CITY OF PASADENA
REQUEST FOR PROPOSALS

EMERGENCY SOLUTIONS GRANT

INSTRUCTIONS

I. INTRODUCTION

A. BACKGROUND

This Request for Proposal (RFP) announces the availability of funding for the Program Year (PY) July 1, 2013 - June 30, 2014 for the **Emergency Solutions Grant Program (ESG).** The ESG Program is funded and regulated at the federal level by the U.S. Department of Housing and Urban Development (HUD) and administered locally by the City of Pasadena, under the auspices of the Housing Department. The regulations implementing the ESG Program are located in Subtitle B of the Stewart B. McKinney Homeless Assistance Act as amended by the Homeless Emergency Assistance and Rapid Transition to Housing (HEARTH) Act of 2009. The HEARTH Act changes the name of the Emergency Shelter Grant to the Emergency Solutions Grant, focuses the funding on initiatives that assist to prevent and end homelessness, and increases funding allocated to entitlement jurisdictions.

The City of Pasadena invites proposals from qualified entities to apply for funding under this RFP. The primary objective of this RFP is to fund programs to prevent and end homelessness for individuals and families in the City of Pasadena.

B. FUNDING AVAILABLE

The City of Pasadena is an ESG "Entitlement" Program city (i.e., for cities with populations over 50,000 that receive more than $1 million in Community Development Block Grant funds). As an ESG Entitlement city, the City of Pasadena receives an annual allocation of ESG funds. The grant amount is determined by the higher of two (2) formulas:

- data based on overcrowded housing, population and poverty, ***OR***
- data based on age of housing, population growth lag and poverty.

Because the data used to calculate either formula varies from year to year, the funding amount is not predetermined. Based on preliminary determinations released by HUD, the City expects to receive ESG funding in the amount of $165,000, of which $100,000 will be allocated through this RFP process. An additional $50,000 will be allocated through the United Way Funder's Collaborative RFP, specifically for a Rapid Re-Housing Program, and $15,000 will be retained by the City for Homeless Management Information System (HMIS) and administrative expenses. This RFP is for a one (1) year funding request for programs for at-risk or homeless individuals and families that are designed to prevent or end homelessness.

C. THRESHOLD REQUIREMENTS

All proposers must meet the local and HUD defined threshold requirements as detailed in Proposer's Eligibility below. If a proposal does not demonstrate that the proposed project meets

these threshold requirements, the proposer will be advised that its proposal will not be considered for funding.

Proposer's Eligibility

a. The proposer must be a public or private nonprofit agency, authority or organization, or a for-profit entity authorized under 24 CFR 570.201 (o) (microenterprises), requesting ESG funds to undertake homeless prevention and/or rapid re-housing activities for assistance of homeless persons as defined in Section 103 (a) of the McKinney-Vento Act as amended by HEARTH; or persons at risk of homelessness as defined in Section 401(1) of the same Act and having income at or below 30% of Area Median Income.

b. The costs and activities for which funding is being requested must be eligible under one of the specific component types: Street Outreach; Emergency Shelter; or Prevention.

c. All proposed projects are required to demonstrate evidence of direct collaboration with other agencies. These linkages must be demonstrated through a Memorandum of Understanding (MOU). Please refer to Appendix J for a sample MOU.

d. In accordance with the HEARTH Act, agencies receiving ESG funds must agree to enter client-level data into the Los Angeles/Orange County Collaborative HMIS.

e. **PLEASE NOTE:** ESG funds require a 100% match in cash or in-kind services. The proposer must demonstrate the ability to match funds awarded under this RFP with an equal amount of other funds. In calculating the amount of supplemental funds provided, a proposer may include the value of any donated material or building, the value of any lease on a building, any salary paid to staff to carry out the program, and the value of the time and services contributed by volunteers to carry out the program of the recipient at a rate determined by HUD.

Eligible Costs and Activities

The following are eligible activities under ESG that can be funded through this RFP:

- Provision of rental assistance to provide short-term or medium-term housing to families or individuals at risk of homelessness.

