



**City of El Centro
Community Development Department
Planning & Zoning Division**

**REQUEST FOR
PROPOSALS**

**HOUSING ELEMENT UPDATE
2021-2029 Planning Period
Sixth Cycle**

Contact Information

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Deadline for Submission: September 4, 2020

I. INTRODUCTION

1. Request for Proposals (RFP)

The City of El Centro is requesting proposals from consultants who are qualified to prepare an update to the City of El Centro (“City”) Housing Element of the General Plan for the 2021-2029 planning period. The selected consultant shall review the existing Housing Element and shall revise the document to reflect current conditions, City policies, and methods to meet the housing requirements mandated by the State of California.

Under the direction of the Director of Community Development, the consultant will prepare the updated Housing Element and associated environmental document. The consultant will provide a range of services as necessary to carry out the needs and requests of the City, including the facilitation of public meetings, development of public outreach strategies, and development of a community-wide survey tool.

The City is seeking a qualified consultant with experience in the preparation of Housing Elements and corresponding environmental documents. The consultant must also have an established working relationship with the California Department of Housing and Community Development (“HCD”) and familiarity with State housing law. The consultant shall have the knowledge necessary to provide the requested services to the City in a cost effective and timely manner. The consultant must be proactive in maintaining communication with City staff, keeping staff informed with project status updates, meeting deadlines and ultimately meeting the requirements of HCD for the timely certification of the Housing Element.

2. Background

The City of El Centro is located along Interstate 8, about 120 miles east of San Diego, 60 miles west of Yuma, Arizona and 12 miles north of Mexicali, Baja California, Mexico. El Centro serves as the seat of Imperial County and is the largest city with a population of 44,657 residents. The City is approximately 11.9 square miles in size. Neighboring communities include the City of Imperial abutting the northern city boundary and the unincorporated community of Heber 1.5 miles to the south.

3. Project Description

The City’s Housing Element was last revised and adopted in 2013 and was deemed compliant with State housing element law by HCD. The existing adopted Housing Element covers the planning period from October 15, 2013 through October 15, 2021. The next housing cycle (Sixth Cycle) will extend from 2021 to 2029.

The purpose of this project is to update the City’s Housing Element to comply with State Housing Law and identify measures that can accommodate the City’s new Regional Housing Needs Assessment (RHNA) prior to the deadline for the Sixth Cycle Housing Element Planning Period. The Sixth Cycle Housing Element must be adopted and deemed compliant with State law by HCD by October 15, 2021.

The update shall ensure compliance with new State Laws applicable to the Housing Element, shall be internally consistent with the General Plan, and must demonstrate consistency with regional plans such as the Regional Transportation Plan and Sustainable Communities

Strategy. All new housing goals, objectives, policies, and programs within the Sixth Cycle Housing Element shall be developed through a variety of public engagement meetings/workshops where the consultant will be asked to provide meeting facilitation. This is expected to occur in close consultation with City Staff and City Council.

4. El Centro General Plan Update

The City of El Centro is currently updating the Land Use, Mobility, and preparing a new Environmental Justice Element of the General Plan. The General Plan update will be adopted by March of 2021. In preparing the update to the Housing Element, the selected consultant shall consider the changes to policies that will be adopted in the General Plan update.

5. COVID-19 Pandemic Considerations

At the time of the preparation of this RFP social distancing restrictions are in place prohibiting in-person meetings, public events, and other venues traditionally used for community engagement in the planning process. It is unknown whether such restrictions will lessen during the housing element update process. Recognizing this, consultants shall assist city staff in implementing the most effective public engagement methods appropriate for the target audience and stakeholders, while in compliance with public health guidance.

II. SCOPE OF WORK & REQUESTED SERVICES

1. Housing Capacity, Constraint, and Opportunities Analysis (1 Public Meeting)

- a. The consultant shall complete an assessment of housing needs and an inventory of resources and constraints relevant to the meeting of these needs in conformance with Government Code section 65583(a).
- b. The consultant shall obtain and analyze the most current data available on demographics and housing in the City, including resources from Geographic Information Systems (GIS) data, the Southern California Association of Governments (SCAG), U.S. Census Bureau and the California Department of Finance.
- c. The consultant shall conduct interviews with developers and service providers active in Imperial County to discuss housing issues and needs.
- d. The following shall be addressed in the assessment:
 - i. Comparison of population, demographics, employment trends and housing projections to the City's Regional Housing Needs Allocation;
 - ii. Analysis of the City's current zoning designations and maximum density;
 - iii. An analysis of potential and actual governmental and non-governmental constraints on the development of housing for all income levels;
 - iv. Assessment of housing and market conditions and immediate needs within the City, including special housing needs;
 - v. Identify actual and potential constraints on development, maintenance, and improvement of housing for all income levels;
 - vi. Assess all City housing programs to determine their effectiveness;
 - vii. Identify infrastructure challenges and impediment to residential development which may include, extension of utility services, conflicts with

