



1200 N. Tennessee St. McKinney, Texas 75069 \* 972-542-5641

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## REQUEST FOR PROPOSAL

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The Housing Authority of the City of McKinney is seeking a qualified planning firm or team with experience in master planning, comprehensive neighborhood planning, and redevelopment of distressed public housing, to serve as Lead Planning Coordinator to prepare and submit a planning grant and assist in developing a Transformation Plan under the HUD Choice Neighborhoods Initiative (CNI) program.

**Issue Date: July 17, 2014**

**Submission Deadline: August 1, 2014**

**Time: 12 noon CST**

**Proposals to be sent to:** McKinney Housing Authority  
Executive Director  
1200 N. Tennessee St.  
McKinney, TX 75069

By submission of a proposal the offerer agrees, if the offeror's proposal is accepted, to enter a contract with the Housing Authority of the City of McKinney (MHA), to complete all work as specified or indicated in the contract documents, for the contract price and within the contract time indicated in the RFP. The offeror further accepts the terms and conditions of the RFP.

Copies of the RFP, which includes the scope of services, conditions and requirements, may be obtained from MHA located at the address listed above. Persons who require special accommodations should immediately contact MHA at 972-542-5641.

MHA reserves the right to accept or reject any or all proposal, or any proposal, and to waive any informalities or irregularities.

MHA in accordance with the Executive Orders 11625 and 12138 promotes participation by businesses owned and operated by disadvantaged and historically underutilized businesses. Section 3 requirements must also be met.

A copy of this solicitation is available at [www.mckinneyha.org](http://www.mckinneyha.org) under the News & Publications. Questions regarding the attached RFP should be directed to the Executive Director in writing no later than five days prior to the proposal due date. Questions received after the deadline will not be answered.

# REQUEST FOR PROPOSAL

## McKinney Choice Neighborhoods Planning Grant Choice Neighborhoods Initiative Planning Coordinator

JULY 17, 2014

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## **INTRODUCTION**

The Housing Authority of the City of McKinney, Texas (MHA) hereby requests proposal from a qualified firm to submit a planning grant and assist in developing a Transformation Plan under the HUD Choice Neighborhoods Initiative (CNI) program. The Planning Coordinator will develop and submit a Choice Neighborhoods Planning Grant application. Interested firms should have a successful track record in researching, preparing and submitting successful grant packages. Said grant application must be in accordance with the (FY) 2014 Choice Neighborhood Planning Grant (hud.gov) Notice of Funding Availability (NOFA) for submittal to the U.S. Department of Housing and Urban Development (HUD). MHA will consider most favorably proposal that clearly demonstrate knowledge of the Choice Neighborhood programs, applicable HUD regulations and requirements. Written proposals shall be returned no later than 12:00 noon (CST) on August 1, 2014 to the attention of the Executive Director, McKinney Housing Authority at 1200 N. Tennessee St., McKinney, TX 75069. A copy of this solicitation may be obtained at [www.mckinneyha.org](http://www.mckinneyha.org) in the News and Publications section.

### **A. GENERAL INFORMATION**

The City of McKinney is located approximately 30 miles north of Dallas, Texas. The Authority has 201 conventional public housing units located on 05 sites within the City of McKinney. The Authority serves the needs of low-income families by managing and administering Public Housing and Housing Choice Voucher (Section 8 Programs). Through maintenance, renovation, redevelopment and expansion, the Authority strives to increase the availability of decent, safe and affordable housing. Additionally, the Authority promotes equal opportunity in housing; self-sufficiency of families and individuals and the improvement of community quality of life and economic viability.

### **B. BACKGROUND**

The Choice Neighborhood Initiative (CNI) program supports community-driven strategies to address struggling neighborhoods with distressed public or HUD-assisted housing through a comprehensive approach to neighborhood transformation. The CNI program supports organizations working to transform neighborhoods by revitalizing severely distressed public housing and investing and leveraging investments in well-functioning services, high quality public schools and education programs, high quality early learning programs and services, public assets, public transportation, and improved access to jobs. Detailed information about the CNI program can be found at [http://portal.hud.gov/hudportal/HUD?src=/program\\_offices/public\\_indian\\_housing/programs/ph/cn](http://portal.hud.gov/hudportal/HUD?src=/program_offices/public_indian_housing/programs/ph/cn).

