

REQUEST FOR PROPOSALS FOR WINONA COUNTY HOUSING STUDY



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The Request for Proposals (RFP) may be obtained during normal business hours from the Winona County Planning and Environmental Services Department, 202 W 3rd Street, Winona, MN 55987.

Proposals must be received before 4:30 p.m., CST on January 13, 2023, to be considered.

PURPOSE

Winona County in partnership with the cities of Winona, Goodview, Lewiston, and St. Charles seeks proposals from qualified consultants to lead a planning process for the development of a comprehensive Winona County Housing Study. This study will result in a report that will help inform future strategic decision-making for economic development and for the 2024 Winona County Comprehensive Plan. Only one proposal per consultant will be selected for the work contained within this RFP.

INTRODUCTION

Winona County is in southeastern Minnesota and is home to a population of approximately 50,700 people. The county is known for its prime agricultural land as well as its scenic bluff land along the Mississippi River. Situated on the Minnesota/Wisconsin border it has a total area of 642 square miles. The county encompasses 13 cities, with the City of Winona being the county seat, as well as 19 townships and 20 unincorporated communities; all of which will provide input into the product, as to their needs. The county also has vigorous manufacturing and tourism sectors as well as three colleges.

PROJECT OVERVIEW

This study will focus on municipalities, unincorporated communities, and the areas in between within the boundaries of Winona County. The Consultant selected to complete the study is free to develop specific methodology as they deem appropriate. The successful consultant will be highly skilled in project management, facilitation, communication, and GIS mapping and analysis. The consultant will work directly with community partners, members of the public, and county staff to produce a comprehensive housing study for Winona County, which will include, but is not limited to:

- Analysis of current housing stock and projected future demand within incorporated and unincorporated areas of the County (e.g., senior, workforce, market-based housing needs).
- Provide data-driven recommendations on housing stock suitability and redevelopment opportunities.
- Identify conditions for suitable areas of development/redevelopment through an analysis of environmental conditions as well as transportation, infrastructure, and amenity locations. Include financial return on investment and cost of services analysis.
- Conduct community engagement activities to gather input and feedback from all stakeholders.
- Compile an inventory of available programs and funding sources for infrastructure and development and redevelopment assistance to implement identified goals and recommendations.
- Provide recommendations for regulatory framework changes that would expand development and redevelopment opportunities.
- Recommend short-, mid-, and long-term actions that can be taken by Winona County and individual communities, which take into consideration:
 - Values, goals, and existing guiding documents (plans, studies, etc.): Please note, Winona County will undertake a new comprehensive planning process beginning in 2023.
 - Potential growth areas identified through use of GIS mapping.
 - Tools to help cities in the county navigate the development process and recruitment of potential developers, as well as identify local, state, and federal funding assistance investment options.

ROLES AND RESPONSIBILITIES

Partners supplying in-kind project background information/trends and preliminary review of existing housing-related ordinances in the County:

1. Community Economic Development Associates (CEDA) is under contract with the Winona County EDA to provide economic development assistance. Winona County - CEDA staff will be lead contact and provide staff coordination for the project including coordination with a steering committee to provide guidance and assess progress of the project. In addition, WC-CEDA staff will draw upon the organization's assets in the service of this work.
2. County EDA/Planning and Environmental Services staff will work closely with WC-CEDA staff and provide project management and administrative support throughout the process.
3. WC-Housing Study Steering Committee: consists of County CEDA and EDA staff, WC-EDA President, representatives from the following: City of Goodview EDA, City of Lewiston EDA, City of St. Charles EDA, City of Winona and others, as deemed appropriate by the steering committee.
4. DEED (Minnesota Department of Employment and Economic Development) SE will provide data and expertise for the study to county staff and the steering committee.

TASKS AND DELIVERABLES

Task 1: Economics interpreted for future housing needs for each city and township

Deliverable: Review and incorporate the information provided by DEED and CEDA and from other research toward identification of the impacts of changes in the census, anticipated economic trends, effects of other counties (commuting patterns) on housing for the overall county and specifically our partnering municipalities (Winona, St. Charles, Goodview, and Lewiston).

- Identify Economic Base(s) – by industry and key employer
- Identify anticipated employment trends
- Identify commuting patterns – employment and services (ex. Education, retail, health care)

Task 2: Conduct inventory and analysis of existing housing stock

Deliverable: Identify the information below for each city and township. Utilize DEED census data and provide any additional information needed.

