

Metropolitan Area Planning Agency (MAPA) Regional Market Value Analysis



Connect. Plan. Thrive.

**Proposals must be
submitted by 4:30**

**p.m. CDT on October
4, 2024**

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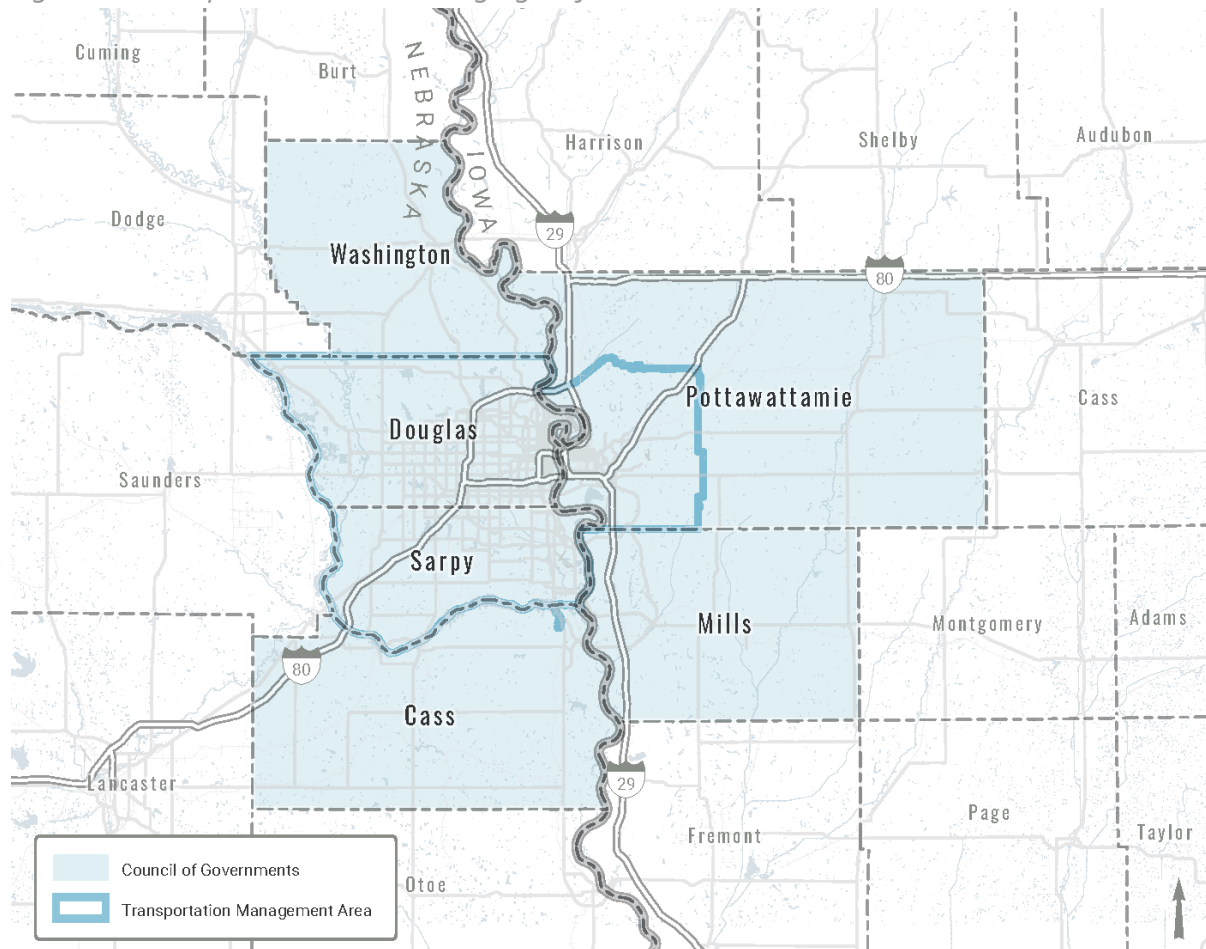
Attachment 1 - Cost Proposal Template

1. Introduction & Background

MAPA was created by local governments in 1967 to serve as the regional planning agency. We serve a six-county region, including Cass, Douglas, Sarpy and Washington Counties in Nebraska, and Mills and Pottawattamie Counties in Iowa. MAPA is led by a 79-member Council of Officials, all of whom are appointed by local governments, which meets quarterly and sets policy for the agency. A nine-member Board of Directors is composed

of elected officials and meets monthly to carry out those policies and oversee agency activities.

