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Housing Community Development
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REQUEST FOR PROPOSALS FOR AN ASSESSMENT OF FAIR HOUSING

County of San Mateo Department of Housing

Housing Authority of San Mateo County

Cities of Daly City, Redwood City, San Mateo, and

South San Francisco

Request Issued: September 15, 2016

Responses must be received
by 5:00 p.m. on October 13, 2016

**REQUEST FOR PROPOSALS
FOR
AN ASSESSMENT OF FAIR HOUSING**

Proposals must be submitted electronically to rcade@smchousing.org OR submitted to:

DEPARTMENT OF HOUSING

264 Harbor Blvd., Building A

Belmont, CA 94002

Contact Person: Rose Cade

rcade@smchousing.org or (650) 802-3386

By 5:00 p.m. Pacific Time on October 13, 2016

PROPOSALS WILL NOT BE ACCEPTED AFTER THIS DATE AND TIME

Note regarding the Public Records Act:

Government Code sections 6250, *et seq.*, the California Public Records Act (PRA) defines a public record as any writing containing information relating to the conduct of public business. The PRA provides that public records shall be disclosed upon written request and that any citizen has a right to inspect any public record unless the document is exempted from disclosure.

Be advised that any contract that eventually arises from this Request for Proposals is a public record in its entirety. Also, all information submitted in response to this Request for Proposals is itself a public record **without exception**. Submission of any materials in response to this Request for Proposals constitutes a waiver by the submitting party of any claim that the information is protected from disclosure. By submitting materials, (1) you are consenting to release of such materials by the County if requested under the PRA without further notice to you and (2) you agree to indemnify and hold harmless the County for release of such information.

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SECTION I – GENERAL INFORMATION

A. STATEMENT OF INTENT

As outlined in more detail in Section II – Scope of Work, this Request for Proposals (RFP) seeks a qualified firm or individual to conduct the inaugural “Assessment of Fair Housing” (AFH), an analysis required by the U.S. Department of Housing and Urban Development (HUD). This analysis must be completed in accordance with the requirements defined in HUD’s 2015 Affirmatively Furthering Fair Housing (AFFH) Rule.¹ The AFH is an assessment of historical and existing fair housing conditions that result in goals that will be used in the development of the Consolidated Plan(s) for the County of San Mateo, the Cities of Daly City, Redwood City, San Mateo, South San Francisco, and for the development of the Housing Authority of San Mateo County’s Annual Plan. This AFH will cover the 20 cities in the County of San Mateo and the unincorporated areas.

The target start date and term for the proposed services is December 2016 through November 2017, subject to negotiation of a final agreement. The AFH must be submitted to HUD prior to September 1, 2017.

B. BACKGROUND

The Fair Housing Act² calls for HUD and its program participants to abide by the Act’s intent of promoting fair housing and equal opportunity. On July 16, 2015, HUD adopted changes to the final AFFH rule. These changes provide program participants with procedural guidelines and data to ensure improved and comprehensive compliance with the Fair Housing Act.

According to HUD, furthering the purposes of fair housing means:

“ . . . taking meaningful actions, in addition to combating discrimination, that overcome patterns of segregation and foster inclusive communities free from barriers that restrict access to opportunity based on protected characteristics. Specifically, affirmatively furthering fair housing means taking meaningful actions that, taken together, address significant disparities in housing needs and in access to opportunity, replacing segregated living patterns with truly integrated and balanced living patterns, transforming racially and ethnically concentrated areas of poverty into areas of opportunity, and fostering and maintaining compliance with civil rights and fair housing laws. The duty to affirmatively further fair housing extends to all of a program participant’s

¹ <https://www.hudexchange.info/resources/documents/AFFH-Final-Rule.pdf>

² Title VIII of the Civil Rights Act of 1968, 42 U.S.C. §§ 3601-3619

activities and programs relating to housing and urban development.”³

HUD’s AFFH Final Rule requires program participants to incorporate the policies underlying the Fair Housing Act into their planning processes. Previous strategies to ensure compliance required program participants to complete an Analysis of Impediments to Fair Housing (AI). The new AFH requirement replaces the AI. The most recent AI was completed in 2012 and is available on the San Mateo County Department of Housing website at <http://housing.smcgov.org/report-fair-housing-and-analysis-impediments>.

