

# **ADDENDUM No. 1**

March 26, 2018

## **CONSULTANT SERVICES for AFFORDABLE WORKFORCE HOUSING STRATEGIC PLAN RFP 2018-0010**

All interested parties are informed of the following changes and/or modifications to the contract documents, issued as responses to the following submitted questions:

- 1. Attachment C of Request for Proposal 2018-0010 has been updated to reflect the scope of work outlined in the RFP document.**

END OF ADDENDUM #1

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ATTACHMENT C  
SCOPE OF SERVICES

The Town of Hilton Head Island is soliciting sealed proposals from qualified consultants to prepare an Affordable Workforce Housing Strategic Plan.

The community has expressed a concern with access and the availability of a qualified workforce including difficulties in finding affordable housing. Workforce availability, with a focus on workforce housing and transportation, has been identified as a key priority of Town Council. The Public Planning Committee (PPC), a subcommittee of Town Council, has hosted a series of stakeholder input sessions to discuss specific needs and goals for affordable housing on Hilton Head Island and to develop a backdrop for moving forward on these issues. Through these meetings it has become evident that affordable workforce housing should be viewed as a critical element of the Town's infrastructure. A goal of "strengthening community through housing" has been identified by the PPC as the overall theme for the project. The Committee also worked with staff to review best practices of several communities that have proven, sustainable, successful, affordable housing initiatives. Town Council held a workshop with staff and the public to begin developing preliminary policy direction related to affordable housing and transportation. The result of that effort was a Policy Response Matrix which is attached to RFP for information and to provide insight on preliminary Town Council direction (see Attachment A).

The Town has been involved in previous affordable housing efforts starting in 1995, including a Family Housing Program and Moderate Income Housing Program. A history of past efforts is attached to the RFP (see Attachment B). Hilton Head Island has unique characteristics that will affect the affordable workforce housing strategy. These characteristics include Hilton Head Island's status as a resort and retirement community, seasonal population fluctuations, a high percentage of gated communities (approximately 70% of land area and resident population), land limitations, rapid growth on the mainland, competition for employees, second home market, surplus of condos and commercial space, etc.

A Housing Needs Assessment is being prepared by Bowen National Research, hired by Beaufort County, and is scheduled to be completed in Spring 2018. The Needs Assessment will include recommendations for each of the municipalities within the County including Hilton Head Island. Recommendations should be specific to Hilton Head Island but consider the regional context of any solutions, including projected growth in Beaufort and Jasper Counties. Solutions should address specific role of the Town as well as the County, Region, and State, where appropriate.

The Town's housing initiative should include preparation of an Affordable Workforce Housing Strategic Plan with goals, objectives, and policies for affordable workforce housing. The plan should include specific implementation steps with short- (1 year), medium- (3 year), and long-term (5 year) action items to prioritize the recommended response. At a minimum the following items should be included:

- Review and validation of conclusions of Bowen's report including identification of any gaps in the assessment or additional data needed;
- Segmentation of wage earners with customized options/solutions for Hilton Head Island;
- An understanding of housing market and trends to supplement Beaufort County's Housing Needs Assessment, including an understanding of the condo/second home demand and gentrification, and the effects on affordable housing;

- An outline of similar efforts underway at the local and regional level including how these efforts could be part of the solution;
- Detailed summary of best practices including pros & cons and suitability of programs to Hilton Head Island;
- Detailed toolkit specific to Hilton Head Island for addressing affordable housing, toolkit should be prioritized (most successful to least successful) based on the consultant's team's experience with each tool in other communities;
- Specific modifications required to the Town's Land Management Ordinance (LMO), other codes, or state legislation;
- Recommendations for oversight and management structure including identification of the appropriate organization to manage and implement the programs, and preferred qualifications of key personnel to be involved in/responsible for the management and/or implementation;
- A hierarchy of organizations beginning at the federal level to the local level including non-profit organizations and other potential partners. This should include both funding and programs applicable to each organization;
- Specific funding strategies and potential funding partners;
- Outline of affordable workforce housing strategies for Hilton Head Island including financial consequences (i.e. no cost, low cost, etc.);
- An identification of impediments that inhibit the Town's ability to accomplish the goals of the Affordable Workforce Housing Strategic Plan along with tools to address these impediments; and
- An outreach strategy for public engagement and public education.

The consultant team should include a team member with direct and relevant experience related to affordable housing opportunities within the state of South Carolina, including what funding mechanisms are allowed/available and what is allowed from a South Carolina law perspective.

It is anticipated that this effort will take 6-9 months beginning in the second quarter of 2018 and will include stakeholder meetings, public engagement and education, and reports to the Town Council's Public Planning Committee.