

GAINESVILLE HOUSING AUTHORITY

Request for Proposal Strategic Planning Process and Facilitation

RFP 2019-001

Closing March 15, 2019 –5:00 PMEST

Pamela E. Davis

February 22, 2019

GAINESVILLE HOUSING AUTHORITY
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BACKGROUND

The Gainesville Housing Authority (GHA) Executive Director (ED) and Board of Directors (BOD) are launching a strategic planning process that will outline its strategic goals for the next five years. The purpose of this request for proposal (RFP) is to solicit the services of a consultant to facilitate the strategic planning process. The selected consultant will solicit input from a diverse range of stakeholders including, but not limited to, GHA constituency and stakeholders (internal and external).

The process is expected to take three (3) months starting in March 2019. Responses to this RFP are due by February 28, 2019 at 5:00 P.M. EST.

Since our establishment in 1966, by a charter of the City of Gainesville, Gainesville Housing Authority (GHA) has been committed to advocating and providing affordable housing for eligible individuals and families. GHA works closely with the U.S. Department of HUD, the City and area agencies and organizations to provide services and opportunities, not only to our residents, but to the entire community. Gainesville Housing Authority includes a 5 member Board of Commissioners and 35 full-time staff members.

The Authority desires to provide additional housing opportunities to low and low to moderate-income residents of Alachua County located in northwest Florida. The Authority is a dual program authority with public housing (ACC) capacity and administers the Housing Choice Voucher Program sponsored by the United States Department of Housing and Urban Development (HUD).

The Mission of the Authority is to function as a performance-driven, customer focused sustainable business; advocating for, preserving and developing quality affordable housing and self-sufficiency opportunities.

The Vision of the Authority is to be the leader in developing affordable housing to ensure that all Gainesville residents have access to high quality housing, providing a foundation for improving their quality of life and achieving self-sufficiency.

The Authority has multiple public housing properties and desires to construct either new development and/or consider redevelopment, or rehabilitation of public housing properties through a public/private partnership with a qualified developer.

The Authority has approximately 1,549 Housing Choice Vouchers and an ACC capacity of 544.

This process will also include strategic planning for Gainesville Housing Development and Management Corporation (GHDMC) – a 501(c)3 instrumentality of Gainesville Housing Authority. GHDMC was created in 2014 to provide and develop non-HUD dependent affordable housing opportunities to low and moderate income persons and/or families primarily located in, but not limited to, Gainesville, Florida and the surrounding areas.

GHDMC owns and manages three single-family homes and an 18 unit townhome apartment complex.

REQUEST FOR PROPOSAL

The Authority is accepting proposals for strategic planning and facilitation to assist in five year goal-setting for the Authority and GHDMC.

RESPONSE DUE DATE

Responses must be submitted by **5:00 p.m. on March 15, 2019** to be eligible for consideration. Respondents should attempt to submit their response materials early to avoid any risk of loss of eligibility brought about by unanticipated delays or other delivery related problems. Facsimile and e-mail responses will not be accepted. Responses received after the deadline for receipt will be deemed unresponsive and will be disqualified.

A. RECEIPT OF RESPONSES

An original and four (4) copies of the response to this RFP shall be submitted in sealed packages and marked "**Strategic Planning Process and Facilitation – RFP 2019-001**".

All material should be submitted in an 8 W' x 11" format in 3 ring binders or other professional binding. All submissions must be received at the following address:

Gainesville Housing Authority
Attention: Ms. Pamela Davis, Executive Director
1900 SE 4th Street
Gainesville, FL 32641

The Authority reserves the right to reject any or all responses wherever it is in the best interest of the Authority. The Authority is an Equal Opportunity Employer. Minority and Women-owned business are encouraged to submit a proposal.

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B. SCOPE OF SERVICES

The Authority's goal is to have strategic planning proceed as expeditiously as possible. The Respondent shall certify its ability to start work and should propose a plan that describes the existing time commitments of the staff proposed to be assigned to the project and whether any of the staff will be locally based. The proposal for services should include at a minimum:

- Meetings with external stakeholders, staff, Commissioners, and resident focus groups
- Assessment of current Mission and Vision of the organization
- Assessment of current organizational goals
- Action Plans for Strategic Plan implementation

