



CITY OF MADERA

REQUEST FOR PROPOSALS (RFP)

PROFESSIONAL SERVICES FOR THE PREPARATION OF A
FIVE-YEAR, 2020/2024, HOUSING AND URBAN
DEVELOPMENT CONSOLIDATED PLAN

RFP 201920-04

RFP SUBMISSION DATE: Tuesday, January 28, 2020
BY: 3:00 P.M.

RFP Issued Tuesday, December 24, 2019

PROPOSAL CONTACT:

Becky McCurdy
Procurement Services Manager
Purchasing-Central Supply
1030 South Gateway Drive
Madera, CA 93637

Phone: (559) 661-5463
FAX: (559) 661-0760
Email: rmccurdy@madera.gov

Professional Services for the Preparation of Five-Year, 2020/2024, Consolidated Plan

The City of Madera requests proposals (“Proposals”) from experienced and qualified community development Consultant firms or individual Consultants to prepare and submit as required its next five-year Consolidated Plan (FY 2020/2024) and Annual Action Plan (FY 2020/2021) pursuant to 24 CFR Part 91, per the IDIS Consolidated Plan Template, as necessary to receive a direct allocation of Community Development Block Grant (CDBG) Funds from the U.S. Department of Housing and Urban Development (HUD), an Analysis of Impediments to Fair Housing Choice (AI), a Strategic Plan, Citizens Participation Plan, and other components of the Consolidated Plan as referenced herein.

The City of Madera hereby notifies all potential respondents (“Proposers”) that no person shall be excluded from participation in, denied any benefits of, or otherwise discriminated against in connection with the award and performance of any Agreement on the basis of race, religion, color, national origin, ancestry, physical disability, mental disability, medical condition, marital status, sex, age, sexual orientation or on any other basis prohibited by law.

The City shall select one firm from among the Consultant/Consultant teams, to complete all phases of this project.

This RFP does not commit the City to award an agreement. The City reserves the right to reject any and all proposals if it is in the best interest of the City to do so. The City also reserves the right to terminate this RFP process at any time. Discussions or comments made by staff shall not form a binding commitment. Final authority to award an agreement as a result of this RFP rests solely with the City Council.

The City reserves the right to modify this Request for Proposal (RFP) at any time. In the event it becomes necessary to modify or revise the RFP, a written amendment or addenda issued by City’s Purchasing-Central Supply Division is the only method which should be relied on with respect to changes to the RFP. Any Proposer is responsible to contact City’s Purchasing-Central Supply Division prior to submitting a proposal to determine if any amendments were made to the RFP. Documents, amendments, addenda, etc., shall be posted to the City website at www.madera.gov on the Purchasing Department tab, the Bid Announcement and Results page.

Inquiries: No questions or inquiries should be directed to any individual(s) at the sites detailed in this document. All inquiries should be submitted in writing per the process described in this document.

Questions and suggestions concerning the RFP must be submitted in writing no later than 3:00 P.M. Tuesday, January 21, 2020. Written questions or inquiries should be e-mailed, mailed or faxed to:

Becky McCurdy
Procurement Services Manager
City of Madera
Purchasing-Central Supply
1030 South Gateway Drive
Madera, CA 93637

rmccurdy@madera.gov

FAX: (559) 661-0760

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SECTION 1: INTRODUCTION

Definitions

For the purposes of this RFP, the following terms shall have the meanings indicated:

1. "City" means the City of Madera
2. "City Council" means the Council of the City of Madera
3. "Consultant," "Consultant/Consultant team," "Firm," "Vendor," "Supplier," "Contractor," "Proposer," and "Subrecipient" are used interchangeably throughout this invitation to mean the person, firm, or corporation or other entity submitting a Proposal in response to the Request for P
4. "Proposal" means an individual's or entity's offer in response to this Request for Proposal.
5. "RFP" means Request for Proposal.

Information

The City of Madera is requesting proposals from qualified and experienced consulting firms to develop a series of plans and analysis in order to prepare the City of Madera's five-year Consolidated Plan, which includes, but is not limited to, an Analysis of Impediments to Fair Housing Choice (AI), a Strategic Plan, Citizens Participation Plan, and the 2020/2021 Action Plan.