Efforts to combat ongoing discrimination and increase housing choice and access to opportunity are at the core of HUD’s fair housing efforts. However, to date, HUD’s fair housing efforts have required its grantees to undertake an AI to housing choice and have not been as effective as HUD intended. Under the AI planning process, HUD did not provide grantees relevant information, and did not clearly link grantees’ AIs to community planning efforts, such as the Consolidated Plan.

The AFH replaces the AI with a more effective and standardized assessment. In the AFH, program participants identify and evaluate fair housing issues and factors contributing to fair housing issues. The AFH is an assessment of historical and existing fair housing conditions, focusing specifically on:

1. Patterns of integration and segregation;
2. Racially and ethnically concentrated areas of poverty;
3. Disparities in access to opportunity (proficient schools, jobs, transit & low transportation costs, clean air, low exposure to poverty, high labor market engagement); and
4. Disproportionate housing needs.

As part of this new requirement, HUD will provide additional data for communities to analyze and address fair housing activities related to the expenditure of federal community development funds. To ensure fair housing choice for all residents, San Mateo County’s Department of Housing will lead a coordinated approach. The County will serve as the lead entity for a collaborative AFH process consisting of 20 cities and the unincorporated areas within San Mateo County.

The collaborating jurisdictions (collectively, the “Collaborating Parties”) include:

- The County of San Mateo;
- The Housing Authority of San Mateo County;
- The City of Daly City;
- The City of Redwood City;
- The City of San Mateo; and
- The City of South San Francisco.

³ <https://www.hudexchange.info/resources/documents/AFFH-Fact-Sheet.pdf>

The Collaborating Parties will enter into a Collaborative Agreement to share the scope and cost of this work. The County will take the lead in facilitating the preparation and submission of this work to HUD. References to the County in this RFP in relation to reviewing, approving, accepting, and owning the work extend and apply to the Collaborating Parties.

C. REQUEST FOR PROPOSAL PROCESS

This RFP seeks the submission of proposals to provide services from any and all interested and qualified Contractors. The Collaborating Parties seek by way of this RFP to obtain the listed services in a manner that maximizes the quality of services while also maximizing value to the Collaborating Parties and, by extension, the citizens of the County. Contractors must be able to show they are capable of performing the services requested. Such evidence includes, but is not limited to, the respondent's demonstrated competency and experience in delivering services of a similar scope and type, and the local availability of the Contractor's personnel and equipment resources.

SECTION II – SCOPE OF WORK

A. DESCRIPTION

The Contractor must refer to the HUD-provided checklist⁴ and worksheet to ensure they have completed the steps required for a complete AFH.

The Collaborating Parties will:

- Provide a list of primary City/County contacts for each participating jurisdiction;
- Provide data and assessment of prior Analysis of Impediments;
- Assist identifying local data and local knowledge;
- Assist identifying stakeholders for and participate in community meetings;
- Assist identifying contributing factors, priorities, and goals for fair housing; and
- Review and analyze data findings, recommendations and the final report.

1. Using HUD's AFH User Interface

The Contractor must use HUD's AFH User Interface to upload and submit the entire AFH to HUD.

2. Using the Assessment Tool to Complete the AFH

The Contractor will use HUD's Assessment Tool to the complete AFH and will refer to HUD's AFFH Rule Guidebook as a roadmap for this work. The tool is

⁴ See Affirmatively Furthering Fair Housing Rule Guidebook. Section 7.1 of the Appendix.
<https://www.hudexchange.info/resources/documents/AFFH-Rule-Guidebook.pdf>

designed to identify fair housing issues, determine the factors that significantly contribute to those issues (including what data to use), and develop a plan to overcome them. The AFH must include:

- Summary of fair housing issues and capacity;
- Analysis of HUD-provided data, local data, and local knowledge;
- Assessment of fair housing issues and contributing factors; and
- Identification of fair housing priorities and goals.

3. Supplementing HUD-Provided Data with Local Data and Local Knowledge

The Contractor will work with the Collaborating Parties to identify and supplement HUD-provided data with local data and local knowledge. This data includes, but is not limited to the information obtained through the community participation process. The Contractor will develop an initial list of County data required prior to beginning an in-depth analyses.

4. Analyzing Fair Housing Data

The Contractor will use HUD-provided data to assess fair housing issues and contributing factors in order to work with the Collaborating Parties to set fair housing priorities and goals for the geographic areas covered by the County, the Housing Authority of San Mateo County and the Cities of Daly City, Redwood City, San Mateo, and South San Francisco. Data must provide benchmarks to allow for the measuring of trends and changes over time.

