



## City of Cloverdale

### REQUEST FOR PROPOSALS

**Housing Element Update**

**Date Released:** May 27, 2021

**City of Cloverdale  
124 N. Cloverdale Boulevard  
Cloverdale, CA 95425**

**PROPOSALS MUST BE RECEIVED NO LATER THAN 2:00 P.M., June 24, 2021**

Approved for release by:

*Kevin Thompson*  
\_\_\_\_\_  
Kevin Thompson  
Community Development Director/Assistant City Manager  
City of Cloverdale

May 27, 2021  
\_\_\_\_\_  
Date

## INTRODUCTION

The City of Cloverdale (the City) is seeking a qualified consultant to assist with updating the 6<sup>th</sup> Cycle Housing Element and facilitating its certification through HCD. The current Housing Element is an eight-year plan extending from 2015-2023 which was adopted on December 10, 2014. The proposals submitted in response to this RFP will be used as a basis for selecting the Consultant for this project. The Consultant's proposal will be evaluated and ranked according to the criteria provided in Appendix C, "Evaluation Criteria," of this RFP. Addenda to this RFP, if issued, will be sent to all prospective Consultants the City of Cloverdale has specifically e-mailed a copy of this RFP. The Consultant's attention is directed to Appendix B, "Proposal Requirements." The City is in the process of updating its General Plan Public Health and Safety Element (Safety Element) in conjunction with its Local Hazard Mitigation Plan. Accordingly, safety element update requirements normally tied to the housing element will not need to be addressed in this Housing Element Update. This includes the requirements of California Government Sections 65302(g)(5) and (6), as established by SB 99 (2019) and SB 1035 (2018), respectively.

Submit two (2) hard copies and one (1) electronic copy in PDF format of the Consultant's proposal. The hard copies shall be mailed or submitted to the City of Cloverdale (address below) and the electronic copy emailed to Rafael Miranda, Associate Planner, via email only at [rmiranda@ci.cloverdale.ca.us](mailto:rmiranda@ci.cloverdale.ca.us) prior to **2:00 P.M., June 24, 2021**. Proposals shall be submitted in a sealed package clearly marked **Housing Element Update** and addressed as follows:

City of Cloverdale  
Attn.: Rafael Miranda  
PO Box 217  
Cloverdale, CA 95425

Proposals received after the time and date specified above will be considered nonresponsive and will be returned to the Consultant.

Any proposals received prior to the time and date specified above may be withdrawn or modified by written request of the Consultant. To be considered, however, the modified Proposal must be received prior to **2:00 P.M., June 24, 2021**.

Unsigned proposals or proposals signed by an individual not authorized to bind the prospective Consultant will be considered nonresponsive and rejected.

This RFP does not commit the City of Cloverdale to award a contract, to pay any costs incurred in the preparation of a proposal for this request, or to procure or contract for services. The City of Cloverdale reserves the right to accept or reject any or all proposals received as a result of this request, to negotiate with any qualified Consultant, or to modify or cancel in part or in its entirety the RFP if it is in the best interests of the City of Cloverdale to do so. Furthermore, a contract award may not be made based solely on price.

The prospective Consultant is advised that should this RFP result in recommendation for award of a contract, the contract will not be in force until it is approved and fully executed by the City of Cloverdale.

All products used or developed in the execution of any contract resulting from this RFP will remain in the public domain at the completion of the contract.

The anticipated consultant selection schedule is as follows:

Proposal review and evaluation:	<b>June, 2021</b>
Oral interviews, if needed:	<b>July, 2021</b>
*Contract Award and Notice to Proceed:	<b>Late July 2021</b>

\*Please note the City of Cloverdale would like to begin the project immediately upon contract award, after approval of the contract by City Council.

Any questions related to this RFP shall be submitted in writing to the attention of **Rafael Miranda, Associate Planner, via email only at [rmiranda@ci.cloverdale.ca.us](mailto:rmiranda@ci.cloverdale.ca.us)** . Questions shall be submitted before 2:00 PM on June, 15, 2021.