Background

The City of Madera is the County seat of Madera County. The City is located in the San Joaquin Valley region of California, at the intersection of State Routes 99 and 145. Madera is located approximately 20 miles north of Fresno and approximately 30 miles south of Merced. The City of Madera has a population of 65,000, and serves as the trade, governmental, financial and cultural center for Madera County. The economy is a diverse mixture of agri-business, light industry and commercial retail enterprise.

The City's Grants Department is responsible for preparing and implementing the five-year Consolidated Plan which includes identifying the needs of the community and implementing various projects and programs with the use of HUD funding, which includes CDBG, Department of Housing and Community Development (HCD) HOME Investment Partnership, CalHome and State Block Grant funding.

The City applies competitively for HOME and CalHome funds and is an Entitlement City which receives CDBG funds directly from HUD based upon HUD's grant allocation formula. As a recipient of formula funds under HUD Programs, the City is required to submit a five-year Consolidated Plan, Annual Action Plans (AAP's) and Consolidated Annual Performance and Evaluation Reports (CAPER's). The production of the Consolidated Plan serves as the planning document which builds on a participatory process with citizens, organizations, businesses, and other stakeholders, which functions as a strategy to follow, carrying out the City's priorities (housing and community development needs) over a five-year period (2020/2024) with the use of HUD's Community Planning and Development (CPD) formula grant.

Consolidated Plan requirements are enacted through 24 Code of Federal Register (CFR) 91 and regulates the formula grant funding intended to assist primarily low to moderate income persons, and meet the following six main components of HUD's Office of Community Planning and Development (CPD) as follows:

Objectives

- Create a suitable living environment.
- Provide decent housing.
- Create economic opportunities.

Outcomes

- Availability/Accessibility
- Affordability
- Sustainability

SECTION 2: SCOPE OF SERVICES

Summary:

The City is seeking a team of Consultants that can produce several federally-mandated plans as part of the Consolidated Plan, which includes, but is not limited to, an Analysis of Impediments to Fair Housing Choice (AI), a Strategic Plan, Citizens Participation Plan and the 2020/2021 Action Plan.

Objective:

The project objective is to develop plans with supporting documentation as described in this RFP. The City shall select one firm from among the Consultant/Consultant teams to complete this project.

Services:

The Consultant shall lead the effort and be assisted by City staff for the timely completion of the required documents.

The Consultant must be familiar with HUD Consolidated Plans and must have demonstrated capacity to perform the tasks necessary to complete the project. The Consultant, with City review, shall be primarily responsible for work related to project management for study preparation, preparing all required components of the study, citizen participation, and drafting of the study. City staff may be available to provide assistance for work related to data collection, mapping, and analysis. It should be understood that the City has limited professional staff availability to support the project and shall rely on the personnel, experience and expertise of the Consultant to ensure all necessary components of the process and the Consolidated Plan are completed in a timely manner.

The selected Consultant shall be expected to consult with a broad spectrum of public and private agencies that provide subsidized and assisted housing, health, employment and social services to very-low, low- and moderate-income persons, seniors, homeless persons and households, female heads of households and persons with disabilities. The

resulting reports should provide a direct link between community goals and objectives, priority needs and include clear actionable direction for implementing the ensuing one-year Action Plans. The work must include the collection and analysis of the statistical information in order for the Consultant to project public service, community development and housing needs through the term of the Consolidated Plan, as well as analyzing trends and providing comparisons with other municipalities. The majority of the statistical information is easily accessible, however, some of the material shall require independent research and surveys.

Where appropriate, the summary narrative should provide tables, charts, graphs, and maps in order to enhance or illustrate the written narrative. The use of GIS, Excel and other graphic generating software is encouraged to provide clear, concise graphics for the plan. The Consultant shall be required to submit all documentation to the City, in the form of Word, Excel, PDF, TIF, JPEG, and other necessary form, and populate the Integrated Disbursement and Information System (IDIS) System. The Consultant shall provide sufficient staffing and be available as needed to meet the estimated deadlines throughout the project.

