

CITY  
OF

PASADENA



## REQUEST FOR APPLICATIONS

**Homeless Emergency Aid Program (HEAP)**

**Emergency Shelter Services**

FOR THE

**Department of Housing**

NOTICE REGARDING DISCLOSURE  
OF  
CONTENTS OF DOCUMENT

All responses to this Request for Applications (RFA) accepted by the City of Pasadena (City) shall become the exclusive property of the City. At such time as the City Manager recommends a contractor to the City Council, and such recommendation, with any recommended contract appears on the Council agenda, all applications accepted by the City shall become a matter of public record and shall be regarded as public, with the exception of those elements of each application which are defined by the contractor as business or trade secrets and plainly marked as "Trade Secret", "Confidential" or "Proprietary". Each element of an application which a contractor desires not to be considered a public record must be clearly marked as set forth above, and any blanket statement (i.e. regarding entire pages, documents or other non-specific designations) shall not be sufficient and shall not bind the City in any way whatsoever. If disclosure is required or permitted under the California Public Records Act or otherwise by law, the City shall not in any way be liable or responsible for the disclosure of any such records or part thereof.

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**City of Pasadena**  
**REQUEST FOR APPLICATIONS**

**FOR**

**Homeless Emergency Aid Program (HEAP)**

**1. REQUEST FOR APPLICATIONS**

This Request for Applications (RFA) announces the availability of Homeless Emergency Aid Program (HEAP) funding for emergency shelter homeless services. HEAP funding was authorized by SB 850 and will be passed through the California Homeless Coordinating and Financing Council (HCFC) in the Business, Consumer Services and Housing Agency (BCSH). HEAP funding will be administered locally by the Department of Housing of the City of Pasadena.

In order to be eligible to be considered for funding, applications must meet threshold requirements, which can be found in Section 11.1 of this RFA, and are also listed in the evaluation criteria for the project type.

**2. DEADLINE FOR SUBMISSIONS**

Parties interested in responding to the RFA are asked to complete and submit one (1) electronic copy at <https://pasadenapartnership.org/heap-ca-esg-rfa/> and one (1) original hard copy (marked "Original") with completed RFA and exhibits that were submitted online by **5pm on Tuesday, April 16th 2019** to:

City of Pasadena Department of Housing  
Attention: Jennifer O'Reilly-Jones  
Homeless Emergency Aid Program (HEAP) Internal RFA  
649 N. Fair Oaks Ave, Suite 202  
Pasadena, CA 91109

All applications shall be enclosed in sealed envelopes, distinctly marked "RFA" with the title of the RFA and the applicant's name and address appearing on the outside. Applications must be hand delivered. No postmarks or facsimiles will be accepted. All supporting documents must be included in the submissions.

Applications received after the deadline or incomplete applications will not be accepted by the City or considered for funding.

### 3. DEADLINE FOR RFA QUESTIONS AND MANDATORY WORKSHOP

City staff are available to answer any questions and provide technical assistance to any department wishing to submit an application. All requests for technical assistance and questions must be submitted on or before **Thursday, April 11th 2019**. Questions regarding this RFA should be directed only to the person(s) designated below. Do not contact any other City employee or official regarding this RFA.

1. Jennifer O'Reilly-Jones  
Program Coordinator  
Department of Housing  
E-mail: [joreillyjones@cityofpasadena.net](mailto:joreillyjones@cityofpasadena.net)
  
2. Anna Jacobsen  
Program Coordinator  
Department of Housing  
E-mail: [ajacobsen@cityofpasadena.net](mailto:ajacobsen@cityofpasadena.net)
  
3. Diana Brown  
Homelessness Policy Fellow  
Department of Housing  
E-mail: [dbro-intern@cityofpasadena.net](mailto:dbro-intern@cityofpasadena.net)

Any questions submitted after the date and time specified will not be considered.

#### 3.1 Mandatory Workshop

There will be a RFA workshop on **Wednesday, March 13th at 10:00 a.m.** held at the City of Pasadena Department of Housing Community Room (649 N. Fair Oaks Ave, Suite 203. Pasadena, CA 91103). Attendance at the workshop is mandatory in order to submit an application for HEAP funding.

### 4. DEFINITIONS

The words (A) "City", (B) "Department", (C) "Director", or (D) "Contractor", as used in this RFA, shall be understood to refer respectively to (A) the City of Pasadena, California; (B) the several departments therein; (C) the directors of the several City departments; or any of their properly authorized assistants; and (D) the person, firm or corporation with whom the contract is made by said City or the agent or legal representative who may be appointed to represent such person, firm or corporation in the signing and performance of said contract.