Figure 1. Metropolitan Area Planning Agency Service Area



MAPA exists to provide local governments with planning and technical support—thinking regionally and long range on the core issues that impact the vibrancy of the Greater Omaha-Council Bluffs area. These are issues of mutual benefit such as transportation, infrastructure, housing and natural resources. We work with communities to identify opportunities, secure funding and other resources for critical projects, and build consensus.

Our purpose is to promote and preserve the quality of life for a more happy, healthy and vibrant region. As a forum for intergovernmental cooperation, we are positioned uniquely to fill in the gaps as connectors, facilitators, advisors, implementers, with a big picture vision and an everyday attention to detail. Data and process-driven, we strive to be a

trusted, objective resource to local government and public and private stakeholders.

MAPA is laying the groundwork for an update to our Heartland 2050 Regional Vision—our overarching vision for the Omaha-Council Bluffs metro region adopted in 2014. Housing development and affordability are important threads of the current vision, and local efforts to collaboratively address these gaps makes these key issues central to our work plan for the update. Notably, the philanthropic community's leadership in creating the "Assessment of Housing Affordability, Needs and Priorities" has provided a core set of data to frame conversations about accelerating the production and availability of affordable housing in the metro area.

MAPA has been monitoring housing trends across the region, and has followed projects in peer communities which have utilized Market Value Analysis tools to fill similar gaps in data. Presently, our ability to understand shifts in affordability and areas in which displacement may be an emergent concern is limited. Moreover, the availability of these tools to local governments provides a consistent, data-driven approach through which policies like development incentives and zoning codes can be tailored. A uniform dataset also provides new tools to local and state government, non-profit development partners, CDFIs and philanthropy to create collaborative models to address affordable housing across the region.

MAPA proposes conducting a Market Value Analysis (MVA), followed by an update to the analysis in three years. These two analyses will help establish a baseline of market conditions, benchmark progress and serve as a policy framework for MAPA's refinement to our Regional Vision over the next several years. This project is funded through a grant from the Development and Preservation Fund of [Front Porch Investments](#) to assist with the implementation of our region's [Assessment of Housing Affordability, Needs, & Priorities](#) developed by the Omaha Community Foundation and other philanthropic partners.

2. Scope of Services

A proposed scope of work for the Market Value Analysis project is detailed below. The area of analysis for this region is MAPA's service region, which includes the entirety of each of the following six (6) counties in the Omaha-Council Bluffs Metropolitan area (see map in Figure 1):

- Iowa: Pottawattamie & Mills Counties
- Nebraska: Cass, Douglas, Sarpy & Washington Counties

The Consultant shall provide a qualified approach to develop geospatial data that satisfies the following conditions:

Task 1: Regional Housing Market Analysis

- Describe and analyze local markets using a representative set of market data using census geographies through one or more GIS and spatial planning techniques.
- Create an internal index of housing market conditions that will identify areas of interest and develop intervention strategies for each area, such as policy strategies, private market development strategies, economic strategies, and affordable housing strategies. These recommendations should be evaluated and considered through the existing [Assessment of Housing Affordability, Needs, & Priorities](#) and other existing housing studies.
- Provide for the collection and analysis of relevant information. Typical components of the MVA include but are not limited to the following:
 - Residential property sales prices;
 - Residential mortgage foreclosure filings;
 - Tenure (i.e. owner occupancy);
 - Vacancy: housing and land;
 - Properties with code violations;
 - Property descriptions (e.g. housing type zoning parcel and lot size);
 - Subsidized rental housing units and Public Housing Authority Housing Choice Voucher;
 - Construction permits;
 - Publicly owned property; and
 - Real Estate Owned (REO)/Bank owned properties.

- Create an internally referenced index of the residential real estate markets throughout the region. Identify areas that are the highest demand markets as well as the areas of greatest distress and the various market types in between. Utilize the most recent or available U.S. census block group (CBG) as the unit of analysis, where applicable. If CBG geographies will limit the availability of data in more rural areas, other census geographies may be considered and recommended by Consultant teams.