The Consultant should plan on a minimum of one (1) public forum, two (2) well-attended public needs meetings which include community-based organizations, City Departments, in-person discussions with other stakeholders, development, circulation and analysis of one (1) community need survey, and one (1) presentation to the City Council. The Consultant should be qualified to prepare the appropriate presentations, be able to clearly explain the Consolidated Plan public input process, and successfully guide the stakeholder discussions, conduct public outreach, needs meetings, research and analysis necessary to develop the City's Consolidated Plan, including design and implementation of a Citizen Participation Plan, an Analysis of Impediments to Fair Housing Choice (AI), a Strategic Plan, Citizens Participation Plan, and other components of the Consolidated Plan as referenced herein.

Schedule

The City recognizes that timelines may vary for the preparation of the Consolidated Plan. A mandatory timeline from the City is not included. The Consultant/Consultant team should include in their response a proposed timeline which satisfies the requirements that the Consolidated Plan shall be submitted by City Staff to HUD for acceptance prior to the May 15, 2020 deadline (This deadline is subject to change).

City Responsibilities

1. Compensate the Consultant as provided in the agreement.
2. Provide a "City Representative," who shall represent the City and who shall work with the Consultant in carrying out the provisions of the RFP. The Consultant shall communicate with the City representative who shall provide the following services:
 - Examine documents submitted to the City by the Consultant and render timely decisions pertaining thereto.

- Give reasonably prompt consideration to all matters submitted by the Consultant for approval to the end that there shall be no substantial delays in the Consultant's program of work.
- Process invoices submitted by Consultant.
- Provide Consultant with current Consolidated Plan information, current objectives, and any other necessary documentation and/or information necessary.
- Act as Coordinator between Consultant and other City Staff.

The City shall select one firm from among the Consultant/Consultant teams, to complete all phases of this project.

SECTION 3: REQUIRED PRODUCTS

The Consultant should prepare its proposal with the assumption that they shall have primary responsibilities for coordination of activities, technical data gathering, surveys, analysis, maps, conclusions and optional actions that may be undertaken by the City. The Consultant shall be responsible for carrying out all aspects of the development of an Analysis of Impediments to Fair Housing Choice (AI), a Strategic Plan, Citizens Participation Plan, and other components of the Consolidated Plan as referenced herein.

The Consolidated Plan, as per 24 CFR 9, examines the housing needs of low income persons and other special populations; the current housing market conditions; and the economic and community development needs gathered during a collaboration and coordination process. Priorities, goals, and measurable outcomes are established based upon the needs derived from the collection and analysis of the information gathered. The priorities, goals, and objectives set forth in the Consolidated Plan are actionable and provide direction for annually appropriating entitlement grant funds. Entitlement program funds are appropriated in the Annual Action Plan to programs and activities that meet the Consolidated Plan goals. There are five Annual Action Plans that shall be administered under the 2020/2024 Consolidated Plan.

The Strategic Plan, as per 24 CFR 91.215, must indicate the general priorities for allocating investment geographically within Madera and among different activities and needs, describe the rationale for establishing the allocation priorities given to each category of priority needs, particularly among extremely low-income, low-income, and moderate-income households. The Strategic Plan must also identify any obstacles to meeting underserved needs and summarize the priorities and specific objectives the City intends to initiate and or complete during the five-year period.

The Analysis of Impediments (AI) to Fair Housing Choice must be conducted at the beginning of each five-year Consolidated Plan cycle. As part of the Consolidated Plan, the City must certify, annually, that it shall affirmatively further fair housing. An Analysis of Impediments to Fair Housing Choice must be conducted. The AI is a document that shall be produced, as a component of the Consolidated Plan which must satisfy the requirements of the Housing and Community Development Act of 1974, as amended.

This act requires that each jurisdiction receiving CDBG and HOME funds, “plan and take actions,” to overcome the effects of any impediments to fair housing. The AI produced by the Consultant must meet all requirements for such documents provided by HUD, including the Fair Housing Planning Guide, Volumes 1 and 2.

Also included with the Consolidated Plan, is the adoption of the Citizen Participation Plan. As per 24 CFR 91.105, the plan sets the City’s policies and procedures for citizen participation. The Consultant shall also be responsible for preparing this plan, as per HUD’s regulations and working with City Staff.

The Annual Action Plan (AAP) as per 24 CFR 91.220, is adopted prior to the beginning of each fiscal year and identifies the programs and funding the City plans to implement in conformance with its Consolidated Plan. This is also a component of the Consolidated Plan.

