



Central Virginia Planning District Commission
Request for Proposals
For
Central Virginia Planning District Regional
Housing Market Analysis Study

The Request for Proposals (RFP) may be obtained during normal business hours from the Central Virginia Planning District Commission, 828 Main Street, 12th Floor, Lynchburg, VA 24504. This document may also be viewed and/or downloaded from the CVPDC's website at <https://www.cvpdc.org/procurements.html>. If you are unable to access the documents, please contact Kelly Hitchcock at (434) 818-1604 or at kelly.hitchcock@cvpdc.org.

Proposals must be received by or prior to 4:00 p.m., EST on September 22, 2022 to be considered.

Issue Date of RFP: August 29, 2022

Central Virginia Planning District Regional Housing Market Study Analysis Study

Issue Date: August 30, 2022

Issued By: Central Virginia Planning District Commission (CVPDC)
Attn: Kelly Hitchcock, Deputy Director of Planning
828 Main St., 12th Floor, Lynchburg, VA 24504
Phone: (434) 818-7604
E-mail: kelly.hitchcock@cvpdc.org

Sealed proposals will be received **by or before 4:00 P.M. EST, Thursday, September 22, 2022** for furnishing the services and/or items described herein.

All questions must be submitted **before 5:00 p.m. EST, Tuesday, September 13, 2022**. Responses to all questions will be posted to the CVPDC's website at <https://www.cvpdc.org/procurements.html>.

Additionally, and if necessary, an addendum will be issued and posted to the same place. If an addendum is issued, the due date will be extended by three (3) business days to allow offerors time to revise their proposals.

If proposals are mailed, send directly to the CVPDC at the above listed address. If hand delivered, deliver to the same address. Emailed or faxed proposals will not be accepted.

The CVPDC reserves the right to cancel this RFP and/or reject any or all proposals and to waive any informalities in any proposal.

This section is to be completed by the Offeror and this page must be returned with the proposal. In compliance with this RFP and subject to all terms and conditions imposed herein, which are hereby incorporated by reference, the undersigned offers and agrees to furnish the services and/or items requested in this solicitation if the undersigned is selected as the Successful Offeror. Unless the proposal is withdrawn, the Offeror agrees that any prices or terms for such proposal shall remain valid for sixty (60) days after opening. Notices of proposal withdrawal must be submitted in writing.

Legal Name and Address of Firm (according to your registration with the SCC): **REQUIRED**

Date:

By:

(Signature in Ink)

Name:

(Please Print)

Zip:

Title:

Phone:

Fax:

Email:

Business License #:

Virginia State Corporation Commission Identification Number: _____

**Central Virginia Planning District Commission
Request for Proposals (RFP) For
Central Virginia Planning District
Regional Housing Market Analysis Study**

TABLE OF CONTENTS

INTRODUCTION	2
SCOPE OF STUDY	2
Item 1: Central Virginia Planning District Housing Market Assessment	2
Item 2: Central Virginia PDC County Housing Market Assessment	3
Item 3: City of Lynchburg Housing Market Analysis	4
TASKS AND DELIVERABLES	5
SUGGESTED TIMELINE.....	6
PROPOSAL EVALUATION PROCESS	6
SELECTION CRITERIA	6
SUBMISSION GUIDELINES & REQUIREMENTS	7
RESERVATION OF RIGHTS	7

**Central Virginia Planning District Commission (CVPDC)
Request for Proposal (RFP) For
Central Virginia Planning District Regional Housing Market Analysis Study**

Introduction

The Central Virginia Planning District Commission (CVPDC) is soliciting Proposals for the completion of a Regional Housing Market Analysis Study that will inform program, policy and development recommendations to address housing needs and encourage private investment in the region. The study will include the following project partners and locality study areas CVPDC, the counties of Amherst, Appomattox, Bedford, Campbell, and the City of Lynchburg, and Virginia Housing (<https://www.virginiahousing.com>), the project funding agency.

The Study objects are to:

- Identify housing gaps (type, rates) and housing needs through a data-driven analysis of economic, demographic, commuter, residential and service factors for the region and individual localities.
- Engage a diverse coalition of planning, business, economic development, finance, development, service, and housing stakeholders in the data collection, review and identification of housing needs and opportunities.
- Provide necessary data with which to develop recommendations on future housing development(s) to meet the identified current and forecast housing needs.
- Review the existing housing program structure and coalitions to identify opportunities to improve efficiencies and coordination.
- Provide regional and locality-specific housing program recommendations to support increasing affordable and workforce housing in the region.