### 5. ADDENDA

If any person contemplating submitting an application of the items or services listed herein is in doubt as to the true meaning of any part of this Request for Applications,

he/she may submit to the City representative(s) identified in Section 3, above, a written request for an interpretation or correction thereof.

Any interpretation or correction of City specifications will be made only by addendum, duly issued by the City representative(s) identified in Section 3, above. Addenda shall be made available to each applicant. An applicant's failure to address the requirements of the addenda may result in the application not being considered. If the City determines that a time extension is required for the application, the addenda will give the new submission date.

The City reserves the right to change any part of these instructions to applicants and specifications any time prior to Deadline for Submissions. Any changes shall be in the form of addenda and will become a part of the application documents and of the contract.

## **6. BACKGROUND**

### **6.1 HEAP**

The Homeless Emergency Aid Program (HEAP) was designed to provide \$500 million in immediate, one-time flexible block grant funding to large cities, counties and Continuums of Care to address the homelessness crisis throughout California. HEAP funds are intended to provide immediate emergency assistance to people experiencing or at imminent risk of homelessness. Funding was allocated to Continuums of Care using a formula based on the 2017 homeless point-in-time count and the service area's percentage of the statewide 2017 homeless population. Funding for project types was determined using a local collaborative process with input from local homeless service providers, advocates with lived experience of homelessness, City staff, faith-based organizations, healthcare providers, and business improvement district representatives. All HEAP funded activities must directly benefit the target population.

## **7. OBJECTIVE**

The City of Pasadena Department of Housing invites applications from qualified departments to apply for funding under this RFA. The primary objective of this RFA is to fund an emergency shelter project that serve the needs of people experiencing homelessness and strengthen the homeless emergency response system in the City of Pasadena.

## **8. SCOPE OF WORK**

### **8.1 Overview**

The City of Pasadena is seeking to fund a project that meet the needs of individuals, families, and/or youth experiencing homelessness. The City expects to receive approximately \$1.42 million in HEAP funding, of which \$75,000 will be made available through this RFA and is required to be fully expended by March 31, 2021 and invoiced by April 30, 2021.

### 8.2 HEAP Available Funding

This RFA is a two (2) year funding request for projects serving individuals, families, and/or youth experiencing homelessness. Applications should be for the full dollar amount available for the project type. Departments may only submit one application for the designated project type. Funding will be awarded to the highest scoring application based on the scores by the grants evaluation panel. Funding for all projects is contingent upon award of HEAP funds to the City by the California Homeless Coordinating and Financing Council.

<b>Project Type</b>	<b>Total Available Funding</b>
Emergency Shelter	\$75,000

### 8.3 Eligible Applicants

HEAP funding is open to departments within the City that provide direct services to people experiencing homelessness.

### 8.4 Match Requirements

There is no match requirement for departments that apply for HEAP funding in response to this RFA.

### 8.5 Timeline

<b>RFA Released</b>	<b>Mandatory Workshop</b>	<b>Last Day for Questions</b>	<b>Application Deadline</b>	<b>Evaluation Committee</b>	<b>Notification to Applicants</b>
March 6 <sup>th</sup> , 2019	March 13 <sup>th</sup> at 10am	April 11 <sup>th</sup> , 2019	April 16 <sup>th</sup> at 5pm	April 22 <sup>nd</sup> , 2019	April 25 <sup>th</sup> , 2019

### 8.6 Eligible HEAP Costs and Activities

Interested departments may apply to the following project type outlined below. The parameters of this funding are intentionally broad to encourage innovative projects that demonstrate the ability to immediately assist people experiencing homelessness in Pasadena. The examples provided are not an exhaustive list of activities. Applicants are encouraged to be creative when crafting projects that meet needs as previously identified through a Continuum of Care collaborative process. The following are suggested eligible activities under HEAP that can be funded through this RFA:

#### **1. Emergency Shelter**

Responding effectively to homelessness requires a combination of strategies at the local level, including the provision of low-barrier shelter options for people experiencing homelessness who cannot immediately access permanent housing. Projects seeking funding under this activity will aim to enhance the emergency shelter system's ability to be an effective component of an integrated homeless services system and should support the flow from a housing crisis to housing stability.

Emergency Shelter activities may include, but are not limited to, motel vouchers that provide immediate shelter outside of a traditional setting to people experiencing

homelessness as defined by HUD Categories 1 and 4, limited monetary incentives to motel owners to increase voucher acceptance in the amount equal to 15% of the fees associated with the total length of stay, or a motel liaison who would cultivate relationships with a network of motel owners to increase the number of participating motels.

