



# Imperial County Planning & Development Services Planning / Building

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Jim Minnick  
DIRECTOR

August 27, 2020

Dear Consultant:

The County of Imperial, Planning & Development Services Department (also referred to as "County"), is requesting proposals from Consultants who are qualified to prepare an update of the County's Housing Element for the 2021-2029 planning period, pursuant to State Law, to achieve certification by the State Department of Housing and Community Development (HCD) no later than **October 15, 2021**. The updated Housing Element shall be clear, concise and legally defensible, while meeting the community's needs.

The selected Consultant shall review the existing Housing Element and shall revise the document to reflect current conditions, County policies, and methods to meet the housing requirements mandated by the State of California. The attached request for proposal (RFP) defines the scope of services and outlines the requirements that must be met by Consultants interested in providing such services. Consultants shall carefully examine the entire RFP, any addenda thereto, and all related materials and data referenced in the RFP or otherwise available, and shall become fully aware of the nature and the conditions to be encountered in performing the service.

Consultants are advised to read all sections of this RFP prior to submitting a proposal as well as to review the Housing Element Site Inventory Guidebook as per HCD's June 10, 2020 Memorandum, according to Government Section 65583.2 The Planning & Development Services Department shall mail out a hard copy letter advising participating Consultants of RFP results.

Sincerely,



Jim Minnick, Director  
Imperial County Planning & Development Services

**REQUEST FOR PROPOSAL (RFP)**  
**for the County of Imperial's Housing Element Update**

## **I. INTRODUCTION**

**Background:** Imperial County is located in the southeast corner of California. It is bordered on the west by San Diego County, on the north by Riverside County, on the east by the Colorado River and the State of Arizona, and on the south by 84 miles of the International Boundary between the United States of America and the Republic of Mexico.

The County covers an approximately 4,597 square mile area. Approximately fifty (50) percent of the County lands are under federal jurisdiction. The County is known for its agricultural production, with cultivated land currently comprising more than eighteen percent (18%) of the total area. The developed (Urban) area, where the County's incorporated cities, unincorporated communities and supporting facilities are situated comprises approximately one percent (1%) of the land. The California Department of Finance estimated the Imperial County population as of 05/1/2019 to be 190,624 with the unincorporated portion of the population to be 41,007.

The purpose of this Request for Proposal (RFP) is to update the County's Housing Element and Land Use Element, if applicable, to be internally consistent with the County's General Plan and in compliance with state statutes so as to be certified by State Department of Housing and Community Development (HCD) by October 15, 2021. The update will reassess the community's housing-related goals and objectives, while addressing issues and establishing objectives with respect to a wide range of possible housing related program initiatives that have been suggested by the community.

The selected Consultant shall be tasked with the preparation, adoption and implementation of a plan for Accelerating Housing Production and Streamlined Housing Production (as defined in Section 102 of the Guidelines). The updated Housing Element shall include promoting development consistent with the State's planning priorities, among other related activities, including programs that promote and affirmatively further fair housing opportunities throughout the community pursuant to AB 686 (Government Code Sections 8899.50, 65583 (c)(5), 65583 (c)(10) and 65583.2(a))

In addition to the Housing Element update, the County wants to address SB 379, which requires all cities and counties to include climate adaptation and resiliency strategies in the Safety Element of the General Plan in conjunction with the next Housing Element update. The County is in the process of updating the Multi-Jurisdictional Hazard Mitigation Plan (MHMP). The Consultant shall review the current Safety Element and update accordingly to meet SB 379 requirements, incorporate the updated MHMP into the County's Safety Element and make any updates to make it consistent with the updated Housing Element.

## II. SCOPE OF SERVICES:

### Task 1 – Assessment

**Evaluation of 2014-2021 Housing Element.** The consultant shall be required to review the Regional Housing Needs Assessment (RHNA) and Housing Element update, pursuant to the State of California Government Code Sections 65580-65589.8, and shall provide a project schedule with a detailed explanation of all stages of the project, as listed below. In addition to reviewing the current Housing Element, the Consultant will review supporting County documents to aid in understanding local conditions and the community's housing needs. Documents include, but are not limited to, the General Plan, Land Use Element, the Seismic and Public Safety Element, and all housing programs and ordinances currently in place. The Consultant shall also need to evaluate existing County housing resources and funding mechanisms.

All County documents (i.e. General Plan, Housing Element, Land Use Element and Safety Element) can be found under the link below:

<http://www.icpds.com/?pid=571>

### Task 2 – Housing Element Preparation

The Consultant shall consult and prepare an update to the Housing Element pursuant to the latest HCD requirements for the Housing Element Preparation. The sections below shall include any and all of the HCD requirements for the 2021-2029 planning period.

