



Department of Planning and Community & Economic Development

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Madison Municipal Building  
215 Martin Luther King, Jr. Boulevard  
Madison, Wisconsin 53701-2985

TO: Persons and Groups Interested in Fair Housing Policies and Practices  
FROM: City of Madison Community Development Office  
SUBJECT: REVISED Request for Proposals for a Study for Fair Housing practices within the City of Madison  
DATE: April 16, 2008

Two weeks ago, this Office issued a request for proposals for validation of emerging patterns of discriminatory practices in Madison. Further discussion among elected officials concluded that we should re-focus the RFP on testing in response to specific complaints.

Hence the CDBG Office is re-issuing a revised RFP, with a different focus, and a new deadline for responses.

For the last several years, the City of Madison has worked with developers, neighborhood groups, residents, and other interested parties to attempt to increase the availability of affordable housing and to promote economically integrated neighborhoods. At the same time, the City has also worked with these groups to make existing housing available to all Madison residents, regardless of race, ethnicity, gender, or membership in any of the other protected classes as articulated in the Madison General Ordinances, the Equal Opportunities Ordinance, Section 39.03 (formerly MGO 3.23.)

The City adopted a 2008 budget that provides up to \$30,000 for a service that would provide testing or validation of potential discriminatory behavior based on complaints initiated by individual residents.

The Community Development Office is interested in hiring a consultant, agency or group to provide this service.

If you are interested in working with the City, please review this request and submit a proposal; if you know of others who may be interested and helpful in developing a strategy, please pass this RFP along to them.

We appreciate your interest in this area, and we hope that as we develop a more effective program, you will work with us to achieve those goals.

If you have specific questions about this proposal, please contact Mary Charnitz at [mcharnitz@cityofmadison.com](mailto:mcharnitz@cityofmadison.com), or Sue Wallinger at [swallinger@cityofmadison.com](mailto:swallinger@cityofmadison.com).

The deadline for submission to the COMMUNITY DEVELOPMENT OFFICE is Friday, May 9, 2008, at 4:00 PM.



## TESTING OF POTENTIALLY DISCRIMINATORY PRACTICES WITHIN RENTAL HOUSING IN THE CITY OF MADISON

### REQUEST FOR PROPOSAL (RFP) #7925

**PROPOSALS DUE: 4: 00 PM, Friday, May 9, 2008**

#### Purpose

The City of Madison is seeking proposals from consultants to test potential patterns of housing discrimination within the City of Madison, in response to specific complaints. The objective of this study is to better inform the Department of Civil Rights and the Equal Opportunities Commission as they consider cases involving claims of discriminatory practices within the rental housing industry within the City of Madison for individuals in the protected groups covered in MGO 39.03.

#### Project Scope

Listed below are major elements that we anticipate will be included in the submitted proposals. It is the intent of this Request for Proposals (RFP) to elicit productive strategies and approaches that will facilitate the project's achievement of its objectives, whether explicitly outlined in this RFP or not.

The City seeks an agency or business firm that can effectively organize and manage a five-step process, based on the life cycle of individual cases involving claims of housing discrimination.

1. Agency review of individual claims of discrimination for potential merit and clarification that the initiating treatment constitutes potential discrimination.
2. Agency orientation, training, and management of testing groups to serve as matched and controlled pairs of people to test the potential pattern of practices based on the selected complaints.
3. Agency analysis of the results of the testing and other data gathering regarding the involved parties.
4. Education of the individual regarding his/her choices and follow-up with local, state, or federal agencies.
5. Preparation of periodic reports to analyze and identify rental management practices, and potential policy or other steps a local municipality could take to reduce such occurrences.

The City expects the consultant proposal to include a minimum of a least four meetings with the City project team (composed of three City staff and two CDBG Commission members) as part of the proposal:

1. An initial scoping meeting to establish flow charts, testing and reporting standards.
2. Two quarterly meetings to review the record of individual complaints, their processing, and testing results.
3. A meeting to present the final report to the City's Community Development Block Grant Commission, the City's Equal Opportunities Commission, City alders, and other interested parties.

Timeline for completion of this project is December 30, 2008.

The consultant will serve as an independent agent for the City of Madison.

## **Proposal Submission and Selection**

Completed proposals should include the following information:

1. Name and address of firm (and subcontractors if proposed).
2. A summary of your firm's qualifications and experience as it relates to the project scope.
3. A description of the experience and qualifications of the person(s) who will be assigned to this project and their position within the organization. Please identify your firm's official contact for the City on this project. If you propose to work in partnership with another firm, include a description of their experience and qualifications as well.
4. A brief description and analysis of the housing practices that limit rental housing choices of Madison residents and how these practices may affect the protected groups outlined in MGO 39.03.
5. A brief description of the proposed testing methods and procedures to be employed in assessing the presenting complaints, and the methods used to test the validity of the complaint the agency selects to pursue.
6. The City's preference is to hire one consultant, although that consultant may partner with others. A fixed fee proposal should be provided for the services outlined, including a delineation of costs for each element, and method for payment. A "Rate Sheet" should be included that outlines potential project staff salaries, per diem expenses, and other reimbursables related to these activities. This Rate Sheet should be current for at least 9 months from issuance.

Proposals will be reviewed by the City project team composed of City Community Development Office and Civil Rights staff and CDBG Commission members, with the final selection of a contractor to be approved by the Mayor. Evaluation of proposals will be based upon the following criteria:

1. Responsiveness to the objectives identified in the RFP's "Purpose" and "Project Scope."
2. Reasonable and competitive cost of the proposal.
3. The feasibility and timeliness of the proposal.
4. Demonstrated capacity to implement and complete the proposal as submitted.
5. Willingness to comply with the standard terms of City agreements.

The Community Development Office is accepting written proposals through 4:00 PM, May 9, 2008. All proposals must be received in the Community Development Office by 4:00 PM on this date in order to be considered. Ten (10) complete copies of the proposal are to be submitted to the Community Development Office, 215 Martin Luther King, Jr. Boulevard, Room 280, P.O. Box 2985, Madison, WI 53701-2985, Attention: Mary Charnitz. The City reserves the right to further negotiate the scope of elements, work products, timing, award amount and budget items with the selected applicant group prior to entering into an agreement. All work products and reports shall be the property of the City of Madison.

Requests for assistance or questions concerning the request for proposals may be directed to Mary Charnitz, Community Development Office, Department of Planning and Community & Economic Development, City of Madison, (608) 267-0740, [mcharnitz@cityofmadison.com](mailto:mcharnitz@cityofmadison.com), or Sue Wallinger, CD Office, Department of Planning and Development, City of Madison, (608) 267-0740, [swallinger@cityofmadison.com](mailto:swallinger@cityofmadison.com).

Enclosures:

City Professional Services Contract Agreement Format, found on the City's website at <http://www.cityofmadison.com/attorney/contract-pos.dot>

Overview of Madison Department of Civil Rights, found on the City's website at <http://www.cityofmadison.com/dcr>

Overview of the Madison Community Development Block Grant program is available on the City's website at <http://www.cityofmadison.com/cdbq>