Scope of Study

The Study will be a regional study. However, while developed to incorporate all the region's localities, will include analysis and recommendations to reflect the unique nature of the participating jurisdictions. The regional study will include data factors, trends and guidance strategies to inform housing decisions that can be incorporated by each locality for the purpose of review, adoption, or planning document incorporation by locality study partners.

Item 1: Central Virginia Planning District Housing Market Assessment

- A. Population and Household Demographics
 - a. Income by household type
 - b. Household demographics
- B. Housing Stock Characteristics
 - a. Regional housing stock by age, type, value, and tenure
 - b. Vacancy, rent/own, and rental/second home status
 - c. Units built, permitted and in development for market rate, affordable, special needs units
 - d. Comparison to similar Planning District areas and benchmark to similar sized, characteristic regions.
- D. Commuting Patterns
 - a. Analyze residential, employment centers and commuting patterns.
 - b. Evaluate transportation needs, availability, and access to work and services as it relates to housing demand
- E. Regional Housing Program Recommendations

Item 2. Central Virginia PDC County Housing Market Assessment

This analysis, while developed for the entire planning region, will take into account characteristics and development factors that impact the areas Towns and designated growth areas. The study will include the four counties, with inclusion of the Towns located therein and high-growth areas, presented below, and the City of Lynchburg.

- Appomattox County (Town of Appomattox, Town of Pamplin, and Stonewall (Concord growth area);
 - Amherst County (Town of Amherst, and Madison Heights (high growth area);
 - Bedford County (Town of Bedford and Forest and Moneta growth areas) Bedford County is member of two metropolitan planning districts [CVTRO, RVAMPO]); and
 - Campbell County (Towns of Altavista, Brookneal and Liberty University and Forest growth areas).
- A. Population and Household Demographics
- a. Income by household type.
 - b. Migration and commuting patterns.
- B. Housing Stock Information
- a. County housing stock by type, age, value, vacancy, rent/own, temporary/second home.
 - b. Comparison to adjacent localities.
- C. Housing Market Characteristics
- a. Rental Housing
 - i. Vacancy rates, construction and absorption.
 - ii. Rents, with consideration to Area Median Income (AMI) ranges and affordability percentage factors.
 - iii. Affordability at local wages and employment sectors.
 - iv. Evaluation of housing cost burdens and barriers by housing type.
 - v. Identification of housing needs and need characteristics for persons with disabilities or special needs, elderly population, and young, entry-level employees.
 - vi. Evaluation of amenities (trails, walkable neighborhoods, parks, etc.) and impact of demand, market impact (emphasis on Towns, identified growth areas.)
 - vii. Multi-family unit trends, to include market rate and affordable units.
 - viii. Evaluation of impact of Working changes (virtual working), housing market cost and other trends on cost and unit availability.
 - ix. Evaluation of regional foundation that can be leveraged to support affordable rental housing unit demand.
 - x. Provide an overview of the area's Housing Choice Voucher (HCV) program, with an emphasis on unused vouchers.
 - b. Owner-Occupied Housing
 - i. Vacancy rates, construction and absorption.
 - ii. Mortgages, with consideration to Area Median Income (AMI) ranges and affordability factors.
 - iii. Identification and impact of rental and second home market impact.
 - iv. Evaluation of housing costs burdens and barriers by housing type.
 - v. Identification of housing needs and need characteristics for persons with disabilities or special needs, elderly population, and young, entry-level employees.
 - vi. Evaluation of amenities (trails, walkable neighborhoods, parks, etc.) and impact of demand, market impact (emphasis on Town, identified growth areas).
 - vii. Evaluation of impact of working changes (virtual working), mobile work force, housing market cost and other trends on cost and unit availability.
 - viii. Evaluation of regional foundation that can be leveraged to support affordable rental housing unit demand.
- D. Commuting Patterns
- a. Analyze residential, employment centers and commuting patterns within the County.
 - b. Evaluate housing demand and affordability as it relates to transportation needs, availability, and access to work and services.
- E. Survey of Community Stakeholders
- a. Survey area stakeholders (e.g., economic development, planning departments, housing authority, realtors) to determine:
 - i. Primary housing issues.

