

City of Madison

Community Development Division

Suite 300, 215 Martin Luther King, Jr. Blvd.

Madison, WI 53703-3348



REQUEST FOR PROPOSALS

RFP #2022- 11073

Community Plan to Prevent and End Homelessness Consultant

Release Date: Monday, August 15, 2022

Due Date: 12:00 p.m., NOON
Thursday, September 15, 2022

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RFP SUMMARY

RFP NUMBER	RFP # 2022- 11073
RFP TITLE	Seeking Community Plan to Prevent and End Homelessness Consultant
DEADLINE FOR BID SUBMISSIONS	12:00 P.M. (NOON) CST, Friday September 15, 2022 Late or incomplete applications will not be considered. Applications are accepted when they are received, not when they are sent. Please do not wait until the deadline to submit application. No grace period will be granted.
SCOPE	The City of Madison is accepting proposals to update the Community Plan to Prevent and End Homelessness . The current Plan was developed in 2016. The community seeks a plan that reflects the present homeless situation and identifies appropriate goals and priorities along with mechanisms for their implementation and accountability.
FUNDS AVAILABLE:	\$150,000
APPLICATION FORM AND GUIDELINES	Available at: Community Development Division Funding Opportunities Website
E-MAIL PROPOSAL TO:	CDDapplications@cityofmadison.com All proposals must be submitted electronically via email in the Word Application documents provided. Please submit <u>one</u> combined PDF of the application materials, if possible. Please put Community Plan in the email subject line.
DIRECT ALL INQUIRIES IN WRITING TO:	cddapplications@cityofmadison.com

**RFP
CALENDAR**

These dates represent the City's desired timeline for providing a commitment of funds to selected agencies. Any revision of the due date for submission of proposals will be made by addendum. All other dates are for planning purposes and may be adjusted without notice, as needs and circumstances dictate.

Date	RFP Activity
August 15, 2022	RFP Released
August 22, 2022	Written Inquires on RFP Due to City of Madison
August 25, 2022	Responses posted on CDD Website
September 15, 2022	DEADLINE FOR SUBMISSION OF PROPOSALS
October 21, 2022	Homeless Services Consortium Board Review
November 3, 2022	CDBG Committee Recommendations
November 7, 2022	City-County Homeless Issues Committee Recommendations
November 28, 2022	Finance Committee Recommendations
December 6, 2022	Common Council Approval
January 2023	Anticipated contract start date

SECTION 1: PURPOSE

Dane County has a population of 561,504 people; within that population 4,006 people were served through emergency shelter services, transitional housing, rapid rehousing and permanent supportive housing in Fiscal Year 2021. The Continuum of Care (CoC) is known locally as the Homeless Services Consortium (HSC). The HSC is a collaboration of nonprofit agencies, grassroots organizations, faith based organizations, government agencies and people with lived experience that participate in membership meetings, and serve on committees and a Board of Directors. Through partnerships with HUD, Dane County and the City of Madison, the HSC focuses on making homelessness rare, brief and a one-time experience.

The HSC Board of Directors is responsible to operate the CoC, designate and operate a Homeless Management Information System (HMIS) and engage in CoC Planning. The HSC Board strives to prevent and end homelessness by advancing Housing as a Human Right. They provide leadership, advocacy, planning and management of program funding in order to promote accessible and equitable housing and homeless services.

The City of Madison is accepting proposals to update the [Community Plan to Prevent and End Homelessness](#). The current Plan was developed in 2016. The community seeks a plan that reflects the present homeless situation and includes goals and priorities along with mechanisms for their implementation and accountability.

The purpose of the community plan is to unify our community around common strategies to prevent and end homelessness and, through them, to improve the CoC's system performance. The CoC's System Performance metrics for FY21 include:

- Average length of homelessness: 273 days
- Exits to permanent destinations: 35%
- Returns to homelessness: 9%

The development of a community plan must center the voices of people with lived experience of homelessness, race & equity, and the use of local data (quantitative & qualitative). The community's current plan makes no mention of race and equity. The consultant selected through this RFP must possess the skills necessary to facilitate discussions around issues of race and equity.

