



APPROVED
BY THE CITY COUNCIL
JUL 1 1997
OFFICE OF THE
CITY CLERK

11

June 18, 1997

City Council
Sacramento, California

Honorable Members in Session:

SUBJECT: REQUEST FOR PROPOSALS FOR ADMINISTRATION OF FOUR RESIDENTIAL PAINT PROGRAMS IN THE NORTH SACRAMENTO COMMUNITY PLAN AREA

LOCATION: Del Paso Heights, North Sacramento, Strawberry Manor and Parker Homes, District 2 (Attachment 1a, b, c, d).

RECOMMENDATION

Staff recommends adoption of the attached resolution which authorizes the Executive Director to:

- ◆ release the attached Request for Proposals (RFP) to implement and administer agency neighborhood paint programs;
- ◆ establish a selection committee to review responsive proposals and recommend a program administrator;
- ◆ select and enter into a one-year renewable contract with a program administrator;
- ◆ allocate \$41,000 from 1997 CDBG contingency for start up and program administration, and
- ◆ amend the 1997 CDBG and Agency budgets to reprogram \$10,500 from the North Sacramento Commercial Paint Program to the North Sacramento Residential Paint Program.

CONTACT PERSON:

John Dangberg, Director, Community Development, 440-1357
Vicki Cook, Program Manager, Community Development, 440-1322

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FOR COUNCIL MEETING OF JULY 1, 1997

SUMMARY

This report describes the existing residential paint programs for four neighborhoods in the North Sacramento Community Plan Area (CPA) and authorizes release of an RFP to select a program administrator. The staff report also establishes a selection committee and authorizes the Executive Director to select a provider and enter into an agreement to administer the programs in 1997. Finally, the report recommends the appropriation of \$41,000 CDBG contingency for start-up and management expenses and reprogram \$10,500 to the North Sacramento Residential Paint Program.

DEL PASO HEIGHTS REDEVELOPMENT ADVISORY COMMITTEE (RAC) ACTION

At its meeting of May 8, 1997, the Del Paso Heights Redevelopment Advisory Committee recommended approval of the RFP and related actions associated with obtaining a new administrator of the North Area Neighborhood Paint Programs.

AYES: Virginia Colbus, Wendell Echols, Phil Harrison, George John, Timothy Loree, Ollie Mack, Carolyn Moore, Mary Short, Ted Smith, Cindy Thomas, Barbara Whittaker
NOES: None
ABSENT: Daniel Olivares, Mark Perlberger, Ricky Bates, Kai Vue

NORTH SACRAMENTO REDEVELOPMENT PROJECT AREA COMMITTEE (PAC) ACTION

At its meeting of May 12, 1997, the North Sacramento Redevelopment Project Area Committee recommended approval of this RFP and related actions associated with obtaining a new administrator of the North Area Residential Paint Programs and reprogramming funds.

AYES: Buddy Bergstrom, Vivian DeCanio, Elizabeth Fernandez, Donna Johnson, Ginger Joen, Steve Lemmon, Shirley Reisinger, Robert Slobe
NOES: 0
ABSENT: Howell Bird, Jim Carruthers, Elmer McCleary, Rodney Morgan, Diane Shaw, Elizabeth Warren
ABSTENTION: Fred Lott

TERRACE MANOR NEIGHBORHOOD ASSOCIATION

At its meeting of May 8, 1997, the Terrace Manor Neighborhood Association voted to support RFP process and related actions associated with obtaining a new administrator of the North Area

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Residential Paint Programs. TMNA is not a City Council appointed body.

AYES: 4
NOES: 0
ABSENT: 4
NOT PRESENT TO VOTE: 1

PARKER HOMES NEIGHBORHOOD ASSOCIATION

At its meeting of April 15, 1997, staff updated the Parker Homes Neighborhood Association (PHNA) on the RFP process and related actions associated with obtaining a new administrator of the North Area Residential Paint Programs. No vote was taken, however, this information was met with approval. PHNA is not a City Council appointed body.

COMMISSION ACTION

At its meeting of June 18, 1997, the Sacramento Housing and Redevelopment Commission recommended approval of the attached resolution(s). The votes were as follows:

AYES: Amundson, Cespedes, Dobbins, Hoag, Holloway,
Newsome, Rotz, Simon, Taylor
NOES: Harland
ABSENT: Castello

BACKGROUND

In 1991, the "Reaching New Heights" neighborhood improvement program was created in the Del Paso Heights Redevelopment Area to help revitalize the community. The program sought to leverage grass roots human resources to compliment clean up and residential exterior paint funding from the Sacramento Housing and Redevelopment Agency. Since then several additional programs have been started in the North Sacramento Area including the following: "Options" in the North Sacramento Redevelopment Area, "Neighborhood Clean Sweep" in the Strawberry Manor neighborhood, and "Parker Homes Paint" in the North and South Parker Homes neighborhoods.