- j. Greatest barriers to development
 - k. Greatest housing needs
 - l. Possible solutions or priorities to address area housing needs
- b. Survey of major employers to include
 - i. information on employers' perceived need for workforce housing.
 - ii. Employer assets (land, employer incentives) that support housing.
 - iii. Ability to provide financial, programmatic housing incentives.

CVPDC staff will execute stakeholder coordination and guide stakeholder focus group meetings with firm available, with virtual participation an option, to facilitate at least two sessions.

- F. Review and provide an overview of existing policies that support or provide barriers to and provide recommendations to modify policies to expand the opportunity and support for affordable and workforce housing (mixed use, multi-family, owner-occupied, rental) investment in the County.
- G. Provide summary of recommendations, best practices, strategies and incentives to provide private developers to increase the development of affordable and workforce units in the county.

Item 3. The City of Lynchburg Housing Market Analysis

The City of Lynchburg has been proactive in evaluating housing needs and outlining some strategies in addressing policy and program gaps to eliminate housing barriers, especially for low, moderate and working family housing. Most recently the City of Lynchburg completed the *Analysis of Impediments to Fair Housing Choice* (May 2020) to satisfy the Community development Block Grant (CDBG) and Home Investment Partnership Program (HOME) program Fair Housing program and founding compliance. As such, much of the foundational housing data exists and, more importantly, policy and program strategies have been identified. Thus, the Scope of Services for Lynchburg City focuses on program, policy and capacity development initiatives.

- A. Lynchburg City Affordable Housing Analysis
 - a. Based on data provided by the City, evaluate the potential impact of expiring contracts for rental property under the HUD Section 8 Program for both multi-family and single unit rentals.
 - b. Based on existing rental rates, market trends, and horizon rate of units moving off the affordable housing roll (extending rent-controlled limit), establish the near and long-term affordable unit needs within the City.
 - c. Assist with providing strategies and recommendations, including program, policy and partner recommendations for extending and expanding affordable housing options.
- D. Housing Market Characteristics
 - c. Rental Housing
 - i. Vacancy rates, construction and absorption.
 - ii. Rents, with consideration to Area Median Income (AMI) ranges and affordability percentage factors.
 - iii. Affordability at local wages and employment sectors.
 - iv. Evaluation of housing cost burdens and barriers by housing type.
 - v. Identification of housing needs and need characteristics for persons with disabilities or special needs, elderly population, and young, entry-level employees.
 - vi. Evaluation of amenities (trails, walkable neighborhoods, parks, etc.) and work environment changes (e.g. virtual work options) impact on demand, marketability (emphasis within growth, density areas).
 - vii. Multi-family unit trends, to include market rate and affordable units.
 - viii. Evaluation of regional foundation that can be leveraged to support affordable rental housing unit demand.
 - ix. Provide an overview of the area's Housing Choice Voucher (HCV) program with an emphasis on unused vouchers.

- d. Owner-Occupied Housing
 - i. Vacancy rates, construction and absorption.
 - ii. Mortgages, with consideration to Area Median Income (AMI) ranges and affordability factors
 - iii. Identification and impact of rental- and second-home market impact.
 - iv. Evaluation of housing costs burdens and barriers by housing type.
 - v. Identification of housing needs and need characteristics for persons with disabilities or special needs, elderly population, and young, entry-level employees.
 - vi. Evaluation of amenities (trails, walkable neighborhoods, parks, etc.) and impact of demand, market impact (emphasis on Town, identified growth areas).
 - vii. Evaluation of impact of working changes (virtual working), mobile work force, housing market cost and other trends on cost and unit availability.
 - viii. Evaluation of regional foundation that can be leveraged to support affordable rental housing unit demand.

