

**REQUEST FOR PROPOSAL
FOR
SB2 PLANNING GRANTS PROGRAM
IMPLEMENTATION & HOUSING
ELEMENT UPDATE**



**CITY OF SIGNAL HILL
COMMUNITY DEVELOPMENT
DEPARTMENT**

**PROPOSALS DUE BY:
FEBRUARY 18, 2020, 4:00 PM**

City of Signal Hill
2175 Cherry Avenue
Signal Hill, CA 90755
(562) 989-7340
www.cityofsignalhill.org

SECTION 1 – SUBMITTAL PROCEDURES & DEADLINE

1.0 OBJECTIVE

The City of Signal Hill is seeking proposals from qualified firms to assist with two Housing Element related tasks as follows:

- Implementation of SB2 Planning Grants Program (“PGP”) projects; and
- Preparation of the 6th Cycle Housing Element update.

SECTION 2 – PROPOSAL REQUIREMENTS

2.0 PROPOSAL SUBMITTAL

Five (5) bound copies of the proposal and one (1) electronic version to be sent to cdoan@cityofsignalhill.org must be received no later than 4:00 PM on February 18, 2020.

Proposals must be mailed or delivered to:

Colleen Doan, Community Development Director
City of Signal Hill
2175 Cherry Avenue
Signal Hill, California 90755

Proposals received after the submittal deadline stated above will not be considered. Facsimile proposals will not be accepted. Once received, the proposal and supplementary documents become the property of the City and may be subject to public records laws.

2.1 INQUIRIES

For all questions and inquiries related to this Request for Proposals (RFP), please contact:

Colleen Doan, Community Development Director
City of Signal Hill
2175 Cherry Avenue
Signal Hill, California 90755
(562) 989-7344
cdoan@cityofsignalhill.org

2.2 TENTATIVE SCHEDULE

Provided below is the tentative schedule for the RFP process. Note that the schedule is tentative and that aside from the RFP release date, the due date may be extended and the schedule may be subject to change.

	Date
RFP Release Date	January 6, 2020
RFP Submission Deadline	February 18, 2020
Interviews for Selected Finalists	Week of March 2, or 9, 2020
City Council Authorization	March 24, 2020

SECTION 3 – BACKGROUND

3.0 ABOUT SIGNAL HILL

The City of Signal Hill (“City”) is a 2.2 square-mile Charter City, situated over a major producing oil field, the Long Beach Field which was first discovered in 1921. The City incorporated three years later and is the only city in America completely surrounded by another city – Long Beach. Signal Hill was a growing residential area prior to the 1921 oil discovery, and transitioned into a major oil field with so many derricks that it came to be known as Porcupine Hill.

Signal Hill is located four miles west of the 605 Freeway, three miles east of the 710 Freeway and the 405 Freeway runs through the northern portion of the City. Although still a producing oil field, the City is transitioning into a diverse, modern community and has active oil wells co-existing adjacent to modern commercial and residential development. Signal Hill is a growing community with an inventory of vacant land available for development. The City’s population has increased from 11,016 in 2010 to 11,795, according to 2019 State Department of Finance data. Housing data shows an increase in available housing from 4,389 to 4,631 between 2010 and 2019.

SECTION 4 – SCOPE OF SERVICES

4.0 OVERVIEW

On November 12, 2019, the City Council authorized Staff’s submittal of an application for Senate Bill 2 PGP to accelerate future production of housing. The projects identified in the grant application totaled \$160,000 and are listed here:

Part 1, SB2 Funding

	<u>Projects:</u>	<u>Estimated Cost:</u>
1.1	Inventory of candidate sites (for housing)	\$10,000
1.2	Complete oil well, soils, and methane analysis (of sites)	\$40,400
1.3	Prepare Regional Housing Needs Assessment (RHNA) zoning standards	\$27,500
1.4	Conduct community outreach	\$4,000

