



Town of Frisco, Colorado

**Housing Needs Assessment and
Strategic Housing Action Plan**

Request for Proposals

Release Date: November 10, 2023

Submittal Deadline: November 29, 2023, 4:00pm MST

Invitation

The Town of Frisco is seeking a qualified consultant to complete a Housing Needs Assessment and Strategic Housing Action Plan for the Town of Frisco to evaluate Frisco's need for housing and the overall impacts of housing production and conversion on the greater economy in Frisco. The Town is seeking a consultant who is knowledgeable of housing issues and trends in Colorado mountain communities. The result will be a roadmap for the Town of Frisco's housing programs, and a build-out model for current and future scenario planning. All bids associated with this Request for Proposals (RFP) will be due no later than 4:00 pm MST, Wednesday, November 29, 2023.

Background

The Town of Frisco is located within Summit County at an elevation of 9,097 feet above sea level. The Town has 3,116 year-round residents spread over 1.89 square miles and is surrounded on three sides by Federal public land and on one side by Dillon Reservoir. The Town is served by Interstate 70 with two exits and by Highway 9, which runs north to south through the Town's Summit Boulevard business district to the Frisco Adventure Park. Tourism is foundational to Frisco's economy and the town can see over 4 million visitors per year due to Frisco's proximity to Denver (just 90 miles) and six ski resorts, including Breckenridge and Vail.

Frisco has a thriving economy with 462 business license holders with a physical location in Frisco, including larger retailers such as Walmart, Whole Foods, and Safeway. There are approximately 3,600 residential units in Frisco and 34.5 lane miles of paved roadway. There is one elementary school within Town limits and a regional middle school just outside of the Town limits. Also, the region's only hospital is located to the south of town and outside of Town limits.

In 2019, the Frisco Town Council adopted the Frisco Community Plan. Six guiding principles emerged from numerous community conversations including: Inclusive Community, Thriving Economy, Quality Core Services, Mobility, Vibrant Recreation, and Sustainable Environment. Common themes about what community members enjoyed most about Frisco included: outdoor recreation; friendly, caring neighbors; natural beauty; and quality of life. What community members thought were the biggest challenges for Frisco included: loss of close-knit community; high cost of living and housing; increased traffic/congestion; and too much tourism.

Following the adoption of the 2019 Frisco Community Plan, Town Council members met in 2020 to update the Frisco Strategic Plan. At this time, the Frisco Town Council set a goal of having 50% of the housing units in Frisco occupied by year-round residents. This percentage is often referenced with little strategy. One of the main components of this study will be to evaluate where Frisco is today in terms of housing, the history of how Frisco got to where we are today, and strategies for defining and achieving housing success. This goal of 50% of housing units occupied by year-round employees may need to be adjusted based upon the findings of this study. In July 2023, an updated Town of Frisco Strategic Plan was established. This plan provides a schematic for all who serve in Town government in order to direct the actions of Frisco government for the next few years.

In August 2022, the Summit Combined Housing Authority (SCHA) issued an RFP for a Summit County Housing Needs Assessment. The geographic area of study was Summit County, including the incorporated Towns. The purpose of the study was to identify gaps between the current housing market and local workforce housing needs, to establish effective workforce housing policies and strategies, and to evaluate and plan potential housing developments and programs intended to serve the needs of the Summit County workforce. Root Policy Research was awarded the RFP and a copy of the report is included as Attachment 1.

Frisco is in the Ten Mile Basin, which is one of four (4) Basins included in the 2023 Summit County Housing Needs Assessment. The report provides an in-depth analysis of population and demographic trends in Summit County by Basin and by Town. One of the tasks associated with this RFP is for the qualified consultant to build off this 2023 Summit County Housing Needs Assessment by specifically pulling out data for the Town of Frisco boundaries. The Frisco assessment will also detail housing types, size, quantity, target demographics, price point, and location relative to jobs; confirm which product types are currently needed, and how many are projected to be needed in 5 years based on our current inventory, current projects, and trending local demographics.

Project Goals and Scope

The Town of Frisco is seeking a qualified consultant to complete a Housing Needs Assessment and Strategic Action Plan for the Town of Frisco. The goals of this project are:

- To build off the 2023 Summit County Housing Needs Assessment by specifically pulling data from this report as it applies to Frisco. Utilizing this data and further gathering data specific to Frisco to identify housing needs and gaps within the Town limits of Frisco, identify needed product types for new construction or conversions, and propose strategies for addressing the identified needs.
- To evaluate the goal of having 50% of the housing units in Frisco occupied by year-round residents. This goal of 50% may need to be adjusted based upon the findings of this study.
- To evaluate the impacts of housing production on Frisco's economy.
- To guide the creation of effective policy and programs to support housing, maintain a healthy economy, provide effective community services and maintain a high quality of life for residents and visitors. To answer the question: *"How do we manage and plan for the growth of Frisco?"*

Project Scope

The scope of work will include, at a minimum, the following tasks:

Task 1: Identify Goals and Objectives

- Identify the goals, objectives, and success measures of workforce housing in Frisco. This will include a combination of community outreach efforts, staff interaction and Town Council work sessions.

