Request for Proposals (RFP)

Neighborhood Market Studies

Issuing Organization: Macon-Bibb County Land Bank Authority

(MBLBA) **Issue Date:** January 9, 2026

Proposal Submission Deadline: January 30, 2026, 5:00 PM EST

Anticipated Award Date: February 18, 2026

1. Introduction and Background

The Macon-Bibb County Land Bank Authority (MBLBA) is a public entity established by Macon-Bibb County to acquire, manage, and dispose of vacant, abandoned, and tax-delinquent properties to promote economic development, eliminate blight, and enhance the quality of life within Macon-Bibb County. The MBLBA plays a critical role in community revitalization by returning unproductive properties to productive use, fostering neighborhood stability, and supporting strategic development initiatives.

To effectively achieve its mission, the MBLBA requires comprehensive and data-driven insights into the market dynamics of specific neighborhoods and property types within Macon-Bibb County. These market studies will inform strategic decision-making regarding property acquisition, disposition, development partnerships, and the overall revitalization efforts of the Land Bank.

The MBLBA is seeking proposals from qualified consultants to conduct detailed neighborhood market studies that will provide actionable recommendations for targeted interventions and investment strategies.

2. Project Scope and Objectives

The selected consultant(s) will be responsible for conducting one or more neighborhood market studies as identified and prioritized by the MBLBA. Each study will focus on a defined geographic area or specific property types (e.g., residential, commercial, mixed-use) and will aim to provide a thorough understanding of current market conditions, future potential, and strategic opportunities.

2.1. Study Area(s): The specific neighborhood(s) or areas to be studied will be identified by the MBLBA upon contract award, based on current strategic priorities. Proposers should demonstrate their capacity to conduct studies across diverse urban and suburban neighborhood contexts within Macon-Bibb County.

2.2. Research Goals and Key Questions: Each market study conducted under this RFP should address, but not be limited to, the following key questions and objectives:

- **Demographic and Socioeconomic Analysis:**
    - What are the current population characteristics (age, household size, income levels, education)?
    - How have these demographics changed over the past 5 years, and what are the projections for the next 5 years?
    - What are the key socioeconomic indicators (poverty rates, employment rates, labor force participation)?
- **Housing Market Analysis (for residential studies):**
    - What is the current housing stock (single-family, multifamily, rental, owner-occupied) and its condition?
    - What are the trends in housing values, rents, and vacancy rates?
    - Is there a demand for specific housing types (e.g., affordable housing, workforce housing, market-rate housing, senior housing)?
    - Who controls most of the rental housing (e.g. individuals or businesses)?
    - What is the "absorption rate" for various housing types?
- **Commercial/Retail Market Analysis (for commercial/mixed-use studies):**
    - What is the existing commercial and retail landscape (types of businesses, vacancy rates, lease rates)?
    - What are the retail and service "gaps" or "leakage" in the market (i.e., consumer spending leaving the neighborhood)?
    - What types of commercial or retail businesses are most likely to succeed in the area, based on demand and demographics?
    - What are the opportunities for mixed-use development?
- **Property and Development Potential:**
    - Analysis of existing land use, zoning, and infrastructure.
    - Identification of key developable parcels, including Land Bank-owned properties.

    - Assessment of market capacity for new construction or rehabilitation projects.
    - Identification of potential end-users or target developers for Land Bank properties.
- **Community Assets and Challenges:**
    - Identification of existing community assets (parks, schools, community centers, transportation links).
    - Analysis of challenges such as blight, vacancy, crime rates, or infrastructure deficiencies.
- **Market Trends and Competitive Landscape:**
    - How does the study area compare to other similar neighborhoods in Macon-Bibb County or other comparable cities?
    - What are the broader economic and real estate trends impacting the neighborhood?

2.3. Key Deliverables: For each market study, the consultant shall provide the following:

- **Inception Meeting:** Kick-off meeting with MBLBA staff to refine the scope and objectives for the specific study area.
- **Data Collection and Analysis:** Comprehensive collection and analysis of relevant quantitative and qualitative data.
- **Draft Market Study Report:** A detailed report presenting all findings, analysis, and preliminary recommendations.
- **Final Market Study Report:** A revised report incorporating feedback from MBLBA staff. The report should be clear, concise, and actionable, including:
    - Executive Summary
    - Methodology
    - Detailed findings for each research goal
    - Market opportunities and challenges
    - Strategic recommendations for the MBLBA (e.g., property disposition strategies, target development types, potential public incentives, marketing recommendations)

    - Appendices with supporting data, maps, and graphics.

