

# **REQUEST FOR PROPOSALS (RFP)**

## **Professional Services**

### **Development and Submittal of Five-Year Consolidated Plan, First-Year Action Plan and Analysis of Impediments to Fair Housing Choice**

#### **INTRODUCTION:**

The City of Merced is requesting proposals from experienced community development consultant firms or individual consultants to assist the City in preparing (and submitting as required) its next 5-year Consolidated Plan (FY2016-2020) and the Annual Action Plan (FY2015-2016) pursuant to 24 CFR Part 91, per the IDIS Consolidated Plan Template, as necessary to receive a direct allocation of Community Development Block Grant (CDBG) Funds from the U.S. Department of Housing and Urban Development (HUD). The City's Analysis of Impediments to Fair Housing Choice and/or the City's Citizen Participation Plan will need to be reviewed and updated if necessary.

#### **BACKGROUND:**

The City is currently in its final year of the current 5-year Consolidated Plan Period (FY10-15). Over the last years as an Entitlement Community, the City has funded public service, 2 – Large Multi-Family Residential projects, and Administration activities. The City will be taking a fresh look at the current community needs and determining the direction in which to head with use of the funds.

Merced is the County seat in Merced County, with a population over 80,000. The population influx, caused by recent unprecedented development of single-family homes has caused a change in the demographics. The City's median household income is approximately \$30,429. Many existing neighborhoods (Census Tracts), however, are characterized as being of lower income with a diverse population.

**DELIVERABLES/SCOPE OF WORK:**

A consultant will be selected to prepare (and assist with the submittal in the format/form as may be required by HUD and/or the HUD Fresno Field Office) one or more of the following strategic planning documents required to receive a direct allocation of CDBG and HOME funds.

- 5 Year Consolidated Plan, and an 1<sup>st</sup> Year Annual Action Plan
- Update of the Citizen Participation Plan as needed
- Update, as needed, the Analysis of Impediments to Fair Housing Choices prepared in 2010

The scope of work to be performed by the consultant for each plan is as follows:

**Consolidated Plan, Action Plan and Citizen Participation Plan**

- Develop 5-Year plan for the program year beginning 2016-2020 and the required Annual Action Plan for the 2015/2016 program year in accordance with HUD requirements.
- Prepare a Consolidated Plan in accordance with Chapter 24 of the Code of Federal Regulations (CFR) Part 91, and which addresses 25 CFR Part 570 and other applicable federal regulations and current requirements.
- Perform relevant consultations and data collection to complete the required HUD tables and the analysis of housing and non-housing needs.
- Prepare an Executive Summary for the Consolidated Plan and Action Plan
- Assist City staff to assess the existing community need as necessary to develop new strategies, goals, and priorities.
- Assist City staff with development of new strategies, objectives, priorities and programs for inclusion in the Consolidation Plan and Action Plan.
- Develop and incorporate a performance measure component as required by HUD regulations.
- Conduct at least 2 public hearings, with additional public hearings and study sessions being conducted with the City Council and City Commissions as needed.
- Prepare draft public hearing notices and other public notices as may be applicable.

- Conduct consultations with private agencies, public agencies and community groups as required.
- Assist City staff with the review of the current Citizen Participation Plan to determine whether any changes are needed in order to meet HUD's current requirements.
- Provide a resource binder to include, at a minimum, a list of data sources, copy of data collected, consultations, records, and other supporting documentations used to develop the Consolidated Plan and Annual Action Plan.
- Provide a resource binder to include, at a minimum, a list of data sources, copy of data collected, consultations, records, and other supporting documentations used to update the Citizen Participation Plan.

**Analysis of Impediments (update):**

- Update the 2010-2015 Analysis of Impediments to Fair Housing Choice (AI) pursuant to current HUD and other Federal regulations.
- Identify impediments and recommend remedies to overcome impediment to fair housing choices.
- Conduct consultations with private agencies, public agencies and community groups as needed.
- Make one presentation to the City of Merced City Council as may be needed
- Provide copy of the approved final document; a copy on CD diskette shall be provided with the final document in Microsoft Office Word format
- Prepare draft public hearing notices and other public notices as may be applicable.
- Provide a resource binder to include at a minimum a list of data sources, backup of data collected, consultation records, correspondence, and other supporting documentation used in developing the AI

**City Assistance:** This RFP is written with the expectation that the Consultant understands that the Consultant will need to produce a significant amount of updated demographic data and other information required to complete the Consolidated Plan/Annual Action Plan, and possible updates to the Citizen Participation Plan, and Analysis of Impediments. City staff may assist Consultant as is practically possible and will share information as is available.

## **PROPOSAL CONTENT:**

The following information should be provided in the Proposal:

- A summary of the approach that will be used to perform the scope of work outlined above. Include a description of the 1) final product that will be provided and 2) a proposed work plan with a time line for each phase of the work plan. The time schedule should include the timeline to achieve the various anticipated development milestones, such as public hearings, community meetings, and noticing/publishing dates.
- Prepare a description of the public participation and public consultation program.
- Brief explanation on the consultant firms ability to adhere to a strict timeline, which may be required to meet HUD submittal deadline date.
- A general description of your firm's knowledge and experience in preparing Consolidated Plans, Annual Action Plans, Citizen Participation Plans, Analysis of Impediments, or other related planning documents.
- Identify all personnel that will be assigned to work on the project. Provide their qualifications, relevant experience and time they will be assigned to specific project tasks and the project overall.
- Provide a list of at least three (3) public agencies, including the contact person's name and a phone number, for which similar or relevant work products have been successfully completed and ultimately approved by HUD within the last 4 years.
- The cost and fee structure for the proposed work.

