



**City of Rochester**  
**Request for Proposals**  
**Rochester Housing Stability Fund Corporation**  
**Concept Support**

Proposals to be received by 4:00 PM  
8/30/24

Submit Proposals to:

**Lia Anselm**  
Executive Director, RHSFC  
Associate Community Housing Planner  
City of Rochester  
30 Church Street, Room 005A, Rochester, NY 14614  
Lia.Anselm@cityofrochester.gov

## REQUEST FOR PROPOSALS (RFP)

Given the vital importance of, and demonstrable need for, quality and stable housing opportunities that reduce housing displacement for low to moderate income households, the City of Rochester, on behalf of the Rochester Stability Housing Fund Corporation (RHSFC), seek a Sub recipient(s) or Grantee(s) to provide an innovative concept, service, or program that support those goals.

The RHSCF is seeking proposals from qualified organizations with experience in the field, including grassroots organizations that may not have an extensive formal structure in place, and may even need the assistance of a fiscal sponsor for fiduciary oversight and other administrative services. Proposals should demonstrate a Subrecipient or Grantee's ability to carry out their activities in a skillful and competent manner.

## BACKGROUND

HTFs are reserves of money set aside to support the preservation and production of affordable housing. They also increase opportunities for families and individuals to improve their housing stability in ways they feel are best for them. Housing Trust Funds typically have significant community control and allow more flexibility than many existing state and federal funds.

The **Rochester Housing Stability Fund Corporation (RHSFC)** is a Housing Trust Fund (HTF) that was developed to create inclusive opportunities for residents, stakeholders, and the Rochester community. The RHSFC will work to improve housing stability by preventing displacement, promoting racial and economic equity, and supporting residents' ability to achieve their own housing goals.

The RHSFC is designed to provide small scale assistance for programs that reduce displacement and improve housing and financial stability for low-income households. The fund is overseen by a Board, which is made up of members from a wide variety of community stakeholders: residents with lived experience with housing insecurity; advocates and housing support providers; financial and development professionals; and government and public housing officials. Each year the Board will determine the priorities for the next year, and review and approve programs and services to pay for with the fund. Those programs and services will be provided through contracts with agencies and other groups.

The RHSFC and its Board have the following goals:

- **Be Proactive:** Learn from people closest to the issues. Create solutions that will launch quickly.
- **Increase Housing Stability:** Support the ability of households to find/remain in the home of their choice by reducing the conditions that lead to forced and pressured moves.
- **Provide Flexible Support:** Support flexible programs to meet people where they are at – possibly trying to avoid a serious housing crisis or perhaps just needing a hand-up to get to the next level.
- **Close Gaps in Coverage:** Provide resources to households who might otherwise struggle to qualify for or access existing housing assistance.

Current and recently completed programs funded by the RHSFC include rental assistance, a

property ownership readiness program, a rental property improvement program, and a small-scale owner-occupied rehab program. The RHSFC seeks proposals for an innovative strategy to reduce or remove barriers related to housing stability. The RHSFC is accepting comprehensive proposals that will provide a measurable solution that is not currently widely available.

The proposal should provide a progressive and creative approach to fill a gap related to housing stability. The grantee must accurately measure and fill an uncommon need related to housing stability in the City of Rochester and/or their particular catchment area. Examples could range from moving costs and furniture to counseling sessions to DIY classes, but these are just some ideas (the proposal does not have to align with these options). Creativity is encouraged.

Although the RHSFC will not award funds for existing programs as-is, a Respondent may submit a proposal to improve or 'add on' to an existing program, as long as it is filling a gap or covering an aspect/area that is not commonly available.

Collaboration between agencies or entities is not required, but is certainly acceptable to the RHSFC where the proposed program/project is enhanced by the partnership.

The Sub recipient or Grantee must have all of the skills and experience required to perform the proposed services, and shall have the ability to comply with all applicable State, Local, and Federal laws, rules, and regulations as required by the RHSFC funding.

