

**REQUEST FOR PROPOSALS (RFP)  
FOR THE PREPARATION OF THE HOME-ARP ALLOCATION PLAN & OUTREACH  
ASSISTANCE**



**Issued By:**

**City of San Diego**  
Economic Development Department  
1200 Third Avenue, Suite 1400  
San Diego, CA 92101

**RELEASE DATE:**

**Monday, April 25, 2022**

**PROPOSAL CLOSING:**

**Monday, May 16, 2022, 5:00 pm PST**

Late submissions will not be accepted

**Friday, MAY 27, 2022, 5:00 pm PST**

**DEADLINE  
EXTENDED**

**Submit responses via ~~grants portal~~ email at:**

**[CDBG@sandiego.gov](mailto:CDBG@sandiego.gov)**

This RFP and other information is available on the  
~~ED Grants System~~ City's CDBG website at:

**[WWW.SANDIEGO.GOV/CDBG](http://WWW.SANDIEGO.GOV/CDBG)**

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## REQUEST FOR PROPOSALS FOR THE HOME-ARP PROGRAM

### **SECTION I - GENERAL INFORMATION**

#### **A. INTRODUCTION**

The City of San Diego (City) seeks a qualified consulting firm (Consultant) with experienced principal staff to engage in outreach efforts and develop an Allocation Plan for the HOME Investments Partnerships Program American Rescue Plan Program (HOME-ARP). The successful firm must demonstrate experience providing expertise, consulting services, and technical assistance in aspects of the HOME Investment Partnerships Programs (HOME) and the new HOME-ARP program. All interested parties must submit a response to this RFP by ~~May 16, 2022~~ **MAY 27, 2022**, in order to be considered.

This RFP describes the project, the scope of services, the consultant selection process and the minimum information that must be included in the proposal. Failure to submit information in accordance with the RFP's requirements and procedures may be cause for disqualification. The City of San Diego is strongly committed to equal opportunity for employees and subconsultants of professional services and like doing business with others that share this commitment. Proposers are encouraged to take positive steps to diversify and expand their subconsultant solicitation base and to offer consulting opportunities to all eligible subconsultants.

The target start date and term for the proposed services is June/July 2022 through December 2022, subject to negotiation of a final agreement. Economic Development Department (EDD) staff is targeting submitting the Allocation Plan to HUD in 2023 or earlier.

#### **B. BACKGROUND**

On March 21, 2021, the President signed the American Rescue Plan Act (ARP) into law, which provides over \$1.9 trillion in relief to address the continued impact of the COVID-19 pandemic on the economy, public health, state and local governments, individuals, and businesses.

To address the need for homelessness assistance and supportive services, Congress appropriated \$5 billion in ARP funds to be administered through HOME to perform four activities that must primarily benefit qualifying individuals and

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families who are homeless, at risk of homelessness or in other vulnerable populations. These activities include:

1. Development and support of affordable housing
2. Tenant-based rental assistance (TBRA)
3. Provision of supportive services
4. Acquisition and development of non-congregate shelter units

Allocations for funding to qualifying jurisdictions were announced on April 8, 2021. The City of San Diego was awarded **\$20,956,979** through the U.S. Department of Housing and Urban Development (HUD)'s HOME Program.

In order for the City to receive the HOME-ARP funding, an Allocation Plan and Substantial Amendments to the Fiscal Year 2020-2024 Consolidated Plan and the Fiscal Year 2021 Annual Action Plan must be submitted in HUD's online Integrated Disbursement and Information System (IDIS) and approved by HUD.

## **SECTION II – SCOPE OF WORK**

### **A. SPECIFICATIONS**

Under the direction of City's EDD staff, the Consultant is expected to prepare the Allocation Plan in accordance with all applicable federal and local policies, standards, and regulations. The work must be completed within the time frame identified in this RFP.