HUD has provided a web-based tool and format to ensure the Consolidated Plan includes all the required elements per the regulation. HUD introduced the “e-Consolidated Plan Planning Suite,” a collection of new online tools to help create market-driven, leveraged housing and community development plans. The Consolidated Plan Template is designed to help with the process. The selected Consultant shall incorporate information into the Integrated Disbursement and Information System (IDIS) e-Consolidated Plan.

The successful candidate shall utilize HUD’s eCon Planning Suite’s “Desk Guide for Using IDIS to Prepare Consolidated Plan and Annual Action Plan,” and Title 24, Code of Federal Regulation Part 91. Therefore, the Consultant shall work with City Staff to incorporate the data necessary to meet HUD’s requirements. The Consolidated Plan should be consistent with the City’s housing-related documents including the General Plan and Housing Element.

In addition to the citizen participation and consultation process, the selected Consultant shall be required to attend public meetings / hearings as part of performance duties for the Analysis of Impediments, Consolidated Planning process, which includes the Strategic Plan, Citizens Participation Plan, Action Plan and other elements of the Consolidated Plan process.

The Consultant shall provide the City with a five-year Consolidated Plan including, but not limited to, a Strategic Plan, Citizens Participation Plan, Marketing Analysis, Needs Assessments for the period beginning 2020/2021 through 2024/2025, an Annual Action Plan for 2020/2021, and an Analysis of Impediments to Fair Housing Choice, all according to the requirements of HUD pursuant to the Title 24 CFR, Part 91, in order that the City may continue to receive and utilize CDBG funds.

The current Consolidated Plan may be used as a reference. However, the Consultant should revisit each area of the Consolidated Plan to determine if the information is relevant based on current needs and issues and shall make recommendations accordingly.

The proposal shall be indicative of providing all of the aforementioned products within the required timeframes.

SECTION 4: PROPOSAL FORMAT AND CONTENT

Content of Proposal

Firms desiring to respond shall submit proposals in sufficient detail to allow for a thorough evaluation and comparative analysis. The proposals shall be judged by their content and are encouraged to be as brief and concise as possible without sacrificing the clarity of the intended concept. The proposals shall include, at a minimum, the following information in sectioned format:

1. Introduction - Submit an introduction to the proposal indicating your understanding of the proposed project. It must include the name, address, phone and email of Proposer's representative. If this is a joint venture, indicate who shall be the prime contractor. Lists all subcontractors, if any.
2. Experience and Qualifications - Discuss Proposer's overall capabilities, considering the items listed in Section 2. Include a brief description of the firm's history, experience and organizational structure. Similar information shall be provided for each joint venture participant and all subcontractors, if any, along with the area of discipline or participation and approximate percentage of their contribution.

This section should address the following City's requirements: The Consultant must have direct experience with the development of Consolidated Plans for HUD Entitlement Communities. Well-qualified Consultants may also have direct experience with the development of other city housing-related documents such as Action Plans, Analysis of Impediments to Fair Housing Choice, Affordable Housing Strategies, Public Housing Authority Plans, Successor Agency Housing Plans, Continuum of Care Narratives, or other similar documents. Experience working with cities with similar governing and management structures and community demographics is preferred.

If proposed to be a joint venture, a lead consulting firm shall be designated and shall be responsible for product delivery, project management for sub-Consultant tasks and scheduling.

3. Personnel - Identify the person to be designated project manager and provide a detailed summary of his or her background. The project manager shall be expected to be available on all occasions for discussion with the lead agency and the technical advisory committee, and for public presentations. Submit an organizational chart showing the name of the project manager, other key personnel, and all supporting staff to be assigned to the

project. A brief resume for each key person on the chart highlighting special qualifications relevant to their performance of each task shall be included. The specific responsibilities of the project manager and other key personnel shall be detailed along with the anticipated total effort, expressed in percentages of person hours to be provided by each member of the supporting staff.

4. Scope of Work and Approach - Present a summary of the approach your firm shall utilize in accomplishing the primary objectives and scope of services as outlined above. The approach described in this section shall include those components identified in the discussion above as well as any other areas your firm would recommend. Optional tasks shall clearly be identified and distinguished from mandatory tasks.
5. Schedule - Address the firm's ability to respond in a timely manner by presenting a proposed work schedule. This schedule shall reflect the time frame or period for completing the required tasks in a manner consistent with the scope of work.
6. References - List at least three (3) public agency clients for whom similar or comparable services have been or are being performed. Include the name, along with the mailing address and telephone number and email addresses, of their principal representatives capable of responding to questions concerning those services you provided.

