

**GEORGIA DEPARTMENT OF COMMUNITY AFFAIRS  
60 Executive Park South, NE  
Atlanta, GA 30329**

**REQUEST FOR PROPOSALS ("RFP")  
Statewide Housing Needs Assessment  
Issued December 29, 2020**

Proposals with all required documentation must be submitted no later than 4:00PM Eastern Standard Time, February 15, 2021.

**I. Statement of Purpose**

The Georgia Housing and Finance Authority (the "Authority" or "GHFA") seeks to contract with a qualified entity to serve as a consultant ("Consultant" or "Consultants") for the purposes of conducting a statewide study and analysis of housing concerns and housing market conditions, and producing a report with recommendations. The study and analysis will inform GHFA programs as administered by the Georgia Department of Community Affairs ("Department" or "DCA"). The Department of Community Affairs is a legislatively-created executive branch of the State government.

**II. Overview of DCA's Housing Needs Assessment**

The GHFA administers numerous programs within DCA, including programs regarding safe and affordable housing, homeownership, rental housing finance and development, rental housing assistance, homelessness, and special needs housing. The Housing Needs Assessment will assist the administration of these programs by providing both quantitative and qualitative information and analysis designed to identify unmet housing needs, barriers to meeting unmet needs, and opportunities for increased efficiencies in allocation of program resources.

### III. Schedule of Events

The schedule of events for this RFP is as follows<sup>1</sup>:

Advertise RFP	December 29, 2020 - February 15, 2021
Proposals Due (receipt by DCA)	February 15, 2021 (by 4:00PM, EST)
Selected for Oral Presentations, Oral Presentations, and Confirmation of Scope of Services (if the Authority deems necessary)	March 1, 2021- March 22, 2021
Announcement of Selected Consultants	April 1, 2021
Expected Completion of Work	April 1, 2022

### IV. Proposal Submittal Instructions

- A. The Proposal should be prepared in a straightforward and concise manner, detailing the respondent's capabilities to satisfy the requirements of this RFP.
- B. All Proposals shall be submitted electronically to: [hfdround@dca.ga.gov](mailto:hfdround@dca.ga.gov)
- C. All proposals must include a transmittal letter on the respondent's stationery, signed by an individual who is authorized to bind the entity to all statements in the proposal and the services and requirements as stated in the RFP. If any addendum or amendments have been issued to this RFP, the respondent shall acknowledge same in this section. On the transmittal letter, please indicate who will be the contact person at the entity with whom the Department will communicate all information regarding this RFP. Please include the phone and e-mail addresses for this individual. The transmittal letter should clearly state that the proposal is in response to the **Statewide Housing Needs Assessment RFP**.
- C. If there are any questions related to this RFP, please send them via email to [hfdround@dca.ga.gov](mailto:hfdround@dca.ga.gov). All questions are due by February 5, 2021, 4:00PM, Eastern Standard Time. Phone calls will not be accepted.
- D. The RFP and all associated questions and answers will be posted on the Housing Tax Credit page of the Georgia Department of Community Affairs website at: <https://www.dca.ga.gov/safe-affordable-housing/rental-housing-development/housing-tax-credit-program-lihtc>

Only written responses or statements posted on the website shall be binding. No other means of communication, whether oral or written, shall be construed as an official response or statement of DCA.

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<sup>1</sup> Dates are approximate and may change as needed.

- E. Proposals will be evaluated based upon the responses to the specific items outlined in Section VII and the evaluation process outlined in Section XI. Although the Department reserves the right to contact respondents and ask them for required information omitted from the proposal, proposals that omit requested information or exceed requested parameters may be rejected as non-responsive.
- F. Consultant may use relationships with third parties in order to perform the entirety of the Scope of Services as outlined in Section VI and elsewhere in this RFP, as such may be explicitly approved by DCA and written within any Contract or Agreement which may arise from this RFP. Consultant and third parties must each meet required qualifications and agree to abide by all terms of this RFP and its Appendix, as may be further executed in any Contract or Agreement arising from this RFP. Consultant and any third party will have to meet the terms and requirements of Section V, VI, and VII of this RFP with respect to the portion of the Scope of Services which they will perform, as such apportionment will be set forth in accordance with this Section, Section VII, and elsewhere in this RFP.