5. Analyzing HUD-Provided Maps & Tables

HUD will provide data through maps and tables that will be available in the User Interface and the AFFH Data and Mapping Tool. The Contractor may provide additional relevant maps for attachment through the AFFH User Interface. The Contractor will analyze HUD-provided maps showing racially and ethnically concentrated areas of poverty, dot density maps showing the geographic dispersion of different racial and ethnic groups, and thematic maps showing disparities in the location of proficient schools across the jurisdiction and region. HUD maps provide census tract boundaries and the borders of the jurisdiction. The Contractor will analyze HUD-provided tables including but not limited to, the percentages of various races in a jurisdiction and region, the number of public housing units within a jurisdiction, and the number of residents with a particular type of disability in a jurisdiction.

6. Developing Maps & Gathering Local Data

The Contractor is required to supplement HUD-provided maps with local data and knowledge. Local data refers to metrics, statistics, and other quantified information that are relevant to the County's geographic areas of analysis that can be found through a reasonable amount of search, are readily available at little or no cost, and are necessary for the completion of the AFH using the Assessment Tool. Local knowledge refers to information to be provided by the Collaborating Parties that relates to the County's geographic areas of analysis and is necessary for the completion of the AFH using the Assessment Tool.

Local knowledge includes information that is gathered through the community participation process and by consulting local, state, or regional planning departments, academics, and others with knowledge of the local areas or whose work impacts on housing. The Contractor is required to consult directly with assigned staff from the Collaborating Parties.

7. Facilitating a Community Participation Process – Consultation Meetings

The Contractor is required to conduct consultation meeting(s) with organizations, including but not limited to: local fair housing organizations(s), public and private housing providers, state housing coalitions, affordable housing advocates, affordable housing developers, community based organizations, tenant organizations, faith-based organizations, social service agencies, philanthropic organizations, and realtors. The Contractor will submit a list of questions to the Collaborating Parties for review prior to holding the consultation meetings. This list will be reviewed by the Collaborating Parties and approved for use during the community participation process. The Contractor will assist the Collaborating Parties in documenting the community participation process. This includes a summary of the effectiveness of outreach efforts and comments received. The documentation will include a summary of the comments, views, and recommendations, received in writing, or orally at public hearings, during the community participation process, including a summary of any comments, views, and recommendations not accepted by the Collaborating Parties and the reasons for non-acceptance. The community participation and consultation process must include organizations and other interested members of the public in the jurisdictions of each Collaborating Party, and not just those of the lead entity.

8. Facilitating a Community Participation Process – Public Meetings

The Collaborating Parties are required to provide opportunities for community participation throughout the development of the AFH. The Contractor must follow the policies and procedures described in each Collaborating Parties' Citizen/Community Participation Plan (Enclosure 4). The Citizen Participation Plan should be used in the development of the AFH to obtain community feedback and address complaints. The Contractor must also consult with the Housing Authority of San Mateo County's Resident Advisory Boards or other resident organizations, provide an opportunity for the submission of comments and conduct a public hearing. The Contractor is expected to prepare and provide a presentation on the Collaborating Parties' objective to affirmatively further fair housing at several community meetings (to be agreed upon) and address public comments and questions. These comments and questions are to be summarized and included in the AFH with a listing of all public recommendations accepted or not accepted, and the reasons for the acceptance or rejection of the recommendation. Local knowledge is to be obtained from the public gatherings and utilized in the development of the AFH. The community participation process must include residents and other interested members of the public in the County and the jurisdictions of each Collaborating Party.

If contracted to facilitate the Community Participation process⁵, the Contractor must:

- Make the HUD–provided data and any other data to be included in the AFH available to residents, public agencies, and other interested parties;
- Conduct several public meetings (to be agreed upon);
- Publish the proposed AFH in a manner that affords residents and other the opportunity to examine its content and submit comments;
- Provide for at least one public hearing during the development of the AFH; and
- Provide a period of not less than 30 calendar days to receive comments from residents of the community.

9. Identifying Fair Housing Contributing Factors

The identification and prioritization of contributing factors is a process intended to inform goal setting, and help identify strategies, actions, and policy responses to fair housing issues. The Contractor must identify fair housing issues and contributing factors, prioritizing those factors that limit or deny fair housing choice of access to opportunity, negatively impact fair housing, or violate civil rights compliance. The prioritization of the contributing factors must be justified.

