

REQUEST FOR PROPOSALS (RFP)

Community Outreach and Engagement **2023 HOF Annual Allocation Plan Community Feedback Survey**

RFP Issue Date: June 14, 2022

Application Due Date: Monday, June 27, 2022 at 2:00 p.m. ET

SUMMARY INFORMATION

The Urban Redevelopment Authority of Pittsburgh's (URA) Housing Opportunity Fund (HOF) requests proposals from a pre-approved slate of firms to provide community outreach and engagement services for the 2023 HOF Annual Allocation Plan Community Feedback Survey.

Submission Requirements:

Due Date: Monday, June 27, 2022 at 2:00 p.m. ET

Delivery: All submissions are to be submitted to HOF@ura.org

BACKGROUND

The URA is the City of Pittsburgh's (City) economic development agency, committed to creating jobs, expanding the City's tax base, and improving the vitality of businesses and neighborhoods. Incorporated in 1946 as one of the first redevelopment authorities in the United States, the URA achieves this mission by assembling, preparing and conveying sites for major mixed-use developments; and by providing a portfolio of programs that include financing for business location, relocation and expansion, housing construction and rehabilitation, and home purchases and improvements. The URA is committed to equitable development and incorporates best practices for equity and inclusion into its internal and external policies and activities.

The HOF is a housing trust fund that has been established in the City to support the development and preservation of affordable and accessible housing within the City's boundaries. The HOF has allocated funding for seven (7) programs to carry out this mission in 2022: The Homeowner Assistance Program for owner-occupied home repairs; the Down Payment and Closing Cost Assistance Program for first-time homebuyers; the Housing Stabilization Program for at-risk renters and homeowners; the For-Sale Development Program for the creation or preservation of affordable for-sale housing; the Rental Gap Program to fund the creation/preservation of affordable rental housing; the Small Landlord Fund to provide financing to landlords making repairs to 10 units or less; and the Legal Assistance Program for helping tenants and homeowners with legal housing issues.

Funds appropriated to the HOF are to be invested in accordance with an Annual Allocation Plan (AAP) created by the Advisory Board and approved by City Council and the Governing Board. Per HOF legislation, the public will have the opportunity to submit feedback regarding the next year's AAP prior to final approval by City Council.

More information regarding the HOF can be found at www.ura.org/pages/HOF.

SCOPE OF SERVICES

The selected applicant(s) will be asked to enter into a contract with the URA to work directly with URA staff to provide community outreach and engagement services as well as host virtual community meetings as it pertains to the 2023 Annual Allocation Plan Public Feedback Survey. URA staff will provide the survey and materials that will be shared with the public. The applicant(s) will be contracted for a six-week period not to exceed \$5,000.

At minimum, applicants must be able to perform the following:

- Host a minimum of three (3) community meetings in a six (6) week timeframe with a goal of at least a minimum of 20 people in attendance each, or a goal of at least 60 people total in attendance for all virtual or in-person meetings.
- Goal to collect at least 75 unique responses to the 2023 HOF AAP survey (either online or over the phone)
- Advertise the survey via your organizations marketing channels (social media, mail, flyers, etc.)
- Collaborate with URA staff and other parties to ensure diverse distribution of the survey

QUALIFICATIONS:

The selected applicant(s) must:

- Have a minimum of 3-5 years of performing community outreach and engagement in the City
- Demonstrate significant experience working with the grassroots advocacy and nonprofit organizations within the City
- Demonstrate a track record of working with and for underrepresented and minority communities throughout the City
- Be available to perform assignments within the time frame required in the agreement

Additional consideration will be given to organization that are able to provide the following:

- Translation Services
- Conduct surveys over the phone and send results to URA staff
- Geographic diversity and ability to engage low-income individuals
- New and innovative ways of connecting with constituents

SUBMISSION REQUIREMENTS

Applicants must submit the accompanying RFP Application. The Application includes the following sections:

1. Organization Information
2. Organization Qualifications
3. Minority and Woman-Owned Business Enterprise (MWBE) Narrative
4. Marketing and Outreach Methods
5. Proposed Budget and Cost Breakdown

INQUIRIES

All inquiries related to this RFP are to be directly emailed to HOF@ura.org.

SUBMISSION DEADLINE:

The submission deadline for this RFP is Monday, June 27, 2022 at 2:00 p.m. ET.

The applicant should submit one (1) electronic copy of the application delivered in PDF format via email. All submissions are to be submitted to HOF@ura.org.

REVIEW OF QUALIFICATIONS

- The qualifications review committee (Committee) will consist of the members of the URA's HOF, Communications, Performance and Compliance and Legal Departments.
- The Committee will check responses against mandatory criteria. Responses not meeting all mandatory criteria will not be considered for review.
- Formal interviews of applicants may be scheduled at the discretion of the Committee.
- During the evaluation process, the URA reserves the right to request additional information or clarifications from the applicants, or to allow corrections of errors or omissions.

- The Committee shall recommend to the Advisory Board and/or the URA Board of Directors a list of applicants based upon firms' responses to this RFP.

