



Karen Bass, Mayor
Tiena Johnson Hall, General Manager

REQUEST FOR PROPOSALS (RFP)

Financial Advisor Services

Release Date	Monday, April 28, 2025
RFP Submission Deadline	Monday, June 9, 2025 Proposals shall be accepted no later than 5:00 p.m. PDT via electronic submission only.
Submission Address	Email to: lahd.contractsprocurement@lacity.org
Mandatory Proposers' Conference* (Proposers must participate via webinar, or telephonically, see section II. G. for details)	Thursday, May 15, 2025 (2:00 p.m. – 4:00 p.m.) Please register by at: https://housing-lacity-org.zoom.us/meeting/register/IVE-4JqsQjCpP-bRcdbdSg <i>*Participation is mandatory for anyone submitting a proposal in response to this RFP, and failure to participate will result in proposer ineligibility, no exceptions. Please plan to participate on time as credit may not be given to late arrivals.</i>
Request for Technical Assistance Deadline	Monday, May 26, 2025 Submit by email only to: lahd.contractsprocurement@lacity.org All questions and answers will be made available to all proposers on the Regional Alliance Marketplace for Procurement (RAMP) website at: www.RAMPLA.org
Business Inclusion Program (BIP) and Outreach Deadline	Sunday, May 25, 2025 No later than 11:59 p.m.
BIP Summary Sheet Deadline	Tuesday, June 10, 2025 No later than 4:30 p.m. PDT (See Section III. B. 10 for more information regarding BIP)

It is the policy of the City of Los Angeles to provide access to its programs and services for persons with disabilities in accordance with Title II of the Americans with Disabilities Act (ADA) of 1990, as amended. As a covered entity under Title II of the Americans with Disabilities Act, the City of Los Angeles does not discriminate on the basis of disability and, upon request, will provide reasonable accommodation to ensure equal access to its programs, services and activities. For more information on the City's business outreach opportunities, visit www.RAMPLA.org

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I. BACKGROUND

A. ADMINISTRATIVE ENTITY

The Los Angeles Housing Department (LAHD) administers various programs such as the financing of affordable housing, first-time home buyer, housing rehabilitation, the enforcement of the Rent Stabilization Ordinance, Systematic Code Enforcement Program, and other services to ensure safe, decent, and affordable housing in the City of Los Angeles.

On behalf of the City of Los Angeles (City), LAHD will serve as the administrative entity for this Request for Proposals (RFP). LAHD is expected to be authorized to release this RFP pursuant to action(s) approved by the Los Angeles City Council and Mayor.

B. OVERVIEW

The City is initiating this RFP to obtain proposals from qualified vendors to provide financial services to LAHD. The prospective contractor must be qualified to provide financial services, including providing assistance with ongoing project feasibility, underwriting, training assistance to LAHD staff, and assisting the department in negotiations with selected developers. The Contractor must have a strong background in the affordable housing provisions of California Redevelopment law and familiarity with the housing obligations of Housing Successor Agencies. In addition, knowledge and experience working with public agencies of development of affordable and mixed-use projects on publicly-owned land is required.

Respondents to this RFP ("Proposers") should demonstrate a history of successful service to other clients, preferably with experience in providing this service to other government entities.

The City's intent is to enter into a contract with one selected Proposer for a term of three years. In order for a Contractor who is currently under contract with the City for the provision of financial advisor services to continue its work for the City beyond the term of its current contract(s), the Contractor must submit a proposal in response to this RFP, be selected, and enter into a new contract with the City.

II. RFP SPECIFICATIONS

A. SERVICES SOLICITED

This RFP seeks to solicit qualified organizations/contractors to provide financial advisor services. The requested services include, but are not limited to, those listed in the Scope of Work section below.

B. SCOPE OF WORK

Proposers must demonstrate the experience and capacity to work with the LAHD Land Development Unit to provide financial advisor services for 10-15 publicly-owned sites each year, ensuring that projects developed on publicly-owned land are properly underwritten in accordance with the financial guidelines of LAHD's affordable housing finance programs, which include, but is not necessarily limited to, the following:

- A. Conduct pro forma analysis and underwriting for real estate development including multifamily affordable housing, homeownership affordable housing, mixed-use development, and transit-oriented development.
- B. Advise on public/private deal structuring, including alternative financing options, and assessment of equity participation.
- C. Provide analysis for public/private partnerships, potentially to include developments on ground-leased City property and alternative ownership positions.
- D. Provide cash flow projection and analysis, including preparation of discounted cash flow analysis for development projects.
- E. Assist with assessing and scoring financial feasibility of development proposals and evaluate the financial capacity of each developer, including conducting gap, financial feasibility, land and project valuation, residual land value, fair market, and fair reuse analyses. Prepare reports for LAHD loan committee that summarize these findings.
- F. Evaluate proposed Transfer of Floor Area Rights (TFAR) transactions and associated community benefits agreements.
- G. Provide analyses of California Redevelopment law in conjunction with affordability restrictions as they relate to the disposition/development of these housing assets.
- H. Analyze ground lease structuring for affordable and market rate residential and commercial developments.
- I. Order and perform the review and analysis of Physical Needs Assessment Reports
- J. Provide the City with written reports and electronic files as needed to support all analyses and determinations performed as part of the above scope of work.

C. ELIGIBLE PROPOSERS (Threshold Requirements)

Proposals will be accepted only from individuals or organizations that meet the following criteria. **Note: Compliance with the following requirements must be met by the proposal submission deadline listed on the front cover of this RFP.** Proposers must:

1. Be qualified to conduct business in the State of California as evidenced by the organization's business registration with the California Secretary of State;
2. Be in good standing with the California Secretary of State, if a corporation or limited liability company;
3. Have not been determined to be non-responsible or been debarred by the City pursuant to the Contractor Responsibility Ordinance;
4. Have not been debarred by the federal government, State of California or local government;
5. Have a minimum of two years' continuous experience within the past five years in financial advisor services;
6. Not have any outstanding debt which has not been repaid or for which a repayment agreement plan has not been implemented, if the proposer has previously contracted with the State of California or the City of Los Angeles.
7. If the proposer has contracted with LAHD, the proposer must not have any outstanding disallowed costs or other liability to the City.

D. BUDGET AND SOURCES OF FUNDS

The source of funds for this RFP is the Low and Moderate Income Housing Fund (LMIHF). Approximately \$225,000 is anticipated to be available annually for Financial Advisor Services, subject to the approval by the Los Angeles City Council and the Mayor.