**2.1 Existing Housing Needs Analysis.** The consultant will be required to review and evaluate the current Housing Element and its programs, including:

- Discussion of the effectiveness of the housing program, goals and policies;
- Comparison of projected results from the adopted Housing Element to actual accomplishments and a summary of how these results are important to a revision of the Housing Element;
- Evaluation of existing Housing Element to current State Housing Law;
- Analysis of Assisted Housing Developments at Risk of Conversion;
- Analysis of Extremely Low-Income Housing Needs;
- Housing Stock Characteristics;
- Overpayment and Overcrowding; and
- Population, Employment and Household Characteristics

**2.2 Projected and Special Needs Analysis.** After review of the County's current Housing Element and supporting documents, the Consultant shall provide a list of projected needs and complete the Regional Housing Needs Assessment (RHNA) to satisfy Government Code Section 65583(a). Special Needs include Farmworkers, Large Families and Female-Headed Households, People experiencing homelessness, People with disabilities, including Developmental Disabilities and Seniors

**2.3 Site Inventory and Analysis.** The Consultant shall coordinate with staff to develop a current housing inventory of land suitable for residential development, including vacant sites and sites having the potential for redevelopment, and an analysis of the relationship of zoning and public facilities and services to these sites. The housing inventory shall be prepared pursuant to Government Code Section 65583(a)(3). The gathered data shall be used to identify sites that can be developed within the planning period. The Site Inventory and Analysis shall address, at a minimum, the following:

- Adequate Sites Alternative;
- Analysis of Sites and Zoning;
- Inventory of Suitable Land, including vacant and underutilized;
- Accessory Dwelling Units;
- Opportunities for Energy Conservation;
- Zoning for a Variety of Housing Types
- Adequacy of the County's public facilities (maintenance and improvements needed);
- Housing cost and affordability; and
- Meet SB 375 requirements, if applicable.

**2.4 Housing Resources and Opportunities.** The Consultant will identify housing resources, including programmatic, physical, and financial. In addition, based on a vacant and underutilized land inventory, the Consultant will prepare an analysis of the relationship between the projected housing needs and the dwelling unit capacity and availability of services to said sites.

**2.5 Housing Constraints.** The Consultant will identify potential and actual governmental and nongovernmental constraints to housing production. Where constraints exist, the Consultant will develop housing programs to mitigate them or, where appropriate and legally possible, remove them. The analysis shall address the following:

- Code and Enforcement and Onsite Offsite Improvement Standards;
- Constraints for People with Disabilities;
- Fees and Exactions;
- Land Use Controls;
- Non-Governmental Constraints; and
- Processing and Permitting Procedures

**2.6 Program Requirements.** The Consultant shall identify programs in the current Housing Element that will allow it to implement the stated policies and achieve the stated goals and objectives. The programs must include specific action steps and timeframe for implementation, as well as identify the agencies and their roles in taking action to achieve the policies, goals and objectives. Pursuant to Government Code Sections 65583(b) and (c) and HCD's requirements, this section shall address the following:

- Program Overview and Quantified Objectives;
- Address and Remove (or Mitigate) Constraints;
- Assist in the Development of Housing and ensure that housing opportunities are available for all persons and all income levels in the County by meeting regional share of goals;
- Identify Adequate Sites;
- Improve and Conserve the Existing Housing Stock, including affordable housing and at-risk units;
- Preserve Units at-Risk of Conversion to Market Rates; and
- Provide Equal Housing Opportunities.

**2.7 Other Requirements.** The Consultant shall also address the following:

- Analysis of consistency with General Plan and other County Elements and community goals;
- Housing Element Annual Progress;
- Review current County Land Use Element and Safety Element and update to be consistent with updated Housing Element, as required by the latest State Regulations; and
- Peer review Environmental Justice Element (document to be provided) and make recommendations for consistency with the latest Housing Element and latest State regulations.

### **Task 3 – Prepare and Finalize Housing Element**

**3.1 Draft Housing Element.** The Consultant will be required to prepare and submit five (5) copies of the Administrative Draft Housing Element for staff review and comment. Once staff has reviewed and commented on the draft, the Consultant will modify the Administrative Draft as directed. The Consultant will then prepare and submit five (5) hard copies and one (1) electronic version (PDF) of a Draft Housing Element for the County to provide to HCD, the County Board of Supervisors, and the general public for review and comment.

**3.2 Community Meetings, Planning Commission and Board of Supervisors Hearings.** The Consultant must attend five (5) community meetings and three public hearings to respond to questions during public review of the Draft Housing Element. The Consultant will assist staff in responding to any public or agency comments, including comments from HCD, and shall be available to attend additional hearings on a time-and-materials basis.

**3.3 Housing Element.** The Consultant will prepare a final version of the Housing Element, including any changes to the draft required by HCD and County staff and officials, for adoption and transmittal to the State by **October 15, 2021**. Consultant will work closely with staff to ensure that the County meets all HCD deadlines and requirements.

