



Angela D. Alsobrooks
County Executive

**PRINCE GEORGE'S COUNTY
DEPARTMENT OF HOUSING AND COMMUNITY DEVELOPMENT**

**REQUEST FOR PROPOSALS
NO. 2020-02**

RENTAL HOUSING SURVEY DEVELOPMENT SERVICES

ISSUE DATE

December 10, 2020

DEADLINE FOR SUBMISSION

5:00 PM – December 28, 2020

**Contact: Pamela Wilson
Housing Development Program Manager
Department of Housing and Community Development
301-883-5551
pawilson@co.pg.md.us**

WARNING: *Prospective applicants who have received this document from a source other than the Issuing Office should immediately contact the Issuing Office and provide their name and mailing address in order that amendments to the RFP or other communications can be sent to them. Any prospective applicant who fails to notify the Issuing Office of this information assumes complete responsibility, in the event that they do not receive communications from the Issuing Office prior to the closing date.*

This document is available from the Prince George's County Department of Housing and Community Development's webpage at <https://www.princegeorgescountymd.gov/1061/Public-Notices>



I. INTRODUCTION

The Prince George's County Department of Housing and Community ("DHCD", or the "Department"), under the Center for Community Investment ("CCI") and in partnership with Kaiser Permanente ("Partner"), is seeking proposals from qualified housing market research consultants with expertise and demonstrated experience with executing quality data driven housing studies, affordable housing, and real estate market analysis to assist DHCD in developing a multifamily rental housing survey databased to enable Prince George's County (the "County") to develop policy guidelines, effectuating the preservation of affordable housing in targeted areas such as the Purple Line Corridor and transit-oriented development ("TOD") focused areas of Prince George's County.

The purpose of this Request for Proposals ("RFP") is to identify and retain a professional service firm or firms to design and create a framework for the infrastructure of an online portal to collect and house rental housing data in areas impacted by growth in the demand for housing and establish a database of rental housing parameters which impact the affordability of rental housing located within one mile of the route of the Purple Line. Parameters guiding data collection efforts can be found in **Section V. Scope of Services** within this RFP. The initial contract term is expected to be for a period not to exceed nine months. The availability of a subsequent extension will be dependent on the availability of additional funding.

II. PROPOSAL SUBMISSION

This RFP contains a detailed description of the professional services request, guidelines, eligibility requirements, selection process, and submission requirements. People with disabilities requiring special accommodations should contact DHCD to enable necessary arrangements to be made to facilitate submission of the proposal. Any questions or additional communications should be addressed to Ms. Pamela Wilson, Housing Development Program Manager, using the contact information in this RFP.

III. SUBMISSION REQUIREMENTS

An electronic response to this RFP must be submitted electronically to **Ms. Pamela Wilson** at pawilson@co.pg.md.us.

All proposals submitted in response to this RFP must be formatted in the sequence noted below. Each section must be separated and labeled by numbered dividers (tabs) so that each tab can be located without opening the entire submission. The following information/documentation are to be included behind each tab:

The title page of each submission is attached hereto and incorporated herein by reference as **Attachment A** which must be completed and submitted as part of the consultant's proposal. An acknowledgement that the consultant's proposal will remain in effect for sixty (60) days after submission of the proposal to DHCD must additionally be included with the consultant's proposal.

IV. TECHNICAL STATEMENT

The technical statement must contain a description of the consultant's proposed approach to performing the scope of service and demonstrate a commitment of sufficient staff resources with appropriate qualifications with specific references to:

1. Methodology and approach to scope of services;
2. Fee schedule for services and cost proposal;
3. Description and rationale of any special services required;
4. Description of current services offered by the consulting team that supports the scope of services in this RFP;

5. Resumes of key personnel proposed to work on the contract with emphasis on relevant experience;
6. A description and status of comparable project experience for other public entities with an emphasis on affordable housing and housing preservation; and
7. Pertinent examples of related work prepared by the consultant.

V. SCOPE OF SERVICES

The Consultant(s) selected for this contract will provide DHCD with a framework to implement an annual rental survey and related services below, including but not limited to the following:

A. Policy Research

1. Identify legislative actions required to establish, support, or mandate an annual rent survey and/or the legislative requirements to mandate owners of residential properties to annually disclose rental rates.
2. Using neighboring jurisdictions as points of reference, provide policy recommendations for consideration to compel survey participation.
3. Identify enforcement mechanisms or penalties for noncompliance.