E. CONTRACT TERM

The initial contract shall commence on or about October 1, 2025, for a three-year period, subject to the availability of funds, contractor's continuing compliance with applicable Federal, State, and local government legislation, an evaluation of contractor's performance, and approval by the Mayor and City Council. Only one contract will be issued under this RFP.

F. PRELIMINARY SCHEDULE

<u>Event</u>	<u>Date</u>
Request for Proposals Released	April 28, 2025

<u>Event</u>	<u>Date</u>
Mandatory Proposers' Conference	May 15, 2025
Proposal Submission Deadline	June 9, 2025

G. MANDATORY PROPOSERS' CONFERENCE

A Proposers' Conference, via [Zoom](#) only, has been scheduled to answer questions about this RFP. See cover page for Conference date and time. Participation is mandatory for anyone interested in submitting a proposal in response to this RFP, and failure to participate will result in proposer ineligibility. Please plan to participate on time as credit may not be given if a proposer's representative joins the conference late. At this Conference, City staff will review the RFP document and respond to questions regarding requirements of the RFP. City staff will not provide assistance regarding a proposer's individual program design. It is recommended that you have a copy of the RFP available to you during the webinar for easy reference.

The registration and remote participation information is as follows:

1. Please register for the **Financial Advisor Services RFP Mandatory Proposers' Conference** by at: <https://housing-lacity-org.zoom.us/meeting/register/IVE-4JqsQiCpP-bRcdbdSg>
2. Upon registering, you will receive a confirmation email which provides instructions on how to join. **NOTE:** Please join using the link provided in your confirmation email to ensure participation credit, and do not share your link as it is unique to you and could negatively affect your participation credit.
3. After selecting your unique link, the Zoom program will launch. A passcode is required to join and is provided in your confirmation email. If you do not have, or are unable to download the Zoom program application, you may join via web browser.
4. When attending, please select one of the following audio options:
TO USE YOUR COMPUTER'S AUDIO:
 - After joining a Zoom meeting, you will join with computer audio automatically.**TO USE YOUR TELEPHONE AS AUDIO:**
 - After joining a Zoom meeting, you will be prompted to join the audio automatically. If this prompt does not appear or you close out of it, click Join Audio in the meeting controls.
 - Click the Phone Call tab.
 - Follow the instructions for dialing in:

- In the Country/Region drop-down menu, select the country or region you're calling from.
 - Call one of the numbers provided.
 - Enter your meeting ID followed by #.
 - Enter your participant ID followed by #.
 - Enter the passcode, if prompted, followed by #.
5. Interested parties without computer access may participate during the scheduled event via telephone only. Instructions for participating via telephone only are as follows:
- On your phone, dial one of the teleconferencing numbers provided below:
 - +1 669 900 6833 (San Jose)
 - +1 408 638 0968 (San Jose)
 - +1 346 248 7799 (Houston)
 - +1 253 215 8782 (Tacoma)
 - +1 646 876 9923 (New York)
 - +1 301 715 8592 (Washington DC)
 - +1 312 626 6799 (Chicago)
 - Enter the meeting ID number when prompted using your dial pad.
 - Meeting ID number: 867 4073 9711

NOTE: All participants who join via telephone only will need to provide their contact information to LAHD staff at the end of the conference in order to receive participation credit. Instructions will be provided during the conference.

For system compatibility information and user guides, please visit the Zoom Help Center at the following address: <https://support.zoom.us/hc/en-us>.

The City of Los Angeles does not discriminate on the basis of disability and, upon request, will provide reasonable accommodation to ensure equal access to its programs, services, and activities. Please contact the Contracts and Procurement Unit at lahd.contractsprocurement@lacity.org at least seventy-two (72) hours prior to the date of the conference to ensure proper accommodations.

H. TECHNICAL ASSISTANCE

With the exception of the Mandatory Proposers' Conference, all technical assistance questions must be submitted by e-mail to lahd.contractsprocurement@lacity.org. **Please identify the RFP title on the email subject line to ensure prompt attention from the appropriate City staff.** To ensure a fair and consistent distribution of information, all questions will be answered by Question-and-Answer (Q&A) documents made available on the Regional Alliance Marketplace for Procurement (RAMP) website at:

www.RAMPLA.org. No individual answers will be given. The Q&A documents will be posted on a regular basis to ensure the prompt delivery of information.

I. DEADLINE FOR SUBMISSION OF PROPOSALS

Proposals must be submitted electronically to the email address listed on the front cover of this RFP by 5:00 p.m. PDT by the submission deadline date. Proposals submitted via any other alternative method including, but not limited to, file sharing services, will not be accepted or considered.

The cover letter accompanying the proposal must bear a facsimile signature or signatures scanned into .pdf of the person(s) authorized to sign the proposal, and be addressed to:

Contracts and Procurement Unit
Los Angeles Housing Department
1910 Sunset Blvd, 3rd Floor, Suite 300
Los Angeles, CA 90026

Persons who submit a proposal will receive an email response confirming receipt of their submission. Proposers are encouraged to submit proposals well in advance of the proposal due date and time to ensure that proposals receive a time and date stamp of 5:00 p.m. or earlier.

Timely submission of proposals is the sole responsibility of the Proposer. The City reserves the right to determine the timeliness of all submissions. Late proposals will not be reviewed. **ALL PROPOSALS SUBMITTED AFTER 5:00 P.M. PST ON THE SUBMISSION DEADLINE DATE WILL NOT BE OPENED.**

J. EVALUATION CRITERIA

The Los Angeles Housing Department will review and score each complete and fully responsive proposal. Proposals shall be determined eligible for review and scoring based on the responsiveness and factuality or verifiability of the proposal documentation and information. A minimum score of 70 is required to be considered for funding. The evaluation will be based on the proximity of a proposal's prices to competitive market values and relative to other proposers' pricing, the quality of responses to the RFP, and reasonableness of the proposer's costs relative to other proposers' costs. Proposals shall be evaluated based on the following categories and may include consideration of any or all of the listed factors at the City's sole discretion.

EVALUATION CRITERIA	POINTS
<u>Demonstrated Ability</u> A Proposer's ability to provide the required services.	25
<u>Demonstrated Capacity</u> A Proposer's capacity to provide the required services.	25

EVALUATION CRITERIA	POINTS
<u>Program Design</u> The Proposed approach to providing the required services.	25
<u>Cost Reasonableness</u> The reasonableness and appropriateness of the proposed costs in relation to all other proposals.	25
TOTAL POINTS	100
Local Business Preference Program (See Section III. B. 12 Local Business Preference Program, for details)	Up to 12 points

The City reserves the right to require a pre-award interview, site inspection, and/or telephone conference call with proposers. LAHD reserves the right to select more than one contractor.

