

**CITY OF EAST PALO ALTO
COMMUNITY AND ECONOMIC DEVELOPMENT DEPARTMENT
1960 TATE STREET
EAST PALO ALTO, CA 94303**

To: Interested Parties

From: Natasha Raiburn, Rent Stabilization Program Administrator

Date: July 17, 2023

Subject: Request for Proposals for Anti-Displacement Rental Assistance for the City of East Palo Alto

INTRODUCTION

The City of East Palo Alto requests proposals by qualified organizations to provide financial assistance services for resident anti-displacement services. This RFP is based in the City's desire to protect residents from displacement and homelessness, as well as to fulfill the intent of Measure O, approved by the voters in November 2016 (see <https://www.cityofepa.org/finance/page/measure-o-frequently-asked-questions>).

PURPOSE OF THE REQUEST FOR PROPOSALS (RFP)

Individuals and firms responding to the City's RFP (Respondents) must submit their qualifications and a proposal that thoroughly describes their experience, capacity, and ability to perform the services being sought by the City. Respondents may submit a proposal to be considered for providing the service area, which will be ranked/rated.

The City encourages Respondents to submit compelling proposals outlining proven methods and activities that could work in East Palo Alto.

Service Areas

The City is inviting Respondents to submit a proposal outlining the organization's qualifications and a service delivery plan for the following service area:

- **Direct Rental and Financial Assistance**

The City is looking for selected organization(s) or firm(s) with experience in providing subsidies for residents who are experiencing housing insecurity. The selected organization(s) or firm(s) would work with City staff to develop and administer a rent relief program with funds available from the City or other sources. Respondents should highlight how they will target outreach to residents who may benefit from these services, how they will reduce barriers to accessing the funds, and how they will rapidly respond to rental and financial assistance applications. Examples of direct rental and financial assistance include:

- Rent or utility pay;
- First month, last month, and deposit/rental assistance;
- Short-term rental subsidies;
- Homelessness prevention subsidies;
- Moving or relocation assistance;
- Furniture assistance for new move-ins; and
- Shadow debt payment.

KEY ITEMS TO ADDRESS IN RESPONSE

The City desires to contract with individual(s), organization(s) or firm(s) with the necessary expertise to provide the services described in at least one service area.

Key components of the proposal should include:

1) Detailed Cover Letter

A cover letter describing the service area(s) for which the individual or firm is submitting a proposal(s). The cover letter shall include a declarative statement that the Respondent has reviewed all aspects of the City's Contractor and Professional Services Agreement, including the City's insurance requirements, and agrees with these documents. If the Respondent has concerns about the City's standard forms, those concerns shall be identified in the cover letter.

2) Experience and Expertise

A narrative describing the experience and expertise for the service area for which the Respondent wants to be considered. Specific examples of projects providing the kind of services described in the service area above should be provided in the response, in addition to an overview of the organization's performance in providing these services (performance metrics may include number of people served, number of people reached, and other quantitative or qualitative metrics).

Describe experience working with underserved, minority, and immigrant communities and provide examples of successful outcomes in outreach and education campaigns or programs. Describe any familiarity or experience working in East Palo Alto or in partnership with any of organizations currently serving East Palo Alto residents.

To be considered in more than one service area, the Respondent should submit a separate narrative for each service area of interest, clearly delineated. Provide three references for each service area for which the Respondent is applying.

3) Description of Services and Detailed Staffing Plan

Describe the specific activities for each service area(s) and how the Respondent plans to deliver the proposed services. Items to address include the following:

- Staffing and other resources to be allocated to deliver the activities and services. This includes personnel assigned to each activity, and the total weekly hours estimated for each activity; and
- The expected outcomes for the delivery of services; quantify where applicable (e.g., estimated number of clients served, training workshops, or other service products).

Further, Respondent shall provide resumés for key personnel who would be assigned to the performance of the contract.

4) Cost Structure

Submit an itemized time and materials budget to accomplish the service delivery plan. The budget should include a detailed schedule of hourly rates for all staff positions that would be assigned to the proposed tasks, the amount of volunteer stipends that would be provided, if any, and the estimated material and other incidental costs, if any. Any additional proposed costs also should be described in this section. To be considered for more than one service area, the Respondent should submit a separate and clearly delineated cost structure for each service area.

Once the City has selected a contractor for each service area, staff and the selected Respondent(s) will work together to finalize the appropriate scope of work and budget subject to City Council's approval.