B. Operating and Administrative Analysis

1. Identify administrative actions required to establish and implement a comprehensive annual rental survey, based on policy research. The administrative actions include the following:
 - a) Staffing requirements;
 - b) Recommended interagency coordination; and
 - c) Projected costs:
 - 1) Implementation cost; and
 - 2) Annual operating costs.

C. Data Collection Methodology

1. Research the processes and best practices employed by neighboring jurisdictions to survey rents and provide a detailed summary of the following methodologies employed to collect data:
 - a) Entities responsible for collecting the data;
 - b) How it is collected;
 - c) Identify departments' or organizations' roles and responsibilities in the data collection process;
 - d) How the data collected is used by each of the departments or organizations;
 - e) How the data collected is used to guide policies and actions; and
 - f) Costs for data collection.
2. With input from DHCD and based on related research efforts, develop and design an annual survey to be completed by owners/landlords and a methodology for data collection.
3. Apply the use of the rental survey data to inform the strategies in the County's Comprehensive Housing Strategy ("CHS") - *Housing Opportunities for All* ("HOFA").
4. Data to be collected should include but not be limited to:
 - a) Rents;
 - b) Annual rental increase by dollar or percentage
 - c) Mix of numbers of bedrooms / bathrooms;

**Prince George's County Department of Housing and Community Development
Request for Proposals: Rental Housing Survey Services**

- d) Square footage;
 - e) In-unit amenities and property amenities available to all residents;
 - f) Availability of parking;
 - g) Utility information (gas, electric, etc.); and
 - h) Supplemental costs if charged (water, sewer, trash, etc.).
5. Recommend any supplemental or alternate actions not already considered or included in the scope of activities that will allow the County to acquire the survey data in the least human capital intensive and most cost-efficient manner possible.
 6. Conduct a beta-test of the annual survey within the Prince George's County Purple Line Corridor.

D. Technical Infrastructure

Research and recommend software platforms to be utilized for survey data collection, analysis, and report generation, including:

1. An overview of software costs and licensing fees; and
2. Provide a table of the software support services and staff training necessary to implement and operate survey software.

E. Timetable

1. Provide a projected timetable for all tasks and actions.
2. Provide a projected timetable for all recommended efforts and actions.
3. Provide a projected project lifecycle.

VI. PROPOSAL EVALUATION CRITERIA

DHCD will follow a Qualifications Based Selection (QBS) process for selecting the preferred Consultant(s). The Consultant or consortia of consultants will be asked to demonstrate expertise and experience in all skill areas that may be appropriate to the work required in the Scope of Services. All RFPs received will be reviewed and evaluated by the selection committee that may be comprised of representatives of DHCD, Kaiser Foundation, and/or other stakeholders. A minimum of one and up to three prospective consultants may be selected and requested to participate in an interview and presentation to the selection committee.

The proposals and consultants will be evaluated based on the following criteria:

- Corporate experience and capacity;
- Understanding of work to be performed;
- Project organization and staff commitment;
- Professional expertise of team;
- Prior experience relative to project;
- Completeness, feasibility and quality of scope of services and project schedule; and
- Clarity and conciseness of presentation.

The selected consultant will be notified of their selection within 14 days from the culmination of the interview process and contract negotiations will commence immediately upon notification. A 15-day fee negotiation period will be provided, allowing the selected consultant and DHCD to finalize the contract fees, scope of services and agreement. The selection committee will develop an independent estimate for the defined scope of work prior to receipt or review of the most highly qualified consultant's cost proposal. The independent estimate shall serve as the basis for negotiations of the fee for services. At the end of the 15-day negotiation period, the contract will be awarded. If a negotiated fee cannot be mutually agreed

**Prince George's County Department of Housing and Community Development
Request for Proposals: Rental Housing Survey Services**

upon by both parties, DHCD will terminate negotiations and begin negotiating with the second ranked firm.

The firm awarded the contract as a result of being pre-qualified under this RFP, must meet all Municipal, State and Federal affirmative action and equal employment opportunity practices.

