

October 2022

Request for Proposals

to

provide professional consulting services to produce a
Housing Data Study

Proposal due date:

Friday, November 18, 2022, at 5:00 p.m. ET

Issued by the Northern Kentucky Area Development District

Proposal delivery address and point of contact:

Tara Noem, NKADD

tara.noem@nkadd.org

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Background

Despite rising interest rates, U.S. housing inventory [remains stubbornly low](#), especially given higher demand during the pandemic. In Northern Kentucky, increased economic development has created additional pressure for the community to continue develop housing opportunities to keep pace with economic growth, but increased demand contributes, in part, to increasing prices, resulting in scarcity of product for all population demographics.

Further back, the Great Recession of 2007-2009 is pointed to as an event that resulted in a [reduction of the rate of growth in housing units overall](#) in the U.S. in the intervening period. Suzanne Clark, CEO of the U.S. Chamber of Commerce, recently co-authored [a Wall Street Journal opinion piece](#) that said, “[t]he shortfall of affordable housing hurts America’s businesses and the broader economy...”

Anecdotally, it is thought that the development of housing units cannot keep pace with demand, and the average market-rate pricing for all units continues to climb such that lower and middle-wage earners must spend more and more of their total budget on housing. In some communities, a stigma around low-income housing development persists, and localities across the U.S. struggle to ensure adequate housing stock on hand for all population demographics.

In the Northern Kentucky, these anecdotal sentiments have become more apparent in recent years, with local officials recognizing that residents have fewer attainable housing options given continued economic growth and increasing costs to build, buy or rent. However, no recent or existing study has thoroughly examined the reality of housing availability across Northern Kentucky. A comprehensive snapshot has yet to be taken that clarifies what housing products are available across various demographics and what is considered attainable for different groups of wage earners. Therefore, policymakers and other interested parties have little basis on which to make decisions that impact housing development other than to consider the merits of each project they may approve, for instance, through the planning and zoning process.

Scope of Study

The Northern Kentucky Area Development District (the “NKADD”) is soliciting proposals to provide and produce a comprehensive study that examines the state of housing availability in the Northern Kentucky area, which generally includes the counties of Boone, Campbell, Carroll, Gallatin, Grant, Kenton, Owen, and Pendleton. Knowing that housing—and housing types that are attainable for all residents—is fundamental to economic and workforce development, as well as a tool to combat persistent poverty and decrease the likelihood of homelessness, Northern Kentucky leaders recognize this is an issue that merits study.

The NKADD, on behalf of project partners, seeks to complete a study that 1) examines what housing units are available in this geography, 2) details where units are available or where future development or redevelopment can occur, 3) specifies the price ranges at which various units are available, 4) details the gaps in housing product that are available, and 5) analyzes linkages between housing and other services critical for economic growth, such as transportation.

This study would be focused on data collection to provide a data-informed analysis of the challenges and opportunities for Northern Kentucky with regard to housing and affordability. The budget for this study shall not exceed \$100,000 and should address the entire service area of the NKADD.

Deliverables

This study shall include the following elements.

- 1.) Provide detailed data and snapshots of housing demographics and inventory in the NKADD counties. At a high level, address the five areas detailed in the project scope.
- 2.) Determine if housing unit development is supportive to recent job growth and industry cluster developments, the affordability of units to those wage groups, and how connected various housing units are to basic services, transportation options, educational opportunities, etc.
- 3.) Identify gaps in housing unit development and analyze future economic and community development in context to the availability of additional units to meet those gaps.
- 4.) Detail tools available at the local, state, and federal levels that address housing developments. Analyze any disparities in the effectiveness of those tools to address housing development.
- 5.) Offer other data summaries, analyses, and insight relevant to the scope of the study that is not otherwise detailed here.

Timeline

- RFP issued: October 31, 2022
- Proposals due: November 18, 2022
- Anticipated date of award: December 2, 2022

The NKADD and project partners anticipate this study to be completed within six (6) months from date of award, with a progress update given at least in 30-day intervals throughout the engagement.

Collaborative Partners

Core stakeholders in this work include up to eight (8) county governments that comprise the NKADD. Other project funders and collaborators may include the R.C. Durr Foundation, Planning and Development Services of Kenton County, the CVG Airport Authority and other organizations interested in community and economic development in the Northern Kentucky area.

Proposal Components/Requirements

1. Overview of responding firm(s) and information on principal members of the project team.
2. Details regarding the methodology proposed to be used in addressing project scope and producing deliverables.
3. Budget and budget narrative, including cost breakdown per county/geographic area of study, particularly noting if any cost(s) is/are based on population of the study area or other factors.
4. An overview of the timeline proposed to complete the project.
5. Listing of any concerns or barriers to successfully completing the project.
6. Details regarding any past or similar experience in producing like reports or projects (detail which project team members were involved in said experiences).
7. References.

Evaluation Criteria

Proposals will be evaluated by a team representing the project funders and collaborative partners. All proposals will be scored based on the following criteria, which are not listed in any weighted order or priority.

- Quality of the proposal outlined in the submission

- Relevance and success of previous or similar projects
- Ability to complete the project in an acceptable timeframe
- Cost

Submission Process

Proposals must be submitted to tara.noem@nkadd.org by November 18, 2022, at 5:00 p.m. ET. Before submission, if any proposers have a question, these must be submitted in writing to tara.noem@nkadd.org no later than November 14, 2022, at 5:00 p.m. ET such that a response can be provided within 48 hours of the question being submitted in advance of the RFP deadline.

Contract Terms and Conditions

The NKADD reserves the right not to select from the pool of applicants, should no agreeable proposal be received.

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