

# REQUEST FOR PROPOSALS

## Marketing Services

The Housing Authority of the City of York is requesting proposals, with qualifications, for assistance with marketing Broad Park Manor, an elderly public housing development located at Broad and King Streets in the City of York, Pennsylvania.

### Background:

The Housing Authority of the City of York, hereinafter referred to as the “YHA”, owns and manages 280 public housing apartments within 3 high-rise buildings located on the Broad Park Manor site. 142 units are one bedroom apartments. 138 units are efficiencies with a combined bedroom, living, and kitchen area. Each unit has a full bathroom, closets and secured entrance. Each high-rise has a secured entrance with video cameras, two elevators, two flights of stairs, a new sprinkler system, laundry facilities, a lobby with secure mail boxes, a community room on the lower level, and off-street parking. The White Rose Senior Center is located on the site, along with a management office, a Wellness Center available for residents, and the YHA Administration Office. A service coordinator is assigned to this development for the provision of referral services.

Residents apply to the YHA administration office, also located on the Broad Park Manor campus site. The YHA recently began accepting applications on-line. Preference is given to the elderly and disabled before non-elderly, non-disabled; and applicants who live and/or work in York County are housed over applicants who do not live and/or work in York County. HUD defines “elderly” as someone 62 years old or older, or non-elderly disabled. The YHA has seen less and less applicants => 62 years of age. The YHA is in the process of developing an elderly only designation plan that proposes to designate up to 80% of the apartments at Broad Park Manor to occupants with one or more individual who is 62 years of age or older. This excludes apartments that are accessible for individuals who are mobility impaired. Due to the construction and design of the buildings/units, it is not financially feasible to modify the units for compliance with current ADA requirements. For these reasons, the YHA wishes to emphasize its marketing to those over 61 years of age.

Among other tenant selection criteria, to be eligible the annual gross income of the applicant household may not exceed 80% of area median income, which is currently \$38,500 for a 1 person household and \$44,000 for a two person household.

Residents pay 30% of an adjusted gross income toward rent and utilities (excluding air conditioning, which is available for a nominal cost). They are to report changes in income and are required to obtain YHA approval prior to adding anyone to their household. There is no maximum to the amount of assets a resident may have, as long as the income from the asset is calculated in the income/rent calculations, as required by federal regulations.

The YHA must follow specific HUD regulations and an approved Admission and Occupancy Policy. This policy is attached for your reference. Federal regulations allow for the housing of

near-elderly applicants prior to applicants under the age of 50. A criminal activity policy restricts persons with certain criminal background. The YHA complies with fair housing regulations/laws and provides equal housing opportunities.

Broad Park Manor occupancy percentages over the past 12 months ranges from a low of 96.8 % in January 2011 to a high of 99.6% in March 2011.

All apartments meet HUD's housing quality standards and regularly pass City code inspections. The YHA inspects each apartment annually.

The YHA is currently in the process of installing energy efficient heating and cooling systems and will install additional energy efficient systems in the not-to-distant future.

See the attached exterior and interior photos of the buildings.

#### Services Needed:

The YHA wishes to contract with a company, agency or consultant, to assist in the marketing of Broad Park Manor. The contractor will be expected to meet with YHA staff and several residents prior to developing a plan for marketing. They will issue advice, develop marketing materials, advertising, and a tool for tracking need and success. The goal shall be to establish and maintain at minimum a six-month wait list of elderly (age 62 or older) applicants that appear to be qualified according to tenant selection criteria. Advice and material provided shall consider projected needs.

The work under this contract is to begin no later than August 1, 2011 and continue without interruption.

Deadline for responding to this RFP (RFQ): Tuesday, May 10, 2011 at 4 p.m. E.S.T.

A pre-proposal meeting will be held on May 4, 2011 at 4:00 p.m. at the YHA Administrative Office, 31 S. Broad Street, York. The meeting will include a tour of the Broad Park Manor facility. Attendance is not mandatory, but encouraged. Written information resulting from the meeting will be shared with everyone receiving an RFP packet no later than May 6, 2011 at 5 p.m.

#### Miscellaneous Proposal Requirements:

Proposals for services are to be provided on the proposer's letterhead and, at minimum, must include the following:

- A brief summary of why the proposer should be hired;
- The proposed cost for:

- ☐ Evaluating the current conditions;
  - ☐ Preparing a draft written plan for marketing;
  - ☐ Reviewing the draft plan with YHA staff and making necessary modifications to create a final plan;
  - ☐ Developing marketing materials in electronic format in such a way that they can be shared with others for printing and modified as the need arises over the next 5 plus years; and,
  - ☐ Reviewing the drafted materials with YHA staff two times and adjusting the materials accordingly.
- A break down of hourly rate for services that may extend beyond the contracted services;
  - A proposed completion date, subject to the YHA staff providing all materials requested within 5 business days of request;
  - A statement of specific requirements of the YHA;
  - Any proposed exceptions to the requested provision of services;
  - A narrative of how you would propose to provide the services, including a timeline, which should commit to the ability to begin services no later than August 1, 2011;
  - The qualifications of the company and the staff expected to be assigned to provide the services – education and experience, with details about experience in marketing rental housing;
  - A sample of marketing materials developed under at minimum two similar contracts;
  - Verification of current Workmen’s Compensation and General Liability Insurance; and,
  - A minimum of two references, names, addresses and current phone numbers and E-mail addresses.

Proposals are to be received by Tuesday, May 10, 2011 at 4 p.m. E.S.T. They are to be sent via mail, hand delivery, or e-mail to the attention of:

Connie Griffith  
Housing Authority of the City of York  
31 S. Broad Street, P O Box 1963  
York PA 17405  
Phone: (717) 845-2601, ext. 1115  
Fax: (717) 845-9251  
E-mail: cgriffith@yorkhousing.org

Proposals are to be adequately marked “BPM Marketing Proposal”.

Proposals may not be withdrawn prior to July 30, 2011 without the consent of the YHA.

Proposal Selection:

The YHA reserves the right to meet with proposers to discuss their proposal and make an award to the proposer whose offer is most advantageous to the Authority, considering qualifications, proposed plan of action, price and other factors.

Contract:

The winning firm will be required to execute the attached contract. Please refer to the contract for additional terms and conditions.

The Housing Authority of the City of York

Attached:      Photos of Broad Park Manor  
                    Typical Apartment Layout and Floor Plan  
                    Admission and Occupancy Policy  
                    Proposed draft Contract

Dated 4/19/11  
Distribute to Potential Proposers by 4/20/11