C. INSTRUCTIONS AND NOTICE TO RESPONDENTS:

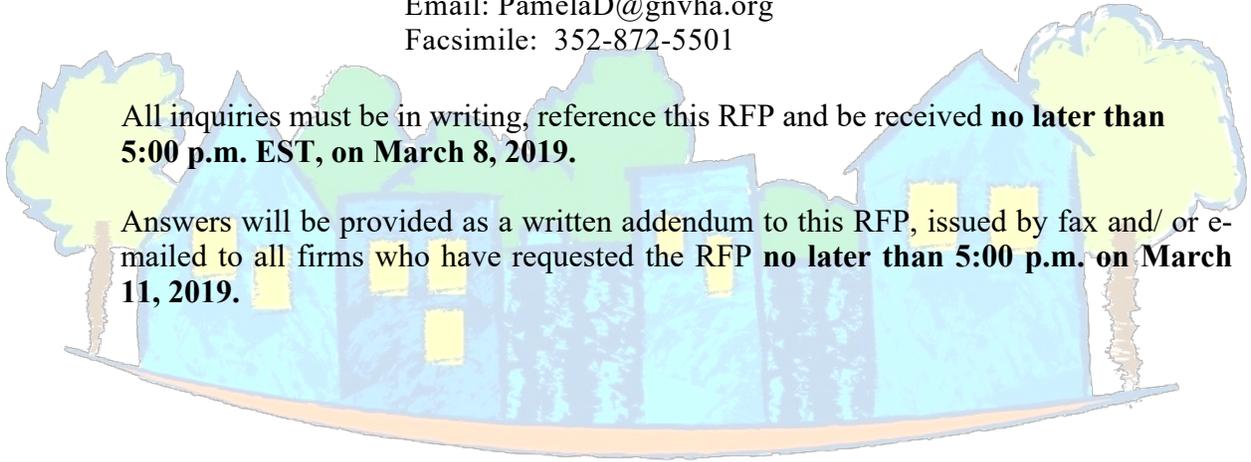
1. SUBMISSION AND CONTENT OF RESPONSES

Inquiries: The intent of this RFP is to establish the general scope of services needed and to provide prospective Respondents with sufficient information to enable them to provide an acceptable response to this RFP. Every effort has been made to outline requirements and to provide information in a format that is clear and concise. Nevertheless, questions may arise, or additional information may be needed. Questions and inquiries regarding this RFP must reference this RFP and be submitted in writing, (email or facsimile is permissible) to:

Gainesville Housing Authority
Attention: Ms. Pamela E. Davis
Executive Director
Email: PamelaD@gnvha.org
Facsimile: 352-872-5501

All inquiries must be in writing, reference this RFP and be received **no later than 5:00 p.m. EST, on March 8, 2019.**

Answers will be provided as a written addendum to this RFP, issued by fax and/ or e-mailed to all firms who have requested the RFP **no later than 5:00 p.m. on March 11, 2019.**



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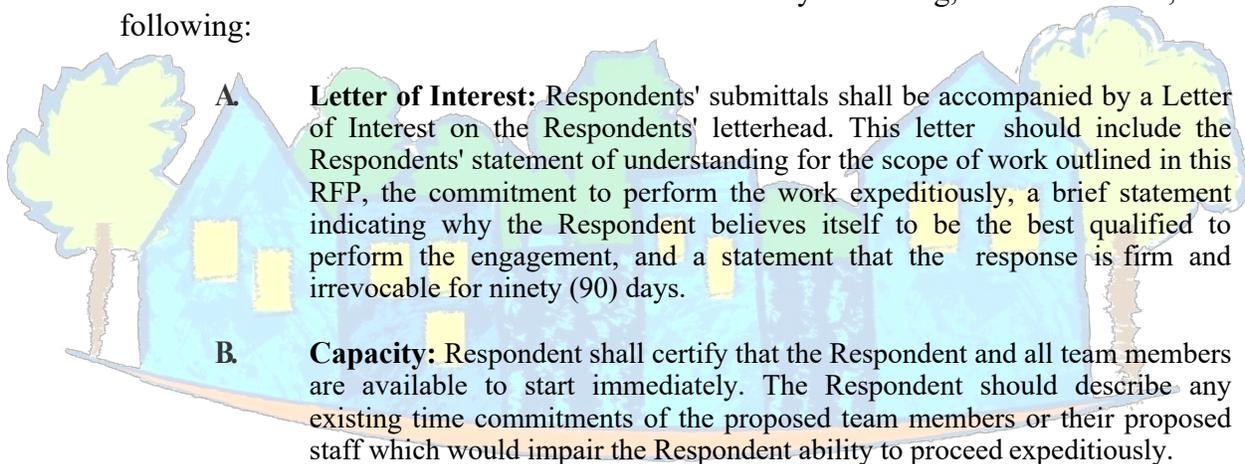
2. SUBMISSION REQUIREMENTS

Responses that do not include all required information will be deemed unresponsive and may be disqualified.