10. Setting Fair Housing Priorities & Goals

The Contractor is required to identify at least one or more goal(s) to overcome the fair housing issues for which significant contributing factors have been identified. The Contractor is to guide the Collaborating Parties in identifying goals and setting priorities based on findings and data. HUD recommends SMART goals – Specific, Measurable, Action-Oriented, Realistic and Time-bound. For each goal, the Contractor must:

- Identify one or more contributing factors that the goal is designed to address;
- Describe how the goal relates to overcoming the identified contributing factor(s) and related fair housing issue(s);
- Identify the metrics and milestones for determining what fair housing results will be achieved, including the timeframes for achieving them; and
- Identify the responsible party for each goal.

11. Preparing and Conducting Public Presentation of Draft AFH Plan

The Contractor will submit the preliminary draft AFH to the Collaborating Parties for review and comments. The Contractor will revise the AFH according to the Collaborating Parties' changes, then submit drafts for the Collaborating Parties to review. The Contractor may be required to join the Collaborating Parties' staff at public hearings to present the draft AFH to the County Board of Supervisors and any other elected officials from jurisdictions requesting review.

⁵ The Collaborating Parties may choose to lead the community participation process without the Contractor. If so, the Collaborating Parties may require a minimal amount of consultation with the Contractor for the planning and execution of the meetings.

12. Ensuring Content of Draft AFH Plan Complies with AFFH Rule Guidebook

The Contractor must ensure the AFH complies with HUD's AFFH Rule Guidebook. The Assessment Tool outlines the required prompts and questions and includes instructions for the AFH and includes the following:

- I. Cover Sheet
- II. Executive Summary
- III. Community Participation Process
- IV. Assessment of Past Goals and Actions
- V. Fair Housing Analysis
 - a. Demographic Summary
 - b. General Issues
 - i. Segregation/Integration
 - ii. Racially or Ethnically Concentrated Areas of Poverty (R/ECAPs)
 - iii. Disparities in Access to Opportunity
 - iv. Disproportionate Housing Needs
 - c. Publicly Supported Housing Analysis
 - d. Disability and Access Analysis
 - e. Fair Housing Enforcement, Outreach Capacity, and Resources
- VI. Fair Housing Goals and Priorities

13. Responding to Public Comments

The Contractor will submit the draft report to the Collaborating Parties with supporting data in electronic format. After review and acceptance of the draft report by the Collaborating Parties, the report and supporting data will be released to the public, providing them 30 calendar days to submit their comments.

The Contractor will review and address comments received through the public comment period and prepare a revised AFH draft for approval by the Collaborating Parties.

14. Submitting Final AFH Plan

After the approval of the AFH by the County Board of Supervisors and other elected officials, the Contractor will submit the AFH using HUD's online Assessment of Fair Housing User Interface for review and consideration by September 1, 2017.

15. Revising and Resubmitting the Final AFH Plan

The Contractor will be available for revision and resubmission of the Final AFH Plan if HUD determines the AFH is inconsistent with fair housing or civil rights requirements or if the AFH is substantially incomplete. The Contractor must also provide assistance to the Collaborating Parties by making the revised AFH available to the public for a 30-day review and comment period. If HUD deems the revision unacceptable the Contractor will repeat the revision and resubmission process.

B. LENGTH OF AGREEMENT

The anticipated duration of the agreement will be for 12 months, with the term to begin tentatively December 1, 2016, and end November 30, 2017.

C. ADDITIONAL REQUIREMENTS/CONSIDERATIONS

None.

SECTION III – GENERAL TERMS AND CONDITIONS

Read All Instructions. Read the entire RFP and all enclosures before preparing your proposal.

Proposal Costs. Costs for developing proposals are entirely the responsibility of the Contractor and shall not be charged to the Collaborating Parties or otherwise reimbursed by the Collaborating Parties.

Proposal Becomes the Property of The Collaborating Parties. The RFP and all materials submitted in response to this RFP will become the property of the Collaborating Parties.

Questions and Responses Process. Submit all questions relating to this RFP in writing by one of two methods:

- a. E-mailed to: rcade@smchousing.org
- b. Faxed to: 650-802-3373 Attn: Rose Cade

All questions must be received no later than 5:00 p.m. on September, 23, 2016.

If changes to the RFP are warranted, they will be posted to the County's website at <http://housing.smcgov.org/nofas-bids-proposals>. It is the responsibility of each Contractor to check the website for changes and/or clarifications to the RFP prior to submitting a response. A Contractor's failure to do so will not provide a ground for protest.

