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Request for Proposals (RFP) for an Affordable Housing Plan

Introduction

The Town of Rolesville is seeking the services of a qualified firm, or team of firms, to provide professional services for the development of the Town of Rolesville Affordable Housing Plan. The Affordable Housing Plan should establish a long-term (10 year) vision but include short-term strategies, recommendations, and tools for immediate implementation. The plan will address the Town's entire planning area (corporate limits and Extra Territorial Jurisdiction (ETJ)).

Rolesville is a community of just over 10,000, situated in the greater Research Triangle Region adjacent to Raleigh and Wake Forest, with a population of over 25,000 within a 3-mile radius. Rolesville is experiencing accelerated growth in a county that is consistently one of the fastest growing areas in North Carolina.

At the time of this RFP, the median listing price of a single-family home in Rolesville is \$545,000. As the cost of housing continues to increase, and single-family residential developments are outpacing all others, Rolesville seeks to provide diverse and affordable housing options for people of all income ranges desiring to live in Rolesville. An ad-hoc Affordable Housing Committee has been established to start working on this effort and the Town has budgeted funds in FY23-24 to develop a plan.

Plan Elements

At a minimum, the Affordable Housing Plan should include the following critical elements:

- Formulation of a **definition** of affordable housing, and Town of Rolesville housing vision and goals.
- Assessment/Synthesis of current and future affordable housing **needs** based on analysis of existing conditions and trends including demographics, county and regional trends, housing stock and pricing, available programs, local public engagement, and codes and policies.
- **Recommendations**, built upon best practices, particularly locally/regionally, with an action plan for implementation, including but not limited to:
 - Identification of strategies to create new affordable housing, including identifying geographic opportunity areas.
 - Identification of strategies to preserve and enhance existing affordable housing, including priority areas for housing preservation and displacement prevention.
 - Any necessary revisions to the Land Development Ordinance.
 - Amendments, if needed, to the Comprehensive Land Use Plan and Comprehensive Transportation Plan to support opportunity areas.



- Program recommendations, e.g., what new programs will help the Town achieve its goals?
- Financial recommendations, e.g., how much will new strategies and programs cost?
- Partner and staff capacity recommendations, e.g., who should the Town be partnering with; and does the Town have sufficient staff capacity?
- Performance measures to gauge progress
- A **guide of resources**, most relevant to address needs and opportunities in Rolesville.

Enhanced Elements

In addition, if requested by the Town, firms should demonstrate the ability to deliver initial tools that can help launch the implementation of plan recommendations. These may include:

- Presentation or video for communicating the need for affordable housing with the community and decision makers
- Brochure for working with developers and property owners
- Brochure or resource guide for working with clients in need of affordable housing
- Facilitated meeting with recommended partners

Approach and Deliverables

Interested firms are encouraged to propose a recommended approach and project deliverables to address the critical elements set forth. The approach must include a robust stakeholder engagement process and plan for establishing and working with an advisory committee as part of plan development.

At a minimum, deliverables are anticipated to include:

- Creation of advisory committee
- Work plan and schedule
- Public engagement plan, materials, and facilitation
- Presentations and updates to the Planning Board and Town Council
- Regular progress meetings and reports
- ArcGIS file geodatabase and GIS packages for all maps
- Draft, revised, and final Affordable Housing Plan
- Early implementation tools, if requested, as described under optional plan elements (see above)

Schedule and Budget

The study process should be completed and approved within 9 months of the date of the notice to proceed (NTP). Interested firms should propose a schedule for the services and deliverables to be provided that addresses milestones and review periods. The budget for this project is \$90,000.



Eligibility

Firms are expected to include members with the depth and breadth of experience in real estate, affordable housing, and urban planning to complete the identified services. Firms with a demonstrated understanding of North Carolina law related to affordable housing are preferred.

Selection Criteria

Firms submitting proposals for this work will be evaluated based on specific criteria including but not limited to:

- Firm's familiarity and knowledge of Rolesville, Wake County and the greater Raleigh-Durham area
- Firm's experience with work on similar plans/studies
- Proposal responsiveness to the scope of services and desired outcomes stated in this RFP
- Firm's current project commitments, staff capacity, and ability to meet deadlines
- Cost-effectiveness of the proposal
- The experience of the firm's proposed staff to perform the type of work required.

Proposals should include the following information:

- Introductory letter expressing interest in providing the requested professional services, an acknowledgment of the firm's eligibility to perform such services (including all subconsultants), a statement citing any potential conflicts of interest, and contact information including an email address for the primary point of contact.
- A brief synopsis of the firm's previous project experience, highlighting no more than three (3) past projects, focused on the type of work to be undertaken on this project. This should be limited to projects performed within the past seven (7) years. Firms should also include any notable outcomes/successes/lessons learned since implementation of past projects with previous clients.
- Identify the proposed personnel/sub consultants to be assigned to this project by discipline, their qualifications and experience as related to this work, and their available capacity for this project.
- Full contact information for at least three client references.
- A description of the firm's approach to performing the proposed project, including method for conducting public engagement and data analysis and identification of key deliverables with reference to desired Plan Elements.
- A project schedule with milestones including all tasks and milestones.
- Summary of concurrent engagements with assigned staff and/or sub-consultants.
- Billing rates for proposed personnel to be used on this project.
- Organizational chart indicating personnel to be assigned to this project by discipline.
- Resumes of key personnel that are proposed to be assigned to the work.



Submittal and Selection Process

The deadline for submitting proposals is **4:00 pm on Friday, July 21, 2023**. All submittals are limited to no more than twelve (12) pages, not including cover/back inserts. Three (3) hard copies and one (1) electronic PDF copy of the proposal is requested.

Proposals should be submitted to:

Mical McFarland
Community and Economic Development Manager
ATTN: Affordable Housing Plan
502 Southtown Circle
Rolesville, NC 27571

An email response confirming receipt of proposals will be provided. Questions concerning this project, or the submittal process, should be directed to Mical McFarland at: mical.mcfarland@rolesville.nc.gov

Once the project commences, Planning Director Meredith Gruber, will serve as project lead.

The Town of Rolesville will use a selection committee of at least three staff members to review and evaluate the proposals received based on the criteria noted above. The Town also reserves the right to schedule interviews if needed after evaluating proposals.