The City’s decision to award a contract(s) will be based on the stated evaluation criteria. The City reserves the right to modify the City’s objectives and requirements at any point during the period prior to submittal deadlines (by RFP addendum), without liability, obligation, or commitment to any party, firm or organization for costs incurred in responding to this RFP, RFP addendums or subsequent modifications of the City’s terms and conditions prior to execution of a contract.

Proposals will be evaluated against others proposing to provide the same services and to independent cost estimates. The lowest cost proposer may not be determined to be the best proposer when all the evaluation factors have been considered.

K. PROPOSAL REVIEW PROCESS

The proposal review process shall include the following major activities to ensure that the procurement meets government audit standards:

1. All proposals shall be reviewed to determine that the minimum eligibility requirements are met (See Section II. C). Ineligible proposers will be informed in writing.
2. All eligible proposals shall be reviewed, scored, and ranked.
3. Each eligible proposal shall be reviewed for costs that are reasonable, allowable, necessary, and competitive, as measured by a review of the line-item budget, and its competitive standing as compared to all other proposals.
4. A proposal’s fee schedule pricing will be judged based on its proximity to LAHD’s competitive market value pricing and other proposers’ pricing.

5. At the City's sole discretion, oral interviews may be held with top-scoring proposers. The results of the oral review may determine the final funding recommendations.
6. Proposers shall be notified in writing about funding recommendations and evaluation results.

L. PROPOSAL APPEAL PROCESS

1. Appeal Rights

The City will notify all proposers of the results of the proposal evaluations and of their right to file an appeal. Proposers may appeal procedural issues only. Such appeals must be based upon specific facts demonstrating that the RFP criteria or process was not followed during the review of proposals. A disagreement or objection to the total points awarded, or differences of opinion about the merits of a proposal, are not grounds for an appeal.

2. Letters of Appeal

Appeals shall be delivered electronically via email to LAHD at lahd.contractsprocurement@lacity.org, no later than within five (5) business days from the date that the notification of the results of the RFP was emailed. Proposers may file an appeal electronically by submitting a written request and identifying the specific reason for the appeal to:

Emilyzen Cervantes, Director of Administrative Services
Los Angeles Housing Department
c/o Contracts and Procurement Unit
RFP Appeal – Financial Advisor Services RFP
1910 Sunset Blvd, 3rd Floor, Suite 300
Los Angeles, CA 90026

Written appeals may not be more than three (3) typewritten pages and shall request an appeals review be granted. Written appeals must include the following information:

- a. The name, address and telephone number of the proposer.
- b. The name/title of RFP to which the organization responded.
- c. Detailed statement of the grounds for appeal.

Written appeals may not include any new or additional information that was not submitted with the original proposal. Only one appeal per proposal will be permitted. All appeals and protests must be submitted within the time limits set forth in the above paragraphs.

3. Review Panel

A panel composed of selected staff will review the appeal for this RFP. The decision of the panel will be LAHD's final recommendation.

M. DISCLAIMER

The City is not responsible for representations made by any of its officers or employees prior to the approval of an agreement by the Los Angeles City Council unless such understanding or representation is included in this RFP or in subsequent written addenda. The City is responsible only for that which is expressly stated in this solicitation document and any authorized written addenda thereto.

III. GENERAL RFP INFORMATION

A. GENERAL PROPOSAL CONDITIONS

1. Costs Incurred by Proposers

All costs of proposal preparation shall be borne by the proposer. The City shall not, in any event, be liable for any pre-contractual expenses incurred by proposers in the preparation and/or submission of the proposals. Proposals shall not include any such expenses as part of the proposed budget.

2. Best Offer

The proposal shall include the proposer's best terms and conditions. Submission of the proposal shall constitute a firm and fixed offer to the City that will remain open and valid for a minimum of ninety (90) days from the submission deadline.

3. Accuracy and Completeness

The proposal must set forth accurate and complete information as required in this RFP. Unclear, incomplete, and/or inaccurate documentation may not be considered. Falsification of any information may result in disqualification.

If the proposer knowingly and willfully submits false performance or other data, the City reserves the right to reject that proposal. If it is determined that a contract was awarded as a result of false performance or other data submitted in response to this RFP, the City reserves the right to terminate the contract.

Unnecessarily elaborate or lengthy proposals or other presentations beyond those needed to give a sufficient, clear response to all the RFP requirements are not desired.

4. Withdrawal of Proposals

Proposals may be withdrawn by written request of the authorized signatory on the proposer's letterhead or by email at any time prior to the submission deadline.

5. General City Reservations

Submission Deadline - The City reserves the right to extend the submission deadline should this be in the interest of the City. Proposers have the right to revise their proposals in the event that the deadline is extended.

Withdrawal of RFP - The City reserves the right to withdraw this RFP at any time without prior notice. The City makes no representation that any contract will be

awarded to any proposer responding to the RFP. The City reserves the right to reject any or all submissions.

Reissue of RFP - If an inadequate number of proposals is received or the proposals received are deemed non-responsive, not qualified or not cost effective, the City may at its sole discretion reissue the RFP or execute a sole-source contract with a vendor in accordance with the City Charter.

Changes to Proposals - The City shall review and rate submitted proposals. The proposer may not make any changes or additions after the deadline for receipt of proposals. The City reserves the right to request additional information or documentation, as it deems necessary.

Verification of Proposal Information - The City reserves the right to verify all information in the proposal. If the information cannot be verified, and if the errors are not willful, the City reserves the right to reduce the rating points awarded.

Pre-award Interview - The City reserves the right to require a pre-award interview and/or site inspection.

Minor Defects - The City reserves the right to waive minor defects in the proposal in accordance with the City Charter.

Program Personnel - If the selection of the proposer is based in part on the qualifications of specific key individuals named in the proposal, the City must approve in advance any changes in the key individuals or the percentage of time they spend on the project. The City reserves the right to have the contractor replace any project personnel.

Rejection of Proposals - The City reserves the right to reject any or all proposals, to waive any minor defects in proposals received; to reject unapproved alternate proposal(s); and reserve the right to reject the proposal of any proposer who has previously failed to perform competently in any prior business relationship with the City. The rejection of any or all proposals shall not render the City liable for costs or damages.