Alteration of Terms and Clarifications. No alteration or variation of the terms of this RFP is valid unless made or confirmed in writing by the Collaborating Parties. Likewise, oral understandings or agreements not incorporated into the final contract are not binding on the Collaborating Parties.

If a Contractor discovers any ambiguity, conflict, discrepancy, omission, or other error in the RFP, the Contractor must immediately notify the Collaborating Parties of such error in writing and request modification or clarification of the document. If a Contractor fails

to notify the Collaborating Parties of an error in the RFP prior to the date fixed for submission, the Contractor shall submit a response at his/her own risk, and if the Contractor enters into a contract, the Contractor shall not be entitled to additional compensation or time by reason of the error or its later correction.

Modifications or clarifications to the RFP will be posted to the County's website <http://housing.smcgov.org/nofas-bids-proposals> as outlined above without divulging the source of the request. The Collaborating Parties may, at their discretion, also give electronic notice by email to all parties who have notified the Collaborating Parties of their electronic contact information in response to this RFP, but no party that fails to receive email notice has any basis for protest given that all clarifications will be available online. It is the obligation of all proposing parties to check the County's website for updates regarding the RFP if they wish to be kept advised of clarifications prior to submitting a proposal.

Contractor Bidders Conference. All interested parties are invited to participate in a non-mandatory informational session that will be held as follows:

Thursday, September 29, 2016
1:00 PM – 3:00 PM
San Mateo County Department of Housing
264 Harbor Blvd, Belmont CA 94002

During the Contractor Bidders Conference, the Collaborating Parties may respond to questions received prior to the Conference. The Collaborating Parties may choose to provide additional information following the Conference.

Selection of Provider(s). The selection of a provider will be memorialized in the form of a "County Agreement with Independent Contractor" (see the enclosed sample template), authorized by a resolution of the County Board of Supervisors⁶ and signed by both parties.

The Collaborating Parties reserves the right to reject any or all proposals without penalty. The Collaborating Parties waiver of any deviation in the proposal shall in no way modify the RFP documents or excuse the Contractor from full compliance with any eventual contract.

Once a provider is selected, the Agreement with that provider must still be negotiated with the Collaborating Parties and submitted to the San Mateo County Board of Supervisors for approval, and there is no contractual agreement between the selected provider unless and until the Board of Supervisors accepts and signs the Agreement. Selection of a proposal for negotiation of contract terms and eventual submission to County leadership by way of an Agreement does not constitute an offer, and Contractors acknowledge by submission of a proposal that no agreement is final unless and until approved by the County Board of Supervisors.

⁶ The County Agreement may also need to be authorized by Collaborating Parties
RFP – Assessment of Fair Housing

Incomplete Proposals May Be Rejected. If a Contractor fails to satisfy any of the requirements identified in this RFP, the Contractor may be considered non-responsive and the proposal may be rejected.

Contact with Employees (County / Collaborating Parties). As of the issuance date of this RFP and continuing until the final date for submission of proposals, all Contractors are specifically directed not to hold meetings, conferences, or technical discussions with any Collaborating Party employee for purposes of responding to this RFP except as otherwise permitted by this RFP. Any Contractor found to be acting in any way contrary to this directive may be disqualified from entering into any contract that may result from this RFP.

Contractors should submit questions or concerns about the process as stated above. Contractors should not otherwise ask any Collaborating Party employees questions about the RFP or related issues, either orally or by written communication, unless invited to do so.

Miscellaneous. This RFP is not a commitment or contract of any kind. The Collaborating Parties reserve the right to pursue any and/or all ideas generated by this RFP. The Collaborating Parties reserve the right to reject any and all proposals and/or terminate the RFP process if deemed in the best interest of the Collaborating Parties. Further, while every effort has been made to ensure the information presented in this RFP is accurate and thorough, the Collaborating Parties assume no liability for any unintentional errors or omissions in this document. The Collaborating Parties reserve the right to waive or modify any requirements of this RFP when it determines that doing so is in the best interest of the Collaborating Parties. Finally, the Collaborating Parties **may revise or clarify aspects of the required services** after proposals are submitted by communicating directly to some or all of the providers that submitted proposals.

SECTION IV – REQUEST FOR PROPOSALS PROCEDURE

This section describes the general RFP procedure used by the Collaborating Parties. Remaining sections of this RFP list detailed requirements.

