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Community Development Authority of the
City of Madison
Request for Proposals:
Mosaic Ridge
RFP No:
NOTICE OF REQUEST FOR PROPOSALS

The Community Development Authority of the City of Madison (the “CDA”) is undertaking the development of twenty-four (24) single family lots on property it owns on Allied Drive in Madison Wisconsin (“Mosaic Ridge”). Mosaic Ridge will be developed in a traditional neighborhood style. It will be noted for its high quality architecture and the use of high quality building materials. It will be a mixed income development that provides housing opportunities for families at varying levels of income.

The CDA is soliciting qualifications and proposals from organizations or teams (“Proposers”) for services relating to a Home Buyer Education and Readiness Program that it intends to offer to potential home buyers in the Allied Drive Neighborhood.

The complete Request for Qualifications and Proposals can be obtained by going to Room 312, Madison Municipal Building, 215 Martin Luther King, Jr. Boulevard, Madison, Wisconsin, 53703 or by contacting Natalie Erdman at 608-267-1992 or at nerdman@cityofmadison.com or by going to:

http://www.cityofmadison.com/finance/purchasing/bidDemandStar.cfm

The bid identifier is insert bid identifier

Development Teams wishing to be considered shall submit seven (7) copies of their proposals and statements of qualification along with a CD containing the document as a PDF to the CDA c/o Natalie Erdman, Executive Director, Room 312, Madison Municipal Building, 215 Martin Luther King, Jr. Boulevard, Madison, Wisconsin, 53703, no later than 2:00 p.m., Insert Date. Questions should be directed to Natalie Erdman at 608 267-1992, or nerdman@cityofmadison.com.

Published:
Disclosure and Disclaimer

This Request for Qualifications and Proposals ("RFP") is being furnished to the recipient by the Community Development Authority of the City of Madison (the “CDA”) for the recipient’s convenience. Any action taken by the CDA in response to submissions, made pursuant to this RFP, or in making any awards or failure or refusal to make any award pursuant to such submissions, or in any cancellation of awards, or in any withdrawal or cancellation of this RFP, either before or after issuance of an award, shall be without any liability or obligation on the part of the CDA and its officials and employees.

The CDA, in its sole discretion, may withdraw this RFP before or after receiving submissions, may accept or reject any or all submissions, and may waive any irregularities if the CDA deems it appropriate and in its best interest. The CDA shall determine the responsiveness and acceptability of any proposal submitted.

Prospective Proposers should rely exclusively on their own investigations, interpretations and analyses in preparing and submitting proposals, and should not rely on communications with CDA staff or officials. The CDA makes no warranty or representation that any submission which conforms to the requirements of this RFP will be selected for consideration, negotiation, or approval.

The CDA and the selected Proposer will be bound only if and when a submission, as same may be modified, and any applicable definitive agreements and budgetary authorizations pertaining thereto, are approved by the CDA and then only pursuant to the terms of the definitive agreements executed among the parties.

Respondents are notified that any materials submitted to the CDA in response to this RFP become public documents and are available to the public as governed by the “Open Records” statutes of the State of Wisconsin.

All submissions and supporting data shall be subject to disclosure as required by State law. All submissions shall be submitted in sealed form and shall remain confidential to the extent permitted by State statutes and ordinances of the City of Madison, until the date and time selected for opening the responses.
THE ALLIED DRIVE REDEVELOPMENT

In 2006, the CDA and the City of Madison adopted the Allied Drive Redevelopment District Plan (see Exhibit __) for the purpose of fostering redevelopment in the Allied Drive neighborhood. In 2007 the City of Madison authorized the conveyance of City owned property located at 2317, 2345, and 2409 Allied Drive and 4705 and 4712 Jenewein (the “Redevelopment Property”) to the CDA and entered into a Cooperation and Development Agreement designating the CDA as the Master Developer for the Redevelopment Property with responsibility for the design, land subdivision, planning, financing, and construction of residential housing located on the Redevelopment Property.

The CDA has completed construction and lease up of Phase I which consists of 48 affordable apartments on the northern third of the site (“Revival Ridge”). The remaining two thirds of the site (approximately 6 acres) is to be developed as owner occupied housing. The CDA is preparing to go forward with the development of 24 single family lots on the southern 2.85 acres of the Redevelopment Property (“Mosaic Ridge”). Mosaic Ridge will be developed in phases with the first phase being six to eight lots.