Submissions must comply with the requirements of Sections A and B of this RFP.

No proposal shall be withdrawn for a minimum period of ninety (90) days following the proposal deadline without the consent of the Authority. Disadvantaged, minority and women-owned businesses are encouraged to respond to this solicitation.

Respondents must address their plan to meet the specific requirements of the scope of services as set forth in Section D of this RFP by including, at a minimum, the following:

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- A stylized illustration of a house with a blue roof and yellow walls, set against a background of green trees. The illustration is positioned behind the text of items A and B.
- A. **Letter of Interest:** Respondents' submittals shall be accompanied by a Letter of Interest on the Respondents' letterhead. This letter should include the Respondents' statement of understanding for the scope of work outlined in this RFP, the commitment to perform the work expeditiously, a brief statement indicating why the Respondent believes itself to be the best qualified to perform the engagement, and a statement that the response is firm and irrevocable for ninety (90) days.
- B. **Capacity:** Respondent shall certify that the Respondent and all team members are available to start immediately. The Respondent should describe any existing time commitments of the proposed team members or their proposed staff which would impair the Respondent ability to proceed expeditiously.

3. EVALUATION FACTORS

A committee will evaluate the proposals received under this solicitation in accordance with the minimum information requirements and the Proposal Preparation and Submission Outline below. The evaluation process will be based on a weighted point system with the evaluation factor or sub-factor's relative weight listed immediately following each factor/sub-factor. The Authority urges all interested Respondents to carefully review the requirements of this RFP.

All submissions will be evaluated by an Evaluation Committee. Submissions containing the requested information will serve as the initial basis for selection of finalists. Each submitted response has a possible score of one hundred (100) points as set forth in Section E.3.a.

All proposals will be ranked in accordance with this point system and contract negotiations will be initiated with the highest ranked Respondent(s). If negotiations between the Authority and the highest ranked Respondent(s) fail to

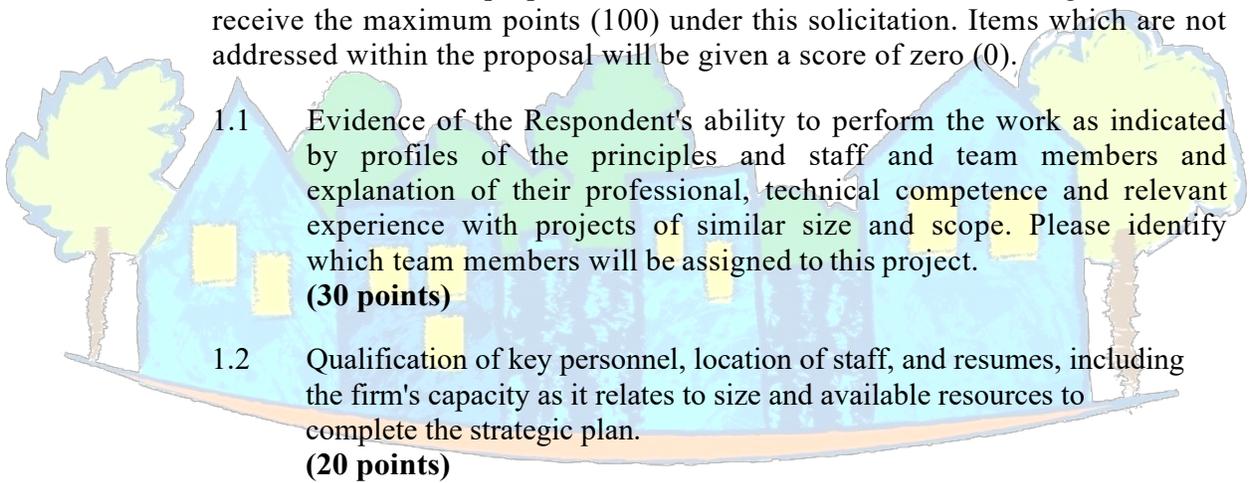
produce a mutual agreement, the Authority will terminate those negotiations and proceed with contract negotiations with the next highest ranked Respondent. At the Authority's own discretion, the Authority may continue that process until a mutual agreement is reached between the Authority and a Respondent.

The Authority reserves the right to reject any and/or all proposals.

The Authority further reserves the right to negotiate with the Respondent(s) selected and to accept the proposal which is in the best interest of the Authority. In the event an agreement cannot be reached with the selected Respondent, the Authority reserves the right to initiate negotiations with only one selected Respondent.

a. Proposal Preparation and Submission Outline

Firms shall submit proposals in accordance with the following outline to receive the maximum points (100) under this solicitation. Items which are not addressed within the proposal will be given a score of zero (0).