Task 2: Field Validation

- Visit and tour the neighborhoods selected by MAPA staff and local stakeholders with a visual analysis of the residential and commercial landscape to confirm the level of consistency in the data with the initial analysis.
- Modify the analysis as needed and conduct additional site visits to confirm various neighborhoods for consistency with the analysis.
- Gather, organize, and use supplemental data to enhance the analysis so that it may be used for site and neighborhood planning activities.
- The Consultant must complete a field inspection for validation with local experts of MVA variables to ensure data indicators conform to the built environment and market realities. During the field inspection, designated GIS staff from MAPA will accompany the Consultant to enhance the verification effort and participate in the verification process to confirm the initial analysis. After field verification is complete, the contractor will adjust data and, where appropriate, seek input from participants who have local knowledge as it relates to the MAPA region's neighborhoods and landscape.

Task 3: Project Meetings & Stakeholder Engagement

- Provide a knowledge base to MAPA staff or its designees to convey the methodology so that staff understand the process and can effectively use the results.
- Consultant or representative will schedule meetings with MAPA staff to facilitate overall project management and recommended revisions if needed in the MVA, for components including but not limited to the:
 - Creation, validation, and refinement of the MVA model;
 - Definition of cluster market types and test results;
 - Conducting of field validation to validate different models; and/or,
 - Presentation of draft models to MAPA staff to solicit feedback.
- Facilitate wrap-up meetings to address questions regarding the method and application of the MVA to the specific issues facing the MAPA region. The meetings

could be a small group of invited guests, a meeting of MAPA's Regional Planning Advisory Committee or other group as determined by MAPA and based on MAPA's needs.

- The Consultant must participate in meetings, general discussions, and consultations with MAPA staff on an as-needed basis to facilitate the overall project.

Key deliverables proposed by the Consultant should be clearly identified in the *Project Approach and Scope of Work*.

3. Project Schedule

The anticipated project schedule is listed below. It is recommended that key personnel hold the interview date on their calendars for a potential interview.

Activity	Date
RFP released	August 30, 2024
Deadline for written questions to be submitted	September 13, 2024
Responses to written questions posted	September 18, 2024
Deadline for submittals (CDT)	October 4, 2024
Consultant selection notification	October 11, 2024
Agreement Finalized	November 22, 2024
Finance Committee Approval	December 4, 2024
MAPA Board Approval	December 12, 2024
Target Project Start Date	December 16, 2024
Contract End Date	June 30, 2025

4. Evaluation Criteria

The evaluation of respondent firms will be based on their qualifications. A Consultant evaluation team made up of representatives from MAPA and/or other project partners will review and score proposals based on the content requirements and evaluation criteria outlined below. Factors that will be considered by the selection team include the following:

Criteria	Points
Project understanding and approach.	20
Qualifications and experience of professional personnel and staff.	35
Past performance on similar projects.	25
Adequate staff to perform the work based on present workload and willingness to meet time requirements.	10
Price proposal	10
Total Points	100

5. Submission of Proposals

One (1) electronic version (PDF preferred) of the response must be submitted to the Issuing Officer listed below. Responses received after the deadline will not be considered. Responses may not exceed **20 pages** in length based on the submittal requirements in Section 6. A table of contents will not be counted toward the page limit when included in responses. Responses must include proof of insurance and compliance with Title VI of the Civil Rights Act (which also do not count towards the total page limit).

The Issuing Officer, identified below, is the sole point of contact regarding the RFP from the date of issuance until selection of the successful vendor.

Grant Anderson
Metropolitan Area Planning Agency

2222 Cuming Street
Omaha, NE 68102
ganderson@mapacog.org

From the issue date of this RFP until the announcement of the successful vendor, vendors may contact only the Issuing Officer regarding this RFP. Vendors may be disqualified if they contact any employee or representative of MAPA other than the Issuing Officer regarding this RFP. All questions must be submitted by email by the deadline for written questions. Answers to all questions will be posted on the MAPA website by the responses to written questions date (see Section 3 Project Schedule). Firms whose responses are not accepted will be notified as soon as the selected firm has been approved.

