



Municipality of Norristown

Municipal Council

William Caldwell, President
Linda Christian, Vice President
Sonya D. Sanders, District 1
Gary H. Simpson, District 4
Derrick D. Perry, At Large
Olivia Brady, At Large
Marlon Millner, At Large

Crandall O. Jones
Municipal Administrator

REQUEST FOR PROPOSALS TO PREPARE THE MUNICIPALITY OF NORRISTOWN'S FY 2015-2019 CONSOLIDATED PLAN AND FY2015 ACTION PLAN

The Municipality of Norristown is accepting proposals from qualified professional consultants to perform a planning process, to complete a Five-Year Consolidated Plan (PY2015-19) and Annual Action Plan (PY2015) in accordance with 24 CFR Part 91 of the Housing and Community Development Act of 1974. The Consolidated Plan will address the Municipality's program years from March 1, 2015 to February 28, 2019 and the Action Plan will address the Municipality's program year from March 1, 2015 to February 28, 2016.

The RFP detailing the scope of services is available upon request. **Proposals are due no later than 3:00 p.m. on Friday August 8, 2014.** For more information, or to obtain a complete copy of the RFP, please contact:

Municipality of Norristown
Department of Planning & Municipal Development
235 East Airy Street
Norristown, PA, 19401
PHONE: (610)-270-0451



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I. INTRODUCTION

The Municipality of Norristown is accepting proposals from qualified professional consultants to perform a planning process, to complete a Five-Year Consolidated Plan (PY2015-19) and annual Action Plan (PY2015) in accordance with 24 CFR Part 91 of the Housing and Community Development Act of 1974. The Consolidated Plan will address the Municipality's program years from March 1, 2015 to February 28, 2019 and the Action Plan will address the Municipality's program year from March 1, 2015 to February 28, 2016.

II. BACKGROUND

The Five-Year Consolidated Plan is required by the federal Department of Housing and Urban Development (HUD) to qualify for federal funding from four programs: Community Development Block Grant (CDBG); HOME Investment Partnerships (HOME); Emergency Shelter Grant (ESG); Housing Opportunities for Persons with AIDS (HOPWA). The Municipality is a CDBG entitlement community. The other programs are administered by entities that include Montgomery County office of Housing and Economic Development and the Montgomery County Housing Authority among others.

The Municipality intends to use the Consolidated Plan not only to identify housing and community needs, formulate strategies, and allocate CDBG funds, but to also provide Municipal Council, staff and members of the public with a detailed analysis of the Municipality's current housing and community conditions. The Consolidated Plan will also be a resource for other funding sources that may become available to the Municipality. The Municipality's current Five-Year Consolidated Plan (PY2010-14) and Action Plan (PY2014) are available at the Montgomery County Norristown Library, the Planning Department and also on the Municipal website at www.norristown.org.

The Municipality of Norristown is the County seat of Montgomery County, in Pennsylvania, and is approximately 20 miles from the Center City Philadelphia. The Municipality encompasses approximately 3.5 square miles, bounded by East Norriton Township to the North and West Norriton to the West, all three of which

share the Norristown School District. To the East is Plymouth Township with the river running along the whole length of the Southern boundary. The Municipality was incorporated in 1812 and has a population approaching 35,000 occupying approximately 12,208 housing units. About 5,249 units are owner-occupied while the remaining 6,959 units are renter-occupied. Approximately 1,244 units have Housing Choice vouchers.

III. SCOPE OF WORK

Proposals for both the PY2015-19 Five-Year Consolidated Plan and the PY2015 annual Action Plan are requested, by the Municipality as one proposal which will ultimately submitted to HUD in accordance to 24 CFR Part 91. Consultants are required to work with the HUD IDIS format, but also be able to provide a less technical format of approach when engaging in the citizen participation process. The requested PY2015-19 Five-Year Consolidated and PY2015 Action Plan services include, but are not limited to:

- Design/update and implementation of a Citizen Participation Plan and Process.
- Community Profile.
- Housing and Homeless Needs Assessment.
- Housing Market Analysis.
- Strategy to Alleviate Chronic Homelessness.
- Special Population Needs.
- Public and Assisted Housing Needs.
- Lead Paint Hazard Reduction Strategy.
- Community Development Needs: Housing; Neighborhood Development;
- Economic Development.
- Five-Year Strategic Community Development Plan.
- Area-targeted Implementation Plan.
- Annual Action Plan.

IV. EXISTING PLANS

The consultant will review and utilize all existing Municipal plans, including but not limited to:

- 1995-1999 Consolidated Plan
- 2000-2004 Consolidated Plan
- 2005-2009 Consolidated Plan
- 2010-2014 Consolidated Plan
- Consolidated Annual Performance and Evaluation Reports
- Norristown Economic Revitalization Strategy (NERS)
- Weed and Seed Master Plan
- Downtown Norristown Strategic Development Plan—“Business In Our Sites”.