## **V. Minimum Qualifications**

The following qualifications must be met to be considered for contract award:

- A. The Consultant shall have a minimum five (5) years of experience in housing-related research and data analysis, including experience in assessing and analyzing housing market conditions including but not limited to housing supply and demand data, housing rental and vacancy data, housing stock data, housing status and household characteristics data, homeownership data, and demographic data and analysis, along with the presentation of such data and analysis; and
- B. The Consultant shall have a minimum five (5) years of experience in the solicitation, facilitation, and analysis of stakeholder input.

## **VI. Scope of Services Under this RFP**

### **A. High-Priority Research Questions**

In addition to general housing needs assessment analysis, DCA seeks an assessment that informs high-priority research questions for specific programs and policy documents. Such programs, policy documents, and associated questions include but are not limited to the following areas and questions:

- 1. Renter-occupied housing:
  - i. Policy and program documents:
    - 1. Multifamily development
      - a. Qualified Allocation Plan ([click here](#) for 2021 QAP)

- b. Notices of Funding Availability for rental housing development ([click here](#) for 2020 HOME & National Housing Trust Fund NOFA)
2. [Click here](#) to view the Rental Housing Assistance program homepage
3. [Click here](#) to view Homeless and Special Needs Housing programs

ii. High priority questions:

1. How should scarce resources be apportioned between various rental housing development needs, including but not limited to:
  - a. New construction and rehabilitation of housing;
  - b. Family housing and senior housing;
  - c. Geographies (urban, rural, and other markets); and
  - d. Unit sizes
2. How can DCA ensure areas of similar characteristics compete with one another for Housing Tax Credits?
  - a. See *Core Plan, Geographic Pools* in the 2021 QAP for current method.
3. What parts of the state are disproportionately underserved by DCA rental housing programs, and what is the nature of their rental housing needs? How could DCA programs be improved to better meet rental housing needs in these communities?
4. Do certain geographies have disproportionately higher shares of low-quality rental housing?
5. What populations exhibit unmet housing needs, including but not limited to being unsheltered, cost-burdened, or overcrowded? What factors contribute to these unmet needs, and how do these needs vary throughout the state?
6. What barriers do DCA rental housing assistance program target recipients face when attempting to access or utilize these programs? Examples include but are not limited to the target populations and recipients of Housing Choice Vouchers and Housing for Persons with AIDS vouchers.

2. Owner-occupied housing development:

- i. [Click here](#) to view Community HOME Investment Program (CHIP)
  - ii. High-priority questions:
    - 1. How could DCA best use geographic and place-based characteristics to determine the need and prioritization for new affordable single-family homes for low-income home buyers?
    - 2. What are the housing characteristics, such as vacancy, price change, age and quality of housing stock, etc. that DCA could use to make funding determinations for apportioning resources between the construction of new single family homes and the renovation of existing owner-occupied single family homes?
3. Owner-occupied housing financial assistance
- i. [Click here](#) to view DCA homeownership financial assistance programs
  - ii. High-priority questions:
    - 1. What is the rate of homeownership and how does this vary throughout the state?
    - 2. What are the income and other financial characteristics of the housing market of homeowners, homebuyers, and renters in Georgia?

## B. Additional Unmet Housing Needs

In addition to the specific questions identified in subsection VI(A) above, the assessment should involve a comprehensive analysis of housing needs in Georgia to identify additional unmet housing needs and barriers to meeting these unmet needs.

## C. Methods and Report

In conjunction with above sections VI(A) and VI(B), the Scope of Services expected from the Consultant in connection with this RFP shall include but not be limited to the following:

1. Recommend a framework for data analysis that best compares statewide variations related to questions in VI(A) and VI(B) above and generate profiles accordingly (e.g., analysis based on regions, counties, or common local characteristics). Consultant may utilize quantitative and qualitative data sources as recommended, but at a minimum should utilize both county-level and census-tract level data from the US Census Bureau to analyze:
  - a. Demographic and economic conditions for target populations of DCA housing programs including but not limited to measures related to population, age, gender, race, disability status, family composition, income, and employment;
  - b. Housing stock composition, including but not limited to measures related to vacancy, tenure, unit sizes, rents and value, accessibility status, and unit quality;
  - c. Housing status and household characteristics including but not limited to unsheltered status, overcrowding, and cost burden; and
  - d. Supply and demand analysis by housing tenure.
2. Identify and interview key stakeholders in Georgia affordable housing, including but not limited to relevant local government officials, housing developers, advocacy organizations, and DCA staff. Interviews and focus groups may be conducted in person, virtually, or by phone.
3. The collection and analysis of quantitative and qualitative data pursuant to the determinations of subsections VI(C)(1) and VI(C)(2) above should be conducted with ongoing communication with DCA representatives.
4. For any key housing concerns identified through above, analyze trends in recent years and note any trends of significant policy interest or concern.
5. In conjunction with the determinations of the above, produce a report that presents and analyzes the relevant information and makes policy and program recommendations.
6. Provide digital data files and tools for ongoing DCA analysis.