All assistance will be provided through sub-agreements with agencies selected through RFP process or from previous successful programming. No individual household will be eligible for assistance directly from the RHSFC. Beneficiaries are anticipated to be reviewed for eligibility through housing or household situation, including income.

## **TIMELINE**

<b>Activity</b>	<b>Time-</b>	<b>Date</b>
RFP Release		7/11/24
Deadline for questions	4:00 pm	7/19/24
Response for questions submitted		7/26/24
Proposals due	4:00 pm	8/30/24
Sub-recipient or Grantee Selections submitted to Council for approval		10/29/24
City Council Approval of Agreement		11/19/24
Agreement Start Date (estimated)		1/1/25

The dates shown above may be subject to change within the City of Rochester's sole discretion and upon written notification as set forth herein.

## **COMMUNICATIONS**

All communications by parties who wish to indicate an intent to submit or have submitted a proposal in response to this RFP ("Respondents"), including any questions or requests for clarifications, submission of the proposal, requests for status updates about the proposal selection process and any other inquiries whatsoever concerning this RFP shall be sent, in writing (via email is preferred), to the following City staff person ("City Contact"):

**Lia Anselm**, Executive Director, RHSFC  
[Lia.Anselm@cityofrochester.gov](mailto:Lia.Anselm@cityofrochester.gov)  
City Hall, 30 Church Street, Room 005A, Rochester, NY 14614

No contact is permitted with any other City staff member with regard to this RFP during the RFP process unless specifically authorized in writing. Prohibited contact may be grounds for disqualification.

The City will make every reasonable effort to keep Respondents informed about the RFP process. Notifications about Timeline date changes, amendments to the RFP and other information about the RFP will be sent by e-mail to Respondents who have provided an e-mail address to the City Contact and will be posted on the City's website for this RFP. The City's failure to provide such information shall not delay or invalidate the City's right to make a decision to award an agreement pursuant to this RFP.

## **PROPOSAL CONTENT**

Please note that Proposals submitted must indicate and support at least one of the below focus areas:

- Establish a new resource to increase housing stability
- Creative expansion of an existing resource or aspect of that resource to increase housing stability

The City encourages submission from both established organizations with a track record of housing stabilization activities as well as from smaller grassroots organizations that may not have an extensive formal structure in place, and may need the assistance of a fiscal sponsor for fiduciary oversight and other administrative services.

Eligible: Not-for-profit organizations (501(c) (3)); community-based organizations; for-profit organizations; governmental agencies; faith-based organizations (providing non-religious programs and services)

Not Eligible: Individuals; faith-based organizations for religious-based services

Special attention will be given to Respondents who clearly demonstrate that their proposed model is evidence-based and will ensure programs maintain adherence to the model being implemented. Evidence-based programs are interventions that have been determined through structured program evaluation to be effective at achieving the stated outcomes.

If the proposed project/program has not been implemented previously and evidence-based support cannot be provided, the Respondent will be expected to demonstrate strong reasoning why the proposal will be successful and how they anticipate completion and documentation of their results.

The proposal should include the following information in the order specified:

1. **EXPERIENCE:** A detailed yet succinct description of Respondent's organization and its experience, to demonstrate competence and skill in the area of housing stabilization, including but not limited to the following:
  - a) Existing relationships with City of Rochester neighborhoods;
  - b) Credibility with the target population(s);
  - c) Description of current services provided by the organization, including specific services related to the activity category proposed;
  - d) Demonstrated ability to track, document, and report on results;
  - e) Description of intended service population;
  - f) Description of specific, verified outcomes and accomplishments achieved by Respondent in providing its current services related to housing stability; and
  - g) Experience administering grant funds, particularly government, if applicable. (Such experience is preferred but not required).
  