These neighborhood improvement programs share a common goal, to clean up neighborhoods by working with residents who care about the health and positive development of their communities. The programs provide free paint to income eligible residents for exterior residential painting and beautification. Participants are encouraged to remove yard debris, mend fences, and complete other minor repairs. In addition, volunteer assistance efforts, block cleanups, and home beautification contests are other activities incorporated within the framework of the paint

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program. The Program employs support from City Code Enforcement, provides dumpsters for block cleanups, and coordinates the recruitment of volunteers to paint houses for elderly or disabled residents. The successful approach employed by these paint programs is built upon the skills and willingness of residents to help each other. When possible, a "block captain" volunteer is recruited as a focal point in a block by block outreach, thereby enlisting the cooperation of neighbors who know each other and are therefore more apt to participate.

These programs are currently administered by Agency Staff. In a recent report, the City Council and Board of Supervisors approved transferring all paint programs (excepting those cited in this report) to Neighborhood Housing Services. At the request of North Sacramento CPA community groups, the North Area programs were not included in the transfer in order to enable other neighborhood based non-profits and for-profit businesses to compete for administration of the program through this proposed RFP process.

Representatives of the four advisory committees met with staff on three occasions to develop the Request For Proposals (RFP) (Attachment II) that would reflect the emphasis on resident empowerment and ownership deemed so critical to long-term neighborhood revitalization. Four community representatives will serve on the RFP selection committee along with an Agency Commissioner and one Agency staff member to review RFP submittals and recommend a program administrator to the Executive Director.

FINANCIAL CONSIDERATIONS

The approved 1997 City Consolidated Plan appropriated \$75,000 of CDBG funds for the Del Paso Heights, Strawberry Manor, and Parker Homes Paint programs. The 1995 North Sacramento residential paint program has an available balance of \$4,000. In addition, this report recommends the transfer of \$10,500 from the North Sacramento Commercial Paint Program to the North Sacramento Residential Paint Program. These funds will be used specifically for paint, supplies, marketing, and paint coordinator wages. Therefore, a total of \$14,500 will be available for the North Sacramento Residential Paint Program. These funds will remain dedicated to the neighborhoods after the programs are transferred to a new service provider. Based upon CDBG staff calculations and analysis of similar programs operating in the south area of the City and County (Neighborhood Housing Services), the following additional allocations are recommended for a new provider.

- \$26,000 for CDBG eligible start-up expenses
- \$15,000 for management expenses

Together, start-up and management expenses associated with the North Area Residential Paint

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Program will not exceed \$41,000. Management expenses are based on a part time manager and administrative operating expenses (rent, utilities, office supplies and postage). Should the new paint program administrators proposal provide any savings of the \$41,000, it will be distributed in equal amounts for paint, coordinator salaries, and supplies among the four targeted areas. The one-time startup expenditures cover acquisition of equipment (such as computers and trucks) to replace Agency assets which are now used. The subrecipient agreement will provide that should a program administrator be replaced, these assets will revert to SHRA.

POLICY CONSIDERATIONS

The actions proposed are consistent with previously approved policy.

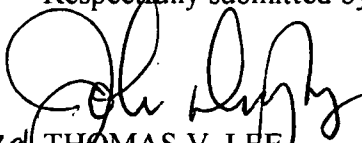
ENVIRONMENTAL REVIEW

Not applicable to administrative actions per CEQA Guidelines, Section 15378 (b)(3); and NEPA per 24 CFR Part 58.34(a)(3).

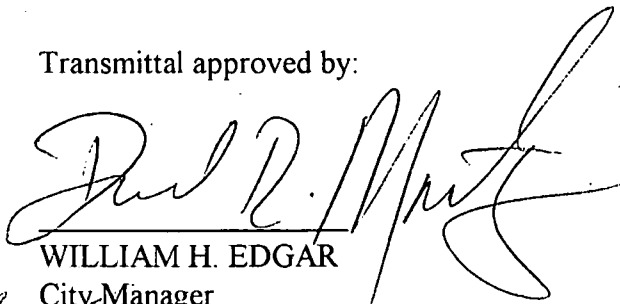
M/WBE CONSIDERATIONS

The agency M/WBE Policy will be followed in the RFP process and M/WBE organizations are encouraged to participate. The prospective Paint Program administrator will also be encouraged to solicit M/WBE firms as service and material suppliers.

