

# REQUEST FOR PROPOSAL

## No. 05-20

GIS Assistance for Housing Element Updates  
(WRCOG Jurisdictions)  
12/1/2020



Western Riverside Council of Governments  
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## 1. SUMMARY

The Western Riverside Council of Governments (WRCOG) is a joint powers authority whose purpose is to unify Western Riverside County so that it can speak with a collective voice on important issues that affect its members. Representatives from eighteen (18) cities in Western Riverside County, the Riverside County Board of Supervisors, and the Eastern and Western Municipal Water Districts have seats on the WRCOG Executive Committee, the policy setting Board for the Agency. The Riverside County Superintendent of Schools is an ex-officio member of the Executive Committee. As a joint powers authority, WRCOG examines a range of regional matters critical to Western Riverside County's future. More information on the range of WRCOG's programs and the operations of the Agency can be found at [www.wrcog.us](http://www.wrcog.us).

Jurisdictions are in the process of updating their Housing Elements to meet the October 21, 2021, submission deadline to the California Housing and Community Development Department (HCD). A few grant programs have been made available to assist jurisdictions update their planning documents and implement process improvements that will facilitate the acceleration of housing production and help with the preparation of its Sixth cycle RHNA and Housing Element requirements. HCD has established a Regional Early Action Planning (REAP) Grant Program that will be administered through the Southern California Association of Governments (SCAG) and is also meant to assist jurisdictions in increasing housing planning and accelerating housing production to support jurisdictions in meeting Housing Element requirements. SCAG has established a Subregional Partnership Program which will make \$1.678 million available to WRCOG. The goals of the Subregional Partnership Program are to align resources with allocation methodology for the Sixth Cycle of RHNA to support local jurisdictions in addressing identified housing needs, and advance the Connect SoCal sustainable development goals including supporting local jurisdictions in promoting housing in priority growth areas to increase access to jobs and transit and reduce environmental impacts.

WRCOG has developed a list of projects to assist the jurisdictions in the WRCOG subregion based on the criteria set forth by SCAG and is in the process of developing the application for submittal to SCAG. It is anticipated that a few of these projects fall within field of GIS. WRCOG is releasing this RFP to solicit GIS services for the following potential projects funded through the REAP Subregional Partnership Program:

- RHNA accommodation: sites inventory and 3-D mapping applications.
- Assembly Bill 686 Housing discrimination: Affirmatively Further Fair Housing / Housing Discrimination Toolkit.

Please note that the funding for these projects is subject to SCAG approval. WRCOG is releasing the RFP in anticipation of the approval of its proposed projects with the goal to commence these projects as soon as approval is received. The Scope of Work provided in Section 14 of this RFP for the potential projects listed above are general and should be a guide to providing a more detailed Scope of Work. WRCOG is relying on the Proposer to utilize its professional expertise to provide the necessary steps to complete the Scope of Work. It should also be noted that the tasks and services described in this RFP are subject to change, so WRCOG maintains the option to change the tasks described as its projects are finalized with SCAG.

## 2. SUBMISSIONS

All Proposal submittals must consist of one electronic Proposal, via e-mail. Proposals must be **submitted** by **December 22, 2020, no later than 2:00 p.m. Pacific Standard Time (PST) to:**

<b>Name</b>	Western Riverside Council of Governments
<b>Phone</b>	(951) 405-6711
<b>Attn</b>	Christopher Tzeng, Program Manager

<b>Email</b>	<a href="mailto:ctzeng@wrcog.us">ctzeng@wrcog.us</a>
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Proposals shall include a Table of Contents listing all sections, disclosures, etc., and their corresponding page numbers. **Please review Section 13 for additional details.** It shall be the responsibility of the Proposer to email the Proposal and all other required items to the WRCOG staff member specified in this RFP at or before 2:00 p.m. PST on December 22, 2020. WRCOG will not accept any Proposal received after the Proposal submission time and date.

### 3. QUESTIONS AND ANSWERS REGARDING THIS RFP

Questions must be submitted by Thursday, December 10, 2020, in email to:

<b>Name</b>	Christopher Tzeng, Program Manager
<b>Email</b>	<a href="mailto:ctzeng@wrcog.us">ctzeng@wrcog.us</a>

### 4. PRE-PROPOSAL MEETING

WRCOG will be hosting a pre-Proposal meeting on Tuesday, December 8, 2020, at 2:00 p.m. to discuss this RFP. The meeting will convene via Zoom. Please contact Christopher Tzeng ([ctzeng@wrcog.us](mailto:ctzeng@wrcog.us)) for the Zoom information. Participation is encouraged but not mandatory.