### C. OBJECTIVES

The Choice Neighborhoods Initiative is focused on three core goals:

1. **Housing:** Transform distressed public and assisted housing into energy efficient, mixed-income housing that is physically and financially viable over the long term;
2. **People:** Support positive outcomes for families who live in the target developments and the surrounding neighborhood, particularly outcomes related to residents' education, health and recreation, safety, employment, and mobility; and
3. **Neighborhood:** Transform distressed, high-poverty neighborhoods into viable, mixed-income neighborhoods with access to well-functioning services, high quality public schools and education programs, high quality early learning programs and services, public assets, public transportation, and improved access to jobs.

The overall objective of this RFP is to select a team that shares MHA and the City's vision for the transformation of the grant area and has the resources and expertise to act as the Planning Coordinator to lead the master planning process and implementation of the Transformation Plan.

The Transformation Plan will be created in partnership with community partners, city/county officials, stakeholders, neighborhood organizations, service providers, financial institutions, churches, community leaders, and residents.

Ultimately, a viable and sustainable Transformation Plan will support MHA's potential application for a HUD Choice Neighborhoods Initiative Implementation Grant.

### D. SCOPE OF SERVICES

The Planning Coordinator will assist MHA and the City with the implementation of a multi-faceted community engagement process over an 18-24 month period, culminating in the development of a comprehensive Transformation Plan for revitalization of the grant area community.

This comprehensive community-driven approach requires engagement across the spectrum from high profile community leaders to residents who may be in need of community and supportive services necessary to gain self-sufficiency.

The Planning Coordinator will lead a wide-ranging collaborative planning process among public housing residents, neighborhood residents, business leaders, the City and County political leadership, the McKinney Independent School District, Collin County Community College, task forces, and numerous local agencies to develop a comprehensive Transformation Plan.

The Planning Coordinator will assist MHA, the City, and the various task forces in conducting a comprehensive resident and community engagement process, which includes collecting data through studies, stakeholder interviews, forums, questionnaires and workshops. The ultimate goal is to bridge the gap between assets and needs of the people, housing, and neighborhood in the area.

The Transformation Plan should create new affordable housing, preserve housing in the surrounding neighborhood, and develop a mixed-use and mixed income community which reduces the concentration of poverty. The Plan should illustrate how MHA,

through the revitalization of obsolete public housing, will incorporate any displaced public housing residents into a diverse socio-economic neighborhood that improves the quality of life for residents.

The Transformation Plan will integrate housing and neighborhood revitalization plans with a community resources plan that concentrates on the provision of supportive services and supports economic development.

### **STATEMENT OF WORK -- SPECIFIC TASKS**

The Planning Coordinator will support MHA and the City in the design, development and submission of its Transformation Plan to HUD by completing the following activities:

#### **Task 1 – Identify and Assess Existing Conditions**

- a. Review status of prior planning efforts and ongoing/master plans in order to ensure consistency.
- b. Describe the current geography, history, historic resources, economic development opportunities, and existing housing market data<sup>1</sup>.
- c. Provide demographic information on population, employment, property attributes, land use, zoning, property values, building floor area, height, housing conditions and number of units.
- d. Review data collection on housing stock, education, infrastructure and commercial markets.
- e. Conduct Urban Design/Development Analysis.
- f. Identify and map neighborhood, commercial, recreational, and social assets and key institutional anchors.

#### **Task 2 - Identify Issues and Needs – Housing, People, and Neighborhoods**

- a. Organize and oversee data collection process on resident demographics and needs assessments in areas including education, health, access to healthcare, job skills training, mobility/ transportation. Data will be compiled through stakeholder interviews, forums, questionnaires and workshops.
- b. Assist with identifying and obtaining capacity building programs and training for residents and key stakeholders.
- c. Lead the effort of conducting neighborhood surveys and business surveys in order to determine needs assessment.
- d. Assess housing needs to include conditions, affordability, vacancy.
- e. Assess neighborhood needs to include amenities, jobs, goods/services, public space, mobility/transportation.<sup>1</sup>

#### **Task 3 – Stakeholder Engagement**

- a. Assist MHA and Committee Partners in conducting a comprehensive resident and community engagement process as the basis for Transformation Plan.
- b. Schedule and facilitate neighborhood resident and stakeholder focus groups, meetings, and charrettes to solicit input to the People, Neighborhood, and Housing Committee Partners for ultimate inclusion into the Transformation Plan.
- c. Prepare agendas, materials and exhibits for use during task force and focus group meetings and charrettes.
- d. Document stakeholder inputs through notes, graphics, photographs, presentation and display boards, written materials, and internet-based websites.