## VII. Proposal Content Requirements

All Proposals must contain the following information and relevant documentation in the order outlined below:

**A. Qualifications**

The Consultant shall demonstrate that it meets the Minimum Qualifications outlined in Section V, and provide further information and documentation regarding additional experience relevant to this RFP's Scope of Services.

**B. Executive Summary – Scope of Work**

The respondent shall condense and highlight the contents of the Proposal in a separate section titled "Executive Summary." The summary shall provide a broad overview of the Consultant's understanding of the contents of the RFP and how the Consultant's proposal meets the scope of services outlined in Section VI of this RFP.

**C. Summary of Experience and General Capability**

1. Experience. The respondent shall provide an overview of its experience rendering services similar to those outlined in Section VI of this RFP and how that experience is related to this RFP. This narrative shall also include a summary of the experience of key personnel proposed to be assigned to this Contract. Resumes, brochures, and other relevant documentation may be included in this section.
2. References. The respondent must provide the names, addresses, telephone numbers, and contact persons of three (3) current clients or clients from the past three years for whom similar services required by this RFP were performed. GHFA reserves the right to contact any known current or former client.
3. Samples. At least two (2) Housing Needs Assessments previously performed by the Consultant. Both must be performed for a government authority and at least one (1) must be a statewide assessment.

**D. Financial Capability**

A respondent must include in its Proposal a commonly-accepted method to prove its fiscal integrity. If available, the respondent shall include Financial Statements, preferably a Profit and Loss (P&L) statement and a Balance Sheet, for the last two (2) years (independently audited preferred). In addition, the respondent may supplement its response to this Section by including one or more of the following with its response:

1. Dunn and Bradstreet Rating;
2. Standard and Poor's Rating;
3. Lines of credit;
4. Evidence of a successful financial track record; and

5. Evidence of adequate working capital.

**E. Work Plan**

The respondent shall provide a work plan presenting how the services described in this RFP shall be provided by the respondent should the respondent be awarded a Contract. At a minimum, the Work Plan shall include the following:

1. The respondent's understanding of the services to be provided;
2. A reasonable estimate of the timeline that the respondent expects it can provide the services as outlined in Section VI of this RFP;
3. The respondent's capacity to accommodate a fluctuating workload;
4. The respondent's approach to managing the performance of work, including overall organization and support resources; and
5. The tasks and methods to be utilized in completing the required services described in Section VI of this RFP, including but not limited to the methods anticipated to be used for both data analysis and stakeholder engagement.

**F. Key Personnel**

Identify the specific key individuals being proposed for the project team and specify the division of responsibility that is envisioned among these individuals to perform the scope of services listed in Section VI of this RFP. If the personnel are not employees of the respondent, indicate the relationship with the respondent and confirm their availability to work on assignments within the deadlines established in the scope of services. For each individual named, include a resume that highlights:

1. Educational background;
2. Relevant general experience; and
3. Relevant specialized experience as it relates to the Minimum Qualifications outlined in Section V of the RFP.

**G. Conflict of Interest**

Respondents shall consider any conflicts of interest which presently exist or which may arise if the respondent is selected for contract award. A conflict of interest is defined as a relationship or financial interest of such a character that would raise doubts in the mind of an independent observer about the Contractor's ability to conduct an impartial review of the assigned project. Respondents shall provide in their Proposal a list of all relationships or financial interests that may constitute a conflict of interest. If, during the term of the Contract the Contractor becomes aware of any such conflict of interest, or the potential appearance of a conflict, the Contractor shall disclose the same, in writing, within five (5) business days from the time the Contractor becomes aware of the conflict of interest. It shall be DCA's responsibility to determine whether the interest disclosed would constitute a conflict sufficient to impact review impartiality or present the appearance of impropriety.

**H. Price Proposal**



A description of pricing for completing the required services described in Section VI of this RFP shall be included. The price proposal should be as detailed as possible to enable DCA to appropriately budget for services under this RFP.

