



Sonoma County Community Development Commission
Housing Authority • Redevelopment Agency
1440 Guerneville Road, Santa Rosa, CA 95403-4107

June 30, 2010

*Members of the
Commission*

Valerie Brown
Chair

Efren Carrillo
Vice Chair

Mike Kerns
Shirlee Zane
Paul L. Kelley

Kathleen H. Kane
Executive Director

REQUEST FOR PROPOSALS: FAIR HOUSING SERVICES

The Sonoma County Community Development Commission and the City of Santa Rosa are soliciting proposals for services related to affirmatively furthering fair housing to comply with Title VIII of the Civil Rights Act of 1968, as amended, known as the Fair Housing Act, and all other applicable laws and regulations, especially Fair Housing regulations associated with HUD's Community Planning and Development (CPD) funding programs of local government. The service area will include Sonoma County in its entirety, except for the City of Petaluma which operates a separate Fair Housing program.

A mandatory bidders conference will be held on Wednesday, July 21st, 4:00-5:00 pm at the Sonoma County Community Development Commission offices, 1440 Guerneville Road, Santa Rosa, and full proposals will be due by **5:00 pm on Wednesday, September 1, 2010.**

Please submit two unbound copies of your submittal and one electronic copy. Submissions should be made to:

Mark Krug, Community Development Manager
Sonoma County Community Development Commission
1440 Guerneville Road
Santa Rosa, CA 95403

Please direct any questions to Cathy Allyn, Community Development Associate, at (707) 565-7541 or callyn@sonoma-county.org.

Sincerely,

Mark Krug
Community Development Manager



Telephone (707) 565-7500
FAX (707) 565-7583 • TDD (707) 565-7555





Sonoma County Community Development Commission
Housing Authority • Redevelopment Agency
1440 Guerneville Road, Santa Rosa, CA 95403-4107

REQUEST FOR PROPOSALS FOR FAIR HOUSING SERVICES

SERVICES RELATED TO AFFIRMATIVELY FURTHERING FAIR HOUSING TO COMPLY WITH TITLE VIII OF THE CIVIL RIGHTS ACT OF 1968, AS AMENDED, AND ALL OTHER APPLICABLE LAWS INCLUDING 24 CFR PART 570.602, HUD FAIR HOUSING, ACCESSIBILITY AND EQUAL EMPLOYMENT REGULATIONS

The Sonoma County Community Development Commission and the City of Santa Rosa (Jurisdictions) are requesting proposals from agencies to provide fair housing services related to federal requirements to affirmatively further fair housing to prevent any person or agency from discrimination in the sale, rental or financing of housing. The selected agency will review the scope of work funded by the CDC and the City, perform the services required and provide documentation of services in the form of quarterly reports, provide a qualitative analysis of impediments to fair housing, and recommendations for addressing each of the identified impediments.

BACKGROUND

The Jurisdictions are recipients of federal Community Development Block Grant (CDBG) and HOME Investment Partnership (HOME) funds. The primary objective of the CDBG program is the development of viable urban communities by providing decent housing, a suitable living environment, and expanding economic opportunities for persons of low to moderate income. The primary objective of the HOME program is to expand the supply of decent, affordable housing for low and very low income households.

The Fair Housing Act requires recipients of Department of Housing and Urban Development (HUD) funds to administer all programs and activities related to housing and community development in a manner which affirmatively furthers fair housing. The Act prohibits any person or agency from discriminating in the sale, rental or financing of housing because of race, age, color, religion, sex, handicap, familial status or national origin.

The agency chosen to provide these services will be contracted for one year beginning July 1, 2011 and terminating June 30, 2012. Thereafter, the contract may be renewed annually, subject to satisfactory performance and continued availability of funds.



SCOPE OF SERVICES

The Jurisdictions' Fair Housing program will be countywide, except for the City of Petaluma which operates a separate Fair Housing program, and will include, but is not limited to, the following activities:

A. Program Activities to be conducted:

1. Housing education and information outreach efforts:

- a. Develop and distribute fair housing literature to prospective tenants, property owners, landlords and organizations that have contact with the public.
- b. Make presentations to community organizations, realtors, and landlord and property management organizations concerning the rights and responsibilities related to fair housing and anti-discrimination programs, problems, and issues.
- c. Develop and distribute legal information with respect to fair housing to landlords, managers, and property owners.
- d. Develop a comprehensive outreach plan which guarantees proper geographic distribution of the outreach efforts (a, b, c above) throughout the County of Sonoma. The plan should also include a description of how the outreach services provided will be evaluated.

