



**REQUEST FOR PROPOSAL**  
**Housing Needs Assessment & Implementation Plan**  
**for Pasco, Washington**

**RESPONSE DUE: MAY 28, 2021 AT 4:00 PM**

Department Community & Economic Development  
525 N Third Avenue | Pasco, WA 99301  
Phone (509) 545-3441 | Fax (506) 545-3449



## **REQUEST FOR PROPOSALS (RFP)**

# **Housing Needs Assessment & Implementation Plan**

### **1.0 – INTRODUCTION**

Pasco is a rapidly growing community of over 77,000. It is home to over 80% of Franklin County residents and is in one of the fastest growing regions (Tri-Cities) of the Pacific Northwest. Pasco’s population is expected to increase to over 120,000 by the year 2040 and as the City continues to grow, additional information and studies are needed to determine the needs of the communities’ residents to ensure Pasco is a place to call home.

Home prices have continued to rise in Pasco with an increase of 20% from 2017-2019 for median price. In addition, rental vacancy rates in our region remain under 2% adding additional stress to renters. As the cost of living continues to increase, current and future residents are faced with serious issues of access to housing.

### **2.0 – BACKGROUND ON AFFORDABLE HOUSING EFFORTS**

Pasco has made proactive efforts to increase housing options. In 2020, the Pasco City Council adopted Ordinance No. 4495 authorizing a sales and use tax for affordable housing in accordance with Washington State House Bill 1406. The City is has also continuing its efforts to increase housing options and capacity through Washington State House Bill 1923. These efforts include adopting “missing middle housing” and accessory dwellings regulations to provide additional options for homebuilders and residents.

Pasco is participating member of the Tri-Cities Home Consortium, a collaborative program developed with the cities of Kennewick and Richland focused on allocating Community Development Block Program funds for affordable housing projects. The 2020-2024 Consolidated Plan identified three priority needs (regionally) for projects and activities:

1. The need for affordable housing creation, preservation, access and choice
2. The need for community, neighborhood and economic development
3. The need for homeless intervention, prevention and supportive public services

The Pasco City Council adopted Resolution No. 3998 for the 2018-2038 Comprehensive Plan. The Washington State Growth Management Act (GMA) requires cities planning under the GMA to develop policies that support and encourage housing for all economic segments of the community. We are expecting an additional 50,000 residents within the next twenty years along with continued economic growth the Comprehensive Plan will serve as a guiding document for how we will plan our future.

The City of Pasco's Department of Community and Economic Development is seeking a qualified, multi-disciplinary firm to develop a Housing Needs Assessment and Implementation Study. Pasco seeks the services of a team with considerable experience in community engagement, visioning, planning, design and analysis to develop the new plan. Consultants and firms with a proven record of successful implementation will receive considerable attention.

### **2.1 Supporting Documents:**

- A. 2020-2021 Pasco City Council Goals
- B. 2018-2038 Comprehensive Plan
- C. 2018 Pasco Land Capacity Analysis
- D. SOMOS Pasco Economic Development Strategy

*(Documents to be provided after a selection has been made)*

### **2.2 Desired Planning Outcomes, Deliverables & Responsibilities:**

Pasco is seeking Proposals from qualified Respondents who have demonstrated expertise in urban planning, zoning, growth capacity analysis, housing policy, housing equity and access to opportunity, urban design, market evaluation and calibration of housing and zoning policy tools, effective written and graphic communication to a broad and diverse stakeholder group, and related topics and professional level skills.

All electronics and GIS data generated by the consultant shall be shared with Pasco at the end of the project. For the purpose of reproduction and reuse by the City of Pasco, the selected consultant team will provide electronic files with all text, images, presentations, research material, GIS and related data used or created during the planning process.

### **2.3 Funding:**

The Pasco City Council has allocated funding not to exceed \$38,000 to this project.

### **2.4 Scope of Work:**

The purpose of the effort is to improve understanding of where existing housing is located, current housing characteristics and housing's relationship to infrastructure and job locations, identify gaps and the scope of the need for housing, project the housing need in the future, and recommend strategies to increase housing stock, particularly for low and moderate income households.

For the purposes of this project affordable housing is defined as housing that is affordable to households at or below 80% of the area median income where housing costs are no more than 30% of a household's income.

### **2.5 Scope Elements:**

- I. Communications and Engagement Strategy
  - a. Develop a broad, equitable community strategy to involve affordable and market-rate housing providers, residents of all income levels.
  - b. Identify and coordinate with related City, state and regional housing policy and implementation strategies.