## SCOPE OF WORK

The City of Cloverdale seeks a qualified consultant to prepare the City's 2021-2029 Housing Element Update. The updated Housing Element will need to address the requirements of State law, including recent changes regarding the analysis of sites and zoning-related requirements for housing entitlements. This Scope of Work includes all tasks necessary to prepare the Housing Element Update and process it through HCD. The Consultant shall comply with all insurance requirements of the City of Cloverdale, included in the sample Professional Services Agreement in Appendix A. The task list summary is as follows:

### **TASK 1: PROJECT KICKOFF**

The consulting team will schedule a kickoff meeting with City staff to discuss refinements to the scope of services and schedule. The schedule will address all major stages of the project, including:

- Identification of milestones, meetings and workshops, and deliverables;
- Public outreach approach, including timing of workshops, meetings, and hearings;
- Delivery of findings and analysis during development of the housing needs data;
- City staff review periods for each deliverable;
- Opportunities to streamline HCD review;
- Response to HCD review; and
- Planning Commission and City Council hearings

#### **Deliverables:**

- Project Schedule

### **TASK 2: PROJECT MANAGEMENT**

The consulting team will facilitate regular progress meetings with City staff via conference call or Zoom to ensure that the project is on time, on budget, and that any issues are quickly resolved. The consulting team will coordinate with City staff to ensure that the project remains on schedule and within budget. The team will regularly coordinate with staff, including via calls and emails, to communicate status of deliverables and budget, progress, and any information needed from City staff.

#### **Deliverable:**

- Monthly email updates with a list of action items (electronic only)

### **TASK 3: COMMUNITY OUTREACH**

The consultant shall plan and facilitate community outreach and participation. Housing is a vital need for every resident in the City and community's input is essential to a successful Housing Element. The consultant shall find creative ways to reflect the community's vision as it meets its housing obligations, including outreach to Cloverdale's Latinx community. Under this task, the consultant will develop a strategic community engagement process in conjunction with City staff that seeks to connect with the community and provide an opportunity for all economic segments of the community to be involved in the Housing Element Update. The community input from the Housing Workshops and Survey will be reflected in the Administrative Draft Housing Element the Housing Element Update.

#### **Task 3.1 Housing Virtual Workshop and On-Line Survey**

The consultant will plan and provide one Virtual Housing Workshop for the public to educate the community about the Housing Element process, Housing Elements, meaningful City demographics, Cloverdale's RHNA, and the Housing Elements contents. This will be a Study Session at a Planning Commission Hearing. The survey will entail a series of engaging survey questions in both Spanish and English designed to understand the community's key housing needs and priorities.

### **Task 3.2 Open House**

Upon completion of the Draft Housing Element, the consultant will present the Housing Element to the community at an open house. The open house may be conducted in-person, if consistent with public safety measures that are in effect at the time of the Open House, or via a virtual on-line meeting (e.g., Zoom or similar). At this time the public can provide comments on the Draft Housing Element which will be summarized and addressed in the Adoption Draft Housing Element.

### **Task 3.3 Stakeholder Survey and Interviews**

The consultant will create an on-line survey in both Spanish and English that will be advertised and available concurrently with the Housing Workshops to allow stakeholders an opportunity to provide feedback on housing priorities. The survey will be posted early-on in the process and be focused on priorities and needs of special needs, disadvantaged, and at-risk populations, as well as the general needs of the community, identification of barriers or constraints to housing production or access in Cloverdale, and recommended programs or policies to address the community's specific housing needs.

### **Task 3.4 Study Session and Adoption Hearings**

The consultant will present the Draft Housing Element to the Planning Commission at a study session or as an informational item. At this time, the public can provide comments on the Draft Housing Element which will be summarized and addressed in the Adoption Draft Housing Element. The Adoption Draft Housing Element will address public, HCD, and decision-maker comments and will be presented to the Planning Commission and City Council for consideration and adoption. The City assumes that up to three (3) public hearings will be held for review and adoption of the Housing Element.

### **Deliverables**

- Draft and Final Online Survey (electronic only)
- Draft and Final Virtual Workshop Presentation (electronic only)
- Draft and Final Open House Presentation (electronic only)
- Draft and Final Stakeholder Survey (electronic only)
- Interview summary memo (electronic only)
- Draft and Final Study Session Presentation (electronic only)

## ***TASK 4 HOUSING ELEMENT***

### **Task 4.1 Administrative Draft Housing Element**

Preparation of the Administrative Draft Housing Element will include the following sections.

#### **Introduction**

The Housing Element will include an introductory chapter that provides an overview of the Housing Element update process, housing issues facing the City, the City's housing needs, available sites and resources, and the goals of the Housing Element.