Task 2: Frisco Housing Needs Assessment

- Review the 2018 Town of Frisco Housing Task Force Report (Attachment 4) that was created as a dynamic and comprehensive approach to addressing affordable housing in Frisco. Utilize this report as a starting point for analysis and review.
- Extrapolate data from the 2023 Summit County Housing Needs Assessment specific to Frisco and complete a Frisco Housing Needs Assessment.
- Evaluate population and demographic trends in Frisco including, but not limited to population, age, race/ethnicity, employment, workforce, seasonal influence on the work force, income levels, and number of residents who are cost burdened by the housing costs.
- Analyze Current Conditions.
 - o Evaluate the housing stock of Frisco including number of homes, housing types, rentals vs. ownership, vacancies, special housing needs (such as people with disabilities, seniors, homelessness, non-English speakers), and number and type of deed restricted units. Include planned and approved residential projects in this evaluation.
 - o Evaluate current home prices for ownership and rental rates.
 - o Evaluate data that answers how much of our housing stock is lived in full time, short term or is short term rented.
 - o Inventory land suitable for residential development, including vacant sites and potential redevelopment sites.
- Identify housing needs and gaps for the local workforce over the next five (5) years.
- Work to proposed solutions to create a balance between existing housing teardowns and new residential infill development.
- Identify product types needed including, but not limited to housing types, sizes, bed and bath numbers, amenities, parking, sale/rental, costs, etc.

Task 3: Frisco Strategic Housing Plan

The Town of Frisco does not have a formalized or adopted Strategic Housing Action Plan. However, there are several workforce housing programs in effect. The scope of work for this task includes the review and evaluation of existing Frisco workforce housing programs including but not limited to:

- Housing Helps
- Land Purchases
- Current and Future Housing Projects
- State Grants and Financing Programs
- Code Revisions
- Property Purchases
- Home Improvement Loan Program
- Extraterritorial Water Agreements
- Deed Restrictions. Review current deed restrictions in Frisco and compare these covenants to other

deed restrictions in Summit County. Collect and thoroughly review the covenants associated with each of the deed restrictions.

- How do each of the deed restrictions work?
- Breakdown the covenants into terms that are simple to understand.
- Analyze the resale calculation of existing covenants. Provide a matrix to help understand this breakdown for each of the different covenants.
- Review turnover and sale of deed restricted units in Frisco in the last 5 years

The consultant will be expected to review these programs and collectively include them in a formalized plan. The consultant will be expected to propose changes or additional strategies to address the identified need for workforce housing in Frisco. By completing the Frisco Housing Needs Assessment in Task 2, the consultant will be well positioned to create this strategic housing plan. The scope of work for this housing plan also includes:

- Evaluation of the 2019 Frisco Community Plan
- Evaluation of existing buildout models for water, sanitation, etc.
- Evaluation of existing density levels
- Conducting public engagement meetings with the Frisco community, also known as “Community Conversations”
- Proposing regulatory changes that could incentivize private developers to build workforce housing.

Task 4: Buildout Model + Scenario Planning

- Create an interactive buildout model for Frisco to predict potential residential capacity growth. Use this data model to simulate alternative housing development scenarios. This scenario planning will be used to predict potential residential growth capacity and will quantify the relationship between the demand for services and the supply of services.
- Create financial models to identify private/public partnerships and local, state, and federal funding sources as most appropriate.
- Provide recommendations on how to manage the growth in Frisco, including but not limited to changes with zoning, taxation, etc.
- Analyze the goal of 50% of the housing units in Frisco occupied by year-round residents.
 - Is this an appropriate goal and why or why not?
 - If 50% of the housing units are occupied by year-round residents, what does this mean for the other 50% of the housing units in Frisco?
 - Is this goal consistent with the housing needs assessment for Frisco?
- Include in this analysis work force housing projects currently under review and/or development, including the proposed Lake Hill project:
 - In 2016, Summit County acquired a 44.81-acre parcel on the Dillon Dam Road from the United States Forest Service (USFS) with the intent to build affordable workforce housing in this desirable central location. This project is known as Lake Hill. Lake Hill is currently proposed as a 436 units development with 367 multi-family units, 16 duplex units and 53 townhomes and a combination of ownership and rental units. The County has proposed to partner with the Town of Frisco on this project, particularly on water service needs.

- In the analysis, include scenarios with the construction of Lake Hill and without the construction of Lake Hill.

Timeline

The Consultant will demonstrate successful experience on projects of similar scope and character, and production capacity to meet the project goals and schedule. The Frisco Housing Needs Assessment and Strategic Plan is expected to be completed within six months.