2. Counseling and information services:

- a. Provide fair housing counseling to individuals and families who have experienced, or believe they have experienced, housing discrimination. Provide instructions on how to recognize discrimination and what steps may be taken after the discrimination complaint has been registered. A toll free number must be made available to the public by the service provider.
- b. Provide vacancy information and basic instruction on how to search for and obtain rental and owner housing.

Methods to conduct the above activities and quantifiable estimates of each activity conducted are to be provided in the proposal. Quantification requested includes the number of meetings, number of individuals counseled, recommended number of pieces of literature distributed, etc.

B. Reporting Requirements:

1. Quarterly Reports Assessing Fair Housing

Program activities detailed in Section A must be submitted to the Jurisdictions. Include in your proposal a suggested format for reporting education, counseling, information, and outreach efforts on a quarterly basis.

The selected agency must provide a qualitative analysis of impediments to fair housing, and recommendations for addressing each of the identified impediments



BIDDING REQUIREMENTS

A. Financial Responsibility

The Jurisdictions accept no financial responsibility for any cost incurred by a bidder in responding to this RFP.

B. Instructions for Proposal Preparation

1. General

The agency's response to this Request for Proposal shall be made according to the specifications set forth in this section both for content and sequence. As the proposal shall be used to determine the agency's capability, it should be specific and complete in every detail. Failure to furnish the information requested or failure to submit a proposal in the form outlined may result in the proposal being considered non-responsive and it may be rejected.

The proposal must contain a description of the proposed approach to conduct the activities listed within the "Scope of Services". In addition, any recommended changes or alternatives and any other information considered pertinent for a viable, comprehensive fair housing program should be provided. The respondent should not necessarily limit the proposal to the performance of services in accordance with this document but should outline and identify any additional services and their costs, if the respondent deems them necessary to provide a Fair Housing Program and satisfy the requirements of the Fair Housing Act and other applicable laws.

2. Format and Contents

Proposals must be submitted in the following format:

<u>SECTION</u>	<u>TITLE</u>
1	Cover Letter
2	Table of Contents
3	Executive Summary
4	Work Plan
5	Contractor Capabilities
6	Costs
7	Additional Data and Attachments

Section 1 - COVER LETTER

A maximum one-page cover letter and introduction should be submitted which will include the agency's name and address as well as the name, address, email address and telephone number of the contact person(s) who are authorized to make representations for the agency. This letter should be signed by the executive director, or other authorized staff, of the agency.

Section 2 - TABLE OF CONTENTS

Immediately following the cover letter, there will be a comprehensive table of contents of the material included in the proposal.



Section 3 - EXECUTIVE SUMMARY

This section should contain a very brief outline of the agency's qualifications to function successfully as a fair housing services provider and the general approach to the provision of client services.

Section 4 - WORK PLAN

The work plan shall provide a more detailed description of how the agency would carry-out the activities described in the "Scope of Services".

Section 5 - CONTRACTOR CAPABILITIES

In this section, the agency should demonstrate the capability to provide a Fair Housing Program that will fulfill the requirements of the Fair Housing Act and other applicable laws according to the following criteria:

- Experience, educational background, demonstrated capability, and availability of qualified personnel who will be assigned to the program.
- Familiarity and experience in the performance of Fair Housing activities and of HUD Community Planning and Development programs and Fair Housing requirements.
- The agency's past performance in meeting cost, schedule, and program requirements.

All agencies should include information concerning their facilities and personnel, indicating their suitability for the work covered by the proposal (include resumes of principal staff involved.). Documentation of the financial status of the agency must be included to ensure the continuity of agency through the service period (July 1, 2011 through June 30, 2012). A recent independent financial audit with any and all associated management letters would generally meet this submission requirement.

Section 6 – Payment of Services

Proposers are advised that the estimated annual funding available for this contract is approximately eighty-five thousand dollars (\$85,000) to one hundred thousand dollars (\$100,000). Once the most qualified proposal is selected, a fixed-price contract will be negotiated.