Respectfully submitted by,


THOMAS V. LEE
Executive Director

Transmittal approved by:


WILLIAM H. EDGAR
City Manager

RESOLUTION NO. 97-380

ADOPTED BY THE SACRAMENTO CITY COUNCIL

ON DATE OF _____

APPROVED
BY THE CITY COUNCIL
JUL 1 1997
OFFICE OF THE
CITY CLERK

**REQUEST FOR PROPOSALS FOR ADMINISTRATION OF
NORTH SACRAMENTO COMMUNITY PLAN AREA PAINT PROGRAMS**

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF
SACRAMENTO :

Section 1. The Sacramento Housing and Redevelopment Agency ("Agency") is authorized to release the Request For Proposal (RFP) attached to the staff report to implement and administer the Del Paso Heights, Strawberry Manor, Parker Homes, and North Sacramento Neighborhood Paint Programs (Paint Programs").

Section 2. The Agency is authorized to establish a selection committee comprised of one Sacramento Housing and Redevelopment Commissioner, one Agency staff person and four neighborhood representatives to review responsive proposals to the RFP and make recommendations for service provider selection.

Section 3. The Agency is authorized to select one respondent and enter into a subrecipient agreement for the administration and implementation of the Paint Programs.

Section 4. The Executive Director is authorized to reallocate \$41,000 from 1997 CDBG contingency to the Paint Program fund.

Section 5. The Agency is authorized to reallocate \$10,500 from 1997 CDBG North Sacramento Commercial Paint Program to the 1997 CDBG North Sacramento Residential Paint Program.

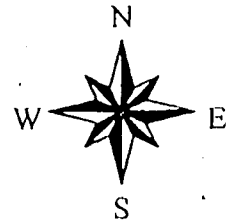
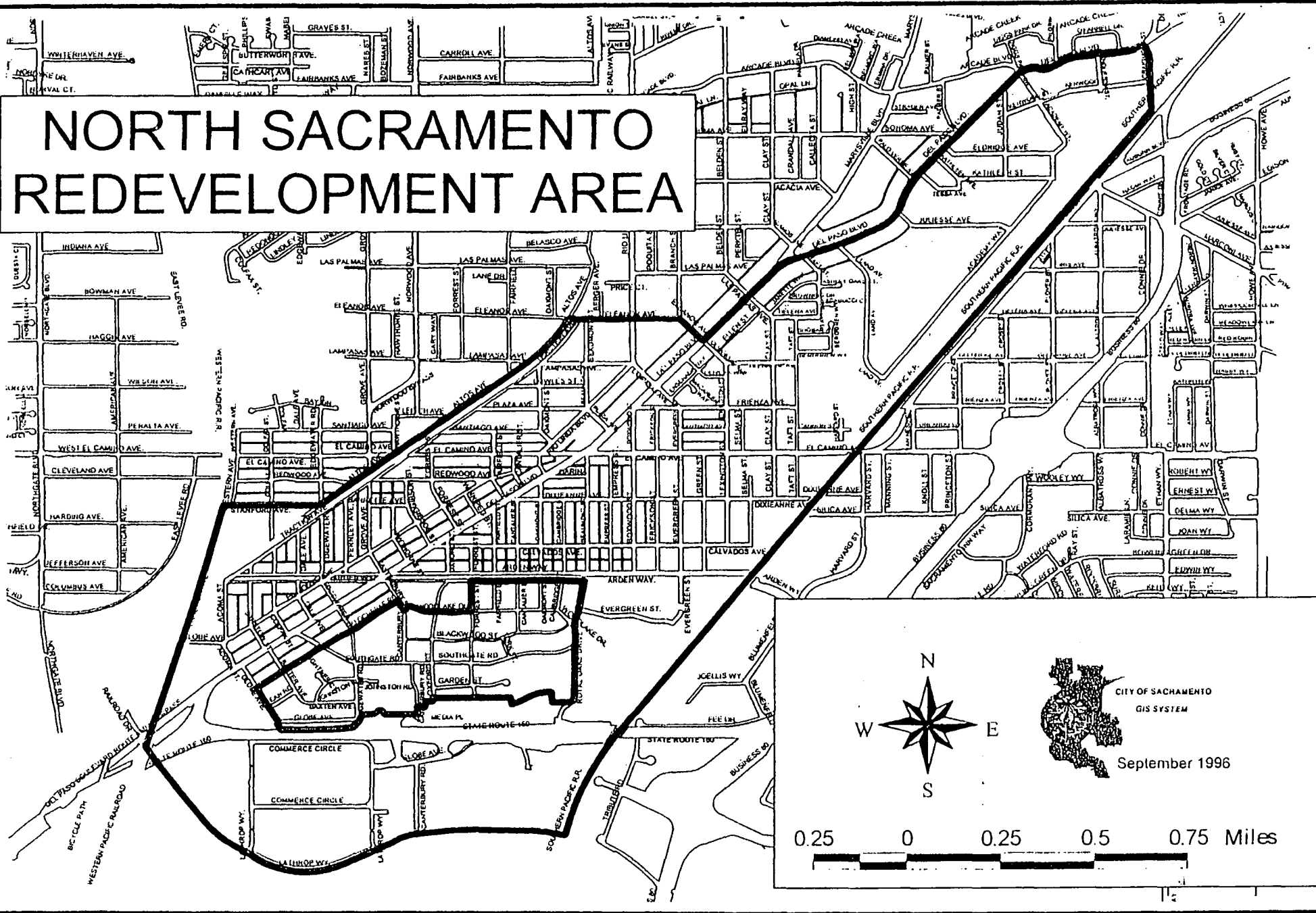
MAYOR