6. Contract Negotiations

Proposers approved for funding shall be required to negotiate a contract with the City on an offer/counter-offer basis. The best terms and conditions originally offered in the proposal shall bind the negotiations. The City reserves the right to make a contract award contingent upon the satisfactory completion by the proposer of certain special conditions. The contract offer of the City may contain additional terms or terms different from those set forth herein.

As part of the negotiation process, the City reserves the right to:

- a. Fund all or portions of a proposer's proposal and/or require that one proposer collaborate with another for the provision of specific services, either prior to execution of an agreement or at any point during the life of the agreement;
- b. Use other sources of funds to fund all or portions of a proposer's proposal;
- c. Require that a funded proposer utilize a facility designated by the City for purposes of implementing its project;
- d. Elect to contract directly with one or more of the identified collaborators; and
- e. Require all collaborators identified in the proposal to become co-signatories to any contract with the City.

7. Standing of Proposer

Regardless of the merits of the proposal submitted, a proposer may not be recommended for funding if it has a history of contract non-compliance with the City or any other funding source, poor past or current contract performance with the City or any other funding source, or current disputed or disallowed costs with the City or any other funding source.

Contractors/Organizations that have been sanctioned because of non-compliance with Single Audit Act requirements for managing grant funds will be eligible to apply; however, they will not be eligible to receive any funding, if awarded under this RFP process, until this sanction is removed.

The City will enter into an agreement only with entities that are in good standing with the California Secretary of State.

8. Proprietary Interests of the City

The City reserves the right to retain all submitted proposals, which shall then become the property of the City and a matter of public record. Any department or agency of the City has the right to use any or all ideas presented in the proposal without any change or limitation. Selection or rejection of a proposal does not affect these rights. All proposals will be considered public documents, subject to review and inspection by the public at the City's discretion, in accordance with the Public Records Act.

Proposers must identify all copyrighted material, trade secrets or other proprietary information claimed to be exempt from disclosure under the California Public Records Act (California Government Code Sections 6250 et seq.) In the event such an exemption is claimed, the proposal must state: "(Name of Proposer) shall indemnify the City and hold it and its officers, employees and agents harmless from any claim or liability and defend any action brought against the City for its refusal

to disclose copyrighted material, trade secrets or other proprietary information to any person making a request therefor.” Failure to include such a statement shall constitute a waiver of the proposer’s right to exemption from disclosure.

9. Discount Terms

Proposers agree to offer the City any discount terms that are offered to its best customers for the goods and services to be provided herein, and apply such discount to payments made under this agreement, which meet the discount terms.

B. STATEMENTS REQUIRED WITH PROPOSAL

1. Contractor Responsibility Ordinance (CRO) Questionnaire and CRO Pledge of Compliance

Every Request for Proposal, Request for Bid, Request for Qualifications or other procurement process is subject to the provisions of the Contractor Responsibility Ordinance, Section 10.40 et seq. of Article 14, Chapter 1 of Division 10 of the Los Angeles Administrative Code, unless exempt pursuant to the provisions of the Ordinance.

This Ordinance requires that all proposers/bidders complete and return, with their response, the responsibility questionnaire included in this procurement. Failure to return the completed questionnaire may result in the proposer/bidder being deemed non-responsive.

The Ordinance also requires that if a contract is awarded pursuant to this procurement, that the contractor must update responses to the questionnaire, within thirty calendar days, after any changes to the responses previously provided if such change would affect contractor’s fitness and ability to continue performing the contract.

Pursuant to the Ordinance, by executing a contract with the City, the contractor pledges, under penalty of perjury, to comply with all applicable federal, state and local laws in performance of the contract, including but not limited to laws regarding health and safety, labor and employment, wage and hours, and licensing laws which affect employees. Further, the Ordinance, requires each contractor to: (1) notify the awarding authority within thirty calendar days after receiving notification that any governmental agency has initiated an investigation which may result in a finding that the contractor is not in compliance with Section 10.40.3 (a) of the Ordinance; and (2) notify the awarding authority within thirty (30) calendar days of all findings by a government agency or court of competent jurisdiction that the contractor has violated Section 10.40.3 (a) of the Ordinance.

All proposers shall submit a completed CRO Questionnaire and Pledge of Compliance signed under penalty of perjury with their proposal. Refer to links below:

<https://bca.lacity.org/Uploads/cro/CRO%20Personal%20Services%20Questionnaire%20FINAL%2001.23.2020.pdf> and
https://bca.lacity.org/Uploads/cro/CRO_Pledge%20of%20Compliance_Fillable%20%281%29.PDF

If a proposer will have subcontractors in the project, a list of the subcontractors must also be submitted with the proposal.

THIS STATEMENT IS REQUIRED WITH THE PROPOSAL.

2. Municipal Lobbying Ordinance City Ethics Commission (CEC) Form 50

All proposers must submit a completed Bidder Certification CEC Form 50. Please review the following link for more information on the City's Municipal Lobbying Ordinance (Los Angeles Municipal Code Section 48.01 *et seq.*): <https://ethics.lacity.org/wp-content/uploads/Laws-Lobbying-MLO.pdf>. (Refer to the link below to access the Bidder Certification CEC Form 50, <https://ethics.lacity.org/pdf/forms/City/CEC50.pdf>).

NOTE: Failure to submit this completed CEC Form 50 will result in the proposer being deemed non-responsive and the proposal will be rejected.

THIS STATEMENT IS REQUIRED WITH THE PROPOSAL.

3. Municipal Campaign Finance Ordinance CEC Form 55

Persons who submit a response to this solicitation (bidders) are subject to City of Los Angeles Charter Section 470(c)(12) and related ordinances, including Los Angeles Municipal Code Section 49.7.35. As a result, bidders may not make campaign contributions to and or engage in fundraising for certain elected City officials or candidates for elected City office from the time they submit the response until either the contract is approved or, for successful bidders, 12 months after the contract is signed. The bidder's principals and subcontractors performing \$100,000 or more in work on the contract, as well as the principals of those subcontractors, are also subject to the same limitations on campaign contributions and fundraising.

Bidders/proposers must submit CEC Form 55 to the awarding authority at the same time the response is submitted (refer to the following link to access the form <https://ethics.lacity.org/pdf/forms/City/CEC55.pdf>).

The form requires bidders to identify their principals, their subcontractors performing \$100,000 or more in work on the contract, and the principals of those subcontractors. Bidders must also notify their principals and subcontractors in writing of the restrictions and include the notice in contracts with subcontractors. Responses submitted without a completed CEC Form 55 shall be deemed nonresponsive. Bidders who fail to comply with City law may be subject

to penalties, termination of contract, and debarment. (See Form 55 Instructions at the following link: https://ethics.lacity.org/PDF/forms/CEC_Form_55_Instructions.pdf).

