



REQUEST FOR QUALIFICATIONS

25-01
January 8, 2025

Ventura Council of Governments (VCOG)
Regional Early Action Planning (REAP) 2.0
Subregional Partnership Program (SRP)
Task 4

Prohousing Designation Technical Assistance

Work with VCOG jurisdictions staff to: a) prepare and present a Prohousing scoring technical assistance webinar, b) compile an initial Prohousing score for 10 VCOG jurisdictions, c) provide up to two hours of follow up with each requesting jurisdiction, d) prepare an action plan for jurisdictions that have not applied, and e) prepare an end-of-project report.

IMPORTANT DATES

January 8, 2025 – RFQ ISSUED

January 29, 2025 – SOQ (QUALS) DUE

February 3-NLT 17, 2025 – SELECTION AND CONTRACTS

NLT February 17, 2025 – NOTICE TO PROCEED

June 30, 2026 - COMPLETION

VCOG Contact: Program Manager Dr. Chris Williamson, AICP
cbwplans@gmail.com 213-509-1213

Prohousing Designation Technical Assistance

INTRODUCTION

The Ventura Council of Governments (VCOG), a California Joint Powers Authority consisting of 11 jurisdictions¹, issues this Request for Qualifications (RFQ) to identify and contract with consultants or consultant teams to implement VCOG’s Regional Early Action Planning (REAP) 2.0 Program, Task 4 “Prohousing Designations Technical Assistance.” VCOG will select and contract with one or more consultants to determine an initial Prohousing Designation score for 10 VCOG jurisdictions (Oxnard has already applied) and then work with city/county staffs to submit a Prohousing Designation application or prepare a Prohousing application action plan if the jurisdiction chooses not to submit a Prohousing application by May 31, 2026. The action plan must result in implementable/adoptable programs or policies (meaning subject to adoption or approval of the legislative body) required to meet the programs, projects, and commitments in draft, adopted, and/or compliant 6th cycle Housing Elements. Legislative action must be taken by June 2026. The TA would be consistent with Southern California Association of Governments (SCAG) REAP 2.0 guidelines and each jurisdictions’ implementation of their respective 2021-2029 Housing Element.

Per the terms of the Contract all studies, surveys, data, notes, computer files, reports, records, documents and other materials (the “documents and materials”) prepared by Consultant, its employees, subcontractors and agents in the performance of this Agreement shall be the property of VCOG and shall be delivered to VCOG upon request of the Project Manager or upon the termination of this Agreement. Consultant shall have no claim for further employment or additional compensation as a result of the exercise by VCOG of its full rights of ownership use, reuse, or assignment of the documents and materials hereunder.

VCOG intends to award two TA contracts that could lead to working with the up to five jurisdictions simultaneously. Consultants may form teams and/or have their own on-call subconsultants for assistance. Deliverables must be completed and submitted by June 30, 2026, the current ending date of the REAP 2.0 grant program. The total budget is \$100,000.

RFQ/SELECTION/NTP SCHEDULE

1/8/2025	RFQ Release by email and post on solicitation websites
1/20/2025	Send interest email to cbwplans@gmail.com by 5:00 PM Pacific Time Written questions due to cbwplans@gmail.com by 5:00 PM Pacific Time
1/22/2025	Replies to questions during Bidders ZOOM meeting, 1 hour, 10:00 AM PST Summary of questions, answers, and zoom call sent if requested.
1/29/2025	SOQ document due to cbwplans@gmail.com by 5:00 PM PST
2/3-16/2025	Possible Zoom interviews at VCOG discretion. Selections and noticing, send VCOG contract. Execute contract
2/17/2025	Target for Notice to Proceed

VCOG has attempted to provide all information available to respond to this RFQ.. It is the responsibility of each Respondent to review, evaluate, and, where necessary, request clarification prior to submission. If any person contemplating submitting a response to this RFQ is in doubt as to the true meaning of any part of the solicitation documents attached hereto or finds discrepancies in or omissions from the specifications, they must submit a **written request for clarification/interpretation to VCOG REAP Project Manager Chris Williamson via email at cbwplans@gmail.com by 5:00 P.M PST January 20, 2025 and/or participate in a bidders Zoom meeting on**

