



CITY OF MANITOWOC
WISCONSIN, USA
www.manitowoc.org



Date: December 28, 2020

To: Finance Committee
Mayor

From: Adam Tegen, Community Development

Re: Housing Study and Needs Assessment

As a result of numerous meetings with potential developers it is becoming clear that there is a need for the City to undertake a Housing Study and Needs Assessment. The purpose of the Assessment would be to help outline our current housing situation and set a roadmap for the future on what our housing needs will likely be and how to best fill that need. Realizing this need, Community Development worked with the Finance Department and the Mayor's Office to identify a potential funding source for the Assessment. After reviewing options, it was agreed that the source that made the most sense is the Healthy Neighborhoods Initiative that is funded by Tax Increment Finance Districts (TID). Some of you may recall that after the typical life of a TID is over, the City has the option of extending a district for one additional year and allocating those funds towards housing. The last several districts that have closed were extended and the Healthy Neighborhoods Initiative was created and funds have been used for various housing related projects. Per the resolution creating the Initiative, the purpose was to build on the Comprehensive Plan's recommendations for "improving the City's overall housing stock and implementing neighborhood improvement strategies in priority neighborhoods areas". This Assessment will continue this process and further enable the City to do just that.

Once funding was identified, the next step to move the process forward was to release an RFP (attached) seeking consultants for the completion of an assessment. The City was extremely successful and received a total of 11 proposals. After a review conducted by City staff from Community Development and Life Safety, the consensus was to recommend moving forward with MSA. It was the opinion of the reviewers that MSA struck an excellent balance between costs, value, and a thorough approach.

I am recommending that the City enter into a contract with MSA to complete a Housing Study and Needs Assessment at a cost not to exceed \$31,400 with funding coming from the Healthy Neighborhoods Initiative. As always, I am happy to answer any questions or provide additional information. I can be reached at ategen@manitowoc.org or 920-686-6931.



Request for Proposal (RFP)
for
Housing Study and Needs Assessment
City of Manitowoc, WI
Community Development Department
Fall 2020

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I. General Information

A. Project Overview

The City of Manitowoc Community Development Department (City) is issuing a Request for Proposal (RFP) for a Housing Study and Needs Assessment for the City of Manitowoc, WI. The proposal is to identify existing and future housing stock within the community. Some topic areas include assessment of existing housing conditions, demographic and market demands (present and future), and identify critical housing gaps and issues. Recognition for financing opportunities alongside locational analysis is also important. A copy of the housing analysis RFP is available online and can be found electronically at <https://www.manitowoc.org/746/Housing-Assistance-Services>.

B. General Community

The City of Manitowoc is a vibrant and historic community located where the Manitowoc River meets Lake Michigan on Wisconsin's eastern shore. In 2019 the U.S. Census Bureau estimated the City population at 32,579 in a region of approximately 79,000. The city is largely the economic engine for those who seek employment in the immediate region. In 2018, the reported median household income was \$53,489. The community, historically dependent on industrial manufacturing, has begun to grow into a community featuring not only manufacturing but also health care and food processing companies. As the economy changes, so do the desires of the talented workforce the city aspires to attract and or retain. As such, the City continues to look forward to identify and plan for new growth in the community. To that end the City has adopted a Downtown Master Plan (2018), Comprehensive Plan (2009) and is currently prioritizing revitalization efforts and aesthetic improvements to our Downtown area, including public murals, enhanced streetscape, and a city-funded, business-match façade grant program designed to restore and protect our historic Downtown. In 2020, the City also expanded our Industrial Park Campus to include an additional 90+ acres – all with easy access to the Interstate-43 corridor. Recently the City has also undertaken the redevelopment of an area of river frontage (River Point District) with the plan of developing the property with a mixed use development. The unique location near the river, with walking access to Downtown positions the redevelopment well for the future.

Due to the long history of the community and changes that have occurred, there are large portions of the City core that were built prior to 1940. Some of these homes have been restored and have improved the assessed values over the years; others have been deteriorating since they were built in the early 20th century. Furthermore, there is a perception that a significant conversion of single family homes to rental properties has occurred over the years, with up to 34% of the units available as rentals and the median month rent payment of \$645. (Source: <https://www.census.gov/quickfacts/manitowoccitywisconsin>)

C. Schedule

The City would like to have a completed assessment done and available for business and community use by early 2021. The City reserves the right to revise the following tentative schedule:

RFP disseminated to potentially interested firms	November 2, 2020
Proposal Due 4:00 PM	November 20, 2020
Evaluation of proposals	November 23-25, 2020
Recommendation by the City Finance Committee to Common Council	December 1, 2020
Common Council approves consultant	December 21, 2020
Execution of Contract for Services	December 28, 2020 - January 4, 2021
Notice to Proceed	January 11, 2021
Milestone Dates provided by consultant as part of proposal. (include preliminary findings and plan refinements)	*****
Final Report to City	April 5, 2021

II. Scope of Work

A. Introduction

The goal of the Community Development Department is to promote a safe, diverse, dynamic, and vibrant community, and enhance the living, working, and recreation choices for community residents and visitors. In order to fulfill the mission of the department there is a need to prioritize projects and the need for a Housing Study is a key priority. The City recognizes that in order for it to succeed and grow economically, it must understand its housing situation and needs. The goal of the study is to not only examine the current housing situation within the community but identify opportunities for improvement and expansion of a variety of housing options.