#### **Effectiveness of Current Housing Element**

This section will include review and evaluation of the current Housing Element, General Plan, annual progress reports, and other supporting materials and will review the City's implementation of the current Housing Element, including progress made on the goals, policies, and programs in the current Housing Element, and the City's progress toward the 5th cycle RHNA. Based on the effectiveness of the existing document, input from public, and communication with City staff, the consultant shall identify successful policies and programs that should be retained as well as those that should be revised or replaced. This section will include a narrative that discusses the: (1) actual results of the current Element compared to its goals, policies, and implementation measures; (2) significant differences between objectives and actual achievements, and (3) recommended revisions to the current Housing Element goals, policies, and programs.

### **Assessment of Housing Needs**

This section will assess the housing needs of the City's population based on its demographic characteristics and its existing housing inventory. The needs assessment will meet the requirements of GC Section 65583(a)(1,2,7) and will be based on recent available data, including the Association of Bay Area Governments Housing Element tools and data, US Census (2010 data, 2020 data if available, and 2018/2019 American Community Survey data), California Department of Finance estimates, Employment Development Department data, Department of Developmental Services data, and Point in Time reports. This work effort will address the following:

- Population, household, and employment characteristics and trends
- Income characteristics
- Special needs groups
- Housing stock characteristics and housing conditions
- Comparison of affordability of housing to City income levels
- Assisted housing projects at-risk of conversion to market-rate
- Quantified housing needs, including the City's regional housing needs allocation and existing and projected needs for each special needs group

### **Fair Housing Assessment**

This is a new requirement since the City's adoption of the 5th Cycle element. The Fair Housing Assessment will include:

- A summary of fair housing issues in Cloverdale and an assessment of the City's fair housing enforcement and fair housing outreach capacity
- An analysis of available federal, state, and local data and knowledge to identify integration and segregation patterns and trends, racially or ethnically concentrated areas of poverty, disparities in access to opportunity, and disproportionate housing needs within Cloverdale, including displacement risk, and discussion of factors that contribute to these fair housing issues.

### **Inventory of Housing Sites and Resources**

The Housing Element will identify available resources, including land, funding, and housing programs, available to assist in addressing the City's housing needs. The consultant will review the City's existing inventory under the more stringent requirements of State law, which have been revised since adoption of the City's 5th Cycle Housing Element to include specific requirements for the size of lower income sites, addressing underutilized sites, use of mixed-use sites, and demonstrating realistic capacity. If a shortfall of adequate sites is projected, the Housing Plan will include a program to ensure that adequate sites are rezoned in a timely manner to accommodate the City's needs in compliance with State law. This section will include the following required topics:

- Inventory of sites suitable for residential development
- City's capacity to accommodate its Regional Housing Needs Allocation
- Financial and other resources
- Opportunities for residential energy conservation

### **Housing Constraints**

Constraints to upon the maintenance, improvement, or development of housing to meet the City's housing needs will be identified. This chapter will address governmental constraints (land use controls, parking standards, etc.) and non-governmental constraints (environmental, market demand, availability of land, availability of financing, etc.). The consultant will carefully review the City's General Plan policies and standards, zoning requirements, and processes to identify potential constraints to housing development, including housing for lower income households and special needs groups. The consultant will review the City's processes to identify if modifications need to be made to address recent changes to State law, including recent laws related to accessory dwelling unit standards and fee exemptions, low barrier navigation centers, supportive housing by right, and SB 35 streamlining requirements. The consultant will develop programs to reduce constraints, where appropriate and feasible.

### **Housing Element Policy/Implementation Plan**

The consultant will present goals, objectives, policies, and implementation measures to address identified housing needs and constraints, consistent with the requirements of GC Section 65583(b,c). This will carry forward successful goals, policies, and measures identified in the adopted Housing Element and will provide focused updates where necessary to address the requirements of State law. Revisions to the Housing Plan will be developed to address the City's housing needs while also remaining relevant to the City's character and protecting resources that are important to the City. The implementation plan will identify sustainable housing policies and programs, based on City staff, public and stakeholder input, City guidance, and the needs identified in the needs and constraints analysis. The consultant will meet with City staff to discuss the proposed revisions to the City's existing goals, policies, and programs, and will also present for discussion additional policies and strategies that fit the unique needs and character of Cloverdale. Implementation measures will address both short-term and long-range strategies and may include development controls, regulatory incentives, constraint-removal programs, fair housing programs, and sources of affordable housing funding. The implementation measures will identify parties responsible for implementation, a timeframe for implementation, and funding sources. Where appropriate, phasing and financing options will be identified. Implementation measures will reflect recent legislation, and will address the following issues at a minimum:

- Conserve and Improve Existing Housing Stock
- Promote Housing Opportunities for All Persons in the City, including provision of adequate sites to accommodate the Regional Housing Needs Allocation, development of housing to meet the needs of lower- and moderate-income households
- Affirmatively Furthering Fair Housing
- Address Housing Needs of Special Needs Populations
- Preserve Assisted Housing
- Regional Housing Needs Determination and Quantified Objectives
- General Plan and Zoning Consistency
- Removal of Constraints (where appropriate and feasible)

The Housing Plan will identify any necessary amendments to the General Plan, Zoning Code, design guidelines and requirements, and other adopted local documents to achieve compliance with State law. The consultant will review proposed policies and implementation measures for internal consistency with all elements of the City's General Plan and, if necessary, identify amendments to other General Plan elements in order to create consistency with the updated Housing Element.

### **Task 4.2 Draft Housing Element**

Following the City's review of the Administrative Draft, the consultant will incorporate the City's comments on the Administrative Draft Housing Element and create a Draft Housing Element for public review and the statutory 60-day HCD review period. Prior to release of the Draft Housing Element, City staff will be provided a Screencheck Draft for review to ensure all comments have been addressed. The consultant will submit the Draft Housing Element to HCD for the 60-day State review period.

### **Task 4.3 Adoption Draft Housing Element**

During the 60-day State review period, the consultant shall coordinate with HCD for the State's review of the Preliminary Housing Element. While no other State agencies are required to review the Housing Element Update, the consultant will coordinate with additional State agencies if necessary.

The consultant will coordinate closely with HCD in order to receive a letter indicating that the updated Housing Element complies with State law. Upon receipt of HCD's comments, if there are any remaining issues identified by the State, the consultant shall prepare proposed revisions and provide them to City staff for review.

Throughout this task, the consultant shall be available for in-person or zoom meetings with HCD staff at HCD's offices and with City staff, as necessary. Following the close of the public and HCD review period, the consultant will revise the Draft Housing Element to address HCD's comments as well as any feedback provided by the community and decision-makers as part of the Community Open House and the workshop with decision-makers. Prior to release of the Adoption Draft Housing Element, City staff will be provided a Screencheck Draft for review to ensure all comments have been addressed.

#### **Task 4.4 Final Housing Element (Adopted)**

Following City Council adoption, the consultant will revise the Housing Element to include any revisions directed by the Council. The consultant will update the cover page of the City's General Plan to reflect the adoption date of the Housing Element. This task includes the preparation of a transmittal memo for submission of the Final Housing Element and adopting resolution to HCD for review for certification. The consultant will provide any supporting information requested by HCD during its review.

##### **Deliverables:**

- One (1) electronic copy in Word and PDF of the Administrative Draft Housing Element, Screencheck Draft Housing Element, Screencheck Adoption Draft Housing Element for City staff review
- One (1) reproducible copy and one (1) electronic copy of the Draft Housing Element for the City and bound copy and one (1) electronic copy for HCD of the Draft Housing Element
- Ten (10) bound copies, one (1) reproducible copy and one (1) electronic copy of the Adoption Draft Housing Element for review by the public, Planning Commission, and City Council
- One (1) electronic copy of the Final Housing Element the City and one (1) bound copy and one (1) electronic copy for submission to HCD

#### **TASK 5 CEQA COMPLIANCE**

The consultant will prepare documentation to satisfy the California Environmental Quality Act (CEQA). The City anticipates this to be Initial Study and Mitigated Negative Declaration. This task also includes consultation with Native American tribes if any tribes request consultation through the SB 18 and AB 52 notification and consultation processes.

##### **Task 5.1: Native American Tribe Consultation**

The consultant shall conduct required consultation with Native American tribes if any tribes request consultation through the SB 18 and AB 52 notification and consultation processes.

##### **Task 5.1 Project Description**

The consultant shall prepare a draft Project Description based on the project information and applicable regulatory requirements and will provide an electronic copy (Microsoft Word and PDF format) for review by staff. As a basis for the environmental analysis to follow, a clear and thorough description of the project and its required approvals is a critical first step in the CEQA process. Textual, tabular, and graphic presentation (maps, plans, renderings, or diagrams) will be included as necessary to facilitate a thorough understanding of the project. The consultant shall address comments on the draft Project Description to prepare a final Project Description which will be used as a basis for the analysis in the Initial Study.