2. **SCOPE OF WORK:** A general description of the scope of work to be performed with the funds, including:
  - a) Identification of, and specific detailed information regarding programming and services to be provided to address the City's/RHSFC's team's need for housing stability services;
  - b) Demographics targeted by such programming including number of individuals to be served;
  - c) Description of the evidence-based model or approach to be used in the proposed programming, if applicable; and
  - d) A detailed justification to describe the need for the specific programming proposed in the manner in which your organization tends to carry out, establish, or continue such programming in connection with the Program, which may be based on historical data compiled by your organization and reports or analysis of outcomes of your organization's current and prior projects.
  
3. **BUDGET:** The City/RHSFC welcomes applications with a funding amount up to \$30,000. If the project or program cost is greater than the amount available through this grant award, please describe how you will pay for it.

The City has made no predetermined decision on how many proposals will be awarded. Please provide a detailed, itemized budget demonstrating how funds will be spent to accomplish the tasks to be provided for the City in connection with the Project, broken down into categories and specific expenses to the extent that such information can be provided or projected. Specify any request for "up front" funding required for materials or equipment purchases, and a proposed phased payment schedule.

4. **STAFF AND LEADERSHIP:** A list of all current staff and leadership personnel to be utilized for the Project, and staff positions to be created for the Project, described in a narrative and shown on an organizational chart (optional), including the title of the position, and a description of the position.
  
5. **REFERENCES:** Please provide two or three references from prior projects similar to that being solicited herein, including contact names, email addresses and phone numbers related to the successful completion of prior work for an organization or government body, or related to current on-going projects.

## **TERM**

The City anticipates a 12-18 month term for the project(s). Failure to meet these deadlines may result in claw-back of funds by the City/RHSFC.

## **CITY RESPONSIBILITIES**

The City's role in the Project will be determined after acceptance of the successful Proposal. However, it should be noted that by accepting money as a Subrecipient or Grantee, the Subrecipient or Grantee becomes a fiduciary to the City, and shares in compliance and reporting responsibilities. As such, the City will, at a minimum, be responsible for assisting in compliance and reporting, and will work closely with the chosen Subrecipient or Grantee, with access to financials, review and approval of work plans and reports, and site visits as necessary as a means of monitoring implementation.

## **PROPOSAL PREPARATION AND SUBMISSION PROCESS**

Proposals must be postmarked or received by the City no later than August 30, 2024. Please email proposals to the contact information below.

Lia Anselm, Executive Director, RHSFC  
Associate Community Housing Planner  
City of Rochester, 30 Church Street, Room 005A, Rochester, NY 14614  
Lia.Anselm@cityofrochester.gov

This RFP is designed to facilitate the evaluation and selection of housing/financial stability program providers that are best able to achieve the City's objectives. The proposal shall contain a table of contents. All pages shall be numbered and major sections and all attachments shall be referenced in the table of contents. In order to enable the City to effectively review the information contained in the proposals, proposals shall reference the numbered and lettered sections of the RFP. The response to each section shall be clearly indicated and addressed or an explanation provided for why the Respondent is not submitting a proposal for a specific section or requirement of the RFP.

Each proposal shall be signed by an individual authorized to enter into and execute contracts on the Respondent's behalf. Unless otherwise specified in its proposal, Respondent represents that it is capable of meeting or exceeding all requirements specified in this RFP.

Submission of a proposal shall be deemed authorization for the City/RHSFC to contact Respondent's references. Evaluation of proposals will be conducted by the City/RHDFC based on information provided in the Respondent's proposals and on such other available information that the City/RHDFC determines to be relevant. The evaluation of proposals may include an on-site assessment, meetings with authorized personnel, and may involve the use of a third-party consultant.

