

# Request for Proposals (RFP)

## Cumberland Consolidated Plan & Housing Analysis



**Redevelopment Authority of the County of Cumberland  
114 North Hanover Street  
Carlisle, PA 17013**

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**Submission Deadline 12:00 PM March 15<sup>th</sup>, 2024**

**Electronic Submissions Only**

## **Project Description**

The Cumberland County Housing and Redevelopment Authorities (CCHRA), seeks consultant assistance to develop a series of plans and analyses related to the community development and housing needs for Cumberland County. The County is seeking a team of consultants that can produce several federally mandated plans related to the County's Urban County status and use of Community Development Block Grant (CDBG) which is a direct HUD entitlement community.

## **Background and Overview**

Cumberland County (population 262,919) – is in Southcentral Pennsylvania along the Susquehanna River and is the fastest growing county in the Commonwealth. The county achieved urban county status at the beginning of 2005. This will be the fifth consolidated plan and third analysis of impediments to fair housing. Moreover, as a Participating Jurisdiction, Cumberland County must address the housing market analysis requirements of the Final Rule for the HOME program that became effective in August 2013.

## **Project Goals**

### ***Identify demographic change, housing trends and overall housing market strength and evolution.***

- The County is specifically focused on providing a clear picture of the change that occurred over the past ten years, and then project and forecast changes forward by ten years. Changes in demographics, housing trends, and the strength of the rental and homeowner housing market at a neighborhood level are the key concerns.
- Issues relating to an aging population, declining income levels in some communities, increasing housing prices, and changing housing preferences are all high priorities for exploration.

### ***Identify housing and community development needs.***

- The County is seeking a clear articulation of housing and community development needs, as per the Needs Assessment requirements of the Consolidated Plan process outlined at 24 CFR Part 91.
- Needs Identification should be conducted with a significant stakeholder/agency and municipal involvement. Redevelopment Authority staff will take the lead on running the suggested public participation program. However, the Consultant will be expected to craft the approach and any data collection/survey instruments.

### ***Identify and tailor best practices and strategies to address identified issues.***

- The County views the operations of the Redevelopment Authority, and the use of CDBG Program dollars, as the key implementation tools of the County's housing and community development plan. The County is seeking concrete strategies that can be pursued – both short and long term – by the Authority and other actors in the area. This is especially critical for identifying strategies to address Fair Housing issues or barriers.

***Provide data, issue identification and strategy development at as local a level as possible: preferably to the neighborhood level.***

- In recent years HUD has increased the emphasis on making programs and funding decisions with neighborhood-level data. The Borough seeks to develop this project with as fine a grain as possible, realizing there may be data limitations to how that may be achieved.

**Project Objectives and Deliverables**

- The County of Cumberland's Program Year begins July 1. Due to the nature of the eCon Planning Suite, the data collection, public participation and needs analysis process can be streamlined into one project separate from the Borough of Carlisle. The plan will be submitted on May 15, 2025, to meet their requirement for a Consolidated Plan to coincide with the beginning of the 2025 Program Year.
- This planning effort will utilize demographic data provided by HUD as part of its eCon Planning Suite, and CPD Maps system.
- As with the above item, the Borough must submit its "Year One" Annual Plan on May 15, 2025. Note that these submission dates may be delayed pending guidance from HUD regarding submission of Annual Plans once actual allocation figures are published.

***An Analysis of Impediments to Fair Housing Report***

- Pursuant to Federal Register notices published in May 2018, both entities will still be required to certify efforts to Affirmatively Further Fair Housing by conducting an Analysis of Impediments (AI) to fair housing choice and taking appropriate actions. The AI Report submittal shall coincide with the submittal of the Borough of Carlisle's Consolidated Plan in May 2025.

***Housing Market Analysis to meet HOME program rules***

- The Final Rule for the HOME Program (24 CFR Part 92) requires a housing market analysis to support activities where HOME funds are provided. Consultant should craft the Market Assessment required by the Consolidated Plan regulations to meet this programmatic need. Again, the County is seeking neighborhood/municipal level data that can be used to make implementation decisions at the local/neighborhood level.

**Consultant Qualifications & Selection Criteria**

In response to this RFP, the consultant team will be evaluated on their strengths associated with the following areas:

- Experience with HUD's Consolidated Planning process, especially the eCon Planning Suite and the requirements for building the Plan within HUD's Integrated Disbursement and Information System. Consultant must have experience developing a Consolidated Plan for an Urban County. **[15%]**

- Experience with HUD Fair Housing requirements, and a track record of helping communities develop sound strategies to implement the recommendations detailed in their *Analysis of Impediments to Fair Housing*. **[10%]**
- Proven experience in housing and community development planning and implementation. The Consultant will demonstrate a record of well-tailored and innovative strategies and best practices aimed at implementing community development programs and projects. **[15%]**
- Mastery of various demographic and housing market data sources and the ability to help the client “ask the right questions” utilizing the data to inform action. **[10%]**
- A well-crafted project proposal that integrates the various plan requirements into a systematic approach that is both efficient and effective in leading to implementation opportunities. The plan should reflect effective and innovative approaches to meeting the Counties’ goals identified above. **[40%]**
- Price and schedule. Meeting the condensed time frame for production, while ensuring a robust data analysis and public participation phase is critical to the success of this project. **[10%]**

**Project Schedule**

The Cumberland Consolidated Plan & Housing Analysis must be completed on an aggressive schedule given the upcoming submission deadlines. The schedule, while aggressive, will not compromise public engagement opportunities. The plans are anticipated to be completed and adopted in a 6-month period. Consultants are advised that they will be required to comply with all applicable federal, state, and local requirements based upon the final funding package for the project. The Five-Year Consolidated Plans and AI Plan must be completed by May 1, 2025.