### 5. BUDGET PARAMETERS

WRCOG has provided an estimate to SCAG on the two projects included in this RFP. WRCOG is requesting Proposers to submit a Scope of Work budget based on the estimates provided below. As noted above, the funding for these projects is subject to SCAG approval. The Scope of Work provided in Section 14 of this RFP for the potential projects listed above are general and should be a guide to providing a more detailed Scope of Work. WRCOG is relying on the Proposer to utilize its professional expertise to provide the necessary steps to complete the Scope of Work.

Project	Proposed Budget
1. RHNA accommodation: sites inventory and 3-D mapping applications	\$480,000
2. Assembly Bill 686 Housing discrimination: Affirmatively Further Fair Housing / Housing Discrimination Toolkit	\$145,000

### 6. SCHEDULE OF EVENTS

Event	Date
1. RFP Distribution	December 1, 2020
2. Pre-Proposal Meeting via Zoom	December 8, 2020 (2:00 p.m.)
3. Questions from vendors about scope or approach due	December 10, 2020 (2:00 p.m.)
4. Answers from vendors about scope or approach posted to WRCOG website	December 11, 2020
5. Proposal Due Date	December 22, 2020 (2:00 p.m.)
6. Review of Proposals	December 22, 2020 – January 4, 2021
7. Potential Interviews	Week of January 4, 2021
8. Anticipated decision and selection of vendor(s)	January 11, 2021

9. Anticipated commencement date of work	January 18, 2021
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The interview schedule may be staggered, depending on the number of Proposals received, and could span multiple weeks.

**7. WRCOG RIGHTS**

Award of a contract resulting from this RFP will be based upon the most responsive Proposal or Proposals which will be most advantageous to WRCOG in terms of cost, functionality, and effectiveness in meeting goals and objectives, and other factors as specified in this RFP.

A. WRCOG reserves the right to:

- Disqualify any and all Proposals that are not submitted in accordance with the required format described in this RFP.
- Reject any and all Proposals submitted.
- Request additional information.
- Issue Addenda to this RFP.
- Award all or part of the work contemplated in this RFP.
- Remedy errors in the RFP.
- Cancel the entire RFP.
- Issue a subsequent RFP.
- Approve or reject the use of a particular subcontractor / supplier.
- Negotiate with any, all, or none of the Proposers. If WRCOG is unable to negotiate final contract Terms and Conditions that are acceptable to WRCOG, WRCOG reserves the right to award the contract to another Proposer(s).
- Accept other than the lowest priced Proposal.
- Award a contract without interviews, discussions, or negotiations.
- Award a contract to one or more Proposers.

B. WRCOG may, at its discretion, and without explanation to prospective Proposer(s), at any time, choose to discontinue this RFP without obligation to such prospective Proposer(s).

C. All Proposers should be aware of the insurance requirements for Contract Award. The Certificate of Insurance must be provided by the successful Proposer(s) prior to Contract Award. A contract may not be awarded if insurance requirements are not met.

D. WRCOG does not reimburse for the cost of Proposal preparation, even in the event of RFP cancellation.

E. Communication between the Proposer(s) and any member of the Proposal Review Committee during the selection process is prohibited, except in the manner expressly authorized in this RFP. Violation of this restriction is grounds for disqualification of the communicating Proposer's(s') Proposal.

F. Every Proposal submitted is considered a firm offer that must be valid for a minimum of ninety (90) calendar days.

G. If applicable, WRCOG prefers that software developed under WRCOG's contract not incorporate proprietary and / or third-party software components. This does not preclude the development of

deliverables, which interface with commonly-available, off-the-shelf software. However, contractors must determine in advance whether WRCOG already has, or is willing to procure, appropriate licenses for any proprietary and/or third-party software that would be required. Contractors must also provide the impacts of any enhancements and upgrades. WRCOG will require delivery of documentation and source code for all electronic intellectual property developed under a WRCOG contract prior to releasing final payment to the contractor.

**8. ADDENDA**

WRCOG reserves the right to revise the RFP documents. Any WRCOG changes to the requirements will be made by written addenda to this RFP. Any written addenda issued pertaining to this RFP shall be incorporated into the terms and conditions of any contract resulting from this RFP. Addenda will be posted on the WRCOG website. It is the responsibility of the Proposer(s) to check the WRCOG website to determine if any addenda have been issued. WRCOG will not be bound to any modifications to or deviations from the requirements set forth in this RFP as the result of oral instructions. Proposers shall acknowledge receipt of addenda in their Proposal. Failure to acknowledge receipt of all addenda may cause the Proposal to be deemed non-responsive to this RFP and be rejected without further evaluation.

