

Great Falls, Montana Housing Market Demand Assessment

Request for Proposals

Great Falls Development Authority, Inc.

July 28, 2021

I. INTRODUCTION

The Great Falls Development Authority, Inc. (GFDA), in partnership with NeighborWorks Great Falls and the Great Falls Association of Realtors, seeks proposals to conduct an assessment of the housing market demand in Great Falls Montana. The purpose of the project is to determine market support for new rental and homeownership construction, broken down by a diversity of price points and type of unit/home. We will use the assessment to encourage developers to undertake new housing projects.

Interested firms are encouraged to discuss this RFP with us, as detailed below.

II. BACKGROUND

Great Falls Development Authority

GFDA is a regional public/private economic development organization (EDO) which focuses its efforts on the 13-county Great Falls Montana trade area, also known as Montana's Golden Triangle. Great Falls Montana is an MSA with 86,000 population. Our trade area extends to the Canadian border, totaling about 209,000 population. Our target industries are food/agriculture/bioscience, business services, energy, tourism, advanced manufacturing, defense, logistics, healthcare, and regional retail/services. Our EDO works on business attraction, business retention/expansion, business start-ups, downtown revitalization, workforce, and housing, amongst other things.

Housing

A key part of our economic development strategy is to work with businesses to create higher wage career opportunities while encouraging housing development to stay on pace with demand. C2ER estimated that our cost of living was 90.5% of the national average in 2021Q1. Chmura Economics estimated that our average annual wage was 73% of the national average in 2020Q4. Closing this gap between wages and cost of living is a long-term goal. Maintaining the affordability of housing through production is one of the most effective ways we can work to keep our market affordable.

As a certified Community Development Financial Institution (CDFI), GFDA has worked to attract quality housing production by private developers, in some cases using our loan capital to provide bridge loans during construction. We have supported the efforts of NeighborWorks Great Falls and others to address the housing needs of low and moderate income residents.

In our economic development work, we have found that producing market assessments by firms well respected in private industry is one of the most effective methods we can use to encourage investment in priorities.

III. OBJECTIVES

The goal of this project is to assess the market demand for the production of new home ownership and rental products. The market area for this demand assessment is the commute shed for Great Falls, Montana which falls entirely within Cascade County.

The objectives of this RFP are:

- 1) Assess market support for rental housing development (new construction and renovation of underutilized properties) at various price points.
- 2) Assess market support for homeownership development (new construction and renovation of underutilized properties) at various price points.
- 3) Assess market demand for various types of rental and homeownership units and developments, such as condominiums, townhouses, duplexes, zero-lot line developments, pocket neighborhoods, and other creative ways that developers could balance costs of development with market price points. Rent to own development demand should be included in the analysis.

All assessments should take into account current and projected market conditions, and underway and announced development projects. Assessments should determine market demand within price segments based on household income strata.

Having made progress in attracting recent rental housing developments, we are particularly interested in determining market support for workforce housing homeownership production, theoretically priced between \$175,000-275,000.

IV. SCOPE OF WORK

Consultants should detail their proposed the scope work in their proposals. The final product should be produced in PDF format; printed copies are not required. Consultants should include at least three meetings with our project team, all of

which can be held virtually if desired. The Consultant should include a final PowerPoint presentation either virtually or in person.

V. CONSULTANT QUALIFICATIONS

We seek a consultant that have extensive experience in assessing housing market demand for developers, lenders and equity investors. Experience should include markets similar to Great Falls and experience in both rental and homeownership market assessment.

VI. PROPOSAL REQUIREMENTS

An electronic copy of the proposal should be submitted in PDF format by email, Dropbox or other electronic file sharing method by 5:00 PM MST on Friday, August 20, 2021 to:

Brett Doney
BDoney@GrowGreatFalls.org

We plan to distribute the proposals to our selection task group and, therefore, discourage the submittal of printed materials. We welcome inclusion of online URLs that would allow us to assess past experience in more depth.

The submittal should follow the order below and include, at a minimum the following information:

- A cover letter signed and dated by the person or an authorized representative of the organization making the submittal.
- A brief statement of your firm's understanding of the goals of this effort and of the services requested in this RFP.
- A brief statement of the history of your team, including relevant projects.
- A proposed work plan indicating how your firm proposes to perform the project as defined in your scope of work. This work plan should be detailed enough to demonstrate your familiarity with this type of project. It should include information on your firm's methodology for completing the scope of work requirements. It should include the firms or sub-consultants and individuals that will prepare each major task or work product.
- Qualifications of key individuals to be assigned to this project, their availability during the relevant time periods, and their recent experience on similar projects.
- Examples of at least five similar housing market demand assessments that your firm has completed.
- Preference will be given to consultants that provide references from at least three real estate developers, lenders, equity investors and/or economic development organizations that the consultant has recently provided housing market demand assessment services to.

