



This Notice is hereby given that the Community and Economic Development Department of the City of Pico Rivera is seeking proposals from qualified consulting firm(s) to prepare a comprehensive Community Development Block Grant (CDBG) 5-Year Consolidated and One Year Action Plan for Fiscal Year 2010-2011 and/or Analysis of Impediments. Under the direction of the Community and Economic Development Director, the consulting firm(s) is expected to perform responsible, professional work in the research, compilation of data, analysis and studies as described in the Request for Proposals (RFP).

Request for Proposals may be obtained at the City of Pico Rivera, Community and Economic Development Department. A copy may be downloaded from the City's website at [www.ci.pico-rivera.ca.us/homepage.html](http://www.ci.pico-rivera.ca.us/homepage.html).

Each proposal must be submitted in a sealed envelope and clearly marked on the outside, indicating which document is being proposed; "5- Year Consolidated and One Year Action Plan RFP," "5-Year Consolidated Plan, One Year Action Plan and Analysis of Impediments RFP" or "Analysis of Impediments RFP". RFPs will be accepted until Monday, August 3, 2009 at 5:00 pm. late and postmarked copies will not be accepted.

In order to ensure that all interested firms have access to the same information, all questions must be submitted in writing to the Community and Economic Development Department. Copies, written questions, submittal of RFP should be to the attention of:

Christina Frausto-Lupo  
Community and Economic Development Department  
6615 Passons Boulevard  
Pico Rivera, CA 90660

The City reserves the right to take all proposals received under advisement for a period not to exceed ninety (90) days after the date upon which such proposals are opened and declared, and all proposals submitted should remain valid during that period of time.

Dated July 2, 2009.



## **I. INTRODUCTION**

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The Community and Economic Development Department of the City of Pico Rivera is seeking proposals from qualified consulting firms to prepare a comprehensive 5- Year Consolidated and One Year Action Plan for Fiscal Year 2010-2011 and/or Analysis of Impediments for the Community Development Block Grant (CDBG) Program. The Proposal represents the initial step in the selection of a firm to prepare the documents. After review and evaluation of the submitted proposals, the City will recommend the finalist(s) to the City Council for award of contract(s).

## **II. BACKGROUND**

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The City of Pico Rivera has a total land area of 5,713 acres at 8.9 square miles. Approximately 37 percent of the City is developed with residential uses. Industrial land uses account for 14 percent of the City's land area and commercial land uses account for four percent. The remaining 45 percent of the City's land area is devoted to parks, public facilities, and roadways. The City of Pico Rivera's population as of January 1, 2007 was estimated by the State Department of Finance to be 67,074 persons.

### **Land Use**

A significant portion of land in the City of Pico Rivera is occupied by 570 acres of the Rio Hondo Channel and 128 acres of the San Gabriel River Coastal Basin Spreading Ground which traverses the westerly and easterly boundaries of the City. The majority of the 16,688 estimated housing units in the City are owner occupied which contributes to the stable and well maintained residential neighborhoods. Major commercial areas include the Whittier and Washington Boulevard corridors. Whittier Boulevard represents the City's commercial downtown area with regional travel routes connecting adjoining communities.

In the last few years, the City of Pico Rivera has seen much growth. In 2002, the Pico Rivera Towne Center was completed, anchored by tenants such as Lowes, Walmart, Staples, and Borders Book Store. The Pico Rivera Village Walk shopping center, anchored by Krikorian Theatre was completed in 2007. The Pico Rivera Marketplace, an 8 acre shopping center, anchored by LA Fitness and a Fresh N Easy Grocery was completed in 2008.

Housing has seen a modest and steady growth increase during recent years. According to estimates prepared by the State Department of Finance (DOF), there were 16,766 housing units in the City in 2008. Of this total, 12,697 units (75.7% of the total units in the City) were classified as single-family detached units. Duplex units and smaller multi-family developments totaled 337 units (2.0% of the City's total housing stock). Multiple-family



developments containing five or more units totaled 2,382 units (14.2% of the City's total housing). Finally, mobile homes totaled 405 units (2.4% of the total housing units in the City).

### **III. SCOPE OF SERVICES**

The consultant firm(s) will be selected to prepare the following strategic planning documents required by the City of Pico Rivera Community and Economic Development Department Housing Division to receive a direct funding allocation from Community Development Block Grant (CDBG):

- A Five-Year Consolidated Plan and One Year Action Plan and/or
- Analysis of Impediments to Fair Housing Choices.