¹ Ventura, Oxnard, Port Hueneme, Camarillo, Thousand Oaks, Moorpark, Simi Valley, Ojai, Fillmore, Santa Paula, and Ventura County

January 22, 2025 at 10 am. Questions and responses would be provided to all parties by January 23, 2025. VCOG does not guarantee receipt by Respondent of post-RFQ information: it is the responsibility of each Respondent to periodically check with the Grant Manager.

BACKGROUND

REAP 2.0 is a flexible grant program that will accelerate progress towards state housing goals and climate commitments through a strengthened partnership between the state, its regions, and local entities. **REAP 2.0 funds will accelerate infill housing development, reduce Vehicle Miles Traveled (VMT), increase housing supply at all affordability levels, affirmatively further fair housing (AFFH), and facilitate the implementation of adopted regional and local plans to achieve these goals.** REAP 2.0 is administered by the California Department of Housing and Community Development (HCD) in collaboration with the Governor’s Office of Planning and Research (OPR), the Strategic Growth Council (SGC), and the California Air Resources Board (CARB). Refer to <https://www.hcd.ca.gov/grants-and-funding/programs-active/regional-early-action-planning-grants-of-2021> for additional information.

A share of statewide REAP 2.0 funding is allocated to SCAG which, in turn, allocated funds to COGs to create and implement a Subregional Partnership Program to assist cities and counties in implementing their respective 2021-2029 Housing Element programs that meet the three REAP 2.0 criteria of: 1) infill, 2) AFFH, and 3) reducing VMT. VCOG and SCAG have established this Technical Assistance task VCOG staff reviewed the 11 housing elements with 281 programs, networked with planning staffs, and determined that the City of Oxnard has already applied for Prohousing designation (as of December 2024). The decision to seek Prohousing Designation is entirely up to each jurisdiction and participation in this task does not indicate that a jurisdiction will seek designation.

The Prohousing Designation Program is authorized and prescribed by Title 25, Division 1, Chapter 6, subchapter 6.6 of the California Code of Regulations. Jurisdictions receiving a Prohousing Designation shall be awarded additional points or preference in program funding applications pursuant to Government Code section 65589.9(b). Prohousing Policy is defined as “A course or basis of action adopted or proposed by a Jurisdiction, which satisfies or purports to satisfy Sections 6605 and 6606, and which, as such, is reasonably likely to accelerate, streamline, or encourage housing production.” HCD describes the designation process at this website: <https://www.hcd.ca.gov/planning-and-community-development/prohousing-designation-program>.

CONSULTANT TASKS

The following are five (5) subtasks to be fully completed by June 30, 2026:

- a) schedule and present a Prohousing scoring technical assistance webinar to planning staffs,
- b) compile an initial Prohousing Designation score for VCOG jurisdictions (except Oxnard),
- c) provide up to two hours of TA follow up with each jurisdiction,
- d) assist with Prohousing applications and/or prepare a Prohousing application action plan, and
- e) provide all deliverables and task summary report.

DELIVERABLES

- Initial Prohousing score for up to 10 jurisdictions.
- Summary report of jurisdictions that initiated an application or completed the Prohousing designation, or an application action plan for jurisdictions not yet applying as of May 2026.
- A summary task report and all deliverables
- Jurisdiction MOU to VCOG and/or action item document documenting an “adoptive action.”

STATEMENT OF QUALIFICATIONS SUBMISSION

The SOQ submission document should be one combined PDF not exceeding 20 MBs and identified as “VCOG RFQ 25-01 SUBMITTERS NAME” and include the following in this sequence:

- Cover with Submitters Name, date, and “VCOG RFQ 25-01”
- Cover Letter (not to exceed three pages)
- Statement as to ability to consult some number of cities simultaneously
- Statement of familiarity with specific VCOG jurisdictions
- List of Prohousing, REAP, Housing Element, and/or housing planning-related consulting work
- Three References with contact information
- Resumes of Principals
- Fee schedule

Note: All parts of the SOQ must be received via email at cbwplans@gmail.com prior to the deadline of 5:00 PM PDT, January 29, 2025.