Cost Proposal

The Consultant shall provide a proposal identifying the cost of each task and sub task to be completed. The cost proposal shall be submitted in a separate, sealed envelope clearly marked with "Cost Proposal" and the name of the Consultant/Consultant team. The City intends to identify a preferred Consultant based on the range of criteria identified previously in this Request for Proposals. The competitiveness of the cost proposal shall be considered as one factor.

The cost estimate shall be in the form of a table, and shall identify:

- The level of each team member(s) involvement in the task (e.g., Project Manager, Planner, Graphics, Administrative Support, etc.),
- The general activity to be conducted by the team member,
- The hourly rate associated with the position,
- The estimated total number of hours each identified position shall spend on tasks, and
- The total estimated cost for completion of the tasks.
- The potential for the tasks (or a percentage of tasks) to be completed by City staff.

The activity breakdown shall be sufficiently detailed to show the number of hours which are assigned for the Project Manager and each level of staff for each major task, as well as the level of effort for any sub Consultants. The City understands that the hours

ultimately worked on each task may differ from original estimates; these changes may be handled internally by the Consultant, provided that the budgeted amounts for each major portion of work (and the overall budget) are not exceeded. The City shall generally not support changes in the Consultant's fee unless they are clearly related to changes in the amount or type of work requested by the City.

SECTION 5: ADMINISTRATIVE MATTERS

Insurance Requirements

Without limiting Consultant's indemnification of City, and prior to commencement of Work, Consultant shall obtain, provide, and continuously maintain at its own expense during the term of the Agreement, and shall require any and all Subcontractors and Subconsultants of every Tier to obtain and maintain, policies of insurance of the type and amounts described below and in form satisfactory to the City.

Minimum Scope and Limits of Insurance

Consultant shall maintain limits no less than:

- **\$1,000,000 General Liability** (including operations, products and completed operations) per occurrence, \$2,000,000 general aggregate, for bodily injury, personal injury and property damage, including without limitation, blanket contractual liability. Coverage shall be at least as broad as Insurance Services Office (ISO) Commercial General Liability coverage form CG 00 01. General liability policies shall be endorsed using ISO form CG 20 10 that the City and its officers, officials, employees and agents shall be additional insureds under such policies.
- **\$1,000,000 Automobile Liability** combined single limit per accident for bodily injury or property damage at least as broad as ISO Form CA 00 01 for all activities of Consultant arising out of or in connection with Work to be performed under this Agreement, including coverage for any owned, hired, non-owned or rented vehicles. Automobile Liability policies shall be endorsed to provide that the City and its officers, officials, employees and agents shall be additional insureds under such policies.
- **Worker's Compensation** as required by the State of California and **\$1,000,000 Employer's Liability** per accident for bodily injury or disease. Consultant shall submit to the City, along with the certificate of insurance, a Waiver of Subrogation endorsement in favor of the City, its officers, agents, employees, and volunteers.
- **\$1,000,000 Professional Liability (Errors & Omissions)** per claim and in the aggregate. Consultant shall maintain professional liability insurance that insures against professional errors and omission that may be made in performing the Services to be rendered in connection with this Agreement. Any policy inception date, continuity date, or retroactive date must be before the effective date of this Agreement, and Consultant agrees to maintain continuous coverage through a

period no less than three years after completion of the services required by this Agreement. The cost of such insurance shall be included in Consultant's bid.

Maintenance of Coverage

Consultant shall procure and maintain, for the duration of the contract, insurance against claims for injuries to persons or damages to property, which may arise from or in connection with the performance of the Work hereunder by Consultant, its agents, representatives, employees, subcontractors or subconsultants as specified in this Agreement.

Proof of Insurance

Consultant shall provide to the City certificates of insurance and endorsements, as required, as evidence of the insurance coverage required herein, along with a waiver of subrogation endorsement for workers' compensation. Insurance certificates and endorsements must be approved by the City prior to commencement of performance. Current evidence of insurance shall be kept on file with the City at all times during the term of this Agreement. Agency reserves the right to require complete, certified copies of all required insurance policies, at any time.