In response to the HOME-ARP Program, EDD staff seeks to:

1. Outreach: Consult with key stakeholders and service providers whose clientele include the HOME-ARP qualifying populations to identify unmet needs and gaps in housing or service delivery systems. Assist in the development of the HOME-ARP Allocation Plan. The successful respondent will provide for and encourage citizen participation in accordance with the HOME-ARP Allocation Plan.
2. Development of HOME-ARP Allocation Plan: The selected firm will develop recommendations based on the assessment activities and advise EDD staff with respect to: Needs Assessment and Gap Analysis; HOME-ARP Activities; HOME-ARP Production Goals; HOME-ARP refinancing guidelines, updates to current Consolidated Plan and anticipated changes.

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3. After the Allocation Plan has been submitted to HUD, the City may request assistance from the awarded consultant for assistance in the creation of a Policies and Procedures manual for the HOME-ARP in relation to the eligible activities selected for allocation. At the time of this writing, the City does not currently anticipate creating the manual but reserves the right to provide a manual at a later date.

- **PLEASE NOTE, REQUESTED ACTIVITIES ARE SUBJECT TO CHANGE AND BASED ON NEED**

The City must submit its HOME-ARP Allocation Plan and any related Amendments to HUD using the HUD's online Integrated Disbursement and Information System (IDIS). Data, which prepopulates tables in the template, comes from HUD's Office of Community Planning and Development database. The template does allow for entitlement grantees to integrate information into the Con Plan (for Substantial Amendment purposes) beyond that which is generally determined by the IDIS automated process. IDIS imposes character count limits and file format restrictions. The Consultant must be aware of these limits and restrictions and be fully prepared to deliver a complete HOME-ARP Allocation Plan and Substantial Amendments within these boundaries.

## **B. LENGTH OF AGREEMENT**

The anticipated duration of the agreement will be for 6 months, with the term to tentatively begin July 2022 and end January 2023. The City reserves the right to possibly amend and/or extend the agreement in order to complete the requirements of the HOME-ARP program.

## **SECTION III – GENERAL TERMS AND CONDITIONS**

- A. **Incurred Expenses:** Costs for developing the proposals are entirely the responsibility of the Consultant and shall not be charged to the City of San Diego or otherwise reimbursed by the City of San Diego.
- B. **Public Records:** All proposals submitted in response to this RFP become the property of the City of San Diego and its program participants and, according to applicable law, may in whole or in part, become public records which may subject the proposal, in whole or in part, to public review.

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- C. Questions Concerning RFP: A Proposer may submit, *via email only*, a request for interpretation or correction of the Request for Proposals documents.

These requests shall be sent via email with “HOME-ARP RFP Information Request” in the subject line to [CDBG@sandiego.gov](mailto:CDBG@sandiego.gov):

~~Questions shall be submitted as soon as possible, but no later than 5:00 pm, local time, on Monday, May 9, 2022.~~

~~Any interpretation or corrections made to the RFP will be made available on the ED grants portal under Frequently Asked Questions (FAQs) by Thursday, May 12, 2022.~~

- D. Contact with City Staff: Unless otherwise authorized herein, proposers who are considering submitting a proposal in response to the RFP, or who submit a proposal in response to this RFP, are prohibited from communicating with City staff or Program Participants regarding this RFP from the date this RFP is issued until a contract is awarded.
- E. Revisions to the RFP: The City of San Diego reserves the right to revise the RFP prior to the date proposals are due. Notifications of all revisions to the RFP shall be posted on the city’s CDBG website. The City of San Diego also reserves the right to extend the date by which proposals are due.
- F. Additional Information: The City of San Diego reserves the right to request additional information and/or clarification from any or all Proposers to this RFP.
- G. Disqualification: Failure to comply with the requirements of this RFP may result in disqualification. Incomplete proposals may be considered non-responsive and the proposal may be rejected.
- H. Payment for Services: The City of San Diego will pay the Consultant on a reimbursement schedule.
- I. Right to Audit: The City Auditor may access proposer’s records as described in San Diego Charter section 39.2 to confirm contract compliance.

