

Request for Proposals:

**From Qualified Community Development Organizations
(Affordable Housing Marketing Services)**

Introduction:

The Land Assemblage Redevelopment Authority (LARA) seeks to engage qualified Community Development Corporations (CDCs) and other non-profit organizations to assist LARA and the City of Houston with marketing and information dissemination services needed in connection with affordable housing and neighborhood revitalization. The activities will be carried out in neighborhoods designated for participation in the %Houston Hope+initiative being undertaken by the City of Houston. Accordingly, LARA invites interested CDCs and other non-profit organizations to respond to this %Request for Proposals+ (RFP) if the organization meets the minimum requirements for participation as set forth in **Attachment 1** of this RFP. **The Submission Deadline has been extended until September 18, 2009.**

LARA is issuing this RFP in connection with the recent release of two %Solicitation of Offers for the Construction of New Affordable Housing+, which are posted on the LARA website at: www.houstontx.gov/lara

These %Solicitation of Offers+replace an earlier affordable housing RFP issued by LARA that provided for partnership agreements between certain builders and local CDCs, whereby selected CDCs could be compensated on a per housing unit basis, for assisting with home sales and promoting Houston Hope. **There are no provisions for the Builder – CDC partnership agreements under the currently released Solicitation for Offers. As such, this RFP is intended to create a new vehicle through which selected non-profit organizations can deliver similar services.** Additional information regarding the overall Houston Hope initiative is available for review at: www.houstonhopehomes.org

Scope of Work:

Organizations selected to participate under this RFP will be compensated for implementing an approved Annual Work Plan. A Sample Annual Work Plan is presented in Attachment 2. **The scope of work performed by selected organizations under this RFP will be considered separate and apart from any service the organization may already perform for compensation as a CHDO through the City’s Housing and Community Development Department (HCD), or through any other agreement the organization may have with individual builders participating in the Houston Hope initiative.**

The Scope of Work performed under this RFP by selected organizations will be carried out under the direction and supervision of LARA within designated Houston Hope neighborhoods. The Scope of Work includes the following:

1. Inform area residents, local businesses and other neighborhood stakeholders about the availability of City of Houston sponsored initiatives such as housing down-payment assistance, homeownership counseling and housing rehabilitation assistance for designated Houston Hope neighborhoods;
2. Outreach to appropriate employment centers, local schools and faith-based groups, civic associations, super neighborhood councils and other stakeholders to educate them and solicit their participation in the Houston Hope Initiative;
3. Assist neighborhood residents attempting to take advantage of housing down-payment assistance, housing rehabilitation and related opportunities available through the City;
4. Assist LARA and City of Houston representatives and participating builders with Houston HOPE marketing activities by:

- helping organize and participate in housing fairs and other marketing drives
 - making presentations to representatives of school districts, employment centers
 - assisting with media outreach by distributing marketing materials and participating in radio and television programs promoting Houston Hope
 - staffing open house and other events held on week-ends
5. Assist LARA and City of Houston representatives organize and participate in Houston Hope neighborhood improvement initiatives such as area clean-ups, volunteer home repairs, Weatherization and similar efforts.

Annual Work Plan:

To be considered for participation, CDCs and other non-profit organizations must meet the minimum requirements described in Attachment 1 of this RFP and must prepare and submit an Annual Work Plan that describes in detail the specific services the organization proposes to deliver to satisfy the requirements of the Scope of Work described immediately above. Selected organizations will be compensated up to \$25,000 per year and therefore, the Annual Work Plan must be formulated so that the proposed services can be delivered within this maximum compensation limit. When developing the plan, also consider that all promotional literature the organization will distribute (e.g., brochures, hand-outs and other marketing materials) will be furnished by LARA and the City of Houston at no cost to the organization.

Key elements of the Annual Work Plan must include a description of the following:

1. Proposed geographic service area (Note: the service area should include at least one (1) but not more than three (3) Houston Hope neighborhoods)
2. Location from which the organization will plan and mobilize service delivery activity (i.e. place of operations)

3. Identification of the organization's staff members who will perform services and a description of their qualifications
4. Estimate of the total number of hours the organization proposes to provide to the initiative on a monthly basis
5. Description of any unique assets or service the organization plans to offer that might further enhance the stated Scope of Work
6. Identification of least five (5) employment centers that will be targeted for affordable housing marketing (Note: the employment centers should be within or in close proximity to the selected geographic service area)
7. Identification of at least (10) key neighborhood stakeholders (that may include super neighborhood councils and civic associations, service agencies, local apartment complexes, faith-based groups and colleges and schools, etc) that will be targeted for information dissemination and other outreach activity

The Annual Work Plan must include a twelve-month calendar of events that the organization plans to execute. A sample of an Annual Work Plan is presented in Attachment 2 %Sample Annual Work Plan+ of this RFP. **The submitter must use the worksheet template presented as Attachment 3: "CDC Annual Work Plan" when responding to this RFP.** No other submission formats will be accepted.

Selected participants will be compensated monthly. Payment will be tendered only upon delivery to LARA of a monthly performance report that satisfactorily details activities carried out by the organization that satisfies the scope of work detailed in the approved Annual Work Plan. It is acknowledged that from time to time there will be a need to amend the planned monthly calendared events. The need for flexibility will be taken into account when determining whether selected participants are making a good faith effort to satisfy the intent of the Annual Work Plan.

Selection of Participants and Evaluation Criteria:

LARA will select about ten (10) organizations to deliver services under this RFP. Individual proposals will be evaluated and rated by the criteria presented below:

Criteria Description:	Score Weight (Maximum Points)
1. The organization furnishes all documentation set forth in the <u>Minimum Requirements</u> (described in <u>Attachment 1</u> of this RFP) and that the documentation verifies that the organization reasonably satisfies the minimum requirements for participation.	50 Points
2. The organization has previous experience working with LARA and the Houston Hope initiative and is already, preferably, a LARA approved <u>Participating CDC</u> . The organization further evidences staffing and other resource availability to deliver required services; and demonstrates it can contribute monthly work hours sufficient to execute the Annual Work Plan.	25 Points
3. The Annual Work Plan provides a detailed description of month-to-month activities the organization proposes to perform and the proposed activity adequately covers the <u>Scope of Work</u> described in the RFP. Proposals must be submitted on the worksheet template presented as Attachment 3 of this RFP.	10 Points
4. The organization has demonstrated due diligence in identifying key employment centers and other stakeholders for marketing and outreach activity.	10 Points
5. The Annual Work Plan is creative and demonstrates the organizational capacity to deliver a broad array of unique information dissemination and marketing and outreach services	5 Points
Total Maximum Score:	100 Points

All Proposals will be evaluated and scored by a Selection Committee appointed by the LARA Board of Directors. Selection Committee members will be comprised of representatives of the LARA Board and City of Houston staff assigned to work with LARA. The Selection Committee reserves the right to request additional information from submitting organizations. The recommendations of the Selection Committee on organizations chosen to participate under this RFP are subject to final approval by the LARA Board of Directors. LARA retains the right to accept or reject all proposals. All decisions of the LARA Board of Directors are final.