



Request for Proposal

City of Imperial Housing Element Update

Important Dates

Proposal Due:	September 25, 2020 at 5:00 P.M.
Questions Due:	September 21, 2020 at 9:00 A.M.
Award of Contract:	October 7, 2020
Project Completion:	June 1, 2021

**City of Imperial
Planning Department**
400 South Imperial Avenue
Suite 101
Imperial, CA 92251
Phone: (760)355-1152
Fax: (760)355-4718

1. Overview

The City of Imperial, California invites professional firms to submit proposals to prepare an update to the City's Housing Element of the General Plan For the upcoming planning period from October 15, 2021 through October 15, 2025

The City is seeking the services of a professional consulting firm ("Consultant") to perform data collection, analysis, and provide the technical expertise necessary to complete a Housing Element Update for the 6th cycle. The Consultant will be responsible for all steps necessary to prepare and adopt the document, including community outreach, public hearings, and policy recommendations. Interested firms should have the reputation for outstanding service to its clients and a proven track record of successfully completing planning documents on time and within budget.

2. Background

The City of Imperial is located in Imperial County in California's southeastern desert. Incorporated in 1904, the City of Imperial is the oldest city in the region, and it is currently the fastest growing city in the Imperial Valley with an estimated population of 19,372, according to latest population estimate from the State Department of Finance.

The City is a predominantly agricultural and residential community situated 13 miles north of the US-Mexico border and adjacent to the northern boundary of the City of El Centro. The California Mid-Winter Fairgrounds (Imperial Valley Expo), the Imperial County Airport, and the Imperial Irrigation District Headquarters are major land uses in the City of Imperial.

A number of annexation projects and residential development proposals are currently under various levels of review and the City expects to continue to grow.

The City of Imperial originally adopted its current General Plan in December 1992, and the Housing Element was most recently adopted during February 2019 with certification from the State Housing and Community Development Department on June 2019.

3. Scope of Work

The City of Imperial is soliciting proposal for the update of the City's Housing Element to be internally consistent with the City's General Plan and to be certified by the State Department of Housing and Community Development (HCD). The Housing Element update will reassess the community's housing-related goals and objectives, while addressing issues and establishing objectives for a wide range of possible housing program initiatives.

In preparing a response to this Request of Proposal (RFP), the Consultant shall address the following specific components that should be included in the scope of work. The final scope of work will be coordinated with City staff and the selected Consultant.

Task 1. Preparation of Document

Provide all aspects of work required to prepare an updated Housing Element that is accurate, complete, understandable, and meets all requirements of applicable State Codes. This task will include but not be limited to the following items:

- a. Evaluate the current Housing Element to determine the progress effectiveness and appropriateness of its goals, objectives, policies and programs;
- b. Compare and summarize housing production projected during the housing cycle and actual accomplishments;
- c. Assess the City's housing needs, and inventory of constraints and resources relevant to meeting those needs. The Consultant will develop a current housing inventory and evaluate housing conditions using State approved criteria. The Consultant will be responsible for obtaining all necessary demographic and other relevant data, including an update of Census data as necessary and available, and determining special-needs housing, including obtaining available information on persons with disabilities such as developmental, homeless counts, details about area shelters, etc. City Staff will assist the Consultant in assembling data on housing prices, production numbers, and vacant residential parcels;
- d. Sites inventory and analysis, including zoning for a variety of housing types to demonstrate adequate to accommodate the regional housing need;
- e. Identify potential and actual governmental and non-governmental constraints in the production of housing. Where constraints are identified, the Consultant will develop mitigation programs;
- f. Recommend new goals, quantified objectives, policies and programs based on public input and identified City concerns. The Consultant will formulate a five-year implementation plan in compliance with applicable State Laws;
- g. Recommend programs to ensure that housing opportunities are available for all persons in the City

Task 2. Public Outreach

Organize and conduct a community outreach program consistent with State and Federal laws. The Consultant should include a minimum of two (2) community meetings and two (2) public hearings. One of the community meetings should be held early in the Housing Element Update process. Public Hearings will be conducted before the Planning Commission and the City Council. The Consultant will assist City Staff in preparing all Staff Reports, notices, and respond to any public or agency comments.

Task 3. Certification by the State Department of Housing and Community Development

The Consultant will be responsible for preparing a final version of the Housing Element, and the Consultant will draft recommendations for revisions based on comments from HCD.

Task 4. Environmental Compliance

Upon approval of an administrative draft of the Housing Element, the Consultant shall prepare and process all applicable environmental documents in compliance with the California Environmental Quality Act.

Task 5. Other Meetings

The Consultant may need to attend up to five (5) meetings with City Staff. These meetings can be in the form of a conference call. In addition, the Consultant should plan on attending up to three (3) local meetings with HCD, SCAG, and the Imperial Valley Association of Governments (IVAG). Consultant shall provide the City with bi-weekly status updates via e-mail.

