

REQUEST FOR PROPOSALS
Woodstock Housing Study
Village & Town of Woodstock, Vermont
March 5, 2018

PROJECT SUMMARY

This project is to determine the current balance of the supply and demand for primary housing – both rental and owner occupied – across income and demographics to identify and support future development in and around Woodstock, Vermont. The required scope focuses on understanding the immediate needs in the Town of Woodstock within the context of surrounding towns and the Upper Valley. The Woodstock Economic Development Commission is committed to attracting new residents to Woodstock and an understanding of the housing environment is critical to that mission.

CONTEXT AND BACKGROUND

The last comprehensive housing study for Woodstock was completed in 2004. In 2015 Safford Commons, a 28-unit affordable housing development in West Woodstock was completed with eight additional units permitted for development. Stories circulate through our community that people working in Woodstock are not able to find appropriate housing. Anecdotal evidence suggests that the increase in the number of properties rented through AirBnB, HomeAway and other online rental agencies, has had negative impacts on Bed & Breakfast establishments and has also withdrawn housing units from the primary residential rental and/or ownership market. Additionally we know that the work habits of residents have changed with more people working from home and supercommuters, people working locally for remote companies.

This study follows two recent projects funded by the Woodstock Economic Development Commission which focused on developing under-utilized properties in the East End of Woodstock. Those studies incorporated housing as a general element for the East End, but did not put it in context of the larger community. We would like to have a better understanding of how those numbers fit the needs in the community.

The goal of this project is to gather information to help the community understand the need for housing in our town and also to help us plan for appropriate development. The intent is to distribute it to potential developers as well as town boards and community organizations.

SUPPORTING DOCUMENTS

This study shall build upon existing planning materials and other documents. To gain a full understanding of project dynamics and to make full use of previously completed analyses, the consultant shall review the following documents:

- East End Gateway Conceptual Plan, 2017
- East End Development Opportunities Package, 2016
- Fair Housing & Equity Assessment, East Central Vermont Sustainability Consortium, 2015 (additional resources at <http://ecvermont.org/>)
- Woodstock Town & Village Plan, 2016
- A Search for Affordable Housing Development in Woodstock, Vermont, prepared by Kathleen Kanz for Two Rivers Ottauquechee Regional Commission, 2004

SPECIFIC REQUIREMENTS

A. EXECUTIVE SUMMARY (Narrative)

A summary describing the findings should be no more than one page and include relevant data with graphics as necessary and suitable for public distribution.

B. DATA TO BE COLLECTED

1. Current supply

Long-term rental (number of units, bedrooms, and monthly rent)

Owner-occupied - primary and secondary (number of properties, units and assessed value)

Assisted-living units (number of properties, units and monthly fees)

Section 8 or other subsidized housing (number of properties, units and monthly rent)

Short term rental units (number of properties, units, bedrooms, and daily rents)

Vacancy rates

Listing periods

2. Demographics – now and future (5 yr, 10 yr, 15 yr)

Population by age

Households by income, age, family size

Distribution of families with school age children

3. Commuting patterns –

Where do residents work?

Identify where “super-commuters” work

Where do Woodstock employees live?

4. Potential available development

Land for multi-family housing development

Senior/Assisted living options

Special Needs housing

Housing market turnover/sales data

Building permit history

B. DATA ANALYSIS

1. Rental market analysis including information on existing rental properties related to rents, vacancies and amenities. Amenities to include current and planned access to high-speed internet.
2. Senior and Family market analysis including information on existing properties related to rents, vacancies, services, and amenities.
3. Short Term Rental market analysis including information on existing properties related to rents, vacancies, services, and amenities. Also conversion rates from single-family to STR.
4. Housing affordability analysis (i.e. comparison of rents to household income)
Housing affordability compared to other markets
5. Long term and short term housing needs
6. Other areas determined by the consultant that will allow the Town of Woodstock to fully understand the housing needs in the community

C. QUESTIONS TO BE ANSWERED

What are the primary reasons people choose to buy in Woodstock?

- Physical assets like small town environment or other amenities?
- Location?
- Schools?
- Other factors?

What are the primary reasons people do not buy in Woodstock?

- Prices, property taxes?
- Lack of inventory?
- Schools?
- Other factors?

Characterize the group or groups who do choose to buy in Woodstock (age, education, income, family size, employment status, etc.)
Characterize the group or groups who do choose to rent in Woodstock
Do we see a progression between the two groups identified above?
How will demographic trends affect the future housing supply?
What types of housing will allow us to maintain a stable workforce and school community?

D. SERVICE AREA

The principle study will focus on Woodstock with the secondary study focusing on the towns in the Woodstock Union High School district: Woodstock, Barnard, Pomfret, Bridgewater, and Reading. The information should be put in context of the abutting towns of Plymouth, Killington, Hartland and Hartford (Quechee and White River Junction).

COMMUNITY SUPPORT

As part of the proposal the Consultant may suggest opportunities for community members and groups to gather information and provide assistance. Sustainable Woodstock has experience organizing community meetings and is available to support.

PROJECT DELIVERABLES

The Consultant selected to complete the study is free to develop specific methodology as it deems appropriate. However, the final document should, at a minimum, quantify the data elements in items 1 through 6 listed above. Data should be clearly presented (Woodstock, Woodstock area, Upper Valley) so that we can better understand clusters of available housing and demographic factors.

PROJECT TIMELINE

Proposers should include an anticipated timeline of project deliverables. From date of contract award, the project must be completed within four months.

COMPENSATION

The contract amount for the proposed work shall not exceed a maximum of \$15,000 for project completion, including all expenses.

PROPOSAL EVALUATION

Proposals will be evaluated considering, but not limited to, these criteria:

1. Relevant experience and successful past performance by the respondent on similar projects
2. Experience of qualified personnel assigned to the project
3. Understanding of scope of work and responsiveness to RFP
4. Identification of sources for data collection
5. Ability to meet timeline
6. Amount of work to be accomplished within budget amount if respondent proposes adjustments to the scope of work provided in the RFP

SUBMISSION

Proposals must be submitted electronically in PDF format by 4:00 p.m. on March 26, 2018 to Sally Miller, WEDC Economic Resources Subcommittee
PO Box 611, Woodstock VT 05091
802.457.2911, sally@sustainablewoodstock.org

All materials created in response to this RFP and for the Woodstock Housing Study shall be the property of the Town of Woodstock and the Woodstock Economic Development Commission.