



**County of Mariposa
Request For Qualifications
Comprehensive Housing Program Implementation Strategy
March 31, 2017**

The County's 2014-2019 Housing Element sets forth a variety of programs intended to increase the supply of housing in Mariposa County for all economic segments of the Community, with particular attention to affordable, workforce housing and housing for special populations. The highest priority among the policies contained in the Housing Element is completion of a Comprehensive Housing Strategy intended to determine particular housing needs, available programs to meet those needs, and a strategy for ongoing funding and administration of such programs. An evaluation of programs and related overall program administration is a necessary first step in accomplishing the following objective and program:

2.1 The County shall undertake a comprehensive study to evaluate and select cost effective and financially sustainable housing program development and administration. The study shall contain conclusions and recommendations for implementation by the County of ongoing, permanent housing program administration and management initiatives resulting in the development, maintenance and rehabilitation of housing for all economic segments of the community and unique housing needs.

Implementation shall include formation within the County or through selection by contract or Memorandum of Understanding (MOU) of an entity to manage and administer recommendations of the study.

Particular attention shall be given to programs that promote and facilitate the development of affordable housing, and specifically, housing for extremely low, very low, low and moderate income households. The County shall provide financial and personnel resources to ensure the sustainability of housing programs targeting lower income households.

The County shall obtain grant funds, if available, to underwrite the costs of the study.

Responsibility: Determined as a result of Program 2.1.

Time Frame: Program Comprehensive Study; 2016-2017

*Complete
Comprehensive Study: 2017-2018*

*Implement
Recommendations: By end of 2018*

Quantified Objective: Complete and implement recommendations of the Comprehensive Study to implement housing and social services programs within Mariposa County.

Funding: CDBG; USDA; Allowable administrative expenses from grant programs operated by the County, General Fund

The results of the contracted work will enable stakeholders, the community and decision makers to recommend, evaluate and determine workable, locally implemented, housing programs to meet Mariposa County's regional

and unique needs. This housing study will provide a workable road map for implementing ongoing, resilient programs at the local level to benefit Mariposa County residents, employees and employers.

Therefore, Mariposa County is seeking knowledgeable, expert, professional consulting services necessary to accomplish the foregoing Housing Element Program. Services must include the following:

WORK PRODUCTS

The consultant will prepare work products and conduct the evaluation as follows:

Task 1: Housing Program and Housing Need Evaluation

Identify, evaluate and document

1. feasible housing programs to meet Mariposa County housing needs for households with moderate or lower incomes;
2. housing programs best suited to meet Mariposa’s unique housing needs; and
3. opportunities, constraints and alternative strategies for administrative and financial support within the County administrative structure of the County to direct, manage, and implement housing programs.

Task 2: Community Outreach

The consultant will, with the assistance of Mariposa County Planning Dept. staff, devise, implement and document a strategy to engage the community, including housing advocacy groups and organizations regarding opportunities and constraints to meet the County’s housing needs.

To accomplish this task, the consultant will prepare community engagement support material including text, charts, diagrams, maps and data tables, along with other visual forms of communication, to effectively convey concepts and data necessary to inform the community and stakeholders regarding available, alternative housing programs that will meet local needs. The consultant will utilize the County’s website, social media, and print media and other existing platforms to obtain community input and shall develop content accordingly.

Task 3: Stakeholder Engagement

The consultant will prepare, implement and document a strategy for stakeholder engagement, including identification of stakeholder groups and related outreach.

Implementation of the strategy will involve direct outreach to stakeholders including tourism, merchant organizations, non-profit housing providers, housing advocacy groups, employers and employee groups including Yosemite National Park employees and National Park concessionaire employees, to obtain input regarding opportunities and challenges in meeting community housing needs.

Task 4: Synthesis of Community Outreach and Stakeholder Engagement

An objective of the Comprehensive Study is to build upon existing interest in strengthening the County’s supply of housing to establish strong, ongoing local support for creating new affordable housing opportunities. Therefore, community outreach will include one or more public workshops, and community forums designed to bring together the community at large, stakeholders and decision makers to inform a “best fit” between

available programs and community and stakeholder recommendations for programs and actions targeting housing needs. Stakeholder and Community Engagement will be followed by one or more focus group exercises regarding feasible options for affordable housing programs.

Task 5: Develop A Workable Implementation Strategy For Consideration By The Board of Supervisors

1. Recommend specific policies, regulations and measures that the County will implement to improve the existing housing stock, increase new affordable units and strengthen neighborhoods;
2. Recommend a specific list of housing programs the County should consider implementing to address housing needs and quantified housing objectives for housing in Mariposa County;
3. Recommend dedicated financial mechanisms (public and private) to implement programs designed to meet any housing needs and increase the local County supply of affordable housing; and
4. Recommend a strategy for ongoing, permanent management and administration of housing programs including staff levels mechanisms for financial support of such an ongoing program(s).

PROJECT SCHEDULE

The County expects the housing study to be completed within nine (9) months from the date of the notice to proceed. A general schedule of events for the housing study is as follows:

Item	2017 Schedule
RFQ Issued	April
Consultant Selected	April - May
Contract Approved	May
Task 1 Background Evaluation	May – June
Tasks 2 & 3 Community/stakeholder engagement	June
Task 4 Report regarding outreach/engagement	June -July
Task 4 Focus group discussion	July - August
Task 5 Planning Commission Workshop(s)	Sept. - Oct.
Task 5 Board of Supervisors workshop(s) &hearing(s)	Oct. - Dec.
Task 5 Adoption of strategy	December
Implementation	2018

BUDGET

The preliminary budget for this study is currently \$75,000 - \$125,000. Responses must include a budget estimate based on the scope of work/tasks and anticipated deliverables.

EXPECTED DELIVERABLES PENDING FINAL SCOPE OF WORK AND PROFESSIONAL SERVICES CONTRACT

- Housing Program evaluation summary report
- Community outreach and stakeholder engagement materials and media content
- Community outreach, stakeholder engagement and focus group summary report
- Refined program and administration feasibility report
- Housing Program Strategy Final Report

QUALIFICATIONS

Each statement of qualification from respondents must include the following:

1. Description of the respondent's team, including subcontracting individuals or organizations. Background information for each individual team member including resume, relevant experience, and proposed role in completing the study.
2. Examples of relevant project experience of the respondent's consulting team. Examples provided should demonstrate how the scope, scale, and context of example is relevant to the Comprehensive Affordable Housing Study.
3. References with the name of the jurisdiction, contact person, telephone number and work description of all projects for which the respondent's team has performed services similar to the above described study.
4. An explanation of the respondent's approach to this project based on the above referenced list of tasks demonstrating an understanding of the work necessary to complete Program 2.1 described herein.
5. Prospective, preliminary budget: The budget should estimate the cost of each listed task and key deliverable.

Those firms considered most qualified will be selected to interview with a selection committee comprised of County staff including the Planning Director, Human Services Director or designees and selected members of the community to be determined.

Deadline for Submittal: 5 PM, April 21, 2017

Submit Letters of Interest and Qualifications to:

bfoucht@mariposacounty.org

Electronic Submittals Only Please

Please Direct Inquiries to:

Brian Foucht, AICP

Deputy Director, Mariposa Planning

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