

# Request for Proposals

## Consolidated Plan Consulting Services



**Proposals DUE: October 30, 2009**

City of Lawrence  
Community Development Department

Michael J. Sullivan, Mayor  
James H. Barnes, Director

## **REQUEST FOR PROPOSALS**

### **1. Rules**

This RFP is solicited to the General Public and a Professional Services Contract will be awarded pursuant to the rules set forth in Chapter 30B of the Massachusetts General Laws and subject to approval by the Mayor of Lawrence, Massachusetts.

### **2. Reviewing Period**

All proposals meeting RFP requirements and conditions may be held by the City of Lawrence for a period not to exceed sixty (60) days from the date of the opening of proposals for the purpose of reviewing the proposals and investigating the qualifications of consultants, prior to the awarding of the contract.

### **3. Budget**

The City of Lawrence has a budget for this project of **\$20,000-\$30,000**. The City cannot award a contract for services in excess of this amount.

### **4. Compliance with Applicable Laws**

The contract shall be governed by and construed in accordance with the laws of the Commonwealth of Massachusetts.

The proposal must comply with all Federal, State, and municipal laws, ordinances, rules and/or regulations.

### **5. Questions and Interpretations**

Any substantive questions regarding the proposal documents shall be referred to the City of Lawrence Community Development Department Attention: Susan Fink in writing at least five working days prior to the date and time for receipt of proposals. All answers and interpretations and any changes to the documents will be issued in the form of addenda to all consultants of record.

### **6. Ability and Experience**

The City of Lawrence will not award a contract to any consultant who cannot furnish satisfactory evidence of their ability and experience to perform the requested services.

The City of Lawrence may make such investigations as it deems necessary to determine the above and a consultant shall furnish information requested in this regard.

### **7. Certification of Non-Collusion**

All consultants must sign the attached certificate of non-collusion. This signed form must be submitted with the proposal package. Failure to sign and submit the form is cause for that proposal to be rejected.

### **8. Corrections**

Erasures or other changes in the proposal must be explained or noted over the signature of the consultant.

## **9. Conflict of Interest**

The consultant agrees that to the extent that such law is applicable to the duties it is to perform hereunder, it will comply with the provisions of Chapter 268A of the General Laws concerning conflict of interest. The consultant covenants that it presently has no interest and shall not require any interest, direct or indirect, which would conflict in any manner or degree with the performance under the agreement.

No employee of the City of Lawrence and no public official who exercises any function or responsibilities in the review or approval of the undertaking or carrying out of this agreement shall participate in any decision relating to this agreement which affects his personal interest or the interest of any corporation, partnership, or association in which he is directly or indirectly interested or have any financial interest, direct or indirect in this agreement or the proceeds thereof.

## **10. Prospective Consultant's Qualifications**

The prospective consultant replying to the RFP shall be or represent a firm, company or corporation possessing experience and expertise in planning, community development and/or a related field and the professional standards thereof, to undertake and successfully complete the Scope of Services as outlined in this RFP.

## **11. Signature**

All proposals shall be complete, factual, and signed by an authorized officer of the consultant's company on the appropriate page(s).

## **12. Waiver**

The City of Lawrence reserves the right to reject any and all proposals, or to waive any informalities in the proposal process, if deemed in the City's best interest.

## **13. Number of Copies**

The proposer shall provide one original and three (3) copies of proposal to the City of Lawrence Community Development Department. The envelope shall be marked "SEALED PROPOSAL" Consolidated Plan Consulting Services

## **14. Place and Time**

Sealed proposals will be received at the City of Lawrence Community Development Department, 147 Haverhill Street, Lawrence, MA 01840 until 2:00 PM, Friday, October 30, 2009 at which time and place they will be opened and recorded.

## **15. Modifications**

A consultant may correct, modify, or withdraw a proposal by sealed, written notice clearly marked as a correction, modification, or withdrawal and received at the Lawrence Community Development Department prior to the time and date set for the proposal deadline.

**Failure to comply with the above conditions and requirements or any attached specifications or any other minimum qualifications will be justification to reject any proposal as incomplete.**

### ***Introduction***

The City of Lawrence acting through its Community Development Department (CDD) is requesting proposals from qualified firms (Consultant) to undertake the development of the City of Lawrence's 5-Year Consolidated Plan for Housing, Community and Economic Development. The Consolidated Plan combines the planning and application requirements of the Federal statutes and serves as a statement of long- and short-term housing, community and economic development objectives for the period of July 1, 2010 through June 30, 2015. The Consolidated Plan must meet all requirements of the Federal regulations (see "Scope of Work"). This is a firm deadline project, which will commence in November, 2009 and must be completed by no later than May 12, 2010. Each year the City receives approximately \$1.7 million in Community Development Block Grant (CDBG) funds and approximately \$1.1 million in Home Investment Partnership Grant (HOME) funds.

