



Request for Proposals

City of Neenah, WI

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Housing Study and Needs Assessment

Contact: Brad Schmidt, AICP
Deputy Director of Community Development
920.886.6126 | BSchmidt@NeenahWI.Gov
www.NeenahWI.gov

INTRODUCTION

The City of Neenah desires to conduct a city-wide housing study and needs assessment. The results of this housing study will help elected officials, city staff, stakeholders and community members develop a meaningful sense of the housing market, as well as an understanding of key housing issues affecting the City. The report is intended to offer community leaders and stakeholders a basis for formulating community-specific housing priorities, policy alternatives and intervention strategies, including land use and zoning decisions.

COMMUNITY BACKGROUND

Located along the northern shores of Lake Winnebago in northeastern Wisconsin, the City of Neenah has a population of 27,238 (2020 US Census). Neenah is part of the Oshkosh-Neenah MSA which has a population of 171,730 (2020 US Census). Neenah is home to several major employers including Plexus Corporation, ThedaCare Regional Medical Center, Alta Resources Company, Menasha Corp, and Neenah Enterprises, Inc. Owner-occupied housing accounts for about 64 percent of all occupied housing in the city. However, renter-occupied housing has increased between 2010 and 2020. Between 2010 and 2023, the city averaged 42 new single-family dwelling units per year compared to 29 multi-family dwelling units over the same time period. The city continues to see more interest in multi-family and townhouse development, as the costs associated with single-family development increase and the availability of suitable developable land decreases.

SCOPE OF SERVICES

The study shall include an assessment of existing housing conditions, demographic and housing market demands, and identify critical housing gaps and issues. The study should include an outlook of anticipated housing demands over the next 10 years. It is expected the study will review the City's [Zoning Code](#) and [Subdivision Ordinance](#) to identify opportunities to increase housing options and diversify housing types. Finally, the study shall include recommendations which are consistent with the goals and objectives of the [City's Comprehensive Plan 2040](#).

The study should help answer the following questions:

- What is the existing state of the housing market and housing stock in the city? How has the local housing market changed over the last 10 years?
- What are the current, 5-year, and 10-year housing needs in the city? Where do gaps exist in terms of housing type and price range of housing? What changes should be made to address these gaps? How do population, employment and economic projections and anticipated changes in demographics impact the housing needs in the future?

- What impact does the addition of new multi-family housing have on the existing rental housing stock and market? What is the City's absorption rate for new rental housing units annually?
- Are there changes that can be made to the City's Zoning Code or Subdivision Ordinance which can help increase the number of housing units and increase the variety of housing types? What modifications to the Zoning Code or Subdivision Ordinance are needed to implement the recommendations of the Housing Study?
- How can the city partner with developers to make housing more affordable? What barriers exist to reducing the costs of owner-occupied housing and what can the city do to increase home ownership while reducing the costs of home ownership?
- Are the housing needs for workforce housing and housing for sensitive population being met? What gaps exist in housing for these populations and how should the city address these gaps?

Necessary Study Components:

- Demographic Review
- Inventory of existing housing stock
- Housing Market Analysis
- Housing Demand
- Housing needs analysis and prioritization
- Summary of results from focus groups, community surveys and interviews with stakeholders
- Recommendations:
 - Plan to address housing gaps.
 - City Zoning Code/Subdivision Ordinance modifications
 - Housing Assistance Programs
 - Housing Related Investments
 - Marketing Efforts
- Examples of innovative housing programs in similarly situated communities.

SCHEDULE:

The city would like to have a completed study done and available for business and community use by the end of 2024. The City reserves the right to revise the following tentative schedule:

RFP disseminated to potentially interested firms	April 22, 2024
Proposal due	May 24, 2024
Evaluation of proposals	May 24, 2024 – June 3, 2024
Recommendation by the City Finance Committee to Common Council	June 11, 2024
Common Council approves consultant	June 19, 2024
Execution of contract for services	June 19, 2024 – June 26, 2024
Notice to proceed	June 26, 2024
Milestone dates provided by consultant as part of proposal (include preliminary findings and plan refinements)	*****
Final report to the city	November 15, 2024

RESPONSIBILITIES OF THE CITY

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

- a. The city will provide access to present and historic housing records (e.g. building permit and assessment records) and maps.
- b. Existing City plans and research:
 - a. City of Neenah Zoning Code and Subdivision Ordinance
 - b. City of Neenah Comprehensive Plan (Updated in March 2024)
- c. Upon request, the City's GIS Coordinator can provide GIS support and data for the projects. The city intends to work with the selected consultant to keep mapping costs to a minimum.
- d. Staff will assist in project management and administration. Staff will attend all meetings with the Consultant as a liaison between the Public and the Consultant, upon Consultant's request. To keep costs related to travel at a minimum, virtual meetings are accepted as part of this proposal.
- e. Staff will coordinate and schedule all meetings involving the Consultant. City staff will mail agendas, meeting minutes and meeting information packets.

SUBMISSION

Proposal Content:

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

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

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

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

EVALUATION

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

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

DELIVERABLES

The final report should be delivered to the City of Neenah Community Development Department as a PDF file. An electronic copy of the final report presentation materials should

be provided as well.

SUBMISSION DEADLINE AND DELIVERY

Proposals are due in the City of Neenah Community Development Office, 211 Walnut Street Room 313 Neenah, Wisconsin 54956, no later than **May 24, 2024**. Preference for submission of the proposals is in digital format by email (BSchmidt@NeenahWI.gov), but hard copy proposals will also be accepted. All proposals will be evaluated by an internal project review team.

CONTACT

All inquiries shall be directed to Brad Schmidt, Deputy Director of Community Development at BSchmidt@NeenahWI.gov or (920) 886-6126.