

**Request for Proposals (RFP)**  
**City of Albany, CA**



**Rent Review Program Services**

Issue Date: April 28, 2017

Deadline for Submissions: June 16, 2017

The City of Albany is a residential community located in northern Alameda County. The City encompasses 1.7 square miles and is bounded by the Cities of Richmond and El Cerrito to the north and the City of Berkeley to the south. The population as of 2010 Census is 18,539. There are 7,889 housing units in the City. The City is largely built out as the housing stock was largely constructed from 1920-1950, with a mix of single family and multi-family housing.

In 2015, the City of Albany adopted a Housing Element to its General Plan which called for consideration of establishment of a Rent Review program. Beginning in 2016, the City's Social and Economic Justice Commission and the City Council held a series of public meetings to receive public input and provide direction on the key elements of a rent review program. The City Council has expressed support for developing a Rent Review program to protect against extraordinary rent increases. A budget appropriation for the cost of implementing the program will be incorporated into the fiscal year 2017-18 City of Albany operating budget.

### **Requested Services**

The City of Albany is seeking a qualified and experienced organization to assist the City of Albany in providing: (1) technical assistance to City officials in the ordinance to create the Rent Review program; (2) provision of tenant-landlord counseling services; and (3) administering a Rent Review program. The City prefers that respondents submit proposals for all three elements. Applicants, however, may submit proposals for one or more elements of desired. The City reserves the right to select separate organizations to administer each program element. The initial term for the agreement would be for three years, subject to annual performance review.

Technical Assistance services:

- Review housing local market conditions and provide an assessment of anticipated issues that may arise during program administration.
- Participate in public meetings to provide recommendations to the City's Social and Economic Justice Commission and City Council on the final form of a Rent Review Program ordinance.

Tenant-landlord counseling services include:

- Engage in community outreach and education on tenant/landlord rights and responsibilities.
- Prepare program brochures and fact sheets
- Respond to information requests by email, telephone, or in person as appropriate to facilitate the best outcome.
- Provide counseling services.
- Prepare annual report on services provided.

Rent Review Program Administration services include:

- Provide detailed information to both tenants and landlords about the Rent Review program
- Process tenant's applications for rent review by assessing eligibility and reviewing their application for completeness.
- Contact property owners immediately after tenants submit an application for a rent review and assist landlord with preparation of response to application for rent review
- Facilitate communication between tenants and landlords as appropriate to assist in resolving rent increase disputes.
- Prepare legal notices and technical analysis of each case.
- Service as Rent Review Program mediator.
- Prepare annual report on services provided.

### **Proposal Content Requirements**

The City welcomes a response to the RFP in any format that best expresses the qualifications of the respondent. In general, lengthy responses are discouraged. Proposals submitted in response to the RFP must include the following items:

#### ***A. Qualifications***

Identify the individual who would be primarily responsible for providing services on a day-to-day basis. Describe the background and experience of the individual who will perform the services, including education, professional licenses and certifications, and employment history. In addition, provide examples of similar services provided to jurisdictions in the San Francisco Bay Area. For client, provide:

- Copy of work product and/or detailed description of the services performed, the time period in which they were performed;
- The name and telephone number of at least one reference for each such project that can attest to the quality and effectiveness of the Respondent's work.

#### ***B. Methodological Approach***

Briefly describe the methodology and organizational approach the Respondent would use to assist the City, including critical elements and special methodologies that would be used to ensure that City objectives are satisfied.

### ***C. Compensation Terms***

The City recognizes the cost of services will depend on the number of cases that are presented to the City. The City also recognizes that some cases are more challenging than others, and may require additional time. Please provide billing rates as part of the proposal and an estimate for the number of hours per typical case.

#### **Selection Criteria and Process**

The City will evaluate qualifications based upon these criteria:

- Responsiveness to the RFP.
- Experience and demonstrated success of the Respondent in assisting municipalities with a rent review program. Experience with projects in the Bay Area environs and in cities comparable to Albany will be given greater weight. As part of this process, client references may be contacted.
- Ability to communicate effectively about the subject matter.
- Compensation rates.
- Evidence of the Respondent's ability to provide deliverables in a cost effective and timely manner.
- Other extraordinary elements or creative approaches to assisting staff. This particular selection criterion is intended to allow the City to expressly consider creative aspects of statements of qualifications that do not necessarily fall into other selection criteria.

As a part of its evaluation, the City may request additional information or data from Respondents, and may request Respondents to make in-person presentations of their qualifications to a panel of City representatives.

#### **To Submit a Proposal**

Proposals are due by 12:30 pm p.m., June 16, 2017. Proposals must be sent to:

Jeff Bond, Community Development Director  
City of Albany  
1000 San Pablo Avenue  
Albany, CA 94706  
(510) 528-5760  
[jbond@albanyca.org](mailto:jbond@albanyca.org)

## **Registration of Intent to Submit Qualifications**

Interested parties are requested to contact Jeff Bond at [jbond@albanyca.org](mailto:jbond@albanyca.org) to register their intent to respond to the RFP. Registration ensures that any modification to the RFP process can be transmitted as quickly as possible to all interested parties. A written confirmation of registration will be sent by email within two business days. If you do not receive a written confirmation, or have any questions regarding the RFP, please contact Jeff Bond at 510-528-5769. It is the responsibility of the respondents, before submitting a response to the RFP, to ascertain if the City has issued any notices, clarifications, addenda, or other communications to responders. Oral explanations or instructions from City staff shall not be considered binding on the City.

## **Format and Number of Copies**

Respondent teams must submit one printed copy of their submission plus one electronic pdf document. Submissions on 8½ by 11-inch paper or 8½ by 14-inch paper are preferred to simplify copying. The City reserves the right to make all submissions available to the public pursuant to legal requirements.

The City anticipates that a consultant will be selected by July 15, 2017, and that a contract for services will be negotiated and executed within a month thereafter. The consultant will be expected to commence its services immediately upon contract execution.

## **General Conditions**

1. Any material clarifications or modifications to the RFP or the selection process will be made in writing and provided to all recipients of the RFP.
2. The City reserves the right to:
  - Waive minor irregularities.
  - Modify or cancel the selection process or schedule at any time.
  - Negotiate with the second choice Respondent if it is unable to negotiate an acceptable contract with the first choice Respondent within a reasonable period of time.
  - Reject any and all proposals, and to seek new qualifications when it is in the best interest of the City to do so.
  - Seek any clarification or additional information from Respondents as is deemed necessary to the evaluation of a response.

- Judge the veracity, substance, and relevance of the Respondents' written or oral representations, including seeking and evaluating independent information on any of the Respondents' worked cited as relevant experience.
  - Contract with separate entities for various components of the services.
3. All expenses related to any Respondent's response to the RFP, or other expenses incurred during the period of time the selection process is underway, are the sole obligation and responsibility of that Respondent. The City will not, directly or indirectly, assume responsibility for such costs except as otherwise provided by written agreement.
  4. The professional will be required to sign the City of Albany's standard Agreement for Consultant Services (ACS) and meet the City's Insurance Requirements (IR), a copy of the agreement and insurance requirements are available upon request. The contract for the performance of these services will provide that: (i) the consultant will perform its services at the direction of the City in a manner consistent with State law and City policies; and (ii) the consultant will be subject to the State law and the City's conflict of interest policies.