

# RFP Pre-Proposal Conference:

Needs Assessment and  
Market Analysis

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Community Engagement

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DEPT. NEIGHBORHOOD AND BUSINESS DEVELOPMENT



# City Team Introductions

Name	Title/Role
Henry Fitts	Grant Management and Research Coordinator <b>City Lead Contact - Contract Manager + City Data Expert</b>
Elizabeth Murphy	Director, Policy and Strategic Initiatives
Rita Rajca	CDBG Coordinator
Joe Mustico	HUD Compliance Expert
Carol Wheeler	Manager of Housing
Linda Hedden	Assistant Manager of Housing
Kevin Kelley	Manager of City Planning



# Reminders

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1. Read the RFP document in full
2. RFP webpage:  
<https://www.cityofrochester.gov/2025ConPlanRFP/>
3. Questions, Responses, Slides:
  - a) Deadline for questions is 5pm on 4/19
  - b) Slides and compilation of all questions/responses will be posted by 5pm 4/24
4. 5/3 final submission deadline is firm



# Background: 5-Year Consolidated Plan Framework

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1. HUD requirement a.k.a. “5-Year Plan” or “Con Plan”
2. Purpose:
  - a) Compile data to inform HUD grant spending strategy
  - b) Incorporate citizen priorities/feedback
  - c) Codify goals/strategy for next 5-years
  - d) Evaluate performance
3. An “Analysis of Impediments to Fair Housing Choice” is not required, nor is the new proposed “Equity Plan”
4. Several neighboring HUD grantee municipalities also crafting plans, **opportunity for regional alignment**



# Background: Important Studies

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Respondents should review and be familiar with:

1. City's 2034 Comprehensive Plan
  - a) 2018 Housing Market Study
  - b) Zoning Alignment Project
2. City of Rochester Housing Policy
3. 2021 Monroe County Rental Market Study
4. 2022 Needs Assessment- Home and Business Ownership
5. 2023 Report- Racial Disparities in Homeownership



# Proposed Scope of Services

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One or both of the following:

1. Needs Assessment and Market Analysis
  - a) Housing market analysis
  - b) Evaluation of City programs/policies
  - c) Strategic recommendations
  - d) **Final report document**
2. Community Engagement Support
  - a) Multi-pronged outreach campaign
  - b) Prioritize hard to reach and HUD eligible populations
  - c) **Campaign summary document**



# Questions?

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Some questions may require the City to respond in writing after further research

All questions and responses will be posted on the webpage by EOD 4/24

