

NOTICE

Student Housing Market Studies

Request for Proposal

Project Reference: University System of Georgia Public Private Partnership – Student Housing Market Studies

The Board of Regents (BOR) of the University System of Georgia (USG) seeks proposals from qualified firms to assess the demand for new student housing on certain USG campuses. Firms responding to this Request for Proposal must have a minimum of five (5) years of experience conducting comprehensive student housing market feasibility studies. A firm may associate with other firms to perform various aspects of the student housing studies.

Scope of Services

The following are components of the student housing market study that must be addressed:

1. Academic Mission – The specific role or purpose of student housing as it relates to the current and proposed future academic mission of the participating institution must be addressed in the study. This should include student life programs, access to the campus, or other needs.
2. Demographic Analysis – A detailed demographic analysis of the geographic, economic, and demographic factors of the institution and the local community must be included. An analysis of the current (Fall 2012 and Spring 2013) housing demographics and the overall institution demographics must be provided. The analysis must consider all relevant factors, including age, race, sex, student geographic area of origin, athletes and scholarship recipients, international students, source of housing payments to include financial aid, etc.
3. Student Housing Demand Analysis – The study must also include a detailed student housing market analysis to assess the demand for student housing. The student housing market analysis will include focus groups, web based surveys, interviews with institution staff (especially those involved in student housing management), off campus housing analysis, peer institution analysis, and student preferences.

Any online surveys must achieve a minimum 10% response rate of students currently enrolled at the institution. The demand analysis will take into consideration the results of the demographic analysis and institution enrollment projections in determining housing demand, demographic markets, type and housing cost. The demand analysis must also identify any potential impact on enrollment and student housing at other USG institutions.

4. Revenue and Expense Projections – The study should include an estimate of projected housing needs, rental rates, and operations and maintenance expense over a 30 year horizon.

5. An analysis should also be made to determine what support facilities, including but not limited to dining and recreation, and other functions such as police and student life, will be required for the existing and proposed new housing.

The student housing market studies are to be performed for the following campuses:

- College of Coastal Georgia, Brunswick, Georgia
- Darton State College, Albany, Georgia
- East Georgia State College, Swainsboro, Georgia

Further information regarding each of these campuses may be found at the BOR's website located at www.usg.edu/inst.

RFP Submission Specifications and Requirements

Upon review and evaluation of all submitted statements of qualification, the USG will select a firm. Selected firm may be required to submit supplemental information. The following is the selection schedule:

Statements of Qualification and Proposal due	June 10, 2013 4:00 PM
Selection of Vendor	On or about June 12, 2013
Commencement of Work	On or about June 17, 2013

All questions pertaining to the RFP shall also be directed in writing prior to 4:00 pm on June 4, 2013 by email to: Susan.Ridley@usg.edu. Responses to all questions will be posted on the Georgia Procurement Registry by 4:00 pm on June 5, 2013.

Fee and Terms

Each respondent shall provide the proposed fee and expenses for each campus student housing study. Respondent shall provide an analysis of the distribution of the total fee among individual project elements.

Diversity

The Board of Regents encourages the participation of minority and women-owned enterprises. Firms who utilize qualified minority subcontractors may qualify for a Georgia state income tax deduction for qualified payments made to minority subcontractors. (Ref: O.C.G.A. 48-7-38.)

Schedule (Critical Path)

June 17, 2013	Initiate Project
June 24-28, 2013	Campus interviews and Focus Groups
August 12-23, 2013	Web Based Surveys
September 30, 2013	Draft Reports
October 7, 2013	Final Reports

Specifications for Statement of Qualification and Proposal

To be considered, the proposal must contain all required elements and be submitted as a single Adobe PDF file with standard 8.5" x 11" page size. Proposals must be submitted electronically to Susan Ridley at susan.ridley@usg.edu by **4:00 p.m. on June 10, 2013**. Any submission received after this time will not be considered.

The proposal may contain text and graphics in any combination and format. The required elements are as follows:

Letter of Interest/Summary Qualification Statement

A cover letter signed by the owner/officer of the prime firm summarizing your interest in and qualifications for providing the desired services, specifying the content of your proposed project team, and confirming the accuracy of the information submitted within the statement of interest.

Relevant Experience of Firm(s)

A statement to demonstrate the breadth, depth, and relevance of work your firm(s) and key staff have done, with a particular focus on how the experience translates for the benefit of the USG and its institutions. Also provide a listing of assignments completed for the following services:

- Student housing studies conducted outside the State of Georgia (limited to ten (10)).
- Student housing studies conducted for University System of Georgia institutions (limited to twenty (20)).
- Demographic studies conducted for colleges and university in the State of Georgia (limited to five (5)).

Proposed Project Approach and Schedule

Describe your proposed approach to the project with a corresponding schedule.

Identification and Mapping of Key Staff and Firms

Provide brief biographical information on the persons that will have significant involvement in project leadership and implementation, with a map of these staff to the various elements of the project. Please indicate minority and women owned participants in the proposals.

Project Fee Analysis

Provide an analysis, in your own format, of the expected distribution of the project fee by project element (differentiated between each individual institution the Student Housing Market Study), by staff/function, with expected overhead and expenses splits.

Expected data and client participation needs

In your own format, provide a summary explanation of the expected data, resources, and participation that your team will require of the client.

Exceptions to the Contract

The form contract for this project is attached as Appendix A. Provide any exceptions to this contract in your proposal

Qualifications Evaluation Criteria

All proposals will be evaluated based on the written responses to the requirements set forth in this Request for Proposals. The criteria for evaluations are:

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| 1. Experience | 0 to 35 points |
| • National Student Housing Market Studies | 0 to 10 points |
| • Student Housing Market Studies for USG Schools | 0 to 20 points |
| • Demographic Analysis in Georgia | 0 to 5 points |
| 2. Staffing Plan and Experience | 0 to 15 points |
| 3. Project Approach and Schedule | 0 to 25 points |
| 4. Project Fee Analysis | 0 to 25 points |

Rejection of Proposals/Cancellation of RFP

The Board of Regents reserves the right to reject any or all proposals, to waive any irregularity or informality in a proposal, and to accept or reject any item or combination of items, when to do so would be to the advantage of the Board of Regents. It is also within the right of the Board of Regents to reject proposals **that do not contain all elements and information requested in this document**. The Board of Regents reserves the right to cancel this RFP at any time. The Board of Regents will not be liable for any cost/losses incurred by the Firms responding to this Request for Proposal throughout this process.