## 9. LOCATION

Services will be performed City-wide.

## 10. DURATION AND SERVICE DATES

All HEAP-funded projects must be completed, and all funds expended, by March 31, 2021 and invoiced by April 30, 2021. HEAP-funded projects will begin upon the completion of the selection process and Memorandum of Understanding (MOU) execution, which is anticipated for July 1, 2019.

The term for HEAP-funded projects will be for up to twenty-four (24) months from the date of execution by the City.

All applications shall include a proposed work schedule to indicate duration and completion dates along with any project milestones and deliverables needed to complete the project on time.

## 11. EVALUATION PROCEDURES AND CRITERIA

This RFA has been structured to provide specific requirements which function as a standardized framework for the evaluation of a prospective applicant's qualifications. The City, in consultation with the evaluation panel of at least three people and majority City staff, reserves the right to reject any and all applications.

The City will score applications based on a weighted scale of 100 points. The evaluation panel will score responsive applications with the following criteria and weights:

<b>Evaluation Criteria</b>	<b>Available Points</b>
Agency Capacity	15 pts
Project Design	30 pts
Project Outcomes	20 pts
Project Budget	15 pts
Project Timeline	10 pts
Continuum of Care Needs	10 pts
<b>Maximum Points Available</b>	<b>100 pts</b>



### 11.1 Description of each Evaluation Criteria

Successful applications will demonstrate the ability to meet and exceed the following evaluation criteria:

- a) **Threshold Requirements** – Applicants must meet the following threshold criteria for eligibility as detailed below. If an application does not clearly demonstrate that the project meets these threshold requirements, the application will not be further evaluated and will not be considered for funding.
1. Projects that are selected to receive funding must agree to enter client-level data into the Los Angeles Collaborative HMIS.
  2. Projects that are selected to receive funding are required to participate in the Coordinated Entry System (CES).
  3. All projects must clearly indicate that they can meet the predetermined outcome measures as they apply to their project type (i.e. housing, CES assessment, data quality outcomes, and CoC engagement).
  4. The activities for which HEAP funding is being requested must focus on providing immediate emergency assistance to people experiencing homelessness in the eligible project areas: Emergency Shelter
  5. One hundred percent of HEAP funded projects must be completed by March 31, 2021 and invoiced by April 30, 2021. Any long-term project that will require payment after that date is not an appropriate use of HEAP funds available in this RFA.
- b) **Agency Capacity**– Points will be assigned based on whether the applicant has the expertise, staff, and administrative structure needed to support the successful implementation of the project. The applicant should clearly describe any experience with leveraging funding sources, collaborative partnerships and processes that are in place, and how individuals with lived experience of homelessness will be involved in the operation of the project.
- c) **Project Design** – Points will be assigned based on the department’s capacity to implement the project and if the project has the potential to immediately impact the needs of people experiencing homelessness. Successful applications will clearly describe any experience and past achievements with implementing similar projects and best practices, identify potential long-term sustainability strategies, and advance the long-term goal of permanent housing. Applicants should provide a clear, comprehensive narrative of what the proposed project looks like and how it will operate.
- d) **Project Outcomes** – Points will be assigned based on how well the project demonstrates that it is able to achieve all of the expected project, data quality,

and CoC engagement outcomes. The project's description of activities to meet these outcomes should be detailed, feasible and attainable, and include how the outcomes will be tracked.

- e) **Project Budget** – Points will be assigned based on the project's provided detailed budget and description of line items. The project's budget should be feasible, realistic, accurate, and cost effective. Resources that will be leveraged from other funding sources to support the project should be identified accordingly.
- f) **Project Timeline** – Points will be assigned based on the project's provided timeline and implementation plan, and the extent to which they are feasible, realistic, and detailed. The project should demonstrate its ability to deliver services immediately upon contract award.
- g) **Continuum of Care Needs** – Points will be assigned based on how well the project meets the current needs of the Continuum of Care. Components for consideration will include, but are not limited to, the application's explanation of the target population's need and the application's potential to address services gaps, reduce the incidence of homelessness, and increase access or connection to permanent housing opportunities.

### 11.2 Review Process

An evaluation panel comprised of at least three (3) qualified and non-conflicted individuals will review each application and assign a score out of 100 points based on the evaluation criteria. Panel members will include at least two City staff and may also include: Continuum of Care stakeholders and representatives from other ESG entitlement jurisdictions. The panel will review and evaluate each application that is deemed eligible and complete and funding will primarily be awarded to the highest scoring application. Funding recommendations will be submitted to the Pasadena City Council for review and final action in June 2019.

