



Community Development
Department

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Memorandum

TO: Mayor and Members of City Council
FROM: D. Ritchie Brooks, Community Development Department Director
DATE: June 15, 2017
SUBJECT: Housing Study and Needs Assessment
(Item G-4, June 13, 2017 Community Development/Housing/General Government Committee)
CC: Sharon Richmond, Deputy Director
Mellin L. Parker, Senior Project Supervisor

Committee members requested additional information to indicate that, based on criteria in the Request for Proposal, as evaluated through the staff panel and interviews, Enterprise Community Partners, Inc. submitted the most responsive and responsible proposal. The process used to evaluate the proposals included (1) individual scoring by panel members, (2) group discussion and ranking of the proposals by the panel and (3) telephone interviews.

First, members of a panel comprised of seven City staff members reviewed and scored the proposals individually, based on the criteria shown in Table 1. The staff represented the City Departments of Budget, Business Inclusion and Advancement, Performance and Accountability, Planning, Police, Recreation and Parks and Transportation. Panel members submitted their scores to the Community Development Department for tabulation. Table 2 shows the resulting scores and ranks.

The second step of the evaluation process was a group review of proposals by the panel and Community Development staff. Panel members summarized all proposals, noting strengths and weaknesses, then each panel member provided a ranking of projects. Community Development staff summarized the overall rankings, and the results are shown in Table 3. The results were largely consistent with the results of the individual scoring of proposals.

As a third step of evaluation, telephone interviews were conducted. Based on the results of the scoring and ranking process, four staff members representing the Community Development and Planning Board staff conducted telephone interviews with representatives from the four top-ranked companies. Table 4 shows the scores and ranks resulting from the telephone interviews.

Based on the evaluation process as described herein, Enterprise Community Partners, Inc. submitted the most responsive and responsible proposal.

Table 1
Housing Study and Needs Assessment Proposal Scoring Criteria

Scoring Criteria	Maximum Points
1. Proposal is responsive to all aspects of the scope of work in the RFP. (All-15 pts, most-12 pts, some-8 pts, incomplete-0 pts)	15
2. Demonstrated ability to organize, convene and facilitate community input processes for residents of various demographics and backgrounds. (Excellent-10 pts; good-7 pts; fair-5 pts; poor-1pt)	10
3. Proposal presents an effective process for conducting the housing needs assessment. (Excellent-20 pts; good-15 pts; fair-10 pts; poor-5 pts)	20
4. Experience with identifying, gathering, summarizing, analyzing and presenting data and preparing planning documents (Excellent-9 pts, good-6 pts, fair-3 pts, poor-1 pt)	9
5. Record of successful completion of similar projects and satisfactory acceptance by those for whom it was done. (Excellent-9 pts, good-6 pts, fair-3 pts, poor-1 pt)	9
6. Knowledge of the Winston-Salem/Forsyth County community, especially housing. (Excellent-7 pts, good-5 pts, fair-3 pts, poor-1 pt)	7
7. Availability to start within the needed timeframe, attend all meetings and events and be available to finish the project. (Yes-10 pts; Unclear-5pts; No-0 pts)	10
8. Consultant located within North Carolina (1 pt) or outside NC (0 pts); M/WBE business (Yes-4 pts; No-0 pts)	5
9. Proposed, responsive price for product and services that add value for the community. (Excellent-15 pts; good-11 pts; fair-7 pts; poor-3 pts)	15
TOTAL SCORE	100

Table 2
Housing Study Consulting Proposal Scores and Ranks
Based on Scoring of Proposals by Panel Members

Rank	Company	Price	Average Score
1	Enterprise Community Partners	\$136,633	84.57
2	HR&A	\$164,310	78.50
3	RATIO	\$108,255	78.43
4	Atria Planning	\$84,600	74.29
5	BBC Research & Consulting	\$64,200	72.36
6	Western Economic Services	\$39,870	71.57
7	Economic & Policy Resources, Inc.	\$121,270	69.86
8	Mullin & Lonergan	\$94,600	69.43
9	TDA Consulting Inc.	\$49,301	63.93
10	North Carolina Housing Coalition	\$105,250	45.57

Table 3
Housing Study Consulting Proposal Ranks Based on Group Evaluation of Proposals

Rank	Company	Price
1	Enterprise Community Partners	\$136,633
2	RATIO	\$108,255
3 (tie)	HR&A	\$164,310
3 (tie)	Atria Planning	\$84,600
5	BBC Research & Consulting	\$64,200
6 (tie)	Western Economic Services	\$39,870
6 (tie)	Economic & Policy Resources, Inc.	\$121,270
8	Mullin & Lonergan	\$94,600
9	TDA Consulting Inc.	\$49,301
10	North Carolina Housing Coalition	\$105,250

Table 4
Housing Study Consultant Telephone Interview Scores and Ranks

Scoring Criteria	Max Points	Enterprise	HR&A	Atria	RATIO
1. Consultant appears to be able to do a thorough, accurate market assessment and will consider all market segments and geographies.	10	8.8	9.5	6.0	5.3
2. Consultant has ConPlan experience, understands what we need for the ConPlan and clearly intends to deliver it.	10	8.0	9.0	7.0	5.0
3. Consultant speaks of a history of delivering recommendations to communities which are implemented or appear to have a strong likelihood of being implemented	10	9.5	9.8	7.3	5.3
4. Consultant has sold us on their ability, based on their past experience, to involve and inform the community to the satisfaction of its citizens and leaders.	10	9.5	7.5	7.5	6.7
5. Based on the interview, the Consultant has convinced us that they have a point person and team that will be responsive to our requests, communicate reliably, and keep commitments.	10	8.8	7.8	6.0	3.0
6. Consultant appeared to have "done their homework" and had knowledge of Winston-Salem.	10	8.0	7.8	3.5	5.7
TOTAL SCORE	60	52.5	51.25	37.25	31
SCORE BASED ON 100%	100.0%	87.5%	85.4%	62.1%	51.7%
RANK		1	2	3	4