### **I. Consultant Relationships**

If any third parties are expected to be engaged or utilized for the completion of a significant portion of the Scope of Services, the Consultant and any third party must submit in their Proposal a separate document detailing the division or apportionment of the work as set forth in the Scope of Services, and include thereupon a discussion of the relationship's fit for completing the Scope of Services as outlined in Section VI and elsewhere in this RFP. The Consultant and any third party must submit information and relevant documentation showing their qualifications with respect to the portion of the Scope of Services which they will perform. Any third party must include a statement certifying their agreement to abide by all terms of this RFP and its Appendix, as may be further executed in any Contract or Agreement arising from this RFP. Additional information and relevant documentation evidencing the Consultant's relationship with any third party, including but not limited to any Memorandum of Understanding, contract, partnership agreement, joint venture, or business registration must also be submitted within Proposals.

### **VIII. Non-Binding RFP**

The expectations, plans, and requests expressed in this RFP are not to be considered a commitment or contract in any way. In addition, this RFP does not require DCA to pay any costs incurred in the preparation or mailing of a Proposal.

### **IX. Reservation of Rights**

In connection with this RFP and the services to be provided by the Consultant selected pursuant to this RFP, the Department reserves the right to:

1. Cancel this solicitation at any time;
2. Reject any or all proposals;
3. Waive minor deficiencies and informalities;
4. Request additional information from individuals or firms prior to final selection;  
and
5. Change the schedule of events or cancel any funding program without any financial obligation for services provided or out-of-pocket expenses incurred, or any other obligation to the underwriters.

### **X. Georgia Open Records Act and Program Accessibility**

- A. Georgia Open Records Act. The Georgia Open Records Act (O.C.G.A. §§ 50-18-70 et. seq.) requires that public records be open and available for inspection by any member of the public.

As such, any Proposal submitted in response to this RFP is subject to the Georgia Open Records Act. By submitting a response to this RFP, firms acknowledge that this RFP is subject to the Georgia Open Records Act.

- B. Accessibility. GHFA is committed to providing all persons with equal access to its services, programs, activities, education and employment regardless of race, color, national origin, religion, sex, familial status, disability or age. Please contact [hfdround@dca.ga.gov](mailto:hfdround@dca.ga.gov) if any reasonable accommodations are required. For example, respondents to this RFP should contact [hfdround@dca.ga.gov](mailto:hfdround@dca.ga.gov) at least one day in advance if they require special arrangements when attending the Oral Presentations.

## **XI. Evaluation Process**

Proposals submitted under this RFP will be reviewed by a committee comprised of DCA staff ("Evaluation Committee"). The Evaluation Committee will conduct their evaluation of the Proposals received on the basis of the following criteria, presented in alphabetical order only:

- (1) Ability to Complete Work Within One Year;
- (2) Conflict(s) of Interest;
- (3) Consultant Relationships;
- (4) Executive Summary;
- (5) Experience and General Capability;
- (6) Financial Capability;
- (7) Key Personnel;
- (8) Price Proposal;
- (9) Qualifications; and
- (10) Work Plan and Samples of Work Product.

Please note that Proposals which do not set forth information and documentation sufficient to demonstrate the meeting of minimum requirements as contained in the sections regarding Minimum Qualifications and Certification Statements, will be disqualified and not considered.

## **XII. Selection and Award**

The primary intent of this RFP is to identify one Consultant to provide the needed services; however, the Department reserves the right to award no contracts.

Selected respondents will be notified by DCA via email at the time set forth in Section III of this RFP.

### **XIII. Contract Term**

Any Contract or Agreement arising from this RFP shall commence after all appropriate State approvals have been obtained and shall extend for a period of one year. The initial term may be extended by agreement of the parties.

### **XIV. Insurance Requirements**

Contractors will be required to carry professional liability insurance for the duration of any contract entered into with DCA pursuant to this RFP. Such insurance policies must meet industry standards and DCA requirements for coverage and limitation. Proof of coverage shall be provided to DCA upon request.

### **XV. Confidentiality and Data Security Requirements**

Should any Contract or Agreement arise from this RFP, Consultant will be required to comply with requirements and standards set forth therein regarding the use, protection, and security of applicable data and information, including but not limited to concerns of confidential information, data and information security systems, and information and data communications.