1.5	Complete General Plan Amendment (GPA), Zoning Ordinance Amendment (ZOA), and Environmental determination	\$25,600
1.6	Conduct developer outreach	\$4,000
2.1	Conduct Accessory Dwelling Unit (ADU) research	\$6,200
2.2	Draft ADU Ordinance	\$10,000
2.3	Community outreach program	\$4,000
2.4	Adopt ADU Ordinance	\$6,000
2.5	Prepare ADU development manual	\$7,200
3.1	Prepare Density Bonus Ordinance (DBO)	\$8,500
3.2	Promote and Market DBO	\$5,000
4.0	Hire a regional housing direct to assist with SB2 related expertise – to be administered by the Gateway Cities Council of Governments (COG)	\$1,600
	TOTAL:	\$160,000

Tasks 1.2 will be completed by separate consultants. Task 4.0 has been completed by COG. Approximately, two-thirds of the project costs are attributed to the consultant. These projects are necessary for the preparation of the 6th Cycle Housing Element covering June 30, 2021 – October 15, 2029. **Staff is seeking a consultant to work on the projects listed above totaling up to \$118,000.**

On November 20, 2019, the City submitted their PGP application to the State Department of Housing and Community Development (HCD). HCD has confirmed that all cities submitting an SB2 application by the November 30, 2019 deadline will be eligible for funding. In addition, all of the projects listed except 3.1, 3.2, and 4.1 are necessary for selection of the potential sites to accommodate the RHNA and are therefore considered “Priority Policy Areas”. This means they are automatically eligible for funding because HCD has predetermined that they will contribute to the acceleration of housing production. Staff will only fund projects for which grant funds are provided.

Part 2, Preparation of the 6th Cycle Housing Element Update

The City is also seeking a proposal to complete the 6th Cycle Housing Element update. Drafting of the Housing Element will begin in 2020 and the urgency to obtain a consultant at this time stems from the large number of cities who will be also looking for a consultant to complete this work.

SECTION 5 – PROPOSAL CONTENT

5.0 DATA TO BE SUBMITTED WITH PROPOSALS

In order to be considered for selection, each proposing firm shall submit a proposal which includes the following:

1. A brief cover letter summarizing key points of the proposal. It must be signed by an individual with authority to bind the proposer and should state that all conditions contained in the attached proposal are valid for a period of at least 90 days.
2. Qualifications of firm and number of years in business.
3. Scope of work.
4. Cost estimate by task (See Exhibit “A” for format).
5. Rate sheet.
6. Timeframe – City is requesting a start date within 30 days of contract award.
7. Describe the communication method between the firm and the City.
8. Deliverables.
9. Name of day-to-day project manager and resume.
10. Team members assigned to project and resumes.
11. Three (3) public sector references.

5.1 ACCEPTANCE OF PROPOSAL CONTENT

If a contract is awarded as a result of a response to this request, the City will select the successful firm as quickly as possible after the final date for receipt of the proposals and completion of the interview and selection process.

It is likely that the content of the proposal of the successful bidder will be used in a legal contract of agreement. Bidders should be aware that methods and procedures proposed could become contractual obligations.

SECTION 6 – EVALUATION PROCESS

The City will conduct a two tiered evaluation process to select the ideal firm. The initial evaluation will consist of a review of all timely submitted proposals with a focus on qualifications, experience, survey methodology, and cost. Following the initial evaluation, the pool of candidates will be reduced to a short list of no more than the top three (3). The

secondary evaluation will consist of interviews and reference checks for each of the short list candidates. The weighted criteria for each level are:

6.0 INITIAL EVALUATION: THE FOLLOWING CRITERIA (AS WEIGHTED) WILL BE USED TO EVALUATE ALL TIMELY AND COMPLETE SUBMITTED PROPOSALS:

- 1. QUALIFICATIONS AND RELEVANT EXPERIENCE (Weight 25%)**
 - Years in business and qualifications of individuals and team
 - Experience providing similar services to local government agencies
 - Service delivery time frames
- 2. THOROUGHNESS AND ORGANIZATION OF PROPOSAL (Weight 15%)**
 - Includes all required elements of the proposal
 - The proposal is organized, concise and thorough
 - Demonstrates understanding of the scope of work
 - Consultant's approach to accomplishing the scope of work
- 3. PROPOSED STAFF EXPERIENCE (Weight: 30%)**
 - Experience doing similar work and projects
- 4. COST ESTIMATES (Weight 30%)**
 - Costs for providing the proposed scope of services
 - Quality of work to be delivered based on consultant's fee