The CDA is targeting home prices of $160,000 to $210,000 and will require home buyer education readiness training for home buyers that request financial assistance from the CDA. The twenty-four (24) homes in Mosaic Ridge will provide affordability as follows:

- 1/3 of the homes will be affordable for people at 30-50% of Area Median Income (“AMI”). For a family of four the income would be below $40,899
- 1/3 of the homes will be affordable for families at 50% to 80% of the AMI. For a family of four the income would be between $40,900 to $64,199
- 1/3 of the homes will be affordable for families of 80% or more of AMI. For a family of four the income would be at or above $64,200.

Recognizing that home ownership is often a challenge for first time home buyers and families of low and moderate incomes, the CDA will be providing a Home Buyer Education and Readiness Program (the “Program”) for families wishing to purchase a lot and build a home in Mosaic Ridge. The purpose of the Program is to increase the probability of long term, successful, home ownership for Allied Drive Neighborhood residents and other CDA constituents through screening, education and financial counseling. The CDA assumes that approximately 40 people will have an interest in the Program with a portion needing minimal counseling, a portion needing longer term credit repair and counseling and a portion not ready to proceed to purchasing even with counseling.

The CDA is interested in hiring an organization or group of organizations with experience in home buyer education, readiness and credit counseling to provide the Program services including but not limited to (1) screening participants for readiness, (2) providing home buyer education and counseling to those participants that are mortgage ready, (3) providing longer term education and counseling to those participants that need additional assistance to become mortgage ready, (4) identify the participants who have a small chance of becoming mortgage ready within a year.

PROPOSERS ARE REQUIRED TO PROVIDE THE FOLLOWING INFORMATION:

1) PROPOSER’S PROFILE
a) Provide a brief history of your team’s experience.

Please Note: The City of Madison has adopted a local preference purchasing policy that would grant a five percent scoring preference to local vendors. Proposers seeking to obtain local preference status must meet specific criteria and register online at:

http://www.ci.madison.wi.us/business/localPurchasing/index.cfm

To qualify your company must be registered at time of proposal submission.

b) Provide your team structure, team members’ roles and their relevant experience, and a single point of contact including name, phone number, and address.

2) EXPERIENCE

a) Describe the Proposer’s experience providing:

- Home Buyer Education,
- One-on-one credit and budget assessments for Program participants,
- Financial education
- Credit repair, budgeting and savings counseling or mentoring for home buyers

b) Describe the Proposer’s experience working on housing related issues with low and moderate income families.

3) PROPOSAL

a) What are your recommendations for the structure of the Program?

b) Describe the services you intend to provide including but not limited to; Home Buyer Education, one-on-one credit counseling and budget assessments for Program participants, and financial readiness. Indicate the team member with primary responsible for the service.

c) Outline the proposed compensation for the services described above.

d) What participation and/or resources would the Proposer expect from the CDA.
SELECTION AND EVALUATION PROCESS

Evaluation of responses to the RFP will be based upon the following criteria. The weight for each criteria is noted in parentheses.

1. Proposer’s Profile and Experience (20)
2. Breadth of Services to be Provided (10)
3. Competitiveness of Financial Compensation (10)
4. Local Preference (5)

CDA Staff will review all proposals to ensure that the required items are included. The Selection Committee will include:

1) CDA Commissioners
2) CDA Staff
3) Experienced members of the community

The Selection Committee will evaluate all of the proposals per the evaluation criteria factors stated in this section. Firms may be invited to participate in an interview via a letter sent to the selected firm. The CDA anticipates conducting such interviews, if needed, during the week of \textit{Indicate Date}. At the interview, the selected firms will be asked to provide more specific information about qualifications, proposed services, methodology, and costs and to answer questions asked by the review team.

After the interviews are completed, the CDA may select an organization or team. The selected organization or team will work with CDA staff to craft a service agreement. The service agreement must be approved by the CDA Board.

After a selection is made, each Proposer that submitted a proposal will receive a written acknowledgement of its proposal. The CDA will not reimburse firms for any expenses associated with the submission of proposals or participation in the interviews.

The CDA reserves the right to negotiate the final agreement details prior to finalizing a contract with the selected organization or team. The CDA retains the right to reject any or all proposals.
Attachments

Allied Drive Redevelopment District Plan