ATTEST:

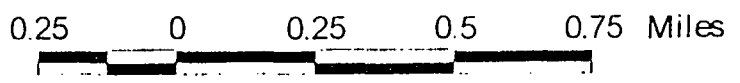
CITY CLERK

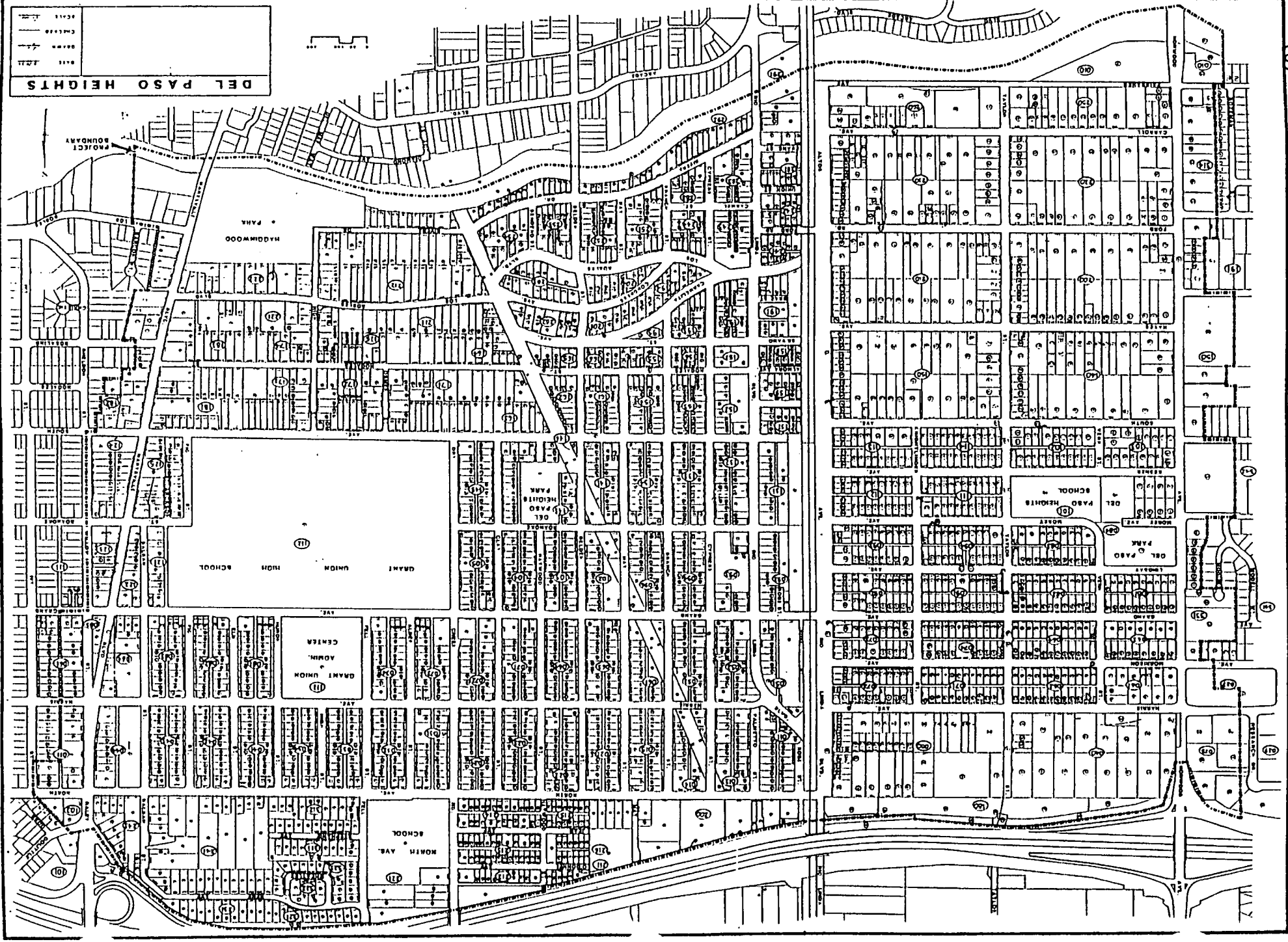
FOR CITY CLERK USE ONLY

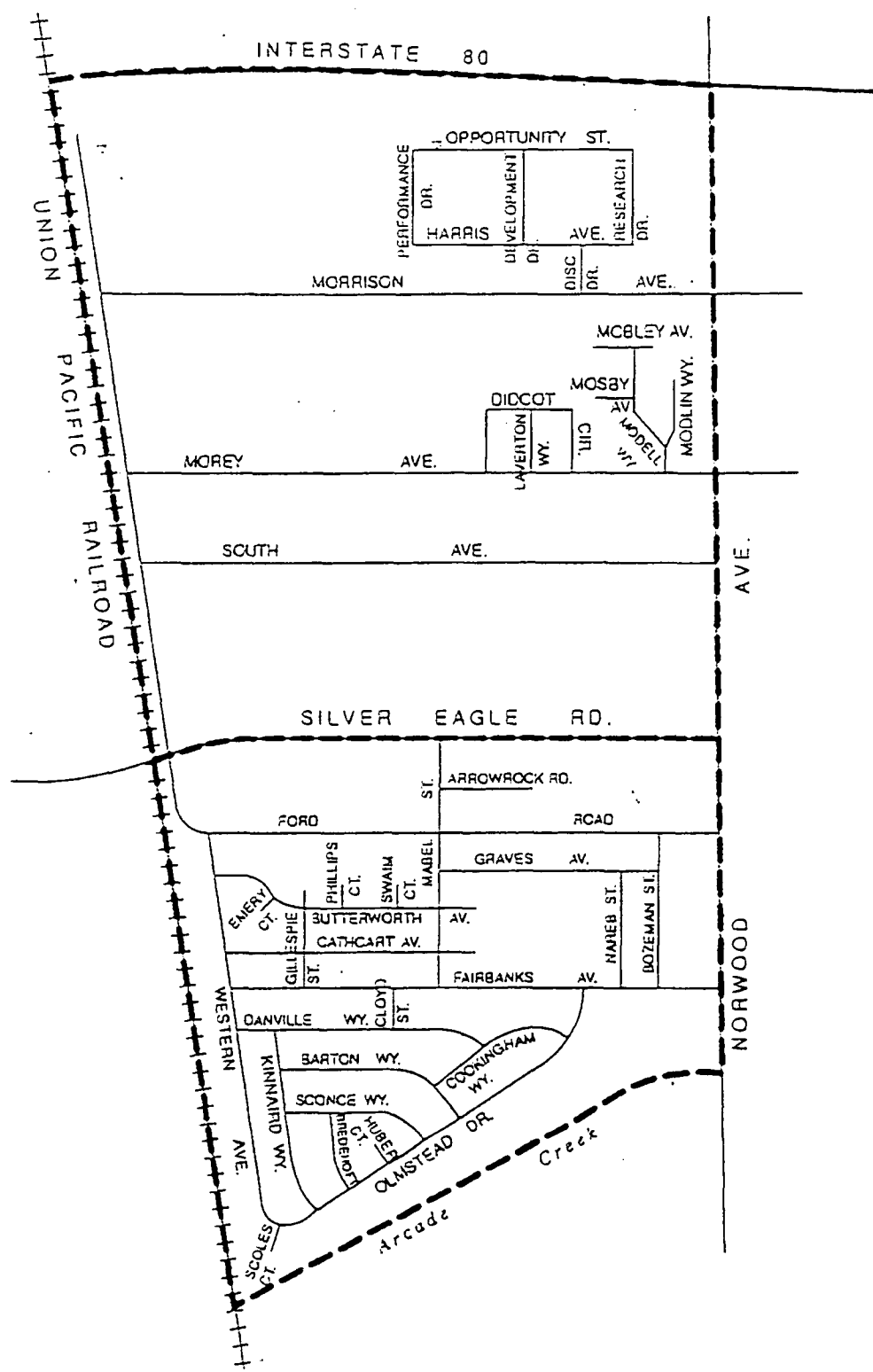
NORTH SACRAMENTO REDEVELOPMENT AREA



CITY OF SACRAMENTO
GIS SYSTEM
September 1996



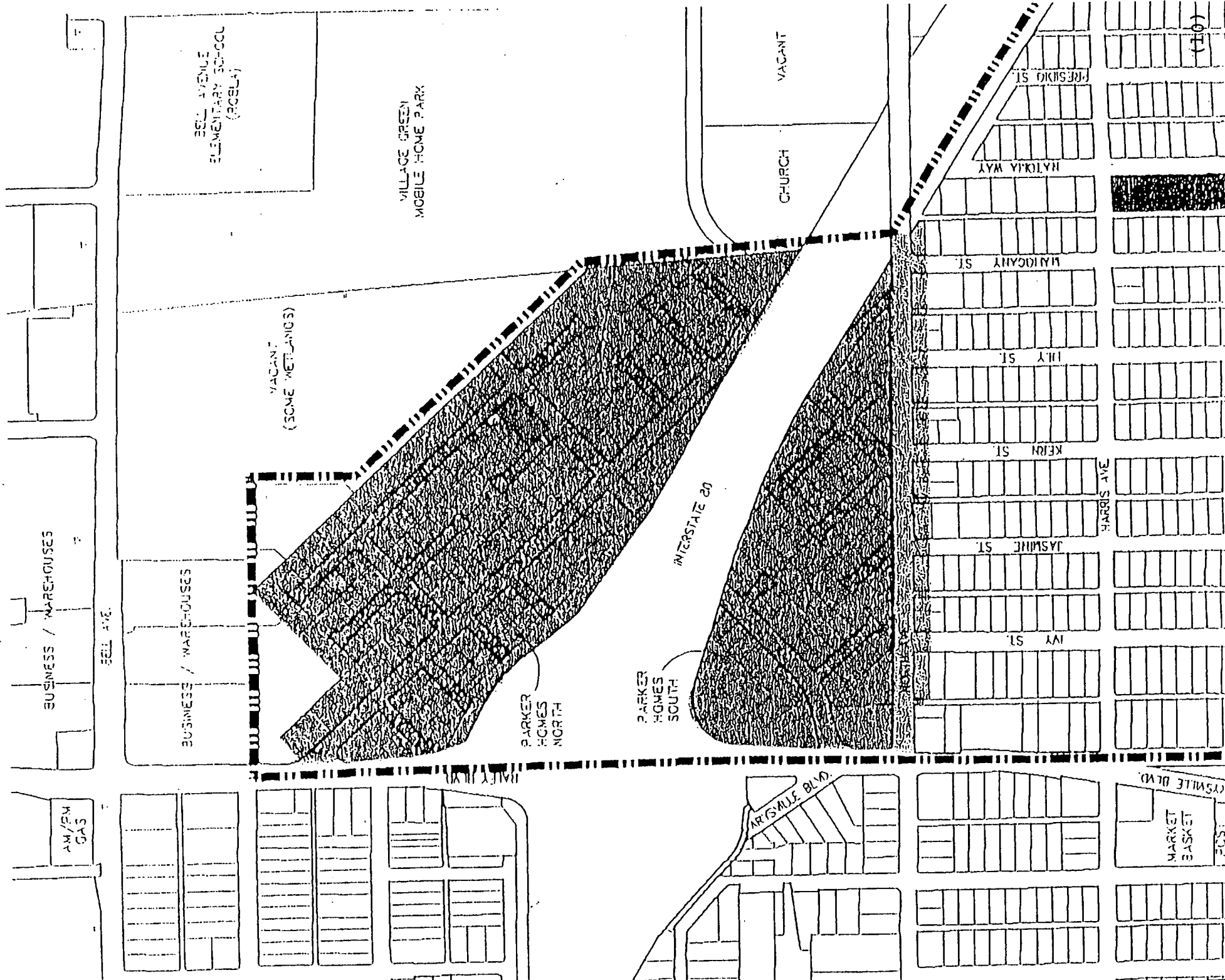




STRAWBERRY MANOR SURVEY AREA



PARKER HOMES INTERVENTION AREA
MAP ATTACHMENT 1d



ATTACHMENT II

REQUEST FOR PROPOSALS FOR ADMINISTRATION OF RESIDENTIAL PAINT AND BEAUTIFICATION PROGRAMS

INTRODUCTION

The Sacramento Housing and Redevelopment Agency (SHRA) is seeking eligible community-based organizations (CBO) and businesses to act as program administrator for residential paint and beautification activities in targeted low-income communities in the North Sacramento Community Plan Area (see map). Applications will be evaluated on a competitive basis. The Program provides income-eligible home owners free exterior paint for beautification and home improvement. Paint and beautification activities must meet federal eligibility guidelines which include the following objective: Assistant to low and moderate income families.