## **SECTION IV – REQUEST FOR PROPOSALS PROCEDURES**

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This section describes the general procedures that will be used for this RFP.

## **A. SCHEDULE FOR NOMINATION, SELECTION AND AWARD**

The City of San Diego anticipates that the process for nominating and selecting a Consultant and awarding the contracts will be according to the following tentative schedule:

Release and Advertise RFP:	April 25, 2022
<del>Last Date to Submit Written Questions:</del>	<del>May 9, 2022</del>
Extended Proposal Due Date:	May 27, 2022
Selection and Notification:	June 10, 2022
Contract Negotiation Complete:	July 08, 2022 or earlier
Notice to Proceed:	July 29, 2022 or earlier

## **B. SUBMISSION OF PROPOSALS**

- ±. Proposal: The RFP response will be submitted THROUGH EMAIL to the ~~ED Grants System~~ CDBG MAILBOX ([CDBG@SANDIEGO.GOV](mailto:CDBG@SANDIEGO.GOV)) by 5:00 p.m. PST on, ~~May 16, 2022~~ **MAY 27, 2022**. All responses must be received by the stated date and time in order to be considered for award. The City of San Diego is not responsible for any late proposals due to slow internet connection or for any other electronic failure. ~~No late proposals will be considered.~~

## **C. EVALUATION PROCESS**

1. Process for Award: A City-designated evaluation committee will evaluate and score all responsive proposals. The evaluation committee may require a Consultant's representative to answer specific questions orally and/or in writing to clarify information. Upon completion of the evaluation process, the evaluation committee will recommend that the award be made to the proposer with the highest scoring proposal.

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2. Discussions/Negotiations: The City has the right to accept the proposal that serves the best interest of the City and the Program Participants, as submitted, with discussion or negotiation. Consultants should, therefore, not rely on having a chance to discuss, negotiate, and adjust their proposals. The City may negotiate the terms of a contract with the winning proposer based on the RFP and the proposer's proposal, or award the contract without further negotiation.
3. Selection Criteria: The award will be made by the evaluation committee, which may comprise of EDD Executive Team (Director, Deputy Director, Assistance Deputy Director, Program Manager), and/or Subject Matter Experts in the homeless and housing fields. Selection will be based on the respondent Consultant's qualifications, including, but not limited to, the following:
  - a) Understanding of work to be performed, HOME and HOME-ARP program and applicable regulations and standards inclusive of eligibility provisions
  - b) Professional expertise of team and prior experience relative to project
  - c) Understanding of current and local homeless issues and impact of housing development programs
  - d) Completeness, feasibility and quality of the responses and the proposed schedule
  - e) Clarity and conciseness of responses
  - f) Abidance by Equal Opportunity Contracting Program (EOCP) and related federal and City goals and policies
  - g) Competitiveness of fee schedule and overall costs

The evaluation committee may consider any other criteria it deems relevant, and the evaluation committee is free to make any recommendations it determines to be in the best interest of the HOME-ARP Program.

## **SECTION V- PROPOSAL SUBMISSION REQUIREMENTS**

The proposal must be submitted through the City of San Diego's ED Grants portal and in the following format:

### **A. General Instructions**

1. All proposals should be concise, well-organized and demonstrate the proposer's qualifications and experience applicable to the Project. The proposal shall be limited to 15 one-sided pages (8 1/2" x 11") and be

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numbered [the attachments required by B.3. Section 4 below are excluded from this page count.]. Type size and margins for text pages should be in keeping with accepted standard formats for desktop publishing and word processing, resulting in no more than 500 words per page.

2. The proposal must be submitted THROUGH EMAIL AT [CDBG@SANDIEGO.GOV](mailto:CDBG@SANDIEGO.GOV) electronically to the ED Grants portal located at <https://edgrants.force.com> **no later than 5:00 p.m., May 16 MAY 27, 2022**. Late submittals will **not** be accepted. The bidder shall be bound to the terms of the proposal for a period of sixty (60) days following the deadline.
- ~~3. Respondents must register as an ED Grants user and be accepted prior to uploading the proposal in ED Grants. Please click [here](#) to view the User Registration Guide located on the ED Grants "Resources" Tab. Respondents should plan accordingly to ensure proposal is received before the deadline.~~
4. To be considered a complete proposal, proposer's response should include the specified content and sequence of information described in this RFP.