5) Outcomes and Evaluation

Identify program targets and performance measures and method for tracking and reporting on these measures. Describe any additional measurements, metrics, deliverables, or assessments that will demonstrate the impact of services rendered. For each service area, the organization shall provide quarterly reports and a final report at the end of the contract period that describes the results and outcomes for evaluating the success of the delivery plan.

SELECTION CRITERIA

A selection committee will review and rank all the proposals received. The top-ranked Respondents may be asked to participate in an in-person or virtual interview. The selection committee will make a recommendation through the City Manager to the City Council for final decision. The City reserves the right to offer a contract to an organization to deliver services for only a part of the service areas included in its proposal.

Proposals will be evaluated solely based on the Respondent's ability and capacity to perform the work outlined in the RFP, in the areas detailed in the table below.

Evaluation Rubric		
Evaluation Areas	Description	Possible Points
Minimum Threshold Requirement	Respondents are expected to demonstrate capacity through added staff positions or dedicated staff time to implement the activities. Funding must be utilized to enhance the services provided.	Pass/Fail
Experience	Respondents shall demonstrate experience providing the services outlined in the RFP for public agencies, within a specific service area, with successful results. For example, if a Respondent applies for the Service Area for providing Case	50

	Management, that organization must have demonstrated experience managing similar programs.	
Capacity to Perform	Respondents shall demonstrate the capacity to provide the services described in the RFP and to respond to the public, the City, and other stakeholders in a timely manner. Defined expectations for timeliness of service delivery and stakeholder communication should be outlined in the submittal.	40
Familiarity with East Palo Alto	Respondents will be scored based on knowledge and experience working in the City of East Palo Alto and/or with community groups that currently service residents in the City.	10
Extra Credit Points	Local organizations (from the City of East Palo Alto) will receive bonus points.	10

CONTRACTOR AND PROFESSIONAL SERVICE AGREEMENT

All services shall be provided in accordance with the City's Standard Consulting Services Agreement (see Attachment A). Prospective contractors shall be familiar with, and willing to execute, all terms contained in the Agreement before submitting a proposal. If the Respondent has concerns about the City's standard forms, those concerns shall be identified in the response cover letter.

INSURANCE REQUIREMENTS

The City will enter into multi-year agreements with consultants selected for each service area. Prior to entering into an agreement with the City, Respondent must provide evidence demonstrating compliance with the City's insurance requirements (See Exhibit C to standard contract).

DISCRETION AND LIABILITY WAIVER

The City reserves the right to reject all proposals or to request and to obtain, from one or more of the respondents, supplementary information as may be necessary for City staff to analyze the submissions. The City may require respondents to participate in additional rounds of more refined submittals before the final selection is made. The City may negotiate with one or more respondents and may contract with one or more respondents as the City deems appropriate.

DISCLOSURE OF RESPONSES

All responses to this RFP accepted by the City of East Palo Alto shall become the exclusive property of the City. If disclosure is required or permitted under the California Public Records Act or otherwise by law, the City shall not in any way be liable or responsible for the disclosure of any such records or part thereof.

CITY COUNCIL CONSIDERATION

A committee will review and evaluate any timely submitted proposals and will recommend a proposal for award to the City Council in September 2022.

PROPOSED TIMELINE, SUBMITTAL REQUIREMENTS, AND DUE DATE

Event	Date
Release of RFP	Monday, July 17, 2023
Deadline to Submit RFP Questions	Monday, July 24, 2023
Written Response to RFP Questions	Friday, July 28, 2023
RFP Response Due Date	Monday, Aug 7, 2023 @ 12:01pm
City's Internal Evaluation of Proposals	Week of Aug 7, 2023
Potential Interviews of Respondents	Week of August 14, 2023
Notice of Results	Week of August 28, 2023
City Council Consideration of Selected Contractors and Budget Allocation*	September 5, 2023
Execution of Contracts	Late September 2023

Submittal Requirements

Respondents must submit an electronic proposal through email attachments (one copy in Word and one copy in PDF) to: rentprogram@cityofepa.org, cc: .

Due Date

Proposals must be submitted before 12:01 PM on Monday, Aug 7, 2023. Respondents will receive prompt confirmation of receipt of application.

Questions

Please submit any questions regarding the RFP to: Rent Stabilization Program (rentprogram@cityofepa.org), cc: Natasha Raiburn, Rent Stabilization Program Administrator (nraiburn@cityofepa.org).

The deadline to submit questions for this RFP is Monday, July 24, 2023. The City will issue an addendum to this RFP no later than Friday, July 28, 2023, with all answers to all questions submitted prior to the deadline.