Minimally, a consultant will do the following:

- Become familiar with the [State of Wisconsin's Plan to End Homelessness](#)
- Engage community stakeholders in discussions that center on available local data generated through:
 - Point in Time Surveys

- HUD System Performance Measures
- Housing Inventory Chart
- Non-HMIS data
- Local Gaps Analysis
- Any Other Relevant Sources
- Facilitate community discussions that, drawing on the evaluation of local data, focus on developing strategies to improve homeless services outcomes (may include strategies to address doubled-up homelessness)
- Create a housing needs projection and cost forecasting for each housing program type (i.e Permanent Supportive Housing, Rapid Re-Housing, etc)
- Provide detailed notes from all community discussions
- Ensure meaningful input in community discussions by people with lived experience
- Provide both in-person and virtual meeting sessions, as needed, to gain public participation
- Produce a well-organized, visually appealing, document that:
 - Is clear and comprehensible, including to those outside the homeless services network
 - Presents a prioritized list of specific and measurable short- and long-term goals and strategies to improve homeless service outcomes that reflect principles of racial equity and inclusion
 - Discusses the cost implications for any new or expanded projects or activities
 - Includes a plan for accountability (responsible parties, recommended timeline, etc.)
 - Incorporates voices of people with lived experience

It is estimated that the earliest this work will begin is January 1, 2023 with an expected completion date by December 1, 2023.

SECTION 2: PROPOSAL SUBMISSION REQUIREMENTS

Applications are due September 15, 2022. Applications not received by Noon (12:00 p.m.) on September 15 will not be considered. Incomplete applications will not be considered. Please do not wait until the deadline to submit application. No grace period will be granted.

Applicants must utilize the application template provided at [Community Development Division Funding Opportunities](#). The responses should be complete and comprehensive but succinct.

Proposals must be submitted to cddapplications@cityofmadison.com via email.

SECTION 3: GENERAL RFP ADMINISTRATIVE INFORMATION

1. Point of Contact

The RFP contact identified below is the sole point of contact regarding the RFP from the date of release of the RFP until selection of the successful proposer(s).

Linette Rhodes
City of Madison Community Development Division
Phone: 608-266-6520
Email: cddapplications@cityofmadison.com

Except as otherwise specified, all communications relating to this RFP must be directed to the designated RFP contact. All bidders, proposers, protestors, or individuals acting on their behalf are hereby prohibited from attempting to persuade or influence any City agents, employees or any member of the review team, for or against a specific cause related to a pending solicitation, unless otherwise directed by the RFP contact.

2. Inquiries and Clarification of Specifications

Proposers shall carefully examine the RFP and contract documents, correlate their observations with the RFP specifications and exercise their own judgment as to the nature and scope of the work required. If applicable, visit the Division's website, [CDD Funding Opportunities](#). Consider federal, state and local laws and regulations that may affect cost, progress, performance or furnishing of the work.

Proposers shall immediately notify the RFP contact about any questions, exceptions, clarification of any ambiguity, error, conflict, discrepancy omission or other deficiency or additions they have concerning the RFP document. Failure to do so will be at proposer's own risk.

This RFP will serve as the basis for or will become part of the resulting agreement. No plea of ignorance of conditions or difficulties that exist or may hereafter arise in the execution of the work under this contract as a result of failure to make necessary examinations and investigations, shall be accepted as an excuse for any failure or omission on the part of the bidder to fulfill the requirements of the contract.

3. Contracting Agency

The contract resulting from this RFP will be administered by Community Development Division, City of Madison.

4. Addenda / Official Communication

During the solicitation process for this RFP, all official communication between the City and proposers will be made via the [Community Development Division Funding Opportunities Website](#). The City will post such notices, which will include, but not be limited to, schedule changes, addenda for any modifications to administrative or performance requirements, clarifications to requirements and the announcement of the apparent winning proposer(s). It shall be the responsibility of the proposers to regularly monitor this website for any such postings. Failure to retrieve such addenda and include their appropriate provisions in your response, may result in your proposal being disqualified.

5. Oral Presentations / Site Visits / Pre-Application or Pre-Award Meetings

Proposers may be required to attend pre-application and/or pre-award meetings, make oral presentations, or make the site and/or properties available for a site visit as part of this request for proposal process, upon request. Such presentations, meetings, or site visits will be at the proposer's expense.

6. Acceptance / Rejection of Proposals

1. The City reserves the right to accept or reject any or all proposals submitted, in whole or in part, and to waive any informalities or technicalities, which at the City's discretion is determined to be in the best interests of the City. Further, the City makes no representations that a contract will be awarded to any proposer responding to this request. The City expressly reserves the right to reject any and all proposals responding to this invitation without indicating any reasons for such rejection(s).
2. The City reserves the right to postpone due dates and openings for its own convenience and to withdraw this solicitation at any time without prior notice.

7. Incurring Costs

This request for proposals does not commit the City to award a contract, pay any costs incurred in preparation of proposals, or to procure or contract for services or equipment.

