

# **HOUSING AUTHORITY OF COLUMBUS GEORGIA**

## **REQUEST FOR PROPOSALS**

### **Former Booker T. Washington Apartments South Blocks Market Analysis and Feasibility Study Services**



**Columbus, Georgia**

**RFP Issue Date: April 6, 2017  
Proposal Submission Date: April 27, 2017**

*Dear Potential Offeror:*

*The Housing Authority of Columbus Georgia is soliciting proposals for:*

<b>SOLICITATION TYPE:</b>	Request for Proposals (RFP)
<b>DESCRIPTION:</b>	Former BTW Apartments South Blocks Market Analysis and Feasibility Study Services
<b>ISSUE DATE:</b>	April 6, 2017
<b>PROPOSAL DUE DATE AND TIME:</b>	April 27, 2017 at 4:00 p.m. Eastern Time
<b>PROPOSAL SUBMISSION PLACE:</b>	Housing Authority of Columbus GA 1000 Wynnton Road Columbus, GA 31906
<b>DIRECT INQUIRIES TO:</b>	Verona Campbell, Chief Real Estate Officer Housing Authority of Columbus GA Phone: (706) 571-2800, ext. 811 Fax: (706) 571-2864

**Note: All inquiries must be received in writing by mail or by facsimile no later than April 20, 2017 by 4:00 p.m. Eastern Time.**

**All Proposals are subject to the Conditions, Instructions and the Specifications attached hereto.**

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## **SECTION A – HACG BACKGROUND**

The Housing Authority of Columbus, GA (HACG) is organized pursuant to the Code of Georgia to develop, acquire, lease and operate affordable housing for low-income families. The U. S. Department of Housing and Urban Development (HUD) was the primary funding agency for all new construction, modernization and rehabilitation of HACG’s public housing units. Although, HACG has participated significantly in HUD’s public housing and Section 8 Programs, HACG has a broader level of experience with housing management and development in market rate rentals, Section 8 New Construction, Single Room Occupancy, HOPE VI development in Peabody Apartments and mixed-income development at Baker Village. HACG also manages housing for four other nearby housing authorities.

### **HACG-Owned Inventory**

537 Public Housing Units

398 Market Rate (Ashley Station I-111 units & II-110 units, Arbor Pointe I-55 units & II-55 units, Patriot Pointe 5 units, Gentian Oaks 62 units & Columbus Commons-Under Construction)

### **HACG-Managed Units**

43 Harris County Public Housing

79 Buena Vista Public Housing

40 Ellaville Public Housing

223 West Point Public Housing

17 Legacy Terrace (HOME – Columbus Consolidated Government, Columbus, GA)

### **HACG-Project Based Vouchers**

1,002 Project Based Vouchers (Ashley Station I & II-146 units, Arbor Pointe I, II-186 units & The Cottages- 120 units, Wilson -288, E.E. Farley -102, Brown Nicholson Terrace-100, E.J. Knight Senior-40 units, E.J. Knight Family-52 units, Wilson Glenn-28 units & Columbus Commons-Under Construction)

88 Project Based Rental Assistance (Columbus Villas)

### **HACG- Tenant Based Vouchers**

2,434 Tenant Based Vouchers

(Approximately 4,773 Housing Units are managed and/or administered by HACG.)

With an eye toward expanding its role in affordable housing in Columbus beyond conventional public housing, HACG desires to be a leader in the contemporary transformation of public housing. HACG has experience in partnering with affordable housing developers in the development of new housing in the Columbus market. HACG will use the Booker T. Washington Apartments Revitalization Program as a vehicle to provide high quality housing for low-income families within a socially diverse setting and to further enhance the capacity of the Authority and knowledge of its staff, increase its

familiarity with modern development and property management skills, and strengthen its financial base. Respondents to the RFP will be asked to provide methodology on how their proposal can assist HACG meet this need.

## **SECTION B – SCOPE OF WORK REQUIRED**

The Housing Authority of Columbus, GA invites written professional services proposals to provide a market analysis and feasibility study to determine the highest and best use of an Authority-owned property located within the Liberty District Redevelopment area. This is part of a significant undertaking by the Authority to return the area to economic prosperity. The successful consultant will have the unique opportunity to assist the Authority to identify the highest and best use of the property including various types of mixed-uses including, but not limited to, commercial, retail, and residential uses that the market will support in each component of this RFP, as it relates to this 349,665 +/- sq. ft. or 8.0 +/- acres property.

