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July 13, 2009

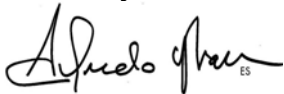
RE: REQUEST FOR PROPOSAL (RFP) FOR A FIVE-YEAR CONSOLIDATED PLAN AND A FIRST YEAR ANNUAL ACTION PLAN

The City of National City Community Development Department is requesting proposals from experienced community development consultant firms or individual consultants to assist the City in developing a five-year consolidated plan for Fiscal Year 2010-2011 through Fiscal Year 2014-2015 and a one-year action plan for Fiscal Year 2010-2011 necessary to receive funding for the Community Development Block Grant (CDBG) and HOME Investment Partnership (HOME) Programs from the U.S. Department of Housing and Urban Development (HUD).

The Request for Proposal package can be obtained from the Housing and Grants Division, Community Development Department, City of National City, 1243 National City Boulevard, National City, CA 91950. A PDF copy of this RFP can be found on the City of National City website at: www.nationalcityca.gov. Other relevant information or documents may also be available upon request by calling Alfredo Ybarra, Program Manager, at (619) 336-4279 or Carlos Aguirre, Community Development Specialist II at (619) 336-4391.

Proposals are due to the Community Development Department by 2:00 p.m. on Thursday, August 13, 2009.

Sincerely,



Alfredo Ybarra
Program Manager

Cc: Brad Raulston, Community Development Executive Director



July 13, 2009
REQUEST FOR PROPOSAL (RFP)
Professional Services for the
Development of a One-Year Action Plan & Five-Year
Consolidated Plan for the City of National City

INTRODUCTION:

The City of National City Community Development Department is requesting proposals from experienced community development consultant firms or individual consultants to assist the City in developing a five-year consolidated plan and one-year action plan necessary to receive funding for the Community Development Block Grant (CDBG) and HOME Investment Partnership (HOME) Programs from the U.S. Department of Housing and Urban Development (HUD).

BACKGROUND:

National City is the second oldest city in San Diego County with an estimated population of 63,537. The City covers approximately 9.2 square miles and is bordered by the City of San Diego on the north and east, Chula Vista on the south, San Diego Bay on the west and 10 miles north of Baja California, Mexico, International Border. Two major north-south freeways, Interstate 5 and Interstate 805 traverse National City and bordered by highway 54. National City is a diverse community with residential, commercial, and industrial areas.

CONSOLIDATED PLAN PURPOSE:

The purpose of the Consolidated Plan is to assess housing and community development needs in the City of National City and to provide a comprehensive five-year strategy designed to:

- Increase and maintain the supply of affordable and supportive housing for low-income and special needs populations, including the homeless;
- Create a suitable living environment through neighborhood revitalization and improvements in public facilities and services; and
- Expand economic opportunities for lower income households.

In addition to guiding public investments and activities implemented by the City of National City, the Consolidated Plan is also a requirement for participation in federal programs funded through the U.S. Department of Housing and Urban Development (HUD).

SCOPE OF WORK:

A consultant will be selected to prepare the following strategic planning documents required to receive direct allocation of CDBG funds:

- Five-Year Consolidated Plan for Fiscal Year 2010-2011 through Fiscal Year 2014-2015
- First Year Annual Action Plan for Fiscal Year 2010-2011

The scope of work to be performed by the consultant for each plan is as follows:

- Develop a Five-Year Consolidated Plan and a One-Year Action Plan for the program year beginning 2010-11 in accordance with HUD requirements
- Prepare a Consolidated Plan which addresses each required element pursuant to federal regulations, as well as Part 570 of Chapter 24 of the Code of Federal Regulations (CFR), and follows the guidelines established by HUD.
- Perform relevant consultations and data collection to complete the required HUD tables and the analysis of housing and non-housing needs.
- Prepare an Executive Summary for the Consolidated Plan.
- Assist City staff to assess the existing community need as necessary to develop new strategies, goals, and priorities.
- Assist City staff with development of new strategies, objectives, priorities, and programs for inclusion in the Consolidation Plan.
- Develop and incorporate a performance measurement component as required by HUD regulations.
- Review, revise and update the Citizen Participation Plan as necessary.
- Conduct consultations with private agencies, public agencies, and community groups as required.
- Assist City staff with the following: Conduct no less than three (3) community meetings, develop and circulate one (1) community survey, and complete other additional specific actions as required by HUD.
- Provide up to five sets of copies of the draft Consolidated Plan and Action Plan, and 7 sets of the approved final plans. Provide approved plans on a CD disk in Microsoft Office Word 2003 format.
- Provide a resource binder to include, at a minimum, a list of data sources, copy of data collected, consultations, records, and any other supporting documentation used to develop the Consolidated Plan and Annual Action Plan.

SCHEDULE OF EVENTS:

July 13, 2009 (Monday)	RFP Issued
August 13, 2009 (Thursday) <i>no later than 2:00 p.m.</i>	Proposal Due Date
September 15, 2009 (Tuesday)	Award of Contract (Project start date as soon as possible, from award of contract)
May 13, 2010 (Thursday)	Project Completion: Submittal of Documents to HUD

CITY ASSISTANCE:

This RFP is written with the expectation that the Consultant understands the Consultant will need to produce a significant amount of updated demographic data and other information required to complete the Five-Year Consolidated Plan and One-Year Annual Action Plan. City staff may assist Consultant as is practically possible and will share information as is available.