### **XVI. Certification Statements**

Submission of the Contractor Affidavit along with answers to the following questions satisfies the Certification Statements threshold under Section XI of this RFP:

- A. All Proposals shall include a signed and notarized Contractor Affidavit, which can be found on page 13 of this RFP.
- B. The following shall be signed by an individual authorized to bind the firm:
  - 1. "I agree and certify that our firm, as well as any person or entity associated with our firm, is in compliance with the applicable requirements of Municipal Securities Rulemaking Board Rule G-37."  
 Yes  No

2. "I agree and certify that our firm, and any contractors employed by our firm, will operate within a drug-free workplace during the time of any performance of any contract resulting from the RFP."  
 Yes  No
  
3. "I agree and certify that our firm is in compliance with the Immigration Reform and Control Act of 1986 (IRCA), D.L. 99-603, the Georgia Security and Immigration Compliance Act (O.C.G.A. §13-10-90 et. seq.), the Illegal Immigration Reform and Enforcement Act of 2011 (HB 87) and any other applicable state or federal immigration law."  
 Yes  No
  
4. "In compliance with O.C.G.A. §50-5-85, I certify that our firm is not currently engaged in, and agrees for the duration of any future contract entered into with GHFA pursuant to this RFP not to engage in, a boycott of Israel."  
 Yes  No
  
5. "Pursuant to O.C.G.A. §50-5-84, I certify that our firm is not a scrutinized company."  
 Yes  No
  
6. "I certify that this bid, offer, or proposal is made without prior understanding, agreement, or connection with any corporation, firm, or person submitting a bid, offer, or proposal for the same materials, supplies, services, or equipment and is in all respects fair and without collusion or fraud. I understand collusive bidding is a violation of state and federal law and can result in fines, prison sentences, and civil damage awards."  
 Yes  No
  
7. "I agree to abide by all conditions of this RFP and certify that all information provided in this Response is true and correct, that I am authorized to sign this Response for the firm and that the firm is in compliance with all requirements of the RFP."

<b>Contractor's Full Legal Name: (PLEASE TYPE OR PRINT)</b>	
<b>Authorized Signature:</b>	
<b>Printed Name and Title of Person Signing:</b>	
<b>Date:</b>	
<b>Company Address:</b>	
<b>FAX Number:</b>	
<b>Email Address:</b>	

**Contractor Affidavit under O.C.G.A. § 13-10-91(b)(1)**

The undersigned contractor ("Contractor") executes this Affidavit to comply with O.C.G.A § 13-10-91 related to any contract to which Contractor is a party that is subject to O.C.G.A. § 13-10-91 and hereby verifies its compliance with O.C.G.A. § 13-10-91, attesting as follows:

- a) The Contractor has registered with, is authorized to use and uses the federal work authorization program commonly known as E-Verify, or any subsequent replacement program;
- b) The Contractor will continue to use the federal work authorization program throughout the contract period, including any renewal or extension thereof;
- c) The Contractor will notify the public employer in the event the Contractor ceases to utilize the federal work authorization program during the contract period, including renewals or extensions thereof;
- d) The Contractor understands that ceasing to utilize the federal work authorization program constitutes a material breach of Contract;
- e) The Contractor will contract for the performance of services in satisfaction of such contract only with subcontractors who present an affidavit to the Contractor with the information required by O.C.G.A. § 13-10-91(a), (b), and (c);
- f) The Contractor acknowledges and agrees that this Affidavit shall be incorporated into any contract(s) subject to the provisions of O.C.G.A. § 13-10-91 for the project listed below to which Contractor is a party after the date hereof without further action or consent by Contractor; and
- g) Contractor acknowledges its responsibility to submit copies of any affidavits, drivers' licenses, and identification cards required pursuant to O.C.G.A. § 13-10-91 to the public employer within five business days of receipt.

\_\_\_\_\_  
Federal Work Authorization User Identification Number

\_\_\_\_\_  
Date of Authorization

\_\_\_\_\_  
Name of Contractor

\_\_\_\_\_  
Name of Project

\_\_\_\_\_  
Name of Public Employer

**I hereby declare under penalty of perjury that the foregoing is true and correct.**

Executed on \_\_\_\_\_, \_\_\_\_\_, 20\_\_\_\_ in \_\_\_\_\_ (city), \_\_\_\_\_ (state).

\_\_\_\_\_  
Signature of Authorized Officer or Agent

\_\_\_\_\_  
Printed Name and Title of Authorized Officer or Agent

SUBSCRIBED AND SWORN BEFORE ME  
ON THIS THE \_\_\_\_\_ DAY OF \_\_\_\_\_, 20\_\_\_\_\_.

\_\_\_\_\_  
NOTARY PUBLIC

My Commission Expires: \_\_\_\_\_