Additional information regarding these restrictions and requirements may be obtained from the City Ethics Commission at (213) 978-1960 or ethics.lacity.org.

THIS STATEMENT IS REQUIRED WITH THE PROPOSAL.

4. Equal Benefits Ordinance/First Source Hiring Ordinance Compliance Affidavits

All bidders/proposers are advised that any contract awarded pursuant to this procurement process shall be subject to the applicable provisions of Los Angeles Administrative Code Section 10.8.2.1, the Equal Benefits Ordinance and Los Angeles Administrative Code Sections 10.44 *et seq.*, the First Source Hiring Ordinance.

Effective July 1, 2016, the Equal Benefits Ordinance and First Source Hiring Ordinance Compliance affidavits were combined into one web application form available on the City of Los Angeles' Regional Alliance Marketplace for Procurement (RAMPLA) residing at www.RAMPLA.org. All bidders/proposers shall complete and upload the joint affidavit prior to the award of a City contract, the value of which exceeds \$25,000.

If subject to the ordinances, a contractor will be required to complete the web application form, electronically sign, and submit. If a form was uploaded and verified prior to July 1, 2016, these will continue to be valid until they expire or are deleted (generally three years from upload date). When the form expires, a contractor will be required to complete the new web application form.

Equal Benefits Ordinance

By completing and uploading the Equal Benefits Ordinance (EBO) Compliance Affidavit, your company is certifying compliance with the requirements of said ordinance. If selected as a successful Bidder/Proposer, your EBO Compliance Affidavit will be verified for completeness by the Office of Contract Compliance (OCC) prior to contract award. The EBO Compliance Affidavit shall be effective for a period of three years from the date it is first uploaded onto the City's RAMPLA website. A company wishing to seek a waiver of the EBO provisions must submit the EBO Waiver Application with the bid or proposal. The EBO Waiver Application shall be forwarded to OCC for processing. OCC shall notify the awarding department of the determination resulting from the waiver request. Upon contract award, your company may be randomly selected for a compliance audit, at which time your company will be required to demonstrate compliance as indicated in the EBO Compliance Affidavit.

First Source Hiring Ordinance

Prime contractors who are awarded a contract that is subject to the requirements of the First Source Hiring Ordinance (FSHO) must complete and upload the FSHO Compliance Affidavit. Unless otherwise exempt, the FSHO applies to service contracts over \$25,000 and 3 months, and some loan or grant recipients. Awarding departments may seek exemption by submitting a completed FSHO-X Form to the OCC prior to contract execution.

The uploaded forms will be verified by the Bureau of Contract Administration (BCA) only if your company is the successful proposer/bidder selected for contract award.

Upon BCA verification, the Awarding Authority shall award the contract. If in the process of verifying the uploaded forms, BCA finds that the form(s) are incomplete, the awarding department shall be notified and your company will be required to re-upload the form(s). The re-uploading of form(s) will not trigger a new renewal date. The renewal date shall remain as the first time the form(s) were uploaded.

Bidders/proposers shall complete and submit ONLINE, with their proposal, the EBO/FSHO Affidavit, or Request for Waiver, if applicable.

THIS STATEMENT IS REQUIRED WITH THE PROPOSAL ONLINE.
www.RAMPLA.org

5. Disclosure Ordinances Affidavit (Slavery Disclosure Ordinance, Disclosure of Border Wall Contracting Ordinance)

Unless otherwise exempt by the provisions of the Slavery Disclosure Ordinance (SDO) and Disclosure of Border Wall Contracting Ordinance (DBWCO), any contract awarded under this RFP will be subject to the SDO, Section 10.41 of the Los Angeles Administrative Code and the DBWCO, Section 10.50 of the Los Angeles Administrative Code.

You must register on RAMP (www.RAMPLA.org) to access the updated Disclosure Ordinances Affidavit web form. The web form can be found by clicking on the "Profiles" tab. Scroll to the "Company Profile" section and click on "Compliance Documents". The web form should be completed and submitted by the time of RFP submission.

The web form will be verified by the Bureau of Contract Administration (BCA) only if your company is the successful Proposer/Bidder selected for contract award. Proposers/Bidders seeking additional information regarding the requirements of the SDO and DBWCO Disclosure Ordinances may visit the Bureau of Contract Administration's website at <http://bca.lacity.org>.

THIS STATEMENT IS REQUIRED WITH THE PROPOSAL ONLINE.
www.RAMPLA.org

6. Living Wage Ordinance and Service Contractor Worker Retention Ordinance

Unless approved for an exemption, contractors under contracts primarily for the furnishing of services to or for the City and that involve an expenditure or receipt in excess of \$25,000 and a contract term of at least three (3) months, lessees and licensees of City property, and certain recipients of City financial assistance, shall comply with the provisions of Los Angeles Administrative Code Sections 10.37 *et seq.*, Living Wage Ordinance (LWO) and 10.36 *et seq.*, Service Contractor Worker Retention Ordinance (SCWRO). Bidders/Proposers shall refer to **Attachment 2**, Living Wage Ordinance and Service Contractor Worker Retention Ordinance, for further information regarding the requirements of these Ordinances.

Bidders/proposers who believe that they meet the qualifications for one of the exemptions described in the LWO List of Statutory Exemptions (see **Attachment 3: LWO Statutory Exemptions**) shall apply for an exemption from the Ordinance by submitting with their proposal the:

- a. LW-10 - Exemption Application which can be accessed at: <https://bca.lacity.org/Uploads/eeo/2021%20LWO%2010%20-%20OCC%20Exemption%20Application.pdf>
- b. LW-26 - Small Business Exemption Application which can be accessed at: https://bca.lacity.org/Uploads/lwo/LW26_Small_Business_Exemption_Application_%28English%29.pdf
- c. LW-28 – 501(c)3 Nonprofit Exemption Application, which can be accessed at: https://bca.lacity.org/Uploads/lwo/Template_LW%2028%20-%20501c3%20Nonprofit%20Exemption%20Application.pdf
- d. LW-29 Non-Coverage Determination Application, which can be accessed at: https://bca.lacity.org/Uploads/lwo/LW29_NonCoverage_Determination_Application.pdf

THESE STATEMENTS ARE REQUIRED WITH THE PROPOSAL, IF APPLICABLE.

