



# City of Emeryville

CALIFORNIA

## Request for Proposals

**FOR**

**HOUSING ELEMENT 2023-2031**

**DEADLINE FOR SUBMISSION: DECEMBER 3, 2020 BY 5:00 PM.**

**STAFF CONTACT INFORMATION:**

Diana Keena, Associate Planner

City of Emeryville

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## **1. INTRODUCTION**

The City of Emeryville (“City”) wishes to hire a consultant to prepare the Housing Element for 2023-2031.

## **2. BACKGROUND**

The City has received a Local Early Action Planning (LEAP) grant from the State Housing and Community Development Department (HCD). The project description and the project timeline from the grant application are shown below.

### Project Description

The project is to conduct a Housing Element process in which the City considers policies that will increase production of affordable housing, to supplement existing policies that encourage residential development generally. Staff will ask the public, providers of services to low-income people, the Housing Committee, the Planning Commission, and the City Council for policy ideas, and will offer ideas for affordable housing such as expedited review, financing and funding, inclusion in development of City-owned land, and application of objective development standards. These policies will increase housing production and help the City meet its affordable housing allocation. At the time of the grant application, June 2019, Emeryville had 6,987 existing dwelling units and 2,253 units in various stages of development, so we could see a total of 9,240 units by about 2025. In Plan Bay Area 2040, the Association of Bay Area Governments projected a range of 10,390 to 12,270 total units in Emeryville by 2040. Additional affordable housing policies could help Emeryville produce an additional 1,880 units and meet the larger number in Association of Bay Area Government’s (ABAG’s) projection. Plan Bay Area 2050 is now in preparation and the number of units projected for Emeryville is not yet known.

The tasks include outreach strategy, community workshop, and service provider roundtable meetings; research and writing of the required Housing Element chapters; presentation of findings and ideas to the Housing Committee, Planning Commission and City Council; preparation of administrative and public review drafts; comments on and approval of the draft; preparation of an addendum to the General Plan Environmental Impact Report (EIR); submittal of the draft to HCD and response to comments; adoption hearings; and submittal of the adopted Housing to HCD and response to comments for certification.

The plan for adoption will be the Housing Element of the Emeryville General Plan for the 2023-2031 Regional Housing Needs Allocation (RHNA) cycle. The adoption process will include consideration of policies designed to increase production of affordable housing, along with continuation of policies that currently encourage production of market-rate mixed-use projects that include a percentage of affordable units. The adoption process will include a robust public participation process, preliminary HCD review of a draft, Housing Committee review, a Planning Commission hearing, and a City Council hearing.

Timeline

Begin	End	Deliverable	Notes
3/1/21	7/31/21	Strategy, responses, notes	Committee, Public, Providers
3/1/21	7/31/21	Three draft chapters	Needs, Element, Constraints
3/1/21	7/31/21	Two draft chapters	Land Inventory, Resources
8/1/21	9/30/21	Presentations, notes	Commission, Council
10/1/21	11/30/21	Admin draft, public draft	Admin, Public Review
12/1/21	3/31/22	Presentations, final draft	Committee, Commission, Council
4/1/22	4/30/22	General Plan EIR Addendum	CEQA Analysis
4/1/22	6/30/22	Draft, revisions	HCD First Review
7/1/22	9/30/22	Presentations, notes	Committee, Commission, Council
10/1/22	12/31/22	Certified Housing Element	HCD Certification

The consultant will be required to comply with HCD LEAP grant program contract requirements.

**3. PROPOSAL**

The proposal should include a scope of work reflecting the project description and timeline shown above. The scope should address how the proposer intends to involve the community with or without COVID restrictions. The proposal should include a timeline resulting in adoption of the plan by the end of 2022, with two-week staff review of administrative drafts, and allowing four weeks between Council staff reports and meetings. The proposal should also include a budget showing staff hours for each task, staff rates, and task costs. The budget should be efficient but realistic. The City has received a LEAP grant from HCD in the amount of \$65,000 to contribute towards the Housing Element. The City will be responsible to fund to any costs that exceed the grant amount.

**4. SCHEDULE AND SUBMITTAL REQUIREMENTS**

**4.1 Schedule**

The City anticipates that the selection schedule will be as follows:

- RFP Issued - Monday November 2
- Questions To Be Answered in Meeting Due – Monday November 9
- Mandatory Pre-Submittal Meeting – Monday November 16, 11am (Zoom invitation will be sent)
- Remaining Questions Due – Monday November 23
- Proposals Due – Thursday December 3, 5 pm
- Shortlist Selection – Friday December 11
- Interviews – Friday December 18
- Contract Negotiation – December 28 - January 8
- Contract to City Council – Tuesday February 16
- Contract Signed – Tuesday March 2

The City reserves the right to adjust the above schedule as necessary.

#### **4.2 Submittal Contents and Format**

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

Name and address of entity proposing to do the work

Date entity was established

Name and signature of person authorized to sign a contract

Contact person's name, address, email address and phone number

##### **2. Project Approach and Timeline**

Describe the strategy for completing all stages of the project. Include a detailed scope of work noting applicable deliverables and tasks as noted in this RFP. Provide a chart depicting overall schedule, milestones, community meetings, and public hearings. The project schedule shall include a detailed explanation of all stages of the project, including, at a minimum:

- A. Kick off meeting with staff to collect and confirm baseline information needs and refine the scope of services;
- B. Identification of major milestones, meetings, and work products;
- C. Public outreach, Housing Committee meetings, and workshops;
- D. Delivery of analysis and findings during assessment and development of the RHNA and Housing Element Update;
- E. Response to HCD review and City staff review times;
- F. Delivery of draft and final draft Housing Element; and
- G. Public hearings (Planning Commission and City Council).