B. Content of Report prepared by Consultant

The consultant shall draft a report that specifically addresses the City of Manitowoc's current and future housing needs. The report will include and address the following information:

1. Demographic Review
2. Housing Market Analysis - Citywide
3. Housing Market Analysis - Downtown
4. Housing Demand - Citywide
5. Housing Demand - Downtown
6. Housing Issue Areas - Blight
7. Existing Housing Stock
8. Other Housing Issues - Gaps
9. Demographics – now and in the future
10. Economics
11. Recommendations***
 - Strategies to deal with housing issues
 - Long term and short term housing needs
 - Suggested plan to fill housing gaps.
 - Rationale for prioritization of projects for funding.
12. Other areas determined by the consultant that will allow the City to fully understand the housing needs in the community.

*** This should be treated as an optional service on the proposal to allow the City to best determine the need for this service. If included the selected consultant shall provide a report that includes clear and workable solutions for the City to implement to help fill identified gaps.

III. Responsibilities of the City

The City of Manitowoc will provide the following services as part of the total project:

1. The City of Manitowoc will provide access to present and historic housing records (i.e. building files and assessor records) and maps.
2. Existing City plans and research will be made available upon request:
 - a. City of Manitowoc Municipal Code
 - b. City of Manitowoc Comprehensive Plan
 - c. Downtown Master Plan
3. Upon request, the City's GIS Specialist can provide GIS support and data for the project. The City of Manitowoc intends to work with the selected consultant to keep mapping costs to a minimum.
4. Staff will assist in project management and administration. Staff will attend all meetings with the Consultant and assist the Consultant as a liaison between the Public and the Consultant, upon Consultant's request.
5. Staff will coordinate and schedule all meetings involving the Consultant. City staff will mail all agendas, meeting minutes and meeting information packets.

IV. Submission

A. Proposal Content

The City of Manitowoc respectfully requests a proposal from your firm for the provision of the services identified above. The brief proposal shall include the following:

1. A statement of consultants understanding that demonstrates knowledge of the project requirements.
2. A description of the consultant's technical approach to the project, including an outline of the sequence of tasks, major benchmarks and milestone dates.
3. A brief summary, with resumes attached, of key staff on the project team who will be directly involved in the project, including designation of a single point of contact for coordination of the project. Staff resumes should focus on individuals who will have primary responsibility for performance of the work with less emphasis on firm principals.
4. A description of similar project experience involving key staff to be involved in the project. The consultant agrees to provide references upon request.
5. Proposed use of City staff, office staff, as well as any equipment, materials or additional data that will be expected from the City at the onset of the project.
6. Agreement to accomplish the project within the time frame contained in this RFP.
7. Estimated cost of the services to be provided under this proposal.
8. Proposed services to be sub-contracted if any, anticipated subcontractors, and anticipated costs for these services.

Any additional terms or conditions, which are deemed necessary for entering into a contract with the City, should be attached or incorporated as part of the proposal.

All proposals become the property of the City of Manitowoc and will not be returned. The City reserves the right to reject any or all proposals, to waive technicalities, or to negotiate further with a responder who appears to most nearly meet the City's desires.

B. Evaluation

Selection will be based upon the proposals submitted and will be ranked primarily based upon the following criteria:

1. Consultant's understanding and technical approach to the project.
2. Consultant's ability to meet the project schedule.
3. Pertinent experience and qualifications of the project team.
4. Relative value of the services to be provided. (cost will not be the primary determining factor but will be a consideration)

C. Work Product

The final report should be delivered to the City of Manitowoc Community Development Department both as a PDF file and in hard copy consisting of 5 bound copies. An electronic copy of the final report presentation materials should be provided as well.

D. Submission Deadline and Delivery

Proposals are due in the City of Manitowoc Community Development Office, 900 Quay Street, 2nd Floor, Manitowoc, Wisconsin 54220, no later than 4:00 PM, Friday, November 20, 2020. Preference for submission of the proposals is in digital format by email, but hard copy proposals by mail will also be accepted. All proposals will be evaluated by the Project Review Team with a recommendation for a specific firm submitted to the City Finance Committee for their consideration.

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