- II. Existing Conditions and Assessment
  - a. Community Profile
  - b. Land Use and Zoning Profiles
  - c. Housing Needs Analysis
  - d. Housing Capacity Evaluation
- III. Feasibility Analysis
  - a. Market-study for proposed housing actions
  - b. Evaluation of current regulations to promote affordable and market-based housing
- IV. Growth Strategy Scenarios
  - a. Identify strategies in-line with the 2038 Comprehensive Plan and City Council Goals that could be enacted to address housing affordability, shortage, and feasibility
  - b. Evaluate infrastructure and utilities, transportation, and urban design factors to inform development feasibility of the scenarios
  - c. Identify Comprehensive Plan Amendments, zoning and development standard changes needed to address and implement housing actions
- V. Recommendations
  - a. Recommendations and options for Planning Commission and City Council
  - b. Growth Strategies summary
  - c. Housing policy and zoning strategies to increase supply and variety of housing types needed to serve the community
  - d. Implementation Steps

### **3.0 – INTENT OF THE CITY**

The objective of this RFP is to provide enough information to enable qualified Consultants to submit a written Proposal that demonstrates recent experience in the completion of successful Housing Needs Assessment & Implementation Study for Cities comparable in size and culture to the City of Pasco.

The selected Consultant is expected to work closely with the City of Pasco’s Department of Community and Economic Development and housing stakeholders.

This RFP is not a contractual offer, nor is it a commitment to purchase services. Contents of this RFP and the Consultant’s submittal will be used as the basis to determine final contractual obligations. It is understood that this RFP and the successful Consultant’s submittal may be attached or included by reference, in part or in whole, to any agreement regarding the services included in this RFP between the City and said Consultant.

#### **3.1 Submittal:**

For consideration, Proposal submittals shall be transmitted electronically, in PDF format. Submissions may be emailed to the following: [kwebb@pasco-wa.gov](mailto:kwebb@pasco-wa.gov) and indicate “RFP Submittal: Housing Needs Assessment and Implementation Plan” in the subject line. Alternatively, a thumb drive (USB) with the Proposal (PDF format) may be mailed to the following:

CITY OF PASCO DEPARTMENT OF COMMUNITY & ECONOMIC DEVELOPMENT  
 ATTN: KRISTIN WEBB

REQUEST FOR PROPOSALS – HOUSING NEEDS ASSESSMENT & IMPLEMENTATION PLAN  
525 N 3<sup>RD</sup> AVENUE  
PASCO, WASHINGTON, 99301

**3.2 Due Date:**

May 28, 2021 at 4:00 PM

**3.3 Late Submittals and Modifications:**

Submittals and/or modifications received after the stated time of closing will not be accepted.

**3.4 Withdrawal of Submittal's:**

Withdrawal of submittals shall be done, in writing at the earliest time possible. Failure to provide notification of withdrawal may disqualify you from future considerations.

**3.5 Conditions Affecting the Work:**

Before submitting a Proposal, each submitting Consultant is advised to:

- A. Examine the RFP thoroughly.
- B. Familiarize with federal, state, and local laws, ordinances, rules, and regulations that may – in any manner – affect the cost, progress, or performance of the work.
- C. Study and carefully correlate said Consultant's observations with the RFP.

**3.6 Costs to Propose:**

The City of Pasco will not be liable for any costs incurred by the respondent in preparation of a Proposal submitted in response to this RFP, conduct of a presentation, or any other activities related to this RFP.

**4.0 – EVALUATION PROCESS**

Proposals will be evaluated based on the requirements stated in this solicitation. The evaluation process is designed to award this to the Consultant whose Proposal best meets the requirements of this RFP. City of Pasco, at its sole discretion, may elect to select the top-scoring firms as finalists for an oral presentation. The RFP Coordinator may contact the proposer for clarification of any portion of the proposer's Proposal by emailing [kwebb@pasco-wa.gov](mailto:kwebb@pasco-wa.gov).

**4.1 Acceptance/Rejection of Proposal:**

Contract award, if made, will be to the respondent submitting the most favorable Proposal. The City of Pasco reserves the right at its sole discretion to reject any and/or all Proposals received without penalty and to not issue a contract from this RFP.

**4.2 Letter of Submittal:**

The Letter of Submittal shall be signed and dated by a person authorized to legally bind the Consultant to a contractual relationship, e.g., the president or executive director if a corporation, the managing partner if a partnership, or the proprietor if a sole proprietorship.

The Letter of Submittal should include the following information about the Consultant:

1. Name, address, principal place of business, telephone number, and fax number/e-mail address of legal entity or individual with whom contract would be written.
2. Legal status of the Consultant (sole proprietorship, partnership, corporation, etc.).
3. Acknowledgement that the Consultant will comply with all terms and conditions set forth in the Request for Proposals, unless otherwise agreed by the City.