8. Proposer Qualifications

The City of Madison may make such investigations as it deems necessary to determine the ability of the proposer to perform the work, and the proposer shall furnish to the City all such information and data for this purpose, as the City may request. The City reserves the right to reject any proposal if the evidence submitted by, or investigated of, such proposer fails to satisfy the City that the proposer understands the full scope of work and is properly qualified to carry out the obligations of the contract and to complete the work contemplated herein.

9. Proposal Content

The evaluation and selection of a Contractor and the contract will be based on the information submitted in the vendor's proposal plus any additional information required. Additional information may include references, on-site visits, or oral presentations. Failure to respond to each of the requirements in the RFP may be the basis for rejecting a response.

Elaborate proposals (e.g. expensive artwork, news stories, or letters of support) beyond information required to present a complete and effective proposal, are not necessary or desired. Information provided by the applicant in addition to the required proposal may not be considered in the evaluation of the proposal.

10. Withdrawal or Revision of Proposals

1. A proposer may, without prejudice, withdraw a proposal submitted at any point in the process by requesting such withdrawal in writing (email is sufficient) to the RFP contact.
2. Proposals may not be modified or altered after the deadline without consent from the City of Madison.

11. Designation of Proprietary Information

Proposers are hereby notified that all information submitted in response to this RFP may be accessible to the public through the Community Development Division website and/or made available for public inspection according to public records laws of the State of Wisconsin or other applicable public record laws. Therefore, proposers are encouraged to refrain from submitting information that cannot be open for public inspection. However, if proposers must include information deemed confidential and proprietary by the proposer, proposer must comply with these instructions:

1. All restrictions on the use or inspection of data contained within a proposal shall be requested prior to submission of the proposal itself. Written requests for confidentiality shall be submitted to the RFP contact by the proposer prior to the proposal submission date.
2. Requests shall use the following process:

SECTION 1 – Email or phone the RFP contact to discuss your concern.

SECTION 2 – Any information to be considered confidential or proprietary must clearly be stated on the attached "Designation of Confidential and Proprietary Information" form (RFP Attachment A).

SECTION 3 – Separate any information to be considered confidential or proprietary from the rest of the proposal. Co-mingling of confidential/proprietary and other information is not acceptable.

SECTION 4 – Note that applicants may be asked to submit a written request for information to be considered confidential or proprietary. Provide specific information related to the claim for confidential and proprietary information including RFP section, page number, topic and specific concern that supports claim.

3. Funding allocation requests always become public information through the selection committee process. Information usually cannot be kept confidential unless it involves a trade secret as defined in §134.90(1)(c), Wis. Stats. Any information that will be included in any resulting contract cannot be considered confidential. A proposal, in its entirety, will not be considered confidential and/or proprietary.
4. Proprietary information submitted in a proposal, or in response to the RFP, will be handled in accordance with the applicable Wisconsin State Statute(s). However, the City cannot ensure that the information will not be subject to release if a request is made under applicable public records laws. The City will not provide advance notice to a proposer prior to release of any requested record.
5. A Selected Applicant agrees to hold the City harmless for any damages arising out of the release of any material unless they are specifically identified. In the event the designation of confidentiality of this information is challenged, the Selected Applicant also agrees to provide legal counsel or other necessary assistance to defend the designation of confidentiality and, further, agrees to hold the City harmless from any penalties, costs, damages and fees, including attorney's fees, awarded to the requestor and ordered to be paid by the City, in any such legal action.

To the extent permitted by law, it is the intention of the City to withhold the contents of the proposal from public view until such times as competitive or bargaining reasons no longer require non-disclosure, in the opinion of the City. At that time, all proposals will be available for review in accordance with the Wisconsin Open Records Law.

12. Sample Loan Agreement and Purchase of Service Contracts

Proposers are responsible for reviewing this information on the [CDD Funding Process website](#) prior to submission of their bid. The Sample Purchase of Service contract shall serve as the basis of the contract resulting from this RFP, subject to revision at the City's discretion, following the proposer's demonstration that it has met the contingencies outlined in the authorizing resolution. By submitting a proposal, proposers affirm their willingness to enter into a contract containing these terms.

13. Proposal Evaluation and Award

1. PRELIMINARY EVALUATION

Submitted proposals will be reviewed for completeness and compliance with RFP guidelines. All incomplete RFP submissions may be determined nonresponsive and removed from further consideration. To be considered complete, RFPs shall include all required submittals and shall be signed and dated. In the event that no submissions meet all of the RFP requirements, the City of Madison reserves the right to continue the evaluation of the proposals that most closely meet the requirements.