**RFP Submission Requirements and Process**

The Authority will accept one RFP from each prime consultant. Prime consultants may propose subcontractor arrangements with other consulting firms; however, prime consultants may not serve as a subcontractor to another consulting team responding to this RFP. A consultant not submitting as a prime consultant may be designated as subcontractor for more than one prime consultant. Proposals also must include total cost not – to – exceed.

***Proposal Content and Organization***

All proposals must be prepared electronically in pdf format with the ability to be legibly printed on 8.5”X11” paper. The pdf files shall be indexed to simplify committee review.

RFP Element	Maximum Pages
Cover Letter that includes:	1

RFP Element	Maximum Pages
<ul style="list-style-type: none"> <li>• Prime consultant’s legal name and federal ID number</li> <li>• Subcontractor’s legal name and federal ID number</li> <li>• Identification of key personnel who will manage the project and who can negotiate and execute the project contract.</li> </ul>	
<p><b>Consulting Team Profile</b> that includes:</p> <ul style="list-style-type: none"> <li>• Background and description of the consulting team including prime consultant and subcontractors.</li> <li>• Organizational chart showing the staff involved in the project and their respective assignments.</li> <li>• Listing and description of similar projects, in tabular format, that have been completed in the past 5 years by the prime consultant and/or proposed subcontractors. The consultant should include links to where the committee may review electronic copies of the deliverables from the listed projects. Do not attach electronic versions or send hard copies of previously completed projects.</li> <li>• Reference list that may be contacted by Authority staff for recently completed similar projects.</li> <li>• Resume of proposed project manager.</li> <li>• A breakdown of the % of work (by allocation of dollars) each consultant/sub-consultant firm will perform as part of this contract.</li> </ul>	4
<p><b>Project Understanding, Approach, Scope of Work and Budget</b> that includes.</p> <ul style="list-style-type: none"> <li>• Narrative that includes the consultant’s understanding of the purpose of the various aspects of this project.</li> <li>• Discussion of previous experience with Consolidated Plans, AI Reports, and other housing analysis efforts and how lessons learned through those projects will be used in this project.</li> <li>• Detailed discussion of the items listed in the “Consultant Qualifications” above with elaboration on how the consulting team meets those qualifications.</li> <li>• Specific project task descriptions associated outcomes/deliverables, and corresponding budget. Each project task should have an associated timeframe for the activity.</li> <li>• A separate allocation of travel, supplies, and any contingency costs per project task item.</li> <li>• Ability to complete the work within the anticipated schedule and budget. The Consolidated Plan and AI Report must be completed and submitted to HUD by May 15, 2024.</li> </ul>	7
<p><b>Quality Assurance and Control Plan</b> that includes:</p> <ul style="list-style-type: none"> <li>• Project management and quality assurance plan that highlights the consultant’s approach to managing potential projects, managing costs, and achieving client quality standards. Consultant team should indicate familiarity with contractual and regulatory obligations tied to the HUD funding source.</li> </ul>	1

**Selection Process**

A consultant selection committee is in place and will review the consultant submissions. Due to contracting timelines, the entire selection process will be performed through a condensed timeframe. The committee will evaluate the submissions based upon the experience of the project team and the proposed project approach utilizing the percentage weight system identified above. The committee may shortlist 2-3 firms that will be

invited to participate in a face-to-face interview currently scheduled for March 2024. The committee will identify a preferred consultant and the Redevelopment Authority will negotiate a scope of work, price, and associated contract. The preferred consultant, scope of work, price, and contract will be submitted to the Redevelopment Authority Board for review and approval in September. This selection timeframe is incredibly short; however, the Redevelopment Authority must be under contract by the spring of 2024. The consultant team should understand before submitting that a quick interview and contract turn-around will be required.

### ***Submission Procedure***

Electronic submissions are due by **12:00 PM on March 15<sup>th</sup>, 2024**. Consultants are encouraged to make their submissions prior to the 12:00 PM deadline to avoid last-minute technical difficulties that could result in a late submission that is rejected. Submissions shall be emailed directly to:

Mikayla Kitchen  
Assistant Director  
[mkitchen@cchra.com](mailto:mkitchen@cchra.com)

### **RFP Disclosures**

The Authority is making this solicitation with the intention to award a contract to prepare the Cumberland Consolidated Plan & Housing Analysis. Consultants responding to this RFP are doing so with full disclosure, understanding and acceptance of the following:

- Submissions not conforming to the standards outlined in this RFP will be rejected.
- The Authority reserves the right to reject any or all submissions, in whole or part, for any reason.
- The Authority may change the scope of work or selection process at its discretion at any time.
- The Authority may cancel or postpone any aspect of this project within the bounds of the Consultant contract.
- The Authority is not responsible for any costs incurred by consultants in the preparation, submission, or subsequent discussion of this RFP.
- Recommendations made by the steering committee or approvals made by the Redevelopment Authority with respect to this project are final.
- Following award of the contract by the Redevelopment Authority Board, all RFP submissions are considered public records that are subject to Pennsylvania's "Right to Know" laws. Materials considered confidential by the Consultant must be clearly identified and include a statement of why said records should not be considered public records.