



Request for Qualifications for Market Analysis & Feasibility Services:

Issued: February 7, 2025

Submission Deadline: 5 p.m. Central time March 7, 2025

[HLB Intake Form](#)

Late or incomplete responses will not be considered.

Questions regarding this procurement solicitation are due to procurements@houstonlandbank.org **no later than 5 p.m. Central time February 7, 2025.**

All questions will be answered in writing and posted at houstonlandbank.org/resources under the Procurements tab.

Submissions should be emailed to procurements@houstonlandbank.org.

Overview

The Houston Land Bank (HLB) is a government corporation seeking to add consultant expertise for redevelopment and revitalization projects in Houston. HLB promotes workforce development, community development, economic development, and affordable housing through our land inventory throughout the communities we serve. We acquire vacant, deteriorated, and often contaminated properties and turn them into productive use. In addition, HLB encourages and supports resilient planning and development efforts that create affordable housing units, provide economic opportunity, and encourage community-centric redevelopment in various Houston sub-markets.

HLB adopts a holistic approach that considers the community's and other stakeholders' needs and aspirations, achieving success through innovative practices that expand the organization's capacity to serve our community. HLB seeks to create an ecosystem of resilient neighborhoods and districts where all individuals have the opportunity to thrive. Our community partners supplement our community-focused approach, which requires empathy and understanding of disinvested neighborhoods' unique challenges and opportunities. Additionally, HLBs align with the goals and objectives of the City of Houston's Complete Communities Plans, which center around a healthy, economically thriving, equitable, and sustainable Houston for everyone. HLB will also work with these partners to create specific program and policy solutions to address development needs in pilot and future neighborhoods and advance public trust and community partnerships.

HLB is seeking consultants with areas of expertise in **Market Analysis & Feasibility Services**.

Scopes of Work & Evaluation Criteria

Market Analysis & Feasibility Services: HLB acquisitions and development projects require a review of market conditions and the highest and best use of sites. Houston Land Bank must define and understand this project's financial feasibility parameters or 'levers' to create a Master Development Plan. Accurate and unbiased data collection and analysis to ascertain the viability of a proposed project, identify impediments, and provide customers with the information they need to make the right choices. A thorough understanding of the current marketplace and its constraints related to affordable housing goals & requirements is a key first step to defining the financial viability of this project.

Housing Market Analysis

- Analyze current and historical trends in housing prices, inventory, sales, and rental volume to identify demand sale and rental volume for single and multifamily housing, including vacancy levels, supply, demand, absorption, and shifts in pricing around the subject property.
- Analyze population, demographic, and psychographic trends around the subject property, such as the number of households, incomes, age, ethnicity, tenure, migration, and other characteristics to estimate the number of potential renters or buyers.
- Develop competitive analyses that compare the potential residential use of the subject property to completed properties in the market to identify strengths, weaknesses, and opportunities.
- Identify the target market the development should target, such as young professionals, young families, empty-nesters, or retirees, considering their needs, lifestyle preferences to determine what type of units would be most suitable for a development.
- Determine and report the number, sizes, amenities, and mix of units the subject property can accommodate, and are most suitable for the target market and the neighborhood.
- Recommend project development phasing based on the anticipated quarterly and annual supply, demand, and absorption.

Commercial Real Estate Analysis

- Gather data on current and historical commercial real estate market trends, including pricing, vacancy rates, supply, demand, absorption rates, demographic, and economic information. And highlight trends in demand for retail, office, hotel, and industrial properties in the respective trade area, submarket, and region.
- Develop demand and gap analysis for potential uses of commercial spaces developed in properties, including community facilities, education facilities,
- grocery and food-based services/retail, and the amount and types of small

neighborhood-based retail.

- Evaluate properties to determine their value, risks, and potential for commercial uses. Identify likely industries or potential tenants for commercial spaces built in HLB developed properties.
- Evaluate and analyze the physical characteristics of existing buildings, such as location, size, layout, condition, and cost to determine potential for adaptive reuse.
- Prepare reports that summarize the key findings and provide recommendations on the recommended square footage of commercial space a new development could support.