A. TENTATIVE SCHEDULE OF EVENTS

EVENT	DATE
Release Request for Proposals	September 15, 2016
Questions Submitted to County Deadline	September 23, 2016
Bidders Conference – attendance is encouraged, but not necessary	September 29, 2016 1:00 - 3:00 PM San Mateo County Department of Housing
Release Responses to Questions	October 3, 2016
Proposal Deadline	October 13, 2016
Contractor Interviews ⁽¹⁾	October 31, 2016 1:30 - 5:30 PM San Mateo County Department of Housing
Contractor Selection ⁽¹⁾	November 15, 2016
Execute Contractor Agreement / Project Start ⁽¹⁾	November 30, 2016
Community Participation Process (Public Meetings)	March 2017
First Draft of AFH Submitted ⁽¹⁾	April 15, 2017
Review and comment of draft AFH to Contractor ⁽¹⁾	May 1, 2017
Public comment period	June 2017
Public Presentation of draft AFH & County BOS Approval / Required Jurisdiction Approval	July 2017
Final Submission of AFH to HUD & PDFs submitted	September 1, 2017

⁽¹⁾ Dates are subject to change

B. SUBMISSION OF PROPOSALS

Proposal: The RFP response will be submitted electronically to rcade@smchousing.org by 5:00 p.m. Pacific Standard Time on October 13, 2016.

All responses must be received by the stated date and time in order to be considered for award. The Collaborating Parties will not be responsible for and may not accept late proposals due to slow internet connection or for any other electronic failure (including, but not limited to, information transmission and internet connectivity failures).

By submitting a proposal, each Contractor certifies that its submission is not the result of collusion or any other activity which would tend to directly or indirectly influence the selection process. The proposal will be used to determine the Contractor's capability of rendering the services to be provided. The failure of a Contractor to comply fully with the instructions in this RFP may eliminate its proposal from further evaluation as determined in the sole discretion of the Collaborating Parties. The Collaborating Parties reserve the right to evaluate the contents of proposals submitted in response to this RFP and to select a contractor, if any.

Proposals received late will not be opened or given any consideration for the proposed services unless doing so is deemed to be in the best interest of the Collaborating Parties, as determined in the discretion of the Collaborating Parties.

C. CONFIDENTIALITY OF PROPOSALS

California Government Code sections 6250, *et seq.*, the California Public Records Act (PRA), defines a public record as any writing containing information relating to the conduct of the public business. The PRA provides that public records shall be disclosed upon written request and that any citizen has a right to inspect any public record unless the document is exempted from disclosure. The materials submitted in response to this RFP are subject to the PRA.

Be advised that any contract that eventually arises from this RFP is a public record in its entirety. Also, all information submitted in response to this RFP is itself a public record without exception. Submission of any materials in response to this RFP constitutes a waiver by the submitting party of any claim that the information is protected from disclosure. By submitting materials, (1) you are consenting to release of such materials by the Collaborating Parties if requested under the PRA without further notice to you and (2) you agree to indemnify and hold harmless the Collaborating Parties for release of such information.

If the Collaborating Parties receive a request for any portion of a document submitted in response to this RFP, the Collaborating Parties will not assert any privileges that may exist on behalf of the person or entity submitting the proposal, and the Collaborating Parties reserve the right to disclose the requested materials without notice to the party who originally submitted the requested material. To the extent consistent with the PRA and applicable case law interpreting those provisions, the Collaborating Parties, and/or their respective officers, agents, and employees retain discretion to release or withhold any information submitted in response to this RFP.

Submission of a proposal constitutes a complete waiver of any claims whatsoever against the Collaborating Parties and/or their respective officers, agents, or employees that the Collaborating Parties have violated a Contractor's right to privacy, disclosed trade secrets, or caused any damage by allowing the proposal to be inspected.

D. PROPOSAL EVALUATION

All proposals received will be evaluated by an RFP Evaluation Committee comprised of representatives from each Collaborating Party (The County, the Housing Authority of San Mateo County and the Cities of Daly City, Redwood City, San Mateo, and South San Francisco). During the evaluation process, the Collaborating Parties may require a Contractor's representative to answer specific questions orally and/or in writing. The Collaborating Parties may also require a visit to the Contractor's offices, other field visits or observations by Collaborating Party representatives, or demonstrations as part of the overall RFP evaluation. Once a finalist or group of finalists is selected, additional interactions or information may be required. The RFP Evaluation Committee will select the individual or firm that submits the most responsive proposal. Selection will be based on the overall strength of each proposal, and the evaluation is not restricted to considerations of any single factor such as cost. A local preference may be used in the selection process.