The following areas are targeted for funding: (See attached maps 1a, b, c & d.)

- North Sacramento Redevelopment Project Area
- Del Paso Heights Redevelopment Project Area
- Parker Homes Intervention Area
- Strawberry Manor Intervention Area

HISTORY

In 1991, the Del Paso Heights Redevelopment Advisory Committee initiated a neighborhood clean-up and beautification program called Reaching New Heights (RNH). The program focused on a block-by-block approach to community improvement and was based on the tradition of neighbor helping neighbor. This approach is still the cornerstone of the program. Seeing the need for residential paint, RNH expanded to become a free paint and clean-up program. Due to the success of RNH, other paint and beautification programs were initiated in the following areas: North Sacramento, Strawberry Manor, and Parker Homes.

GENERAL PROGRAM ACTIVITIES

The paint programs provide free exterior paint and start-up paint kits to low-moderate income homeowner-occupants or homes that are owned by low income landlords and have low income tenants in one of the targeted neighborhoods. In addition to providing paint and clean-up assistance, the programs set neighborhood participation in block by block projects as a strategic goal. Examples of typical activities include: 1) provision of free exterior house paint for income eligible residents; 2) organization of volunteer house painting for eligible elderly or disabled residents who have no family, group membership, means or resources to paint their homes; 3) beautification (promote home beautification through contests involving prizes and recognition by local officials); 4) attend meetings to update the community advisory committees and present recommendations to modify the scope of the program as necessary, and 5) block clean up projects coordinated with neighborhood volunteers wherein a dumpster chemical toilet, and paint supplies are assembled to concentrate on groups of houses simultaneously.

When feasible, the preferred marketing and outreach should include a block walk (needs assessment) with a volunteer “block captain” who will recruit and encourage neighbors to paint, clean-up, volunteer and/or otherwise help one another in the block beautification effort.

Provision of a “dumpster” type refuse container on the day(s) of a paint and clean-up event is an allowable expense to facilitate block projects. The provider must identify a strategy for working with absentee landlord and resident property owners whose properties are contributing to blight, even when the properties are ineligible for the program. Market the program in the four designated areas, accept and process applications, provide paint and materials, identify block captains and coordinate the activities of volunteers in block cleanups as well as home beautification projects.

PROGRAM ADMINISTRATIVE DUTIES

Supervise paint coordinators and oversee record keeping, reporting, and financial transaction activities which shall be conducted in a manner consistent with the Community Development Block Grant regulations funding this activity. (Administrative and single audit requirements will

be detailed at the preapplication briefing). Provide dumpster(s) and portable bathroom(s) in conjunction with block cleanups, and maintain tools and equipment and provide a secure, dry storage area.

BUDGET

A total of \$89,500 is available for paint, paint coordinator wages, and supplies as follows:

	<u>Supplies</u>	<u>Wages</u>
North Sacramento Redevelopment Project Area	\$ 7,500	\$ 7,000
Del Paso Heights Redevelopment Project Area	\$ 18,000	\$ 7,000
Strawberry Manor Intervention Project Area	\$ 18,000	\$ 7,000
Parker Homes Intervention Project Area	\$ 18,000	\$ 7,000

An additional \$26,000 has been set aside for one-time start-up expenses and \$15,000 for management costs (if needed) for program administration. The program administrator will receive start-up supplies, including the existing inventory of ladders, rollers, tarps, brushes, and an airless paint sprayer.

ELIGIBILITY

Prospective applicants must have the following minimum characteristics:

- Serve or do business within the boundaries of the North Sacramento Community Planning Area.
- Capacity to carry out the program for a minimum of 12 consecutive months.
- Insurance at the following level: \$1,000,000 general liability, \$300,000 automobile liability.

PRE-APPLICATION BRIEFING

A mandatory pre-application briefing will be provided to all interested parties. The purpose of the briefing will be to:

- Explain the purpose and mission of the Paint Program.

- Review applicant eligibility requirements.
- Review submission requirements.

Prospective applicants are required to attend this briefing to be held at the following time and location:

July 24, 1997, 6:30 P.M.

City of Sacramento, Neighborhood Services Department Office

920 Del Paso Boulevard

Sacramento, California, 95815

Please confirm attendance by calling 566-6432.

