



Office of Kamal Johnson, Mayor

City of Hudson
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City of Hudson - Hudson Community Development and Planning Agency

Request for Proposals: Housing Strategy Consultant

May 10, 2022

A. Purpose

The City of Hudson seeks proposals from qualified individuals or organizations to assist with the development of several housing policies.

B. Background

The City of Hudson completed its Strategic Housing Action Plan (SHAP) in 2018, which identified several strategies to preserve and increase housing affordability in the city. To help implement these strategies, the City of Hudson, through the Hudson Community Development and Planning Agency, won a one million dollar Anti-Displacement Learning Network Grant (ADLN) from Enterprise Community Partners and the Office of the New York State Attorney General in 2021. One of the outcomes of this grant was creating the City's first professional housing and planning position of Housing Justice Director. Another outcome was the creation of the Affordable Housing Development Plan (AHDP) by Hudson Valley Pattern for Progress in Fall 2021, which identified sites in the City suitable for the developing new affordable housing, and which also recommended thirteen strategies for supporting housing affordability. Of these strategies, the City has identified several that we wish to pursue.

The Mayor's Office has been working with the Common Council and the Hudson Community Development and Planning Agency to implement several of these strategies and is seeking further professional assistance to develop the strategies. This professional service would be funded by the Anti-Displacement Learning Network Grant and overseen by the Housing Justice Director in the Mayor's Office.

C. Key Events and Dates

Event	Date
Issuance of Request for Proposals (RFP)	May 10, 2022
Deadline for RFP Questions	May 23, 2022
Post Responses for RFP Questions	May 25, 2022
Proposal Due Date	June 6, 2022
Interviews/Presentations (not earlier than)	June 8, 2022

D. Scope of Work

The Mayor's Office has been working to implement some of the strategies recommended in our Affordable Housing Development Plan, which was adopted by our Common Council in 2021. The City is looking for a consultant to first and foremost assist the Housing Justice Director in **analyzing the financial feasibility of an inclusionary**

zoning or set-aside policy. The expected deliverable is *not* to produce a full report or study but to help create the financial rationale for inclusionary zoning policy recommendations.

In addition, the Mayor's Office is pursuing the five strategies listed below and is looking for this housing strategy consultant to assist with developing one or more of these strategies. Again, the expected deliverable is not a full report or study but tangible content to guide policy and program designs. **Applicants should identify in their cover letter which of these five strategies interest them.** Applicants may select as many of these strategies as they like based on their professional experience, available time, and interest. Any selected consultant(s) will then work with the Housing Justice Director to create a clear scope of work and deliverables. These five strategies include:

- Finding a public revenue source dedicated to providing sustainable revenue to the newly created Hudson Housing Trust Fund
- Piloting a program that incentivizes homeowners to rent below market rate to tenants in exchange for a tax abatement
- Revising the City's existing vacancy law
- Sketching governance structures for a new community land trust in the City to create permanently affordable housing
- Considering any temporary affordable housing overlays in the interim while the City pursues a new comprehensive plan and zoning code update

E. Submittal Requirements

The following information is required from the proposer. Brevity is appreciated.

1. **Cover Letter** that provides the following:
 - a. a brief description of the consultant or firm
 - b. identifies the project lead and contact information
 - c. identifies which housing strategies interest the consultant
 - d. areas of specialization that relate to the strategies listed in Scope of Work
 - e. availability for when the consultant would be available to begin work
 - f. provides any other information that helps the City of Hudson know why the consultant or firm stands out and is a good fit for this project
2. **Key Personnel:** Include the **resumes** of personnel who will work on the project and indicate their roles, showing how skills and experience will be relevant to these housing tasks
3. **References:** Please provide **brief descriptions of three relevant projects** worked on in the past five years and provide the **contact information** and current status for the client
4. **Cost:** Please provide a **cost proposal** for the above work. The final cost and scope of work will be negotiated.

Please keep in mind that the City is not looking for extravagant proposals. We are looking to see a short, simple proposal that hits the main points outlined above. The City prefers that all submittal requirements are sent in one PDF or Word document.

F. Interview

The City of Hudson reserves the right to determine whether interviews will be necessary. The purpose of the interview is to further document the proposer's ability to provide the required services and to impart to the Mayor's Office an understanding of how specific services will be provided. The proposed lead principal and any other key personnel must be present and participate in the interview. The interview will be evaluated on the basis of whether it substantiates the characteristics and attributes claimed by the proposer in its written response to this RFP and any other information requested by the Selection Committee prior to the interview.