The Request for Proposals (RFP) and all related materials are available electronically via the Authority website at <http://www.Columbushousing.org>. Utility maps may be requested independently. The Authority is not responsible for any expenses or costs associated with this RFP; proposers responding do so solely at their own expense.

### **Market Area Analysis**

The Authority desires a thorough and specific market analysis of primary and secondary market areas including key economic and demographic trends, an assessment of recent developments in commercial/retail/ markets, a review of recent retail sales, and the identification and assessment of key regional industries. While the Authority recognizes that the Consultant's desired approach may not include each of these areas, or may include areas not listed here, the Authority will choose the consultant who comprehensively addresses the desired areas best. The goal of this project is to determine the highest and best use of the property for the benefit of the Authority and its businesses and residents. The study should also consider the impacted area greater than the 8.0-acre parcel.

### **Project Orientation**

The selected consultant shall meet with the Authority to negotiate the terms of the contract for services provided regarding the RFP. At that time, the Real Estate Development office will coordinate to:

1. Clarify the scope of the market study and roles and expectations of the consultant;
2. Review work plan and timeline for completion of the market study; and
3. Outline the framework for communication regarding the findings and recommendations of the market study to stakeholders and the public.

## **Stakeholder Interviews**

After the execution of the contract, the Consultant shall interview area businesses, institutions, property owners and landlords, developers, and the brokerage and real estate communities as deemed necessary to gain an understanding of the current market. The list of specific entities and individuals to be interviewed, the number of interviews, along with the questions to be asked, shall be developed jointly by Authority staff and the consultant.

## **Definition of Market Areas**

Although the study area for this project has been defined, the selected Consultant shall clearly define the primary and secondary market areas, especially as they relate to commercial, retail, residential and non-residential uses.

## **Definition of Competitive Market Areas**

The Consultant shall identify those areas of the city and neighboring communities that are most likely to compete with the primary and secondary market areas.

## **Inventory of Current and Projected Socio-Economic Conditions**

The following information will be collected and analyzed by the Consultant in preparation for development of the Market Study:

1. Consultant shall collect, analyze and present a socio-economic profile of the primary and secondary market areas based upon U.S. Census data and/or other appropriate data sources. The consultant will look for information such as household composition, age and gender mix, education levels, income levels, business and employment levels, transportation and housing usage, commute to work times, residents' place of work, etc.
2. Consultant shall provide socio-economic information for competitive market areas; however, the Authority recognizes that this may not be as in depth as for the primary and secondary market areas.
3. Consultant shall provide a clear and concise summary of current socio-economic conditions of the primary and secondary market area.

## **Deliverables**

Each defined area in the city has unique and specific requirements. The Liberty District is experiencing revitalization efforts that have helped improve the quality of life of the community by building new housing and adding new businesses. The new housing developments include the New Columbus Commons, which is under construction on the North Blocks of the former Booker T. Washington Apartment site. Following are the anticipated deliverables for this project:

1. Market Area Analysis: The analysis should quantify the potential demand for commercial, retail, and/or office development and residential and/or non-residential development within the former BTW Apartments site area. Provide a range of rental rates and sales prices that reflect the current values of the specific uses (where applicable).
2. Fiscal Impact Analysis: The analysis should estimate the costs and revenues associated with land use decisions, infrastructure needs, improvements costs, and project future budget requirements to provide the Authority's decision makers with a better understanding of the financial impacts of land use decisions and development options for the site.
3. Site Marketing Recommendations: The analysis should include site marketing recommendations to attract local, regional and national developers.
4. Final Report: Utilize the market research conducted to determine the overall feasibility of the findings and define steps necessary to accomplish and address the needs of the study area. The report shall summarize all findings, including background review, assessment of existing conditions, economic and land-use development profiles, residential and commercial development projections, residential and commercial development opportunities and targets, and final conclusions. Include all necessary charts, tables, and figures to justify the conclusions and recommendations outlined in the report. Include a two-page Executive Summary, providing the primary conclusions of the study in a brief format.

Drafts of the report shall be provided to Authority staff for comment/feedback as often as staff deems necessary. Upon acceptance of the report, the Consultant may be required to present findings to Authority staff, residents, and other interested individuals. The Authority will own the final documents and all associated materials.