6. Submittal Requirements

Responses shall include the following items and be organized in the manner specified below.

A. *Cover Letter*

Provide name and address of the Prime Consultant firm, Sub-Consultant firm(s), and project contact person including phone and email. Summarize your understanding of the project scope and services being required. Provide a statement indicating your ability to provide timely services for this project and meet the requirements of the proposed schedule. Indicate your acceptance of the requirements of this RFP. The cover letter must be signed by a duly authorized official of the Prime Consultant firm. Consortiums, joint ventures, or teams submitting proposals must establish that contractual responsibility rests solely with one company or one legal entity. The cover letter shall not exceed two (2) pages.

B. *Organizational Chart*

Prepare an organizational chart showing the project team including any subcontractors.

C. *Project Team*

The response shall include general information about the firm, the firm's area of expertise, and the firm's official name and address. Additionally, the response shall furnish the following qualifications to be considered for award of the contract:

1. Provide resumes or curriculum vitae for each person included in your proposed project team. State the educational background of each individual, years of experience, length of employment with your firm, and previous project experience. For each person, list specific responsibilities on this project, experience on

economic impact studies of similar size and type, specific qualifications applicable to this project, and any current work assignments which may affect availability for this project.

2. Any capacity and/or resources available that will enable you to support the assigned staff.
3. Explanation of ability to integrate the scope of work into the present and anticipated workload of each key team member for the proposed duration of the project.
4. Areas of specialization, if any.
5. Two (2) case studies demonstrating work on similar projects.
6. For the project manager and other "key" team members proposed, provide at least three (3) client references (name, phone, email, and summary of project). Experience in metropolitan statistical areas of similar size is highly desirable.

D. Project Approach and Scope of Work

The response shall include the firm's approach to successfully accomplish the tasks listed in the RFP. This should include focus on technical approach and ability to present and communicate the findings in a compelling manner. (NOTE: The detailed Scope of Services will be negotiated with the selected Consultant at the time of contract development.) The discussion of the scope of work shall not exceed ten (10) pages. Proposals shall include the following, at minimum:

1. A detailed work plan identifying the major tasks to be accomplished relative to the requested study tasks and expected product as outlined in this RFP.
2. A breakout of hours for each team member by major task area, and an overall indication of the level of effort (percentage of overall project team hours) allocated to each task. Note that specific budget information is to be submitted in a cost proposal as described in Paragraph G of this Section.
3. The nature of the counting equipment proposed and details of the reliability and proven capability of the equipment to gather accurate, reliable data.
4. Any additional information that would uniquely qualify your team for this project.

E. Proposed Project Schedule

The response shall include a project schedule outlining the time frame and estimated completion date of each major task identified in the proposed scope of work. The Consultant Team shall also explain its approach to the project schedule in narrative form. The project schedule shall not exceed three (3) pages. The Consultant shall provide what he or she believes is a realistic timeline to fully complete the tasks in an expeditious, effective manner.

F. Cost Proposal

The response shall include a price proposal detailing the cost of the proposed approach with sufficient detail for the review team to understand and compare

responses. Cost proposals should detail the cost by Tasks 1, 2 and 3 in *Section 2: Scope of Services* and include a total cost for the requested services. The Cost Proposal Template included as Attachment 1 to this RFP should be used by all respondents. Additional documentation of costs may be submitted by respondents as well.

G. Conflict of Interest Disclosure (Not Included in Page Limit)

The response shall include a disclosure of any instance where the firm or any individuals working on the project has a possible conflict of interest and, if so, the nature of that conflict. MAPA reserves the right to cancel the project if any interest disclosed from any source could either give the appearance of or cause speculation as to the objectivity of the Consultant or any Sub-Consultants.

