

ORANGE COUNTY, NORTH CAROLINA

**REQUEST FOR PROPOSALS TO PROVIDE
COMMUNITY ENGAGEMENT AND PLANNING CONSULTING SERVICES FOR THE
PREPARATION OF A FIVE YEAR CONSOLIDATED PLAN,
ANNUAL ACTION PLAN, AND ANALYSIS OF IMPEDIMENTS
TO FAIR HOUSING CHOICE**

DUE TIME: 4:00 P.M. prevailing time

DUE DATE: Thursday, December 19, 2019

COUNTY CONTACT: Ms. Emila Sutton
Director, Dept. of Housing & Community Development
Orange County Government
PO Box 8181
Hillsborough, NC 27278

SUBMIT TO: Orange County
Ms. Emila Sutton
Director, Dept. of Housing & Community Development
Orange County Government
300 West Tryon Street
Hillsborough, NC 27278
esutton@orangecountync.gov

**PUBLIC NOTICE
ORANGE COUNTY, NORTH CAROLINA**

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COMMUNITY ENGAGEMENT AND PLANNING CONSULTING SERVICES FOR THE
PREPARATION OF A FIVE YEAR CONSOLIDATED PLAN,
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Orange County, North Carolina, hereinafter referred to as the "County," currently administers a HUD HOME Investment Partnerships Program (HOME). In accordance with 2 CFR Part 200, "Uniform Administrative Requirements, Cost Principles and Audit Requirements for Federal Awards," which establishes standards for the procurement of property and services involving the expenditure of Federal Funds, the County hereby requests written proposals from qualified individuals and planning consulting firms to provide professional services in the preparation of the County's Five Year Consolidated Plan, Annual Action Plan, and Analysis of Impediments to Fair Housing Choice.

The specific services requested by Orange County are detailed in the Request for Proposals (RFP 2019 HOME). A copy of this document may be obtained from Orange County, Dept. of Housing & Community Development, Telephone (919) 245-2490, Fax (919) 644-3056 during normal business hours. It is also available electronically at <https://www.orangecountync.gov/1101/Housing-Community-Development>.

The deadline for submission of proposals is 4:00 P.M., prevailing time, on December 19, 2019 in the offices of Dept. of Housing & Community Development, Orange County Government, PO Box 8181, Hillsborough, NC 27278.

The objective of this competitive process is to select a firm or individual which will provide the highest quality of work at a reasonable fee. Orange County will evaluate the "Proposal for Services" submitted and will select the firms or individuals deemed best qualified to perform these services. Firms or individuals will be ranked accordingly. The County will then enter into negotiations on a final scope and fees with the highest ranked firm or individual. Should the County be unable to reach an agreement with the highest ranked firm or individual, negotiations will begin with the second ranked firm, and so on.

All qualified proposers will receive consideration without regard to race, religion, creed, color, sex, age, handicap, ancestry, or national origin in the contract award. Minority and female business enterprises are encouraged to respond. Orange County is an equal opportunity employer.

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Orange County, North Carolina, hereinafter referred to as the "County", is currently administering a HUD HOME Investment Partnerships Program (HOME). In accordance with 2 CFR Part 200, "Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards," the County hereby requests written proposals from qualified individuals and planning consulting firms to provide professional services in the preparation of the County's Five Year Consolidated Plan, Annual Action Plan, and Analysis of Impediments to Fair Housing Choice. Specifically, this RFP is for the community engagement portion of the Plan to include planning, coordination, and execution of numerous community meetings, surveys, and webinars, as well as the qualitative data collection and analysis required to achieve full community engagement for preparation of the Plan. The community engagement consultant will also provide general assistance with all other portions of the plan as needed.

Project Deliverables

1. 2020-2025 Consolidated Plan

The selected community engagement consultant will work with County and local jurisdiction staff to develop the 2020-2025 Consolidated pursuant to 24 CFR Part 91 and the IDIS Consolidated Template. The selected community engagement consultant will provide all necessary public notices, community engagement (in various forms needed to achieve full community engagement, to include meetings surveys and webinars), data collection and analysis, and writing contributions as required to complete the Plan. The selected community engagement consultant will also assist in completing all other portions of the Plan as needed and as directed by Department staff. The 2020-2025 Consolidated Plan must be submitted to the HUD no later than May 15, 2020. The period of this Consolidated Plan is July 1, 2020 to June 30, 2025. The Consolidated Plan must meet all federal regulations and follow the HUD guidance for the eCon Planning Suite, including but not limited to 24 CFR Part 91, HUD CPD Notice 12-009, Consolidated in IDIS Desk Guide, etc.

