



CITY of NORTH OLMSTED

Mayor Nicole Dailey Jones

Max Upton, Director | Department of Economic and Community Development

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February 14th, 2023

Request for Qualifications
Housing Market and Highest and Best Use Analysis

1. PROJECT DESCRIPTION

The 2015 GO North Olmsted strategic plan Goal #3, Improving Housing Choices, identified called for the City to conduct a housing study to “determine the demand and strategic location for different types of housing for populations including seniors, young professionals, empty nesters, etc. The study should evaluate current zoning to determine if amendments to *existing districts* or new districts are necessary to promote the type of housing needed in the community as determined by demand”.

In 2022 the City acquired two former elementary school sites (Forest and Spruce Elementary) from the North Olmsted School District and holds exclusive options to purchase three additional sites (Maple, Pine and Chestnut Elementary). In anticipation of preparing the Forest Site, located at 28963 Tudor Drive in North Olmsted, for redevelopment the City is seeking to better understand its housing market demand and any gaps that exist within the current housing stock.

The purpose of this study is to collect data and document the housing needs and demands of the City in conjunction with a market analysis for both the very near-term and out to the year 2033 (ten-year forecast).

In addition to data analysis, the scope of the study includes providing highest and best use analysis for the Forest Elementary School site which the City plans to prepare for redevelopment in 2023.

2. SCOPE OF WORK

The following are services and/or items that the successful consultant will be required to provide the City if it is awarded the contract and should be addressed in each proposal.

- a. Task 1 – Project Management and Coordination
 - i. The Consultant will be required to manage the study and coordinate with any sub-consultants, as well as be responsible for

all documentation and equipment needs. The Consultant will identify a project manager from their team to act as the direct point of contact for the City. The Consultant should expect monthly (or, at times, bi-weekly) progress meetings with the City to discuss the status of the project, seek any guidance, clarification, or information, and discuss any issues or concerns regarding the project.

- ii. the Consultant should expect to prepare monthly progress reports, submit adequate documentation of any and all travel and expense receipts, and prepare and submit invoices on a monthly basis. When submitting progress reports, the Consultant and sub-consultant(s), if applicable, will be required to outline the following:
 - 1. Performed work during the reporting period.
 - 2. Upcoming tasks.
 - 3. Upcoming milestones.
 - 4. Status of scope and schedule.

b. Task 2 – Data Collection

- i. Data necessary to conduct the analysis shall be collected and documented as part of the study. These data components will be used to establish existing conditions, and will be critical to the identification of issues and both short term and longer-term needs.
- ii. Data collected should include information about the existing and/or historical housing program and incentives within the study area, and their level of effectiveness.
- iii. If feasible, data collection should be able to be geo-coded and illustrated in maps to further illustrate where growth and change is occurring. Ideally, common census units should be used to understand factors graphically with maps.
- iv. At the conclusion of this study, data collections and assemblies should be shareable with the client for future use in GIS or other data management software as coordinated with the Client.

- c. Task 3 – Analysis of Existing Conditions: based on the data collected as part of Task 2 the consultant shall conduct an analysis of the existing conditions and those of the recent past by analyzing the data with respect to the housing supply and demand of the study area.

- i. Questions that need to be answered by the analysis include:
 - 1. Are there unmet housing needs in the study area?
 - B. If so, what are those needs and what are the characteristics of the population groups experiencing those needs?
 - 2. How much housing does the City need, both in the short term, and throughout the next decade, and what are the characteristics of the housing units that are needed?
 - 3. What is the demand for housing at various price points? What are the primary drivers of demand and how much is driven locally vs. from in-migration from other markets? Does this differ across housing type or price point?
 - 4. What housing types are needed to fulfill the gaps in our housing supply?
 - 5. Are segments of the population with different demographics and different financial situations competing for the same types of homes (e.g. first-time home buyers and empty nesters who are scaling down)? If so, what are these groups, and how do their needs compare?
 - 6. How does the local housing market compare to peer markets? Are there relative strengths and/or weaknesses?
- ii. The study must also provide:
 - 1. An analysis of the balance between rental and owner-occupied housing stock, housing type, and related housing information.
 - 2. Availability of housing stock for first time homebuyers.
 - 3. Availability of housing stock for empty nesters and seniors.
 - 4. Types and features of housing and neighborhoods desired by empty nesters and seniors.
 - 5. Condition of existing housing stock within various price ranges.
 - 6. Perceived or real issues that impact the desirability of existing housing stock at various price points.
- d. Task 4- Forest Elementary highest and best use analysis
 - i. In 2022 the City acquired two former elementary schools that have were closed at the end of the 2021-2022 school year. this year (Forest and Spruce Elementary). The City intends to facilitate

the demolition of Forest Elementary School and deliver a 10-plus acre site to market for residential development. Prior to offering the property for sale the City would like to understand the highest and best use of the property (with specific emphasis on residential uses).

