

**PRINCE GEORGE'S COUNTY  
DEPARTMENT OF HOUSING AND COMMUNITY DEVELOPMENT**

**REQUEST FOR PROPOSALS  
Rental Housing Survey Development Services  
December 2020**

The Prince George's County Department of Housing and Community ("DHCD", or the "Department"), under the Center for Community Investment ("CCI") and in partnership with Kaiser Permanente ("Partner"), is seeking proposals from qualified housing market research consultants with expertise and demonstrated experience with executing quality data driven housing studies, affordable housing, and real estate market analysis to assist DHCD in developing a multifamily rental housing survey database to enable Prince George's County (the "County") to develop policy guidelines, effectuating the preservation of affordable housing in targeted areas such as the Purple Line Corridor and transit-oriented development ("TOD") focused areas of Prince George's County. DHCD invites responses from Developers with experience in:

- a) Surveying residential rental housing rates within a local market and the collection of other pertinent rental housing data that includes but is not limited to housing size; bedroom mix; in-unit and property amenities; utility information; vacancy rates; parking availability; property-specific rates of annual rent increases; and locality-specific trends of annual rent increases.
- b) Policy research and recommendations, including the identification of legislative actions required to establish, support, or mandate an annual rent survey and/or the legislative requirements to mandate owners of residential properties to annually disclose rental rates.
- c) Identification of administrative actions required to establish and implement a comprehensive annual rental survey, based on policy research.
- d) Researching the processes, methodologies, and best practices employed by local jurisdictions to survey rents and the identification of specific roles, responsibilities, and associated costs of carrying out rental survey activities
- e) Research and recommendation of software platforms to be utilized for survey data collection, analysis, and report generation; and the identification of the costs of recommended software platforms and the ongoing administrative requirements required for platform support.
- f) The creation of timetables governing actions throughout an entire project lifecycle from the research and recommendation phases through design and development and ultimately forward to small-scale testing and widespread implementation.
- g) Leading the implementation and carrying out of rental survey activities within pre-defined localities and submarkets as part of a pilot prior to wider implementation.

Responders must follow exactly, and be responsive to, ALL requirements of this RFP. It is the Responder's responsibility to provide all specified materials in the required form and format. Responses that are not in the required form and format will not be considered.

The initial contract term will be for a period not to exceed nine (9) months, which may be extended at DHCD's discretion.

The RFQ will be available on **Friday, December 4, 2020** and can be obtained from the Prince George's County Department of Housing and Community Development's website at:

<https://www.princegeorgescountymd.gov/1061/Public-Notices>

**Proposals in response to this RFP must be submitted in the following format: An electronic response must be submitted to [pawilson@co.pg.md.us](mailto:pawilson@co.pg.md.us) and a digital copy on a USB flash drive submitted to the address listed below. Proposals submitted on a USB flash drive must be received and time stamped by DHCD no later than Monday, December 21, 2020 at 5:00 p.m. EST at the address listed below:**

**Prince George's County  
Department of Housing & Community Development  
Attention: Pamela Wilson, Housing Development Program Manager  
9200 Basil Court, Suite 306  
Largo, Maryland 20774  
[pawilson@co.pg.md.us](mailto:pawilson@co.pg.md.us)**

### **Qualifications:**

Respondents must include a technical statement that contains a description of the consultant's proposed approach to performing the scope of service and demonstrate the appropriate qualifications with specific references to:

- a) Methodology and approach to scope of services;
- b) Fee schedule for services and cost proposal;
- c) Description and rationale of any special services required;
- d) Description of current services offered by the consulting team that supports the scope of services in this RFP;
- e) Resumes of key personnel proposed to work on the contract with emphasis on relevant experience;
- f) A description and status of comparable project experience for other public entities with an emphasis on affordable housing and housing preservation; and
- g) Pertinent examples of related work prepared by the consultant.

Prince George's County affirmatively promotes equal opportunity and does not discriminate on the basis of race, color, gender, religion, ethnic or national origin, disability, or familial status in admission or access to benefits in programs or activities.

By Authority of:

Estella Alexander, Director

Department of Housing and Community Development

9200 Basil Court, Suite 500, Largo, Maryland 20774

Date: December 4, 2020