Task 6. Deliverables

- a. All text documents shall be delivered to the City in Microsoft Word format, and all graphics shall be provided to the City in an electronic format.
- b. Public information and outreach materials shall be prepared by the Consultant.
- c. The Consultant shall provide six (6) print copies and an electronic copy of the Administrative Draft Housing Element.
- d. The Public Review Draft Housing Element shall be provided to the City as one (1) unbound reproducible original, one (1) electronic copy, and six (6) print copies.
- e. For each Public Hearing (Planning Commission and City Council), the Consultant shall provide the City with one (1) unbound reproducible original, one electronic copy, and ten (10) print copies of the Housing Element, environmental document, and supporting documents.

4. Proposal Content

Proposal responses must adhere to the requirements outlined in this section. The original proposal and each subsequent copy must be submitted on paper, properly bound, appropriately tabbed and labeled in the following order:

1. **Introduction:** Provide a cover letter and introduction including the name and address of the organization with the name, address, telephone and fax numbers, and e-mail address of the contact person who will be authorized to make representations for the organization. A one- to two-page Executive Summary shall

be provided with an overview of the proposal, its highlights, and the approach to successfully completing this project.

- 2. Scope of Work and Schedule:** Discuss each task outlined in Section III above with a cost estimate and cost proposal for the project including a breakdown of costs by each task. Include a scope of work and schedule of completion that demonstrates how the Consultant will meet the following key events:
 - a. Administrative Draft of the updated Housing Element
 - b. Public Outreach meetings and review period for the Housing Element
 - c. Public Notice and review of CEQA documents
 - d. HCD's mandatory 60-day review of the draft Housing Element
 - e. Public Hearings before the Planning Commission and City Council
 - f. City Council approval of the updated Housing Element by at least June 1, 2021 and as early as possible accounting for deadlines and consultation with City and HCD.
 - g. HCD Finding of Compliance
- 3. Qualifications and Personnel:** Describe the firm's resources, experience and capabilities as follows:
 - a. Provide an outline of the firm's background, qualifications, and ability to perform the scope of services required. Identify any sub-contractors proposed for the project.
 - b. Provide a list and/or organizational chart to identify the person(s) who will be primarily responsible for contact with the City.
 - c. Identify all key project personnel, their relationship to the project, relevant qualifications and experience, and their level of effort toward completing all needed tasks. Include a description of specific projects similar to this request and the specific tasks performed by the project personnel.
 - d. Provide a brief outline of the firm's current workload, staffing and ability to meet the schedule and deadlines described in this RFP.
- 4. References:** Identify at least 5 successfully completed projects of a similar nature, preferably with direct involvement of municipal governments in California. Each project listed shall include the name of the agency, project manager, phone number, and description of work performed. Consulting projects currently underway may also be submitted for consideration.
- 5. Additional Data:** This section will be limited to five (5) pages. Proposals may include any other information the Consultant deems essential to the evaluation of the qualifications and proposal statements.

5. Proposal Submittal

To be considered, please submit three (4) copies of your proposal by Friday, September 25, 2020 at 5:00 P.M. to:

City Clerk's Office
City of Imperial
420 South Imperial Avenue
Imperial, CA 92251

All proposals shall be submitted in sealed envelope(s) and shall be clearly marked:

“SEALED PROPOSAL FOR HOUSING ELEMENT UPDATE – DO NOT OPEN WITH REGULAR MAIL.”

Proposals received after the due date and time will be returned unopened. Faxed and emailed proposals will not be accepted. Hand carried proposal will be accepted before the response due date during normal business hours.

Questions regarding this Request for Proposal may be directed to Lisa Tylanda, Planner, City of Imperial Community Development Department, 400 South Imperial Avenue, Suite 101; Imperial, CA 92251 or via email at ltylenda@cityofimperial.org. Questions should be submitted in writing and all prospective consultants will receive copies of the questions and responses. The deadline for the City to receive written questions is September 21, 2020 at 9:00 A.M. The answers to the questions will be made available by September 23, 2020 at 10:00 A.M.

6. Review and Selection Procedure

A proposal evaluation committee comprised of City Staff will review each proposal. The following evaluation criteria will be used in selecting a Consultant:

1. Experience with similar efforts;
2. Relevant qualifications of key personnel;
3. Familiarity with applicable State and Federal laws;
4. Ability to provide a local presence during the process;
5. Cost of proposal;
6. Proposed schedule and ability to meet applicable deadlines; and
7. Overall responsiveness to this RFP.

The City of Imperial reserves the right to reject any or all proposals for any reason. Minor irregularities of the proposal may be waived at the discretion of the City.

Please note that the ability of the Consultant to complete the overall project within the anticipated completion period will be considered in the selection process.

