

Request for Proposals for an Affordable Housing Resident Survey and Analysis



Human Services & Rent Stabilization Department

Rent Stabilization Division

August 11, 2022

Affordable Housing Resident Survey and Analysis

City of West Hollywood, California

Submittal Deadline: September 9, 2022

The City of West Hollywood, California invites proposals from a professional consultant to perform an independent survey of tenants residing in affordable housing properties in West Hollywood, to gather feedback on resident satisfaction with services provided, building upkeep, property management, etc. The “Affordable Housing Resident Survey” may include a random telephone or mailed survey in three languages, with a potential web based component and/or in-person/online meetings. Other survey components may also be included based on suggestions from applicants. The survey results will inform the City Council and staff regarding resident perception of the quality of services provided by affordable housing operators and to permit informed discussion on what, if any, program improvements are needed.

The City anticipates entering into an agreement based on a negotiated fee and scope of work. The survey and final report must be completed by December 15, 2022.

RFP SCHEDULE:

Date	Action
September 9, 2022 (final day to submit)	Proposals due by 6:00 p.m. PST
September 12-16, 2022	Committee Reviews Proposals
September 19-23, 2022	Qualified Candidate Interviews
September 26-30, 2022	Contract Development

BACKGROUND:

Since the City’s incorporation, the production and preservation of affordable housing have been important core values of the City. The City is dedicated to creating and maintaining safe, clean and affordable housing for all West Hollywood residents. The City achieves this in part through inclusionary housing. West Hollywood's inclusionary program requires new multi-unit residential projects to include 20 percent of the units as affordable housing. The City’s inclusionary housing ordinance has consistently resulted in the development of dozens of affordable housing units each year. To date this policy has created almost 400 deed-restricted affordable housing units for very low-income, low-income, and moderate-income households.

The City also maintains an Affordable Housing Trust Fund, and partners with non-profit housing providers to create additional affordable, supportive housing options. The City helped to establish the West Hollywood Community Housing Corporation (WHCHC), a non-profit affordable housing developer that has completed fourteen 100% affordable housing projects in the City consisting of 412 units of housing primarily for very-low and low-income households, many of which also include resident social services. In addition

to the WHCHC buildings, there are several other affordable housing buildings in West Hollywood that the City has helped fund through the City's Affordable Housing Trust Fund.

Affordable housing buildings and inclusionary housing units already have some checks in place to make sure the buildings are meeting their intended purposes. Affordable housing projects that receive low income housing tax credits are required to submit documentation to show they are in compliance with rents, tenant incomes, and other funding program rules. They are also periodically audited by the state. Some of the nonprofit housing developers, such as the West Hollywood Community Housing Corporation, also do annual surveys of residents to gather feedback about their experience. For inclusionary housing units, the City requires an annual income verification for all tenants.

The City Council has directed that staff retain a consultant to perform an independent survey of residents in the affordable housing buildings in West Hollywood to gather feedback on resident satisfaction with services provided, building upkeep, property management, etc. The third-party audit would focus specifically on the services offered and lived experience of residents in the affordable housing buildings. It is a way to evaluate the level of care of service providers to determine if they are meeting the City's expectations.

SCOPE OF WORK

The project approach should be highly participatory. It is important for the consultant to demonstrate an ability to plan and facilitate a thorough, innovative process of resident participation, involving creative and effective strategies to seek resident input. The selected firm will prepare a work plan for collecting, compiling and interpreting data gathered from residents assessing the level of satisfaction with the Affordable Housing program and building services overall.

The Scope of Work includes the following key tasks:

- Develop and implement a resident outreach program that creatively and effectively notifies residents about the survey, encourages their completion of the survey, and solicits input and provides guidance during the process.
- Develop a survey instrument designed to solicit input from residents regarding the satisfaction with services provided, building upkeep, property management, etc.
- Be able to develop a process for interviews and focus groups and conduct them if identified as necessary.
- Prepare a report which integrates information from interviews, focus groups, and resident meeting(s).

- Complete report by December 15, 2022 and be available to provide additional information to the full City Council when it receives delivery of the report at a regularly scheduled meeting.

STATEMENT OF QUALIFICATIONS SUBMITTAL INFORMATION

The submission requirements are as follows:

1. A cover letter stating interest in the project which includes, at a minimum, the following:
 - a. Statement describing why your firm considers itself best qualified to achieve the project goals and perform the work required in a responsive manner;
 - b. Description of the anticipated interaction with the affordable housing providers/property management teams;
 - c. Description of the firm's experience in effectively and creatively soliciting resident input from a wide range resident needs abilities and limitations; and
 - d. Description of the firm's proposed approach, including a description of the survey methodology to be utilized to gather information and tabulate responses.
2. Provide a clear description of your firm's proposed team including identifying Principal-in-charge, Project Manager, and leaders of any tasks as applicable. Provide similar information for any sub-consultant. Also include the names, websites, addresses, and telephone numbers of additional firms you intend to use, if applicable.
3. Provide a description of the firm's expertise in the preparation of resident studies for municipalities. Please include information on up to three similar projects, specifying the following information:
 - a. Name of project, location, date of completion;
 - b. Name of Project Manager and key staff;
 - c. Brief description of important features;
 - d. Project timeline and budget (with the cost of each type of survey or activity differentiated);
 - e. Final project duration and cost; and

f. Name, address, phone number with name of contact person.

4. Your estimate of project budget per task, i.e., an estimate for a phone survey, for a mailed survey, resident meetings/focus groups, report completion, etc.

Failure to provide all requested information may result in disqualification. The City of West Hollywood reserves the right to request additional information if needed to facilitate the selection process.

LIVING WAGE ORDINANCE

On July 1, 2022, the established living wage rate in West Hollywood increased to \$19.35 per hour due to updates in the West Hollywood Municipal Code via Ordinance 22-1179. All vendors with service contracts with the City of West Hollywood of \$25,000 or more for terms of three months or longer are required to comply with the Ordinance.

The next adjustment to the living wage will occur on July 1, 2023, to reflect changes during the preceding year in the Consumer Price Index (CPI-W). Please visit the City's website at weho.org and enter "living wage" into the search bar to find the Living Wage webpage link or enter the full URL www.weho.org/business/doing-business-with-the-city/living-wage for a list of frequently asked questions about the Living Wage Ordinance, and for more information about compensated and uncompensated leave, exemptions, and waiver requirements under the Ordinance.

SUBMITTAL OF PROPOSALS

Interested firms must submit their proposals by 6:00 p.m. on September 9, 2022. Late submittals will not be accepted. Proposals should be submitted to Jonathan Holub at jholub@weho.org.

The City will review the submittals and conduct an interview process. Following the interview process, the City will negotiate a final scope and fee for the consultant work. Project commencement would begin immediately following contract execution. Please note that all documents submitted will be public documents in accordance with State law. Once submitted, documents become the property of the City of West Hollywood.

If you have any questions, you may contact Jonathan Holub at jholub@weho.org.