- utilities and water facilities (e.g. canal and drainage channels), and transportation improvements; and
- viii. Identification of housing resources available to the City of El Centro.
- e. Preparation and Presentation of the analysis to a joint meeting of the El Centro City Council and Planning Commission (1st Public Meeting).

2. Housing Site Inventory, Goals, Policies, and Implementation Program (2 Public Meetings)

- a. Identify and analyze sites suitable for future housing in compliance with site inventory analysis (Government Code Section 65583.2) and the “No Net Loss Law” (Government Code Section 65863).
- b. The consultant, with guidance from City staff, shall develop a community-wide survey tool to receive public input on potential policies, programs, and/or objectives to be implemented in the Housing Element:
 - i. Development of survey strategy; and
 - ii. Development and use of survey tool (web based or otherwise).
- c. The consultant, along with City staff, shall conduct a workshop to receive public input on potential policies, programs, and/or objectives to be implemented in the Housing Element (2nd Public Meeting).
- d. The consultant shall analyze received public input and applicable State Laws to develop proposed goals, policies, programs, and objectives necessary to meet the City’s RHNA.
- e. Investigate, analyze, and address all new state housing laws and make recommendations to the City on their implementation and incorporation into applicable City codes and regulations.
- f. Identify recommendation to City housing programs to improve their effectiveness.
- g. Development of such programs and policies shall satisfy all of the requirements of Government Code Section 65583(b) and (c).
- h. Identify sections of the City’s General Plan Land Use Element that may need to be amended to comply with State law, including all tables, maps, etc. consistent with the 2021-2029 Housing Element.
- i. Analysis of housing opportunities, along with an inventory of suitable sites and the City’s capacity to meet regional housing goals.
- j. Preparation and Presentation of community survey results and draft goals, policies, programs, and objectives to a joint meeting of the El Centro City Council and Planning Commission; (3rd Public Meeting).
- k. Prepare a Housing Element implementation program including quantifiable objectives and programs to goals and policies to be included in the Housing Element, that may include:
 - i. Recommended sites for rezoning to meet Regional Housing Needs Allocation;
 - ii. Revisions to the development code requirements that adversely affect residential development, in particular at in-fill sites; and
 - iii. Recommended financial mechanisms for the construction of housing related public infrastructure and facilities.

3. Preparation of Housing Element (2 Public Meetings)

- a. The consultant will be required to prepare and submit three (3) hard copies and one digital copy (editable Microsoft Word .doc) of the Administrative Draft Housing Element for review and comment by City staff. Once City staff has reviewed and commented on the draft, the consultant will modify the Administrative Draft as directed.
- b. The consultant shall prepare and submit sixteen (16) hard copies and one digital PDF copy of a Draft Housing Element for the City to provide to HCD, the City Council, Planning Commission, and the general public for review and comment.
- c. The consultant shall assist City staff responding to all Housing Element related questions from the general public, City Council, or any State agency as-needed.
- d. The consultant will prepare and submit sixteen (16) hard copies and one digital PDF copy of the Final Draft Housing Element for City staff to provide to the Planning Commission, City Council and the general public. The Final Draft Housing Element shall include any changes to the draft required by HCD.
- e. Preparation and Presentation to the Planning Commission for recommendation to the City Council (4th Public Meeting).
- f. Preparation and Presentation to the City Council for final adoption of Housing Element (5th Public Meeting).
- g. Upon adoption of the Housing Element by the City Council, the consultant will prepare a final adopted version with the date of adoption prominently displayed on the front cover and a containing a copy of the City Council Resolution adopting the document. The consultant shall provide ten (10) bound copies, one (1) electronic copy in Microsoft Word .doc format, and one (1) electronic copy in Adobe Portable Document Format (PDF) of the adopted Housing Element to City staff.