1.1 Evidence of the Respondent's ability to perform the work as indicated by profiles of the principles and staff and team members and explanation of their professional, technical competence and relevant experience with projects of similar size and scope. Please identify which team members will be assigned to this project.
(30 points)

1.2 Qualification of key personnel, location of staff, and resumes, including the firm's capacity as it relates to size and available resources to complete the strategic plan.
(20 points)

1.3 Firm's approach and ability to meet the Authority's expectations and deadlines. **(25 points)**

1.4 References
(10 points)

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1.5 Provide evidence of demonstrated knowledge and familiarity of applicable governmental regulations and codes as required by the U.S. Department of Housing and Urban Development, State of Florida, County of Alachua, City of Gainesville and any other agencies having authority.
(10 points)

- 1.6 Status of Respondent as a DBE, MBE, WBE, Section 3 Business concern or Statement of Respondent's Section 3 Plan.
(5 points)

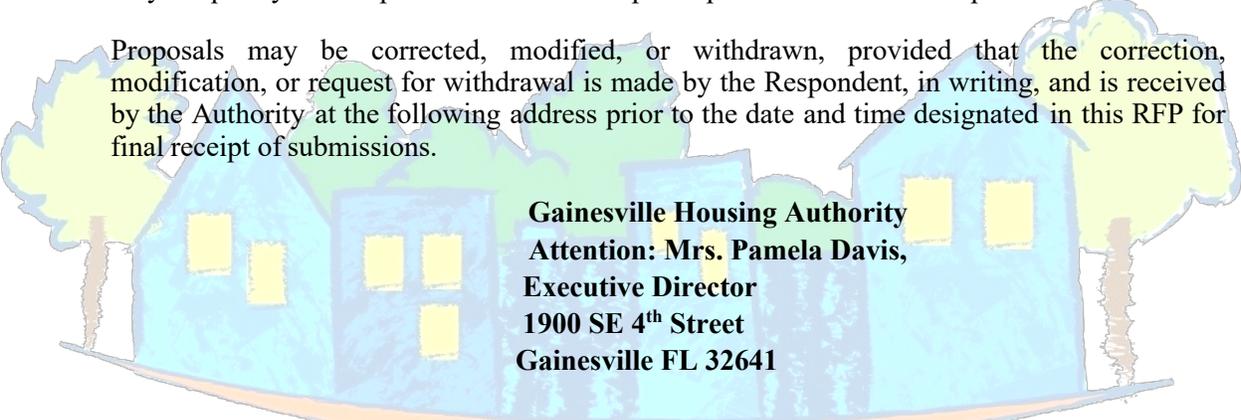
4. ACKNOWLEDGEMENT OF AMENDMENTS

The Respondent shall acknowledge in its response to this Request for Qualifications, receipt of any amendment(s). The Respondent's failure to acknowledge an amendment may result in rejection of the response.

5. COMPLETE AND ACCURATE SUBMISSION

A Respondent's failure to provide accurate information in response to this Request for Proposal may disqualify the Respondent from further participation in the selection process.

Proposals may be corrected, modified, or withdrawn, provided that the correction, modification, or request for withdrawal is made by the Respondent, in writing, and is received by the Authority at the following address prior to the date and time designated in this RFP for final receipt of submissions.



**Gainesville Housing Authority
Attention: Mrs. Pamela Davis,
Executive Director
1900 SE 4th Street
Gainesville FL 32641**

After such date and time, the Respondent may not change any provision of its proposal in a manner prejudicial to the interest of the Authority and/or fair competition. Respondents are solely responsible for ensuring timely delivery by courier services.

The Authority will not accept any responses to this solicitation, after the final deadline, due to Respondent's misunderstanding of courier service hours and delivery times.

6. RETENTION

All submissions are the property of the Authority and shall be retained by the Authority. Responses will not be returned.

7. CANCELLATION/WAIVER

The Authority reserves the right to cancel this RFP or to reject, in whole or in part, any and all submissions received in response to this RFP upon its determination that such cancellation or rejection is in the best interest of the Authority. The Authority further reserves the right to waive any minor informality in any submissions received, if it is in the public interest to do so.

The decision as to who shall receive a contract award, or whether or not an award shall

be made as a result of this RFP, shall be at the absolute sole discretion of the Authority.