## **Cost**

The Consultant's proposed budget and cost for completing the work outlined in this RFP must include a task breakdown of project cost by each staff/team member and hours assigned to each staff/team member. As part of the cost proposal, the consultant shall also provide hourly rates, by personnel, for any additional services.

## **SECTION C - SUBMISSION REQUIREMENTS AND EVALUATION CRITERIA**

### **1. Description of Each Submission Requirement**

The instructions below provide guidance on what the qualification-based proposal should contain and how it should be organized. Offerors must assemble submissions in the order described below and place proposals in 3-ring binders with tabs clearly identifying each section. Proposals must be organized in the order described in the Request for Proposals.

**A. Letter of Interest**

At the beginning of each proposal, the Firm and/or individual must provide a letter of interest listing the Firm and/or individual team members and identifying the primary contact person. The letter must be signed by an authorized principal of the Firm and/or individual's firm and include a statement that the proposal will remain valid for not less than one hundred eighty (180) days from the due date.

The letter of interest must also contain information about the Firm and/or individual's proposal to work with HACG on this revitalization effort, specifically, including a cost proposal detailing the fees that the firm and/or individual will provide.

**B. Team Experience and Qualifications**

**1. Team Description:** Provide general information on the Firm and/or individual including the following information:

- a. Name of Firm and/or individual and proposed role.
- b. Main address, telephone/fax numbers and email address of Firm and/or individual firm.
- c. Address and telephone number of the office from which services will be provided to the development (if different from above).
- d. Contact person, title, telephone/fax numbers and email address.
- e. Description of the size, number of employees and the current workload of the Firm and/or individual.
- f. Identify the individual who will serve as Project Manager for the Firm and/or individual and who will direct and coordinate the development effort to completion.
- g. Provide a brief narrative description of previous collaboration among some or all members of the Firm and/or individual.

**2. Profile of the Firm and/or individual:** Provide an overview of the Firm and/or individual's experience in market analysis and feasibility study services provided to Housing Authorities or other Low-Income Housing Developers. Include the following information:

1. Identify all market analysis and feasibility study efforts in which the Firm and/or individual has been, or is currently involved.
2. Provide three examples of previous projects evidencing the Firm and/or individual's experience with successful market analysis and feasibility study services for low-income and/or mixed-income rental properties of similar size, with similar rent structures, in an urban setting like the demographics of Muscogee County, GA.



3. Provide a narrative description of the Firm and/or individual's previous expertise integrating community and resident ideas into the overall development of similar projects.
4. Provide profiles of key staff, including the Project Manager, who will be involved in the market analysis and feasibility study effort. Specify the roles of key staff in carrying out these services and their previous experience with low-income housing development and redevelopment efforts. For the Project Manager, and other key staff, identify what commitment of his/her time will be devoted to HACG's redevelopment project per week; identify the nature and extent of his/her involvement in other current projects and what adjustments would be made, if necessary, to these assignments, if selected.

**C. Community, Resident and Minority Participation**

**1. Equal Opportunity (MBE/WBE) and Non-Discrimination**

Offeror must include a discussion of the approach and methods your team will utilize to encourage strong participation by minority-owned and women-owned businesses. To the extent such businesses are included in the team or committed to be part of the master planning team, they should be identified. Prior team experience utilizing MBE/WBE businesses should be described in sufficient detail to permit the selection panel to determine the team's track record and likely success. Offeror should also describe its commitment to equal employment under Executive Order 11246, the Vietnam Veterans' Readjustment Act and Rehabilitation Act of 1973.

**2. Section 3 (Housing Act of 1968) Compliance**

Offeror must include a discussion of the approach and methods your team will utilize to assure significant employment of residents of the HACG and other individuals eligible as Section 3 participants. Offeror should indicate that they will require all contractors and subcontractors to utilize appropriate State-approved apprenticeship programs when available to meet the Section 3 employment goals.

**D. Certifications and Assurances**

Offeror may be subsequently required to furnish certifications regarding debarment and suspension, as well as other standard certifications and reference release forms.

The successful Firm and/or individual must be willing to comply with all terms and conditions of the RFP. As a general requirement, the RFP specifies that all work is to be performed in accordance with professional standards, HUD regulations, requirements and criteria and local codes, regulations, ordinances and statutes. It will be the HACG's full expectation and a contractual requirement that the successful Firm and/or individual fully and routinely meet the above requirements.