**3.4 State Certification.** The Consultant must follow through with assisting the County in achieving State certification of the Housing Element after adoption by the County. The Consultant will work closely with HCD and the County to ensure that the County meets State requirements and will recommend modifications to the adopted Housing Element, if required to obtain certification.

## **Task 4 – Environmental Review**

**4.1 CEQA Completion and submittal of all required documents.**

### **Communication with Staff and Required Work Products**

In addition to frequent communication with staff via telephone and e-mail, the work program anticipates seven meetings with Planning & Development Services staff, including staff from other departments and organizations, as appropriate, and one meeting with a representative of HCD during its review of the Draft Housing Element.

### **Contract Administration**

The Planning & Development Services Department will administer the contract on behalf of Imperial County. Planning staff will lead the monitoring and assess the progress of the work products produced by the Consultant during regularly scheduled Project Development Team (PDT) meetings. As previously mentioned, the Consultant will be expected to produce a detailed timeline (schedule) under which the work products will be delivered. This timeline will be a matrix showing tasks and a time frame to ensure completion and submittal of the documents to the State HCD by **October 15, 2021**. All final approvals for all documents and work products generated as a result of this contract will be made by the Planning & Development Services Director after receiving the recommendations of the PDT.

## **III. Proposal Content**

Proposal responses must adhere to the requirements set forth in this section, both for content and sequence. Failure to adhere to these requirements or the inclusion of conditions, limitations or misrepresentations may be cause for rejection of the submittal. Use 8-1/2 x 11 sheets (foldouts are acceptable for charts, etc.) and font size large enough to be easily legible, but not smaller than 10 point. The original proposal and each subsequent copy must be submitted on paper, properly bound, appropriately tabbed and labeled in the following order:

- A. Cover Letter:** Provide a “Cover Letter” and introduction, including the name and address of the organization or individual submitting the proposal, together with the name, address, telephone and fax numbers, and e-mail address of the contact person who will be authorized to make representations for the organization, and an expression of the Consultant’s ability and desire to meet the requirements of this Request for Proposal. The letter must be signed by an individual authorized to bind the firm contractually.

- B. Table of Contents:** This section shall include a detailed "Table of Contents" and an outline of the submittal, identified by sequential page number and by section reference number and section title as described herein.
- C. Consultant's Capabilities:** Describe the firm's resources, experience and capabilities as they relate to scope of services described hereinabove. Submit in the order identified below:
- D. Executive Summary of Qualifications:** An executive summary should briefly describe the Consultant's firm qualifications, including experience in Housing Element design and updates, resumes of key staff member(s) assigned to prepare the Housing Element, and a description of similar projects. The executive summary should also include a description of your understanding of the project.
- E. Scope of Services:** Discuss each item in **Section II, Scope of Services Task 1** through **Task 4** with a cost estimate and cost proposal for the project including a breakdown of costs by each task. **Consultant will also provide a schedule of fees and hours.**
- F. References:** Consultants must provide a minimum of six (6) client references, preferably of county governments, municipalities, or service districts in California, of organizations with whom you currently have contracts with and/or have previously had contracts with for the provision of services of equal type and scope within the last five (5) years. Each reference shall include company or organization name, contact person, title, telephone number, length of business relationship, and summary of services performed.
- G. Additional Data:** (This Section shall be limited to five pages.) Include any other data the Consultant deems essential to the evaluation of the qualifications and proposal statements. Where appropriate, please key data back to information contained in Sections A thru D. If there is no additional data, this section will consist of the statement, "We wish to present no additional data."

**IV. Proposal Submittal:** Consultants must submit one (1) digital and five (5) copies of their proposal, along with any addenda, in a sealed envelope or container, clearly marked "RFP", **no later than 5:00 PM – September 21, 2020**, to:

County of Imperial Planning & Development Services Department  
801 Main Street, El Centro, CA 92243  
Email PDF copies to: [planninginfo@co.imperial.ca.us](mailto:planninginfo@co.imperial.ca.us)

A Consultant may withdraw its final proposal at any time **prior** to the opening deadline date and time by submitting a written request for its withdrawal to the County, signed by an authorized agent of the firm. Consultants may thereafter submit a new or modified proposal prior to the opening deadline date and time. Modifications offered in any manner, oral or written, will not be considered. Consultant submitting less than the required

number of copies of their proposal will be rejected and considered “non-responsive.” Proposals received beyond the deadline will not be considered, and will be returned unopened. It is the responsibility of the Consultant to assure that the proposal is received in the Planning & Development Services Department prior to the proposal opening deadline date and time. Proposals received beyond the proposal opening deadline will not be accepted and will be returned unopened.

For questions regarding the Request for Proposal process, contact David Black, Planner IV at [davidblack@co.imperial.ca.us](mailto:davidblack@co.imperial.ca.us) or at (442) 265-1736.