## **B. Specific Content and Sequencing of Information in RFP**

Each proposal should include sections addressing the following information in the order shown. The Consultant should be sure to include all information that will enable the evaluation committee to make an informed decision. Failure of the Consultant to provide specific, detailed information may result in its proposal being rejected. Any necessary exhibits or other information, including information not specifically requested by this RFP but may assist the evaluation committee in their review, should be attached to the end of the proposal. The additional materials should fit within the limitations of the proposal.

### **1. Cover Letter:**

Provide a one-page cover letter, on your organization's letterhead, that includes:

- a) Address of any office(s) located in the San Diego region.
- b) Name, title, address, telephone number and email address of the person to contact concerning the proposal.
- c) Signed by an individual or individuals authorized to execute legal documents on behalf of the Proposer.



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2. Executive Summary: One- or two-page overview of the entire proposal describing the highlights of the proposal.

3. Section 1 - Qualifications and Experience:

a) Provide a description of the proposer's experience in completing similar projects.

b) List at least one (1) successfully completed similar project (e.g. Consolidated Plans, Annual Action Plans, Consolidated Annual Performance Evaluation Reports, Citizen Participation Plans, Assessment of Fair Housing, and Substantial Amendments) and provide links to electronic samples. Include the name of a project reference, contact information (please include person's name, phone number, email) and the total value of the project. Projects awarded but not yet completed may be submitted for consideration.

c) Describe and list all proposed personnel to be assigned to this effort, including their qualifications and relevant experience.

i. Identify the amount of time proposed personnel are expected to be assigned to specific tasks and the effort overall.

ii. Clearly indicate what responsibilities these individuals will be charged with relative to the Scope of Work.

iii. Indicate how local personnel or firms may be utilized to ensure a strong understanding of local laws, ordinances, regulations, policies, requirements, permitting, etc. and to provide for a local presence to interface with the City.

iv. How many people are employed by your company? Delineate between employees and subcontractors.

v. List of subcontractors (if any) who will be working on this project. Please note that subcontractors shall not be changed without prior authorization.

vi. Include resumes for the proposed personnel, to include professional qualifications, applicable degrees and training, and an organizational chart.

4. Section 2 - Proposed Approach and Work Plan:

a) Describe your proposed approach for meeting the services required by the Project, as outlined in this RFP. Discuss relevant considerations including lines of communications necessary to maintain schedule, software availability for both schedule and management reporting, staffing plan, and other resources and equipment provided by you.

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b) Describe Proposer's technical and management approach to the Project. Include an itemized timeline projecting key project benchmarks, individual responsibilities, and work products. Attach a project plan, if appropriate. The project plan should also include a listing and description of key proposed deliverables and timelines including but not limited to:

- |   |                         |
|---|-------------------------|
| i. Proposed Outreach Strategy:  | July–August 2022        |
| ii. Begin Outreach efforts:   | August–September 2022   |
| iii. Collect data from outreach and draft findings:                                       | September–October 2022  |
| iv. Present Draft Allocation Plan:  | October–November 2022   |
| v. Assist City Staff with creation of Power Point Presentation for City Council approval: | November–December 2022  |
| vi. Submit to HUD:  | January 2023 or earlier |

*NOTE: Dates reflected in the above timeline are subject to change.*

a) Provide a summary of the approach that will be used to perform the Scope of Work, including the envisioned community participation component.

