Sources & Uses look like?
  - What housing demands will likely **not** be met without subsidy, incentives, innovative

- programs, code revisions, etc?
- The bottom line is, does Goodhue County and the participating cities have and/or are developing adequate housing of all types to satisfy the needs of its residents now as well as 5, 10 and 15 years from now? If not, what housing is needed and what programs should/could the County and participating cities develop to facilitate said housing?

## **STUDY PROCESS AND TIMELINE**

The Goodhue County comprehensive housing study and needs analysis will be overseen by the Goodhue County EDA.

The primary contact for the Study will be Ron Zeigler, Community and Economic Development Associates, contracted agency staffing the Goodhue County EDA. Email: [ron.zeigler@cedausa.com](mailto:ron.zeigler@cedausa.com). Cellphone: 651.764.4342

### **Input and Community Relations**

Once chosen, the selected firm will meet with the EDA and/or other community leaders to better define the results being sought and the methodology the firm will use. This meeting is anticipated to take place as soon as possible after the contract is signed.

The firm will provide preliminary findings to the EDA at which time refinements to the study may be requested. The EDA may request other participating cities to review the preliminary findings and give feedback to the firm.

The firm will provide a final report and presentation to the EDA Board of Commissioners at a scheduled meeting; In addition, the firm may be asked to present the final report and presentation to other organizations.

### **Timeline for Study Process\***

- |  |   |
|--|---|
| ○ EDA Publishes** RFP  | on or before February 1, 2019           |
| ○ Response to RFP due to EDA   | April 12, 2019 (3:00 p.m.)              |
| ○ Selection of Consultant by EDA<br>(Approval by Board of Commissioners) | July 8, 2019                            |
| ○ Execution of Contract for services                                     | July 15, 2019 (no later than this date) |
| ○ Submit/present first draft for review                                  | early October, 2019                     |
| ○ Final presentation of material to EDA<br>(to Board of Commissioners)   | mid - November, 2019                    |
| ○ All work and work products due   | November, 2019                          |

\*Timeline dates are tentative and can be changed to accommodate schedules. However, contract must be executed and services must be initiated on or before July 15, 2019.

\*\*The EDA reserves the right to submit electronic and/or hard copies of this RFP through direct solicitation of proposals from qualified firms so as to ensure that a sufficient number of qualified proposals may be received for consideration of acceptance by the EDA.

### **Work Product**

The final report/work product should be delivered to the EDA both as an electronic PDF file and in hard copy consisting of 15 bound copies. Once completed and delivered to the EDA, the final report/work product and any and all associated documents, data, files, information, et al, become the property of the EDA. The EDA may, at its sole discretion, copy, post electronically, distribute, disseminate in any means and/or share the final report/work product and any associated data, files, documents and information with any interested parties as the agency determines acceptable and feasible and may do so in any form of media as available to the EDA and the requesting parties.

## **CRITERIA FOR EVALUATION OF PROPOSALS**

1. Qualifications of Consultant 30 points
  - Experience completing this type of housing demand analysis
  - Experience working in similar sized communities
  - Experience working with Goodhue County and participating communities
2. Proposed study methodology 25 points
  - Sources of data
  - Interaction with community
3. Understanding of RFP 20 points
  - Community context
  - Goals and purpose of study
4. Adherence to Timeline 10 points
5. Cost of Services 15 points

### **A complete submission will include:**

- Narrative response to RFP
- Proposed timeline for study process
- Brief statement of qualifications, including summary of key personnel who would be assigned to the project
- Information for the firm's primary contact including phone number and email address
- List of references for similar projects (minimum of three references)
- Certificate or professional liability or other required/requested insurance coverage
- Cost proposal including any reimbursable cost.

The Goodhue County EDA reserves the right to waive any irregularities or informalities, and the right to accept or reject any and all proposals including, but not limited to: any proposal which does not meet any applicable bonding or insurance requirements; proposals which do not furnish the quality or offer the availability of materials, equipment or services as required by the specifications, description or scope of services; proposals from offerors who lack experience or financial responsibility; proposals which are not made to form. The EDA reserves the right not to award contracts to the lowest and most responsive offeror, and may require new proposals.

The EDA may rescind the award of any proposal within one week thereof or at its next regularly scheduled Board meeting, whichever is later, when the public interest will best be served by such action. Following the acceptance of a proposal, the EDA reserves the right to further negotiate the terms and conditions of the work requirements and the form of the contractual agreement with the firm chosen to provide the services as requested in this RFP.

Only sealed proposals received by the EDA will be accepted; proposals submitted by telephone, telegram, facsimile machines or e-mail are not acceptable. Any submissions received at the EDA office after the time and date of the deadline for receipt of proposals as indicated below will be rejected and discarded by the EDA.

### **Responses to this RFP are to be submitted to:**

Goodhue County Administrator  
Goodhue County Courthouse  
509 West 5<sup>th</sup> Street  
Red Wing, MN 55066

**Proposals must be received at the County Administrator's  
office on or before 3:00 p.m., Friday, April 12, 2019**

The Goodhue County EDA is an Equal Opportunity Employer and  
Equal Housing Opportunity Provider