

**Request for Proposals**  
**Compiled Questions and Responses**  
**Needs Assessment and Market Analysis + Community Engagement Services**  
**Published 4/24/2024**

**1. Will you share the attendee list?**

The City will not be publishing the attendee list because individual firms may not want their contact information to be published.

**2. If a firm submits a proposal for both options, is it possible that you could select that firm for only one of the two?**

Yes, it is possible the City would prefer to hire a firm to only complete part of the scope they originally proposed. If the City were to recommend this, it would involve discussion and negotiation with the finalist firm(s). We are aware that this could render the original proposal no longer feasible, but this all would be discussed as part of the negotiation.

**3. Is there a desired budget cap for either of these tasks, or a combination of the two?**

The City will not be publishing any specific budget amount allocated for these services. The City is aiming to preserve an open competitive process where proposals are not influenced by these details. Proposals should reflect the true estimated cost for providing these services.

**4. Can a project budget include line items for resident compensation for participation in outreach and research?**

Yes, Gift cards or similar incentives for participating in a survey or focus group are definitely eligible components of the budget. Especially for hard-to-reach populations, incentives can be a really important piece of the puzzle.

Similarly, the City would entertain any other costs necessary to reduce barriers to resident participation. For example, childcare costs for parents participating at a focus group.

**5. Is there a page limit for the proposal?**

There's not a page limit for the proposal. You can feel free to submit as much as you would like, although within reason. Please follow the proposal outline of required elements as specified in the RFP document.

**6. Can the slides presented here be shared with the registered attendees?**

Yes, they will be posted publicly on our webpage by end of day 4/24

**7. In requiring this engagement scope of work to comply with the City's Citizen Participation Plan, does that mean accounting for and integrating all key considerations and guidelines?**

The current Citizen Participation Plan is available for review as a component of the 2020-24 5-Year Plan. It can be viewed on the City's webpage here: <https://www.cityofrochester.gov/ConsolidatedPlan2020/>

The document outlines the process and parameters for engaging with the public in the context of the HUD planning processes. There are specific priority populations and barriers to engagement listed, so definitely take a look at that document. Consultants will be asked to fulfill these requirements, most specifically, the parameters for the process around the Consolidated Plan and Annual Action Plan.

**8. What is the exact due date for the deliverables? I saw early 2025, and March 2025 in 2 different places. I just wanted to clarify.**

There are not specific due dates listed. Those dates will be negotiated with the recommended consultant(s).

For the overarching 5-year plan document, we need everything to be wrapped up by the end of March and ready to go forward for our local approval processes. In advance of that, we'd need the final deliverable documents from the consultants so City staff can take the information and statistics and incorporate them into the final 5-Year Plan document. The Needs Assessment and Market Analysis component would definitely need to be complete by January.

However, the final deliverables for the community engagement services component would not be due until later in the spring. This is because there will be additional meetings and outreach that take place over the course of the City releasing the draft 5-year plan document and gathering community feedback in response to it. This will include management of public hearings which would take place in April or May depending on the timing.

**9. Can you please confirm that the engagement plan only needs to account for English and Spanish?**

Please review the City's language access plan here, and ensure the proposal is inclusive of any costs necessary to meet the language access requirements.

[https://www.cityofrochester.gov/WorkArea/linkit.aspx?LinkIdentifier=id&ItemID=8589970413&libID=8589970395#:~:text=The%20City%20of%20Rochester%20has,proficiency%20\(LEP%20persons\)1.](https://www.cityofrochester.gov/WorkArea/linkit.aspx?LinkIdentifier=id&ItemID=8589970413&libID=8589970395#:~:text=The%20City%20of%20Rochester%20has,proficiency%20(LEP%20persons)1.)

Spanish translation is a standard expectation. If trying to reach a particular population with engagement there may be an additional need, but that would probably be on a more limited basis for a specific meeting.

The City's language access plan also calls out American Sign Language (ASL). We expect any public hearings to have ASL interpreters booked and there to assist potential attendees.

**10. Will the City provide language translation and American Sign Language (ASL) support?**

For the public engagement services scope, please include specifics on how you plan to mitigate language access barriers in the proposal.

The City could potentially book ASL interpreters for public hearings held at City facilities. However, it is preferable that the consultant manage the ASL interpreters directly, and build that cost into the budget.

The City does not have standing services for translation to Spanish, so we would be relying on consultants to take the lead on that.

**11. Does the RFP include preparation of the 5 Year Consolidated Plan 2025 - 2029 in the HUD IDIS System or are services requested for the 2025 Needs Assessment and Market Analysis only.**

The scope will not include preparing the other portions of the 5 Year Consolidated Plan, nor any work in IDIS. It only includes the information necessary to complete the Needs Assessment and Market Analysis. However, the services/deliverables entail more than just what is required to complete that section of the HUD template, it will encompass more data and statistics. The City will be taking pieces of the final contract deliverable and translating it to the actual 5-Year Plan document.

**12. Does the RFP include preparation of the Analysis of Impediments - Assessment of Fair Housing as part of this RFP Solicitation.**

No, this will not be included in the scope. The Analysis of Impediments is not currently a requirement from HUD. However, the proposed scope does request the chosen consultant to review the 2020 Analysis of Impediments in relation to current statistics and comment on whether the barriers are still substantially the same, and thereby the recommendations should still be the same.