**E. Other Attachments**

Offerors may attach, at the end of their submission, other promotional materials or work products that would demonstrate their experience and qualifications.

## 2. Evaluation Criteria

The following evaluation factors will be used in determining the Firm and/or individual who are deemed within a competitive range for further consideration. Each proposal has a total possible score of 100 points.

<b>Points Available</b>	<b>Criteria</b>	<b>Description of Criteria</b>
<b>45 points</b>	Experience	<ul style="list-style-type: none"> <li>• Demonstrated experience providing market and feasibility studies for mixed-use development, as shown by work samples and the qualifications and range of experience of project staff.</li> <li>• Experience in dealing with former public housing site redevelopment initiatives.</li> <li>• Proven ability to identify trends and markets that optimize job creation.</li> </ul>
<b>25 points</b>	Capacity	<ul style="list-style-type: none"> <li>• Cohesion of the team (including Firm and/or individual), as demonstrated by experience working together, and coherence of their technical responses.</li> <li>• Degree to which members of team (other than the Firm and/or individual) demonstrate successful experience in their respective disciplines as required for the market and feasibility studies services for developments of comparable size and complexity in urban areas.</li> <li>• Service timeframes and ability to complete the work within the time frame established by the Authority.</li> </ul>
<b>20 points</b>	Price	<ul style="list-style-type: none"> <li>• The firm and/or individual providing reasonable cost for the requested services.</li> </ul>
<b>5 points</b>	Equal Opportunity (MBE/WBE) and Non-Discrimination	<ul style="list-style-type: none"> <li>• The degree to which the firm provides for minority and women-owned business participation reflective of the local community and demonstrates compliance with equal opportunity and non-discrimination requirements.</li> </ul>
<b>5 points</b>	Section 3 Compliance and Resident Participation	<ul style="list-style-type: none"> <li>• The degree to which the Firm demonstrates experience in, and an effective approach to, compliance with Section 3 requirements and resident participation.</li> </ul>
<b>100 points</b>	Total	

**SECTION D – SELECTION PROCESS AND SCHEDULE**

**1. Selection Process**

The purpose of this RFP is to solicit meaningful proposals so that HACG may select submissions from a range of proposals which best meet its needs and requirements. HACG urges all interested Consultants or Consulting Firms to carefully review the requirements of this RFP. Written proposals containing the requested information will serve as the sole basis for final selection.

HACG reserves the right to conduct negotiations with one or more Offerors, if in the sole opinion of HACG, that method will provide the greatest benefit to HACG.

All Submissions will be initially reviewed to determine compliance with the submission requirements specified in this RFP. Submissions that do not comply with these requirements will be rejected without further review.

HACG may consider unacceptable any submission for which critical information is lacking or any submission which represents a major deviation from the requirements of the RFP.

**2. Procurement Schedule**

Dates are approximate and dependent upon response received to RFP and subject to approvals and final negotiations.

Issue RFP	Thursday	April 6, 2017
Final Day to Receive Written Questions	Thursday	April 20, 2017
Submission due Date	Thursday	April 27, 2017
Review Submissions	Monday	May 1, 2017

**4. Response Date and Place**

**Proposals submitted in response to this solicitation will be accepted until Thursday, April 27, 2017\_at 4:00 p.m. Offerors must provide one (1) original clearly marked “ORIGINAL” and four (4) copies, each of which should be clearly marked “COPY”. The required submission must be placed in envelopes or boxes marked “BTW South Blocks Market Analysis and Feasibility Study Services Proposal” and delivered to:**

Verona Campbell, Chief Real Estate Officer  
Housing Authority of Columbus GA  
1000 Wynnton Road  
Columbus, GA 31906

Or, if by US Postal Service delivery:  
Post Office Box 630  
Columbus, GA 31902

## **Proposals Due by 4 p.m. EST, April 27, 2017**

The submission deadline is firm as to date and hour. An Offeror may select any mode of delivery. However, the risk of non-delivery shall remain with the Offeror. HACG will treat as ineligible for consideration any submission that is received after the deadline. Upon receipt of each proposal, HACG will date stamp it to evidence timely or late receipt and, upon request, provide the Offeror with an acknowledgement of receipt. Faxed or emailed submissions will not be accepted. All timely submissions become the property of HACG and will not be returned. Proposals will be held in confidence and provided only to those involved in the procurement process. All information from non-successful Offerors, which is clearly identified as confidential, will be returned to the Offeror after the date the agreement is executed with the selected Offeror.