**9. NOTIFICATION OF RIGHT TO PROTEST CONTRACT AWARD**

Proposer(s) have the right to protest the contract award. A written protest must be filed with WRCOG’s Director of Transportation & Planning within five (5) working days after the decision of award is made. WRCOG will not accept any verbal protests. The protest must be a detailed, written statement of the protest grounds and reference the RFP Number and name of the designated Contracts Administrator. Grounds for a protest are that WRCOG failed to follow the selection procedures and adhere to requirements specified in this RFP or any addenda or amendments, there has been a violation of conflict of interest as provided by California Government Code Section 87100 et seq., or violation of State or Federal law. WRCOG will only consider those specific issues addressed in the written protest. The protest must be submitted to WRCOG via 1) certified mail and 2) e-mail using the contact information provided below.

<b>Name</b>	Christopher Gray, Director of Transportation & Planning
<b>Address</b>	3390 University Avenue, Suite 200, Riverside, CA 92501
<b>Phone</b>	(951) 405-6710
<b>Email</b>	<a href="mailto:cgray@wrcog.us">cgray@wrcog.us</a>

A written response from WRCOG will be directed to the protesting Proposer(s) within fourteen (14) calendar days of receipt of the protest, advising of the decision with regard to the protest and the basis of the decision.

**10. CONFLICTS OF INTEREST**

All Proposers responding to this RFP must avoid organizational conflicts of interest which would restrict full and open competition in this procurement. An organizational conflict of interest means that due to other activities, relationships, or contracts, a Proposer is unable, or potentially unable, to render impartial assistance or advice to WRCOG; a Proposer’s objectivity in performing the work identified in the Scope of Work is or might be otherwise impaired; or a Proposer has an unfair competitive advantage.

**11. CONTACT**

Any questions concerning technical specifications or Scope of Work requirements must be directed to:

<b>Name</b>	Christopher Tzeng, Program Manager
<b>Phone</b>	(951) 405-6711
<b>Email</b>	<a href="mailto:ctzeng@wrcog.us">ctzeng@wrcog.us</a>

## 12. CRITERIA

Any award to be made pursuant to this RFP will be based upon the Proposal with appropriate consideration given to operational, technical, cost, and management requirements. Evaluation of offers will be based upon each Proposer's responsiveness to the RFP and the total price quoted for all items covered by the RFP.

The following elements will be the primary considerations in evaluating all submitted Proposals and in the selection of a Proposer(s):

- A. Completion of all required responses in the correct format.
- B. Qualifications and experience with similar projects and clients.
- C. Key staff that will actually be working on the proposed tasks.
- D. The extent to which Proposer's proposed solution fulfills WRCOG-stated requirements as set forth in this RFP.
- E. An assessment of the Proposer's ability to deliver the indicated services in accordance with the specifications set out in this RFP.
- F. The Proposer's stability, experience, and record of past performance in delivering relevant services.
- G. Availability of sufficient high-quality personnel with the required skills and experience for the specific approach proposed.
- H. Overall cost of Proposer's Proposal.

## 13. PROPOSAL INFORMATION, ORGANIZATION, AND CONTENT

Proposer's submittal in response to this RFP will be incorporated into a final agreement between WRCOG and the selected Proposer(s). All Proposals shall contain, at a minimum, the following information:

- A. Title Page
- B. Table of Contents
- C. Cover Letter
- D. Firm Capabilities
- E. Approach and Understanding of the Scope of Work Plan
- F. Detailed and Itemized Pricing
- G. Appendix A: References
- H. Appendix B: Project Team Staffing
- I. Appendix C: Company Overview

The page limit for Items A - F is **15 double-sided pages (30 total pages)**. There is no page limit on appendices.

### Title Page

The following must be provided on the title page:

- RFP number
- Title of the project
- Name and address of proposing firms and/or individuals
- Phone and Fax of Proposer
- Primary contact person
- Email address of the primary contact person
- Signature of the individual authorized / obligated to commit the Proposer to this project.

### Table of Contents

A clear identification of the materials by section and page numbers are to be included in the Table of Contents.

### Cover Letter

The cover letter should be brief (two pages maximum) and outline the Proposer's general approach, qualifications, and experience. In order to address the needs of this procurement, WRCOG will accept teams to propose in which proposing firms work cooperatively in presenting integrated solutions. Proposer's(s') team arrangements may be desirable in that they will enable the companies involved to complement each other's unique capabilities, while offering the best combination of performance, cost, and delivery for financial assistance being provided under this RFP. WRCOG will recognize the integrity and validity of Proposer's(s') team arrangements provided that:

- The arrangements are clearly identified and relationships are fully disclosed; **and**
- A primary (lead) individual is designated who will be fully responsible for all contract performance.