2. PROPOSAL EVALUATIONS, INTERVIEWS AND/OR SITE VISITS

The City's designated RFP Selection Committee, also referred to as the staff team, will make the final selection and recommendation following the evaluation of the proposals,

which may include presentations, site visits and interviews, if deemed necessary, with some or all of the proposers. However, the City may make preliminary selection(s) based on the original proposals only, without negotiation, interviews and/or site visits with any proposers. If presentations, interviews and/or site visits are conducted, the Selection Committee may choose to assign additional points for these processes or re-evaluate, re-rate and/or re-rank the finalists' proposals based upon the written documents submitted and any clarifications offered in the interviews.

Final decisions regarding projects to be awarded funds, and the amount of funding awarded, lie with the Madison Common Council, with input from the City's CDBG Committee and Homeless Services Consortium Board of Directors.

3. BEST AND FINAL OFFER

The designated Selection Committee may request best and final offers from one or more proposers determined to be reasonably susceptible to being selected for award for the purpose of clarification to assure full understanding of, and responsiveness to, the solicitation requirements. Proposers shall be accorded fair and equal treatment with respect to any opportunity for discussion and revision of proposals, and such revisions may be permitted after submissions and prior to award for the purpose of obtaining best and final offers. If best and final offers are requested, they will be evaluated against the stated criteria, scored and ranked. The City reserves the right to negotiate the terms of the contract, including the award amount, with the selected proposer(s) prior to entering into a contract. If contract negotiations cannot be concluded successfully with the selected proposer(s), the City may negotiate a contract with the next highest scoring proposer.

4. CLARIFICATION OF PROPOSALS

During the evaluation of proposals, the City reserves the right to contact any or all proposers to request additional information for purposes of clarification of RFP responses, reject proposals that contain errors, or at its sole discretion, waive disqualifying errors or gain clarification of errors or information.

5. PRICE AND/OR COST ANALYSIS

The City reserves the right to conduct a price and/or cost analysis to determine if the price is fair and reasonable. If only one responsive proposal is received, a detailed price and/or cost analysis may be requested of the single proposer. Proposers shall cooperate as needed with the City's efforts to perform said analyses.

6. NEGOTIATION

The City reserves the right to negotiate final fees and scope of services with the selected Applicant.

7. PROCESS

At any phase, the City reserves the right to terminate, suspend, or modify this selection process; reject any or all submittals; and waive any informalities, irregularities or omissions in submittals, all as deemed in the best interests of the City.

8. COMMUNICATION WITH SELECTION COMMITTEE

Proposers may not contact members of the Selection Committee at any time during the evaluation process, except at the City of Madison CDD's request, or as instructed in Section 3.1 above.

9. RIGHT TO REJECT PROPOSALS AND NEGOTIATE CONTRACT TERMS

The City reserves the right to reject any and all proposals and to negotiate the terms of the contract, including the award amount, with the selected proposer(s) prior to entering into a contract. If contract negotiations cannot be concluded successfully with the selected proposer(s), the City may negotiate a contract with the next preferred proposer.

ATTACHMENT A

DESIGNATION OF CONFIDENTIAL AND PROPRIETARY INFORMATION

Proposers are hereby notified that all information submitted in response to this RFP may be made available for public inspection according to public records laws of the State of Wisconsin or other applicable public record laws. Therefore, proposers are encouraged to refrain from submitting information that cannot be open for public inspection. However, if proposers must include information deemed confidential and proprietary by the proposer, proposer must comply with these instructions:

- Requests for confidentiality must be submitted prior to the proposal submission date to the City of Madison Purchasing Office.
• Requests for confidentiality must use this designated form. Failure to include this form in the bid/proposal response may mean that all information provided as part of the bid/proposal response will be open to examination and copying. The City considers other markings of confidential in the bid/proposal document to be insufficient.
• Any information to be considered confidential or proprietary must be separated and packaged from the rest of the proposal. Co-mingling of confidential/proprietary and other information is not acceptable.

Prices always become public information when bids/proposals are opened or when negotiations have been completed and the contract has been awarded. Other information usually cannot be kept confidential unless it involves a trade secret as defined in §.134.90(1)(c), Wis. Stats. Any information that will be included in any resulting contract cannot be considered confidential. A proposal, in its entirety, will not be considered confidential and/or proprietary.

Other information cannot be kept confidential unless it is a trade secret. Trade secret is defined in §. 134.90(1)(c), Wis. Stats. as follows: "Trade secret" means information, including a formula, pattern, compilation, program, device, method, technique or process to which all of the following apply:

1. The information derives independent economic value, actual or potential, from not being generally known to, and not being readily ascertainable by proper means by, other persons who can obtain economic value from its disclosure or use.
2. The information is the subject of efforts to maintain its secrecy that are reasonable under the circumstances.

