



Department of Planning and Community & Economic Development

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Madison Municipal Building  
215 Martin Luther King, Jr. Boulevard  
Madison, Wisconsin 53701-2985

TO: Persons and Groups Interested in Fair Housing Policies and Practices  
FROM: City of Madison Community Development Office  
SUBJECT: Request for Proposals for a Study for Fair Housing practices within the City of Madison  
DATE: March 20, 2008 (to be issued after CDBG Commission approval)

For the last several years, the City of Madison has worked with developers, neighborhood groups, residents, and other interested parties to attempt to increase the availability of affordable housing and to promote economically integrated neighborhoods. At the same time, the City has also worked with these groups to make existing housing available to all Madison residents, regardless of race, ethnicity, gender, or membership in any of the other protected classes as articulated in the Madison General Ordinances, the Equal Opportunities Ordinance, Section 39.03 (formerly MGO 3.23.)

The City adopted a 2008 budget that provides up to \$30,000 for a project that would explore and validate patterns of housing discrimination. Previously, the Common Council had placed these funds within the budget of the Department of Civil Rights, Equal Opportunities Division. To avoid any potential conflicts between regulation and enforcement, the Council placed the funds for 2008 within the budget of the City's Community Development Office for the issuance of a Request for Proposal, administration of the funds, monitoring, and the receipt of the final report.

The Community Development Office is interested in hiring a consultant (or group) to explore several dimensions of discriminatory patterns within the local rental housing market:

- a) Are there patterns of housing discrimination that exist within Madison? What are the broader or emerging patterns of housing discrimination impacting the targeted lower income rental population within Madison's protected classes?
- b) In what ways can the use of testing validate or better describe these broader patterns of housing-related discrimination in the private housing rental market?
- c) How can the study demonstrate use of testers to validate or better describe patterns of housing-related discrimination in the private rental housing market?
- d) What are the existing strategies that the City should be using to decrease housing discrimination?
- e) If so, what existing or new strategies can the City promote to decrease those demonstrated patterns of housing discrimination?

If you are interested in working with the City, please review this request and submit a proposal; if you know of others who may be interested and helpful in developing a strategy, please pass this RFP along to them.

We appreciate your interest in this area, and we hope that as we develop a more effective program, you will work with us to achieve those goals.

If you have specific questions about this proposal, please contact Mary Charnitz at [mcharnitz@cityofmadison.com](mailto:mcharnitz@cityofmadison.com), or Sue Wallinger at [swallinger@cityofmadison.com](mailto:swallinger@cityofmadison.com).

The deadline for submission to the COMMUNITY DEVELOPMENT OFFICE is Wednesday April 30, 2008, at 4:00 PM.



## STUDY OF DISCRIMINATORY HOUSING PATTERNS WITHIN RENTAL HOUSING IN THE CITY OF MADISON

### REQUEST FOR PROPOSAL (RFP) #7925

**PROPOSALS DUE: 4: 30 PM, Wednesday, April 30, 2008**

#### Purpose

The City of Madison is seeking proposals from consultants to explore patterns of housing discrimination within the City of Madison. **This study should also validate those patterns through the use of systematic testing and/or other techniques.** The objective of this study is to help various city agencies understand evolving patterns of rental housing management, policies, practices, or procedures that narrow housing choices for individuals in the protected groups covered in MGO 39.03.

The City envisions a two-step process. The first phase will focus on a brief analysis of discriminatory practices. **The second phase will focus upon validation of a subset of those patterns or practices through testing or other means.** This request for proposals (RFP) is for both phases of this multi-step process.

#### Project Scope

Listed below are major elements that we anticipate will be included in the submitted proposals. It is the intent of this Request for Proposals (RFP) to elicit productive strategies and approaches that will facilitate the project's achievement of its objectives, whether explicitly outlined in this RFP or not.

- Identification of a set of patterns of rental housing discrimination to field test
- **Validation or field testing of a select set of discriminatory patterns that affect Madison households as they seek or try to maintain their housing. The City is interested in how these selected patterns affect different groups, where these practices are more prevalent, and whether these practices differ markedly by housing and development types.**

The City expects the consultant proposal to include a minimum of a least four meetings with the City project team (composed of three City staff and two CDBG Commission members) as part of the proposal:

1. An initial scoping meeting;
2. A meeting to review rental housing choice, discrimination data, and emerging discriminatory patterns;
3. **A meeting to review the results of the validation activities, and**
4. A meeting to present the final report to the City's Community Development Block Grant Commission, the City's Equal Opportunities Commission, City alders, and other interested parties.

Timeline for completion of this project is December 30, 2008.  
The consultant will serve as an independent agent for the City of Madison.

### **Proposal Submission and Selection**

Completed proposals should include the following information:

1. Name and address of firm (and subcontractors if proposed).
2. A summary of your firm's qualifications and experience as it relates to the project scope.
3. A description of the experience and qualifications of the person(s) who will be assigned to this project and their position within the organization. Please identify your firm's official contact for the City on this project. If you propose to work in partnership with another firm, include a description of their experience and qualifications as well.
4. A brief description and analysis of the housing practices that limit rental housing choices of Madison residents, and how these practices may affect the protected groups outlined in MGO 39.03.
5. A description of the proposed methods and procedures to be employed in validating or testing a subset of these practices, including a timeline for project implementation and meetings with the City project team.
6. The City's preference is to hire one consultant, although that consultant may partner with others. A fixed fee proposal should be provided for the services outlined, including a delineation of costs for each element, and method for payment. A "Rate Sheet" should be included that outlines potential project staff salaries, per diem expenses, and other reimbursables related to these activities. This Rate Sheet should be current for at least 9 months from issuance.

Proposals will be reviewed by the City project team composed of City Community Development Office and Civil Rights staff and CDBG Commission members, with the final selection of a contractor to be approved by the Mayor. Evaluation of proposals will be based upon the following criteria:

1. Responsiveness to the objectives identified in the RFP's "Purpose" and "Project Scope."
2. Reasonable and competitive cost of the proposal.
3. The feasibility and timeliness of the proposal.
4. Demonstrated capacity to implement and complete the proposal as submitted.
5. Willingness to comply with the standard terms of City agreements.

The Community Development Office is accepting written proposals through 4:00 PM, Thursday, April 30, 2008. All proposals must be received in the Community Development Office by 4:00 PM on this date in order to be considered. Ten (10) complete copies of the proposal are to be submitted to the Community Development Office, 215 Martin Luther King, Jr. Boulevard, Room 280, P.O. Box 2985, Madison, WI 53701-2985, Attention: Mary Charnitz. The City reserves the right to further negotiate the scope of elements, work products, timing, award amount and budget items with the selected applicant group prior to entering into an agreement. All work products and reports shall be the property of the City of Madison.

Requests for assistance or questions concerning the request for proposals may be directed to Mary Charnitz, Community Development Office, Department of Planning and Community & Economic

Development, City of Madison, (608) 267-0740, [mcharnitz@cityofmadison.com](mailto:mcharnitz@cityofmadison.com), or Sue Wallinger, CD Office, Department of Planning and Development, City of Madison, (608) 267-0740, [swallinger@cityofmadison.com](mailto:swallinger@cityofmadison.com).

Enclosures:

City Professional Services Contract Agreement Format, found on the City's website at <http://www.cityofmadison.com/attorney/contract-pos.dot>

Overview of Madison Department of Civil Rights, found on the City's website at <http://www.cityofmadison.com/dcr>

Overview of the Madison Community Development Block Grant program is available on the City's website at <http://www.cityofmadison.com/cdbq>