VII. PRICE

The consultant will present lump sum budget for the work. Travel expense, if planned, can be estimated separately.

VIII. CONSULTANT SELECTION

Consultants that respond to this RFP will be evaluated and ranked. This evaluation will be based on the submitted proposals and, at the discretion of the Committee, on interviews with those consultants who appear to be particularly well qualified, as determined from their written proposals.

The consultants will be evaluated and ranked in accordance with the following factors, which are weighted as shown:

- The consultant's experience with similar projects (30%)
- The breadth of the consultant's experience, including the qualifications and availability of the key personnel who would be assigned (20%)
- The methodology and scope of services to be provided (30%)
- Cost (20%)

Negotiations will commence with the highest ranked consultant. Upon reaching agreement on a final work plan and price, the Great Falls Development Authority will award the contract. If agreement cannot be reached with the highest ranked consultant, negotiations may proceed with lower ranked consultant(s).

IX. ADDITIONAL INFORMATION & CONDITIONS

A. STATEMENT OF NONCOMMITMENT

Issuance of this RFP does not commit the Great Falls Development Authority, Inc. to award a contract or to pay any costs incurred in preparation of proposals responding to the RFP. The GFDA reserves the right to reject any or all proposals and re-advertise. All proposals become the property of the GFDA.

B. EQUAL EMPLOYMENT OPPORTUNITY

Successful contract bidders must comply with provisions of all applicable federal law, Title VI and Title VII of the Civil Rights Act of 1964. Any subcontracting by the successful bidder subjects subcontracting firm(s) to the same provisions of federal law.

In accordance with state and federal requirements, the consultant (hereinafter referred to as "contractor") must agree as follows:

1.) COMPLIANCE WITH TITLE VI OF THE CIVIL RIGHTS ACT OF 1964 FOR FEDERAL AID CONTRACTS

(a) Compliance with Regulations. The Contractor shall comply with all Regulations relative to nondiscrimination in Federally-assisted programs of the Department of Housing and Urban Development, 24 CFR Part 1, as they may be amended (hereafter referred to as the Regulations), which are incorporated by reference and made part of this Agreement.

(b) Nondiscrimination. The Contractor, with regard to the work performed by it during the Agreement, shall not discriminate on the grounds of sex, race, color or national origin in the selection and retention of subcontractors, including procurement of materials and leases of equipment. The Contractor shall not participate either directly or indirectly in the discrimination prohibited in 24CFR Part 21.

(c) Solicitations for Subcontractors, Including Procurements of Materials and Equipment. In all solicitations, whether by competitive bidding or negotiation by the Contractor for work to be performed under a subcontract, including procurements of materials or leases of equipment, any potential subcontractor or supplier shall be notified by the Contractor of the Contractor's obligations under this Agreement and the Regulations relative to nondiscrimination.

(d) Sanctions for Noncompliance. In the event of the contractor's noncompliance with the nondiscrimination provisions of this Agreement, the Department may impose sanctions as it determines appropriate, including, but not limited to withholding payments to the Contractor under the Agreement until the Contractor complies, and/or cancellation, termination or suspension of the agreement in whole or in part.

2) COMPLIANCE WITH THE MONTANA GOVERNMENTAL CODE OF FAIR PRACTICES, 49-3-207. MCA

In accordance with 49-3-207, MCA, the Contractor agrees that for this agreement all hiring will be made on the basis of merit and qualifications and that there will be no discrimination on the basis of race, color, religion, creed, political ideas, sex, age, marital status, physical or mental disability, or national origin by persons performing the Agreement.

3) COMPLIANCE WITH MINORITY & WOMEN BUSINESS ENTERPRISES

Contractor will make efforts to encourage the use of minority and women's business enterprises in connection with Agreement activities in accordance with 24 CFR Part 85.36(e) which describes the actions to ensure that minority and women's business enterprises are used when possible in the procurement of property and services.

C. VENUE

The laws of the State of Montana govern this contract. The parties agree that any litigation concerning bid, proposal, or subsequent contract must be brought

in the Eighth Judicial District of Cascade County, State of Montana and each party shall pay its own costs and attorney fees. (Reference 18-1-401 MCA)

D. INSURANCE

Certificates of Insurance, indicating compliance with the required overage, must be filed with the Great Falls Development Authority within ten (10) working days of the Notice of Award. The proof of insurance/exemption must be valid for the entire contract period.

E. RFP AUTHORITY

This RFP has been issued in accordance with Title 18, Montana Code Annotated and the Administrative Rules of Montana, Title 2, Chapter 5. The RFP process is a procurement option, allowing award to be based on stated criteria or evaluation factors. The evaluation factors to be used in this procurement have been specified in this RFP.

F. ADDITIONAL INFORMATION

For more information regarding this RFP, please contact:

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BDoney@GrowGreatFalls.org