Submittal Information

Important Dates

- RFP Release Date	Friday, November 10, 2023
- Questions Due	Friday, November 17, 2023, by 4:00 pm MST
- Responses to Questions	Wednesday, November 22, 2023 by 4:00 pm MST
- Proposals Due	Wednesday, November 29, 2023 by 4:00 pm MST
- Bid Opening	Wednesday, November 29, 2023 by 4:00 pm MST
- Interviews (virtual or in-person – TBD)	December 4-5, 2023
- Potential Bid award by Town Council	Tuesday, December 12, 2023

Proposal Requirements

1. Letter of Proposal and Commitment: This letter should identify the firms and key staff who will be working on the project, and commit them for the duration of the project, if selected. The letter should also state that the firm has read and understands the requirements of the RFP. This letter must be signed by a duly authorized official of the appropriate firm.
2. Qualifications: This refers to the ability of the proposer to meet the terms of the RFP and should include at least two examples of projects (with contact information for lead client staff contact of such projects) completed within the past three years that will confirm the proposer’s expertise in providing comprehensive planning services. Examples must be specific to the key staff identified in (1) and be at or near completion at the time of submitting the RFP.
3. Methodology and Approach: Provide a comprehensive description of proven methods and plans for carrying out the Project Scope as detailed above. A philosophical approach to individual and teamwork should be considered as a part of this request.
4. Additional Items: Include all other pertinent information regarding this RFP, particularly anything that the proposer feels addresses why its business or team would be a good match for this project.
5. Schedule: Proposer shall submit a preliminary timeline of dates, products, interim and final reports and schedule for the planning process including, but not limited to, start date, proposed end date, Town Council meeting dates, draft product dates, etc.
6. Rate Schedule: Proposer shall submit a schedule of rates and total costs applicable to the RFP. Rates shall reflect the allocation of key staff personnel and subcontractors to the project. This schedule of rates should include all information regarding reimbursable, ancillary services, payment schedules to subcontractors, add-ons, etc. Fees should be allocated to each individual task described above.

Evaluation Criteria

The successful firm or team will be motivated to work with staff, community members, and elected officials. The following is a list of weighted criteria that will be used to evaluate proposals:

Proposer Qualifications and Experience	30%
Methods and Approach	30%
Understanding of Frisco, Summit County, and Housing Issues	20%
Proposed Fees and Costs	20%

Deadline and Instructions

Please submit digital copies of the proposal either via email to the address below or via flash drive delivered to the address below. There is no limit on the number of pages or proposal size, but concise proposals are encouraged. Please note: files over 10 MG cannot be accepted via email and must be delivered via flash drive or through a file share service such as Dropbox. Submittals must be received no later than **4:00 pm on Wednesday, November 29, 2023.**

Email: jamesg@townoffrisco.com
Delivery: Town of Frisco
Attn: James Gorham
1 Main Street
PO Box 4100
Frisco, Colorado 80443

The Town will not accept late proposals.

The submittal of a proposal shall be taken as evidence that the proposing individual/firm has full knowledge of the scope, nature, quality and quantity of the project to be performed and the detailed requirements and conditions under which the project is to be performed.

This solicitation does not commit the Town of Frisco to award a contract, to pay any costs incurred with the preparation of a proposal, or to procure or contract for services or supplies. The Town of Frisco reserves the right to accept or reject any or all proposals received in response to this request, to negotiate with any qualified source, or cancel in whole or part this proposal process if it is in the best interest of the Town to do so. After contract negotiations, prospective consultants may be required to submit revisions to their proposals. All proposers should note that any contract pursuant to this solicitation is dependent upon the recommendation of the Town staff and the approval of the Frisco Town Council.

Questions and Answers

All questions concerning this RFP must be submitted by email to James Gorham, Housing Programs Specialist for the Town of Frisco, at JamesG@townoffrisco.com by Friday, November 17, 2023, by 4:00 pm MST. Addenda, reports, and responses to questions will be distributed by Wednesday, November 22, 2023, by 4:00 pm. Please check the Town of Frisco website for any addendums to the RFP.

Proposer Interviews

The Town plans to conduct interviews with selected firms December 4-5, 2023. The Town requests the proposers seek to make themselves available during this time. Any cost incurred by the respondents in preparing or submitting a response to this RFP or interviewing for this project shall be the respondents' sole responsibility.

Attachments

- Attachment 1: 2023 Summit County Housing Needs Assessment
- Attachment 2: Frisco Housing Discussion 06.08.21
- Attachment 3: 2019 Summit County Housing Needs Update
- Attachment 4: 2018 Town of Frisco Housing Task Force Report
- Attachment 5: 2019 Frisco Community Plan
- Attachment 6: Updated Town of Frisco Strategic Plan, July 2023