7. Proposer Workforce Information/Non-Collusion Affidavit

Proposers shall submit with their proposal a statement indicating their headquarters address, as well as the percentage of their workforce residing in the City of Los Angeles. Proposer shall also submit a completed Workforce Information/Non-Collusion Affidavit. (See **Attachment 4: Proposer Workforce Information/Non-Collusion Affidavit**).

THIS STATEMENT IS REQUIRED WITH THE PROPOSAL.

8. Business Services Implementation Plan Collaborator Agreements

Proposals shall include completed forms from each organization intending to formally collaborate with the proposers (see **Attachment 5: Collaborator Agreements**).

THIS STATEMENT IS REQUIRED WITH THE PROPOSAL.

9. Subcontractors

If a proposer will have subcontractors in the program, a list of the subcontractors must also be submitted with the proposal.

10. Business Inclusion Program

All bidders/proposers shall comply with the City's Business Inclusion Program (BIP) requirements, in identifying sub-contracting opportunities and completing the BIP Outreach process, to Minority Business Enterprises (MBE), Women Business Enterprises (WBE), Small Business Enterprises (SBE), Emerging Business Enterprises (EBE), Disabled Veteran Business Enterprises (DVBE), and Other Business Enterprises (OBE) sub-consultants.

All bidders, including those with existing sub-contractors and those not planning to use sub-contractors, must perform subcontractor outreach online 15 days prior to the RFP due date, per **Attachment 6: Business Inclusion Program**. Additionally, BIP processes, including, but not limited to, the outreach and summary sheet, must be completed on the Regional Alliance Marketplace for Procurement (RAMP) website (www.RAMPLA.org) using the BIP Outreach system. The BIP Outreach system is accessible from the opportunity's RAMP webpage. A walkthrough manual is available for additional support on the RAMP website in its Support section, and at the following URL: https://www.rampla.org/resource/1658335402000/RAMP_BIP_walkthrough.

A PROPOSER'S FAILURE TO COMPLETE THE BIP OUTREACH PROCESS, AS SPECIFIED IN ATTACHMENT 6, BY THE REQUIRED DEADLINES WILL RESULT IN A PROPOSAL BEING DEEMED NON-RESPONSIVE.

OUTREACH MUST BE COMPLETED 15 DAYS PRIOR TO RFP DEADLINE.

THE SUMMARY SHEET MUST BE SUBMITTED BY 4:30 P.M. ON THE FIRST CALENDAR DAY FOLLOWING THE DAY OF THE RFP RESPONSE SUBMITTAL DEADLINE.

11. Iran Contracting Act of 2010

In accordance with California Public Contract Code Sections 2200-2208, all bidders/proposers submitting proposals for, entering into, or renewing contracts with the City of Los Angeles for goods and services estimated at \$1,000,000 or

more are required to complete, sign and submit the “Iran Contracting Act of 2010 Compliance Affidavit” (see **Attachment 7** for Affidavit form).

12. Local Business Preference Program

Proposers are advised that any contract awarded pursuant to this procurement process shall be subject to the applicable provisions of the Local Business Preference Program (LBPP), Los Angeles Municipal Code Section 10.25 *et seq.* Ordinance Number 188111 (https://clkrep.lacity.org/onlinedocs/2022/22-0863_ord_188111_3-27-24.pdf).

Per the Local Business Preference Program (see **Attachment 10** for details), Awarding Authorities shall grant a six percent Local Business Preference to Local Businesses for contracts involving consideration in excess of \$150,000. A Local Business that is also a City Business shall be awarded an additional 4% preference. Qualifying contractors who participate in the LBPP by also qualifying as a Local Small Business or Local Transitional Employer will receive an additional 2% preference credit for each additional certification to their proposal in excess of \$150,000. A Local Business that is not eligible for the additional preference, but that identifies a Subcontractor(s) that is certified by the Designated Administrative Agency (DAA) as a Local Small Business or a Local Transitional Employer, shall receive up to a maximum of 2% preference for each additional certification. When applying the Local Business Preference to a Proposal, the Awarding Authority shall apply the preference in the form of additional points to the Proposal's final score such that the score awarded to a Proposal submitted by a Local Business is increased by the applicable percent of the total possible evaluation points. The Awarding Authority shall provide a preference of up to five percent to a Bid or Proposal submitted by a business that does not qualify as a Local Business, but that identifies a Subcontractor that is certified by the DAA as a Local Business, City Business, Local Small Business, or Local Transitional Employer. The maximum preference awarded to a City Business under this article shall not exceed 12%.

Local Business Certification Affidavit of Eligibility: All proposers who are claiming eligibility to the Local Business Preference Program criteria shall download and submit the Local Business Preference Program Application/Renewal Form on [RAMP](#).

The rules and procedures for implementing the Local Business Preference Program can be found on the Bureau of Contract Administration website at: https://bca.lacity.gov/Uploads/cca/LBPP%20Rules%20%26%20Procedures-%2020240327_FINAL.pdf

THIS STATEMENT IS REQUIRED WITH THE PROPOSAL, IF PROPOSER IS INTERESTED IN ADDITIONAL LOCAL BUSINESS PREFERENCE POINTS.

C. CONTRACT EXECUTION REQUIREMENTS

If recommended for funding, the proposer shall be required to enter into an

agreement with the City of Los Angeles and comply with the requirements listed below. **Failure to comply with these requirements will result in non-execution of the contract.** A copy of the City's Standard Provisions for City Contracts is available for your review through the following link: [https://cao.lacity.gov/risk/STANDARD%20PROVISIONS%20\(R%20Rev.1.25%20v.21\)%20Remediated%202019-25.pdf](https://cao.lacity.gov/risk/STANDARD%20PROVISIONS%20(R%20Rev.1.25%20v.21)%20Remediated%202019-25.pdf). The agreement with the selected proposer(s) will be on a to-be-negotiated fee-for-performance basis. **Note:** additional provisions may be required based on the needs of the City and Department.

1. Insurance Certificates

Contractors will be required to maintain insurance at a level to be determined by the City's Risk Manager, with the City named as an additional insured. Contractors who do not have the required insurance should include the cost of insurance in their bid. Contractors will be required to provide insurance at the time of contract execution (refer to the following link for Insurance Instructions and Information http://cao.lacity.org/risk/Submitting_proof_of_Insurance.pdf).

2. Secretary of State Documentation

Organizations must be in good standing and authorized to do business in California, as registered contractors with the State of California. Visit the Secretary of State's website for more information at: <https://bizfileonline.sos.ca.gov/>. Note: Proposers must be registered and in good standing with the California Secretary of State by the proposal submission deadline, as stated in Section II., C. Eligible Proposers (Threshold Requirements).