### **5. HACG Procurement Policy**

All submissions become the property of HACG and will not be returned. Submissions will be held in confidence and provided only to those involved in the procurement process.

HACG may reject any or all proposals that are determined not to be in the best interests of HACG. HACG will select Offerors based on qualifications, subject to fair and reasonable compensation.

## **SECTION E – GENERAL INFORMATION**

### **1. Interpretation**

The intent of this RFP is to provide prospective Offerors with sufficient information to enable them to provide an acceptable response to this RFP. Every effort has been made to outline requirements and to provide information in a format that is clear and concise. Questions and inquiries regarding this RFP may be submitted in writing by post or fax only and must refer to the specific section and paragraph in question or by reference as ‘general’ if the question does not apply to a specific Section and Paragraph.

All inquiries must be submitted as described in the attached advertisement.

Responses to inquiries will be provided as written Addenda to this RFP and will be on file at HACG offices and made available to all potential Offerors to whom this RFP has been issued. The Addenda will become an integral part of the requirements of this RFP and all Offerors will be obligated by the addenda.

All Offerors must comply with the conditions, requirements and specifications contained herein. Any departure shall constitute sufficient cause for rejection of the proposal at HACG discretion.

## **2. HACG Options**

HACG reserves the right at any time and in its sole discretion and for any reason, to do any or all the following:

- a. Waive or correct any immaterial defect or technical error in any response, proposal or proposal procedure, as part of the RFP or any subsequent negotiation process.
- b. Reject, in whole or in part, all submissions received in response to this RFP which are incomplete and/or non-responsive.
- c. Request that certain or all Offerors to this RFP supplement or modify certain aspects of the information contained their submissions.
- d. Cancel this RFP and/or reissue a new RFP.
- e. Procure any service by any other means legally permitted.
- f. Modify the selection procedure, the scope of the proposed project or the required responses.
- g. Extend deadlines for accepting proposals, request amendments to proposals after the submission deadline or negotiate or approve final agreements.

No award will be made to any Offeror that is determined not responsible to perform or if suspended, debarred or otherwise determined ineligible to receive an award by HUD in accordance with 24 CFR Part 24. HACG will review the Offerors' ability to perform the contract successfully, considering such factors as the Offerors' integrity, compliance with public policy, record of past performance and resources.

## **3. No Claim Against HACG**

An Offeror shall not obtain, by submitting a proposal in response to this RFP, any claim against HACG or any HACG property by reason of all or any part of the following: any aspect of this RFP; the selection process; the rejection of any or all submissions; the acceptance of any submission; entering into any agreements or the failure to enter into any agreements; any statement, representations, acts or omissions of HACG or any person or entity acting on its behalf; the exercise of any discretion set forth in or concerning any of the foregoing; and any other matters arising out of the foregoing.

The Offeror will be responsible for all costs incurred in preparing a response to this RFP. The Offeror selected for negotiation and agreement will be responsible for all costs to self during the agreement negotiation process.

No contractual rights shall arise out of the process of selection and negotiation until HACG and the selected Offeror have signed an agreement. Work under the agreement shall commence immediately upon execution.

#### **4. Personnel & Resources**

In submitting a proposal, the Offeror is representing that the personnel and resources described in their submission will be available to perform the services required. All personnel providing services for fulfilling the requirements of this contract shall be considered always to be the sole employees of the Offeror, under the sole direction of the Offeror and not the employees nor agents of HACG.

#### **5. Contact with HACG Staff, Board Members and Residents**

All communication with HACG shall be in writing, addressed as described in the attached advertisement.

Offerors and their representatives may not make representation or contact with HACG Staff, Board Members or Residents other than through the written communication process addressed as described in the attached advertisement. Improper contact by or on behalf of any Offeror will be grounds for disqualification.