- By tenure
- By rent, own

- By type (single, multi family, manufactured)
- By value (property values, rents)
- By age and condition
- Vacancy rates
- Property sales (rental and non-rental)
- Identify what percentage of housing is for senior citizens vs. adults with children specifically for the city of Lewiston and what will be needed in future for them and the county.
- Identify rental vacancy rates, rental valuations (historical vs. current), and rental conversion rates
- Provide information on a condition rating report of existing house stock
- Access the need and make recommendations addressing transitional and supportive housing, along with housing for the unsheltered population (male and female with child(ren), male only, female only, and female with child(ren))
- Identify strategies for context-sensitive reuse of existing housing stock (city of Winona specifically)
- Compare number of units constructed since the 2016 relative to the recommended goals stated in the 2016 City of Winona Housing Study (city of Winona specifically)

Task 3: Other Housing Issues

Deliverable: Identify the information below for each city/township (existing and projected needs).

- Affordable/Workforce housing
- Low Income Housing, Tax Credit, Public Housing, Sec 8, USDA
- Senior/Assisted living options
- Special Needs housing
- ADU/Tiny home options
- Housing market turnover/sales data
- Residential single and multi-unity building permit history (community's new construction over 5 yrs.)
- Rental market analysis including information on existing rental properties over 4 units related to rents, vacancies, and amenities. Include information on pending developments and rental housing needs.
- Provide recommendations on triplexes on the traditional 50 by 150 square foot lots and how many could be produced to meet housing demands.
- Senior and Family market analysis including information on existing properties related to rents, vacancies, services, amenities, and resident profiles. Include information on pending developments.
- Housing affordability compared to other county markets, (e.g., Dakota, Wabasha, Olmsted, Dodge, etc.)
- Energy Star/ "green building" cost/benefit locally
- Determine gaps and unmet needs

- Conduct a visual-preference survey for mid-level housing in St. Charles, Lewiston.
- Identify amenities that people are looking for in a community
- Identify how many people work from home vs. going into the office
- Identify trends in the housing market and what buyers are looking for

Task 4: Infrastructure capacity and challenges

Deliverable: Determine gaps or unmet needs for each city/township

- Identify what and how to create more “missing middle” housing in the City of Winona.
- If setbacks, frontages, lot area minimums, and parking requirements are removed/reduced (ordinance changes) will that act to create more land to build homes in the city of Winona?
- Identify infill areas
- Identify access to shapefiles and GIS
- Identify and examine potential changes to zoning ordinance language toward fewer home building barriers for the city of Goodview.
- Identify ways to lower water and sewer costs for each city, but specifically for the city of Lewiston.
- Identify curb and gutter costs on Highway 74 through the town of Elba, MN.
- Identify land options for future housing developments
- Identify septic grants, programs, and challenges.

Task 5: Financial assistance guide for cities and townships

Deliverable: Identify and provide an appendix to the housing study with various programs for cities and townships to access for help finding funding for infrastructure additions/improvements to accommodate a future subdivision

Task 6: Recommendations

Deliverable: Identify the information below for each city and township in the County

- What types of housing can find funding and attract developers (i.e., owner occupied, rental, market, assisted, elderly, special needs, workforce, student, young professional, New American, etc.)? This may involve surveys, public participation or meetings to obtain input from EDAs, Boards and Councils, as well.
- What types of housing (i.e., owner occupied, rental, market, assisted, elderly, special needs, workforce, student, young professional, New American, etc.) will be needed in the short, medium, and long term?
- What is the status of existing ready-to-build lots for new housing based upon expected new housing construction need?
- What programs, established as well as new and innovative, should the EDA seek/provide for the development and/or redevelopment of necessary housing? What is the needed/expected rate of return that a developer is seeking? What should be the

expected percentage of investment in a project for a developer? For a community? For a lender? What would a typical Sources & Uses look like?

- What housing demands will likely not be met without subsidy, incentives, innovative programs, code revisions, etc.?
- Does Winona County and the participating cities have and/or are developing adequate housing of all types to satisfy the needs of its residents now as well as 5, 10 and 15 years from now? If not, what housing is needed and what programs should/could the county and participating cities develop to facilitate said housing?
- Examine what potential changes could take place to existing zoning ordinance's language
- Provide recommendations and information on developing an internal housing program for residential rehab.