7. General Terms and Conditions

1. **Access to Records and Reports** – The proposer acknowledges the selected Consultant firm will give MAPA, Front Porch Investments, and the Omaha Community Foundation access to any books, documents, papers and records of the Consultant firm which pertain directly to the contract for the purposes of making audits, examinations, excerpts, and transcriptions. Related contractual documents will be maintained for no less than three years after the date of termination or expiration of the contract.
2. **Amendments to the RFP** – MAPA reserves the right to amend or cancel any or all parts of this RFP. Revisions to the RFP shall be posted on the MAPA website at least three (3) full business days prior to the deadline for submission of responses.
3. **Civil Rights and Non-Discrimination** – MAPA is in compliance with Title VI of the Civil Rights Act, as amended; section 303 of the Age Discrimination Act of 1975, as amended; section 202 of the Americans with Disabilities act of 1990; and, Executive Order 11246 (Affirmative Action to Insure Equal Employment Opportunity). Thus, clauses relating to nondiscrimination and equal employment opportunity (race, color, creed, national origin, sex, and disabilities) will be included in the contract with the selected Consultant firm.
4. **Confidentiality** – Before award of the contract, all responses to this RFP will be designated confidential as allowed by applicable state law. The Consultant understands and agrees that, upon award of any contract pursuant to this solicitation, the negotiated Scope of Work and fee amount paid to Consultant will be included in public documents as required by applicable state law. Consultants are encouraged to familiarize themselves with Nebraska Public Records Law (84-712) and Iowa Code Chapter 22 and 761 IAC Chapter 4 before submitting a proposal.
5. **Conflicts of Interest** – The Consultant shall immediately disclose, in writing, to MAPA any potential conflict of interest which may occur during the term of any contract awarded pursuant to this solicitation.
6. **Licenses** - The Consultant shall possess all licenses and anyone who will perform work will possess all licenses required by applicable federal, state, and local law

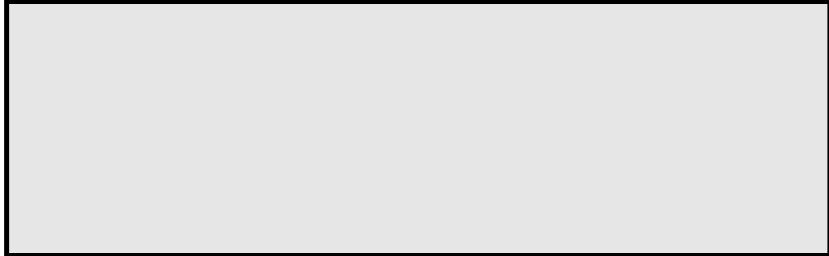
necessary to perform the requirements of any contract awarded pursuant to this solicitation and will maintain all required licenses during the term of any contract awarded pursuant to this solicitation. In the event that any required license shall lapse or be restricted or suspended, the Consultant shall immediately notify MAPA in writing.

7. **Insurance** - The Consultant shall maintain all required insurance during the term of any contract pursuant to this solicitation. In the event that any required insurance shall lapse or be canceled, the Consultant shall immediately notify MAPA in writing.
8. **Non-Collusion** - The Consultant certifies that its RFP response is not a collusive RFP response. Neither the Consultant, nor any of its owners, stockholders, members, partners, principals, directors, managers, officers employees, or agents has in any way colluded, conspired, or agreed, directly or indirectly, with any other proposer or person to submit a collusive response to the solicitation or to refrain from submitting response to the solicitation, or has in any manner, directly or indirectly, sought by agreement or collusion or other communication with any other proposer or person to fix the price or prices, or to fix any overhead, profit, or cost component of the price in the response.
9. **Termination** – MAPA will retain the right to terminate the contract for convenience or default. These clauses will be incorporated into the contract with the selected Consultant firm.

8. Award of Contract

MAPA reserves the right to negotiate with the selected firm on matters related to project cost, or technical or other considerations that arise following announcement of the award of the contract. A decision to contract with the selected firm will be made by the MAPA Board of Directors following a recommendation by MAPA staff. Subject to selection and successful negotiation, MAPA intends to sign a contract on the date of MAPA Board Approval as shown in Section 3 with the objective of the selected firm beginning work on the Target Project Start Date and concluding on the Contract End Date as shown in Section 3.

Attachment 1: Cost Proposal Template



Metropolitan Area Planning Agency (MAPA)

Regional Housing Market Value Analysis

Cost Proposal Template

Firm/Organization Name:

	Hours	Staffing	Other Costs	Task Total
Task 1: Regional Housing Market Analysis				
Task 2: Field Validation				
Task 3: Project Meetings & Stakeholder Engagement				

Total Proposal Cost

Please complete the areas shaded in grey. Attach any additional cost documentation, as necessary