- Housing relocation or stabilization services for individuals or families at risk of homelessness, including housing search, mediation or outreach to property owners, legal services, credit repair, providing security or utility deposits, utility payments, rental assistance for a final month at a location, assistance with moving costs, or other activities that are effective at:
  - stabilizing individuals and families in their current housing; or
  - quickly moving such individuals and families to other permanent housing.

- Essential Services related to reaching out to unsheltered homeless individuals and families, connecting them with emergency shelter, housing, or critical services, and

providing them with urgent, non-facility-based care. Eligible costs include engagement, case management, emergency health and mental health services, and transportation.

- Major Rehabilitation, Conversion, or Renovation of a building to serve as a homeless shelter. Site must serve homeless persons for at least 3 or 10 years, depending on the cost. Note: Property acquisition and new construction are ineligible ESG activities.

Essential Services such as case management, childcare, education services, employment assistance and job training, outpatient health services, legal services, life skills training, mental health services, substance abuse treatment services, transportation, and services for special populations.

Shelter Operations, including maintenance, rent, repair, security, fuel, equipment, insurance, utilities, relocation, and furnishings.

3. Ineligible Costs and Activities

The general rule is that any cost or activity that is ***not authorized*** under the federal ESG regulations is ineligible to be assisted with ESG funds.

In accordance with the U. S. Department of HUD Rule on Faith-Based Organizations (Faith-Based Initiative), September 30, 2003 (24 CFR Part 92 et al):

> Faith-Based organizations are able to compete for federal grants for social service programs without having to completely separate their religious tone and mission from the services that they provide. A social service program includes services that:
>
> 1. Reduce poverty.
> 2. Improve opportunities for low-income children/youth/families.
> 3. Revitalize low-income communities.
> 4. Empower low-income families and individuals to become self-sufficient.
> 5. Help people who are in need.

Faith-based organizations are eligible to receive HUD funding on an equal footing with any other organization. Federal funds are not to be used to support inherently religious activities such as worship, religious instruction, or proselytization. Faith-based organizations are no longer required to form a separate, secular organization (501 (c) (3) to receive funds as was previously required.

II. REQUIRED PROPOSAL CONTENTS

THE FOLLOWING INFORMATION IS REQUIRED IN EACH PROPOSAL SPECIFICS AND ACTUAL FORMS CAN BE FOUND IN THE RFP APPLICATION.

TRANSMITTAL LETTER

PART I - GENERAL INFORMATION

PART II - CLIENT POPULATION AND SELECTION PROCESS
OUTREACH AND MARKETING

PART III - UNMET NEEDS AND PROGRAM DEVELOPMENT

PART IV - GOALS AND OBJECTIVES
OUTCOME MEASURES
PERFORMANCE SCHEDULE

PART V - ADMINISTRATIVE CAPACITY

PART VI - BUDGET AND BUDGET NARRATIVE

PART VII - REQUIRED ATTACHMENTS (AS LISTED IN THE RFP APPLICATION) / LOCAL PREFERENCE

III. SUBMITTAL

- **One original and two (2) copies** of the proposal must be received by Thursday, **APRIL 11, 2013 - 5:00 P.M.**

- All proposals must be typed using one (1) inch margins and an eleven (11) or twelve (12) pitch font. **Handwritten proposals will not be accepted**. Proposals must comply with requirements detailed in this document. Proposals that are incomplete, have inadequate number of copies, exceed the page limitations, or have other content errors or deficiencies will be rejected.

- **All proposal documents (except the original) must be bound.** Contextual changes and/or additions to the proposal after submission will not be accepted.

- **Postmarked or facsimile transmission (FAX) copies will not be accepted**.

This RFP may be obtained online at **http://www.cityofpasadena.net/housing.** If you have any questions regarding this Request for Proposal (RFP) you may contact the Housing Department at (626) 744-6701. **Modifications and any changes made to the format of the RFP will result in the rejection of your proposal.**

PROPOSAL MUST BE SUBMITTED TO:

CITY OF PASADENA
HOUSING DEPARTMENT

OFFICE LOCATION:
RENAISSANCE PLAZA, 649 N. FAIR OAKS AVENUE, SUITE 202
PASADENA, CA 91103

ATTENTION: WILLIAM K. HUANG
HOUSING DIRECTOR

IV. TECHNICAL ASSISTANCE

Technical assistance questions should be directed to the Housing Department at (626) 744-6701. Technical assistance concerning the RFP will also be provided at the following workshop:

LOCATION	DATE	TIME
HOUSING DEPARTMENT-FAIR OAKS RENAISSANCE PLAZA	WEDNESDAY, MARCH 13, 2013	2 PM

V. EVALUATION CRITERIA AND SELECTION PROCESS

The criteria used in this evaluation process are drawn from the description of project requirements outlined in this document. Each proposal will be evaluated based on the following criteria and on its own merits for content, responsiveness, conciseness, clarity, relevance and strict adherence to the instructions in this RFP.

- **Incomplete proposals will not be considered**.

A. EVALUATION CRITERIA

1. GENERAL INFORMATION (0 POINTS)

This criterion shall look at the general information for the agency, the amount of the request, the executive summary, the project category, duration and service area, the project description, and the related program priorities. No points are given in this category but all information must be complete in order to be considered for funding.

2. CLIENT POPULATION AND SELECTION PROCESS (10 POINTS)

This criterion shall assess the target population and its related components. The focus will be placed on how the proposer plans to select and maintain service provision to client population. This criterion will also assess the process that will be implemented to collect the federally required low/moderate income verification documentation. Barriers to service will also be looked at when awarding points for this section.

3. UNMET NEEDS AND PROGRAM DEVELOPMENT (15 POINTS)

This criterion will assess the existence of the unmet need or problem that will be addressed by the proposed project, the methods used to verify that this need actually exists and is not currently being adequately met in the community. This criterion will be used to examine how the target population was involved in the development of the proposed project and will also assess similarities and differences between this program and others in the community.

4. GOALS AND OBJECTIVES/ OUTCOME MEASURES/ PERFORMANCE ACTIVITIES SCHEDULES (30 POINTS)

This criterion will assess the proposed goals and objectives for the project along with the activities that will be conducted to achieve the goals and objectives. This criterion will also assess the proposed qualitative and quantitative outcomes and their relevance to preventing and ending homelessness of the program

participants, along with the performance activities schedule. The performance activities schedule will be scored based on its relevance to proposed outcomes and the timeliness with which the activities will be provided.

5. ADMINISTRATIVE CAPACITY (20 POINTS)

This criterion will measure the administrative capacity and experience of the organization, through the demonstration of organizational accomplishments, collaboration, and agency policies and procedures, to carry out the proposed project.

6. BUDGET AND BUDGET NARRATIVE (20 POINTS)

This criterion will look at the proposed budget, other sources of funding and the status of that funding and will also measure the agency's sustainability/contingency plan for the proposed project.

7. REQUIRED ATTACHMENTS (0 POINTS) / LOCAL PREFERENCE (5 POINTS)

While no points are awarded for this section ALL required attachments must be submitted in order for the proposed project to be considered for funding.

B. SELECTION PROCESS

1. EVALUATION PANEL

An evaluation panel comprised of no more than five (5) City staff members, representing such departments as Housing, Planning and Development, and Human Services and Recreation, will review and evaluate each proposal that is deemed eligible and complete. Each proposal will be evaluated on its own merits. ***Ineligible and incomplete proposals will not be considered.***

The staff review panel will evaluate then rank the proposals based on the evaluation criteria detailed in this document and make a funding recommendation to the Human Services Commission. The Human Services Commission will be asked to review, modify or approve, as appropriate, the staff recommendation.

2. FUNDING RECOMMENDATION

Funding recommendations will be submitted to the Pasadena City Council for review and final action at its public hearing on the Annual Action Plan to be held in June 2011.

VI. PROJECT PERFORMANCE ASSESSMENT DEFINITIONS

Pursuant to the City Council directives, the following Project Performance Assessment Section is added to highlight the proposer's responsibility for the achievement of the stated ESG project purpose. As such, an ongoing assessment of performance relying principally on the items identified before will be utilized to determine the success and benefits of the proposed project.

The following is a brief definition of each item and how it will be assessed:

- **Goal(s):**
  The intent or purpose to be achieved by the project. The project will be assessed to

determine if the stated goal(s) is an integral part of the operation/implementation of the project and if it is being achieved.