- **Presentation of Findings:** A professional presentation of the final report to MBLBA staff, Board of Directors, and/or community stakeholders as requested.
- **Digital Files:** All final reports, data, and presentation materials in editable digital formats (e.g., Microsoft Word, Excel, PowerPoint, PDF).

3. Submission Requirements

Proposals must be submitted in a clear and concise manner, addressing all items outlined below. Failure to include any of the requested information may result in the disqualification of the proposal.

3.1. Proposal Format:

- Proposals should not exceed 15 pages (excluding resumes and appendices).
- Submissions must be in PDF format.
- One (1) electronic copy of the complete proposal must be submitted via email to Everett Verner everner@maconlandbank.org by the deadline, January 30, 2026 by 5p.m.

3.2. Required Content:

- **A. Cover Letter (1 page maximum):**
    - Signed by an authorized representative of the proposing firm.
    - Expresses interest in the RFP and confirms the firm's ability to meet all requirements.
    - Provides the legal name of the firm, primary contact person, title, address, phone number, and email.
- **B. Firm Qualifications and Experience:**
    - A description of the firm, its history, and its core competencies.
    - Demonstrated experience in conducting neighborhood-level market studies, urban planning, real estate analysis, and community development.
    - Provide a list of three (3) similar projects completed within the last five (5) years, including a brief description of the project, client name, contact person, and phone number/email.

- **C. Project Team:**
    - Identify the proposed Project Manager and all key personnel who will be assigned to this project.
    - Include resumes for each key team member, highlighting relevant experience and qualifications.
    - Clearly define the role and responsibilities of each team member.
- **D. Proposed Methodology and Work Plan:**
    - A detailed description of the consultant's proposed approach to conducting neighborhood market studies, addressing the research goals outlined in Section 2.2.
    - Outline the data sources, analytical tools, and techniques that will be utilized (e.g., demographic data, property records, GIS mapping, stakeholder interviews, consumer surveys, competitive analysis).
    - Provide a proposed work plan with a timeline for each phase of a typical market study, from kick-off to final report delivery.
- **E. Cost Proposal:**
    - **Provide an all-inclusive, not-to-exceed cost estimate for a *single, typical neighborhood market study and what subsequent studies would cost*** (e.g., for study areas of approximately 1 square mile). This cost should include all professional fees, travel, data acquisition, and other expenses.
    - Break down the cost by major project phases or deliverables.
    - Budget for a single market study not to exceed $25,000.
- **F. References:**
    - Provide contact information (name, title, organization, phone, email) for at least three (3) clients for whom similar services were provided within the last five (5) years.

4. Evaluation and Selection Process

Proposals will be evaluated by a committee appointed by the MBLBA based on the following criteria:

- **4.1. Firm Qualifications and Experience (10%):** Demonstrated expertise, track record, and successful completion of similar projects.
- **4.2. Proposed Methodology and Work Plan (40%):** Clarity, comprehensiveness, and innovative nature of the proposed approach; understanding of the project objectives; feasibility and realism of the work plan and timeline.
- **4.4. Cost Proposal (50%):** Competitiveness and reasonableness of the proposed fees.

The MBLBA reserves the right to:

- Request additional information or clarification from any proposer.
- Interview shortlisted firms.
- Negotiate with the highest-ranked firm.
- Reject any or all proposals received.
- Waive any informalities or irregularities in the proposals received.
- Award a contract to a firm other than the lowest cost proposer.

5. General Terms and Conditions

- **5.1. RFP Contact:** All questions regarding this RFP must be submitted in writing via email to Everett Verner at everner@maconlandbank.org by January 26, 2026 5:00 PM EST. All questions and answers will be shared with all prospective proposers.
- **5.2. Proposal Validity:** Proposals shall remain valid for a period of ninety (90) days from the proposal submission deadline.
- **5.3. Confidentiality:** All information submitted in response to this RFP will be considered public record unless otherwise protected by law. Proposers should clearly mark any proprietary or confidential information.
- **5.4. Contract Type:** The MBLBA anticipates awarding a fixed-price contract for each individual market study commissioned under this RFP. A master services agreement may be considered for ongoing work.
- **5.5. Costs Incurred:** The MBLBA will not be responsible for any costs incurred by proposers in the preparation or submission of their proposals.

- **5.6. Right to Cancel:** This RFP does not obligate the MBLBA to award a contract. The MBLBA reserves the right to cancel this RFP at any time without penalty.

Thank you for your interest in partnering with the Macon-Bibb County Land Bank Authority.