Once the grants evaluation panel has reached a decision, staff will recommend funding awards. The City reserves the right to select the application which, in its sole judgment, best meets the needs of the City.

## **12. CONTENTS OF APPLICATION**

The response to this RFA must be made according to the requirements set forth in this Article, both for content and for sequence. Noncompliance with these requirements or the inclusion of conditions, limitations, or misrepresentations, may be cause for rejection of the application. The entire application must be printed on standard-size 8½"x11" pages and printed on one side only.

## 12.1 Mandatory Contents

Section 1: Cover letter

Section 2: HEAP Internal Application

## 12.2 Specific Requirements for each Section of the Application

### **Section 1**

“Cover Letter” shall be a maximum one-page letter including the name and address of the department submitting the application; and the name, mailing/e-mail addresses, and telephone/fax numbers the contact person who will be authorized to make representations for the department.

### **Section 2**

“HEAP Internal Application” shall include a completed application form as submitted on the Pasadena Partnership website with wet signatures. The required sections to be included in the final submission are as followed:

- a. Cover sheet
- b. Overview
- c. Applicant Information
- d. Agency Capacity
- e. Emergency Shelter

Applicants will also be required to complete and submit one (1) electronic copy at <https://pasadenapartnership.org/heap-ca-esg-rfa/>

If your application does not include all of the above items, it may be deemed non-responsive.

## **13. GENERAL REQUIREMENTS**

### 13.1 Request for Applications (RFA) Quantities:

The quantities contained in the RFA documents are approximate only and are for the sole purpose of comparing applications. The Department of Housing may, in accordance with the specifications, request additional services as necessary at the City's sole discretion, as increased by the unit price noted and payment will be made for the amount of services actually provided as determined by the City and accepted at the unit prices noted in the application.

### 13.2 Standard terms and conditions

Prior to the award of any work hereunder, the selected department shall enter into a written Memorandum of Understanding with the Department of Housing. Applicants responding to this RFA are strongly advised to review all the terms and conditions of the contract should they be selected for funding.

### 13.3 Withdrawal of application

Any applicant may withdraw its application, by written request at any time prior to the time set for the opening of applications.

### 13.4 Commitment of availability of service

Once an application is opened, an applicant is expected to maintain an availability of service as set forth in its application for at least four months after date for opening applications.

### 13.5 Reservations

The Department of Housing reserves the right to reject any or all applications and any item or items therein, and to waive any non-conformity of applications with this RFA, whether of a technical or substantive nature, as the interest of the City may require.

### 13.6 Errors and omissions

Applicant shall not be allowed to take advantage of any errors in or omissions from in the Request for Applications. Full instructions will be given if such error or omission is discovered and timely called to the attention of the City.

### 13.7 RFA not contractual

Nothing contained in this Request for Applications shall create any contractual relationship between the applicant and the Department of Housing.

### 13.8 Protest Procedure

This procedure specifies the process to be utilized by the City of Pasadena in resolving protests regarding this solicitation. In order for a protest to be considered by the City, it must be submitted prior to contract award and no more than ten working days after the bid opening. Any responsive applicant who has submitted an application may also file a protest. All protests must be in writing, dated, with the specific name of the application, signed by an authorized representative of the agency, and must contain clear and complete statements of the reason(s) for the protest; including citing the law(s), regulations or procedures on which the protest is based. It is the sole responsibility of the aggrieved agency to provide all necessary facts and evidence to support the written protest. Protests should be addressed and delivered to the representative below:

Jennifer O'Reilly-Jones  
649 N. Fair Oaks Ave, Suite 202.  
Pasadena, CA 91103

The designated representative will review any protest(s) and issue a written decision within ten working days of receipt of the written protest.

## **14. APPLICANT'S CHECKLIST**

TO THE APPLICANT:

The following list is provided for the convenience of both you and the City and to help eliminate errors and omissions which may render your application unacceptable. Please ensure that all items are submitted with your application.

- HEAP INTERNAL EMERGENCY SHELTER APPLICATION (Signed by Applicant)

APPLICANT must complete and submit one (1) ELECTRONIC COPY at <https://pasadenapartnership.org/heap-ca-esg-rfa/> and One (1) ORIGINAL application as submitted online with wet signatures.

All applications shall be submitted as indicated in the section named “Deadline for Submission.”

Deliver in person before the time and day listed in the Request for Applications notice. Applications must be received in the Department’s Office before that time.