In the event the designation of confidentiality of this information is challenged, the undersigned hereby agrees to provide legal counsel or other necessary assistance to defend the designation of confidentiality and agrees to hold the City of Madison harmless for any costs or damages arising out of the City's agreeing to withhold the materials.

The attached material submitted in response to Bid/Proposal # _____ includes proprietary and confidential information which qualifies as a trade secret, as provided in §s.19.36(5), Wis. Stats., or is otherwise material that can be kept confidential under the Wisconsin Open Records Law. As such, we ask that certain pages, as indicated below, of this bid/proposal response be treated as confidential material and not be released:

Table with 4 columns: Section, Page No., Topic, Specific law that supports confidentiality of information. The table is currently empty.

Company Name _____

Enter Name: _____

By entering your initials in the box, [] You are electronically signing your name and agreeing to the terms above.

Date: _____

Attachment B
Scoring Tool
Community Plan to Prevent and End Homelessness Consultant

Agency _____ Reviewer: _____

Application Response	Scoring Criteria for Max Points	Score/Max points	Notes/Comments
Agency Experience & Capacity			
Provide a brief overview of your agency. Include a brief background of all personnel who will be assigned to this project including their education and previous experience on projects of a similar size and scope.	Applicant demonstrates relevant experience that will contribute to the project's success.	____/5 pts	
Describe your planning experience in housing and homelessness, including: <ul style="list-style-type: none"> The processes you have found to be effective Your approach/philosophy of planning One or two detailed examples of how this process has worked at the local level. 	Processes and approach are equitable, inclusive of all stakeholders, effective, and align with our community values.	____/10 pts	
Provide a list of community plans or related work your agency completed in other communities. Specify the name of the community, date of completion, and budget allowed for your agency's work. Attach one to two examples of community plans, preferably plans that were developed with a similar budget as this RFP allows, approximately \$150,000. Please include references for those plans with contact information.	Provided plans: <ul style="list-style-type: none"> Include a prioritized list of short and long-term goals and strategies Include cost implication analysis for any new projects proposed and prioritized Include a plan for accountability (responsible parties, recommended timeline, etc.) Are understandable to someone outside of homeless services Incorporate voices of people with lived experience Focus on race and equity 	____/10 pts	
Describe how you will engage stakeholders in a discussion on local data. Which data sources will be used?	Proposed approach of analyzing and communicating data will help identify needs and prioritize solutions.	____/5 pts	
Organizational Fiscal Planning and Management			
Provide a timeline that includes a description of monthly activities, number of hours for each activity, suggested meeting schedule and format, and responsible parties.	Applicant demonstrates well thought out implementation plan. Implementation timeline is concrete and reasonable, which ensures that the project will meet the proposed project outcomes.	____/5 pts	
Provide a proposed budget for this project. If applicable, provide various options	Budget is reasonable, appropriate to the scope of project and efficient.	____/5 pts	
Commitment to Promoting Racial Equity			

Describe your agency's commitment to equity and inclusion. What specific strategies or practices are followed to ensure that these principles are integrated into your organization, and its work?	Applicant demonstrates a commitment to racial equity and demonstrates tangible strategies to integrate principles of equity into policies and other organizational work.	___/10 pts	
We are looking for a consultant who can provide guidance on best practices around racial equity and its incorporation into the planning process and the plan itself. Please describe how your agency will center the community in racial equity.	Proposed approach and strategies are likely to result in concrete steps our community can take to advance racial equity.	___/10 pts	
Describe the proposed process for engaging the community in discussions on advancing equity. How will your agency engage all stakeholders in this conversation (providers, funders, people with lived experience, etc.)?	Proposed process centers the voices of people with lives experience and effectively incorporates feedback from various community stakeholders.	___/10 pts	
Project Specific Policies and Strategies			
Describe how your agency will conduct focus groups with our stakeholders and people with lived experience?	Proposal for community engagement includes effective outreach strategies to engage stakeholders. Meeting structure is welcoming, inclusive, and likely to result in tangible outcomes.	___/ 10 pts	
With so many needs in the community, describe the process your agency uses to prioritize strategies.	Proposed process is well-thought out, developed in an equitable manner, and includes flexibility to pivot in order to garner community support for prioritization.	___/ 10 pts	
Describe how your agency will lead the community in a discussion to address the needs of double-up homelessness.	Proposed process explores the current resources, gaps in services, limitations in funding to serve this population and results in creative solutions.	___/ 10 pts	
TOTAL POINTS		___/100 pts	