



Community Development Authority

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Newspaper ad: March 10 and March 17

The Community Development Authority of the City of Madison is releasing a Request for Proposals (RFP) for a Truax Park Apartments Housing Market Study. Consultants wishing to be considered for this project shall submit seven (7) copies of their statements of proposals to Agustin Olvera, Housing Director, Room 120, 215 Martin Luther King, Jr. Boulevard, Madison, Wisconsin 53703, no later than 2:00 p.m. on March 23, 2009. Direct questions to Agustin Olvera, at (608) 267-8712. Copies of the RFP can be requested from the above contact.



Request For Proposals Truax Park Apartments Housing Market Study

I. BACKGROUND

The Community Development Authority of the City of Madison is releasing a Request for Proposals (RFP) for this project. **Consultants wishing to be considered for this project shall submit seven (7) copies of their statements of proposals to Agustin Olvera, Housing Director, Room 120, 215 Martin Luther King, Jr. Boulevard, Madison, Wisconsin 53703, no later than 2:00 p.m. on March 23, 2009. Direct questions to Agustin Olvera, at (608) 267-8712. Copies of the RFP can be requested from the above contact.**

II. Project Scope

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

Part I – Data collection

- Summarize existing primary socio/economic data for the immediate neighborhood (e.g., household composition, age and gender mix, education levels, racial composition, income levels, transportation and housing usage), relating to redevelopment opportunities.
- Identify existing neighborhood conditions that could affect potential redevelopment options (e.g., current use, ownership and availability, property value, general physical/transportation/infrastructure limitations, financial considerations, building obsolescence, environmental considerations, zoning constraints, unit mix, etc.).
- Prepare a primary market area as a base upon which to examine both demand and supply for new and/or rehabilitated housing.

Part II – Analysis

- Analyze housing market dynamics (e.g., consider role of particular housing sites within the market place, assess competitive areas, identify housing opportunities and linkages, estimate market rent/sale price per square foot per land use, provide demographic trade area information to assist in solicitation of potential developer/site user, identify issues and challenges to development of such housing) at work in neighborhood.
- Develop recommendations for housing development strategies and how the market may respond to general site presentation graphics, site preparation, and potential private funding sources, etc.

The Housing Market Study will need to satisfy the following:

1. A Rental Market Study for the project site in format and manner required by the Wisconsin Housing and Economic Development Authority (WHEDA) per the WHEDA Market Study Guidelines. Information for that is at: http://www.wheda.com/cat_mf/MktStudyGuidelines.pdf.

The CDA intends to submit a Tax Credit submission to WHEDA on April 13, 2009. The timeline for completion of this phase of the study is in time for a Tax Credit application on April 13, 2009. It is imperative that this phase be done in time for the Tax Credit application deadline.

The CDA would expect the consultant to include the following meetings with CDA/staff, including non-CDA City staff/Alder team as part of the proposal: 1) an initial scoping meeting, 2) a meeting to present the final product to the CDA.

The consultant will serve as an independent agent for the CDA.

The CDA has budgeted approximately \$15,000 for these studies.

PERFORMANCE OF THE ABOVE SHALL INCLUDE THE FOLLOWING:

1. Make presentations (including the preparation of necessary presentation materials), City staff, the CDA, and others as may be appropriate.
2. Revise and refine the studies as necessary based on the input received.

Part III. Proposal Submission and Selection

Completed proposals should include the following information:

1. Name and address of firm.

Please Note: The City of Madison adopted a local preference purchasing policy that would grant a five percent request for proposal scoring preference to local vendors. Proposers seeking to obtain local preference status must meet specific criteria and register online at: <http://www.ci.madison.wi.us/business/localPurchasing/index.cfm>

Please indicate in your proposal whether you have or intend to register as a local vendor.

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 this project. If you propose to work in partnership with another firm, include a description of their experience and qualifications as well.
4. A description of the proposed methods and procedures to be employed, including a timeline for project implementation and meetings with the staff team.
5. The intent 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. The lead consultant must be a WHEDA-approved Market Study Provider. 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.
6. Intent to comply with the Affirmative Action Ordinance of the City of Madison.
7. Intent to comply with the insurance requirements of the City of Madison, which are as follows:

Workers Compensation General Liability Statutory	
General Liability	\$1,000,000
Contractual Liability	1,000,000
Bodily Injury	1,000,000
Property Damage	1,000,000
Automobile Liability	
Bodily Injury	1,000,000
Property Damage	500,000
Professional Liability Coverage	1,000,000

The CDA shall be listed as an Additional Insured.

Proposals will be reviewed by a team tentatively comprised of CDA Board members, City staff and other stakeholders. Others may be added at the discretion of the CDA.

Evaluation of proposals will be based upon the following criteria:

1. Responsiveness of the proposal 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; and
4. The applicant's demonstrated capacity to implement and complete the proposal as submitted.
5. Local Preference.

The CDA reserves the right to negotiate the award amount and budget items with the selected applicant(s) prior to entering into a contract. All work products and reports shall be the property of the CDA.

The CDA reserves the right to reject any and all proposals and to waive any informality in proposals received whenever such rejection or waiver is in the interest of the CDA.

The CDA is accepting written proposals through **2:00 p.m. on March 23, 2009**. All proposals must be received at the Department of Planning & Community & Economic Development by 2:00 p.m. on this date in order to be considered. **Seven (7) complete copies of the proposal, along with a CD containing the proposal in an MS-Office supported format are to be submitted to:**

Attention: Agustin Olvera
Department of Planning & Community & Economic Development
215 Martin Luther King, Jr. Boulevard, Room 120
P.O. Box 2985
Madison, WI 53701-2985

Requests for assistance or questions concerning the request for proposals may be directed to, Agustin Olvera, Housing Director, (608) 267-8712, aolvera@cityofmadison.com.