Project Tasks

- Task 1:** Review of past studies, existing data review and employer survey and stakeholder interviews. Action will include guidance and facilitation of stakeholder, public participation process. This section will include information on those stakeholder facilitation and outreach actions to which the consultant will be directly involved and those that the consultant will outline the process to be facilitated by CVPDC or locality staff.
- Task 2:** Data Collection & Analysis
Collection and analysis of population and housing demographics, housing stock characteristics, housing tenure and socioeconomic factors (range of data factors determined with consultant/project team).
- Task 4:** Current Policy Evaluation
Review and provide comment on current policies and regulations that impact housing programs, services, and development barriers within the study area.
- Task 5:** Program Recommendations
Develop regional and locality-targeted recommendations to meet housing needs and advance private developers in expanding affordable, workforce housing options in the region. Evaluation and recommendation should consider trends impacting housing demand, housing option preferences, and the impact of changing employment options (e.g. virtual working) on housing need and choice decisions. Provide recommendations for process (future study) to evaluate moderate housing development site suitability.
- Task 6:** Report and Presentation Deliverables
The Consultant will provide a draft report electronically to the Project Manager and stakeholders for review and comment. Upon approval of a draft report, the Consultant will submit a final report in Microsoft Word (or comparable), with all original images, tables, and spreadsheets to the Project Manager. The Consultant will provide a presentation on the final product to the Central Virginia Planning District Commission Board.

Suggested Timeline

Milestone	Date
Notice to Proceed	October 2022
Data, Information & Stakeholder Input Collection	Mid-October – February 23
Draft Study Submitted	April 18, 2023
Final Report Submitted	May 26, 2023
Presentation to the CVPDC Board	July 20, 2023

Proposal Evaluation Process

- The CVPDC will use a selection team to evaluate proposals. Proposals will be evaluated on the following factors.
- Professional qualifications and experience of firm and selected team presented to lead the study.

- Relevant experience and performance, including references, in leading similar housing assessment and housing analysis studies.
- Responsiveness to the requirements presented in the RFP.
- Responsiveness of approach to executing Lynchburg City affordability analysis.

The selection team anticipates choosing two or more proposers to interview.

Selection Criteria

Proposals will be evaluated utilizing the following rating criteria (Total 90 points).

1. Respondents understanding of the intended study outcomes (20 points).
2. Respondents overall approach to complete the study, including the development of the regional and locality-specific tasks as presented in the RFP. This includes a summary of how the consultant will coordinate with the CVPDC and localities (20 points).
3. Professional qualifications and experience of the firm in executing similar studies (10 points).
4. Professional qualifications and experience of the firm’s team, including project lead, in executing similar studies, including clear indication of team role and direct project activity (10 points).
5. Clarity in firm’s knowledge of necessary data and evaluation sources to execute the housing analysis RFP elements (10 points).
6. Knowledge and experience in federal, state, and private housing programs and experience in program and policy development within Virginia (10 points).
7. Clarity in capacity and approach to execute the study within the presented timeline (5 points).
8. Evaluation of references from whom the firm presents as having performed similar project within the last three years (5 points).

Submission Guidelines and Requirements

- Only firms with proven experience in developing housing needs assessment and market analysis studies should reply to this Request for Proposal. Key project staff resume with relevant experience must be provided.
- Each proposal must include One (1) original signed by an authorized representative of the Offeror and a removable media storage device containing one (1) digital copy of the entire proposal, must be contained, and submitted in a sealed envelope or package.
- The proposal should provide a proposed project schedule and milestones.
- Each proposal must include examples of projects or project elements substantially similar to the Scope of Work presented in this Request for Proposal. Examples of the relevant work, scopes of work, and relevant project reference must be provided. At least three firm references are required.
- **Written proposals must be received by or prior to 4:00 p.m. EST, Thursday, September 22, 2022.** Proposals must be mailed, or hand delivered to the name and address shown below and clearly marked with the notation: “Proposal – Housing Market Study”.

Submit proposals to:
 Kelly Hitchcock, Deputy Director of Planning
 Central Virginia Planning District Commission
 828 Main Street, 12th Floor
 Lynchburg, VA 24504

Reservations of Rights

- The Central Virginia Planning District Commission reserves the right to award in part or whole, to one or more vendors, or to reject any or all proposals, whichever is deemed to be in its best interest.
- The Central Virginia Planning District Commission reserves the right to award to the Offeror that presents the best value and serves the best interest of the CVPDC, as determined by the CVPDC.
- The qualifications, the evaluation, and the award of contract are subject to the approval of the Virginia Housing Development Authority and is contingent upon the receipt of a Community Impact Grant funding.
- Any disputes will be settled within the Lynchburg court system.