Feasibility Analysis

- Assess the demand for the type of property in the target market, evaluate competitive properties, and identify market trends, using a self-prepared or HLB supplied market study.
- Develop pro-forma analyses to identify total development costs, primary financing mechanisms, and related timelines for implementation including projected hard and soft costs, net operating income, operating reserves, debt service, internal rate of return (IRR), and returns on investment (ROI).
- Provide an analysis of various funding sources and tools to achieve the needed development and develop sources and uses tables.
- Develop realistic and implementable real estate solutions to achieve the planning vision. Develop a project plan that outlines the proposed project scope, timeline, budget, marketing, and financing strategies.
- Identify potential partners and stakeholders for the project, such as investors, lenders, nonprofits, government entities, and community groups.
- Prepare feasibility reports that summarize the findings of the analysis, including risks and recommendations.

Fiscal Impact Analysis

- Perform cost/benefit analysis of a potential project in a TIRZ (Tax Increment Redevelopment Zone), MUD (Municipal Utility District), or PID (Property Improvement District). including estimating the direct and indirect costs of the project, as well as any potential benefits, such as increased tax revenue or job creation.
- Model the potential impact of a real estate development project on the economy
- Using economic models, the fiscal impact analysis will project how the proposed project or policy will affect the overall economy. This includes estimating changes in economic growth, employment, and tax revenue.
- Analyze the fiscal impact of the proposed project's taxable value, identifying any potential long-term impacts on City revenue and finances.
- Summarize and present the findings of the fiscal impact analysis to the community, City leadership, organizations, and other stakeholders.

Evaluation Criteria	Total Score (100)
Ability to determine if the project is feasible based on market conditions and project goals and lay out development (plans) options that are feasible and/or available for this site. Ability to draw conclusions and provide recommendations on market conditions and project goals to inform options that are feasible and/or available for this site.	30
<p>Ability to make recommendations of appropriate mix of housing types, AMI or income ranges, and home sales prices of both market and subsidized homes.</p> <p>Ability to make recommendations of appropriate mix of development solutions.</p> <p>Demonstrated ability to provide feasibility studies, market studies, or economic impact analyses are based on sound research, reliable data, and careful analyses.</p>	30
Demonstration of other potentially financially feasible development options or plans. Ability to conduct a feasibility study and market analysis to determine and recommend the appropriate and financially feasible mix of BOTH affordability ranges served and actual market/subsidized unit mix or count. Feasibility Studies, Market Studies, and Economic Impact Analyses are based on sound research, reliable data, and careful analyses.	25
Relevant Project Experience, References, and certifications	15

EVALUATION CRITERIA FOR QUALIFICATION OF FIRMS/TEAMS:

HLB intends to select firms based on high scores, based on HLB’s need for a deep and diverse pool of service providers.

Process and Schedule

TIMELINE (subject to change):

- RFQ Open- February 7, 2025
- Deadline for submitting questions- February 25, 2025
- RFQ Responses Due- March 7, 2025
- Notification to Qualified Firms- April 2025

Required Submission Materials

Complete submission and the \$100 non-refundable application fee are required to be considered. Please organize your submission as indicated below and submit qualifications via the [HLB Intake App](#) no later than 5 p.m. Central time March 7, 2025. Late or incomplete responses will not be considered.

- 1) Cover letter with an introduction, identification of the person(s) authorized to propose and execute agreements on behalf of the firm with contact information for each.
- 2) Executive summary of the firm approach to tasks and subtasks.
- 3) Recent & demonstrated experience in similar neighborhood contexts (up to five examples) that include;
 - a) Examples of projects with similar scope requests.
 - b) Experience with municipalities, nonprofits, public private partnerships, MUD, PID, TIRZ, or similar clients in comprehensive planning and implementation strategies.
 - c) Examples of thoughtful, innovative approaches to community engagement and developing an inclusive and equitable development strategy.
 - d) Examples of projects demonstrating experience in developing low to moderate or mixed-income communities.
 - e) Demonstration of team/personnel that represent the diversity of the neighborhoods served by Houston Land Bank.
 - f) Demonstration of meeting client needs in a timely, thoughtful, and thorough manner.
- 4) Personnel proposed for the project.
- 5) Bios of intended personnel to utilize.
- 6) Proposed fee and standard rate sheet.
 - a) Personnel Costs
 - b) Fringe Benefits
 - c) Indirect Costs
 - d) Travel and per Diem Costs
 - e) Supply, Material, and Equipment Costs
 - f) Subcontract Costs (if applicable)
 - g) Profit
- 7) 2-4 References- Include names and current phone numbers from recent work. Include a brief description of the projects associated with the reference, and the role of the individual.
- 8) Evidence of minimum required insurance coverage or ability to secure same (please see Exhibit B for insurance requirements – HLB will accept a written statement of insurance carried for purposes of this solicitation but will require proof of insurance before entering into any agreement or contract for services).
- 9) Any relevant certifications from the City of Houston or comparable public entities