6.1 SECONDARY EVALUATION: THE FOLLOWING CRITERIA (AS WEIGHTED) WILL BE USED TO EVALUATE THE SHORT LIST OF SELECTED CONSULTANTS:

- 1. QUALIFICATIONS AND RELEVANT EXPERIENCE (Weight 40%)**
 - Demonstrated qualifications of individuals and the team
 - Experience providing similar services to local government agencies
 - Demonstrated understanding of the scope of work
 - Demonstrated analytical ability and problem solving skills
 - Identified specific procedures to be used to ensure communication between the consultant and the City
- 2. PREPAREDNESS AND UNDERSTANDING OF THE PROJECT (Weight 40%)**
 - Demonstrated ability to provide sufficient qualified and experienced personnel
 - Demonstrated availability of lead and all proposed team members
 - Consultant's general approach to providing services and evaluating issues
 - Communication skills
 - Demonstrated ability to deliver services using technology and computers
 - Cost estimates and delivery time
- 3. REFERENCE CHECKS (Weight 20%)**
 - Customer satisfaction
 - Cost versus product level of service

- Communication strengths and analytical skills
- Other

SECTION 7 – ADDITIONAL PROPOSAL INFORMATION

7.0 LEGAL RESPONSIBILITIES

The consultant shall keep itself informed of all local, State, and Federal laws and regulations, including but not limited to those pertaining to conflicts of interest, which in any manner affect those employed by it or in any way affect the performance of its duties under the scope of work. The consultant shall at all times observe and comply with all such laws and regulations.

7.1 COSTS FOR PROPOSAL PREPARATION

The City shall not be responsible for any costs incurred by any firm for the preparation of any proposals, including interviews. No obligation, either expressed or implied, exists on the part of the City to make an award or to pay any costs incurred in the preparation or submission of a response. All costs associated with the preparation or submission of a proposal are solely the responsibility of the candidate.

7.2 RESERVATION OF RIGHTS TO REJECT, WAIVE, AND REISSUE

The City reserves the right to reject any and all submittals, waive any irregularities, reissue all or part of this Request for Proposals, and not award any contract, all at its discretion and without penalty. The selected firm is required to enter into a Contract Services Agreement with the City. The form will be provided to the firm upon request.

All submittals will become the property of the City. Information in responses will become public property and will be subject to applicable public records laws. The City reserves the right to make use of any information or ideas in the responses. All proposals will be maintained as confidential working papers until officially placed on the City Council meeting agenda.

7.3 LIABILITY INSURANCE REQUIREMENTS FOR CONSULTANTS

As a condition of awarding a contract, the firm will be required to have general liability insurance at a minimum of one million dollars (\$1,000,000) per occurrence and two million dollars (\$2,000,000) aggregate, professional liability insurance at a minimum of one million dollars (\$1,000,000) per occurrence, worker's compensation at state-mandated minimums, no less than one million dollars (\$1,000,000), and vehicle coverage including comprehensive and collision insurance at a minimum of one million dollars (\$1,000,000). The consultant must name the City and its officers, employees and agents as additional insureds. The proposal shall state whether such insurances are currently in force or will be at the time of contract execution.

Exhibit "A"

Cost Estimate Worksheet

<u>Projects:</u>	<u>Estimated Cost:</u>
Inventory of candidate sites (for housing)	
Prepare RHNA housing zoning standards	
Complete GPA/ZOA/CEQA	
Conduct developer outreach	
Conduct ADU research	
Draft ADU Ordinance	
Community outreach program	
Adopt ADU Ordinance	
Prepare ADU development manual	
Prepare Density Bonus Ordinance	
Promote and Market DBO	
Prepare Housing Element Update	
TOTAL:	