### Firm Capabilities

All Proposals must provide a comprehensive, yet concise description of the Proposer's(s') individuals' capabilities including the following:

- A. A track record of providing successful assistance on similar disciplines and tasks highlighted in Section 14.
- B. A track record of providing successful services to similar governmental entities.
- C. Descriptions of the key staff that will actually be working on the proposed tasks and their experience working on similar issues.
- D. If responding as a firm, the ownership, size, and location of the office responsible for providing services to WRCOG.
- E. If responding as a firm, its legal organization (e.g., corporation, partnership) and year of incorporation.
- F. If responding as a firm, a description of the firm's equal employment opportunity and non-discrimination policies.
- G. If responding as firm, a summary of the firm's minority and female recruitment efforts and the percentage of minority and female officers, partners, or the equivalent.
- H. A statement, in one page or less, of any other relevant factors that should be considered by WRCOG

in evaluating the Proposal.

Proposals will be evaluated by a Proposal Review Committee on the basis of the Proposer's(s') skills and experience, proposed cost, presentation and completeness of Proposal, and the ability and willingness to work with WRCOG, its management, and references.

Proposers to this RFP should be mindful that WRCOG's selection process prioritizes experience, knowledge, and abilities of key individuals more so than experience associated with a particular firm. WRCOG has found that successful completion of a project is heavily reliant on the key staff that will be working with WRCOG on a regular basis.

#### Approach and Understanding of the Scope of Work Plan

Proposers are encouraged to propose enhancements or procedural or technical innovations to the Scope of Work that do not materially deviate from the objectives or required content of the project.

**WRCOG is requesting that the response to this portion of the RFP be limited to 15 double-sided pages (30 total pages).** There is no page limit on appendices.

Proposer(s) shall:

- Provide a narrative, which addresses the Scope of Work, and shows understanding of WRCOG's needs and requirements.
- Describe the approach to completing the tasks specified in the Scope of Work. The work plan shall be of such detail to demonstrate the Consultant's ability to accomplish the project objectives.
- Sequentially outline the activities that would be undertaken to complete the tasks and specify who would perform the tasks.
- Furnish an estimate of hours required to complete the specified tasks along with a total anticipated budget.
- Identify methods that consultant will use to ensure quality control as well as budget and schedule control for the project.
- Identify any special issues, problems, or risks that are likely to be encountered in this project and how the Proposer would propose to address them.

Also, please provide hourly billing rates for staff you are proposing to include on this RFP for services not directly identified in the Scope of Work.

#### Appendix A: References

Please provide three (3) references, including names and contact information. References should not include any WRCOG staff or WRCOG Committee members.

#### Appendix B: Project Team Staffing

Please include biographies and relevant experience of key staff who would be assigned to the project. Please describe coverage levels of employees who would be assigned to this project. Affirm that no employees working on the engagement have ever been convicted of a felony.

#### Appendix C: Company Overview

Please provide the following for your company:

- Official registered name (Corporate, D.B.A., Partnership, etc.), Dun & Bradstreet Number, Primary and secondary SIC numbers, address, main telephone number, toll-free number(s), and fax number(s).

- Primary key contact name, title, address (if different from above address), direct telephone, and fax number(s).
- Person authorized to contractually bind the organization for any Proposal against this RFP.
- Brief history, including year established and number of years the company has been offering streetlight and energy assistance and / or services.

#### **14. REQUEST FOR DETAILED SCOPE OF WORK AND BUDGET**

SCAG is administering the Regional Early Action Planning (REAP) Grant Program to assist jurisdictions update its Housing Elements to meet the October 21, 2021, submission deadline and has established a Subregional Partnership Program, which is making \$1.678 million available to WRCOG. In turn, WRCOG has developed a list of projects to assist the jurisdictions in the WRCOG subregion based on the criteria set forth by SCAG and is in the process of developing the application for submittal to SCAG. It is anticipated that a few of these projects fall within field of GIS. WRCOG is requesting detailed Scopes of Work and Budget (see Section 5 for Budget Parameters) for the following potential projects funded through the REAP Subregional Partnership Program:

- RHNA accommodation: sites inventory and 3-D mapping applications
- Assembly Bill 686 Housing discrimination: Affirmatively Further Fair Housing / Housing Discrimination Toolkit

Please note that the funding for these projects is subject to SCAG approval. WRCOG is releasing the RFP in anticipation of the approval of its proposed projects with the goal to commence these projects as soon as approval is received. For purposes of this Proposal, WRCOG requests that a detailed Scope of Work and Budget be provided as part of this submittal. WRCOG has provided an estimate to SCAG on the two projects included in this RFP – see Section 5 Budget Parameters. WRCOG is requesting to submit a Scope of Work a budget based on these estimates.

