



## City of Shreveport

### Department of Community Development

### Request for Proposals for Housing and Business Development Market Analysis

March 15, 2010 – March 25, 2010

#### **Announcement:**

The City of Shreveport is seeking Request for Proposals (RFP) from qualified individuals, firms, or teams (hereinafter referred to as Consultant), with demonstrated experience in conducting market research in support of mixed-use and mixed income housing developments. Respondents must have at least five (5) years experience conducting marketing research that identifies and refines strategies to revitalize low-income and distressed neighborhoods. They must be an independent party, and the agency must not reflect any real or apparent conflict of interest with the City of Shreveport.

This RFP can be obtained at the Department of Community Development, 401 Texas Street, First Floor, Shreveport, LA 71101, during regular business hours, beginning March 21, 2011, Monday through Friday, 8:30 A. M. and 4:30 P.M. The Request for Proposal is also posted on the City's website at [www.shreveportla.gov](http://www.shreveportla.gov).

If interested in applying for these professional services, please respond no later than 5:00 p.m., March 25, 2011. All responses shall be directed to Ms. Bonnie Moore, Director, Department of Community Development, Post Office Box 31109, Shreveport, LA 71130 or hand delivered to 401 Texas Street, Room 329, Shreveport, LA, 71101, (318) 673-7503. **(APPLICATIONS MAY NOT BE SENT BY FACSIMILE (FAX) or BY ELECTRONIC MAIL (E-MAIL)).**

Minority and women owned firms are encouraged to apply. It is the policy of the City to take affirmative action to ensure that minority and women owned business enterprises (M/WBEs) are given the opportunity to demonstrate their ability to provide professional services and to ensure inclusion in RFP to the maximum extent feasible.

**Market Areas:**

*Allendale* - bounded on the north by Cross Bayou, on the south by the Kansas City Southern Railroad and Interstate 20, on the East by Allen Avenue, Ford, Caddo and Market Streets, and on the west by Hearne Avenue.

*Cedar Grove* - Bounded on the north by Hollywood Avenue and Pierremont Road, on the south by the Texas and Pacific Railroad, on the east by Line Avenue, East 70th Street, Creswell Avenue, Rebecca, and Ellerbe Road, and on the west by Linwood Avenue.

Maps are available upon request.

**Proposal Purpose:**

The City wishes to ensure that the analysis will provide for a full range of housing and business development options and opportunities. The City recognizes that maintaining a diverse range of housing and business development opportunities is a critical component to the economic well being of the community.

The overall purpose of the analysis is to provide a detailed assessment regarding the feasibility of redeveloping specific market areas. Each analysis will take into consideration changes in the economic, demographic, and housing inventory characteristics of a specific market. The project will include an assessment of residential needs, considering demographics, employment data, and housing stock data, which will result in a forecast that will appropriately reflect project opportunities, demographic characteristics and trends, and affordable housing and business development needs.

The marketing consultant shall work along with efforts to shape redevelopment strategies for the target areas. This should specifically include, but not be limited to, an evaluation of the market impact of various industry typical incentives, services, amenities or new programming. A goal of the market study is to guide the process of implementing planned developments to achieve a mixed income neighborhood with mixed use commercial centers. The marketing study information will be incorporated into an update for the Allendale One and Consolidated Strategy Plans. It should reflect, when applicable, the strategies identified in the recently adopted comprehensive plans of both the City of Shreveport and the Caddo Parish School Board. It is envisioned that the market research will test and refine the development concepts and strategies in the Allendale One Plan and that revisions to the plan will lead to implementation of catalyst project(s). The market study should be accomplished in a manner that also attracts a multi-developer approach to follow a comprehensive plan – a publicly led, privately supported approach.

**Federal, State and Local Requirements:**

The Consultant will comply with all federal, state and local regulations. Respondents must be willing to comply with local procurement requirements and regulations governing this RFP.