SUBMISSION REQUIREMENTS

Winona County will accept proposals until 4:30pm CST on January 13, 2023. Proposals received by fax or after the deadline will not be accepted.

Formal submissions must include five (5) paper copies sent by mail and an electronic copy in pdf format sent via email. The email subject line shall be clearly marked "PROPOSAL FOR WINONA COUNTY HOUSING STUDY". Submitters will receive a confirmation email upon successful delivery of the proposal. Submissions shall be sent to:

Dusty Liston
Winona County EDA, CEDA
dliston@co.winona.mn.us

Winona County EDA, CEDA
Attn: Dusty Liston
202 West Third Street
Winona, MN 55987

All proposals shall include the following:

1. Cover Letter
Include information on the qualifications of the consulting firm and why your team is best qualified, the team members responsible for project management, and background on the location and availability of the team to successfully complete the identified scope of work.
2. Project Team Makeup and Qualifications
Include a list of team members who will be directly involved in the project and their qualifications, along with relevant experience.
3. Previous Experience with Projects Similar in Scope and Community Size

Include descriptions of projects completed by the identified team above that were similar in size of community to Winona County as well as in the scope of work requested. Please include the following related to previous projects:

- Name and location of project
- Name of team members involved in the project
- Sample content from the project
- Client name, contact person and phone number
- Range of contract dollar value

4. Winona County Work Plan & Project Timeline

Include a detailed breakdown for each phase of the project that includes benchmarks, deliverables, community and staff engagement, and a timeline from contract execution to final report/work product delivery.

5. Project Budget

Include an overall budget and a breakdown of work tasks with clear descriptions of how the money will be allocated.

TIMELINE

It is anticipated that evaluation, selection, project start and dates for finalization will be completed according to the below schedule. Note dates are advisory and may be adjusted.

11/28/2022	RFP Posted
1/13/2023	RFP Response Deadline
1/20/2023	Evaluation and Scoring of Responses Completed with Staff and Steering Committee
1/23/2023	EDA Noticing and Packets for 1/26/2023
1/26/2023	WC-EDA Meeting to Consider Finalists and Recommendations
1/27/2023	Selected Consultant provisionally notified
1/27/2023	County Attorney contract review
1/30/2023	County Board RFBA for contract submitted
2/14/2023	County Board Contract Approval
2/15/2023	PROJECT START DATE
6/1/2023	Draft Housing Study Review with staff, CEDA, EDA Committee/Steering Committee
7/27/2023	Final Plan Presented to Winona County-EDA
8/15/2023	Winona County Board Presentation: Receive Final 2023 Winona County Housing Study

GENERAL INFORMATION

All parties interested in providing a response to this RFP must adhere to all terms and conditions listed in the RFP and, if selected, any subsequent contract. Late proposals will not be considered. All costs incurred in responding to this RFP will be borne by the consultant.

Winona County reserves the right to cancel this RFP if it is considered in the county's best interest. This RFP does not oblige the county to award a contract.

All materials submitted in response to this RFP will become property of Winona County and will become public records.

WORK PRODUCT DELIVERY

The final report/work product must be delivered to the EDA both as an electronic PDF file and in hard copy consisting of 15 bound copies. In addition, access to any background information, data, and results compiled during the development of this housing study must be provided without restriction.

Once completed and delivered to the Winona County Planning and Environmental Services Dept., on behalf of the WC-EDA, the final report/work product and all associated documents, data, files, information, et al, become the property of the Winona County EDA. The Winona County EDA may, at its sole discretion, copy, post electronically, distribute, disseminate in any means and/or share the final report/work product and any associated data, files, documents and information with any interested parties and partners as the agency determines acceptable and feasible and may do so in any form of media as available to the WC-EDA and the requesting parties.

CONTACT INFORMATION: WINONA COUNTY EDA

Questions regarding this RFP can be directed to the following staff coordinator:

Dusty Liston
Winona County EDA, CEDA
Dliston@co.winona.mn.us
[\(507\)313-6387](tel:(507)313-6387)

Interested parties are encouraged to promptly notify Winona County of any apparent inconsistencies or errors; corrections will be posted on the county website at [Economic Development | Winona County, MN](#).

Thank you for your interest in the Winona County Housing Study.

Sincerely,
Kay Qualley, Winona County Planning and Environmental Services Director