The scope of work to be performed by the consultant firm(s) for the strategic planning for the 5-Year Consolidated and One Year Action Plan and/or the Analysis of Impediments is as follows:

- Develop a 5-Year Consolidated Plan for the program year beginning July 1, 2010 through June 30, 2014 and a One Year Action Plan for July 1, 2010 through June 30, 2011 in accordance with the U.S. Department of Housing and Urban Development (HUD).
- Prepare a 5-Year Consolidated and a One Year Action Plan which addresses each required consultation, needs assessment and goals planned pursuant to HUDs Code of Federal Regulations (CFR) under the CDBG program.
- Prepare an Executive Summary for the 5-Year Consolidated and One Year Action Plan.
- Prepare an Analysis of Impediments to Fair Housing Choices (AI) pursuant to HUD CFRs.
- Develop an Analysis of Impediments providing a summary of Impediments identified.
- Identify impediments and recommend remedies to overcome impediment to Fair Housing Choices.
- Perform relevant consultations and data collection to complete the required HUD tables and the analysis of housing and non-housing needs.
- Assist City staff with the consultation process of assessing the existing community needs as necessary to develop new strategies, goals and priorities.
- Assist City staff with the development of new strategies, objectives, priorities and programs for inclusion in the 5-Year Consolidated and One Year Action Plan.
- Implement the Consolidated Plan Management Process (CPMP) tool into the 5-Year Consolidated and One Year Action Plan as recommended by HUD.



- Develop and incorporate a performance measure component as required by HUD.
- Develop and circulate one (1) community survey.
- Conduct no less than three (3) community meetings.
- Be present and willing to give a presentation at a public hearing.
- Complete other additional specific actions as required by HUD.
- Provide four (4) sets with a Compact Disc (CD) in Microsoft Office Word 2003 format of the final 5-Year Consolidated and One Year Action Plan to be attached with the Analysis of Impediment.
- Provide a resource binder to include at a minimum, a list of data sources, a copy of data collected, consultations, records and other supporting documentations used to develop the 5-Year Consolidated and One Year Action Plan and/or Analysis of Impediments.
- Assist staff with preparing all notices, memos, staff reports, advertisement in newspapers, announcements/updates for website in English and Spanish.
- Flexibility of having workshops during workday evenings and/or on Saturdays.
- Address all comments and/or recommendations by City staff, City Council, the public or other stakeholders.
- Prepare and track revisions to drafts as required by City staff.

## **VI. SELECTION PROCESS**

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The City will use the following process to select a consultant firm(s) for the 5-Year Consolidated and a One Year Action Plan and/or the Analysis of Impediments:

- ***Qualifications of Project Team.*** Relevant qualifications of each member of the team involved with the project proposed.
- ***Experience.*** The relevant and current experience of each member of the team detailing the team members' involvement with the projects described and the outcomes (i.e. met timeline, adoption, etc.).
- ***Quality of Work Plan.*** The approach to be taken by the Consultant(s) including the scope of services and deliverables.
- ***Comprehensiveness.*** Ability to provide comprehensive, clear and concise answers to the information requested by the RFP.
- ***Schedule.*** Proposal of an effective timeline allotting reasonable time ranges per task and demonstration of ability to meet project schedule and HUD's deadline of May 17, 2010.
- ***Knowledge.*** Demonstrated knowledge of federal, State, and local laws, rules and regulations.
- ***Cost.*** Provide a detailed **Not to Exceed** cost quotation in relation to the services and products to be provided including a contingency amount.



## VII. FORMAT REQUIREMENTS

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1. **Cover letter.** A cover letter providing general Consultant information including proposed Project Manager contact information, introduction and brief description demonstrating the firms understanding of the City of Pico Rivera.
2. **Table of contents.**
3. **Submittal of four (4) bound copies.**
4. **Work Plan.** A description of the consultant's philosophical and organizational approach to the project. This portion of the proposal should describe how the consultant proposes to develop and complete the 5-Year Consolidated and One Year Action Plan and conduct and complete the Analysis of Impediments following the guidelines required by HUD. It should also indicate how the final products will be organized, formatted, and presented in a user friendly document.
5. **Scope of Services.** Provide a Scope of Services with detailed information on all of the work tasks required to complete the 5-Year Consolidated Plan and One Year Action Plan and/or Analysis of Impediments.
6. **Qualifications.** Information on the Consultant firms' qualifications and experience. Projects performed by key staff members that are no longer with the bidder's firm shall not be listed among the references. The information should be brief and include the following:
  - a. General firm information including the firm size, years in business, organizational chart, number and position of each proposed team member, and the number and size of current projects being worked on by the firm and any subconsultants.
  - b. Identification, qualifications, and experience of all persons to be assigned to the project team organization including subconsultants, the assignment of responsibilities, and the percentage of time that each team member is envisioned to devote to this project.
  - c. Three most recent project references that the consultant firm has completed, detailing specific tasks worked on, implementation, outcome (met timeline requirements, etc.) and any innovative and unique concepts incorporated into the projects.