RFP Submission Deadline	Monday, June 27, 2022 at 2:00 p.m. ET
RFP Evaluation Period	June 28, 2022 – July 1, 2022

SELECTION CRITERIA

- Experience – The applicant's experience in providing services similar to those within the Scope of Services described herein; the quality of the applicant's management, reputation and references; the applicant should have at least 3-5 years of experience providing the services specified in its response to organizations like the URA.
- Depth and Breadth of Outreach – The applicant's ability to reach a variety of populations throughout the City that would benefit from enhanced engagement as it relates to HOF's activities and events.
- Quality of Submission – The quality of the submission and the degree to which it demonstrates the team members' full understanding of their ability to perform the services to be rendered; the content of the response should demonstrate the applicant's full understanding of the Objectives, along with sample materials.
- MWBE Participation – The applicant's MWBE narrative should indicate whether the applicant is an MWBE and also include an overview of the applicant's strategy toward MWBE participation, in general.

MANDATORY ELEMENTS

- The applicant, including any and all team members, must have no conflict of interest with regard to any other work performed by the applicant for the URA or related entity.
- The applicant must adhere to the instructions contained in this RFP in preparing the submitted proposal.
- The URA requires that all applicants demonstrate a good faith effort to obtain MWBE participation in work performed in connection with URA initiatives. Any questions about MWBE requirements should be directed to MWBE@ura.org.

LEGAL INFORMATION

The URA intends to select one or more applicants to be included on a slate based upon information in the response to the RFP submitted by the applicants, performance in previous undertakings and other pertinent factors. The selected applicant(s) will be chosen on the basis of the selection criteria listed above.

The URA shall be the sole judge as to which applicant(s) meet the selection criteria. The URA reserves the right, in its sole discretion, to reject any or all responses received, to waive any submission requirements contained within this RFP, and to waive any irregularities in any submitted response.

The URA shall have the right to verify the accuracy of all information submitted and to make such investigation as it deems necessary to determine the ability of each respondent to perform the obligations in the response. The URA in its discretion reserves the right to reject any response when the available evidence or information does not satisfy the URA that the respondent is qualified to carry out properly the obligations of the response.

This form is submitted subject to errors, omissions, and/or withdrawal without notice by the URA at any time.

All responses, including attachments, supplementary materials, addenda, etc. shall become the property of the URA and will not be returned.

If selected, each respondent agrees not to discriminate, whether in employment, contracting or otherwise, in violation of any federal, state, or local law and/or on the basis of sexual orientation, gender identity and/or gender expression.

Respondents and team members must disclose any conflict of interest, or potential conflict of interest, with regards to any employee or staff of the URA or the City of Pittsburgh, and/or any work performed by the respondent for the URA, the City of Pittsburgh, or any related entity.

Timeline of Activities

TENTATIVE 2023 HOF AAP Outreach Timeline	
June 14, 2022	RFP Application Opens
June 27, 2022	RFP Application Submissions Due
June 28 - July 1, 2022	URA staff application review period
July 5 - July 8, 2022	Contracting Period Starts- Preliminary Discussions
July 11, 2022	Contract start date - Public feedback period starts
August 19, 2022	Contract end date - Public feedback period ends
August 24, 2022	Survey responses to be submitted to URA staff

2023 Annual Allocation Plan Survey
Community Outreach and Engagement Application

Organization Information

Organization Name:

Address:

Website:

Contact Person Name:

Contact Person Number:

Contact Person Email:

Provide a brief profile of your organization including number of employees that will be dedicated to this project. List their name, title, and contact information.

Provide two (2) references from entities that have worked with your organization on similar projects. Include the reference's name, title, address, direct telephone number, and email address.

Organization Qualifications

Provide a brief narrative that explains why our organization is well qualified to provide the services for which your organization would like to be considered.

Briefly describe similar work your organization has completed and list the communities and community organizations your organization has partnered with in the past.

Minority and Woman-Owned Business Enterprise (MWBE) Narrative

The URA has a long history of diversity and inclusion within all its programs and other activities. The URA encourages the full participation of minority and women business owners and professionals in this effort. The URA requires that all applicants demonstrate a good faith effort to obtain minority and women-owned business participation in work performed in connection with URA projects. In the form of a narrative, state as succinctly as possible your firm's efforts to provide opportunities for MWBE firms. MWBE participation can be satisfied by:

- a. Ownership/partnership of firm; Use of minority or women-owned businesses as vendors for legal, printing, office supplies, travel, etc.; and
- b. Subcontracting with organizations owned and controlled by minorities and/or women. If this is to be done, that fact, and the name of the proposed subcontracting organizations, must be clearly identified in the proposal.

Any questions about MWBE requirements should be directed to MWBE@ura.org.

Marketing and Outreach Methods

Describe your organization's outreach methods and what tools/resources your organization is able to devote to this project.

Who is your targeted audience (example: homeowners, renters, landlords, etc.)?

What is the geographic reach of your outreach (list neighborhoods)?

Is your organization willing to conduct surveys over the phone, compile results, and send them to URA staff?

Yes

No

Is your organization able to host at least three (3) virtual or in-person community meetings?

Yes

No

Is your organization able to collect a minimum of at least 75 unique survey responses?

Yes

No

Proposed Budget and Cost Breakdown

Provide your proposed budget to complete the project, along with a breakdown of costs required to successfully complete all aspects of the scope.