### ***Contract Terms and Conditions***

#### **Proposal Preparation**

The prospective consultant is to follow the instructions and requirements of the proposal submission requirements in preparing and submitting their response to the RFP.

#### **Cost Liability**

The City of Lawrence assumes no responsibility and no liability for costs incurred relevant to the RFP by prospective consultants prior to issuance of a contract.

#### **Selection of Proposals**

The City of Lawrence shall award a professional consulting contract to the responsible prospective consultant whose proposal conforms to the RFP, is the most advantageous to the City of Lawrence and meets the requirements as stated in the Proposal submission requirements.

The selected consultant will be required to sign a contract with the City of Lawrence in which s/he accepts responsibility for the performance of services as stated in the submitted proposal and be prepared to commence work immediately upon execution of the signed contract and receipt of a Notice to Proceed.

#### **Acceptance of Proposal Content**

The contents of the proposal of the successful consultant, in its entirety, shall form the base of any contract that is awarded.

#### **Successful Consultant Responsibilities**

The successful consultant will be required to assume sole responsibility for the complete project as require by this RFP. The City of Lawrence will consider the successful consultant to be the sole point of contact with regard to contractual matters, whether or not subcontractors are used by the successful consultant for one or more parts of this project.

#### **Subcontracting**

Subcontracting will be allowed for tasks required by this RFP. Any intent to subcontract on the part of the prospective consultant must be specifically described in the proposal. The City of Lawrence reserves the right to approve the use of all subcontractors.

### **Ownership of Material**

All rights, titles to and ownership of all data, material, and documentation resulting from this project and/or prepared for the City pursuant to this contract shall remain exclusively with the City. The prospective consultant shall be paid for all service as will be specified in the contract.

### **Additional Requirements**

During the project's contract, the selected Consultant will attend all required meetings without additional compensation. In addition, the Consultant will meet with CDD staff at the start of the project and as necessary throughout the project to review recommendations and project status.

### **Price Change**

All prices shall be firm and not subject to increase during the period of this contract.

### **SCOPE OF SERVICES:**

The specific requirements for the Consolidated Plan can be found in the Code of Federal Regulations, Title 24, Section 91, et. seq. (24 CFR 91) and guidance for preparing a Consolidated Plan submission can be found at

<http://www.hud.gov/offices/cpd/about/conplan/toolsandguidance/guidance/index.cfm>.

Specific tasks shall include, at a minimum:

#### I. Citizens Participation Plan

- Review Lawrence's existing Citizens Participation Plan and make recommendations for amendments.

#### II. Needs Assessment

The Consultant shall gather factual and broad community input through citizen participation and data collection including:

- Review of available data, reports and documents
- Review of current HUD Consolidated Plan regulations and guidance, particularly changes made since 2000.
- Prepare a timeline for project milestones including proposed community meetings and stakeholder interviews. This timeline will be made available to the public to explain the process.
- Presentations at community and public meetings and moderating discussions (including preparing, copying and distributing bilingual handouts) to gather community input on the community needs. This will include:
  - An initial evening public meeting with the Community Development Advisory Board to explain the Consolidated Plan process and present the timeline;
  - Up to five evening neighborhood meetings; and

- Interviews and/or daytime focus group meetings with community stakeholders, to be determined with the CDD staff and consultant but at a minimum should include representatives from City departments utilizing CDBG funds for projects, business community, housing agencies, social service agencies, CHDO representatives, and other individuals deemed appropriate.
- Prepare summary of comments, conduct analysis and assess data gathered and develop 5 year priority recommendations incorporating factual data and public input collected to support those recommendations

