



REQUEST FOR PROPOSALS
Priority Development Area Affordable Housing Strategy
(Alternate Task: Citywide Strategy)

November 1, 2016

(Revised 11/21/16)

PROPOSALS DUE: November 30, 2016

Statement of Interest is due by **November 18, 2016 at 4 P.M.** to receive addenda.

PROJECT DESCRIPTION AND BACKGROUND

Background: The City of El Cerrito has undertaken various planning efforts, including the San Pablo Avenue Specific Plan (SPASP) and updated Housing Element (2015-2023), to position El Cerrito towards encouraging new development and providing a range of housing opportunities for the community. The City's SPASP and new Form-Based Code (FBC) were adopted in December 2014. The FBC is intended to guide the physical environment and character of the streets, buildings and open spaces within the City's Priority Development Area (PDA). It supports the vision to create a vibrant, walkable, sustainable, and transit-oriented corridor. A Programmatic Environmental Impact Report was also adopted for the Specific Plan that analyzed the potential environmental impacts of the first 1,706 residential units in the Specific Plan area. (See www.el-cerrito.org/SPASP for more information.)

Shortly after the SPASP's adoption, the El Cerrito Housing Element was adopted in 2015 based on five strategic goals that have been developed by the community over time:

- 1) Conserve and improve El Cerrito's existing housing supply
- 2) Facilitate and encourage the development of housing to meet regional housing needs allocations established by the Association of Bay Area Governments (ABAG)
- 3) Expand housing opportunities for the elderly, the disabled, households with very-low to moderate-income, and for persons with special housing needs
- 4) Promote housing opportunities for all persons regardless of race, age, marital status, ancestry, national origin, or color
- 5) Promote energy efficiency in the location, construction, renovation and maintenance of housing units

See www.el-cerrito.org/HousingElement for more information.

In part, due to the adopted SPASP's updated development standards, interest in and proposed new development in El Cerrito, and specifically the PDA, has been increasing.

With recently constructed, under construction and approved projects, the City's 2014-2022 Regional Housing Needs Allocation (RHNA) is close to being met. See Table 1 below. Although the City is already well on its way to achieving RHNA goals, continuing to pursue the goals of the Specific Plan and creating ongoing opportunities for affordable housing continues to be a priority. An Affordable Housing Strategy is needed to define City goals, and identify a range of implementation tools, to further the overall Housing Element goals.

Table 1: El Cerrito Remaining 2014-2022 RHNA Need Based on Units Built/Under Construction/Approved in El Cerrito Since 2014

Income Category	2014-2022 RHNA	Units Built, Under Construction or Approved Since 2014	Units Proposed*	Remaining Need **
Very Low (0-50% of AMI)	100	86	21	14/(7)**
Low (51-80% of AMI)	63	38	47	25/(22)**
Moderate (81-120% of AMI)	69	13	0	56/56**, ***
Above Moderate (over 120% of AMI)	166	140	364	26/(338)** , ***
Total Units	398	277	432	121/(-311)

*Units proposed include projects the City has received applications for that have not yet completed the entitlement process. It also includes units proposed for the Mayfair site for which the City's Successor Agency is currently in an ENRA with Bridge Housing and Holiday Development to provide 21 Very Low, 47 Low and 166 Above Moderate units. These projects bring the total remaining RHNA need to zero, except for in the Moderate (81-120% of AMI category.) These figures do not include other projects where applications are still pending submittal.

**The first number is the number of remaining units needed if only the units built, under construction or approved since 2014 are built. The second number is the remaining need if proposed projects are completed.

***It is unknown what the rents for market rate existing or proposed units are or will be but they are not income restricted and are set by the market.

Project Description: The City is seeking a qualified consultant team ("Consultant") to develop a comprehensive, Affordable Housing Strategy ("Plan") for the City's San Pablo Avenue PDA and Specific Plan area. The City is also seeking proposals to expand the strategy citywide, see Alternate Task below. The City's goal is to identify and implement proactive programs and policies to advance its General Plan and Housing Element goal of preserving and expanding housing opportunities for households with very low to moderate incomes and for persons with special housing needs. The Plan will document existing affordable housing resources, analyze affordable housing potential, identify existing affordable housing policies and resources, create an inventory of best practices and create an implementation plan to increase the supply and range of affordable housing options. Development of this Plan is funded by both the City of El Cerrito and a PDA Planning Grant from the Metropolitan Transportation Commission (MTC).

Alternate Task: The Primary Task is funded by MTC as a component of a PDA Planning grant. Whereas the PDA provides the largest opportunity for expanding the housing supply, a comprehensive citywide affordable housing strategy would allow El Cerrito to

also identify citywide affordable housing issues and opportunities. The City is therefore also interested in receiving proposals to expand this Affordable Housing Strategy to be citywide. Respondents to this RFP are invited to include a separate scope and task(s) to complete this work.