Acceptable Insurers

All insurance policies shall be issued by an insurance company currently authorized by the Insurance commissioner to transact business of insurance in the State of California, with an assigned policyholders' Rating of A- (or higher) and a Financial Size Category Class VII (or larger), in accordance with the latest edition of Best's Key Rating Guide.

Waiver of Subrogation

All insurance coverage maintained or procured pursuant to this agreement shall be endorsed to waive subrogation against the City, its elected or appointed officers, agents, officials, employees, and volunteers, or shall specifically allow Consultant, or others providing insurance evidence in compliance with these specifications, to waive their right of recovery prior to a loss. Consultant hereby waives its own right of recovery against the City and shall require similar written express waivers and insurance clauses from each of its subconsultants or subcontractors.

Enforcement of Contract Provisions (non estoppel)

Consultant acknowledges and agrees that any actual or alleged failure on the part of the Agency to inform Consultant of non-compliance with any requirement imposes no additional obligations on the City, nor does it waive any rights hereunder.

Specifications not Limiting

Requirements of specific coverage features or limits contained in this Section are not intended as a limitation on coverage, limits or other requirements, or a waiver of any coverage normally provided by any insurance. Specific reference to a given coverage feature is for purposes of clarification only as it pertains to a given issue and is not intended by any party or insured to be all inclusive, or to the exclusion of other coverage, or a waiver of any type. If Consultant maintains higher limits than the

minimums required above, the entity shall be entitled to coverage at the higher limits maintained by Consultant.

Notice of Cancellation

Consultant agrees to oblige its insurance agent or broker and insurers to provide to the City with thirty (30) calendar days notice of cancellation (except for nonpayment for which ten (10) calendar days notice is required) or nonrenewal of coverage for each required coverage.

Self-insured Retentions

Any self-insured retentions must be declared to and approved by the City. The City reserves the right to require that self-insured retentions be eliminated, lowered or replaced by a deductible. Self-insurance will not be considered to comply with these specifications unless approved by the City's Risk Manager.

Timely Notice of Claims

Consultant shall give the City prompt and timely notice of claims made or suits instituted that arise out of or result from Consultant's performance under this Agreement, and that involve or may involve coverage under any of the required liability policies.

Additional Insurance

Consultant shall also procure and maintain, at its own cost and expense, any additional kinds of insurance, which in its own judgement may be necessary for its proper protection and prosecution of the Work.

Cost Of Preparation Of Proposal

The City of Madera shall not pay any costs incurred in the preparation, printing, interview, or negotiation process. All costs associated with preparing and presenting proposals shall be borne by the Proposer. Each Proposer shall carefully examine each and every term of this Request for Proposal; and each Proposer shall judge all the circumstances and conditions affecting its Proposal. Failure on the part of any Proposer to make such examination and to investigate thoroughly shall not be grounds for any declaration that the Proposer did not understand the conditions of this Request for Proposal.

Request For Proposals Is Not A Commitment

Issuance of this RFP and receipt of proposals does not commit the City to make an award. The City reserves the right to postpone the RFP process for its own convenience, to accept or reject any or all proposals received in response to this RFP, to negotiate with other than the selected Consultant if negotiations with the selected Consultant are terminated, or to cancel any section of this RFP or this entire RFP. The City also reserves the right to change or limit the scope of this project at any time.

Best Value Award

An award under this RFP shall not be based solely on the lowest price. If an award is made, it shall go to the Consultant(s) with the best overall proposal. The successful proposal shall be competitively priced and provide for qualified and experienced services to meet the City's needs.

Public Record Act and Proposer's Proprietary Information

The California Public Records Act (Cal. Govt. Code Sections 6250 et seq.) mandates public access to government records. Therefore, unless information is exempt from disclosure by law, the content of any request for explanation, exception, or substitution, and the response to this RFP shall become available to the public. The City intends to release all public portions of the proposals following the evaluation process at such time as a recommendation is made to the City Council.

If Proposer believes any communication contains trade secrets or other proprietary information that the Proposer believes would cause substantial injury to the Proposer's competitive position if disclosed, the Proposer shall request that the City withhold from disclosure the proprietary information by marking each page containing such proprietary information as confidential. Proposer may not designate its entire proposal as confidential nor designate its Cost Proposal as confidential.