- e. Task 5 – Strategy Beyond the Short Term
 - i. In addition to the two sites already acquired, City has exclusive rights options to purchase three remaining school sites once decommissioned. The City is uniquely positioned to dictate outcomes and influence the type of development once the land is positioned for redevelopment over the next five years. As such the City is interested in receiving answers to the following questions:
 - 1. Looking beyond the next three to four years, approximately how many homes will be needed, and at what price points and what housing typology?
- f. Task 6 – Development of Draft and Final Report
 - i. Along with the draft and final report, the scope of work shall include an Executive Summary, which shall highlight and summarize the most significant characteristics of the City.
 - ii. Detailed data collection and analyses should be presented in appendices. Spreadsheets and other data products shall be provided throughout the process for review and use by the City.
- g. Task 8 – Adoption Process
 - i. In addition, the consultant is required to include an in-person presentation of their findings to the North Olmsted City Council in their scope of work.

3. IMPLEMENTATION SCHEDULE

Project completion is desired within six months to eight months after entering into contract. Proposals must include a schedule that shows completion timeframes for project milestones and for the final product

4. PROPOSAL REQUIREMENTS

The purpose of the response is to demonstrate the qualifications, competence, and capacity of the Consultant seeking to provide comprehensive services specified in conformity with the requirements of the RFQ. The SOQ should demonstrate qualifications of the firm and its staff to undertake this project. It should also specify the proposed approach that best meets the RFQ requirements. The SOQ must address each of the service specifications under the Scope of Work and Performance Tasks.

The Client is asking the Consultant to supply the following information. Please include all requested information in the proposal to the fullest extent practical.

- 1) Contact Information.
 - a. Name, telephone number, email address, mailing address and other contact information for the Consultant's Project Manager.
- 2) Introduction and Executive Summary.
 - a. This section shall document the Consultant name, business address (including telephone, email address(es)), year established, type of ownership and parent company (if any), project manager name and qualifications, and any major facts, features, recommendations or conclusions that may differentiate this proposal from others, if any.
- 3) Work Plan and Project Methodology: Proposals shall include the following, at minimum:
 - a. A detailed work plan identifying the major tasks to be accomplished relative to the requested study tasks and expected product as outlined in this RFQ;
 - b. A timeline for completion of the requested services, identifying milestones for development of the project and completion of individual tasks;
 - c. List of projects with similar size, scope, type, and complexity that the proposed project team has successfully completed in the past;
 - d. List of the proposed principal(s) who will be responsible for the work, proposed Project Manager and project team members (with resumes).
 - e. A list of any subcontracted agencies, the tasks they will be assigned, the percent of work to be performed, and the staff that will be assigned;
 - f. List of client references for similar projects described within the RFQ.

- g. Ability of firm to meet required time schedules based on current and known future workload of the staff assigned to the project.
- 4) Fee proposal

5. PROJECT COORDINATION

Max Upton, Director of Economic and Community Development, will be the overall project coordinator for this project. All inquiries relating to this request shall be addressed to:

Max Upton, Director of Economic & Community Development
City of North Olmsted
5200 Dover Center Road
(440) 716-4118
uptonm@north-olmsted.com

6. SUBMITTAL DATE AND LOCATION

Respondents must submit (6) HARD COPY PROPOSALS and one USB thumb drive containing the PDF File to the attention of Max Upton, Director of Economic and Community Development at the above address. Proposals must be received by the Director of Economic and Community Development by 3:00 p.m., on Friday April 21st 2023. Late proposals will not be accepted.

7. CONSIDERATION OF PROPOSALS

- A. The City does not obligate itself to accept any proposal.
- B. The City reserves the right to reject any and all proposals and will have no liability whatsoever to any Proposer whose proposal is not accepted.
- C. Any assumptions made by the Proposer in preparing the proposal must be listed separately and attached to the proposal in writing.
- D. Acceptance of a proposal will not constitute an agreement between the Proposer and the City. Any proposal will not be binding on the City unless and until an Agreement covering all conditions and provisions of the Design Services has been reduced to writing, executed by both the successful Proposer and the City.

8. METHOD OF SELECTION AND AWARD

Pursuant to the section 112.07 of the Codified Ordinances of the City of North Olmsted the following process will be used to select the most qualified firm.

- a. Following completion of the time period for receipt of RFQ, the selection committee established by the director of Community and Economic Development pursuant to Section 112.04 above will evaluate all SOQs timely received based upon the evaluation criteria specified above. On the basis of these evaluations, the selection committee will select three (3) or more of the highest qualified firms for further consideration.
- b. If the committee has received less than three (3) SOQs for evaluation, or determines that fewer than three (3) firms are qualified to perform the required personal services, then the committee may select less than three (3) firms for further consideration.
- c. The selection committee will rank all remaining firms based upon the quality and feasibility of their proposals, including any authorized revisions. The Director of Economic and Community Development, on behalf of the selection committee and the City of North Olmsted, will identify the highest rated and ranked firm and determine the terms and conditions of the proposed personal services contract, including the compensation to be paid by the City to the firm.
- d. Upon review of the proposals, the City may choose to conduct interviews with the top ranked firm(s).

9. EVALUATION CRITERIA

The Consultant selection process will be evaluated under the following criteria:

- a. 30%- Understanding of project objectives, proposed approach, work plan, and management techniques
- b. 20% - Experience with similar projects and familiarity with the regional issues
- c. 20% - Expertise of the technical and professional staff assigned to the project
- d. 20% - Demonstrated ability to meet timeline
- e. 10% - Cost of proposed work