



REQUEST FOR PROPOSALS (RFP)

Measure JJ Anti-Displacement Services Questions and Answers

Date Released: August 8, 2025

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Scope of Work and Eligibility

- 1. If a Respondent applies for legal services funding, and also intends to apply for rental assistance, does the Respondent have to include rental assistance in the Legal Assistance proposal budget? Or can the Respondent apply for rental assistance as a separate request under the Rental and Financial Assistance category?**

The RFP allows submitting proposals for one or more service area(s), and each service area requires its own complete proposal, with separate budgets and narratives. If rental assistance is tied to legal services (e.g., emergency rent payment at an unlawful detainer proceeding), include it in the Legal Services proposal. Otherwise, apply separately under Rental and Financial Assistance. Respondents' proposals will be scored and compared by service area.

- 2. Can a Respondent apply to provide only outreach and application support services for the Direct Rental & Financial Assistance category, or must Respondents have the capacity to directly disburse rental assistance funds to residents?**

No, Respondents must have the capacity to directly administer rental assistance funds. If needed, they can partner with another organization for outreach, but the Respondent will hold the contract and reimburse the partner. Providing only outreach and application support without managing the rental and financial assistance is not sufficient for this RFP.

- 3. Does the City prefer separate proposals from individual organizations, or would partnering with another organization to cover multiple service areas strengthen a proposal? Is it permissible for a Respondent to submit a joint application with a partner organization to deliver services across two service areas?**

The City accepts both individual and joint proposals. Partnering may strengthen a proposal, but it doesn't guarantee full award. Roles should be clearly defined in joint proposals. The City reserves the right to choose all or portions of proposals that align with what the City is seeking.

When does the City expect to begin implementing rental assistance subsidy payments to residents?

Contracts are expected to start by January 1, 2026, with rental and financial assistance payments likely beginning after thirty days.

4. Does the City's goal to "assist 150 households with rental support" refer to 150 households annually or 150 households total over the full contract period?

The 150 households goal refers to the total number over the entire 5-year contract period, not annually, per the City's 2024-2028 Affordable Housing Strategy (AHS). The City seeks by way of this RFP to obtain the listed services in a manner that maximizes the quality of services while also maximizing value. For this reason, these goals are only minimum, and Respondents are encouraged to go above and beyond the AHS goals if they have the capacity.

5. Q: How long will contracts be for?

Contracts may last up to four years, with two one-year extensions with City Manager approval. The length of the contract term is subject to City Council approval. Measure JJ programs require regular review and reporting, so there may be annual review of the scope of work and budgets that may impact contract lengths.

6. Are there established eligibility criteria or program guidelines for assistance that can be shared with potential applicants at this time, or will these be developed collaboratively with the selected contractor(s)?

Eligibility criteria and guidelines will be developed collaboratively with selected contractors within the first month of the contract period. Respondents that include existing program guidelines in their proposal that may be tailored for the City may earn additional points.

7. Under Measure O funding, assistance included helping residents research and apply for various housing programs (e.g., Move to Work, Colibri Commons, Housing Industry Foundation emergency support, and subsidies through Samaritan House). For this RFP, should the workplan focus exclusively on Measure JJ rental subsidies, or may it also include goals and activities related to connecting residents with other affordable housing opportunities?

The primary focus for the Rental and Financial Assistance program should be on Measure JJ rental and financial subsidies, but contractors may also include activities related to other affordable housing opportunities if they advance anti-displacement goals. Respondents should clearly differentiate these activities as optional additional services and ensure that the majority of time and resources are dedicated to the core program.

Funding, Budgets & Administrative Costs

8. Are the funding amounts available for each service area definite caps?

No, funding amounts may vary depending on the proposals submitted, City Council consideration, and annual revenue generated. Respondents are encouraged to demonstrate their capacity to go above and beyond the City's RFP goals.

9. Can the City confirm the annual funding amount available for the Rental and Financial Assistance program? On page 2, the RFP states there is up to \$580,000 available annually, but on page 4, the 5-Year Funding Amount for rental assistance is listed as \$500,000.

