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CITY OF DURHAM

Lead & Healthy Homes Program
Pre-Proposal Submission Virtual Workshop

Marketing and Outreach RFP

July 8, 2020
2:00pm

Agenda

- Welcome & Introductions
- Logistics
- City of Durham Affordable Housing Goals
- Lead-based Paint Hazard Reduction & Healthy Homes Grant
- Overview of Request for Proposal
- Request for Proposal Schedule
- Summary
- Questions and Answers



City of Durham Affordable Housing Goals



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City of Durham Affordable Housing Goals

1. Preserve and expand supply of affordable rental units and rental assistance, with a focus on households <50% Area Median Income (AMI).
2. Maintain affordability and protect very low-income households in neighborhoods experiencing significant housing cost increases.
3. Engage the larger Durham community to make affordable housing a citywide priority.



Lead-based Paint Hazard Reduction (LHR) and Healthy Homes Grant

- Awarded by the U.S. Department of Housing and Urban Development (HUD) in the amount of \$3,258,748, which consists of federal funds and City of Durham General Funds.
- **Purpose of the funding:**
 - Protect children 6 and under and their families from Lead-based paint hazards.
 - Rehabilitate homes to provide safe and healthy housing for low income residents.
 - Provide Lead Inspection, Risk Assessments and Remediation.



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Overview of Request for Proposal (RFP)



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Overview of RFP

- The successful applicant for **Marketing and Outreach** will promote the program to the intended audience using marketing strategies and community engagement activities.
- The contract will have a maximum (ceiling) value of **\$52,500**.



Scope of Work

- Develop and implement a marketing and outreach strategy that engages the target audiences.
- Generate referrals for the Lead and Healthy Homes Program.
- Develop Lead and Healthy Homes Program messaging that promotes awareness of LEAD health risks related to housing and home renovations, in accordance with the City of Durham branding guide.



Scope of Work (cont.)

- Create and distribute promotional and educational materials through appropriate channels. These may include; HUD created flyers, brochures, infographics, radio spots, social and electronic media.
- Conduct outreach events over the course of the grant period including neighborhood and community group meetings, landlord group meetings, health fairs and service provider meetings.



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Primary Audience

- Low income homeowners of properties built before 1978.
- Households where children birth through ages 6 reside or spend a significant amount of time (15 hours or more per week).
- Owners of high-risk properties (properties where elevated lead levels have been detected or suspected).
- Owners or landlords of rental units that meet income eligibility.



Proposed Contract Type

- The City expects to negotiate a firm fixed fee and enter into a contract for Marketing and Outreach Services selected through this RFP.
- This contract is expected to have a duration of 30 months.
- The contract will have a maximum (ceiling) value of \$52,500. The contract may be renewed, based upon performance and need.



Equal Business Opportunity Program (EBOP)

- City of Durham ordinance providing contracting opportunities for economically disadvantaged businesses (Sec 18-51).
- The City of Durham Equity & Inclusion Department sets goals for the City, including all City RFPs. No contracting goals have been set for this RFP.
- HUD Section 3 is a provision of the Housing and Urban Development (HUD) Act of 1968 that helps foster local economic development, neighborhood economic improvement, and individual self-sufficiency. The Section 3 program requires that recipients of certain HUD financial assistance, to the greatest extent feasible, provide job training, employment, and contracting opportunities for low- or very-low income residents in connection with projects and activities in their neighborhoods.



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Minimum Requirements

- Eligible applicants include nonprofit and for-profit development entities. “Non-profit” means having a 501c (3) tax exemption notice from the IRS.
- The successful applicant must have relevant experience with Marketing and Outreach services.
- Applicants must demonstrate significant experience providing Marketing and Outreach services to a diverse population, especially low-income households and households with young children.



Minimum Requirements (cont.)

- Applicants must have last two years audited financials, or financial statements prepared by a CPA.
- Applicants must submit a signed and notarized cover letter as a PDF via **email by the submission deadline**. The letter should state they have the authority to submit a response to the RFP and they accept all of the terms and conditions in the RFP.
- Applicants must submit proposal package as a PDF via **email by the submission deadline**.



RFP Process and Timeline



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Proposal Process

- RFP describes information to be included in the Proposal Application.
- Proposal Applications should be submitted via email to Terri Porter Holmes at CommunityDevelopment@Durhamnc.gov in PDF Format.



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Evaluation Criteria

1. Experience managing similar Marketing and Outreach activities in the past three years.
2. Qualifications and experience of key personnel.
3. Experience managing federal, state, or local funding appropriately.
4. Experience working in Durham or in cities similar in size and urban context to Durham.



Evaluation Criteria (cont.)

5. Proposed plan for delivering requested services.
6. Participation of underutilized minority and women-owned business enterprises and compliance with HUD Section 3 requirements.
7. Cost proposal for completing each task.



RFP Timeline

Date	Action
June 29, 2020	RFP Issued
July 8, 2020 at 2:00 pm	Pre-Proposal Application Workshop
July 8, 2020 - July 15, 2020	Written Questions and Response Period
July 22, 2020	Written Questions and Responses Posted
July 31, 2020 at 3:00 pm	Proposal Applications Due
August 3, 2020 – August 7, 2020	Evaluation of Proposals Period
August 12, 2020	Notification of Ineligible Proposals
August 14, 2020	Notification Issued of Selected and Non-Selected Firms
October 2020	Anticipated Execution of Contract

How Can Proposals be Submitted?

- Applicants must complete and submit proposals in PDF format via email to:

Terri Porter Holmes at CommunityDevelopment@Durhamnc.gov

- The RFP is located on the following City Website:
<https://durhamnc.gov/445/Community-Development>
- Proposals **must** be:
 1. Complete
 2. Responsive
 3. On Time



When are Applications Due?

All Proposal Applications are **DUE** no later than

July 31, 2020 at 3:00 pm

Late Proposals Applications will **not** be considered **and** deemed ineligible.



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Got Questions?

RFP Scope of Work questions must be submitted in writing:

July 8, 2020 - July 15, 2020

via the following link:

<https://forms.office.com/Pages/ResponsePage.aspx?id=gu99KTmUiEOoCDVlpOz0fdbuOEsiVh1KprrbQr9Ee0hURUdOWURQSFpFSzg5R1AyOUdKRTBNUjM0Mi4u>



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General Questions?

Contact:

Terri Porter Holmes

CommunityDevelopment@Durhamnc.gov

or

(919) 560-4570 ext. 22230



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