



## **REQUEST FOR LETTERS OF INTEREST FOR SERVICES TO CONDUCT THE ANNUAL NEW HAMPSHIRE RESIDENTIAL RENTAL COST SURVEY**

### **PURPOSE**

New Hampshire Housing is seeking Letters of Interest from qualified survey centers or research firms to participate in the planning, design, and administration of the annual New Hampshire Residential Rental Cost Survey. This survey collects rental data for New Hampshire market-rate rental properties from owners and managers.

### **BACKGROUND**

The New Hampshire Housing Annual Residential Rental Cost Survey (Rental Cost Survey) has been conducted by NH Housing since 1980. This survey plays a vital role in providing essential data on rental housing costs to the public, media, businesses, public officials, and others involved in housing in the state. The survey is conducted by seeking the participation of small and large property owners and management companies of market-rate residential rental units across the state.

Our survey process typically begins in January, with extensive preparations leading up to the survey period of March through May. To reach property owners and managers, we employ a combination of telephone outreach, online outreach, and mailed surveys. By leveraging our existing database of past participants and actively seeking new contacts through various channels, we aim to gather comprehensive and representative rental data for New Hampshire. In past years, we have engaged with and collected data from approximately 750 to 1,000 contacts resulting in 17,000 to 25,000 rental units statewide. Our goal is to expand participation in the rental survey by 10% annually.

### **SCOPE OF SERVICES**

**Budget:** The budget for this annual survey is approximately \$25,000. We expect there will be additional time needed for the selected organization to evaluate the current survey format and make recommendations and develop a new format and content, and we will request an estimate of this additional cost.

New Hampshire Housing is interested in collaborating with a survey center or research firm to perform the following services for our Rental Cost Survey:

- 1. Survey Design and Planning**
  - Provide expertise in survey design and methodology.

- Assist in planning the survey timeline and logistics.

## **2. Survey Administration**

- Utilize various survey methods, such as telephone, online, and mailed surveys, to capture data from property owners and management companies.
- Examine other survey outreach methods (e.g., texting, social media, other means of solicitation).
- Implement strategies to maximize response rates.
- Conduct follow-up phone calls to non-responsive participants.
- Ensure data accuracy and integrity.

## **3. Data Management and Analysis**

- Efficiently collect and organize survey data.
- Perform data cleaning to ensure accuracy and ease of use.
- Generate comprehensive reports on survey performance and metrics.
- Facilitate easy exporting of survey data for further analysis and utilization.

## **4. Project Management**

- Assign a dedicated project manager to oversee the survey process.
- Maintain regular communication with NH Housing throughout the survey.
- Adhere to the project timeline and budget requirements.

## **5. Quality Assurance**

- Employ experienced survey interviewers and researchers.
- Implement quality control/quality assurance measures to ensure reliable data collection.
- Protect the confidentiality of survey respondents and data.

## **QUALIFICATIONS**

Survey centers or research firms interested in conducting our Rental Cost Survey must demonstrate the following qualifications:

1. Experience and Expertise
  - Demonstrated experience in survey research and data collection.
  - Familiarity with residential rental market surveys.
  - Expertise in survey design, administration, and data analysis.
  - Knowledge of best practices for maximizing response rates.
2. Technological Proficiency
  - Capability to conduct surveys through multiple channels, including telephone, online, and mail.
  - Proficiency in data management and analysis tools.
  - Ability to ensure data quality, security, and confidentiality.
3. Project Management:

- Experience in managing survey projects of similar scope and complexity.
- Ability to adhere to project timelines and budget constraints.
- Strong communication and collaboration skills.

## **SUBMISSION OF QUALIFICATIONS**

NH Housing will review submitted Letters of Interest and invite eligible organizations to meet with our research team to discuss our needs and present an overview of their services. Following interviews, our goal is to select and contract with a company or organization by the end of October 2023.

**To submit a Letter of Interest, firms should send the following information via PDF file to NH Housing by Friday, September 22, 2023:**

1. Provide an overview of your company or organization, including its background and relevant experience.
2. Describe previous experience in conducting surveys that are similar to or relate to our Rental Cost Survey.
3. Provide examples of similar surveys that you have conducted.
4. Highlight your expertise in survey design, data collection, and data analysis.
5. Provide a list of key personnel who would be involved in the project, along with their qualifications and experience.
6. Outline your company's or organization's approach to maximizing response rates and ensuring data quality.

Questions and requests for clarification regarding this Request for Letters of Interest must be submitted to NH Housing using the contact details provided below by September 11, 2023. Responses to questions will be posted on our website by September 15, 2023.

The deadline for submitting a Letter of Interest to NH Housing is Friday, September 22, 2023 at 4:30PM ET. No phone calls; please email with any inquiries. NH Housing reserves the right in its sole discretion to accept or reject any late submissions.

### **Send submissions to:**

Heather McCann  
Senior Director, Research, Engagement & Policy  
New Hampshire Housing  
[hmccann@nhhfa.org](mailto:hmccann@nhhfa.org)

Kathleen Moran  
Research & Data Analyst  
New Hampshire Housing  
[kmoran@nhhfa.org](mailto:kmoran@nhhfa.org)

## **ADDITIONAL RESOURCES AND REFERENCES**

- [2023 NH Residential Rental Cost Survey Report](#)
- [Past editions of the Rental Cost Survey Reports](#)

- Sample paper survey and blank survey on pages 4 – 5 (not included in the sample are four Respondent Identification questions). Please note: we are considering eliminating about seven questions in future surveys.