- **Objectives:**
  Clear description of what kinds of activities will be undertaken and/or performed in order to achieve the project's stated goal(s). The objectives, when clearly defined, provide the project with a mechanism by which the project will meet its goals. The focus of the assessment will be on the distinct and clear pattern(s) of activities/events completed and which lead toward the fulfillment of the project's goals.

- **Unit(s) of Service:**
  The units of service provided (i.e., the number of hours of counseling, children/families served, houses rehabilitated, etc.). The performance assessment will verify documented evidence and on-site operation of the implementation and delivery of the proposed activities.

- **Average Cost per Unit:**
  The average cost per unit of service represents the total ESG allocation divided by the number of units provided. The performance assessment will examine the reasonableness of the average cost per unit of service provided; based on the number of persons served and activities/services performed in relation to the amount of money, time, effort, etc., expended to render the actual unit of service.

- **Performance Measures:**
  Performance measures are quantitative and qualitative indicators which denote the achievement or lack of achievement of the project's stated goals. Emphasis will be placed on assuring the project's achievement of the numeric values specified in each measure.

- **Performance Schedule:**
  The performance schedule identifies the major milestones for implementation of the proposed project. It provides the anticipated dates when major activities and events will take place during the program year. The performance assessment will focus on the timely implementation of the major project-related activities.

- **Expected Outcomes:**
  The expected outcomes of the project are those results, occurrences and/or benefits which are directly correlated to the activity of the project. The assessment will focus on the identification and documentation of the expected outcomes as a direct/indirect consequence or effect of the project activity. Whenever possible, the project should indicate quantifiable and qualitative results that have been achieved as a result of project activity.

- **ESG Allocation:**
  Part of the overall assessment will examine the amount of the total project allocation of ESG funds in regard to the services provided and the public benefit to the community.

VII. CONTRACT TERMS AND REQUIREMENTS

A. Sub-Recipient Agreement

If your proposal is selected and awarded funding, your organization will be required to enter into a Sub-Recipient agreement with the City of Pasadena outlining the City's and your organization's terms and conditions of the funding. The Sub-Recipient agreement is a legally binding contract and failure to adhere to its terms and conditions can result in the termination and required repayment of the funding award.

B. Required Documentation

If your proposal is selected and awarded funding, the following documentation will also be required prior to the execution of your Sub-Recipient agreement.

1. **Cost Allocation Plan*:*** A document identifying how your agency is accumulating and distributing allowable direct and/or indirect costs, and the allocation method used.

2. **Business Plan*:*** This plan outlines the following with regard to your proposed project:

   - A description/introduction of the business
   - A description of the product(s) or service(s) offered.
   - An outline of the market.
   - A description advertising and distribution.
   - A description of management and personnel.
   - A description of how the project will benefit the community.
   - A financial breakdown of the project.
   - A summary of future products and services to be offered.

3. **Scope of Service*:*** This item provides an overview of the proposed program services as described in the proposal, goals and objectives, and specific services (i.e., working hours, location of services, numbers to be served).

4. **Project Budget and Budget Narrative*:*** The proposed project budget lists the total funds requested in the proposal. The Budget Narrative describes in detail what the funds will be used to support during the duration of the program.

5. **Performance and Activity Schedule*:*** The projected time per quarter for performance of major activities by expected goals.

6. **Performance Assessment*:*** The following items will be utilized to assess project performance, and evaluate the outcomes/impacts of CDBG/ESG/HSEF funded activities:

   - Goals(s)
   - Objective(s)
   - Unit(s) of Service

- Average Cost per Unit
- Performance Measures
- Performance Schedule
- Expected Outcomes
- CDBG/ESG/HSEF Award

VIII. GENERAL PROVISIONS AND CONDITIONS

A. Pre-Contractual Expenses

Pre-contractual expenses are defined as any expenses incurred by the proposer(s) in: (1) preparing its proposal in response to this RFP; (2) submitting that proposal to the City; (3) negotiating with the City any matter related to this RFP, including a possible contract; or (4) engaging in any other activity prior to the effective date of award, if any, of a contract resulting from this RFP. The City shall not, under any circumstances, be liable for any pre-contractual expenses incurred by the proposer(s), and proposer(s) shall not include any such expenses as part of their proposals.