Interview

DHCD will form a selection committee to evaluate each proposal submitted in response to this RFP. The evaluation will be in accordance with the evaluation criteria set forth in the RFP. DHCD reserves the right to decide whether to interview any or all of the Consultants. The panel may conduct interviews for many reasons, including to further assess a Consultant's ability to perform the Work or provide specific services, or to seek information related to any other evaluation criteria. The lead Consultant(s) as well as all other key personnel proposed to perform the work, must be available to participate in the interview.

VII. REFERENCES

The Developer must submit a list of at least three (3) professional references that include:

- The organization's name, point of contact, and the point of contact's professional title;
- Point of contacts' phone numbers and e-mail addresses; and
- A description of the services provided or business relationship.

VIII. BASIS FOR CONTRACT AWARD

One Contract will be awarded to the highest technically rated Proposer(s) whose Proposal(s) is/are determined to be responsive and in the best interests of DHCD, subject to a determination that the Cost Proposal is fair, reasonable, and provides the best value to DHCD given the requirements of the project.

IX. RFP INFORMATION AT A GLANCE

DHCD Director	Estella Alexander, Director Phone: 301-883-5531 Email: ealexander@co.pg.md.us
DHCD Contact Person	Pamela Wilson, Housing Development Program Manager Phone: 301-883-5551 Email: pawilson@co.pg.md.us
RFP Availability	The RFP will be posted on the DHCD website and in papers of general circulation and is available at: https://www.princegeorgescountymd.gov/1061/Public-Notices
Responses to RFP	An electronic response must be submitted to pawilson@co.pg.md.us , and a digital copy on a USB flash drive submitted to: Prince George's County Department of Housing and Community Development Attention: Pamela Wilson, Housing Development Program Manager 9200 Basil Court, Suite 306 Largo, MD 20774

**Prince George's County Department of Housing and Community Development
Request for Proposals: Rental Housing Survey Services**

Questions and Answers Deadline	DHCD will accept questions until 3:00 PM, Monday December 21, 2020 . Questions should be submitted via email to: Pamela Wilson, Housing Development Program Manager: pawilson@co.pg.md.us
Submittal Deadline	Monday, December 28, 2020 at 5:00PM Responses to this RFP will not be accepted after the submittal deadline.

X. OTHER SUBMISSION ISSUES

A. Incurred Costs

This RFP does not commit the DHCD or any of its partners to award a contract or to pay any costs incurred in the preparation of a response to this request. Neither the DHCD nor its partners will be liable in any way for any costs incurred by respondents in replying to this RFP.

B. Insurance

Prior to the assignment of the RFP but not prior to submission of the proposal, the successful consultant(s) will be required to provide:

1. Original Certificate evidencing General Liability Coverage naming DHCD as an additional insured, together with the appropriate endorsements to the said policy reflecting the addition of DHCD as an additional insured under said policy. The policy shall provide for a minimum of \$1,000,000 each occurrence, general aggregate minimum of \$1,000,000 and a deductible no greater than \$1,000;
2. An original Certificate showing the firms or individual's automobile insurance in a combined single limit of \$1,000,000. For every vehicle utilized during the term of the contract, when not owned by the entity, each vehicle must have evidence of automobile insurance coverage with limits of no less than \$50,000/ \$100,000 and medical pay of \$5,000;
3. An original Certificate from the entity's workers Compensation Insurance carrier;(if applicable);
and
4. A Certificate of Good Standing.

C. Personnel

The Contractor shall provide the full professional scope of services identified in this Request for Proposals. The proposal must identify the person or persons who will be responsible for conducting the work as listed in this scope of services, and include a copy of each person's resume, experiences with municipal/government clients and listing of references.

D. Contract Period

It is expected that the agreement and work covered by this RFP and Scope of Services shall extend for approximately nine months from the date of execution of an agreement between DHCD and the consultant(s). No delivery of services shall start without a written contract executed by DHCD.

E. Contract/ Agreement

The successful bidder shall enter into a contract with DHCD and agree to abide by all County contractual requirements. By signing the agreement with DHCD, the Consultant(s) agrees to perform work as specified in the Scope of Services and accepts the terms and conditions set forth in the contract.

F. Acceptance or Rejection by DHCD

DHCD reserves the right to accept or reject any or all responses submitted for consideration, to waive any informalities and/or technicalities, or to negotiate separately in any manner necessary to serve the best interests of Prince George's County. Respondents whose responses are not accepted shall be notified in writing.

