



**SOUTHEASTERN REGIONAL
DEVELOPMENT AGENCY**

**Request for Proposals for
Housing Consultant(s)**

**252 South Fairgrounds Road
Price, Utah 84501**

Issued: October 1, 2026

Part 1 - Instructions to the Bidders

1.1 - Invitation to Bid

Southeastern Utah Association of Local Governments doing business as Southeastern Regional Development Agency (SERDA) invites qualified professionals, companies or individual(s) to submit a proposal in accordance with this request for proposal (RFP) for **Housing Consultant(s)** for SERDA and its member communities. Proposals must adhere to the format and content of this RFP. Proposals will not be considered unless all parts requested are submitted in a complete package. The successful bidder shall be required to enter into an agreement with SERDA based on the specifications outlined in this RFP.

1.2 - Background

The primary location of the project is 252 South Fairgrounds Road, Price, Utah 84501 and will include working in locations and municipalities located in Carbon, Emery, Grand and San Juan Counties, Utah.

SERDA works with federal, state, and local governments in implementing state and federal programs at the regional level. Its mission includes driving economic development, supporting low-income individuals and seniors, stabilizing housing, and promoting education for economic stability. As one of over 400 economic development districts established by the U.S. Economic Development Administration, SERDA builds relationships and adopts innovative strategies to advance local and regional economic initiatives. Since the late 1960s, it has played a key role in supporting social, community, and economic development projects throughout the region.

1.3 - Provisions and Limitations

The purpose of this RFP is to ensure maximum, open, and free competition in the solicitation of a procurement of the goods and services described herein. This RFP is not to be considered as a purchase agreement or contract or as a commitment of any kind; nor does it obligate the SERDA to award any contract or pay for costs incurred prior to the execution of a contract unless such costs are specifically authorized in writing by SERDA.

SERDA reserves the right to:

- Accept or reject any or all proposals received, or to cancel or reissue this RFP in part or its entirety;

- Award a contract for any goods and services in any quantity that SERDA determines, at its sole discretion, is in its best interest;
- Award a contract to other than the lowest cost/priced respondent;
- Reject any proposal that fails to confirm the essential requirements of this RFP;
- Contact any individual or entity listed in the proposal or otherwise known to SERDA, who may have knowledge of the respondent's experience, performance, and qualifications;
- Request additional information from any and all respondents; and
- Cancel a contract because of unavailability of funds.

1.4 - Contact Information

The contact, identified below, is the sole point of contact regarding the RFP from the date of issuance until selection of the successful vendor. *The contact information is also the address to submit bids.*

Contact information:

Jade Powell

Deputy Director

Email: jpowell@serda.utah.gov

Phone: 435-650-7411

Part 2 - Submission Instructions

2.1 - Key Event Dates

Below are key events relating to this RFP.

SERDA Issues RFP	October 1, 2026
Due Date of RFP Proposal Submissions	October 14, 2026 by 11:30 AM
Anticipated Award Date	October 30, 2026 or sooner
Agreement Start Date	October 30, 2026 or sooner

2.2 - Bidder Qualifications & Submission Information

Proposals shall be submitted to Jade Powell via email on or before October 15, 2026 at 5:00 pm (see contact information in section 1.4) with “**SERDA Housing Consultant Proposal**” in the email subject line. Proposals shall include the following information:

- Business’s / individual’s legal name, address, and telephone number;
- Principal(s) of the company and their experience and qualifications;
- Experience and qualifications of “key” personnel to be assigned to the project;
- A description of the company’s or individual’s prior experience, including any similar projects and examples;
- Current business license, if applicable;
- Current copy of license(s) or certification(s), if applicable;
- Provide a copy of current insurance policy (minimum of \$300,000 of general liability and \$100,000 per occurrence), if applicable;
- Copy of W-9;
- Certificate of worker’s compensation, if applicable;
- SERDA Bid Sheet (see appendix A) or similar fee schedule documentation.