2. 2020 Annual Action Plan (AAP)

The 2020 AAP is adopted prior to the beginning of each program year and identifies the projects and programs the County plans to fund and implement, in conformance with the Consolidated Plan. Program funds are appropriated in the AAP to programs and activities that meet the Consolidated Plan goals. The selected consultant will provide all necessary public notices, community engagement (in various forms), data analysis, and writing contributions as required to complete the AAP. The selected community engagement consultant will also assist in completing all other portions of the AAP as needed. The 2020 AAP must be developed in accordance with 24 CFR 91.220 and other HUD requirements and guidance.

4. 2020 Analysis of Impediments to Fair Housing Choice (AI)

The Consolidated Plan regulations (24 CFR 91) require each state and local government to submit a certification that it is affirmatively furthering Fair Housing. The selected community engagement consultant will provide all necessary public notices, community engagement (in various forms), data analysis, and writing contributions as required to complete the AI. The selected community engagement consultant will also assist in completing all other portions of the AI as needed. As

discussed in HUD's Fair Housing Planning Guide, the purpose of the AI is broad and covers the full array of public and private policies, practices, and procedures affecting housing choice. The AI:

- Serves as the substantive, logical basis for the Fair Housing Plan
- Provides essential and detail information to policymakers, administrative staff, housing providers, lenders, and fair housing advocates
- Assists in building public support for fair housing efforts within the jurisdiction's boundaries and beyond

The Community Engagement Consultant will develop the AI in accordance with 24 CFR 91, the HUD Fair Housing Guide, and other HUD guidance.

Scope of Work

The selected community engagement consultant will be responsible for assisting the Orange County Housing and Community Development and local jurisdiction staff with all community engagement activities required by the Plan, as well as general assistance in the development of the 2020-2025 Consolidated Plan, 2020 AAP, and the 2020 AI, including all narratives, data tables, and other plan elements. All project deliverables must be prepared and meet federal regulations and guidance provided by HUD. The planning process shall be led by the consultant, in consultation with Department staff and local jurisdictions (to include support and direction from staff) and include the following:

1. Data Collection, Research and Analysis Support

Data collection, research, and analysis to understand and communicate the demographic, economic, and housing conditions of the community for each of the project deliverables, as applicable and as requested by Department staff. The community engagement consultant must use data from various sources and present it in the tables required by HUD's eCon Planning Suite. Additional tabulations and maps needed to assess and present a comprehensive summary of community needs and market conditions must also be included. When appropriate, comparisons with national and state data that help develop the recommended activities in all project deliverables should be included. The community engagement consultant should provide a summary of all data used in the various plan deliverables. As part of the project scope, the selected community engagement consultant must review and consider the following in the development of the project deliverables:

- Past and present Consolidated Plans, including AAPs, Housing Needs Assessments, and AIs
- Other local jurisdiction and County-wide Plans and Projects, including Comprehensive Plans, current community development programs, policies and incentives, neighborhood support strategies, capital improvement plans, and related materials

2. Community Outreach and Public Hearings

- The community engagement consultant will be required to plan and coordinate all public meetings and public hearings associated with all project deliverables
- The community engagement consultant will be responsible for conducting meaningful community outreach and engagement, as required by HUD, with stakeholders for all project deliverables, including outreach to and engagement with citizens, city staff members from various departments and boards to include the Orange County Housing Authority Board, the Orange County Affordable Housing Advisory Board, the Orange County Affordable Housing Coalition, and other nonprofit and other agencies, neighborhood leaders, elected officials, etc.

- Regular (weekly, bi-weekly) meetings with Department staff expected for the duration of the project

3. Goal Development and Strategic Planning Outcomes

The community engagement consultant will be responsible for supporting Department staff in establishing the strategic vision of the Consolidated Plan, AAP, and AI based on data collection, research, and analysis, and public feedback. Additionally, the community engagement consultant will be responsible for supporting the development of the following for all project deliverables:

- Definition of goals to address community needs and gaps
- Definition of projects and activities to meet the needs of the community
- Priorities for the allocation of funding resources

4. Additional Requirements

- All deliverables, processes, and planning methods must be developed in accordance with HUD rules and regulations
- Community engagement consultant will assist with any modifications required by HUD if any of the final deliverables are not approved upon initial submission
- Community engagement consultant must respond to all requests from Department staff in a timely manner
- All project deliverables must be consistent in the overall vision, goals and objectives and reflect the AI

Timeline

All project deliverables must be completed and available for public comment no later than March 30, 2020 and submitted to HUD no later than May 15, 2020. A tentative schedule is as follows:

Item — Date

Release Request for Proposals (RFP) — November 15, 2019

Proposals Due — December 19, 2019 at 4:00 PM

Proposals Considered — December 20, 2019 – January 9, 2020 (or before)

Select Community Engagement Consultant — January 10, 2020 (or before)

Community Engagement Consultant Commences Work — January 15, 2020 (or before)

Data Collection, Research and Analysis (work led by Department staff with support of community engagement consultant) — January 16 – February 14, 2020

Community Outreach and Public Meetings — January 10 to February 21, 2020

All data collection and analysis from Community Outreach and Public Engagement delivered to Department staff by March 1, 2020. All necessary supporting data collection and analysis for the Plan in general (and outside of community engagement work) will also be due by March 1, 2020.