## II. Preparation of 5 Year Consolidated Plan & 1 Year Action Plan

- Develop a draft Consolidated Plan using the HUD CPMP tool that includes 5-year funding goals, priorities and strategies, along with proposed accomplishments and performance measurements. The plan will generally utilize the format of the 2005 Consolidated Plan, taking into consideration improved ways to present and display information as well as any federal regulation changes, with new emphasis on the foreclosure and economic crisis, and with a renewed focus on the Strategic Plan and performance measurements.
- Develop a draft FY11 Annual Action Plan that includes proposed activities, proposed accomplishments and performance measurements using the format of the FY10 Action Plan.
- Provide internal copies of plan sections to CDD staff for review and comment before public draft of plan is finalized.
- The Consultant is responsible for submitting 12 stapled black/white copies each of the draft Consolidated Plan and Annual Action Plan for public distribution.
- Prepare a display board of the low to moderate income areas, if the 2010 census data becomes available during the project timeframe.
- Present drafts of both documents to the Community Development Advisory Board at an evening public meeting and prepare meeting minutes.
- Prepare final draft of both the Consolidated Plan and Annual Action Plan, incorporating information received at the Citizen Advisory Committee public meeting, public comments and comments from CDD.
- Prepare submission to HUD using the Consolidated Plan Management Process (CPMP) tool for the 5-year Consolidated Plan and the FY11 Annual Action Plan
- Prepare maps, tables, charts, illustrations and photographs to include in plan

## **Final Work Products:**

The Consultant is responsible for submitting 12 color copies each of the final Consolidated Plan and Annual Action Plan in 3-ring binders and one (1) unbound and reproducible master hard copy of each document, including maps and graphics, no later than May 12, 2010. The Consultant is also responsible for finalizing the digital submission of the Consolidated Plan and Annual Action Plan to HUD using the CPMP tool by the May 12, 2010 deadline.

The Consultant is also responsible for submitting one (1) copy of the final Consolidated Plan and Annual Action Plan as a PDF , along with (1) copy of the CPMP submission as a PDF.

The Consultant will submit a reproducible copy of all maps, graphics, slide presentations, surveys, and photographs to the CDD. Presentation materials, such as display boards, slides, videos, etc., shall be submitted to the CDD.

All deliverables will become property of the City of Lawrence.

## **Proposal Submission Requirement**

**Please note that separate non-price and price proposals are required.**

The name of the proposer and title of the project, **5 Year Consolidated Plan RFP**, must appear on the outside front cover of each proposal.

Proposals shall be due to the City's Community Development Department **on or before 2:00 pm on Friday, October 30, 2009**. Proposals to be submitted to:

Susan Fink  
Community Development Department  
147 Haverhill Street  
Lawrence, MA 01840

## **Non-price Proposal**

The information submitted must include, but should not necessarily be limited to, the following items:

### **Cover Letter**

A letter signed by an officer of the firm, binding the firm to all comments made in the proposal is required. Include a primary contact person for the proposal.

### **Qualifications and Experience**

A description of the history, experience and qualifications of your firm and any proposed subcontractors to perform the Scope of Services. Please provide:

1. Names and addresses of all firms involved on the project (including subcontractors);
2. History, size and structure of firm(s)

3. Name(s) of principals in firm(s);
4. Identification of Principal in Charge, the Project Manager and the roles of other key personnel. Include relevant project experience and copies of resumes of all personnel assigned to project.
5. Describe other similar projects your firm has undertaken with contact information. Please make specific reference to experience and qualifications as related to CDBG Consolidated Plans and Annual Action Plans, CDBG programs, moderating neighborhood meetings, experience/qualifications of assigned staff and experience/success implementing similar projects for municipalities. If the Community Involvement process will be subcontracted, please provide the same information for the subcontracting firm;
6. Listing of contracts currently under contract;
7. Contact information for references from similar projects

Also include, one copy of products you worked on including a CDBG Consolidated Plan, CDBG Annual Action Plan and/or similar neighborhood or community strategic planning reports that were completed for other jurisdictions.

### **Approach to Scope of Work**

A detailed description of the approach to Scope of Services is required. The City is seeking creative, proven techniques to address the community needs and develop effective strategies for the Consolidated Plan. Key issues for individualized focus include:

- Approach to effectively implementing community involvement, including types of information, materials and media used, charts, graphs, models, presentation formats, public meeting process, meeting formats, community education events, etc, as applicable. Characterize the effectiveness of the community involvement on previous projects.
- Innovative ideas for maximizing the value and amount of work that can be completed within the budget available for this contract. Provide rationale and evidence of the value and effectiveness of the proposed approach to the scope of work.
- Additional recommendations not identified in the scope of services.

### **Plan of Services/Timeline**

The Plan of Services must include the elements to be performed by the consultant, the number of hours and other resources required to complete each task, and the expected time to complete each step. The Plan should include time schedules and milestones, personnel assignments, and other information as necessary to demonstrate the consultant's ability to complete the project on time.

