



# **HOUSING ELEMENT UPDATE**

## **REQUEST FOR PROPOSALS**

**April 23, 2009**

**SUBMITTAL DATE: May 14, 2009 before 5 p.m.**

## INTRODUCTION

The City of Cotati is seeking proposals from qualified consulting firms to prepare an updated Housing Element in compliance with state law. 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

### **City of Cotati**

A community of 7,535, located in the San Francisco Northbay region, Cotati is situated in the center of the County of Sonoma. Located in an important wine and small specialty farm region, the City is surrounded by vineyards, wetlands and the City of Rohnert Park. The City is located approximately 45 miles north of San Francisco, 8 miles north of Petaluma and 8 miles south of Santa Rosa, and has direct access to Highway 101.

Although incorporated in 1965, Cotati has played an important role in the region, providing the general store and other amenities to central Sonoma County for over 100 years. Cotati still retains a wonderful stock of historic resources including a National Register hexagonal park and street pattern, an historic downtown and surrounding residential neighborhoods.

The City has limited developable areas and a history of few annexations. This is partly philosophical and partly due to wetlands surrounding the City. The Downtown Specific plan, scheduled for adoption in the summer of 2009, provides strong guidance to ensure that the remaining under-utilized downtown parcels are designed to fit the existing and preferred early 20<sup>th</sup> century style downtown development. Most of the development over the next 10 – 20 years is expected to be within this area. Limited growth capacity is currently available throughout the City. Cotati has a voter-approved urban growth boundary and follows a growth management limit of 100 units per year. The actual historic annual growth rate, however, is only 26 units per year.

### **Housing Element Update**

The City is seeking qualified consultants to update its Housing Element and prepare necessary CEQA documentation. The current Element was adopted and certified in 2002. The primary purpose of the update is to achieve compliance with State law. Consultants are advised that the City has limited data and logistical resources.

The consultant scope of work would include a technical update of housing-related data; a review and update of Housing Element policies; public workshops and hearings; and a CEQA document (a Negative Declaration is anticipated). It is envisioned that there would be approximately eight public meetings to solicit public input, including a community meeting, a meeting with housing development professionals, workshops

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with the City Council and Planning Commission, as well as public hearings with the Planning Commission and City Council.

The City desires that the consultant work directly with the State Department of Housing and Community Development (HCD) in the drafting and review phases of the Element. This would include the HCD review process of the City Council's approved Element, in close coordination with City staff.

Revisions may be necessitated by HCD review following City Council action on the draft Element. Proposals should provide an allowance for revisions to the draft element for this potential work, including attendance at one City Council meeting.

**Anticipated Work Products**

- Technical memorandum (60 copies) that would provide background data and an analysis of progress on existing adopted Housing Element implementation. This would be used in conjunction with initial workshops with the Council, Planning Commission, community, and housing development professionals, and would form the basis of data needed for the draft Element.
- Screen check draft Housing Element and CEQA document (4 copies each).
- Second draft screen check draft Housing Element (4 copies each).
- Draft Housing Element and CEQA document (60 copies each).
- Revised Draft Housing Element reflecting Planning Commission changes (50 copies).
- Housing Element reflecting City Council changes (50 copies), final CEQA document (30 copies)
- Adopted Housing Element reflecting HCD revisions accepted by the City Council (60copies)

The City is may be willing to consider alternate proposals to anticipated work products or the approach to the public process.

The updated Housing Element must be organized in a fashion that tracks requirements under State law.

**Schedule**

Work on the update will begin in June 2009, and take approximately 10 months from authorization to proceed to the point of submission to the State Department of Housing and Community Development.

**Cost**

Fixed costs must be identified for all major tasks. Any additional costs shall be identified in the proposal.

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**Electronic Copies**

The consultant shall provide electronic copies of published versions of all required reports in a format acceptable to the City.

**Proposal**

Please provide five copies of a written proposal before 5 p.m. on **May 14, 2009**. The proposal may be provided in letter form. Your proposal must provide a breakdown of all major costs, and a schedule for preparation of the materials specified. Any recommendations for the scope of work that you may have should also be included in the proposal. The proposal should be delivered to:

Marsha Sue Lustig  
Acting Community Development Director  
201 West Sierra Avenue  
Cotati, CA 94931

Questions regarding this RFP may be directed to Marsha Sue Lustig at (707) 665-3638.

**Selection Criteria**

Proposals will be evaluated on the following factors, but may not be limited to these factors:

- Understanding of scope of work.
- Technical competence/past performance record. Please include a firm resume and at least three references for comparable assignments, preferably involving certified Housing Elements.
- Staffing capability and availability.
- Approach to work.
- Quality control.
- Demonstrated ability to deliver complete and timely work products.
- Cost.
- Ability to meet the City's insurance requirements. The proposal shall contain a statement of liability for the accuracy, validity and reliability of services, including insurance.

**Communications**

Unless otherwise authorized by City staff, all correspondence, questions, or other communications regarding the proposal should be directed only to City staff.

**Contract Award**

City staff will review proposals and make a recommendation for award of contract to the City Council.