

## **Housing Market Study Questions Received**

Is the amount of the contract budgeted in the RFP in fact \$25,000?  
Is this a firm maximum limit of the total contract award?

*Yes, the amount of \$25,000 is the total maximum amount allocated for this project.*

Are the Professional Liability Insurance requirements negotiable?

*Yes; due to the small amount of the total contract, the requirement for Professional Liability Insurance is negotiable if the proposer can show that the requirement for such insurance is onerous.*

Are you able to specifically identify the demographic outputs from your demographic consultant that you would deliver for the purpose of undertaking the Market Demand Analysis?

*The specific demographic outputs will include forecasts for the years 2020, 2025, 2030, 2035 and 2040 for each of the following categories:*

*Age group*

*0-4 years  
5-13 years  
14-17 years  
18-24 years  
25-54 years  
55-64 years  
65-74 years  
75 years and older*

*Housing type*

*Single family  
Multiple family  
Other (MH, RV, etc.)*

*Average household size by*

*Single family  
Multiple family  
Other (MH, RV, etc.)*

*Age of head of household*

*15-24 years  
25-64 years  
65-74 years  
75 years and older*

*Income*

*\$0-19,999  
\$20,000-39,999  
\$40,000-59,999  
\$60,000-99,999  
\$100,000 and over*

*Vacancy rate*

*Single family  
Multiple family  
Other (MH, RV, etc.)*

*Household type*

*Family households with children under 18 years of age  
Family households without children  
Single person household  
Other nonfamily household*

*Ethnicity*  
*White*  
*Hispanic*  
*Black*  
*Asian and Pacific Islander*  
*Native American*  
*Other*

Regarding current supply of housing by type in the 8 counties, metro areas, rural areas, and small cities, will the Fresno Cog provide the prevailing consultant with these data by county and by metro and rural area so that we have a baseline from which to forecast supply needs in the future? Are these data available at the planning departments or within the general plans of the municipalities?

*COG does not currently keep an inventory of current housing numbers, however, many of these numbers can be found through State sources (such as HCD) or at the local level directly. The intent of the study is to identify the current needs and desires for higher density developments throughout the Valley; comparing both urban and rural settings.*

Can you provide an example of what you might be thinking regarding the housing type categories that you would like the consultant to project?

*At a minimum, the housing types identified shall include those categories used by HCD in their standard reporting. These categories include:*

- Single-Family Detached*
- Duplex*
- Multiple-Family (3-4 Unit)*
- Multiple Family (5+ Units)*
- Mobile Home/Other*

*It is preferred that the need for and feasibility of developments such as TOD's and mixed use, etc, be included and specifically identified.*

Seeing as demographic projections become less precise as one looks further into the future, would the Fresno COG require the selected team to develop several potential demand scenarios for the long-term time periods (2025 – 2040), ranging from conservative to optimistic?

*Potential demand scenarios are not a requirement within the RFP. Inclusion of such an item within a proposal is up to the responding firm, perhaps as a selling point for their services.*

For Task 4, which requires the selected team to investigate the societal trends that drive the San Joaquin Valley housing sub-markets, how much research would the Fresno COG expect to be performed qualitatively (through in-person interviews in the field with knowledgeable parties) versus quantitatively (through off-site demographic data analysis)?

*The RFP states that both types of data (quantitative and qualitative) should be identified in the report. However, the process and procedure in which the collecting shall take place is not defined; it is up to the responding agencies to determine what method(s) they feel will be best, and to include that methodology in their proposal.*