The contract will include an EIR addendum, and if additional environmental review is required beyond that, it will be a contract amendment.

##### **3. Experience and Qualifications of Team and Key Staff Members**

Relevant projects the entity has completed

Three references from three different projects

Resumes for key staff members including relevant projects they have completed

Assurance that key staff members will work the indicated number of hours on the project

##### **4. Proposal Budget**

Complete the attached budget form to illustrate for each major stage or task of the project, identify the staff hours, hourly rates, and cost for each.

##### **Submittal of Proposal**

Proposals are due on Thursday December 3, 2020 at 5 pm.

Please email a PDF of your proposal, or a link to it if it is more than 10 MB, to Diana Keena at [dkeena@emeryville.org](mailto:dkeena@emeryville.org).

## **5. EVALUATION OF SUBMITTALS**

### **5.1 Selection Process Generally**

All responsive submittals to this RFP will be evaluated by a selection committee composed of City staff. The selection committee will review and rank the proposals according to the rating criteria described in this RFP. All teams will be notified if they have been shortlisted via email. Following the selection committee's evaluation process and determination of short-listed firms, the City may contact teams' references and request teams to interview with the selection committee.

### **5.2 Evaluation Criteria and Scoring**

Each submittal will be evaluated on the following evaluation criteria:

- Qualifications and experience of firm and key staff
- Scope and staffing
- Feasibility of budget and timeline
- Complete, succinct proposal

## **6. GENERAL TERMS AND CONDITIONS**

### **6.1 Errors and Omissions**

Consultants are responsible for reviewing all portions of this Request. Consultants are to promptly notify the City, in writing, if the firm discovers any ambiguity, discrepancy, omission or other error in this request. Any such notification should be directed to the City staff contact person listed on the cover page promptly after discovery, but in no event, later than five (5) working days prior to the date for receipt of submittals.

### **6.2 Additional Questions**

Any questions regarding this request must be submitted in writing to the City staff contact person listed on the cover page at least **TEN (10) WORKING DAYS** prior to the submittal deadline. The City may share the question(s) and its response(s) with all known consultants who are considering a response to this request.

### **6.3 Addendum**

The City may revise this request prior to the submittal deadline. The City will communicate modifications to this request by issuing an addendum. The City may extend the submittal deadline in its sole discretion.

### **6.4 Additional Information**

In the City's sole discretion, it may contact any, all or no consultant to seek additional information about a submittal. Such additional information may include requesting that the consultant meet with the selection committee, financial information, clarification on the submittal, etc.

### **6.5 No Contract**

This request and the selection process shall in no way be deemed to create a binding contract, agreement or offer of any kind between the City and submitting consultant. If the City selects a consultant(s) pursuant to this request, any legal rights and obligations between the successful firms, if any, and the City will come into existence only when a written contract is fully executed by the parties, and the legal rights and obligations of each party shall at that time be only those rights and obligations which are set forth in the contract and any other documents specifically referred to in that contract.

### **6.6 No Costs to City**

Each consultant submitting a response to this request agrees that it shall bear all costs and expenses associated with the preparation of the submittal, and the City shall not be responsible for any costs or expenses incurred by the consultant, under any circumstances.

### **6.7 Public Records**

All submittals become the property of the City, regardless of whether the City enters into a contract with the consultant, and no submittals will be returned to a consultant. In accordance with California law relating to access to public records, the City may be required to publicly disclose all submitted information and materials to third parties requesting such information. At the City's sole discretion, it may delay disclosure of submittals until negotiations with the selected consultant(s) has concluded, if such disclosure would compromise the City's negotiating position. If the submitting consultant claims that any submitted information constitutes a trade secret or is proprietary, the bidder shall identify the trade secret or proprietary information in the submittal. Pricing is not considered a trade secret or proprietary information.

### **6.8 Award**

This request does not commit the City to award a contract. The City reserves the right to accept or reject any or all submittals, to negotiate a different proposal, to split the award, to waive irregularities, and technicalities, to alter the selection process in any way, to postpone the selection process for its own convenience at any time for any reason, to waive any defects or irregularities in any submittal, to issue a new Request at any time, or to hire any consultant it deems appropriate in its sole and absolute discretion within or outside of the evaluation process.

### **6.9 Federal, State and Local Laws**

Any consultant executing a contract with the City will be required to comply with all applicable federal, state and local laws, including without limitation state Prevailing Wage Law (Cal. Labor Code, § 1720, et seq.) and the City of Emeryville's Minimum Wage, Paid Sick Leave, and Other Employment Standards (Emeryville Municipal Code Chapter 37) and Living Wage Ordinance (Emeryville Municipal Code Chapter 31), as applicable.

### **6.10 City Contract**

A sample of the standard City professional services contract is attached as Attachment A for reference. By submitting a response to this request, the consultant represents that it is willing and able to execute the City's standard professional services contract, including but not limited to, the applicable insurance requirements.

### **7. ATTACHMENTS:**

- Professional Services Contract  
Budget Form