3. Corporate Documents

All contractors who are organized as a corporation or a limited liability company are required to submit a Secretary of State Corporate Number, Unique Entity Identifier, and a Resolution of Executorial Authority with a Signature Specimen (see **Attachment 8**: Corporate Documents).

4. City Business License Number

All contractors are required to submit one copy of their City of Los Angeles Business License, Tax Registration Certificate or Vendor Registration Number. To obtain a Business Tax Registration Certificate, call the Office of Finance at (213) 473-5901 and pay the respective business taxes. The address is: Los Angeles City Office of Finance, Tax and Permit Division, City Hall, 200 N. Spring Street, Room 101, Los Angeles, CA 90012. Visit the Office of Finance's website for more information at: www.finance.lacity.org.

5. Proof of IRS Number (W-9)

All contractors are required to complete and submit Proof of IRS Number (W-9) form. (Refer to link: <http://www.irs.gov/pub/irs-pdf/fw9.pdf> Request for Taxpayer Identification Number (Form W-9).

6. Nonprofit Status Documentation from the Internal Revenue Service (IRS)

Proposers must submit a copy of their notice from the IRS designating the agency as a 501(c)(3) organization or other evidence of its tax exempt status from the IRS, if applicable.

7. Certifications

Contractors shall provide copies of the following documents to the City:

- a. A Certificate Regarding Ineligibility, Suspension and Debarment as required by Executive Order 12549.
- b. Certification and Disclosure Regarding Lobbying (not required for contracts under \$100,000). Contractors shall also file a Disclosure Form, at the end of each calendar quarter during which any event requiring disclosure, or which materially effects the accuracy of the information contained in any previously filed Disclosure Form, occurs.
- c. A Certificate Regarding Drug-Free Workplace Requirements, if applicable.

8. Collaboration

The City may, at its discretion, require two or more proposers to collaborate as a condition to contract execution.

9. Non-Discrimination/Equal Employment Practices/Affirmative Action

Effective July 1, 2016 the Non-Discrimination/Equal Employment Practices and Affirmative Action (ND/EEP and AA) provisions were amended to eliminate the need for contractors to complete affidavits on BAVN. By affixing its signature to a contract, the contractor agrees to adhere to the ND/EEP and AA for the duration of the contract. When a contractor signs the contract, they will also be acknowledging their responsibility to comply with both the ND/EEP and AA provisions. The AA provisions will now apply to all construction contracts and all non-construction contracts of \$25,000 or more.

Bidders/proposers seeking additional information regarding the requirements of the City's Non-Discrimination Clause, Equal Employment Practices and Affirmative Action Program may visit the Bureau of Contract Administration's website at: <https://bca.lacity.org/Uploads/eeo/NDEEOAAP%20Admin%20Code.pdf>

10. Americans with Disabilities Act

Any contract awarded pursuant to this RFP shall

- a. Comply with the Americans with Disabilities Act, as amended, 42 U.S.C. Section 12101 *et seq.*, the Rehabilitation Act of 1973, as amended, 29 U.S.C. Section 701 *et seq.*, the Fair Housing Act, 42 U.S.C. Section 3601 *et seq.*, and its implementing regulations and any subsequent amendments; and California Government Code Section 11135.
- b. Not discriminate in the provision of its programs, services or activities on the basis of disability or on the basis of a person's relationship to, or association with, a person who has a disability.
- c. Provide reasonable accommodation upon request to ensure equal access to all of its programs, services and activities.

Contractor represents that it will certify that any construction for housing performed with funds provided through any future contract will be done in accordance with the Uniform Federal Accessibility Standards (UFAS), 24 CFR, Part 40.

Contractor represents that it will certify that its buildings, and facilities used to provide services in accordance with any future contract, are in compliance with the federal and state standards for accessibility as set forth in the 2010 ADA Standards, California Title 24, Chapter 11, or other applicable federal and state law.

Contractor understands that the City is relying upon these certifications and representations as a condition of funding any future contract.

Contractor will require its subcontractors, if any, to include this language in any subcontract.

Contractor must be in compliance with these provisions at the time the contract is executed.

11. Child Support Assignment Orders

Any contract awarded pursuant to this RFP shall be subject to the following: This contract is subject to Section 10.10 of the Los Angeles Administrative Code, Child Support Assignment Orders Ordinance. Pursuant to this Ordinance, contractor/consultant certifies that it will (1) fully comply with all State and Federal employment reporting requirements applicable to Child Support Assignment Orders; (2) that the principal owner(s) of contractor/consultant are in compliance with any Wage and Earnings Assignment Orders and Notices of Assignment applicable to them personally; (3) fully comply with all lawfully served Wage and Earnings Assignment Orders and Notices of Assignment in accordance with California Family Code Section 5230 et seq.; and (4) maintain such compliance

throughout the term of this Contract. Pursuant to Section 10.10.b of the Los Angeles Administrative Code, failure of contractor/consultant to comply with all applicable reporting requirements or to implement lawfully served Wage and Earnings Assignment Orders and Notices of Assignment or the failure of any principal owner(s) of contractor/consultant to comply with any Wage and Earnings Assignment Orders and Notices of Assignment applicable to them personally shall constitute a default by the contractor/consultant under the terms of this contract, subjecting this contract to termination where such failure shall continue for more than 90 days after notice of such failure to contractor/consultant by City. Any subcontract entered into by the contractor/consultant relating to this Contract, to the extent allowed hereunder, shall be subject to the provisions of this paragraph and shall incorporate the provisions of the Child Support Assignment Orders Ordinance. Failure of the contractor/consultant to obtain compliance of its subcontractors shall constitute a default by the contractor/consultant under the terms of this contract, subjecting this contract to termination where such failure shall continue for more than 90 days after notice of such failure to contractor/consultant by the City.

Contractor/Consultant shall comply with the Child Support Compliance Act of 1998, California Public Contract Code Section 7110. Contractor/Consultant assures that to the best of its knowledge it is fully complying with the earnings assignment orders of all employees, and is providing the names of all new employees to the New Hire Registry maintained by the Employment Development Department as set forth in subdivision (1) of the Public Contract Code 7110 (see **Attachment 9: Child Support Obligations**).