### **City Resources**

A list of the resources, personnel, data, or other assistance which the proposer expects are required from the City in order to complete each task in the scope of services during the planned time period.

The City will be responsible for:

- Preparation of the draft Citizen Participation Plan for review by the Consultant
- Legal advertising of all meetings and other required postings
- Procuring or arranging for space for public meetings and doing public outreach for meetings
- Having a Spanish speaking staff person present at the public meetings
- Providing the Consultant with copies of any existing handouts, reports, data and presentation information that are available
- CDD will release Request for Proposals from nonprofit agencies

CDD staff will also be present at all public meetings and presentations.

## **Price Proposal**

### Detailed Description of Costs

Provide a total not-to-exceed fixed fee. The total funding available for this contract shall not exceed \$30,000. The City seeks proposals that demonstrate maximum value, innovation, effectiveness, and total work to be performed within the funding available.

### Detailed Cost Breakdown

Provide a cost for each task identified in the Scope/Schedule and an estimate of manpower hours necessary to complete work. All cost assumptions must be clearly documented in this portion of the submittal. Include a budget for direct expenses.

## **Minimum Evaluation criteria**

In order to be reviewed, the proposal must be substantially complete, meet the Qualifications listed in the RFP and contain all necessary forms at a minimum.

### ***Comparative Evaluation Criteria***

The proposal will be reviewed by the Community Development Department and ranked upon the following criteria:

#### **1. Plan of Services:**

##### **Highly Advantageous**

Proposal includes a detailed, creative, logical, and highly efficient scheme for addressing all of the required issues

##### **Advantageous**

The proposal includes a credible scheme for addressing all of the required issues.

##### **Non-Advantageous**

The proposal is not sufficiently detailed to fully evaluate, or does not contain components necessary to address all the required issues.

## 2. General Qualifications of Firm:

### **Highly Advantageous**

Candidate has successfully completed one or more 5 Year Consolidated Plans and other CDBG oriented projects and has a proven track record for completing projects on time, within budget, and on schedule.

### **Advantageous**

Candidate has completed one or more CDBG oriented projects successfully and timely.

### **Non-Advantageous**

Candidate has little or no experience completing CDBG oriented projects.

## 3. Personnel and Resources to be utilized:

### **Highly Advantageous**

Individuals from the proposed project team have experience with and have substantially contributed to the design and development of a Consolidated Plan, Annual Action Plan or similar CDBG strategic plan or has experience working with CDBG programs and projects. Consultant team has significant experience with community involvement.

### **Advantageous**

At least one individual from the proposed project staff has contributed to or has experience with the design and development of a Consolidated Plan, Annual Action Plan or similar CDBG strategic plan or has experience working with CDBG programs and projects. Consultant team has some experience with community involvement.

### **Non-Advantageous**

None of the project staff has substantially contributed to the design and development of a Consolidated Plan, Annual Action Plan or similar CDBG strategic plan; or none have experience working with CDBG programs and projects; or none have community involvement experience.

Contact: Susan E. Fink, Manager of Financial & Administrative Services

Deadline for submission: Friday, October 30, 2009, at 2:00PM, at the Community Development Department 147 Haverhill Street, Lawrence, MA 01840, at which time proposals will be opened and recorded.

**QUALIFICATIONS:**

- Minimum of ten years of experience working with HUD CDBG and HOME Programs in a management or consultant capacity.
- Minimum of a Master's Degree in Management, Community Planning, Urban Planning, Business Administration, or a related field.
- Minimum of 5 years of experience with HUD 5-year Consolidated Plan Process including the CPMP Tool.
- Minimum of 5 years of experience in Neighborhood Revitalization Strategy Areas and Housing Needs Assessment.

**REFERENCES:**

Provide three references from individuals familiar with your work on HUD programs.

**FORM FOR PROPOSAL:**

I, \_\_\_\_\_, propose to provide the services detailed in the attached Scope of Services for the following proposal price:

\$ \_\_\_\_\_ lump sum fee.

This proposal shall remain in effect for 60 days.

Signed: \_\_\_\_\_  
(proposalder)

## CERTIFICATE OF NON-COLLUSION

The undersigned certifies under the penalties of perjury that this bid or bid has been made and submitted in good faith and without collusion or fraud with any other person. As used in this certification, the word "person" shall mean any natural person, business partnership, corporation, union, committee, club or other organization, entity or group of individuals.

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Signature of person submitting contract/bid

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Date

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Name of Business