#### **Task 4 – Develop Strategies and Plans -- Housing, People, and Neighborhood:**

- a. Analyze data collected in foregoing tasks and develop initial strategies for Neighborhood, People, and Housing.

- b. Provide short and long term planning and implementation strategies including recommendations, lead entity, partners, resources and schedule.

**Housing:**

- a. Provide strategies on designing and implementing one-for-one public housing replacement through mixed-finance, mixed-income and mixed-use residential development which reduces the concentration of poverty.
- b. Provide guidance on relocation strategy.
- c. Analyze range of options for revitalization, including the feasibility, costs and neighborhood impact of such options.
- d. Ensure all planning efforts are consistent with HUD livability principles, LEED-ND, and affirmatively further fair housing.

**People:**

- a. Assist in developing effective strategies to achieve People goals and vision, to include a sustainable plan for supportive services.
- b. Assist in developing plan for improving access to high quality education and improved academic and developmental outcomes for children.
- c. Assist in developing plan for the creation of economic development opportunities and effective strategies for job training and employment readiness.

**Neighborhood:**

- a. Prepare detailed conceptual neighborhood plans, photographs, and architectural renderings.
- b. Prepare landscape plans that highlight the locations of walkways, trails, parks, and other open space uses.
- c. Develop a sustainable pedestrian-oriented vision for the neighborhood.
- d. Incorporate LEED-ND concepts into neighborhood development as required by HUD.

**Task 5 – Identify Early Start Projects** – assist grantees in identification and pursuit of early start projects that can quickly capitalized upon to catalyze the transformation process.

**Task 6 – Transformation Plan**

- a. Develop the Transformation Plan in accordance with HUD 2014 Choice Neighborhoods Initiative NOFA, in accordance with the milestones and associated timeframes established by HUD, including the development and submission of plan outline with content, draft and final transformation plans.
- b. Consider and refine draft and final Transformation Plans according to stakeholders’ inputs gathered at meetings, workshops, and charrettes.

**Task 7 – Other**

- a. Prepare detailed timeline for planning in accordance with HUD format
- b. Participate in monthly HUD grant manager conference calls and other calls as needed.
- c. Meet with MHA and City staff at least monthly to give status updates and written materials.
- d. Set up and maintain Cloud or other method for data depository and large document storage.
- e. Assist MHA in submitting budget and quarterly reports to HUD.
- f. Assist in managing content and updating Choice Neighborhoods website hosted by MHA.

- g. Assist MHA in submitting the Final Report to HUD by the earlier of either the expiration of the grant term or 90 days after the full expenditure of funds.
- h. Assist with presentation of the Transformation Plan to Boards and committees identified by grantees.
- i. Ensure that all planning activities are conducted in accordance with the HUD 2014 Choice Neighborhoods Initiative Planning Grant NOFA
- j. In order to best posture MHA for a future CNI implementation grant application, advise on consistency of planning efforts with the current HUD CNI Implementation Grant NOFA.
- k. Where technical studies and professional services are required by contracting with a third-party entity, assist MHA in developing contracting strategies and provide advice and ongoing direction on the design and execution of such studies and services.

#### **DELIVERABLES**

- o A Transformation Plan for the Merritt Homes Area which includes text, photographs, graphics, tables, charts and renderings for both existing conditions and visions for the community. The Plan should incorporate items identified and agreed upon by stakeholders and the community during charrettes. Specific deliverables include: Plan outline with content;
  - o Draft Transformation Plan and
  - o Final Transformation Plan
- a. The Transformation Plan will be in full color and include buildings, streetscapes, movement patterns, maps, land use and boundary/entry descriptions. Submit the final Plan in both hard copy and electronic formats which allows easy reproduction, direct web readiness, and the ability to edit. Electronic documents shall not be locked or password protected. Maps, graphics, and tables will be in a printable format.