B. No Commitment to Award

Issuance of this RFP and receipt of proposals does not commit the City to award a contract. The City expressly reserves the right to postpone proposal opening for its own convenience, to accept or reject any or all proposals received in response to this RFP, to negotiate with more than one proposer concurrently, or to cancel all or any part of this RFP.

C. Equal Opportunity Contracting Policy

- **Policy**: The City of Pasadena is committed to a policy of Equal Opportunity Contracting. Qualified firms including small businesses and businesses owned by women, minorities and disabled persons are encouraged to submit bids or proposals. Proposers expressly agree to comply with the City's ordinances and regulations regarding Equal Opportunity Employment, as well as regulations that may be mandated by the source of the funds supporting this contract.

- **Compliance**: To the extent permitted by law, Proposer expressly agrees to establish compliance with the Equal Employment Opportunity Practices Provisions of Chapter 4.08 of the Pasadena Municipal Code, and the Rules and Regulations adopted pursuant to said ordinance.

The successful proposer may be required to submit documentation during the term of the contract to evidence on-going compliance with the City's Contracting Ordinance. Such documentation may include, but not be limited to certified payroll records and Current Permanent Workforce Utilization reports.

Questions regarding the City of Pasadena's Contracting Ordinance and policy should be directed to the Department of Finance, Purchasing & Payables Division (626) 744-6755.

- **Required Forms**: Each proposer must submit a completed Form AA-1. Failure to submit this form will result in automatic disqualification with no exceptions unless proposer has an approved form on file with the City. Form AA-2 is required to be submitted for projects involving labor or services in excess of $25,000. Form AA-3 is Optional.

Completeness is mandatory. Without fully completed and properly signed forms, the proposals may be deemed non-responsive, at the sole discretion of the City. However, failure to submit the completed EEO and Non-Segregation Affidavit with proposal will result in automatic disqualification of the proposal with no exceptions unless proposer has an approved Affidavit on file with the City.

Questions regarding the City of Pasadena's Equal Opportunity Contracting Ordinance and policy should be directed to the Department of Finance, Purchasing and Payables Division at (626) 744-6755.

D. Joint Offers

Where two (2) or more proposers desire to submit a single proposal in response to this RFP, they should do so on a prime-subcontractor basis rather than as a joint venture or informal team. The City intends to contract with a single organization and not with multiple organizations doing business as a joint venture.

E. Certificate of Insurance

Proof of insurance is required to be submitted with your proposal.

F. Standard Terms and Conditions

Prior to the award of any work hereunder, City and Proposer shall enter into a written Sub-Recipient Agreement.

G. Instructions and Questions

Questions regarding this Request for Proposals should be directed only to the person(s) designated below. Do not contact any other City employee or official regarding this RFP.

Anne Lansing, Project Planner

Housing Department

(626) 744-6701

H. Proof of Authority

If the proposer is a non-profit organization or a corporation, formal proof of the authority of the officer signing the proposal to bind the corporation must be submitted with said proposal (Appendix C)

I. Withdrawal of Proposal

Any proposer may withdraw its proposal by written request at any time following the submission deadline.

J. Firm Commitment of Availability of Service

Once a proposal is opened, a proposer is expected to maintain an availability of service as set forth in its proposal.

K. Reservations

The City reserves the right to reject any or all proposers and any item or items therein, and to waive any non-conformity of proposals with this RFP, whether of a technical or substantive nature, as the interest of the City may require.

L. Documents to be Construed Together

The RFP, the proposal, the Non-Collusion Affidavit, and all documents referred to in the complete specifications and the Contract to be entered into between the Proposer and the City, and all modifications of said documents, shall be construed together as one document.

M. Errors and Omissions

Proposer shall not be allowed to take advantage of any errors in or omissions in the Request for Proposals. Full instructions will be given if such error or omission is discovered and timely called to the attention of the City.

N. Request for Proposal (RFP) not Contractual

Nothing contained in this Request for Proposal shall create any contractual relationship between the proposer and the City. The City accepts no financial responsibility for costs incurred by any proposer regarding this RFP.