G. Term of Contract

The contract period of service will be agreed upon between the consultant and the City after agreeing upon the specific scope of work and negotiating the price.

H. Submission of Proposals

Please email your proposal in a PDF or Word Document to Michelle Tullo, Housing Justice Director, at housing@cityofhudson.org, no later than 5:00 p.m. on June 6, 2022. Please write "RFP Response- Housing Strategy Consultant" in the email subject line.

Proposals will be read by a Selection Committee and scored by the criteria outlined in Section J. Highest scoring applicants may be selected for an interview. Based on scores and interviews, one or more applicants will be invited to negotiate a contract. The City of Hudson reserves the right to select elements from multiple proposals.

I. Questions and Clarifications

All inquiries regarding this Request for Proposals shall be emailed to Michelle Tullo, Housing Justice Director, at housing@cityofhudson.org.

J. Selection Criteria

Responses to this Request for Proposals (RFP) will be evaluated on the following criteria:

- Demonstration of the consultant's knowledge and experience related to:
 - Financial feasibility analyses relevant to inclusionary zoning *(20 points maximum)*
 - Any other housing strategies described in Section D. Scope of Work that the applicant identified as of interest to them in their Cover Letter *(25 points maximum)*
- The professional qualifications and verified references of the consultant *(20 points maximum)*
- Demonstration of the consultant's success at collaboration-The nature of this consulting role will involve clear communication with the Housing Justice Director to determine scope of work and roles and earnest collaboration to develop the deliverables. *(5 points maximum)*
- Availability during Summer 2022 to complete scope of work *(15 points maximum)*
- The proposed cost *(15 points maximum)*

The City of Hudson will make a final determination regarding the award of this project no earlier than June 8, 2022.

K. Terms and Conditions

1. *Incurring Costs:* This RFP does not commit the City of Hudson to award a contract or to pay any costs incurred in the preparation of a response to this request. The City of Hudson will not be liable in any way for any costs incurred by respondents in replying to this RFP.
2. *Right to Cancel:* The City of Hudson reserves the right to cancel this RFP at any time and to decide not to consider any or all of the respondents submitting information in response to this request.
3. *Severability:* If terms or provisions of this Request for Proposal are found to be illegal or unenforceable, then such term or provision shall be deemed stricken and the remaining portions of this document shall remain in full force and effect.
4. *Collusion:* By submitting a proposal, a firm implicitly states that its proposal has not been made in connection with any other competing firm submitting a separate response to this RFP; is in all respects fair; and has been submitted without collusion or fraud.
5. *Oral Presentation/Interview:* Oral presentations may or may not be conducted.
6. *Scope of Work:* The final scope or work may be negotiated between the consultant and the City depending upon any optional services proposed.
7. *Non-Discrimination:* In accordance with Federal, State, and local law and all other applicable laws, the City of Hudson does not discriminate on the basis of race, color, religion, national origin, age, sex, height, weight, marital status, or a handicap unrelated to an individual's ability to perform the job.
8. *Disclaimer:* The City of Hudson reserves the right to reject any and all bids for any reason and reserves the right to adjust the scope of work as needed.
9. *Assignment/Transference of Agreement:* The selected firm is prohibited from assigning, transferring, conveying, or otherwise disposing of the resulting agreement or its rights, title, or interest therein or its power to execute such an agreement to any other person, company or corporation without prior express consent and approval in writing from the City of Hudson.
10. *City of Hudson Rights and Prerogatives:* The City of Hudson reserves the right to exercise the following prerogatives:
 - a. To accept or reject any or all proposals and amend, modify, or withdraw this RFP
 - b. To correct any arithmetic errors in the proposal
 - c. To change the final due date and time for the proposals
 - d. To request a revised cost proposal from firms selected as finalists
 - e. To accept a proposal for the engagement containing other than the lowest cost proposal
 - f. To interview proposers prior to selection
 - g. To reject any proposal containing false or misleading statements or that provide references that do not support an attribute or condition claimed by the proposer

- h. To begin negotiations with the next most responsive proposer to this RFP should the City of Hudson be unsuccessful in negotiating a contract with the selected proposer within a reasonable time frame
- i. To contract with more than one firm

11. Modification of Contract

Any modification to the original contract signed between the successful proposer and the City of Hudson will require the mutual consent of the successful proposer and the City of Hudson.

12. Negotiation

After completion of the selection process the City of Hudson will commence finalization of the project scope and fee negotiations with the selected firm(s).

13. Notification

Upon completion of the selection process, the City of Hudson will notify all firms of its decision. Notification will be sent to the primary contact only. Shortly after notification the selected firm will be posted on the City of Hudson Housing website.