The Respondent(s) or Grantee(s) selected by the City/RHSFC will be required to enter into a Professional Services Agreement (PSA) with the City (see Appendix B, the City's standard PSA form) or in the alternative, depending on the nature of proposals received by the City,

the City may determine that a Grant Agreement is preferable, in its sole discretion. The establishment of a PSA or Grant Agreement is contingent upon approval by City Council for all Agreements in excess of \$20,000 or for a period of more than one year and upon the availability of funds for such an agreement. Unless otherwise stated in the proposal, the Respondent's response to this RFP shall be deemed its acceptance of the terms of this PSA, if a PSA is utilized. (Note: Attention is directed to the City's Living Wage requirements and MWBE and Workforce Utilization Goals). By submitting a response to this RFP, however, it is expressly understood by the Respondent that, while the PSA boilerplate is a standard template, this particular project is funded with Housing Stability funds, and therefore the ultimate PSA or Grant Agreement to be signed by the parties will be significantly more complex, and terms may differ.

Professional Services Agreements resulting from this RFP are expected to commence on approximately January 1, 2025 for a term of 12-18 months. The possibility of renewal is based on Subrecipient or Grantee performance and also on availability of funds. Respondents shall provide sufficient information in their written proposals to enable the review team to make a recommendation to the City/RHSFC and the Mayor. The City/RHSFC reserves the right to invite any or all Respondents to an interview to discuss their proposal. Any expenses resulting from such an interview will be the sole responsibility of the Respondent. The City/RHSFC is under no obligation to select any of the responding Respondents or to conduct the Project described herein. The City/RHSFC may amend or withdraw the RFP at any time, within its sole discretion. The City/RHSFC shall have no liability for any costs incurred in preparing a proposal or responding to the City/RHSFC's requests with respect to the proposal.

The selection of a Subrecipient or Grantee is within the City/RHSFC's sole discretion and no reasons for rejection or acceptance of a proposal are required to be given. Although costs are an important consideration, the decision will be based on qualifications and compliance with the requirements of this RFP and not solely on cost. The City/RHSFC reserves the right to reject any or all proposals or to accept a proposal that does not conform to the terms set forth herein. The City/RHSFC further reserves the right to waive or modify minor irregularities in the proposals and negotiate with Consultants to serve the City/RHSFC's best interest.

## **PROPOSAL EVALUATION CRITERIA**

**Proposal:** The Respondent's comprehension of the needs of the City/RHSFC as demonstrated by its description of its approach to its program proposal.

**Experience:** The Respondent's relevant experience in providing the same or similar services.

**Cost:** The total cost of the Respondent's proposal is important to the City/RHSFC, however, based on the evaluation of the other criteria, the City/RHSFC will not necessarily select the lowest bidder(s) or the organization(s) that would provide the most services.

**References:** Evaluation of the Respondent's previous work and impact in the area of housing displacement.

**Commitment of key principals to the Project:** Demonstration of availability of senior-level staff or associates to be assigned to this Project to ensure depth, accountability, and diversity of perspective.

**MWBE and Workforce Goals:** The City of Rochester desires to encourage minority and

women owned enterprises (MWBE) to participate in opportunities to enter into PSAs with the City and to encourage minorities and women in the workforce. Pursuant to Ordinance No. 2018-54, the City has a goal that 30% of the aggregate annual contract awards for professional service contracts over \$10,000 be awarded to minorities (M) (15%) and women (W) (15%). The City has also established minority workforce goals of 20% M and 6.9% W for professional services consulting contracts. For more information, please see [www.cityofrochester.gov/mwbe](http://www.cityofrochester.gov/mwbe).

Respondents shall be awarded MWBE bonus weighting as follows:

1. The City will give preference to Consultants who are New York State certified MWBEs. Consultants who meet this requirement shall receive **an additional weighting of 10%**.
2. The City will give preference to Consultants who utilize state certified MWBE subcontractors with bona fide offices and operations in the Empire State Development Finger Lakes Region, which includes the following counties: Genesee, Livingston, Monroe, Ontario, Orleans, Seneca, Wayne, Wyoming and Yates. State-certified MWBEs from outside the Region may be counted if there are insufficient businesses in the Region to perform the specialized work or consulting services required. If one or more MWBE subcontractors will perform 10% to 20% of the work of the contract – measured as either a percent of the total contract amount or as a percent of the total full-time-equivalent labor hours budgeted for this project, the consultant shall receive **an additional weighting of 5%**. If MWBE subcontractors will perform more than 20% of the work of the contract, the Consultant shall receive **an additional weighting of 10%**.
3. Respondents shall provide sufficient documentation with their proposal to support the additional preference weighting as an MWBE Consultant or for use of MWBE subcontractors. If one or more MWBE subcontractors are proposed, they must be named and the size of the subcontract identified. If selected, the Respondent shall submit an MWBE Utilization Plan on the City's form for approval by the MWBE Officer. Once approved, the Utilization Plan shall be incorporated into the PSA.
  - a. If the total amount of a PSA is increased by 5% or more at any time during the term of the PSA, the Consultant shall submit a revised MWBE Utilization Plan for approval by the MWBE Officer. The MWBE Officer may also issue a revised MWBE Utilization Plan for unforeseen changes in the availability of MWBE subcontractors during the term of the PSA.
4. The City will give preference to Consultants who meet or exceed the City's workforce goals, which are: 20% M and 6.9% W. Consultants who demonstrate that their, and/or their subcontractors' workforce on this Project meets or exceeds these goals shall receive an **additional weighting of 10%**. If selected, the Respondent shall submit a Workforce Staffing Plan on the City's Form for review by the MWBE Officer. Once reviewed, the Workforce Staffing Plan shall be incorporated into the PSA. The calculated percentages of workforce utilization shall be based on actual hours worked and billed over the term of the project. The final determination of a workforce goals accomplished during the contract shall be based on hours reported in the workforce utilization reports.
5. If selected, the Respondent shall provide MWBE utilization and subcontractor/supplier payment certification and/or workforce utilization reports on the City's forms. These reports shall be submitted with each invoice or as otherwise requested by the MWBE Officer.
6. A failure to submit the required subcontractor/supplier payment certification and/or workforce utilization reports shall constitute a default in the performance of the Agreement subject to potential termination for default by the City. In addition, if the selected Respondent fails to meet the most recent MWBE Utilization Plan and/or



Workforce Staffing Plan, for which additional weight was awarded by the end of the PSA, such failure may result in disqualification from award of future contracts with the City.

7. Summary of additional evaluation weighting points for MWBE and Workforce Goals:

<b>Category of Additional Evaluation Points</b>	<b>Additional Weight Awarded</b>
Respondent is New York State Certified MWBE	10%
Utilize MWBE Subcontractors for 10-20% of work	5%
Utilize MWBE Subcontractors for more than 20% of work	10%
Meet or exceed workforce goals of 20% M and 6.9% W	10%

Other Criteria: Other criteria may be considered and evaluated by the City if it is determined to be in the best interest of the City and the success of the Project to do so. For example as mentioned elsewhere in this RFP, special attention may be given to proposals that have a primary or partial focus on individuals with a history of involvement in the criminal justice system. Special attention will be given to Respondents who demonstrate that their proposed model is evidence-based and will maintain programs with adherence to the model being implemented.

### **MISCELLANEOUS**

The City/RHSFC reserves the right to amend or withdraw this RFP in the City/RHSFC's sole discretion, including any timeframes herein, upon notification of all Respondents as set forth above, and in such case, the City/RHSFC shall have no liability for any costs incurred by any Respondent.

The City/RHSFC may request additional information from any Respondent to assist the City/RHSFC in making its evaluation.

The proposal and all materials submitted with the proposal shall become property of the City/RHSFC, and will be subject to NYS Freedom of Information Law. If any proprietary information is submitted with the proposal, it must be clearly identified and a request to keep such information confidential must be submitted.

Submission of a proposal shall constitute a binding offer by Respondent to provide the services at the prices described therein until such time as the parties enter into a PSA.