

COUNTY OF ROCKLAND  
Department of General Services  
Purchasing Division

# Contract Award Notification

Title: **Marketing Services for Community Development and HUD**

Contract Period: September 7, 2020 through September 6, 2021 w/4-1 year options  
Ext thru 9/6/22 w/3-1 year options, ext thru 9/6/23 w/2-1 year options  
Ext thru 9/6/24 w/1 year option

Original Date of Issue: September 17, 2020

Date of Revision: 08/09/23

**RFP No:** **RFP-RC-2020-032**

**Ordering Method:** **Special Requisition**

Authorized Users: County Agencies

Address Inquires To:

Name: Sabrina Samuels  
Title: Purchaser II  
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E-mail: samuelss@co.rockland.ny.us

**Description**

**This contract is for Marketing Services for Community Development & HUD**

Contract #	Vendor #	Contractor & Address	Telephone No.
RFP-RC-2020-032	0000005638	Rockland Housing Action Coalition 120 North Main Street Annex First Floor New City, NY 10956 Contact: Gerri Levy <a href="mailto:Rhac300@aol.com">Rhac300@aol.com</a>	845-708-5797      FAX: 845-708-5798

# Marketing Services for Community Development and HUD

## BUDGET PROPOSAL

**AGENCY NAME:** Rockland Housing Action Coalition, Inc.

<b>ACTIVITY</b>	<b>PROPOSED BUDGET AMOUNT</b>
Develop Countywide Marketing Plan	15,000.00
Create guidelines for developers who wish to participate in the affordable housing program	5,000.00
Implement Marketing Activities	25,000.00
Staff Time	26,000.00
Advertising	3,500.00
Communications	3,500.00
Bookkeeping	1,000.00
Office Supplies	1,000.00
Insurance	1,000.00
Postage	1,000.00
<b>Total Proposed Budget</b>	<b>82,000.00</b>



**Edwin J. Day, County Executive**

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### **STATEMENT OF OBJECTIVES**

- The Rockland County Department of Community Development is seeking proposals from a qualified firm to develop an affordable housing policy and a fair housing marketing plan based on the United States Department of Housing and Urban Development's (HUD) housing guidelines.
- The Proposer will administer Rockland County's affordable housing program based on the policy approved by HUD and the County of Rockland which will include but is not limited to establishing home sales prices and/or monthly rent amounts, household income/asset caps, marketing directives, timeline, program compliance, etc.
- The Proposer will work with all interested parties to market and sell/rent all units to income eligible individuals and families.
- The firm will be required to advertise in various forms of media and present informational seminars about HUD and the County of Rockland's affordable housing program at different locations throughout the County to reach out to as many residents as possible including those least likely to apply for services.
- A lottery system shall be utilized to ensure all prospective applicants have an equal opportunity to participate in the affordable housing program.
- The Proposer will be required to carefully screen all applicants to ensure they are in compliance with HUD's low-income guidelines for both the rental and for sale units.
- Financial, credit, and housing counseling will be provided to homebuyers/renters, so they understand their responsibility of owning and/or renting, including daily maintenance and upkeep of the units.
- The Proposer is required to assist income eligible homebuyers to obtain down payment and closing cost assistance grants and low interest loans through State of New York Mortgage Agency (SONYMA) and other state agencies, conventional lenders, and the Federal Home Loan Bank of New York.
- Assistance shall be provided to homebuyers to obtain legal assistance (if requested) to represent them at their closings.
- The Proposer will work closely with developers to ensure the homes are constructed in a timely manner according to HUD's Section 504 handicapped accessibility guidelines and any other HUD guidelines that pertain to the affordable housing program.
- The Proposer will work with the County of Rockland to ensure deed restrictions are recorded on each home or rental property which will remain in effect for the time period agreed to by HUD. If a home or rental property is to be sold in the future, the proposer will find income eligible buyers/renters for all available units.
- A marketing plan shall be developed by the Consultant/Firm and submitted for approval to the County of Rockland and HUD describing the advertising, community outreach and marketing activities that will inform potential homebuyers/ renters.