The City estimates \$580,000 annually for the Rental and Financial Assistance program. The \$500,000 figure on page 4 reflects a minimum five-year Affordable Housing Strategy goal established before Measure JJ was passed by voters.

10. Of the annual amount, how much is allocated for direct rental assistance payments versus administrative or service agency support for residents?

The annual funding available for tenant rental assistance is at least 30% of Measure JJ revenue. Measure JJ is estimated to generate approximately \$1.7 million in FY 25-26. The City therefore estimates awarding a minimum of \$510,000 annually for direct rental and financial assistance payments through the Rental and Financial Assistance program or the Legal Services program. Up to 15% of the total program costs may be used for administrative costs.

Example:*

| Rental and Financial Assistance Program Budget | | | |
|--|--------------|-------|------------------|
| Item | Unit Cost | Units | Total Cost |
| Direct rental & financial assistance | \$50-\$8,000 | 150 | \$200,000 |
| Quarterly Workshop (food, drinks, printing, translation, interpretation, staffing, volunteers) | \$3,000 | 4 | \$12,000 |
| Mailers | \$3,000 | 2 | \$6,000 |
| Total Program Costs | - | - | \$218,000 |
| 15% of Administrative Costs | - | - | \$32,700 |
| Total Budget Proposal | - | - | \$250,700 |

*These are fictional numbers to provide an illustration for how administrative costs are calculated.

11. What types of expenses does the City consider "administrative costs" for the purpose of the 15% cap? Please clarify whether this includes staff salaries, program management, reporting, outreach activities, or other operational expenses.

Administrative costs subject to the 15% cap typically include expenses such as:

- Overhead (e.g. rent, utilities, insurance, taxes, administrative expenses, etc.)
- Fringe benefits
- Staff salaries for administrative or management roles
- Program management and oversight
- Reporting and compliance activities
- General office expenses
- Outreach activities or travel (if primarily administrative in nature)
- Costs directly tied to client services usually do not count as administrative.

12. Does a Respondent have to apply for the full amount of available funding? Can a Respondent apply for a portion of the funding?

Respondents may apply for a portion of the available funding in one or more service area(s). The amount of funding in each service area is only a suggestion, and it is recommended that each Respondent indicate their capacity for the maximum funds in direct assistance (e.g. rental and financial assistance or mortgage assistance) the organization would be able to administer annually.

13. Regarding the Direct Rental & Financial Assistance workplan, should contractors include planning time to support the City "to develop and administer a rent relief program"? If so, how much contractor time does the City anticipate needing for program development?

While Respondents may include planning time in their workplan to develop and administer the rent relief program (e.g. finalizing eligibility criteria, application processes, outreach strategies, and reporting systems), the City expects rent relief funds to be administered in no more than thirty days from the beginning of the contract period.

The City seeks by way of this RFP to obtain the listed services in a manner that maximizes the quality of services while also maximizing value. For this reason, programs that have little to minimum "start-up" costs may receive additional points.

Proposal Requirements & Submission

14. Will only one organization or firm be selected for each service area?

The City may select one or more organization(s) in each service area to meet its needs.

15. Does a Respondent need to submit three different reference letters for both direct rental and financial assistance and legal services?

Three references are required per service area, as each service area requires a separate proposal with its own narrative and budget. Repeat references are accepted if a reference can speak to the Respondent's experience in more than one service area.

16. Does the maximum of 10 pages apply per applicant or per service area?

The 10-page limit applies per service area.

17. Must certificates of insurance be submitted with the proposal on August 18, 2025, or are they only required upon contract execution?

Certificates of insurance are due upon contract execution, not with the proposal. The cover letter should confirm the Respondent's agreement to the City's insurance requirements. If the Respondent has concerns about the City's standard forms and insurance requirements, those concerns should be identified in the cover letter.

18. When will the next RFP be issued?

Depending on City Council direction, the next RFP will be in 2-4 years.