

**Community Development Department
Request for Proposal (RFP)
RFP# 17-18-02**

Date of Issue: July 14, 2017

Due Date: August 11, 2017

Student and Market-Rate Apartment Housing Analysis

Through this RFP the City of Greenville is soliciting Requests for Qualifications from Real Estate Research and Consulting firms to prepare a student and market-rate housing analysis in the City of Greenville, NC.

Contact Information:

City of Greenville
Financial Services/Purchasing
Attention: Denisha Harris, Purchasing Manager
Post Office Box 7207
201 West Fifth Street
Greenville, NC 27835-7207
dharris@greenvillenc.gov

REQUEST FOR QUALIFICATIONS

CITY OF GREENVILLE, NORTH CAROLINA STUDENT AND MARKET-RATE APARTMENT HOUSING ANALYSIS

1.0 Introduction

The City of Greenville, North Carolina, is seeking a qualified and experienced real estate research consultant to assist in conducting and preparing a student and market rate apartment housing analysis in the City of Greenville to ascertain whether the supply of private dormitory developments, existing and approved for construction, have saturated or will saturate the housing market.

2.0 Project Scope and Budget

PROJECT SCOPE: Responders must prepare a preliminary scope of work and project schedule to achieve the following requirements. A preliminary scope of work must be included in the overall response. The City and the selected consultant will determine the final scope of work following selection. The selected consultant will, at a minimum:

1. Develop a timeline for the completion of the Housing Analysis, with clear deadlines and specific action items identified for each task or phase identified in the scope. The project should be completed within four months following execution of a contract. Proposers need to include a date for a public input session on Tuesday, Sept 5 at 6:00 PM at Greenville City Hall whereby the consultant attends and listens to concerns the public shares regarding their perceptions of student and market-rate apartment housing. The consultant will include a summary of such public comments and concerns in their final report.
2. Establish and implement a community outreach and information strategy to ensure appropriate resident, business and City staff involvement is present throughout the research process. The public outreach efforts will help to establish and prioritize goals and strategies to meet the community's vision.
3. Prepare for and present final report findings to the Planning and Zoning Commission and City Council.
4. Facilitate meetings and conference calls with City staff to provide progress and solicit input. The consultant will need to attend meetings, in person, at an average of one meeting every four months throughout the planning and approval process.
5. The scope of the housing study shall include a complete analysis of the rental market for students with a minimum of the following considerations: a field survey of modern

apartments; an analysis of area housing; profile data; tables and maps; an analysis of the area economy; a demographic analysis; and recommendations for development.

- a. Field Survey: Conduct a survey of modern apartments includes a cross-analysis of vacancies by rents, a survey of unit and project amenities, and a rent/value analysis.
- b. Area Housing Analysis: Conduct an analysis of housing demand that includes a study of support by both growth and internal mobility. Analyze existing housing using the most recent census material.
- c. Profile Data: Conduct case studies of student-oriented housing projects at universities and colleges throughout the country. This information, which include questions regarding unit size and features, project amenities, roommate preferences, rent, student profiles, and residing characteristics, is incorporated into the analysis and report.
- d. University Profile: Conduct interviews with East Carolina University officials and review student demographic information while completing a university profile. The profile includes general information, housing characteristics, enrollment, a profile of the student body, available transportation, and review of area attractions.
- e. Economic Analysis: Major employers, utilities, banks, savings and loans, and media that serve the area will be listed in the study. The information will be used to create a map showing school, shopping, and employment areas in relation to the University.
- f. Demographic Analysis: The study will include an analysis of demographic characteristics of the student population and identify any trends that may impact the development of student housing. Enrollment trends should be included as a part of the demographic analysis.
- g. Key Interviews: The consultant will interview people to gauge perceptions of student housing, recent development trends, planned and proposed developments and local conditions with city and county officials, area property owners and developers, major employers and human resource directors, major institutions such as schools and hospitals and real estate professionals.
- h. Case Study of Universities: Colleges and universities in the south/southeast United States will be identified for comparison of key indicators and ratios impacting student housing in Greenville.

PROJECT BUDGET: The City's budget for the Housing Analysis is \$20,000 to include reimbursable expenses.

3.0 Submittal Requirements

1. Interested firms shall limit their proposal to a maximum of 10 pages and are required to submit the following information:
2. A letter of interest.
3. An organization chart of the project team including identification of project manager, professional support staff, principal in charge, and known sub-consultant/contractor relationships.
4. Statements of qualifications and resumes for project team members with specific mention of related projects including specific knowledge and experience.
5. A proposed scope of services and timeline to complete the project.
6. A demonstrated record of completing similar projects on schedule and within budget.
7. A list of three references and contacts from past or current client relationships involving similar projects.

4.0 Submittal Timeline

Interested firms shall deliver one original hardcopy and four electronic (CD or flash drive) submittal packages in a sealed enclosure bearing the name and address of the firm and the project name. Submittals must be received by the Purchasing Manager no later than 4:00 p.m. on August 11, 2017 at the following address. Responses may be hand delivered, mailed or delivered via courier. Faxes and e-mails are not accepted and qualification statements received after the deadline will not be considered.