Time is of the essence and the consultant must be able to adhere to a timeline that will meet the City's deadline to submit the required documents to HUD in May 2015—but no less than 45 days prior to start of City's Fiscal Year, July 1, 2015. (The Consultant will be required to identify the exact submittal date, submit a progress/milestone deadlines—per the Project's Scope of Work—and coordinate with City Staff its submittal to HUD.)

**Note:** *Regular Meetings of the City Council are held the first and third Monday's of each month. The Consultant should be prepared to adhere to this schedule, while meeting HUD's public review/comment period of the draft Consolidated Plan/Annual Action Plan and public hearing requirements.*

## TENTATIVE SCHEDULE:

- RFP Issued Wednesday, April 2, 2014
- Proposal Due Date Friday, April 18, 2014, no later than Noon
- Interviews: Week of April 22-25, 2014
- Award of Contract May 5, 2014
- Project Start Date: July 1, 2014
- Project Completion: Submittal of Documents to HUD no later than May 15, 2015 (mandatory)

## DOCUMENT SUBMITTALS:

1. To be considered, please submit four (4) bound copies of your proposal, one (1) unbound reproducible copy, and one (1) electronic/digital copy of the proposal in Microsoft Office Word.
2. All proposals must be received at the address below, no later than:

**Friday, April 18, 2014**  
**\*\*no later than 5:00 p.m.\*\***

All copies received by that date/time will be date and time stamped. Proposals received after the due date/time will not be considered.

3. Proposals must be addressed to:

**City of Merced**  
**678 W. 18<sup>th</sup> Street**  
**Merced, CA 95340**  
**Attn: M a r k H a m i l t o n , Housing Programs Specialist**

Faxed or e-mailed proposals will not be accepted. Hand carried proposals will be accepted before the response due date/time at the address above during normal business hours of 8:00 a.m. to 5:00 p.m., Monday through Friday.

## EVALUATION CRITERIA

The City will consider all proposals and award a contract to the Consultant that provides the best overall value for the City of Merced. Accordingly, the City may use any of the following evaluation criteria to select a Consultant:

1. Experience with fully preparing and submitting successful Consolidated Plan and other required documents
2. Relevant qualifications of personnel

3. Information obtained via reference checks and from other sources regarding a firm's experience and reputation
4. Familiarity with applicable local, state and federal laws
5. Knowledge of, or ability to acquire knowledge of, local issues and interested parties in Merced and the San Joaquin Valley region
6. Approach to public outreach
7. Approach to overall preparation of the required documents as required by HUD
8. Proposed schedule/timeline and ability to meet City and HUD deadlines (a must)
9. Overall responsiveness to this RFP and ability to satisfy HUD's submittal deadlines and requirements.

A materially incomplete or non-responsive proposal will be rejected.

Please note that the ability of the Consultant team to satisfactorily complete the overall project within the anticipated completion schedule will be considered in the selection process. Cost, while not determinative, may be considered in the selection process.

#### **SELECTION PROCEDURE:**

A proposal evaluation committee comprised of City staff will review each proposal. The most qualified Consultant Firm/s may be invited to participate in an interview with City staff, on or around April 22-25, 2014, to review qualifications and expectations prior to selection. Final selection is anticipated to be made in May 2014.

#### **CITY PROCESS:**

1. General Conditions: The City reserves the right to cancel or reject all, or a portion or portions, of the request for proposals without notice. Further, the City makes no representations that any agreement will be awarded to any organization submitting a proposal. The City reserves the right to reject any and all proposals submitted in response to this request or any addenda thereto.

The City also reserves the right to reject any sub-consultant or individual working on a Consultant team and to replace the sub-consultant or individual with a mutually-acceptable replacement. Any changes to the proposal requirements will be made by written addendum.

2. Liability of Costs and Responsibility: The City shall not be liable for any costs incurred in response to this request for proposals. All costs shall be borne by the person or organization responding to the request. The person or organization responding to the request shall hold the City harmless from any and all liability, claim or expense whatsoever incurred by or on behalf of that person or organization. All submitted material becomes the property of the City of Merced.

The selected Consultant shall be required to assume responsibility for all services offered in the proposal whether or not they possess them within their organization. The selected Consultant will be the sole point of contact with regard to contractual matters, including payment of any and all charges resulting from the contract.

3. Validity: The Consultant agree to be bound by its proposal commencing July 1, 2014, during which time the City may request clarification or correction of the proposal for the purpose of evaluation. Amendments or clarifications shall not affect the remainder of the proposal, but only the portion so amended or clarified.
4. Standard Agreement: It will be assumed that the selected Consultant is willing and able to enter into a Professional Services Agreement, which will not be executed by the City without the agreement first being signed by the Consultant. The Consultant will be responsible for adhering to, and complying with, requirements of the RFP.
5. Permits and Licenses: Consultant, and all of Consultant's sub-consultants, at its and/or their sole expense, shall obtain and maintain during the term of any agreement, all appropriate permits, certificates and licenses, including but not limited to, a City Business License and Liability Insurance (as will be further specified in the Professional Services Agreement), which will be required in connection with the performance of services hereunder.
6. Oral and Written Explanations: The City will not be bound by oral explanations or instructions given at any time during the review process or after the award. Oral explanations given during the review process and after award become binding when confirmed in writing by an authorized City official.

**NOTES:**

1. A PDF copy of this RFP can be found on the City of Merced website at: [www.cityofmerced.org](http://www.cityofmerced.org)
2. Other relevant information or documents may also be available upon request by calling Mark Hamilton, Housing Programs Specialist, at (209) 385-6863.