Responses to this RFP must adhere to the format for proposals detailed in Section V - PROPOSAL SUBMISSION REQUIREMENTS. The criteria used as a guideline in the evaluation will include, but not be limited to, the following:

1. Qualifications and experience of the entity, including capability and experience of key personnel and experience with other public or private agencies to provide these services
2. Proposed approach, including clarity of understanding of the scope of services to be provided and appropriateness of the proposed solution/services
3. Customer service
4. History of successfully performing services for public or private agencies
5. Ability to meet any required timelines or other requirements
6. Claims and violations against you or your organization
7. Cost for the primary services described by this RFP
8. References
9. Compliance with Collaborating Parties' RFP and contractual requirements

The Evaluation Committee may consider any other criteria it deems relevant, and the Evaluation Committee is free to make any recommendations it determines to be in the best interest of the Collaborating Parties. Inaccuracy of any information supplied within a proposal or other errors constitute grounds for rejection of the proposal. However, the Collaborating Parties may correct errors or contact a Contractor for clarification.

Note that the Collaborating Parties reserve the right to evaluate proposals solely based on each provider's written submission. In relation to written materials, evaluation will be performed only on the material included directly in the proposal itself unless otherwise indicated or requested by the Collaborating Parties. Your proposal must be complete without relying on external websites, sales brochures, marketing materials or white papers. The Collaborating Parties reserve the right to select proposals other than those with lowest costs.

E. PROPOSAL RECOMMENDATION

The Evaluation Committee will select a provider or providers or may recommend that the proposals be rejected. All Collaborating Parties will then come to a consensus as to whether to accept or reject the recommendations from the Evaluation Committee.

F. NOTICE TO CONTRACTORS

The Collaborating Parties are not required to give notice to Contractors in any specific format or on any particular timeline. At some point prior to execution of a final agreement for the requested services, the Collaborating Parties will notify those who submitted proposals of their non-selection. Contractors may be notified at different times depending on the needs of the Collaborating Parties.

G. PROTEST PROCESS

If a Contractor desires to protest the selection decision, the Contractor must submit by facsimile or email a written protest within five (5) business days after the delivery of the notice about the decision. The written protest should be submitted to County staff as outlined below. Protests received after the deadline will not be accepted. Protests must be in writing, must include the name and address of the Contractor and the RFP title, and must state all the specific grounds for the protest. A protest that merely addresses a single aspect of the selected proposal (for example, comparing the cost of the selected proposal in relation to the non-selected proposal) is not sufficient to support a protest. A successful protest will include sufficient evidence and analysis to support a conclusion that the selected proposal, taken as a whole, is an inferior proposal.

The Collaborating Parties will respond to a protest within ten (10) business days of receiving it, and the Collaborating Parties may, at their election, set up a meeting with the Contractor to discuss the concerns raised by the protest. The decision of the Collaborating Parties will be final. The protest letter must be sent as follows:

Ken Cole – Department Director
rcade@smchousing.org
Facsimile: 650-802-3373

SECTION V – PROPOSAL SUBMISSION REQUIREMENTS

The proposal should be submitted in the following format:

A. GENERAL INSTRUCTIONS

All proposals should be typewritten or prepared on a computer and have consecutively numbered pages, including any exhibits, charts, and/or other attachments.

All proposals should adhere to the specified content and sequence of information described by this RFP.

Submit one (1) complete electronic (PDF, Microsoft Word document, etc.) version of your proposal and any required attachments to the County electronically to rcade@smchousing.org.

B. COVER LETTER

Provide a one page cover letter on your letterhead that includes the address, voice and facsimile numbers, and e-mail address of the contact person or persons. List the name and title of each person authorized to represent the Contractor in negotiations.

Unless the Contractor is an individual, all proposals must be signed with a firm/company/partnership/entity name and by a responsible officer or employee indicating that officer or employee's authorization to commit the Contractor to the terms of the proposal. Obligations assumed by such signature must be fulfilled.

C. SPECIFIED CONTENT AND SEQUENCE OF INFORMATION IN THE RFP

Each proposal should include sections addressing the following information in the order shown in the following section. The Contractor should be sure to include all information that it feels will enable the Evaluation Committee and, ultimately, the Collaborating Parties to make a decision. Failure of the Contractor to provide specific, detailed information may result in its proposal being rejected in favor of a sufficiently-detailed proposal. Any necessary exhibits or other information, including information not specifically requested by this RFP but that you feel would be helpful, should be attached to the end of the proposal. The party submitting the materials should keep in mind the limitations on confidential information described in Section IV.