PROPOSAL CONTENT:

The following information should be provided in the Proposal:

- Approach: A summary of the approach that will be used to perform the scope of work outlined above. Include a description of the 1) final product that will be provided and 2) a proposed work plan with a time line for each phase of the work plan.
- Capacity: Brief explanation on the consultant firms ability to adhere to a strict timeline, which may be required to meet HUD's submittal deadline date.
- Experience: A general description of your firm's knowledge and experience in preparing Consolidated Plans, Annual Action Plans, or other related planning documents.
- Personnel: Identify all personnel that will be assigned to work on the project. Provide their qualifications, relevant experience, and time they will be assigned to specific project tasks and the project overall.
- References: Provide a list of at least three (3) public agencies, including the contact person's name and a phone number, for which similar or relevant work products have been completed and ultimately approved by HUD within the last five years.
- Cost Proposal and Schedule of Fees: A cost proposal and schedule of fees shall be provided. The cost proposal and fee schedule shall include all necessary resources including labor, equipment, materials, incidental reports, and related calculations, and transportation required to provide project services.

Time is of the essence and the consultant must be able to adhere to an aggressive timeline that will meet the City's deadline to submit completed document to HUD by May 13, 2010. The Consultant will be required to identify the exact submittal date and coordinate its submittal with City staff.

Note: Regular Meetings of the City Council are held the first and third Tuesday of each month. The Consultant should be prepared to adhere to this schedule, while meeting HUD's public review/comment period of the draft Consolidated Plan/Annual Action Plan and public hearing requirements.

DOCUMENT SUBMITTAL FORMAT:

To be considered, please submit six (6) bound copies of your proposal, one (1) unbound reproducible copy, and one (1) electronic/digital copy of the proposal in Microsoft Office Word 2003 or earlier format.

DUE DATE AND DELIVERY INSTRUCTIONS:

All proposals must be received at the address below, no later than: **2:00 p.m. - Thursday, August 13, 2009.** All copies received by that date and time will be date and time stamped. Proposals received after the due date and time will not be considered and returned to sender unopened. Proposals must be addressed to:

**City of National City
Community Development Department
1243 National City Blvd.
National City, CA 91950
Attn: Alfredo Ybarra, Program Manager**

Faxed or e-mailed proposals will not be accepted. Hand carried proposals will be accepted before the response due date and time at the address above during the City's normal business hours of 7:00 a.m. through 6:00 p.m., Monday through Thursday.

EVALUATION CRITERIA:

The City will consider all proposals and award a contract to the Consultant that provides the best overall value for the City of National City. Accordingly, the City may use the following evaluation criteria to select a Consultant:

1. Experience with fully preparing and successfully submitting HUD approved Consolidated Plans and other required documents.
2. Relevant qualifications of personnel.
3. Information obtained from references and firm's reputation.
4. Familiarity with applicable local, state and federal laws.
5. Knowledge of, or ability to acquire knowledge of, local issues and interested parties in National City and the San Diego region.
6. Approach to public outreach.
7. Approach to overall preparation of the required document described.
8. Proposed schedule and ability to meet City and HUD deadlines **(Critical)**.
9. Overall responsiveness to this RFP and ability to satisfy HUD's submittal deadlines and requirements.

A materially incomplete or non-responsive proposal will be rejected. Please note that the ability of the Consultant team to satisfactorily complete the overall project within the anticipated completion schedule will be considered in the selection process. Cost, while not determinative, may be considered in the selection process.

SELECTION PROCEDURE:

A proposal evaluation committee comprised of City staff will review each proposal. The most qualified consultant firm(s) may be invited to participate in an interview with City staff, on or around August 24-27, 2009, to review qualifications prior to selection. Final selection is expected to be made on or before September 15, 2009.

GENERAL CONDITIONS:

1. Right to Cancel: The City reserves the right to cancel or reject all, or a portion or portions, of the request for proposals without notice. Further, the City makes no representations that any agreement will be awarded to any organization submitting a proposal. The City reserves the right to reject any and all proposals submitted in response to this request or any addenda thereto. The City also reserves the right to reject any sub-consultant or individual working on a Consultant team and to replace the sub-consultant or individual with a mutually acceptable replacement. Any changes to the proposal requirements will be made by written addendum.

2. Liability of Costs and Responsibility: The City shall not be liable for any costs incurred in response to this request for proposals. All costs shall be borne by the person or organization responding to the request. The person or organization responding to the request shall hold the City harmless from any and all liability, claim or expense whatsoever incurred by or on behalf of that person or organization. All submitted material becomes the property of the City of National City. The selected Consultant shall be required to assume responsibility for all services offered in the proposal whether or not they possess them within their organization. The selected Consultant will be the sole point of contact with regard to contractual matters, including payment of any and all charges resulting from the contract.

3. Validity: The Consultant agree to be bound by its proposal for a period of ninety (90) days commencing August 15, 2009, during which time the City may request clarification or correction of the proposal for the purpose of evaluation. Amendments or clarifications shall not affect the remainder of the proposal, but only the portion so amended or clarified.

4. Standard Agreement: It will be assumed the selected Consultant is willing and able to enter into a Professional Services Agreement, which will not be executed by the City without the agreement first being signed by the Consultant. The Consultant will be responsible for adhering to, and complying with, requirements of the agreement.

5. Permits, Licenses, and Insurance: Consultant, and all of Consultant's sub-consultants, at its and/or their sole expense, shall obtain and maintain during the term of any agreement, all appropriate permits, certificates, insurance, and licenses, including but not limited to, a City Business License, which will be required in connection with the performance of services hereunder.

6. Oral and Written Explanations: The City will not be bound by oral explanations or instructions given at any time during the review process or after the award. Oral explanations given during the review process and after award become binding when confirmed in writing by an authorized City official.

NOTES:

1. A PDF copy of this RFP can be found on the City of National City website at: www.nationalcityca.gov

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