



**City of Encinitas
Planning & Building Division
REQUEST FOR PROPOSAL (RFP)**

April 15, 2009

Proposal: Preparation of the City of Encinitas Five-Year Consolidated Plan (FY2010-15) and FY2010-11 Action Plan

Location: Encinitas, California

Deadline: May 14, 2009 at 5:00 p.m.

Contact: Ron Barefield
Housing Administrator
(760) 633-2724
RBarefield@CityofEncinitas.org

The City of Encinitas is accepting proposals from qualified professional consultants to perform a planning process, which produces a Five-Year Consolidated Plan (FY2010-15) and annual Action Plan (FY2010-11) in accordance with 24 CFR Part 91. The Consolidated Plan will address the City's fiscal years from July 1, 2010 to June 30, 2015 and the Action Plan will address the City's fiscal year from July 1, 2010 to June 30, 2011.

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 City is the recipient of CDBG funds, and HOME funds through a County of San Diego HOME consortium. Also, the City, through its housing authority, administers a Section 8 Housing Choice Voucher Program and owns housing units.

The City intends to use the Consolidated Plan not only to identify housing and community needs, formulate strategies, and allocate CDGB and HOME funds, but to provide City Council, staff and members of the public with a detailed analysis of the City's current housing and community conditions. The

Consolidated Plan will also be a resource for the City's upcoming General Plan update process and the City's Housing Element.

The City's current Five-Year Consolidated Plan (FY2005-10) and Action Plan (FY2008-09) are available at the City Clerk's Office or City website at www.CityofEncinitas.org. Also, the draft FY2009-10 Action Plan is available at both locations.

The City of Encinitas is a coastal community located in northern San Diego County, approximately 25 miles north of the City of San Diego. The City encompasses approximately 19 square miles, bounded by the City of Carlsbad to the north; the City of Solana Beach to the south; the County of San Diego to the east; and the Pacific Ocean to the west. The City was incorporated in 1986 and has a population of approximately 65,000 occupying approximately 24,000 housing units. About 16,000 units are owner-occupied while the remaining 8,000 units are renter-occupied. Approximately 365 units have affordable housing regulatory agreements that preserve affordable rent and homeownership to lower-income households. An additional 447 unrestricted units are deemed "affordable by design".

Scope of Work

Proposals for both the FY2010-15 Five-Year Consolidated Plan and the FY2010-11 annual Action Plan are requested, but the City request two proposals: A proposal for only the Five-Year Consolidated Plan; and a separate proposal for both the Five-Year Consolidated Plan and the annual Action Plan. The Analysis of Impediments (AI) to Fair Housing Choice has been contracted separately for the FY2010-15 period and is not included in the scope of work. The City's AI is a component of a regional AI for San Diego County. The regional AI should be available when the selected consultant commences the Five-Year Consolidated Plan. The current regional AI is available at the City Clerk's Office and City's website.

Both Plans will be prepared and submitted to HUD in a Consolidated Plan Management Process (CPMP) format (or HUD currently required format). Consultants are required to work with the HUD format, but also be able to provide a less technical format or approach when engaging in the citizen participation process.

The requested FY2010-15 Five-Year Consolidated and FY2010-11 Action Plan services include, but are not limited to:

- Design 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.

Expected Consultant Services

The City 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 City has limited professional staff capacity to support the project and will rely on the consultant to ensure that the process is completed in a timely manner. The City 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 City staff, City Council and the public, necessitating numerous meetings. Proposals should include a general timeline with tasks for the project. Staff anticipates meeting with the successful proposer in July 2009 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.

Selection Criteria

Submitted proposals will be evaluated by City staff based upon, but not limited to, the criteria below:

- 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.
- Demonstrate a thorough understanding of CDBG and HOME 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 proposer 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. Cost will be an important consideration.

Proposal Submission

Submit three (3) hard copies, and one (1) electronic copy of your proposal to the City of Encinitas, Planning & Building Department, no later than 5:00 p.m., Thursday, May 14, 2009. Late or incomplete submittals will not be accepted. Submittals must be addressed to:

Ron Barefield, Housing Administrator
City of Encinitas
Planning & Building Department
505 S. Vulcan Ave
Encinitas, CA 92024

If you have any questions or wish additional information, please provide in writing (e-mail preferred) to:

Ron Barefield
Housing Administrator
RBarefield@CityofEncinitas.org
Facsimile: (760) 633-2818