7. **Commitment.** Commitment that the consultant firm, especially the project manager(s), shall remain in place for the duration of the development and completion of the 5-Year Consolidated and One Year Action Plan and/or Analysis of Impediments.
8. **Schedule.** A proposed schedule detailing the total length of time necessary to develop, prepare and complete the 5-Year Consolidated and One Year Action Plan and/or Analysis of Impediments following HUDs guidelines and meeting deadlines as required.
9. **Cost.** Provide separate cost categories with detailed budget addressing the following:
  - a) Five Year Consolidated Plan
  - b) One Year Action Plan
  - c) Analysis of Impediments

The detailed budget should be prepared in a table format identifying item by item costs for all components of the project, showing the cost per team member (hourly rate) for each specific task shown in the Scope of Services, plus the cost of any reimbursable items (printing, mileage, etc.).

The project cost shall reflect a not to exceed amount. If a contract is awarded, the City will pay on a percentage completed for each phase of the Scope of Services.

10. **Insurance.** Identification of all available insurance coverage (e.g., Errors and Omissions, Workers Compensation, Automotive, Commercial General, Professional Liability) the firm may have.
11. Any additional information that would reflect the bidder's ability to provide the services described in this RFP.

## **VIII. SUBMITTAL REQUIREMENTS**

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1. **Copies.** Request for Proposals may be obtained at the Community and Economic Development Department.
2. **Questions.** All questions must be submitted in writing to the Community and Economic Development Department. Answers to questions will be made in writing and distributed to all interested firms.
3. **RFP Submittal.** Each proposal shall be submitted in sealed envelope and clearly marked on the outside "5 Year Consolidated and One Year Action Plan RFP," "5-Year



Consolidated and One Year Action Plan and Analysis of Impediments RFP' or 'Analysis of Impediments RFP'. The RFP deadline is Monday, August 3, 2009 by 5:00 p.m. late and postmarked submittals will not be accepted.

4. Copies, questions and RFP submittals shall be addressed to:

Christina Frausto-Lupo  
Community and Economic Development Department  
City of Pico Rivera  
6615 Passons Boulevard  
Pico Rivera, CA 90660

## **IX. ADDITIONAL INFORMATION**

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### **Right to Reject Proposals**

The City of Pico Rivera reserves the right to reject any or all proposal, or any part of any proposal, to waive minor technicalities, or to solicit new proposals on the same project. Proposals may be rejected for any alterations of form, additions or alternatives not requested incomplete proposals, or irregularities of any kind.

### **Notification of Withdrawal of Proposals**

Proposals may be modified or withdrawn prior to the time and date specified for proposal submission by formal written notice from an authorized representative of the consultant. Proposals submitted will become the property of the City of Pico Rivera after the proposal submission deadline and may be released as a public document after that time.

### **Option of City to Terminate Agreement in Event of Failure to Complete Work**

The term of the agreement between the selected consultant and the City shall continue until completed, or until terminated by either party as provided herein. Either party may terminate the agreement at any time upon giving a thirty (30) days written notice of its intention to do so.

### **Indemnification**

The consultant shall indemnify, defend and hold harmless, the City against all liabilities or loss, and against all claims or actions based on or arising out of injury to, or death of persons or damage to or loss of property caused by acts or neglect of the consultant, his/her employees or agents in connection with the performance of this RFP. Interested firms shall



be responsible for performing the work under this contract and shall be liable for his/her own negligence and the negligence acts of his/her employee.

## **Insurance**

The consultant shall at their own cost and expense, procure and maintain during the term of this agreement, the following:

- Commercial General Liability Insurance, in an amount not less than \$1,000,000 per occurrence and \$2,000,000 general aggregate for bodily injury, personal injury and property damage;
- Comprehensive Automobile Liability Insurance, which provides for total limits of not less than \$1,000,000 combined single limits per accident applicable to all owned, non-owned and hired vehicles;
- Statutory Workers' Compensation required by the Labor Code of the State of California and Employers' Liability Insurance in an amount not less than \$1,000,000 per occurrence. Both the Workers' Compensation and Employees' Liability policies shall contain the insurer's waiver of subrogation in favor of Agency and City, and their elected officials, appointed officials, agents, employees, officers, volunteers and servants;
- Professional Liability (Errors and Omissions) Insurance, appropriate to Consultant's profession, against loss due to error or omission in an amount not less than \$1,000,000.

Said policy shall contain a provision that the same shall not be canceled without at least thirty (30) days noticed to the City thereof. Consultant's insurance shall be written by insurers authorized to do business in State of California with a minimum "Best's" insurance guide rating of "A +"

## **Cost of Preparation of Proposal**

The City of Pico Rivera will not pay any costs incurred in the preparation, printing, interview, or negotiation process. All costs associated with preparing and presenting proposals shall be borne by the proposing consultants.



**Request for Proposals is not a Commitment**

This Request for Proposal is not a contract or commitment of any kind by the City of Pico Rivera and does not commit the City to award a contract or to pay any costs incurred in the submission of a proposal. All proposals will become the property of the City of Pico Rivera.

**For Further Information**

Please contact Christina Frausto-Lupo, Senior Manager at (562) 801-4332.

Jeff Brauckmann  
Community and Economic Development Director