# Housing Element Update: Request for Proposals Template

*The following language can be used as the skeleton for developing a Request for Proposals (RFP) for a Housing Element Update, including potential rezoning and CEQA work. You will need to refine this document and provide additional detail to ensure that you receive proposals that are as responsive as possible to your needs and circumstances.*

## Background

*The Background section sets the context for your update and general expectations regarding the services needed.*

[JURISDICTION] seeks proposals from qualified consultants or consultant teams to complete a housing element update, related rezoning and all necessary environmental review as required under State law, in a manner consistent with the Regional Housing Needs Allocation 6 (RHNA 6) planning period (2022-2030).

For context, [JURISDICTION] expects a RHNA of approximately \_\_\_\_, compared to \_\_\_\_ in RHNA 5, representing a \_\_% increase from the last planning cycle. To ensure an adequate inventory of viable sites, we anticipate the element update will necessitate rezoning in targeted areas.

[JURISDICTION’S] last housing element was certified by the California Department of Housing and Community Development (HCD) and is available here [PROVIDE HYPERLINK]. We have also completed Annual Progress Reports [PROVIDE HYPERLINK] and implemented other housing priorities, including \_\_\_\_\_\_\_\_\_.

While a number of important housing issues will need to be considered and addressed through the update process, the most significant work effort is expected to be meeting [JURISDICTION’S] RHNA numbers in the site inventory. To achieve that, we anticipate pursuing the following approaches: \_\_\_\_\_\_.

The selected consultant(s) will partner with city staff to explore, analyze and implement these approaches in addition to supporting [or facilitating] community engagement, working with our elected and appointed officials to present recommendations and get feedback, and coordinating with HCD to help ensure ultimate certification of the updated element.

Through [JURISDICTION’S] engagement in a countywide collaborative and ABAG’s Regional Housing Technical Assistance Program, we anticipate a reduction in costs for some core update tasks, as detailed below. The collaborative is supported by an approximately half time technical assistance provider, who is expected to start in early 2021 and will produce draft material for some sections of the housing element that are similar throughout the county, as noted below. Respondents should be prepared to use and/or adapt this material as appropriate, and factor that into their proposal.

## Scope of Services

*The Scope of Services section identifies the specific work tasks you need the consultant to perform. The focus should be on listing the core tasks, asking the proposer to explain how they would approach, sequence and complete them. Key factors that will affect the project timeline and efficiency should be identified. The role and contribution of jurisdiction staff and others should be identified to the extent possible, along with any requirements or expectations related to project deliverables (e.g., format, number of copies, etc.).*

[JURISDICTION] is seeking professional consulting services to update the City’s adopted housing element in a manner consistent with current State law, ensuring certification of the final element by HCD by January 2023.

Proposals must address the following tasks, providing a description and timeline of how they would be accomplished. Additional or optional tasks may be included and creative approaches are welcome. The final scope of work will be subject to refinement and mutual agreement following the project’s launch and further discussion.

1. **Project Management and Coordination**

This task covers communication and coordination between the consultant and jurisdiction staff, including meetings, phone conferences, email exchanges, and other communications to ensure timely delivery and adoption of the City’s updated housing element. Proposal should identify the number of meetings anticipated and expectations for jurisdictional staff. Strategies or practices to ensure clear and timely communication and effective project coordination should be described. Strategies for ensuring coordination with HCD over the course of the project should also be addressed, as needed.

1. **Community Outreach and Engagement**

Develop a program that effectively reaches, educates and engages the community throughout the Housing Element update. This should include strategies to ensure broad inclusion, particularly of hard to reach groups and special needs populations, with special attention given to communicating information so it is accessible and easy to understand. Outreach is expected to begin early in the process and continue throughout for feedback on important topics such as draft ideas, site options, the draft Housing Element and environmental reviews. Please discuss options for virtual as well as in person meetings, depending on changing safety considerations. Consultant should lead the engagement as well as a summary of the work. At a minimum outreach should consist of:

* Initial presentation to City Council
* Two community meetings
* One stakeholder focus group
* Online/virtual participation opportunities

