



City of Woodland

HOUSING ELEMENT UPDATE
REQUEST FOR PROPOSALS

AUGUST 10, 2007

SUBMITTAL DATE: September 5, 2007 by 4:30 p.m.

Introduction

The City of Woodland is seeking proposals from qualified consulting firms to prepare an updated Housing Element to meet the June 30, 2008 deadline. The City is looking for a document that reflects current state policy and law and provides local decision makers, developers, and the public with information needed for policy decisions.

Background

The City of Woodland

Woodland is a suburban community of 54,060, located in the California Central Valley and is the county seat of Yolo County. Located in an important agricultural region, the City is completely surrounded by agricultural lands. The City is located approximately 20 miles northwest of Sacramento, 7 miles north of Davis and has direct access to the I-5 and 113 freeways. As a result, the City is experiencing significant growth pressure in all sectors.

Incorporated in 1871, Woodland has a wonderful stock of historic resources including a National Register downtown and surrounding historic residential neighborhoods. Preservation of existing neighborhoods and development of new neighborhoods that reflect the best qualities of existing areas is highly encouraged. The City has phased growth and physical expansion over the years. The Spring Lake Specific plan, approved in 2001, limits development through a Building Unit Allocation. City wide, the General Plan sets a growth cap limit on the development of new single family in areas outside the Spring Lake Specific Plan. However, significant growth capacity still remains within the specific plan area. In June of 2006, voters approved an Urban Limit Line initiative that sets an urban growth boundary. The initiative also requires the City to evaluate the potential for future housing in non-residential areas. The City has limited land available for infill, so to accommodate urban growth the City will continue to encourage infill and the re-use of underutilized lands. There are physical challenges and constraints to growth including flooding and wastewater capacity.

Major Issues and Challenges

- The General Plan policy 1.A.7, that sets a 5000 dwelling unit limit by 2020 with the intent to manage residential growth at an even and reasonable pace. The intent is not to limit infill or multi-family development.
- The Spring Lake Specific Plan Building Unit Allocation limit
- Infrastructure constraints and flooding
- Urban Limit line initiative
- The City is not currently undertaking a General Plan update.
- RHNA numbers.

Scope of Work

Introduction

The Housing Element was last updated in October 2003. The current element is divided into two documents, *The Housing Element Policy Document* and the *Housing Element*

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Background Report. The Background report assessed housing needs, a resource inventory, and constraints to development. The Policy document sets forth the goals and policies of the Element, includes an evaluation of adequate sites and quantified objectives.

Housing Element Background Information

The selected firm will review and revise as needed the information in the current background report.

Some of the available sources of **information that can be provided by staff** include:

- Census data from the HUD Consolidated Five Year Plan 2005-2010
- City Annual Housing Reports 04-05 and 06-07.
- Number of Existing Affordable housing units
- The City's Inclusionary Affordable Housing Ordinance
- Affordable units threatened with conversion to market rate status.
- Current development projects with entitlements
- Building permit trends
- Current specific plan and area wide planning efforts

Some of the specific **data analysis the Consultant will provide** includes:

- Analysis of the physical conditions in existing housing, including a neighborhood housing conditions survey.
- Inventory of available sites to meet projected housing need and provide greater development certainty.
- An analysis of current regulations and their impact on housing production including: AB 2348 (Mullin 2004); SB 520 (Chesbro 2001); AB 1233 (Jones 2005); AB 2634 (Lieber 2006); AB 2511 (Jones 2006); SB 1087 (Florez 2005)
- Current Real estate and housing market and availability.
- Demographic information and analysis as required by Housing Law pertaining to special needs populations, including extremely low income households, homeless, single parents, farm workers, large households, elderly and racial minorities.
- Evaluation of Constraints on housing.

Review of policies and programs

The selected consultant will undertake a careful evaluation of the current Element's objectives, policies and programs to evaluate actual results and implementation. The evaluation shall consider new and existing policies and programs which can best implement the objectives of State Law, Woodland General Plan Land Use Element, and regional housing needs.

Sustainability and energy policies.

Evaluate and include policies and programs that address energy efficiency, green building practices, sustainability as well as any resulting provisions of AB 32.

Quantified Objective

Consultant shall review land use patterns, development trends, current zoning regulations, project entitlements, redevelopment efforts, and other factors to develop a *Quantified Objective* for the planning period as mandated by State Law.

Public Outreach

The Consultant shall prepare and execute an appropriate public outreach process in compliance with State Housing Element Law which includes:

- Identification of community groups, organizations, neighborhood associations, environmental organizations, and community advocates who should participate in the Housing Element Update process. Staff can provide the Consultant with lists of groups which have in the past participated in housing-related programs.
- An outline of public outreach efforts, which may include public workshops, community meetings, press releases, and newspaper columns. Staff will work closely with the Consultant to define the scope and character of the public outreach efforts.
- At a minimum, Consultant should schedule at least two public/community workshops or study sessions. Planning Commission members and/or City Council representatives may participate in these sessions.
- Consultant will be responsible for preparing all handouts, materials, power points, and other information for use at public meetings and workshops and shall be responsible for presenting, with Staff, key findings and recommendations.
- Consultant shall, working with Staff, prepare recommended revisions to the document incorporating key public concerns.