PROPOSAL SUBMISSION REQUIREMENTS

The proposal shall contain the items below. Page limitations are indicated parenthetically.

- ✓ Cover sheet listing the name of applicant organization, address, phone number, and FAX number. Please attach evidence of nonprofit organization status (if non profit); map identifying service area; copy of organizational bylaws (if applicable); and list of owners or governing board members, including officers, with their affiliations and addresses (one page).
- ✓ Description and purpose of the organization (mission statement); organizational goals and objectives; list of accomplishments and history in the community; and capacity to engage in residential paint and beautification activities (two pages).
- ✓ Marketing Plan for residential paint program (one page).
- ✓ Access and availability to covered secure storage space (one page).
- ✓ Proposed management of paint coordinator(s) and location of manager relative to the service delivery office (one page).

- ✓ Demonstrate an understanding of the four service areas and the aesthetic needs of the neighborhoods. Demonstrate an understanding of the target populations and their need for assistance. Define the capacity to mobilize volunteers and resident participation in the program to help ensure a sustainable neighborhood improvement outcome (one page).
- ✓ Proposed hiring process, including proposed salary, proposed benefits, proposed number of staff. Opportunities/intent to hire residents of the targeted areas to implement the paint and beautification program (one page). If the responding entity involves more than a single individual, describe your firm's affirmative action, equal employment program and identify your current mix of female and minority employees in relation to your entire work force; not to exceed two (2) pages.
- ✓ If applicable, specify the amount over and above that budgeted for paint, coordinator wages, and supplies for start up, mobilization, or special equipment. Include mileage reimbursement if applicable. (one page).
- ✓ Outline of a workplan and timeline (one page).
- ✓ Description of evaluation procedures; i.e. a description of how you will measure the success of the designated project and how you will report that success to the funder and the respective citizen advisory groups for each of the four areas (one page).
- ✓ Description of how you will keep the four areas "in balance" regarding program administration and possible area funding augmentations (one page).
- ✓ Description of strategy for dealing with absentee landlords who are contributing to neighborhood blight. (one page).
- ✓ Evidence of insurability with the following limits: \$1 million in general liability;

\$300,000 in automobile liability insurance for each staff member who will use an automobile on the project; and workers compensation coverage.

- ✓ Means of accounting, record keeping and ability to comply with CDBG single audit requirement (will be explained in detail at the preapplication briefing). State experience administering grant funds (one page).
- ✓ Matching funds, if any, that will be allocated with a contract award. Matching funds are not a requirement for proposals, but will be taken into consideration in the selection process as well as other resource leverage opportunities (one page).
- ✓ Indicate any resources you have to provide a vehicle (van/truck) for paint project mobilization, "dumpster," supplies, portable chemical toilets. If these items are not available to you, describe your plan (including costs) to provide them (one page).

PROPOSAL SUBMISSION DEADLINE

Five (5) copies of the proposal shall be submitted to:

Joan Roberts, Agency Clerk
Sacramento Housing and Redevelopment Agency
630 I Street, Third Floor
Sacramento, CA 95814

The proposal deadline is 5:00 p.m. on August 20, 1997. Late submittals will be returned unopened. Facsimiles will not be accepted.

SELECTION CRITERIA

A variety of factors will be considered in evaluating grant applications and making awards.

These factors include, but will not necessarily be limited to:

- ✓ Quality of the proposal as a neighborhood Residential Paint and Beautification Program

Administrator

- ✓ Capacity of the applicant to carry out the proposed activities (size of business/ organization and resources).
- ✓ Ability to sustain the proposed activity in an equitable manner between the four designated areas based on each area's available funding, population and need.
- ✓ Knowledge of and ability to access other resources, programs, goods, and services available to residents as administrator of the program (marketing plan).
- ✓ Ability to minimize start-up and administrative costs for the program.
- ✓ Applicant's status as a M/WBE or the ability to utilize M/WBE's as service and material providers (maximum preference 5%).

The selection committee will make recommendations of grant awards which will be forwarded to the Sacramento Housing and Redevelopment Executive Director for final approval.

APPLICATION PROCESSING AND TENTATIVE AWARD TIME LINE

Release of RFP	July 10, 1997
Pre-submittal Briefing	July 24, 1997, 9:30 A.M.
Application Submission Deadline	Aug. 20, 1997, 5:00 P.M.
Applicant Interviews	TBA
Notification of Awards	August 28, 1997

CONTACT PERSON

Mr. Norv Struckman, Associate Planner
Community Development Block Grant/City Neighborhood Services Dept.
920 Del Paso Blvd
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(916) 566-6432

3-97RFP Revised 6/10/97