Proposals shall be addressed to:

Dr. Chris Williamson, AICP
REAP 2.0 Program Manager
Ventura Council of Governments
33 High Street, Suite 200
Moorpark, CA 93012
(e-mail cbwplans@gmail.com)

- a. All submissions are considered a matter of public record.
- b. The fee schedule shall be valid for a minimum of 180 days.
- c. VCOG reserves the right to reject any and all proposals.
- d. The terms and scope of the contract will be arrived at on the basis of professional negotiations between VCOG and the Consultant. If VCOG and the Consultant fail to reach a contractual agreement, VCOG may renegotiate with any other top selected Consultant.

SOQs are NOT to be marked as confidential or proprietary. VCOG will refuse to consider any responses so marked. Documents submitted in response to this RFQ may become subject to public disclosure per the California Public Records Act, Government Code Section 6250 et seq. VCOG shall not be liable in any way for disclosure of any such records. Additionally, all SOQs shall become the property of VCOG. VCOG reserves the right to make use of any information or ideas submitted. By submitting, the Respondent represents that it has thoroughly examined VCOG’s requirements and are familiar with the services required under this RFQ, and that it is qualified and capable of providing the services to achieve the VCOG’s objectives.

VCOG reserves the right to negotiate modifications with any Respondent as necessary to serve the best interests of VCOG. Any SOQ may be rejected if it is conditional, incomplete or deviates from specifications in this RFQ. VCOG reserves the right to waive, at its discretion, any procedural irregularity, immaterial defects or other improprieties which VCOG deems reasonably correctable or otherwise not warranting rejection. Any waiver will not excuse a Respondent from full compliance.

VCOG shall not be liable for any expenses incurred by Respondent in the preparation or submission of their SOQ. Pre-contractual expenses are defined as including, but not limited to, expenses incurred by the Respondent in: a) preparing its response to this RFQ; b) submitting that SOQ to VCOG; c) negotiating with VCOG any matter related to the Respondent's SOQ; and d) any other expenses incurred by the Respondent prior to the date of award and execution, if any, of the Contract.

Where two or more Respondents desire to submit a single response to this solicitation, they must do so on a prime/sub basis rather than as a joint venture. VCOG intends to contract with several single firms that may subcontract with multiple firms (team) but not with multiple firms doing business as a joint venture.

SELECTION CRITERIA

VCOG may reject all quotes proposals at its sole discretion.

The following is VCOG's scoring criteria for the selection of Consultant(s):

- a. Familiarity and experience with the California HCD Prohousing Designation Program. 40%
- b. Familiarity with the planning and development context in Ventura County and its jurisdictions, specifically inclusionary and density bonus ordinances in VCOG jurisdictions. 20%
- c. Willingness and demonstrated ability to meet deadlines. 10%
- d. Responsiveness to requirements, terms, and conditions of this Request. 10%
- e. Proposed fee schedule. 10%
- f. Depth of staffing to complete projects in different jurisdictions simultaneously. 10%

PUBLIC DOMAIN AND LIMITATIONS

- a. All reports and pertinent data or materials are considered in the public domain once completed. All work products are subject to public records requests.
- b. SCAG, as the grantor to VCOG, retains contractual oversight and may request additional invoice backup documentation at its discretion to comply with applicable SCAG procurement policies and practice.
- c. The Request for Qualifications does not commit VCOG to pay any costs incurred in preparation of the proposal or to procure or contract for services or supplies. VCOG reserves the right to accept or reject any or all proposals received as a result of this request, to negotiate with any qualified source, or to cancel in part or in its entirety this request if it is in the best interests of VCOG to do so. VCOG may require the proposer selected to participate in negotiations, and to submit such price, technical, or other revisions of their proposals as may result from such negotiations.
- d. Neither VCOG nor SCAG shall not be obligated to pay for any increase in Project costs which exceeds VCOG or SCAG's obligated funding amount.
- e. VCOG and/or SCAG reserve the right, in its sole discretion, to discontinue funding the Program and terminate the contract.