SECTION 6: SELECTION PROCESS

Proposals received by the deadline shall be reviewed to ensure that each has met the minimum submittal requirements outlined in this RFP. Proposals which do not meet these minimum requirements may be rejected and/or returned to the Consultant.

The City shall use the following general criteria to evaluate the proposals:

1. Understanding of the project including the City of Madera's needs, work plan, scheduling, and willingness to embrace the City's goals as expressed in this RFP.
2. Qualifications and Experience including:
 - a. the firm's background and reputation;
 - b. experience and qualifications of the project manager and project team;
 - c. the ability to maintain adequate files and records and meet statistical requirements;
 - d. administrative and fiscal capability; and
3. Capabilities to perform the work tasks set forth in the scope of work.
4. Ability to respond in a timely manner.
5. Demonstrated ability to produce complete, thorough, and successful Consolidated Plans and other required documents.

The City reserves the right to consider any minor deviations from the specifications and determine the acceptance or rejection of such deviation. The City reserves the right to seek supplementary information from any Consultant/Consultant team at any time after official proposal opening and before the award. Such information shall be limited to clarification or amplification of information requested in the original proposal.

The following general steps shall occur in the selection process:

- The qualifications of each Consultant/Consultant team shall be reviewed to ensure that the Consultant/Consultant team is sufficiently qualified to perform all required services.
- The qualifications of individual staff members, particularly the project manager and persons tasked with interfacing with City staff and stakeholder groups, shall be reviewed to ensure they possess sufficient experience to address the issues which shall be faced in the Consolidated Plan and approval process.
- The Consultant's/Consultant team's proposed approaches shall be reviewed for consistency with the requirements of this RFP.
- The Consultant's/Consultant team's proposed scope of services shall be reviewed for completeness and for consistency with the proposed approach.
- The Consultant's/Consultant team's references shall be checked.
- At the City's option, a short list of Consultants/Consultant teams may be selected and invited to take part in an interview process which shall include a brief presentation by the Consultant/Consultant team and a question and answer session led by City staff. The size and make-up of the interview panel has not yet been determined.
- Staff shall make a recommendation to the City Council to approve a final selection and award an agreement.

SECTION 7: SUBMITTAL REQUIREMENTS AND DEADLINE

No Proposal shall be considered for award unless submitted in the format described in this RFP. The Proposal must be fully complete and executed. Proposer shall submit four (4) copies of the completed proposal which shall include; three (3) bound copies and one (1) unbound copy with a copy of this RFP attached to the front of each proposal, with appropriate responses included.

Format: Proposal shall be 8 ½ x 11 inches, printed two-sided on recycled paper with removable bindings, bound in a single document and organized in sections.

Each proposal must be submitted in a sealed envelope addressed to Becky McCurdy, Procurement Services Manager, City of Madera, Purchasing-Central Supply, 1030 South Gateway Drive, Madera, California 93637, and delivered prior to the time and date specified in this document. Each sealed envelope containing a Proposal must state on the outside of the envelope the name and address of the Proposer, and the statement "DO NOT OPEN UNTIL THE TIME OF PROPOSAL OPENING" and, in addition, must be

plainly marked on the outside as follows:

**PROPOSAL: PROFESSIONAL SERVICES FOR THE PREPARATION OF AND
FIVE-YEAR CONSOLIDATED PLAN**

RFP: 201920-04

FILING DEADLINE: Tuesday, January 28, 2020 - 3:00 PM

Proposals shall be received as set forth in the advertisement. Proposals received after the filing deadline shall be returned to Proposers unopened. The opening of any proposal shall **NOT** be considered as acceptance of the Proposal as a responsive proposal.

SECTION 8: PROPOSAL AUTHORIZATION

CITY OF MADERA

PROPOSAL AUTHORIZATION

PROFESSIONAL SERVICES FOR THE
PREPARATION OF THE 2020/2024
CONSOLIDATED PLAN

RFP NO. 201920-04

DATE _____

COMPANY NAME _____

STREET ADDRESS _____

CITY / STATE / ZIP _____

PHONE NUMBER _____

EMAIL _____

PERSON PREPARING _____

POSITION _____

SIGNATURE _____