##### **Task 5.1 Administrative Draft IS/MND**

The consultant shall prepare an internal review (Administrative) Draft IS-MND. All environmental checklist findings will be supported by data and analysis. Where applicable, impacts will be quantified and compared to quantitative significance thresholds. The consultant shall submit electronic copies of the Administrative Draft IS-MND in both PDF and Word format. All technical reports shall be prepared by the consultant.

#### **Task 5.4: Public Review Draft IS-MND**

The consultant shall respond to City comments on the Administrative Draft IS-MND and format the document as a Public Review Draft IS-MND to be distributed for the required CEQA public review period. One electronic copy of the Public Review Draft IS-MND and up to 10 bound paper copies will be provided. The consultant shall provide a screencheck version of the Public Review Draft IS-MND prior to publication. The consultant shall prepare a Notice of Intent to Adopt a Negative Declaration and transmit the required forms and copies of the IS-MND to the State Clearinghouse (if necessary) and County Clerk. The consultant shall be responsible for mailing copies and notices to responsible agencies. The City will be responsible for the City's procedures, including posting at the site, sending to neighboring or nearby property owners or residents, newspaper noticing, and/or sending to interested parties.

#### **Task 5.5: Final IS-MND/Response to Comments**

Upon receipt of public comments on the Public Review Draft IS-MND, the consultant shall prepare draft responses for City review. If City staff determines that preparation of a Final IS-MND is necessary, upon receipt of City comments on the draft responses to comments, the consultant shall incorporate changes (if any) and prepare the Final IS-MND. Otherwise, the Responses to Comments document will be provided as a standalone document to accompany the Draft IS-MND.

This task also includes the preparation of the Mitigation Monitoring and Reporting Program (MMRP), if required, formulated as a table listing all mitigation measures and indicating what monitoring actions are required, which department(s) will be responsible for monitoring, and when monitoring is to occur. After City screencheck review of the Final IS-MND and Responses to Comments, the consultant shall provide one electronic copy and up to 10 bound paper copies. If the project is approved, the consultant shall prepare a Notice of Determination (NOD) for the City to file with the County Clerk. The City or applicant will be responsible for payment of County Clerk and California Department of Fish & Wildlife CEQA fees.

#### **Deliverables:**

- One (1) Draft Project Description (electronic only)
- One (1) Administrative Draft Initial Study (electronic only)
- One (1) Screencheck Public Draft for internal staff review (electronic only)
- One (1) electronic copy and 15 hard copies Public Draft Initial Study
- One (1) electronic copy and 10 hard copies Final Initial Study/Mitigated Negative Declaration
- One (1) electronic copy and three hard copies Mitigation Monitoring and Reporting Program (MMRP)
- One (1) Notice of Determination (NOD) (electronic only)

#### **Other Requirements**

**Minimum Qualifications of Personnel** - The Consultant shall meet the appropriate minimum qualifications as required by this contract.

**Materials to be provided by the Agency** - The Consultant shall provide all materials to complete the required work in accordance with the delivery schedule proposed by the Consultant and the cost estimate outlined in the contract. Materials (if deemed applicable, necessary, and when available from the City) that may be furnished or made available by the City and where listed in the contract, are for the Consultant's use only, shall be returned at the end of the contract.

**Conflict of Interest Requirements** - The Consultant shall also provide possible mitigation efforts, if any, to eliminate or avoid any actual or perceived conflicts of interest.

If a Consultant discovers a conflict during the execution of the contract, the Consultant must immediately notify the City of Cloverdale regarding the conflicts of interest. The City may terminate the contract involving the conflict of interest, and failure by the Consultant to notify the City may also be grounds for termination of the contract.

## BACKGROUND DOCUMENTS

### City of Cloverdale:

The following documents provide both general and site-specific information that should be reviewed when preparing proposals:

- **City of Cloverdale General Plan:**  
<https://www.cloverdale.net/DocumentCenter/View/1673/012815-CURRENT-GENERAL-PLAN?bidId=>
- **City of Cloverdale Housing Element:**  
[https://www.cloverdale.net/DocumentCenter/View/1663/City-of-Cloverdale-2014-Housing-Element\\_Final?bidId=](https://www.cloverdale.net/DocumentCenter/View/1663/City-of-Cloverdale-2014-Housing-Element_Final?bidId=)
- **Zoning Map:** <https://www.cloverdale.net/DocumentCenter/View/3241/Zoning-Map-February-2019?bidId=>
- **Zoning Code:**  
<https://www.codepublishing.com/CA/Cloverdale/#!/Cloverdale18/Cloverdale18.html>

## APPENDICES

Appendix A –Sample Professional Services Agreement