The community participation and consultation strategy should consist of the following:

- i. As part of the Consultation Strategy to solicit input from the general public and key stakeholders, there should be at least (2) community meetings with the option of adding (1) additional community meeting if requested. Preferably, one meeting would be targeted towards stakeholders in the region that may include: homeless and domestic violence service providers, veterans' groups, public housing agencies (PHAs), public agencies that address the needs of the qualifying populations, and public or private organizations that address fair housing, civil rights, and the needs of person with disabilities. The second meeting would be targeted towards the general public to discuss the eligible activities for the HOME-ARP Program. Consultant will be required to assist in advertising these meetings, including the use of direct mailers to specific groups, email blasts, and social media to ensure underserved populations are included.
- ii. Administering a citywide survey (mechanism to-be-determined) to gather broad-based input regarding the HOME-ARP Program.

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- iii. In accordance with State and federal laws regarding in person gathering limitations, the Consultant and City may decide to conduct outreach meetings virtually. Consultant must have access to virtual meeting software (i.e. Microsoft Teams, Zoom; preferably with Webinar access) in order to conduct virtual meetings effectively.
  - iv. Organizing and facilitating meetings and workshops to gather input from the general public and stakeholders. Draft and distribute meeting agendas and supporting documents/handouts, if necessary.
  - v. Ensuring that the appropriate interpretation services are available at all public meetings.
  - vi. Maintaining a complete record of the community participation, consultation, outreach efforts and the outcomes thereof; including a record of comments received and responses to them.
- b) In the event that in-person meetings are moving forward, consultant will list needs for physical space and/or equipment. This should include a listing of tools (internet, databases, software) the Consultant intends to use in order to complete the Scope of Work and any items the Consultant cannot provide.
- c) List local, current, and pertinent planning, policy, and similar documents the Consultant would reference for the preparation of the HOME-ARP Allocation Plan, as well as the evaluation of available resources.

## 5. Section 3 – Cost Analysis and Budget

- a) Provide an itemized budget and a detailed explanation for all costs associated with providing the requested services, if selected, including the community participation process. The costs of services should include the hourly wages/salaries of personnel assigned, the estimated number of hours per person per work plan deliverable, totals and other anticipated material costs.
- b) The proposed charge for performing the Scope of Work may be expressed as an hourly rate for a specified number of hours and broken out by specific work products.
- c) If travel time is expected to be billable, discuss and show how travel time invoices will be calculated. Generally, proposals that do not

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include travel time or expenses are preferred, unless the services requested require travel as part of the service.

d) Include start-up costs, if any.

## 6. Section 4 – Other Requirements, Insurance, & Certifications

a) Insurance: Evidence of \$1,000,000.00 of general liability insurance and \$1,000,000.00 in professional liability insurance. Documentation must also be provided for Workers Compensation insurance.

b) Certification: The Proposer shall state if it is among the following: Certified Minority-Owned Business Enterprise (MBE), Certified Woman-Owned Business Enterprise (WBE), Certified Disadvantaged Business Enterprise (DBE) and/or Certified Disabled Veteran Business Enterprise (DVBE).

c) Equal Opportunity Contracting Elements: The City seeks to foster a business climate of inclusion and to eliminate barriers to inclusion. In accordance with this practice, the Proposer shall include the following:

i. Disclosure of Discrimination Complaints: Proposer shall include a list of all instances within the past ten (10) years where a complaint was filed or pending against Proposer in a legal or administrative proceeding alleging that Proposer discriminated against its employees, subcontractors, vendors, or suppliers; the list shall include - the nature of the discrimination complaint, the date of the claim, location, status and any remedial actions taken. If this section is not applicable to the Proposer, the Proposer shall so state.

ii. Work Force Report: Proposer shall include a completed, current work force report. [Incorporated as an attachment to this RFP.]

iii. Demonstrated Commitment: Proposer shall include a description of outreach efforts undertaken on this project to make subcontracting opportunities available to all interested and qualified firms including SLBE/ELBE/DBE/MBE/WBE/DVBE/OBE. The Proposer shall

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list strategies to recruit, hire, train and promote a diverse workforce.

- iv. Contractor Standards Report: Completed and signed “Contractor Standards Form”. [Incorporated as an attachment to this RFP.]

END OF THE REQUEST FOR PROPOSAL