

# **REQUEST FOR PROPOSALS (RFP)**

## **HOUSING STUDY AND NEEDS ASSESSMENT**



Community Development Department

City of Big Rapids  
226 N. Michigan Avenue  
Big Rapids, MI 49307

231-592-4035

# REQUEST FOR PROPOSALS

## HOUSING STUDY AND NEEDS ASSESSMENT

Deadline: July 28, 2025 by 2:00 pm EST

Deliver to: Office of the City Treasurer, 226 N. Michigan Ave. Big Rapids, MI 49307

**Please see city website [cityofbr.org](http://cityofbr.org) for FULL DETAILS**

**PROJECT SUMMARY:** The City of Big Rapids is issuing a Request for Proposals (RFP) for a Housing Study and Needs Assessment. The purpose of the assessment is to evaluate the City's existing housing stock and to identify strategies that will help ensure the housing market provides equitable housing opportunities to as many community members as possible while accounting for growth over the next several years. Market demands (present and future) and the identification of critical housing gaps and opportunities should also be addressed.

### SUBMISSION

#### Proposal Content

The Proposal shall include the following:

1. A Cover Letter, including:
  - a. Examples of prior experience in Housing Study Needs Assessments and the results of recommendations made.
  - b. Names and telephone numbers of client references.
2. A clear description of how your firm would complete this project, including scope and methodology.
3. Outline a Work Plan required to complete the Housing Study Needs Assessment, including a total timeline for the entire project with each task clearly identified in the timeline. The work plan schedule should include completion times for each step and an overall timeframe for completion of project.
4. A summary, with resumes attached, of key staff on the project team who will be directly involved in the project, including designation of a single point of contact for coordination of the project.
5. Not to exceed cost for the services to be provided under this proposal.
6. An example of a previously completed housing study (weblink is fine) Any additional terms or conditions, which are deemed necessary for entering into a contract with the City, should be attached or incorporated as part of the proposal.

The City of Big Rapids is an Equal Opportunity Provider and Employer. TRS may dial 711 for service.

|                                                            |                    |
|------------------------------------------------------------|--------------------|
| <b>RFP advertised</b>                                      | 7/9/2025           |
| <b>Proposal Due 2:00 PM</b>                                | 7/28/2025          |
| <b>Evaluation of proposals</b>                             | 7/28/2025-8/8/2025 |
| <b>Recommendation to City Commission to Award Proposal</b> | 8/18/2025          |
| <b>Draft Report</b>                                        | 11/10/2025         |
| <b>Planning Commission Review</b>                          | 12/17/2025         |
| <b>Final Report to City Commission</b>                     | January 2026       |

## GENERAL INFORMATION

### Project Overview

The City of Big Rapids is issuing a Request for Proposals (RFP) for a Housing Study and Needs Assessment.

The purpose of the assessment is to evaluate the City's existing housing stock and to identify strategies that will help ensure the housing market provides equitable housing opportunities to as many community members as possible while accounting for growth over the next several years. Market demands (present and future) and the identification of critical housing gaps and opportunities should also be addressed.

### General Community

Located in west central Michigan 50 miles from Grand Rapids, the City of Big Rapids has a population of 7,727. It is home to Ferris State University which had a Fall 2024 enrollment of 7,939 at its Big Rapids Campus. The University's goal as identified in its most recent strategic plan is to grow enrollment to 13,000 across all campuses. Big Rapids is in Mecosta County, whose population was 39,714 in 2020.

Big Rapids has an aging housing stock but has experienced some new construction of single and multi-family homes in the last five years. A major issue for the community is use and conversion of properties to rentals. The City has an active Housing Commission, providing housing for families and seniors.

To make informed policy choices, the City needs to better understand the local housing market. Therefore, a Housing Study and Needs Assessment for the City of Big Rapids will be a good first step toward attaining a comprehensive understanding of the local housing market.

The goal of this RFP is to work with a firm that has expertise in housing issues with respect to:

1. Identifying future housing stock, types, styles, and pricing, needed within the community;
2. Identifying critical housing gaps and opportunities; and
3. Identifying current and future demographic, economic, and market trends and demands.

### Schedule

The City requests a completed assessment done and available for business and community use by the end of 2025. The City reserves the right to revise the following tentative schedule:

|                                                            |                    |
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## **SCOPE OF WORK**

### **Content of Report Prepared by Consultant**

The report will specifically addresses the City of Big Rapids' current and future housing needs. The report will include and address the following information:

1. Housing Market Analysis
2. Housing Gaps/Opportunities
3. Recommendations
4. Other areas determined by the consultant to allow the City to fully understand the housing needs in the community.

## **RESPONSIBILITIES OF THE CITY**

The City of Big Rapids will provide the following services as part of the project:

1. Access to current and historic housing records (i.e. building files and assessor records) and maps.
2. City plans, codes and policies upon request.
3. Staff will assist in project management and administration.
4. Staff will attend all meetings with the Consultant and assist the as a liaison between the Public and the Consultant, upon Consultant's request.
5. Staff will coordinate and schedule all meetings involving the Consultant.

## **SUBMISSION**

### **Proposal Content**

The City of Big Rapids respectfully requests Proposals for the provision of the services identified above. The Proposal shall include the following:

7. A Cover Letter, including the following information:
  - a. Examples of prior experience in Housing Study Needs Assessments and the results of recommendations made.
  - b. Names and telephone numbers of client references to whom the applicant has provided services like the project described in this RFP. Please include any other projects that the team is working on.
8. A clear description of how your firm would complete this project, including scope and methodology.
9. Outline a Work Plan required to complete the Housing Study Needs Assessment, including a total timeline for the entire project with each task clearly identified in the timeline. The work plan schedule should include completion times for each step and an overall timeframe for completion of project.
10. A summary, with resumes attached, of key staff on the project team who will be directly involved in the project, including designation of a single point of contact for coordination of the project.

11. Not to exceed cost for the services to be provided under this proposal.
12. An example of a previously completed housing study (weblink is fine) Any additional terms or conditions, which are deemed necessary for entering into a contract with the City, should be attached or incorporated as part of the proposal.

### Evaluation

Selection will be based upon the proposals submitted. Proposals will be ranked based upon the following criteria:

1. Consultant's understanding and technical approach to the project.
2. Consultant's ability to meet the project schedule.
3. Pertinent experience and qualifications of the project team.
4. Cost.
5. Reference reviews.

### Work Product

The final report will be delivered to the City of Big Rapids' Community Development Department, both as a PDF file and in hard copy consisting of 12 bound copies. The consultant will present the final report to the Planning Commission and City Commission.

### Submission Deadline and Delivery

Proposals are due to the Community Development Department, 226 North Michigan Avenue, Big Rapids, MI 49307, no later than 2:00 PM, Monday, July 28, 2025. Interested parties should submit three hard copies of the proposal and a PDF version.

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Re: Housing Study and Needs Assessment,  
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Big Rapids, MI 49307  
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