Environmental Review

The Consultant shall prepare all environmental documentation. The Consultant is encouraged to provide an explanation of their approach toward CEQA review of the Housing Element and to provide examples based on experience. It is anticipated that a Negative Declaration/Mitigated Negative Declaration will be required.

Review and Local Approval Process

The Consultant and Staff shall present the new recommended Housing Element to the Planning Commission and City Council. The Consultant will assist staff in preparation of all staff reports, documentation, power points required by the Commission/Council. Consultant should program two to four public hearings (up to two each for Planning Commission and City Council).

Liaison to the Department of Housing and Community Development

The Consultant shall serve as the City's liaison with the California Department of Housing and Community Development. Consultant shall be responsible for the following:

- Submittal of Draft Housing Element document to HCD
- Preparation of written response to HCD comments.

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- Meetings and/or conference calls with HCD Staff and City Staff to discuss comments.
- Consultation with HCD Staff regarding changes to text required by Planning Commission or City Council.
- Submission of Final Draft to HCD for review and approval.
- Preparation of final changes required for HCD approval.

Deliverables

Consultant shall provide the Housing Element Document and will be responsible for all text, tables and databases, formatting, graphics and illustrations.

The Consultant shall provide staff with ten (10) copies of the Administrative Draft for review and comment. Consultant shall also provide at least five (5) copies of the Draft Document submitted to HCD for their review. Finally, the Consultant shall provide 25 bound copies of the Final Draft Housing Element for the public hearing review. All documents shall be provided in electronic versions.

Project Schedule/Timeline

The adopted Housing Element must be submitted to the State Department of Housing and Community Development in compliance with statutory requirements. The timeline proposal shall include a thorough explanation of all stages of the project, including:

- Kick off meeting with staff
- Identify Major Milestones, meetings and work products
- Delivery of work products to City staff, staff reviews of three (3) weeks, and consultant time for preparation of revised documents. Multiple revisions may be required before public release of draft documents.
- Public Outreach
- Public Workshops with City Commissioners and Council.
- City Council review and approval of final draft Housing Element.
- Submittal of final draft Housing Element to HCD for review no later than June 30, 2008.
- Preparation of CEQA analysis.
- Planning Commission and City Council Hearings for Housing Element adoption and environmental certification/adoption.
- Submittal of adopted Housing Element to HCD.

RFP Submittal Requirements and Selection Process

Content of Proposal

- Proposal should be short, well-written and to the point.
- Proposal should be submitted on 8-1/2 x 11 format and the document should be stapled or plastic comb bound – no binders.
- Date, legal name of firm, year it was established and address, telephone and email address.

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- Names of principals and associates and brief listing of professional experience.
- Team and Project Manager. Description of the proposed team assembled for the project, their backgrounds, how they will work together and previous collaborations, if any. Identify the principal in charge of the project, project manager, the company's contact person and the names and brief resumes of any subcontractors. Include organizational chart indicating the lines of responsibility of each project team member, hourly rates, and number of hours they will bill.

Please note that later substitutions of any team members will be subject to the approval of the City. Project Manager substitution may be grounds for cancellation of the contractual agreement with the City.

- Scope. Description of the scope of work, including a detailed project schedule for completion of tasks.
- Past Projects and References. Give a representative listing of similar projects completed for the past five years. Include a list of references, with contact persons and phone numbers for these projects. Explain any experience with HCD on recent Housing Elements, particularly focusing on experience with current Housing Element law. Describe how your firm has been able to obtain approval from HCD for Housing Elements.
- Budget/Fee Structure. Provide a detailed cost breakdown, including the costs for each task necessary for the proposed scope of work identified above. Costs should include hours and staff assignments for each task. Budget should include cost for all administrative and material costs. Please describe all assumptions and appropriate contingencies.

Selection Process

Proposals will be evaluated by Staff. The City's selection will be made based upon: the proposal's conformance to the request for proposals; your firm's ability to complete this analysis in a timely manner; your demonstrated understanding of the project; the qualifications and resources of the firm and staff, including experience with similar project; preliminary cost information; record of performance; and references. The City retains the right to reject any or all proposals and to negotiate final contract terms with any selected consultant. Final award of a contract is at the discretion of the City Council.

RFP Distributed	August 10, 2007
Proposals Due (4:30pm)	September 5, 2007
Possible Oral interview	Late September.
Final selection and Signed Contract	Early October

Proposal Submittal Information

Five copies of the proposal must be submitted to the following address, no later than 4:30 p.m. on September 5, 2007. Facsimile transmissions, postmarks, and late proposals will NOT be accepted under any circumstances.

Proposals that are **mailed** shall be submitted to the following:

City of Woodland
c/o Cindy Abell-Norris, Senior Planner
Community Development Department
300 First Street
Woodland, Ca 95695

Proposals that are **hand delivered** shall be brought to the following address:

City of Woodland
c/o Cindy Abell-Norris, Senior Planner
Community Development Department
520 Court Street
Woodland, Ca 95695

Questions may be directed to Cindy Norris at (530) 661-5820 or by email to cindy.norris@cityofwoodland.org.

We look forward to reviewing your proposal.

Attachments

City of Woodland Consultant and Professional Services Agreement.
Urban Limit Line Initiative Text
City General Plan Policy A.1.7