



# Holly Springs Town Council

## Town Council Meeting Agenda Cover Sheet

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### Agenda Item#: 14.

#### **New Business**

**Title:** Housing Affordability Study Consultant Contract

**Strategic Priority Area:** Economic Prosperity & Diversity  
Responsible & Balanced Growth

**Staff Resource:** Sean Ryan, Development Services

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#### **Action(s):**

Authorize the Town Manager to negotiate and execute the contract for the Housing Affordability Study with HR&A Advisors, Inc. for a total not to exceed \$125,000.

#### **Explanation:**

- Staff recommends the contract for the Housing Affordability Study be awarded to HR&A Advisors, Inc.
- HR&A Advisors, Inc. has the demonstrated skills and experience to successfully complete the various aspects of this project, including demonstrated experience, a thorough project approach, and a robust public engagement plan.
- HR&A Advisors, Inc. will provide a brief presentation which outlines their approach to the project. Following the presentation, the Council will have the opportunity to ask questions of the consulting firm.
- HR&A Advisors, Inc. is being recommended for the following reasons:
  - Demonstrated significant work experience in Wake County and familiarity with the challenges facing our local housing market. The consultant previously worked with Wake County, Apex, and Cary.
  - Demonstrated understanding of the tools available to communities in North Carolina and the General Statutes that provide the framework for housing regulations in the state.
  - Demonstrated experience in data collection, data analysis, development trends, housing supply analysis, and housing gaps analysis.
  - A robust public engagement plan that targets a broad range of stakeholders, including residents, nonprofit community partners, developers, and other housing professionals. The public engagement plan focuses on building consensus and building community support for the plan.
  - A commitment to tailor proposed recommendations and strategies based on the unique issues and needs identified by the data analysis and public engagement process.
  - Provided a clear, thorough, and thoughtful project approach and comprehensive response to the RFP.
- It is not typical that a consultant provides an overview of their proposal prior to awarding a contract. However, this is a very important project for our community and staff

understands the concern that this planning process may result in some results/recommendations that may be similar to those adopted by our neighboring communities. This presentation will allow the Council to discuss this project with the preferred consultant prior to awarding the contract.

- The total budget for the project is \$125,000. The consulting contract is expected to be approximately \$115,000.00 with the remaining funds for public meeting notifications and expenses.
- Public engagement will be a critical element of this project and the consultant team will utilize a full array of techniques to reach across demographic and interest groups in the town. An advisory group will be established for the project.
- The project is expected to begin in October 2021 and be finished in approximately 10-12 months.

### **Background:**

- The Housing Affordability Study will provide findings related to housing affordability, analyze community housing needs based on existing conditions and trends, and provide specific recommendations and actions for the Town to consider related to potential community housing affordability goals.
- Following a review of proposals from interested consultants, the selection committee is recommending HR&A Advisors, Inc.
- The Request for Proposals (RFP) for the Housing Affordability Study was issued in July 2021, proposals were received from ten consultant teams, and the top four firms were invited to interview.
- The selection committee believes the previous experience, project approach, and public engagement plan proposed by HR&A Advisors, Inc. best matches our needs and has confidence that HR&A Advisors, Inc. can deliver a plan tailored to Holly Springs.
- The Housing Affordability Study supports the Town Council's Strategic Plan, Responsible and Balanced Growth Initiative 5.4: Conduct a Housing Study (with a complimentary Citizens Affordable Housing Committee) to analyze the Town's housing composition, strengths, challenges, gaps, and potential courses of action.

### **Funding Source(s):**

Pay As You Go Community Investment Plan

### **Attachment(s):**

1. HousingAffordabilityStudy\_RFP\_HollySprings
2. HR&A Proposal\_Holly Springs Housing Affordability Study