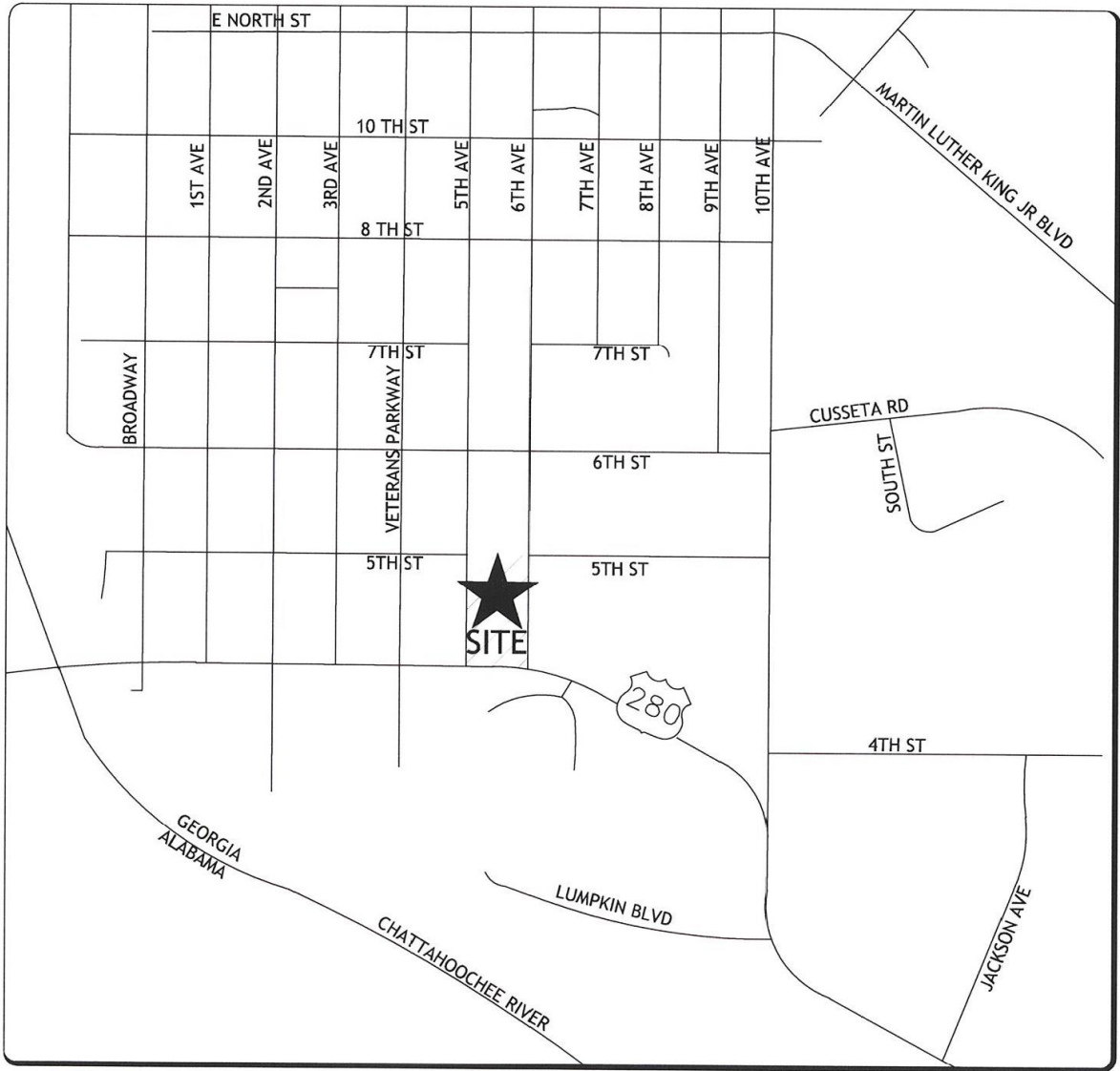
#### **6. Rules, Regulations and Licensing Requirements**

The Offeror, their staff and agents shall comply with the laws, ordinances and regulations applicable to the services required.

All services shall have oversight by a duly qualified Professional Engineer licensed in the State of Georgia. All services, all preparation of drawings and all preparation of reports shall be performed by professionals qualified to provide such services. All drawings and reports shall be reviewed, checked and stamped where necessary by a qualified Professional Engineer licensed to provide professional services in the State of Georgia.

#### **7. Equal Opportunity Employment**

Offerors agree that there will be no discrimination as to race, gender, religion, color, age, creed or national origin regarding obligations, work and services performed under the terms of any contract ensuing from this RFP. Offerors must also agree to comply with Executive Order 11246 entitled "Equal Employment Opportunity" as amended by Executive Order 11375, as supplemented by the Department of Labor Regulations (41 CFR Part 60).



**LOCATION MAP**

N.T.S.