EXHIBIT B INSURANCE REQUIREMENTS

The Contractor shall, at all times during the term of any Agreement or Contract with the Houston Land Bank, maintain insurance coverage with not less than the type and requirements in this Article. Such insurance is to be provided at the sole cost of the Contractor. These requirements do not establish limits of the Contractor's liability.

- 1) All policies of insurance shall waive all rights of subrogation against the Houston Land Bank, its officers, employees, and agents.
- 2) Upon request, certified copies of original insurance policies shall be furnished to the Houston Land Bank.
- 3) The Houston Land Bank reserves the right to require additional insurance as it deems it necessary.
- 4) Contractor shall maintain at a minimum:
 - a) Commercial General Liability Occurrence Form including, but not limited to, Premises and Operations, Products Liability Broad Form Property Damage, Contractual Liability, Personal and Advertising Injury Liability and where the exposure exists, coverage for watercraft, blasting collapse and explosions, blowout, cratering and underground damage.
 - i. One Million Dollars (\$1,000,000.00) each occurrence Limit Bodily Injury; Products-Completed/Operations Limit One Million Dollars (\$1,000,000.00); One Million Dollars Personal and Advertising Injury Limit (\$1,000,000.00); General Aggregate Two Million Dollars (\$2,000,000.00) per project; Umbrella/Excess Liability One Million Dollars (\$1,000,000.00) Each Occurrence, One Million Dollars (\$1,000,000.00) Aggregate.
 - b) The Houston Land Bank shall be named as an "additional insured" on the commercial general liability policy and any separate policies, where applicable, covering the requirements of this Article.
 - c) Professional/Errors and Omissions Liability, One Million Dollars (\$1,000,000.00) Each Occurrence, One Million Dollars (\$1,000,000.00) Aggregate.
 - d) Workers' Compensation (with Waiver of subrogation to the Houston Land Bank) Employer's Liability, including all states, U.S. Longshoremen, Harbor Workers and other endorsements, if applicable to the Project, and in accordance with Texas state law.
 - e) Automobile Liability Coverage: Combined single limit of One Million Dollars (\$1,000,000.00) Combined Liability Limits for Bodily Injury and Property Damage Combined. The Houston Land Bank shall be named as an "additional insured" on the automobile policy.
- 5) Proof of insurance with proof of waiver of subrogation and Houston Land Bank designated as an "additional insured" must be returned attached to final contract.

Tasks and deliverables

Once qualified firms are identified, HLB will consider this shortlist of qualified consultants and contractors in future development-related projects and tasks. HLB intends to enter project-specific contracts and terms as needed for specific geographic areas, guiding research questions or objectives, and location or neighborhood-specific goals as applicable. Qualification through this solicitation will be for two years. Selection into this pool does not guarantee projects, but qualified firms may enter task order

contracts more efficiently. There is an expectation that over the next two years, there will be several types of projects, including but not limited to:

1. Test-fit architectural and planning concepts for various parcels and neighborhoods to assess economic and market feasibility.
2. Creating site-specific program or policy solutions to address development needs in pilot projects and neighborhoods and advancing community partnerships.
3. Master developing large parcels or completing the predevelopment phase to hand off construction-ready projects to other master development teams.
4. Activating and transforming underutilized lots into functional and productive spaces that serve the local community's short-term or long-term needs.