**EXAMPLE:**

Mr. Jones owns one rental property. The property is located at 3525 Uphill Street. This property is a duplex and has two, two bedroom units. The rent for one unit is \$800 and the other unit is rented for \$205 per week. The units have oil heat and hot water, and an electric stove. The tenants are responsible for paying all utilities. Mr. Jones has one vacant unit. The property is located in a residential area and is close to shopping and schools. All units had minor renovations (new paint and carpet) two years ago and had a major renovation (new heating system and new kitchen) seven years ago.

The Property Information Form would be completed as follows:

Property Number: 1

5. Property Name/Location: 3525 Uphill St

6. Town Location: Manchester

7. Number of Units you own/manager at this Property: 2

8. Type of Structure: 3

1=Walk-up/2to3 stories    2=Town/Row House  
 3=Duplex/2-unit    4=Detached Single Fam.  
 5=High Rise(4+ stories)    6=Mobile Home

9. Age of Structure: 7

1= 0 to 2 Yrs.    2 = 3 to 5 Yrs.    3 = 6 to 10 Yrs.  
 4 = 11 to 20 Yrs.    5 = 21 to 30 Yrs.    6 = 31 to 40 Yrs.  
 7 = Over 40 Years

10. Commercial / Residential Neighborhood:  Commercial  Residential

11. Near stores, parks, transit schools, etc.  Yes  No

12. On-Site Parking for Tenants: Some

Yes=On-Site Parking for All Tenants; No=No On-Site Parking  
 Some=Some On-Site Parking for Tenants

13. On-Site Laundry Facilities for Tenants: Hook-ups

Yes=On-Site Laundry for All Tenants; No=No On-Site Laundry  
 Some=Some units have on-site laundry; Hook-up=Units have laundry hook-ups

**Unit Questions**

14. # of Units	14a. Unit Type - # of Bedrooms	15. #Vacant Units	16. Current Rent	Mo. or Wk.	17. Minor Reno	18. Major Reno	19. Heat:	20. Hot Water:	21. Cooking:	22. Lights:
1	2	0	800	Mo	1	3	O	O	E	E
1	2	1	205	Wk	1	3	O	O	E	E

Choose This Option when record is completed  Property Record Complete  Key

Unit Types:  
 0 - Efficiency, Studio 1 - 1 Bedroom; 2 - 2 Bedrooms 3 - 3 Bedrooms; 4 - 4 Bedrooms

Fuel Codes:  
 X=Included In Rent  
 If not included in Rent  
 E=Electric; O=Oil, N=Natural Gas  
 P=Propane, W=Wood

Item 6 - Town Location must be completed. If you would like to keep the property address private, mark it as Undisclosed Location.

Item 11 - In an urban setting near can be defined as within one or two city blocks. In a rural area near can be defined as within one or two miles

Item 15 - Vacant Units must have a number in the field, and cannot be blank.

Items 17 - 18 - When was the last time this unit (or a majority of these units for large properties) under went a:  
 Minor Renovation: New paint, new carpet/linoelum; new kitchen appliances; other small cosmetic items  
 Major Renovation: New windows; new heating/cooling system; new kitchen / bathroom fixtures; new countertops

Not all items have to be completed in the renovation  
 Scale Used: 1-Within last 2 years; 2. 3-5 years; 3. 6-9 years 4. Over 10 years ago

## NHHFA RESIDENTIAL RENTAL SURVEY PROPERTY SHEET

Contact Name: \_\_\_\_\_ Telephone: \_\_\_\_\_ Address \_\_\_\_\_ Email: \_\_\_\_\_

Gift Card: \_\_\_\_\_

5. Property Name/Location: \_\_\_\_\_

6. Town Location: \_\_\_\_\_

7. Number of Units you own/manager at this Property: \_\_\_\_\_

8. Type of Structure: \_\_\_\_\_

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14. Property Renovations Major Renovations \_\_\_\_\_  
Minor Renovations \_\_\_\_\_

Minor Renovation: New paint, new carpet/linoelum and new kitchen appliances  
Major Renovation: New windows; new heating/cooling system; new kitchen / bathroom fixtures; new countertops  
Not all items have to be completed Scale Used: 1. Within last 2 years; 2. 3-5 years; 3. 6-9 years 4. Over 10 years ago; 9. Unknown

### Unit Questions

Owner Unit ID	15. # of Units	15a. Unit Type - # of Bedrooms	16. #Vacant Units	17. Current Rent	Mo. or Wk.	18. Heat	19. Hot Water	20. Cooking	21. Lights

**Key**  
Unit Types:  
0 - Efficiency, Studio  
1 - 1 Bedroom  
2 - 2 Bedrooms  
3 - 3 Bedrooms  
4 - 4 Bedrooms  
  
Fuel Codes:  
X=Included in Rent  
If not included in Rent  
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