#### **SUBMISSION REQUIREMENTS**

Each firm is required to submit a proposal providing information on the items listed in this RFP. Hand written proposals are not acceptable. Each applicant must submit one bound hard copy original of their proposal, as well as an electronic copy on a compact disc (CD) or flash drive in a Microsoft Word or pdf format. Original copy must contain original signatures.

#### **COVER SHEET**

Proposals should include a letter which identifies the location of the principal offices, form of the organization, other names under which the firm has operated and primary contact information including name, address, telephone number, and e-mail address. The letter should indicate a willingness and capacity to proceed expeditiously on the provisions of services, if firm is selected.

## **PROPOSAL**

### **a. Statement Of Project Understanding**

The submission shall include a statement of the Planning Coordinator's understanding of the project, including reflections on the scope of work and the firm's ability to meet the anticipated project milestones. The submission shall also identify a proposed schedule of activities for each planning stage.

### **b. Staffing & Expertise**

Proposals shall describe the proposed project team and discuss proposed team management plan, including a brief description of team members' expertise, qualifications and role on the team/project. A resume should be provided for each key member. The submission should also include identification of potential subcontractors who will work on the project.

### **c. Documentation Of Past Experience**

The submission should include information pertaining to the Planning Coordinator's experience working on similar projects (no more than four). For each project, the summary should include the project client and contact information, a description of the Planning Coordinator's role in the project, project budget and timeframe (planning stage only), a summary of design objectives addressed by the project, a description of mechanisms used to engage public participation and their effectiveness in the project.

### **d. Fee Proposal**

Submissions must include the total proposed fee for the project, including hourly rates of team members and an estimate of time required to complete each phase of the project. Fee proposals shall also provide a budget for travel and materials. All parts of the fee proposal are considered negotiable.

## **SELECTION**

Selection will be based primarily on the technical evaluation of each firm's qualifications. Price will be considered as discussed in b. below. MHA reserves the right to enter discussions with respondents and to negotiate with respondents. MHA will select the submission which is most advantageous to the MHA. MHA may reject any and all proposals.

### **a. Evaluation Criteria**

All responsive proposals submitted will first be reviewed and evaluated in accordance with the evaluation criteria identified below. The MHA evaluation committee will review all responsive submissions and award points in accordance with the following technical factors:

- 1) Evidence of ability to perform master planning -- principals, staff, experience, facilities, technical and professional competence. (20 Points)
- 2) Capability and demonstrated ability of the consultant and/or firm to comply with performance schedules, planning budgets and other planning guidelines. (20 Points)
- 3) Past performance, experience and quality of work on similar projects involving transformation of distressed housing and design of high quality affordable multifamily housing, and experience in Choice Neighborhoods Initiative program. (30 Points)
- 4) Experience with project management in a participatory process working with neighborhood residents and community stakeholders and/or grass root community organizations which demonstrate participation and partnerships. (30 Points)



**b. Selection Process**

A short list of the most qualified firms will be established based upon the evaluation criteria above. MHA will then consider those finalists' price proposals, comparing proposals to the Authority's budget and/or anticipated costs. Interviews of the finalists may be used to identify the top-rated respondent. The Authority will then enter negotiations with the top rated firm. If negotiations fail to conclude in an agreement, the Authority will enter negotiations with the second rated firm, and so on, until an agreement is reached. All respondents will be notified in writing of final selection results.

**REQUIRED CERTIFICATION FORMS**

The following certification forms must be included with the submission along with the applicant's acknowledgment that they shall constitute a binding part of any contract.

1. Form HUD-5369-B: Instructions to Offerors -- Non-Construction
2. Form HUD-5369-C: Certifications and Representations of Offerors – Non-Construction
3. Form HUD-5370-C: General Contract Conditions Non-Construction

**CONTACT**

Contact Roslyn Miller, Executive Director, at 972-542-5641 or [rmiller@mckinneyha.org](mailto:rmiller@mckinneyha.org)

Justin Beller – Chairman  
Juli Smith – Vice Chairman

Don Stockford - Commissioner  
James DeCoste – Resident Commissioner  
Jeremiah Hammer - Commissioner