Draft Plan Due from Consultant and Department Staff — March 15, 2020

Plan Released for Public Comment (30 days minimum) — March 15 to April 15, 2020

Presentation to Orange County Board of County Commissioners — April 21, 2020

Department Staff Participation

The County and local jurisdictions have limited professional staff capacity to support the project and will rely on the consultant's experience to ensure that all necessary components of the project are completed in a timely manner and submitted to HUD by the necessary deadlines. The Community Engagement Consultant must have knowledge of HOME and HUD regulations, as well as Consolidated Planning processes and requirements as such.

The Department will provide a list and contact information for local nonprofits, other agencies and neighborhood organizations. Department staff will assist with room reservations for public meetings, however, the community engagement consultant is expected to have knowledge of and locate contact information of County stakeholders as well as have knowledge of space available for meetings and how to reserve said space for community engagement activities. Due to the timeline, the selected community engagement consultant will also have knowledge and expertise in alternative modes of community engagement, to include, but not limited to webinars, electronic surveys, etc. Department staff will be available for questions, but all aspects of the community engagement work will be carried out by the community engagement contractor.

Proposal Requirements

In order to be considered a complete proposal by Orange County Department of Housing and Community Development, the following contents must be included in the proposal:

1. Cover letter highlighting qualifications and experiences, detailing the Consultant's ability to respond to all requirements outlined in the document. Minority, women, or disadvantaged business enterprises are encouraged to apply. Please indicate if your organization is one of these types of businesses.
2. Provide a description of you and your firm (if applicable) including, name, DUNS Number, address(es) of the offices of the firm, name of the principal(s) of the firm, contact information of a representative of the firm authorized to discuss the proposal, statement of whether there are any ongoing, pending, or potential legal actions against the firm.
3. Consultant Qualifications:
 - Background of your firm's direct experience in five-year Consolidated Plans, AI, and AAPs. Include your experience with HUD's Consolidated Planning tool and eCon Planning Suite within IDIS.
 - Provide Resumes of principal(s) and other consulting team members
 - Provide a detailed list of a minimum of three references including name, email, and telephone number for organizations or businesses for whom you have performed applicable or similar work
 - Identify any conflict of interest that may arise as a result of this contract
4. Project Approach, to include:
 - Narrative that includes the consultant's understanding of the purpose of the various project deliverables in this RFP
 - Discussion of previous experience with Consolidated Plans, NRSA Plans, AAPs, and AI Assessments, and other housing analysis efforts and how lessons learned through those projects will be used in this project

- Discussion of the items listed in the "Consultant Qualifications" above with elaboration on how the consultant and/or consulting team meets those qualifications
- In addition to the public meetings required by HUD, description of proposed elements for public outreach and engagement, including but not limited to stakeholder interviews, focus groups, webinars, surveys, and other methods for obtaining public input
- Specific project task descriptions, associated outcomes/deliverables and corresponding budget
- A separate allocation of travel, supplies, and any contingency costs per project task item
- Ability to complete the work within the anticipated schedule and budget; all project deliverables must be completed and submitted to HUD by May 1, 2020

5. Fees

The cost of services is one of the factors that will be considered in awarding this contract. Please provide a detailed breakdown of your proposed fees for this engagement. Provide an estimated cost for each task described in the scope of work for all project deliverables, or provide an hourly fee for cost of overall services and indicate estimated number of hours required for each deliverable.

Proposal Evaluation Process/Criteria

A selection committee will be established to review the proposals using the following criteria to evaluate proposals:

Criteria Percent

The Consultant's project approach and overall understanding of County and Participating Jurisdiction's needs and HUD requirements for the project deliverables, presented in a comprehensive but straightforward manner — 45%

Experience with HUD's eCon Planning Suite and the requirements for building a Plan in IDIS — 15%

Qualifications and experience in providing the HUD required project deliverables or related deliverables, as exemplified by past projects, training, education, and work experience — 15%

Experience and qualifications of the principal(s) and other personnel assigned to the project — 10%

Cost of Services — 10%

References — 5%

Schedule is not included in the evaluation criteria, as it is expected that the selected consultant will work within the timeline established in Section 4: Timeline.

Proposal Submission

Three hard copy proposals must be submitted and an electronic copy emailed to esutton@orangecountync.gov by December 19, 2019 at 4:00 PM. Proposals will be opened on December 20, 2019 at 9:00 AM.

Contact Information

The full RFP can be accessed at <https://www.orangecountync.gov/1101/Housing-Community-Development>. All questions should be directed to Emila Sutton, Director of Housing and Community Development (919) 245-2490 and esutton@orangecountync.gov