The Scope of Work for each project listed below are general and should be used as a guide in providing a more detailed Scope of Work. WRCOG is relying on the Proposer to utilize its professional expertise to provide the necessary steps to complete the Scope of Work. It should also be noted that the tasks and services described in this RFP are subject to change, so WRCOG maintains the option to change the tasks described as its projects are finalized with SCAG.

##### Project 1 – RHNA accommodation: sites inventory and 3-D mapping applications

1. Develop Site Inventory & Opportunity Finder tool.
2. Develop Esri ArcGIS Urban Web-based tools for RHNA scenario tools.
3. Develop HCD RHNA summary reporting tool to enable jurisdictions to autogenerate report in HCD Excel form required Excel spreadsheet from HCD.
4. Provide technical assistance on tools developed for this project to jurisdictions.

##### Project 2– Assembly Bill 686 Housing discrimination: Affirmatively Further Fair Housing (AFFH) / Housing Discrimination Toolkit

1. AFFH analysis for Housing Element and summarize in a technical memorandum.
2. Examination of segregation and resident displacement and summarize in a technical memorandum.
3. Draft AB 686 (AFFH/Housing Discrimination) toolkit.

#### **15. TERMS AND CONDITIONS**

Any Proposer or person submitting a Proposal shall state their willingness to agree to the following

terms and conditions:

- A. The awardee must be fully committed to the mission of WRCOG.
- B. Termination - A termination agreement is to be negotiated between the parties that includes provisions on termination for cause and termination for convenience.
- C. Oral Presentations - Any individual or firm who submits a Proposal in response to this RFP must be willing to make oral presentations related to contract-related activities at the request of the WRCOG Executive Committee or management.
- D. Compensation - The total value of this contract is undefined and contains the option of renewal at the discretion of WRCOG. The schedule of compensation will be mutually negotiated. The compensation plan will include payment based upon an assessment of the vendor's attainment of specific, measurable outcomes or "performance benchmarks," which will be mutually developed between WRCOG and the selected Proposer(s).

#### **16. WRCOG STANDARD PROFESSIONAL SERVICES AGREEMENT**

The successful Proposer(s) will be required to sign WRCOG's standard Professional Services Agreement (PSA) in order to receive the contract award. Proposer(s) must identify in their Proposal any concerns or objections they would have with any of the PSA terms and conditions if selected for contract award. Proposer(s) shall propose alternative language for consideration in their Proposal. If WRCOG is unable to negotiate final contract Terms and Conditions that are acceptable to WRCOG, WRCOG reserves the right to award the contract to another Proposer. The agreement may be viewed on WRCOG's website at <http://www.wrcog.us/DocumentCenter/View/334/WRCOG-Professional-Services-Agreement-PDF?bidId>.

#### **17. DISADVANTAGED BUSINESS ENTERPRISES (DBE)**

Though no DBE goal is set for this Project, WRCOG encourages participation from small and Disadvantaged Business Enterprises.

## Attachment A: Scoring Criteria

### GIS Assistance for Housing Element Updates (WRCOG Jurisdictions)

Evaluation Criteria	Max. Possible Points
<p><u>TECHNICAL APPROACH</u></p> <ul style="list-style-type: none"> <li>• Tasks &amp; approach clearly described</li> <li>• Creative/innovative approach</li> <li>• Project intent has been met</li> </ul>	30
<p><u>CONSULTANT FIRMS</u></p> <p><u>Prime Consultant</u></p> <ul style="list-style-type: none"> <li>• Familiar with regional and local issues</li> <li>• Experience with similar projects of the same size and scope</li> </ul> <p><u>Sub-Consultants (if any)</u></p> <ul style="list-style-type: none"> <li>• Each sub provides unique service(s) to the team</li> <li>• Subs are fully capable of performing their tasks</li> </ul>	30
<p><u>PROJECT MANAGEMENT</u></p> <ul style="list-style-type: none"> <li>• Qualifications of key individuals</li> <li>• Time commitment of key individuals</li> </ul>	20
<p><u>PROJECT COSTS</u></p> <ul style="list-style-type: none"> <li>• Realistic cost for services to be performed</li> </ul>	20
<p><u>REFERENCES</u></p> <ul style="list-style-type: none"> <li>• Similar projects completed on time and within budget</li> </ul>	Pass / Fail
<b>TOTAL</b>	<b>100</b>