The Consultant promises that it has no interest which would conflict with the performance of services required by this RFP. The Consultant also promises that, in the performance of this RFP, no officer, agent, employee of the City of Shreveport or member of its governing bodies, may participate in any decision relating to this RFP which affects his/her personal interest or the interest of any corporation, partnership or association in which he/she is directly or indirectly interested or has any personal or pecuniary interest.

The Consultant will not discriminate against any employee or applicant for employment because of race, creed, color, sex, sexual orientation, national origin, physical handicap, age, height, weight, marital status, veteran status, religion and political belief (except as it relates to a bona fide occupational qualification reasonably necessary to the normal operation of the business). The Consultant will take affirmative action to eliminate discrimination based on sex, race, or a handicap in the hiring of applicants and the treatment of employees. Affirmative action will include, but not be limited to: employment; upgrading, demotion or transfer; recruitment advertisement; layoff or termination; rates of pay or other for means of compensation; selection for training, including apprenticeship.

The Consultant agrees to post notices containing this policy against discrimination in conspicuous places available to applicants for employment and employees. All solicitations or advertisements for employees, placed by or on the behalf of the Consultant, will state that all qualified applicants will receive consideration for employment without regard to race, creed, color, sex, sexual orientation, national origin, physical handicap, age, height, weight, marital status, veteran status, religion and political belief.

**Project Award & Completion:**

The RFP can be awarded to more than one Consultant per market area. Conceivably, an award can be given to one Consultant for both market areas.

The project must begin within ten (10) days after the grant agreement has been signed. If activities cannot be done in accordance with the approved project timeline, the proposal will be awarded to the next responsive proposal. The project scope of work must be completed within six (6) weeks of the start date of the grant agreement.

## **Request for Proposal Guideline:**

This RFP must include at a minimum a brief history of the firm or organization and a narrative of qualifications; resources committed to the project; a listing of subconsultants (if applicable); references including a listing of governmental bodies for which the respondent has been under contract and a similar project.

Proposals are limited to no more than fifteen (15) pages, not including the cover page. The font size shall be twelve (12) pts. Please provide an original and four (4) copies of the proposal.

- I. Executive summary and work plan identifying steps and time frames for all of the tasks needed.
- II. *Agency Information*
  - A. Name, Address, Telephone Number, Facsimile Number, Contact Person
  - B. Type of Organization
  - C. Narrative of Qualifications
  - D. Resources (staff, equipment, materials to be committed to this project)
- III. *Sub-Consultants*
  - A. Names, Education, Experience, and Qualifications
- IV. Provide proposed fee structure for each market analysis area.
- V. *References*
  - A. A list of governmental agencies for which the respondent has been under RFP
  - B. Similar projects reference list

## **Proposal Evaluation:**

All RFPs will be reviewed to determine if they meet the proposal requirements. If the Respondent does not comply with the requirements, they will be deemed “non responsive”.

A selection committee will review all submissions. All responses will be evaluated on the basis of the information requested. Responses will be scored and ranked with the highest rating being awarded a contract. In the event of a tie, the most qualified respondent whose RFP is deemed most advantageous to the City of Shreveport with all

factors considered will be awarded a contract. The selection of finalists may require verbal presentations.

**Option to Reject Any and All Proposals:**

The City reserves the right to reject any or all proposals, to waive or not waive informalities or irregularities in proposals or procedures, and to accept or further negotiate cost, terms, or conditions of any proposal determined by the City to be in the best interests of the City even though not the lowest proposal. The City reserves the right to reject incomplete proposals. At its sole discretion, the City reserves the right extend the deadline time for submission.

**Contact Information:**

Questions pertaining to the contents of this RFP should be directed to:

Bonnie Moore, Director  
Department of Community Development  
Phone: (318) 673-5901  
E-mail: [bonnie.moore@shreveportla.gov](mailto:bonnie.moore@shreveportla.gov)

or

Roy Jambor, Planner III  
Metropolitan Planning Commission  
Phone: (318) 673-6464  
E-mail: [roy.jambor@shreveportla.gov](mailto:roy.jambor@shreveportla.gov)