- Redevelopment Area Plan for the Riverfront Redevelopment Area
- Lafayette Street Land Use access Study
- Enterprise Zone Designation
- Keystone Opportunity Zone Designation

V. EXPECTED CONSULTANT SERVICES

The Municipality expects the consultant to exercise independent judgment and to perform the requested services in a manner consistent with that expected of senior technical and management staff. The Municipality through its Planning Department has a myriad of other ongoing tasks, and may be able to provide limited professional staff capacity to support the project and so will rely on the consultant to ensure that the process is completed in a timely manner. The Municipality is able to provide oversight and reasonable clerical support, space for public meetings, and housing/planning related information to the consultant. It is anticipated that the project will require significant communication with Municipal staff, Municipal Council and the public, necessitating numerous meetings. Proposals should include a general timeline with tasks for the project. Staff anticipates meeting with the successful consultant in August 2014 to create a detailed timeline and tasks for completion of the work.

The consultant must be well versed in Federal and State housing policies and procedures and have strong research and communication abilities. The Consolidated Planning process also involves extensive public consultation; therefore the ideal candidate should have experience engaging the public and conducting public meetings. A successful proposal will include examples of previous projects, staff principals and experience, and references to demonstrate the required experience and skill to produce the requested Plans.

VI. REQUIRED INFORMATION

Proposals provided to the Municipality of Norristown for this project should include the following information:

- The consultant's approach, plan of work, recommended schedules, and proposed distribution of responsibility.
- Qualifications and experience in providing the requested services as demonstrated by past projects, client contacts and references.
- Demonstration a thorough understanding of CDBG, HOME, ESG, and HOPWA programs related to the Consolidated Planning process.
- Experience and qualifications of personnel to be assigned to the project.
- Knowledge of and experience in identifying community based decision making opportunities, techniques, and strategies.
- Proposals must clearly identify individual project component costs. The consultant shall submit the rates for the principals who will participate in this contract. Include job titles and hourly rate. No separate fee for reimbursable costs will be accepted.

- Total project cost and anticipated time frame to complete the project.

VII. EVALUATION CRITERIA

The Municipality of Norristown will be responsible for evaluating and selecting the consultant(s), for determining their goals and objectives, and for implementing the program.

Negotiations and award of the contract will be to the firm or firms that provide the most advantageous proposal, all things considered, including price and costs. **The Municipality of Norristown reserves the right to reject any and all proposals.**

Criteria have been established to guide the evaluation of each consultant's proposal. The top-ranked firms may be asked to make an oral presentation to representatives from the Municipality of Norristown. It is expected that the firm's lead consultant/project manager would take part in any oral presentation. The written proposals and oral presentations will be evaluated on the following criteria in order of importance:

1. Qualifications of the firm, with special emphasis on previous experience with related projects, particularly those dealing with units of local government that are entitlement communities. A firm with experienced consultants familiar with various HUD and Community Planning and Development Documents is preferred. The proposal should also indicate the qualifications and experience of the principal and all staff members who will be assigned to work under the contract. Career accomplishments and professional affiliations and designations of principal staff are also discussed. The proposal should provide a list of references to be contacted to gain outside opinion of consultant's performance on similar work.
2. Knowledge of Socioeconomic Factors: Consultant's proposal demonstrates a familiarity with existing socioeconomic factors and conditions within the Municipality which impact on the Municipality's housing and community development needs
3. Knowledge of the Municipality of Norristown and its past, present, and future community development efforts.
4. Cost as reflected in a "Not to Exceed" figure.

VII. DIRECTIONS FOR PROPOSAL SUBMISSION

Four (4) hard copies and one (1) electronic copy of the Proposals must be submitted to the following address no later than **3:00 p.m. on August 8, 2014.**

**Jayne Musonye
Director of Planning and Municipal Development
Municipality of Norristown
235 East Airy Street
Norristown, PA 19401**

For further information, please contact the Planning Department Office at (610) 270-1451.

PLEASE NOTE:

- **Proposals received after this date will not receive consideration.**
- All costs of developing proposals and any subsequent expenses relating to the contract are the responsibility of the applicant.
- The Request for Proposal is not subject to the competitive bidding process, and any contract entered into as a result of any proposal will not be based on the concept of the “lowest responsible bidder.” Furthermore, as mentioned previously, the Municipality of Norristown reserves the right to reject any and all proposals.
- The Municipality of Norristown reserves the right to procure services by another means.
- The Municipality of Norristown reserves the right to modify the selection process or project scope.
- Soliciting proposals and granting exclusive negotiation rights do not commit the Municipality of Norristown to accept any terms of the proposal. Final terms of any agreement will be determined by direct negotiation and all agreements are subject to approval by the governing body of the Municipality of Norristown.
- Negotiations may be suspended or terminated at any time that it is determined that additional negotiation would be unproductive.
- Submission of a proposal constitutes express acceptance by the Proponent of all provisions of the RFP.