D. TABBING OF SECTIONS

Be sure your proposal is properly tabbed using the following sections:

TAB 1 Qualifications and Experience:

- 1) Provide a statement of qualifications for your organization, including an organization chart, a statement of the size of firm, a description of services provided by your organization, and a statement of the extent of experience/history providing the services requested by this RFP.
- 2) How many full time employees (FTEs) do you plan to assign to this project if you are selected?
- 3) How many people in total are employed by your company? Delineate between employees and consultants.
- 4) If applicable, list the professional qualifications for each individual that would be assigned to provide services requested by this RFP, including date and educational institutions of any applicable degrees, additional applicable training,

and any professional certifications and/or licensing. In lieu of listing this information, you may submit a resume or curriculum vitae for each such individual if the resume/CV includes all the requested information.

TAB 2 Proposed Approach:

This section describes your proposed approach for meeting the services required by the Collaborating Parties, as listed above. Relevant considerations include the quality and feasibility of your approach to meeting these needs, the manner in which you plan to provide adequate staffing (if applicable), and equipment or other resources provided by you (if applicable). Keep these considerations in mind as you respond to the following:

- 1) Describe how you will fulfill the needs of the Collaborating Parties described in this RFP. Attach a project plan, if appropriate.
- 2) List your needs for physical space and/or equipment at the Collaborating Parties during this engagement, if any, aside from space or equipment that would be provided by the Collaborating Parties as an obvious aspect of the requested services (for example, computers to document services, etc.).
- 3) Identify how you will meet all other aspects of the scope of work and related requirements stated above. List any items that you cannot provide.

TAB 3 Customer Service:

- 1) In the event of a routine problem, who is to be contacted within your organization?
- 2) In the event of the identification of a problem by the Collaborating Parties, their clients, and/or other applicable constituents, describe how you will address such problems and the timeframe for addressing them.

TAB 4 Claims, Licensure and Non-Discrimination Violations Against Your Organization:

- 1) List any current licensure or non-discrimination claims against you/your organization and those having occurred in the past five years, especially any resulting in claims or legal judgments against you.

TAB 5 Cost Analysis and Budget for Primary Services:

- 1) Provide an itemized budget and a detailed explanation for all costs associated with your providing the requested services if you are selected.
 - a. Please itemize and provide a proposal of costs including the community participation process detailed in Section II.A.7. and II.A.8.
- 2) Is travel time to the Collaborating Parties and other required locations expected to be billable? If so, how will travel time invoices be calculated? Generally, proposals that do not include travel time or expenses are preferred unless the services requested require travel as part of the service.
- 3) Include start-up costs if any.

TAB 6 References:

- 1) List at least three business references for which you have recently provided similar services. Include contact names, titles, phone numbers and e-mail addresses for all references provided.

TAB 7 Statement of Compliance with County Contractual Requirements:

A sample of the County's standard contract (Enclosure 1) is attached to this RFP. Each proposal must include a statement of the Contractor's commitment and ability to comply with each of the terms of the County's standard contract, including but not limited to the following:

- 1) The County non-discrimination policy
- 2) The County equal employment opportunity requirements
- 3) County requirements regarding employee benefits
- 4) The County jury service pay ordinance
- 5) The hold harmless provision
- 6) County insurance requirements
- 7) All other provisions of the standard contract

In addition, the Contractor should include a statement that it will agree to have any disputes regarding the contract venued in San Mateo County or Northern District of California.

The proposal must state any objections to any terms in the County's contract template and provide an explanation for the inability to comply with the required term(s). If no objections are stated, the Collaborating Parties will assume the Contractor is prepared to sign the County standard contract template as-is.

PLEASE NOTE: The sample standard contract attached to this RFP is a template and does not constitute the final agreement to be prepared for the proposer that is selected. Please do not attempt to insert missing information and complete the attached sample. Once a proposer is selected, the Department will work with the selected proposer to draft a proposer-specific contract. However, each proposal should address the general terms of the standard contract as outlined in this section.

SECTION VI – ENCLOSURES

- Enclosure 1 Standard County Agreement template with Contractor
- Enclosure 2 Equal Benefits Program – Frequently Asked Questions
- Enclosure 3 Equal Benefits Requirements Chapter 2.84 of the Ordinance Code of San Mateo County
- Enclosure 4 Sample Community Participation Plan from a Collaborating Party (City of San Mateo)