G. Amending or Canceling RFP

DHCD reserves the right to amend or cancel this RFP, prior to the due date and time, if it is deemed to be in its best interest to do so. DHCD reserves the right not to award a contract pursuant to this RFP; DHCD reserves the right to terminate a contract awarded pursuant to this RFP, at any time for its convenience upon ten (10) days written notice to the successful Consultant (s).

H. Affirmative Action

DHCD is an equal opportunity employer and requires an affirmative action policy from all consultants as a condition of doing business with DHCD. By responding to this RFP, all consultant(s) agree to this condition of doing business with the DHCD.

I. Submission Protocol

It shall be the responsibility of each proposer to be aware of and to abide by all dates, times, conditions, requirements and specifications set forth within all applicable documents issued by DHCD, and any addenda and required attachments submitted. By virtue of completing, signing and submitting the completed documents, the proposer is stating his/her agreement to comply with all conditions and requirements set forth within these documents.

The proposal package exterior must include the Consultant name and return address and must be clearly labeled "**RFP for Rental Housing Survey Development Services**".

Proposals submitted after the published deadline will not be accepted.

XI. CONTACT WITH DHCD AND ADDENDUMS

All communication and correspondence must be addressed to Ms. Pamela Wilson, Housing Development Program Manager, at pawilson@co.pg.md.us. All Addendums will be posted on the website at <https://www.princegeorgescountymd.gov/1061/Public-Notices>. Once the proposal is submitted, the Consultant(s) must not make inquiries or attempt to communicate with any other DHCD staff or official pertaining to the RFP. Failure to abide by this requirement may cause DHCD to not consider a Consultant's proposal.

ATTACHMENT A: PROFILE OF FIRM FORM

1. Name of Consulting Entity: _____
2. Street Address: _____
3. City, State, Zip: _____
4. Telephone: _____ Fax: _____
Email: _____
5. Federal Tax ID Number: _____
6. Prince George's County Based Business – Yes or No: _____
7. Identify Ownership (if applicable) and/or Executive Management

NAME	TITLE	% OF OWNERSHIP

Resumes and/or executive summaries of experience and credentials must be included with Tab 3

8. Identify the individual(s) that will serve as the primary point of contact, or any other supervisory or key personnel. Please submit their resume(s) or summaries of experience and credentials under Tab 3, if different from previously listed individuals.

NAME	TITLE

9. Professional Liability Insurance Carrier and Policy Number: _____

Prince George's County Department of Housing and Community Development
Request for Proposals: Rental Housing Survey Services

10. Developer Diversity Statement: If a for-profit entity, please circle all the following that apply to the ownership of this firm. Note: Resident (RBE), Minority (MBE), or Women-Owned (WBE) Business Enterprise qualifies by virtue of 51% or more of ownership and active management by one or more of the following:

Caucasian American

African American

Native American

Hispanic American

Asian/Pacific American

Asian/Indian American

Woman-Owned

Prince George's County Resident-Owned

Other (Specify): _____

MBE/WBE/RBE Certification Number (if applicable): _____

NOTE: CERTIFICATION NUMBER IS NOT NEEDED TO SUBMIT A QUALIFICATION STATEMENT – ENTER IF AVAILABLE

11. Debarred Statement: Has this firm, or any of its principal(s) or executive leadership ever been debarred from providing any services by the Federal Government, the State of Maryland, or any Local Government Agency within the State of Maryland?

Yes or No? _____

If yes, please attach a detailed explanation on following pages, including dates, circumstances, and current status.

12. Disclosure Statement: Does this firm or any principals of this firm have any current or past, personal or professional relationship with any employee, or elected official of the Prince George's County Government?

Yes or No? _____

If yes, name of such employee or elected official: _____

If yes, please attach a detailed explanation on following pages, including dates, circumstances, and current status.

13. Verification Statement: The undersigned Developer hereby states that by completing and submitting this form, they are verifying that all information provided herein is, to the best of their knowledge, true and accurate, and that if DHCD discovers that any information entered herein is false, that shall entitle the DHCD to not make award or to cancel any award with the undersigned party, and invalidate their eligibility for consideration as Consultant to the agency.

Signature

Date

Printed Name

Company Name