*Please note: There may be some opportunities to coordinate with other jurisdictions for joint outreach through the ABAG/REAP supported Housing Technical Assistance Program/County Collaborative. Assume The Collaborative will provide a jurisdiction specific newsletter and general housing element documents (e.g. what is a housing element).*

1. **Housing and Special Housing Needs**

*ABAG’s Regional Housing Technical Assistance Program will provide jurisdiction-specific graphs and write-ups for all required data, including population, demographic, housing, market conditions and regional comparisons. Because the document is not completed yet, respondents should hold some hours as an optional task to tailor the work as needed.*

1. **Housing Constraints**

Identify potential and actual governmental and nongovernmental constraints for the preservation, protection or production of housing across income levels within the city.   
*ABAG’s Regional Housing Technical Assistance Program is expected to provide all cross-jurisdictional comparisons necessary for this task (e.g., comparison of fees and processing time). It will also provide write ups of typical countywide non-governmental constraints, including community opposition to housing, cost of construction, limited availability of land and other topics.*

1. **Existing Housing Element**

Review the current Housing Element and identify [JURISDICTION’S] success in accomplishing/implementing the identified goals, policies and programs; and provide explanations and updates where goals, policies or programs are in progress, have been abandoned or have not proven effective. *Please note, a draft of this review has been written for the Annual Progress Report.*

1. **Sites Inventory**

Prepare the sites inventory section of the Housing Element, demonstrating how [JURISDICTION] will satisfy its RHNA in each income category. This includes identifying safe assumptions, evaluating sites and analyzing potential policy strategies to increase site capacity, demonstrating development viability (per State law) and inputting the information into HCD’s electronic form for submittal with the updated element. We anticipate that this will be the most significant area of work for the update process, and will need to start early in order to ensure adequate time for consideration of potential areas for rezoning or other changes to development standards needed to achieve the RHNA.  
*ABAG’s Regional Housing Technical Assistance Program is providing a site selection tool for use during this Housing Element Update. Please specify whether you plan on using it, and if so, how.*

1. **Goals, Policies, Programs and Quantified Objectives**

Identify goals, policies, programs and quantified objectives to include in the Housing Element to ensure compliance with State law and effective response to the housing needs, constraints and key priorities identified through the update process. This task includes ensuring responsiveness to priorities articulated through the community engagement process as well as ensuring internal consistency with other elements of the General Plan. This task will include identification of other General Plan policy updates or revisions needed to ensure consistency.

1. **Rezoning *[Optional Task]***

Based on the sites analyses, work with jurisdiction staff to identify potential areas for rezoning, if necessary. This must include consideration of the State requirement for maintaining an adequate housing sites inventory throughout the eight-year planning period. *[NOTE: If you anticipate rezoning and have a sense of the extent of work needed, include a description, with as much detail as feasible at this time, to help proposers factor the work effort into their timelines and budgets. If you are not sure, you may choose to include this as an optional task, allowing proposers to estimate the work effort or provide the option of a “time and materials” budget for completing the work or providing a cost proposal at a future date.]*

1. **Draft Housing Element and Public Hearings**

Prepare and submit an administrative draft Housing Element for jurisdictional staff review. Staff will provide a comprehensive set of desired changes. Once edits are complete, prepare a draft Housing Element that is made available to the public and presented to both the Planning Commission and City Council at public hearings. Based on Commission and Council input, prepare a HCD review draft and submit to HCD for the mandated review.

* Administrative draft and draft housing element (Microsoft Word)
* PowerPoint
* 2 public hearings

1. **Final Draft Hearings, Final Adoption and Certification**

The consultant will work closely with HCD and jurisdiction staff to respond to any comments, and produce a final draft housing element for adoption. Present to the Planning Commission and City Council at public hearings. Prepare the final Housing Element, including any changes from the public hearings, and submit to HCD for final certification as well as the water/sewer district and the California Office of Planning and Research.

* Draft final and final housing element (Microsoft Word and PDF)
* PowerPoint
* 2 public hearings

1. **CEQA Documentation**

Prepare all required documents for California Environmental Quality Act (CEQA) review and submittal, including the Initial Study, Mitigated Negative Declaration or Environmental Impact Report and CEQA Determination. This should include public posting and noticing for comment. For budget purposes, consultant may list different prices depending on the level of analysis that may ultimately be needed.