4. Environmental Review

- a. Prepare, post, and file all the appropriate environmental documents for compliance with the California Environmental Quality Act (CEQA), including the Initial Study, Notice of Intent to Adopt a Negative Declaration or other CEQA determinations as applicable, Response to Comments, Mitigation Measures, Mitigation Monitoring Program, and Notice of Completion to be filed with the County of Imperial Clerk. In addition, the consultant will be responsible for preparing all notices and mailings for SB 18 and AB 52.

5. Certification of Housing Element

- a. The consultant shall work closely with staff to ensure that the City meets all HCD deadlines and requirements.
- b. The consultant must follow through with assisting the City in achieving State certification of the Housing Element after adoption by the City;
- c. The consultant will work closely with HCD and City of El Centro to ensure that the City meets State requirements and will recommend modification to the Housing Elements, if required to obtain certification.

6. Required Work Products and Timeline

- a. In addition to frequent communication with staff via telephone and e-mail, the work program anticipates periodic teleconferences with City staff.
- b. Develop a task list and schedule with milestones for the review and certification of the Housing Element by the State Department of Housing and Community Development. The task list and timeline shall include a detailed explanation of all stages of the project and aforementioned tasks.
- c. Provide and maintain an internet-based folder for all project materials accessible to City staff and consultants.
- d. Prepare public meeting presentation materials, memos, letters, and other documents as required by City staff.
- e. Assist in the preparation of staff reports, exhibits, and presentations for Planning Commission and City Council.

III. PROPOSAL REQUIREMENTS

1. Submittal Requirements

Proposal responses must adhere to the requirements set forth in this section, both for content and sequence. Failure to adhere to these requirements or the inclusion of conditions, limitations or misrepresentations may be cause for rejection of the submittal.

- a. **Cover Letter:** Provide a cover letter and introduction, including the name and address of the organization and individual submitting the proposal, together with the name, address, telephone number, e-mail address of the contact person who will be authorized to represent the organization. The introduction shall express the consultant's ability and desire to meet the requirements of this Request for Proposals. The letter must be signed by an individual authorized to bind the firm contractually.
- b. **Consultant Qualifications:** Describe the firm's resources, experience, and capabilities as it relates to the Scope of Work described under Section II of this RFP. Submit in the order identified below:
 - a. **Executive Summary:** An executive summary should briefly describe the consultant's qualifications, including experience in Housing Element design and updates, resumes of key staff member(s) assigned to prepare the Housing Element, and a description of similar projects. The summary should include a description of similar projects completed for other cities or counties. The executive summary should also include a description of your understanding of the project.
 - b. **Project Approach and Scope of Work:** Describe the firm's approach to completing the Housing Element, providing summary of major tasks and key sub-tasks. Provide a detailed description of how public engagement will be conducted and experience conducting online public meetings. Provide a preliminary scope of work aligned with the key tasks and sub-tasks described in Section II of this RFP, with any additions or modifications recommended in the proposal.

- c. **Work Schedule:** Include a proposed schedule of work or timeline and phased milestones for completion of the scope of work, based on a start date of October 7, 2020. The work schedule should demonstrate how and at what point the consultant would complete the draft Housing Element, incorporate public outreach, public meetings, HCD and Public review period, complete CEQA review, and complete necessary revisions of the draft Housing Element pursuant to direction of the City Council/Planning Commission and in response to HCD review. The work schedule shall be consistent with the tasks and key subtasks presented in Section II of this RFP.
- d. **Qualifications and Experience:** Provide an outline of the firm's background and qualifications to perform requested services. Identify any subcontractors that will be working on this project. Identify all project personnel and their role in completing this project and summarize the relevant qualifications and experience of each. Provide a representative listing of similar projects completed for the past five (5) years. Include a list of references, with contact persons and phone numbers for these projects. Explain any experience with HCD on recent Housing Elements, particularly focusing on experience with current Housing Element law and with other jurisdictions in the Southern California Association of Governments ("SCAG") region.
- e. **References:** The consultant shall provide a minimum of four (4) client references, preferably city or county governments with whom the consultant previously had contracts for the provision of services of equal type and scope within the last five (5) years. Do not include references from the City of El Centro.
- c. **Fee Schedule & Cost Estimates (enclosed in separate sealed envelope with physical submittal only):** Provide a fee schedule with hourly rates for each person who will be involved in the preparation of the Housing Element update. List any travel costs and any other direct or indirect costs associated with performing the required services. Provide a detailed cost breakdown including the cost and hours for each task and subtask necessary for the proposed scope of work. Costs should include hours and staff assignments for each task. The cost estimates should include cost for all administrative and material costs and shall be a not-to-exceed total budget amount.