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- Minimum requirements to be included in a proposed Marketing Plan shall include but not limited to:
  - Advertising start date
    - Advertising must begin at a minimum of 90 days prior to projects.
  - Demographics of Project and Housing market area
  - Targeted Marketing Activity
    - Consider the eligible population which are least likely to apply for housing without special outreach efforts.
  - Outreach program to include measures designed to attract those groups identified as least likely to apply.
    - Community Contacts
  - Methods of advertising
  - A fair housing poster
  - Project Site Sign
  - Marketing Staff responsible for affirmative marketing
  - Tenant Selection Training Staff in accordance with the projects occupancy policy
    - Demonstrate the capacity to provide information and training on fair housing laws.
- The marketing Plan will be implemented by the Consultant/Firm within an agreed upon timeframe (with the County of Rockland) with deliverables billable upon implementation.
- The Consultant/Firm shall have a working knowledge of all government agencies within Rockland County which are involved in the construction of affordable housing.
- The Consultant/Firm shall have a working knowledge of each town / village zoning / building and fire safety codes to ensure all affordable housing developments are constructed within code as approved by the County of Rockland and local municipality governing with municipal approval process.
- The Consultant/Firm shall have a working knowledge of energy efficient construction standards, fair housing requirements, affirmative marketing of affordable homes to qualified individuals, generating reports, and providing accurate information to all government agencies, funding sources and all other interested parties to ensure program compliance.
- The Consultant/Firm will be required to appear at meetings, when necessary, to provide guidance in policy making decisions.

### **COMPANY QUALIFICATIONS**

- A minimum of 10 years' experience developing and implementing affordable housing programs using Federal, State and Local subsidies shall be required.
- The Consultant/Firm must hold a HUD Housing Counseling Certificate.

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- HUD provides support to a nationwide network of Housing Counseling Agencies (HCAs) and Counselors. HACs are trained and approved by HUD to provide tools to current and prospective homeowners and renters to make responsible choices to address their housing needs considering their financial situations.
- A minimum of three references shall be provided with similar services provided.

### **PROPOSAL REQUIREMENTS**

- Refer to Proposal Response format on page 8.
- Include Samples of prior Fair Housing Marketing Plans developed and implemented.

**DEPARTMENT OF GENERAL SERVICES, PURCHASING DIVISION**

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Email: purchasing@co.rockland.ny.us

**Paul Brennan, FNIGP, CPPO**  
*Director of Purchasing*

**ADDENDUM # 1**

**RFP-RC-2020-032**

**Marketing Services for Community Development and HUD**

The information in this addendum supersedes any contradictory information set forth in the contract documents. Acknowledge receipt of this addendum in the space provided on the signature page of the bid proposal. Failure to do so, may subject the bidder to disqualification. This addendum forms a part of the contract documents.

**Question #1: Is the scope of work as outlined in the RFP specifically tied to the developments identified in the Voluntary Compliance Agreement, i.e., the two named developments and the additional 45 units to be developed?**

**Response #1: The Voluntary Compliance Agreement is not specifically mentioned in the Scope of Work. However, units to be developed are to be used for the Voluntary Compliance Agreement (VCA).**

**Question #2: An objective of the RFP is to ensure that homes developed are constructed in accordance with Section 504 handicapped accessibility guidelines and there is a requirement that the Consultant/Firm shall have a working knowledge of building and fire safety codes and energy efficient construction standards to ensure that the developments are program compliant. Is this specific to the 62 affordable units required by the Voluntary Compliance Agreement? Is a task of the Consultant/Firm to advise the developers of these requirements and to ensure that the developers have the expertise on their teams to adhere to these requirements?**

**Response #2: a) No, the Voluntary Compliance Agreement is not specifically mentioned in the Scope of Work.  
b) Yes, as part of the Marketing Plan the Consultant/Firm must advise the developers of all requirements and ensure that the developers adhere to these requirements.**

**Question #3: Confirm that the closing date for the RFP is 3:00 P.M. on August 27, 2020. (Page 12 of the RFP indicates that it is August 25.)**

**Response #3: Closing Date is 3:00 P.M. on August 27, 2020.**

**Question #4: May the Offeror team with other professionals and subcontract a portion of the work to them?**

**Response #4: The requirements stated in the Company Qualification section of this RFP are to be met by the successful Consultant/Firm, i.e. experience, training, certifications. If all requirements are met by the Consultant/Firm a subcontracting firm may be utilized. The subcontracting firm's qualifications are to be submitted in the detailed response of the Consultant/ Firm proposal. Any proposed subcontractor shall adhere to and meet all of the requirements set forth in the RFP and contract documents.**

**Question #5: Is the RFP based upon a four-year commitment and budget, or one year to be extended by the County as needed?**

**Response #5: The contract award will be for a one (1) year term with four (4) additional one (1) year options to renew the contract. The additional options can be exercised at the end of each contract term upon a mutual agreement of the County of Rockland and the Consultant/Firm. All renewals are contingent upon funding and annual budget.**

**SIGNED:**

*Paul J. Brennan*

**PAUL J. BRENNAN, FNIGP, CPPO  
DIRECTOR OF PURCHASING**

ADDENDUM

8/26/20