Part 3 - Qualifications and Scope of Work

3.1 - Qualifications

A qualified consultant for this project should bring a comprehensive blend of policy expertise, rural-community experience, technical planning skills, and practical on-the-ground capability. The ideal candidate demonstrates:

- **Utah Housing Policy Expertise:** Strong knowledge of state housing and affordable-housing policy, including incentives, tax credits, grant programs, and implementation resources.
- **Rural Experience:** Background working on housing issues in rural communities, small towns, or geographically remote areas.
- **Housing-Planning Support:** Experience assisting local governments with housing assessments, housing plans, housing strategies, code or policy analysis, and implementation planning.
- **Facilitation and Collaboration:** Demonstrated ability in working-group facilitation, stakeholder interviews, public-sector collaboration, research, analysis, and clear technical writing.
- **On-site and Remote Coordination:** Ability to conduct in-person work and complete remaining tasks efficiently through remote coordination.
- **Practical Development-Environment Familiarity:** Understanding of the real-world conditions affecting builders, property owners, employers, residents, and local governments.
- **Rural Utah Strategy Experience:** Prior experience developing actionable housing strategies for rural Utah communities is a strong advantage, though not required.

3.2 - Scope of Work

The selected consultant shall provide the following services throughout the SERDA region:

Housing Committee Groups and Facilitation of Conversations:

- Assist SERDA in forming and supporting a housing working group that brings together local residents, construction-industry personnel, business owners, local/regional leadership, and other key participants from the southeastern Utah region.
- Plan and facilitate meetings and structured discussions that surface housing needs, identify development barriers, evaluate policy options, and establish clear implementation priorities.

- Prepare concise, accessible meeting materials and maintain organized documentation of major findings, decisions, and action items throughout the process.

Housing Research and Assessments

- Examine the current mix of housing types, overall supply, and both documented and observable needs in the southeastern Utah region, drawing on all available quantitative data and community-based qualitative insights.
- Pinpoint the factors that constrain new housing creation, limit preservation, or reduce availability. This may include regulatory hurdles, infrastructure gaps, financing challenges, land constraints, market dynamics, construction capacity, workforce limitations, or other locally relevant issues.
- Hold interviews or listening sessions with residents, business owners, builders, construction-industry personnel, Town representatives, and other stakeholders identified by the Town to gather grounded perspectives.
- Clearly separate conditions and opportunities specific to the southeastern Utah region from broader findings presented in county housing plans.

Policy, Programming, and Funding

- Explore a range of policy adjustments and administrative steps SERDA could take to ease development challenges and broaden the mix of attainable housing options.
- Compile Utah-based and federal tools that may support local housing efforts, including incentives, tax credits, grants, financing mechanisms, technical-assistance programs, and partnership approaches relevant to communities in the southeastern Utah region. This could be through a website, foundation, etc. as identified by the work completed.
- Evaluate the practicality of recommended actions by outlining expected benefits, potential limitations, logical sequencing, and the staff or financial capacity needed to carry them out effectively.

Travel and Remote Work

- The consultant(s) should plan on making various trips to the southeastern Utah region over the course of the project for hands-on work such as meetings, interviews, engagement activities, or formal presentations.
- Most analytical tasks, background research, coordination, and report development can be completed remotely, allowing on-site visits to focus on direct interaction and collaborative sessions.
- Proposals must clearly outline anticipated travel needs and associated costs so expectations are transparent and can be evaluated alongside the overall scope.

Part 4 - Evaluation Criteria

Proposals submitted will be evaluated based on the criteria below. SERDA may request interviews, clarifications or revisions to the proposals submitted from one or more submissions.

Evaluation Factor	Points
Relevant Expertise: Depth of knowledge in housing policy, rural community needs, planning tools, and Utah-specific programs.	30 pts
Quality of Approach: Strength, clarity, feasibility of proposed methodology, workplan, and engagement strategy.	20 pts
Experience and Past Performance: Demonstrated success on comparable projects, including rural or small-community housing work.	30 pts
Team Capacity and Skills: Qualifications of key personnel, ability to facilitate groups, conduct analysis, and deliver high-quality written products.	20 pts
Total	100 pts

Appendix A - SERDA Bid Sheet

Please **select one** of the following fee schedules as proposed. If appropriate, please include any additional documentation that supports the fee.

	Item	Price (USD)	Unit
A	Lump Sum Payment for Services		Once / year
B	Average Hourly Rate for Services		Per hour
C	Monthly Rate Rate for Services		Per month
C	Project Based Pricing		Per occurrence