The selected team will be responsible for providing the technical expertise to facilitate the planning process and to identify and potentially develop implementation tools identified throughout the process as appropriate and timely for El Cerrito. It is anticipated that the process will engage the El Cerrito community (residents, stakeholders, staff, elected/appointed officials and experts) to develop a Plan that reflects the community's opportunities and needs, while simultaneously putting in place tools identified as ready or identifying required next or supplemental steps. A Technical Advisory Group will be convened for this effort facilitated by the consultant. The Plan will result in an implementation strategy consistent with state, regional and local affordable housing priorities and within the context of the City of El Cerrito Housing Element, while building upon other City planning efforts, including the San Pablo Avenue Specific Plan. The Plan will also serve as a living strategy document for City staff, elected officials and decision makers.

PROJECT SCOPE, TASKS AND DELIVERABLES

The general Scope of Work will be to work with City staff, key stakeholders, the Planning Commission and a Technical Advisory Group to develop a comprehensive PDA Affordable Housing Strategy, and Citywide Affordable Housing Strategy (Alternate Task) to be adopted by the City Council in accordance with the grant agreement with MTC.

The tasks listed below reflect the agreement with MTC for the project. The City is seeking an effective, efficient and creative approach to providing these deliverables and meeting the City's goals for this project. Respondents to this RFP shall provide a proposed detailed work plan and schedule, and then a final work plan and schedule will be negotiated with the selected consultant team.

General Tasks:

1. Internal Project Kick-Off Meeting

Consultant shall convene a kick-off meeting with City staff to confirm key responsibilities, scope of work, schedule and project goals. The team shall discuss a Community Engagement Strategy to ensure broad-based community input and support; the team shall identify key stakeholders and members of an Affordable Housing Technical Advisory Group (TAG).

The City shall provide the Consultant with relevant and available plans, studies and data sets pertinent to the project.

Deliverable: Meeting summary notes

2. Identify Needs and Available Affordable Housing & Resources

Consultant shall analyze and summarize the need for affordable housing and the role local municipalities can play in helping to provide and increase opportunities for affordable housing; summarize the status of existing policy, programs, capacity and context; identify existing or planned available affordable housing in the PDA and citywide and provide an inventory of appropriate Best Practices.

3. Community Engagement

- a. *Community Engagement Strategy:* Consultant shall propose recommendations in the form of a memo to the City for the community engagement component of the Affordable Housing Strategy. The strategy shall include convening a Technical Advisory Group and including specific meetings, meeting purposes and expected outcomes, a tentative meeting schedule, and promotional strategies. The City shall convene TAG based on recommendations provided by the Consultant.

Deliverable: Community Engagement Strategy Memo, Public Involvement Support Materials (flyers, posters, mailers, etc.), Summary of Public Input Memo

- b. *Technical Advisory Group Meetings:* Consultant shall advise and assist in convening a TAG composed possibly of representatives from East Bay Housing Organization, Contra Costa County, ABAG and other key stakeholder agencies. CONSULTANT shall meet with City and the TAG to develop vision for the strategy, issues needing review, direction or input, and provide project updates.

Deliverable: Meeting Agendas, Sign-in Sheets, Presentations, and Meeting Minutes/Summary

- c. *Community Workshop(s):* Consultant shall facilitate Community or Elected/Appointed Official Workshops, in coordination with City staff and other engagement strategies as provided in the Community Engagement Strategy (3a) to garner community input throughout the planning process as applicable.

Deliverable: Workshop Agendas, Sign-in Sheets and Presentation(s) Materials

4. Implementation Strategy

Consultant shall develop an implementation plan in coordination with City staff for the Affordable Housing Strategy to identify potential implementation steps and actions, timing and resources needed, to increase the supply and preserve affordable housing and ensure the goals of the Housing Element are advanced and the vision of the PDA and the City's San Pablo Avenue Specific Plan is achieved. The Plan shall include an analysis of the financial and personnel resources required to implement the recommended strategies and actions and identify resources available to the City.

Deliverable: Affordable Housing Implementation Strategy

5. Priority Development Area Market Analysis

Consultant shall provide a summary of the market factors that influence or contribute to development and implementation of affordable housing strategies, i.e. the challenges, opportunities and constraints provided by the market in the provision of affordable housing within the San Pablo Avenue Specific Plan PDA.

6. Final Affordable Housing Strategy

Consultant shall develop a Draft PDA Affordable Housing Strategy based upon the outcomes of the above. The strategy shall include, at a minimum, a brief

analysis of Housing Element goals and policies and how the strategy fulfills these goals, an analysis of development affecting the PDA, projections of future affordable housing needs and recommended action steps needed to preserve and increase the supply of affordable housing.

Deliverable: Draft Affordable Housing Strategy

7. Final Affordable Housing Strategy Presentation to Planning Commission and Council

Following City comments and revisions, Consultant shall prepare a Final Draft Affordable Housing Strategy for presentation to the Planning Commission and City Council or other public body to be determined by the City.