OTHER INFORMATION

Insurance Requirements.

Certificates of general liability and errors and omissions insurance will be required by the successful contractor to confirm that the insurance policies required by the contract have been obtained. These certificates of insurance or other documentation of insurance are required from the contractor following award of the contract but no

later than contractor's Notice to Proceed. No work will be authorized until the required insurance documentation is received by VCOG staff.

Conflict of Interest.

VCOG Staff shall not participate directly or indirectly in a procurement when a VCOG Board member or VCOG staff knows that: (1) any member of the VCOG Board member or employee's immediate family (immediate family member is defined as a parent; sibling; child by blood, adoption, or marriage; spouse; grandparent or grandchild) has a personal financial interest pertaining to the procurement; (2) a business or organization in which the VCOG Board member or employee, or any member of the VCOG Board member or employee's immediate family, has a personal financial interest pertaining to the procurement; or (3) any other person, business or organization with whom the VCOG Board member or employee or any member of the VCOG Board member or employee's immediate family is negotiating or has an arrangement concerning prospective employment is involved in the procurement. Upon discovery of an actual or potential conflict of interest, the VCOG Executive Director shall promptly consult with SCAG to determine if the contract award may proceed and/or conditions that may be required.

Debarment.

Contractors/vendors and subcontractors must not be debarred, suspended or otherwise excluded by the United States Government in compliance with the requirements of 7 Code of Federal Regulations (CFR) 3016.35, 28 CFR 66.35, 29 CFR 97.35, 34 CFR 80.35, 45 CFR 92.35, Executive Order 12549, and Public Contract Code (PCC) Section 6109. As part of the award process, prior to contract award VCOG will verify proposer, its principal and their named subcontractors are not on the Federal debarred, suspended or otherwise excluded list of vendors located at www.sam.gov, or the State of California, located at www.dir.ca.gov/dlse/debar.html. Upon verification that the proposer (its staff or subcontractors) is on either list VCOG shall exclude the proposer from any further consideration in the award process.

Protests.

Proposers may not protest the contents of the specifications of the solicitation. VCOG's Policy on Contract Award Protests, can be viewed online at <https://www.venturacog.org/>." Any participating party may file a protest of a contract award or proposed contract award. The protest or appeal must be made in writing within ten (10) days of award notification and contain at least the following information:

- The name, address and telephone number of the protester;
- The signature of the protester;
- The bid number and date of bid closing; and
- A statement of the legal and/or factual grounds on which the protest or appeal is based, including copies of information relevant to the bid.

Resolution of Protests.

The VCOG Executive Director will investigate the grounds stated within the protest and respond within ten (10) calendar days. The Executive Director's decision shall stand.

Procurement Files.

VCOG will maintain records sufficient to detail the history of procurement, including, but not limited to:

- (i) Rationale for the method of procurement;
- (ii) Selection of contract type;
- (iii) Basis for contractor selection or rejection;
- (iv) Record of contract or price negotiation;
- (v) The basis for the contract price; and
- (vi) Documentation of no conflict of interest for evaluator(s).

VCOG will make all procurement files available for inspection upon request by a federal, state, or pass-through awarding agency.

Professional Services.

Selection of persons or firms to provide professional services shall be based on demonstrated competence and on the professional qualifications necessary for the satisfactory performance of the services required. The price for the services shall be reasonable and competitive but VCOG is not required to award the contract to the lowest proposer.

Quote Proposal Noticing.

Per the VCOG Purchasing Policy, solicitations under \$25,000 do not need to be published in a newspaper and may be made by posting a notice in a public location, including a website, or by mail, fax, or email to persons and firms selected by the VCOG staff based on generally available listings of persons and firms likely to have interest and qualifications.

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