**4.3 Requirements and Qualifications:**

The required minimum qualifications for submitting consulting firms are as follows:

- A. The firm must have a minimum of five (5) years proven experience in urban planning, zoning, growth capacity analysis, housing policy, housing equity, market evaluation and calibration of housing and zoning policy tools, effective written and graphic communication to a broad and diverse group of stakeholders.
- B. The prospective Consultant shall provide at least three relevant examples of housing assessments, housing action and/or housing need plans that are comparable to Pasco in population, market, amenities, transportation infrastructure, growth trends, and other significant characteristics for the City to review regarding previous experience in this area.
- C. The Consultant, if located outside of the region, must provide a Proposal for how they will attend or participate in required public engagement events.

**4.4 Consultant Selection/Evaluation Criteria:**

Submittals received by the City of Pasco will be reviewed by the Selection Committee, and will be evaluated based upon criteria including, but not limited to, the following:

CATEGORY	
<p><b>PROJECT UNDERSTANDING &amp; APPROACH</b></p> <p>a. Indication that the submitting Consultant has a clear understanding of this project specifically what they view to be the biggest challenges. Modern approach – cost effective, maintenance costs <b>(20 points)</b></p> <p>b. Describe the firm’s capacity to recognize “project specific” issues and develop creative solutions to address them. Provide examples of challenges and resulting solutions from previous plans with considerations of the public process <b>(20 points)</b></p>	

<b>PROJECT TEAM EXPERIENCE &amp; QUALIFICATIONS</b>	
<p>a. Summarize the relevant experience and qualifications of your project manager, planners, cultural resource professionals, geotechnical professionals, environmentalists, and/or other key personnel, including sub-consultants. Discuss team members' knowledge of transportation master planning, including practical solutions. Discuss the ways in which the experience and qualifications of these individuals would benefit the City on the project. Please note that determination of qualification will be based on the collective team's experience. <b>(20 points)</b></p> <p>b. Provide comprehensive information regarding the track record of the firm in providing relevant services within the last five years. Provide detailed descriptions and discuss the size and complexity of the projects, the special issues, and the technical challenges that were addressed. Identify the team member's rolls in these projects. Provide references (with contact names and telephone numbers) for these projects. Have previous plans been successfully implemented? <b>(20 points)</b></p> <p>c. Describe the involvement and the duties of the project manager and project team, with a clear description of the ways in which the project will be kept on budget. Describe the availability of team members to complete the project. Indicate current and upcoming project commitments for the time period shown on the schedule. <b>(15 points)</b></p>	
<b>PRESENTATION, ORGANIZATION AND CLARITY OF PROPOSAL SUBMITTAL</b>	
The organization of the RFP submittal and the way information is presented in the submittal will be evaluated as an indication of the Consultant's ability to assemble clear and concise documents and to present the project to the City. <b>(5 points)</b>	
<b>TOTAL</b>	<b>100 Points</b>

Each submittal will be scored using the following scoring guide, below, using the point weighting set forth in the "Category" table, above.

		Scoring Guide												
Question Value>		100	90	80	70	60	50	40	30	25	20	15	10	5
Scoring standard	Excellent	100	90	80	70	60	50	40	30	25	20	15	10	5
	Above Average	80	72	64	56	48	40	32	24	20	16	12	8	4
	Average	60	54	48	42	36	30	24	18	15	12	9	6	3
	Below Average	40	36	32	28	24	20	16	12	10	8	6	4	2
	Poor	20	18	16	14	12	10	8	6	5	4	3	2	1

Selection committee category scores will be combined to form an aggregate score per category, by consultant. Consultant with the highest overall aggregate score will be selected for negotiation.

#### 4.5 Interview Criteria

Should the City elect to conduct interviews with candidates, Consultants are expected to adhere to the following criteria:

- A. Interview:
  - 1) Interview format (if used):
    - a. 20-minute presentation
    - b. 10 minutes for questions and answers

- c. The proposed Project Manager shall lead the presentation (consultant).
  - d. Presentation team shall have a maximum of three (3) people.
  - e. The City may elect to conduct a phone interview without the requirement of a presentation.
- 2) Presentation: The objective of the interview will be to clearly demonstrate the Consultant's Proposal to complete the project to the satisfaction of City. The presentation shall be brief and concise and shall include but shall not be limited to:
- f. A demonstration of project understanding, objectives, and challenges.
  - g. A presentation of how the team proposes to manage this project and successfully keep the project on schedule and under budget.
  - h. A description of how the Project Manager and the team proposes to work and communicate with the City throughout the project.
  - i. Following a review of the submittals, the City reserves the right to establish specific requirements and content for the interview to further aid in the determination of the Consultant's Proposal.
  - j. Questions: The selection team may prepare a list of standard questions for the interview. Additional questions may be developed based on the Consultant's Proposal to clarify information submitted.

The City will then negotiate a specific scope of services, fees, and schedule with the selected Consultant. If an agreement cannot be reached with the first selected Consultant, the City will terminate negotiations with said firm and open negotiations with the second ranked Consultant. The compensation discussed with one firm will not be discussed or disclosed with others.