Deliverable: Final Affordable Housing Strategy, Planning Commission and City Council Presentation

BUDGET

Please submit a proposed cost for both the Primary (PDA) and Alternate (Citywide) tasks. Include billable hours and reimbursables, detailing a breakdown of the proposed budget by task, employee classification, billing rate and estimated hours per task. The Consultant will be supported by the City Community Development Department staff. Please clearly indicate which task, or percentage of each task, that would be allocated to the Primary and Alternate Task. The final budget and work plan will be negotiated with the selected consultant team.

PROPOSAL REQUIREMENTS

Each proposal should include, at a minimum, the following items:

Transmittal Letter – Include contact information (physical address, telephone, email address) for the primary person responsible for your proposal who will be the point of contact for the City on all correspondence and communications pertaining to this RFP. State whether any addendums to this RFP have been received by your firm and whether consideration of their content has been included in your proposal.

Statement of Project Understanding – Provide a detailed discussion of your understanding of the nature of the work, project goals and final products especially as it pertains specifically to the City of El Cerrito.

Statement of Experience and Qualifications – Present the qualifications and experience of the proposed key staff and any support staff proposed for the projects. Include descriptions of the projects undertaken by your proposed Project Manager(s) and team within the last five years that are similar in nature to this project, particularly those completed in communities similar to El Cerrito and with similar goals and deliverables.

Consultant's Work Plan – Explain in detail your proposed work plan, including all anticipated tasks, along with any supplemental tasks you deem necessary for successful completion of this project. If responding to the Alternate Task to expand this Affordable Housing Strategy to be citywide, please clearly delineate as a separate task to complete this work. Include a spreadsheet showing all project tasks and deliverables, along with the proposed project team member assigned to each task and their estimated hours. Also, include a schedule for the work plan aiming for project completion by May 27, 2017.

References – Provide three recent public agency references for your proposed Project Manager(s) include names, addresses and telephone numbers.

Additional- Feel free to submit additional materials which you feel necessary to provide a complete profile of your company and proposal as it relates to this RFP.

SELECTION PROCESS AND REQUIREMENTS

The selection committee will consist of City staff. Proposals will be evaluated based upon the following criteria:

Statement of Project Understanding	20%
Statement of Experience and Qualifications	20%
Consultant's Proposed Project Team	20%
Consultant's Work Plan	30%
Innovative Public Involvement, Final Plan & Implementation Tools	10%

Contract award will be made to the team that best matches City goals and reflects the understanding of El Cerrito, based on evaluation criteria outlined above as determined through both the proposal and interview. The selection committee will rank proposals and invite the top ranking consultant teams to an interview. The top team will be invited to negotiate a final Agreement and Work Plan with the City.

The successful consultant will be required to execute a Professional Service Agreement with the City and meet the insurance requirements therein. A sample of the City Professional Service Agreement is shown in Exhibit A.

PROPOSAL AND PROJECT TIMELINE

Release RFP	November 1, 2016
Statement of Interest Due	November 18, 2016 (4 P.M.)*
Final Questions Due	November 21, 2016 (4 P.M.)
Proposals Due	November 30, 2016 (4 P.M.)
Short List Notification	December 5, 2016
Interviews	December 14, 2016 (1-4 P.M.)**
Anticipated Council Award	January 17, 2017

* Email Statement of Interest to Katherine Ahlquist, kahlquist@ci.el-cerrito.ca.us

** Please save December 14, 2016, 1-4 pm for a potential interview. Shortlisted firms will be notified by December 5, 2016.

Consultant questions pertaining to this RFP shall be submitted no later than 4:00 p.m., November 21, 2016 by email to kahlquist@ci.el-cerrito.ca.us. Responses to questions submitted within the specified time period will be answered within three (3) business days by addendum, distributed to all consultants who have submitted a statement of interest on or before November 18th. Consultant shall identify receipt of all addenda in their Transmittal Letter.

Three (3) hard copies and one electronic copy of consultant's proposal shall be submitted by 4 P.M., November 30th to the address below. Proposals will not be accepted after the deadline.

Attn: Katherine Ahlquist
Community Development Department
10890 San Pablo Avenue
El Cerrito, CA 94530

AVAILABLE RESOURCES

The following resources are available online for familiarization with the City's related planning efforts.

Housing Element (2015-2023): www.el-cerrito.org/HousingElement
San Pablo Avenue Specific Plan (2014): www.el-cerrito.org/SPASP
City General Plan (1999; Amended 2014): www.el-cerrito.org/GeneralPlan
Strategic Plan (2015-2020): www.el-cerrito.org/StrategicPlan
City Major Projects Website: www.el-cerrito.org/MajorProjects

Other master plans are available at: www.el-cerrito.org/MasterPlans

ATTACHMENTS

Exhibit A: Sample Professional Services Agreement