FEE SCHEDULE AND COST ESTIMATES SHALL ONLY BE ACCEPTED IN A SEPARATE SEALED ENVELOPE ALONG WITH PHYSICAL SUBMITTAL (HARDCOPY) OF RESPONSE TO PROPOSAL. DO NOT SUBMIT COST ESTIMATES WITH THE PDF SUBMITTAL.

2. Submittal Information

If you wish to be considered as a candidate for providing consultant services, please submit one (1) digital PDF copy AND one (1) hard copy of your RFP submittal to the City of El Centro. Email submissions must be received by the RFP deadline. Physical submittals must be

postmarked by the RFP deadline. **Do not include “Fee Schedule & Cost Estimates” of the submittals requirements in e-mail submittals.** Submittals should be sent to the e-mail and physical address below:

E-Mail submittal of PDF file to

angel_hernandez@cityofelcentro.org

E-mail submittals must be received by September 4, 2020

Physical submittal of one (1) hard copy to

City of El Centro
Community Development Department
Attn: Angel Hernandez, Associate Planner
1275 W. Main Street
El Centro, CA 92243

Physical submittals must be postmarked by September 4, 2020

3. Questions on RFP and Notification of Interest to Submit Proposal

Questions regarding this RFP and the Housing Element update shall be sent to angel_hernandez@cityofelcentro.org.

It is recommended that consultants interested in submitting a response to this RFP send an email to angel_hernandez@cityofelcentro.org notifying their intention. Answers to questions regarding the RFP will be distributed to those that have emailed their intention to submit and will be posted on the following webpage:

<http://www.cityofelcentro.org/communitydevelopment/index.asp?m=1&page=68>

IV. SELECTION PROCESS

1. Selection Method

All competitive proposals shall be evaluated with respect to the completeness of data provided, support for claims made, relevant experience, and the overall approach taken. The following list of evaluation criteria, which has in no manner been weighted or prioritized, shall be utilized in the technical evaluation of each consultant’s competitive proposal:

- Demonstrated understanding and ability to complete the project;
- Background and experience of the project team, including individual team members and sub-consultants assigned to various tasks;
- Project management approach;
- Response to all components of the RFP;
- Proven track record for completing similar projects on-time, within budget, and receiving certification from HCD; and
- Cost.

The City reserves the right to reject any and all submittals or to release a new Request for Proposals. The City also reserves the right to seek clarification of each RFP submitted and reserves the right to require other evidence of technical, managerial, financial, or other abilities as part of the selection process. The City may or may not invite one or more of those who submit RFP's to an interview held over teleconference, at no cost to the City. Consultant is responsible for all costs of response to the RFP.

2. Final Approval

Any contract resulting from this RFP will be awarded by final approval of the City Council.

3. Proposal Review Timeline

The tentative schedule of activities associated with this RFP includes:

Activity	Date
Advertisement of RFP	August 12, 2020
Deadline for Submittal	September 4, 2020
Interviews (if necessary)	September 7 to 18, 2020
Notification of Consultant Selection	By September 18, 2020
Contract Award by City Council	October 6, 2020
Contract Starting Date	October 7, 2020

4. Consultant Services Agreement

The selected Consultant(s) will be expected to enter into a standard Consultant Services Agreement to the satisfaction of the City, which is included as Attachment A. Please review the Agreement and include any requested changes with your submittal. A failure to do so will indicate your agreement to all terms and conditions, and any subsequent requests for changes will not be considered. The City may enter into agreement with a single firm to provide one or more of the desired services or may also enter into contracts with multiple firms to provide the desired services.

V. ONLINE REFERENCES

Consultants interested in existing city documents related to the project are advised to refer to the following links:

City of El Centro General Plan:

<http://www.cityofelcentro.org/communitydevelopment/index.asp?m=1&page=67&subpage=25>

City of El Centro 2040 General Plan Update:

<https://www.elcentro2040.com/>

City of El Centro Zoning Ordinance

https://library.municode.com/ca/el_centro/codes/code_of_ordinances?nodeId=CHCOTA_C H29Z0

City of El Centro Strategic Plan

<http://www.cityofelcentro.org/userfiles/Council%20Approved%2006-19-18%20Strategic%20Plan%20Update.pdf>