8. KEY PERSONNEL

The key personnel specified by the successful Respondent will be considered essential to the work to be performed by the successful Respondent. Prior to diverting any of the key personnel for any reason(s), the contractor shall notify the Authority in writing and shall submit justification (including proposed substitutions) in sufficient detail to permit evaluation of the impact on the contract. The firm shall not change key personnel or hours to be devoted, before or after contract award, without written permission from the Authority.

9. PART OF CONTRACT

The contents of the documents submitted by the successful Respondent may become part of any contract award at the sole discretion of the Authority.

10. NO COMPENSATION FOR RESPONSE

Respondent will not be compensated for work or costs related to preparation and submission of this proposal. Respondents selected for further interviews and negotiations will be responsible for all expenses incurred during these processes.

D. INITIAL REVIEW

All responses will be initially reviewed to determine compliance with the response format requirements specified within this RFP. Responses that are not complete and accurate; and, do not comply with these requirements may be disqualified from the solicitation without further review.

E. AMENDMENT/ADDENDA

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The Authority will attempt to provide copies of applicable amendment or addenda to all potential Respondents to whom this RFP has been provided. However, it will be the responsibility of each Respondent to make inquiry as to the existence and content of amendment or addenda, as the same shall become part of this RFP and all Respondents will be bound thereby, whether or not the amendment or addenda are actually received by the Respondent.

F. AUTHORITY'S OPTIONS

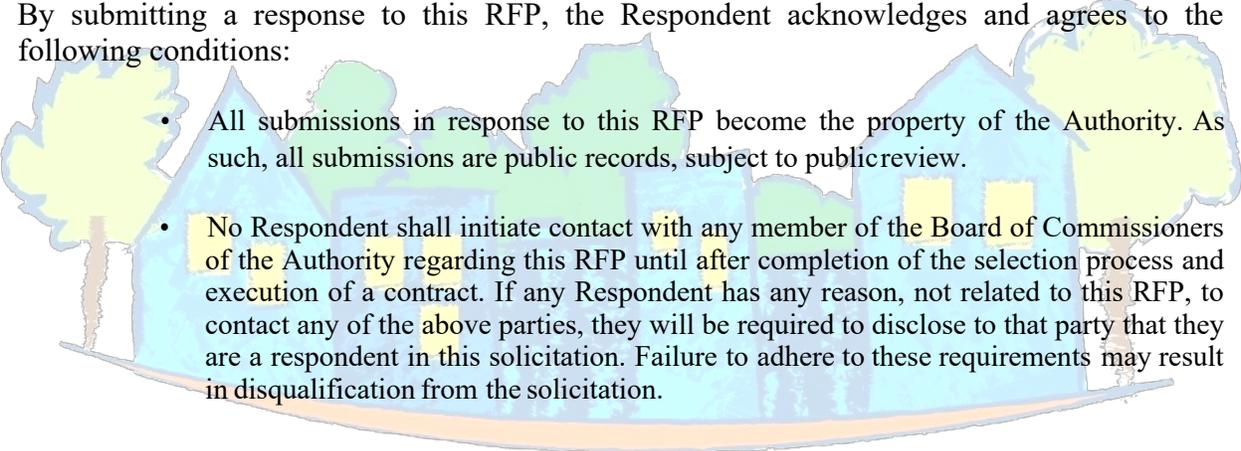
The Authority reserves the right to cancel this RFP, or to reject, in whole or in part, any and

all submissions received in response to this RFP, upon its determination that such cancellation or rejection is in the best interest of the Authority. The Authority further reserves the right to waive any minor informality, or the failure of any Respondent to comply therewith, if it is in the public interest to do so. The Authority will pay no compensation to any Respondent for any costs related to preparation or submittal of the qualifications.

The Authority will reject the qualifications of any Respondent who is suspended and/or debarred by HUD from providing services to public housing authorities, and reserves the right to reject the proposal of any Respondent who has previously failed to perform any contract properly for the Authority.

The determination of the criteria and process whereby submissions are evaluated and the decision as to whom shall receive a contract award shall be at the sole and absolute discretion of the Authority.

By submitting a response to this RFP, the Respondent acknowledges and agrees to the following conditions:

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- All submissions in response to this RFP become the property of the Authority. As such, all submissions are public records, subject to public review.
 - No Respondent shall initiate contact with any member of the Board of Commissioners of the Authority regarding this RFP until after completion of the selection process and execution of a contract. If any Respondent has any reason, not related to this RFP, to contact any of the above parties, they will be required to disclose to that party that they are a respondent in this solicitation. Failure to adhere to these requirements may result in disqualification from the solicitation.

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