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5.0 Criteria for Selection

The evaluation of the proposals for these services will be based on the following considerations and their respective weights for the services listed in the scope of work:

- 30% Experience in providing professional real estate research services. Membership in the American Society of Real Estate Counselors (CRE) is desirable for consulting team members.
- 25% Education and experience of professional personnel including sub-consultants, if applicable.
- 25% Past performance on similar type of projects of comparable sized cities.
- 20% The commitment of the firm, its key project members and proposed sub-consultants to provide requested services in accordance with City of Greenville plans and schedules.

The City of Greenville may choose to short list firms for interview, if determined necessary. The presentations and interviews, if applicable, would be held in mid-August, 2017. The City will notify applicants of their status in the selection process by mid-August, 2017).

Based on an evaluation of all materials and the potential interview process, the City will identify the most qualified firm by (August of 2017) and pursue the development of an agreement covering the scope of services, fees, timetable, performance standards, etc. If an agreement cannot be reached, staff will consider another firm.

Once completed, the agreement will be delivered to the City Manager for execution.

6.0 Miscellaneous Provisions

1. Ownership of Proposals. Upon delivery, all RFP's will become the property of the City of Greenville.
2. Public Disclosure of All Proposals. All proposals received in response to this RFP shall become the property of the City. All proposals shall become a matter of public record, and shall be regarded as public records.
3. Reasonable Inquiry. The City may conduct any reasonable inquiry to determine the responsibility of the proposer. The submission of a proposal constitutes permission by the proposer for the City to verify all information contained therein. If the City deems it necessary, additional information may be requested from any proposer. Failure to comply with any such request may disqualify a proposer from consideration.

7.0 Minority and/or Women Business Enterprise (M/WBE) Program

It is the policy of the City of Greenville to provide minorities and women equal opportunity for participating in all aspects of the City's contracting and procurement programs, including but not limited to, construction projects, supplies and materials purchase, and professional and personal

service contracts. In accordance with this policy, the City has adopted a Minority and Women Business Enterprise (M/WBE) Plan and subsequent program, outlining verifiable goals.

The City has established a 4% Minority Business Enterprise (MBE) and 4% Women Business Enterprise (WBE) goal for the participation of M/WBE firms in supplying goods and services for the completion of this project. All firms submitting qualifications and/or proposals agree to utilize minority and women owned firms whenever possible.

8.0 Equal Employment Opportunity Clause

The City has adopted an Equal Employment Opportunity Clause, which is incorporated into all specifications, purchase orders, and contracts, whereby a vendor agrees not to discriminate against any employee or applicant for employment on the basis of race, color, religion, sex, national origin or ancestry. A copy of this clause may be obtained at the City Clerk's Office, City Hall, Greenville, NC. By submitting qualifications and/or proposals, the firm is attesting that they are an Equal Opportunity Employer.

Federal law (Rehabilitation Act and ADA) prohibits handicapped discrimination by all governmental units. By submitting a proposal, the vendor is attesting to its policy of nondiscrimination regarding the handicapped.

9.0 City of Greenville Local Preference Policy

It is the policy of the City of Greenville to ensure the best overall value in the procurement of goods and services and to support the City's economic development. Therefore, the City of Greenville has adopted a Local Preference Policy which provides a preference to eligible local bidders in the awarding of certain city contracts.

In accordance with the City's Local Preference Policy, being local is a factor to be considered in determining the qualifications of the entity or person submitting a proposal. A copy of the City's local preference policy can be found at <http://www.greenvillenc.gov/government/financial-services/purchasing>

Questions regarding the City's Local Preference Policy should be directed to the Purchasing Division of the City of Greenville at (252) 329-4664.

10.0 Acceptance/Rejection of Proposals

The City of Greenville reserves the right to award to the Firm who will best serve the interests of the City. The City also reserves the right to waive minor variations in the specifications and in the bidding process, as well as to accept in whole or in part such proposal(s) where it deems it advisable in protection of the best interests of the City. The City further reserves the right to accept or reject any or all proposals, and to award or not award a contract based on this proposal.

11.0 E-Verify

The firm submitting a proposal shall comply with the requirements of Article 2 of Chapter 64 of the North Carolina General Statutes. Further, if the firm utilizes a sub consultant, the firm shall require the sub consultant to comply with the requirements of Article 2 of Chapter 64 of the North Carolina General Statutes. The firm represents that the firm and its sub consultants are in compliance with the requirements of Article 2 of Chapter 64 of the North Carolina General Statutes.

12.0 Iran Divestment Act

The firm submitting a proposal certifies that it is not on the Iran Final Divestment List created by the North Carolina State Treasurer pursuant to N.C.G.S. 147-86.58. The firm will not utilize on the contract any sub consultant that is listed on the Iran Final Divestment List created by the North Carolina State Treasurer pursuant to N.C.G.S. 147-86.58.

13.0 Questions

Questions regarding this Request for Proposal shall be submitted in writing via e-mail by (July 28, 2017) to:

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Financial Services/Purchasing
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On August 4, 2017, interested proposers may review posted questions and answers associated with this Request for Proposal at the following address:

<http://www.greenvillenc.gov/government/financial-services/purchasing-division/current-bid-opportunities>