Section 7 - ADDITIONAL DATA AND ATTACHMENTS

Include any pertinent information you may wish to be considered, including references.

FORM OF CONSULTING AGREEMENT

The selected agency will be expected to execute the Jurisdictions' standard forms of public services agreements. A copy of each is attached. The agency's submittal must specify, in writing, any objections agency has to the grantee's standard form of agreement, and contain proposed alternatives to the standard language for consideration by the Jurisdictions. Matters not objected to by agency in its submittal will not be subject to later negotiation.



EVALUATION CRITERIA

The following guidelines will be used to evaluate the proposals received. In an effort to reach a decision concerning the best qualified bidder, the Jurisdictions reserve the right to evaluate all factors deemed appropriate, whether or not such factors have been included in the guidelines.

A. Evaluation Guidelines

- Completeness of the application;
- Understanding of the scope of services as evidenced by the approach outlined;
- Competence, technical ability, location, resources, related experience; and
- Knowledge of federal fair housing regulations;

RESERVATION OF RIGHTS

The issuance of this RFP does not constitute an agreement by the Jurisdictions that any contract will actually be entered into by the Jurisdictions. The Jurisdictions expressly reserve the right at any time to:

- Waive or correct any defect or informality in any response, submittal, or submittal procedure,
- Reject any or all submittals,
- Reissue a RFP,
- Prior to the submission deadline, modify all or any portion of the selection procedures, including deadlines for accepting responses, the specifications or requirements for any materials, equipment or services to be provided under this RFP, or the requirements for contents or format of the submittals,
- Procure any materials, equipment or services specified in this RFP by any other means.

All submittals shall be deemed public records. In the event that a Respondent desires to claim portions of its submittal exempt from disclosure, it is incumbent upon the Respondent to clearly identify those portions with the word "confidential" printed on the lower right-hand corner of the page. The Jurisdictions will consider a Respondent's request for exemption from disclosure; however, the Jurisdictions will make a decision based upon applicable laws. Assertions by a Respondent that the entire submittal or large portions are exempt from disclosure will not be honored. All responses to this Request for Proposals shall become the property of the Jurisdictions and will be retained or disposed of accordingly.

The Jurisdictions shall not be liable for any pre-contractual expenses incurred by any Respondent. The Jurisdictions shall be held harmless and free from any and all liability, claims, or expenses whatsoever incurred by, or on behalf of, any person or organization responding to this RFP.

All data and information furnished by Jurisdictions or referred to in this RFP are furnished for the Respondent's convenience. The Jurisdictions do not guarantee that



such data and information are accurate and assumes no responsibility whatsoever as to its accuracy or interpretation. Respondents shall satisfy themselves as to the accuracy or interpretation of all such information and data.

By submitting a proposal in response to this RFP, the Respondent waives all rights to seek any legal remedies regarding any aspect of this RFP, the Jurisdiction's selection of a consultant, and the Jurisdiction's rejection of any and all submittals.

The Jurisdiction also reserves the right to negotiate any price or provisions and accept any part, or all parts of any or all submittals, whichever is in the best interest of the Jurisdictions, and the public.

PROPOSAL SUBMISSION AND TIMELINE

1. A **mandatory bidders conference** will be held on **Wednesday, July 21st, 4:00-5:00 pm** at the Sonoma County Community Development Commission offices, 1440 Guerneville Road, Santa Rosa.
2. Consultants responding to this Request for Proposals must submit two (2) unbound copies of their completed proposal and one electronic copy no later than 5:00 p.m., on Wednesday, September 1, 2010.
3. All submittals should be mailed or delivered to:

Mark Krug, Community Development Manager
Sonoma County Community Development Commission
1440 Guerneville Road,
Santa Rosa, CA 95403.

4. Proposals may not be submitted via fax.
5. The Jurisdictions may reject any submittals received after the deadline.

QUESTIONS

Questions regarding this RFP should be submitted in writing to Mark Krug, Community Development Manager, at the address above or via email to mkrug@sonoma-county.org by August 27, 2010. Responses to all questions will be disseminated by email to consultants who submit a written request to be included on the response list prior to that date.

ATTACHMENTS

Standard Forms of Public Services Agreements