12. Fair Chance Initiative for Hiring Ordinance

City Contractors and subcontractors with 10 or more employees are prohibited under Los Angeles Administrative Code Section 10.48 from seeking a job applicant's criminal history information until a job offer is made and from withdrawing a job offer unless the employer performs an assessment of the applicant's criminal history and the duties of the position. Contractors and subcontractors are required to include information regarding this ordinance in all job solicitations and advertisements and to post notices informing job applicants of their rights. Additional information and forms can be found at Department of Public Works, Bureau of Contract Administration at: <https://bca.lacity.org/fair-chance>

13. Nonresident/Foreign Tax Withholding

The City must generally impose California withholding tax of 7% on payments issued to nonresident vendors, unless otherwise exempted. In cases where a nonresident vendor is of a foreign status, such payments are generally subject to an additional 30% federal withholding tax, unless otherwise exempted or reduced by an applicable income tax treaty or other legal provision.

Nonresident vendors should submit the applicable Franchise Tax Board's (FTB) nonresident tax forms to clarify their tax withholding status. Examples of State nonresident tax forms are listed below. State income tax forms can be accessed through the FTB link: <https://www.ftb.ca.gov/forms/index.html>

California Nonresident Income Tax	Form Number	Form Description
	Form 590	Used to indicate that the vendor has submitted a Form 590 and is claiming an exemption from withholding
	Form 587	Used to indicate that the vendor submitted Form 587 and to allocate expected gross payments to amounts subject to withholding.
	Form 588	CA Non-Resident Withholding Waiver Request. Should be accompanied with FTB approval.
	Form 589 C	CA Non-Resident Reduced Withholding Request. Should be accompanied with FTB approval.

Foreign vendors should submit the applicable federal withholding tax forms in addition to the applicable Franchise Tax Board Form(s). Examples of certain federal withholding tax forms are listed below. Federal withholding tax forms can be found using the following link: <https://apps.irs.gov/app/picklist/list/formsInstructions.html>

Federal Nonresident Income Tax	Form Number	Form Description
	8233	Exemption From Withholding for Independent Personal Services (Individuals)
	W-8BEN	Certificate of Foreign Status for U.S Tax (Individuals)
	W-8BEN-E	Certificate of Status of Foreign Status for U.S. Tax (Entities)
	W-8ECI	Certificate of Foreign Person's Claim of Effectively Connected Income
	W-8EXP	Certificate of Foreign Government or Other Foreign Organization tax exemption
	W-8IMY	Certificate of Foreign Intermediary and tax exemption

14. Mayoral Executive Directive 35: Equitable Access to Contracting Opportunities

Respondents are advised, pursuant to Mayoral Executive Directive 35, if a bidder is selected and awarded a contract, and if the contractor is a for-profit company or corporation, the contractor shall, within 30 days of the effective date of the contract and on an annual basis thereafter (i.e., within 30 days of the anniversary of the effective date of the contract), report the following information to City via the Regional Alliance Marketplace for Procurement ("RAMP") or via another method specified by City: contractor's and any subcontractor's annual revenue, number of

employees, location, industry, race/ethnicity and gender of majority owner (“contractor/subcontractor Information”). On an annual basis, the contractor shall further request that any subcontractor input or update its business profile, including the contractor/subcontractor information, on RAMP or via another method prescribed by City.

D. CONTRACTOR EVALUATION ORDINANCE

At the end of this contract, the City will conduct an evaluation of the contractor's performance. The City may also conduct evaluations of the contractor's performance during the term of the contract. As required by Section 10.39.2 of the Los Angeles Administrative Code, evaluations will be based on a number of criteria, including the quality of the work product or service performed, the timeliness of performance, financial issues, and the expertise of personnel that the contractor assigns to the contract. A contractor who receives a “Marginal” or “Unsatisfactory” rating will be provided with a copy of the final City evaluation and allowed 14 calendar days to respond. The City will use the final City evaluation, and any response from the contractor, to evaluate proposals and to conduct reference checks when awarding other personal services contracts.

IV. PROPOSAL PACKAGE

A. GENERAL PREPARATION GUIDELINES

If a proposer does not follow these instructions and/or information is omitted or a required attachment is not submitted, the bidder/proposer may be determined to be ineligible and excluded from the review.

1. The proposal must be submitted in the legal name of the firm or corporation and the corporate seal must be embossed on the original proposal. An authorized representative of the proposer organization who has legal authority to bind the organization in contract with the City must sign the proposal. The submitted proposal must include a scanned version of the embossed seal and authorized signature.
2. Proposers must submit an original proposal, sent by email, and must bear a facsimile signature or signatures scanned into .pdf (or signatures in another electronic format designated by City) reflective of the person(s) authorized to sign the proposal.
3. All proposals must be accompanied by a cover letter that should be limited to **one page**. The letter must:
 - Include the title, address, telephone number, and e-mail of the person(s) who will be authorized to represent the proposer and each collaborator. Also include the above contact information for the proposer's contract manager and accounting liaison.
 - State the number of years of direct and/or related experience in administering part or all of the services solicited in this RFP, including the number of years of continuous experience in financial advisor services within the past five years
 - Be signed by the person(s) authorized to bind the agency to all commitments made in the proposal and, if applicable, be accompanied by a copy of the Board Resolution authorizing the person(s) to submit the proposal. If a Board Resolution cannot be obtained prior to proposal submission, it may be submitted no later than **one (1) calendar week** after the proposal submission deadline.
 - Identify the individual or firm, which prepared or assisted in preparing the proposal. If that individual or firm will not participate in the implementation of the project, describe how the transfer of responsibility will occur to ensure timely implementation.

4. Proposals must be submitted in the English language. Numerical data must be in the English measurement system; costs must be in United States dollars.
5. Narrative responses are limited to 20 pages total and must follow these standards:
 - Font size – 12 points
 - Margins – At least 1 inch on all sides
 - Line spacing – Single-spaced
 - Prepare in PDF format only

Pages in excess of the stated limits will not be read and will not be considered in scoring.

6. Each page of the proposal, including attachments, must be numbered sequentially at the bottom of the page to indicate Page ___ of ___.
7. Please use the indicative mood (will, shall, etc.) in narratives rather than the subjective (would, should, etc.) so that proposals can be easily converted to contract form.
8. The Proposal Checklist lists all narratives, attachments and certifications that must be included in the proposal. In assembling the completed proposal, please insert the attachments and certifications where they are indicated in the Proposal Checklist. The Proposal Checklist will serve as your Table of Contents (See **Attachment 1**).
9. Answers should be as concise as possible while providing all the information requested.
10. In completing the narratives and attachments, including the fee schedule, please include and clearly identify the services to be provided by and the demonstrated ability of subcontractors, if any.

B. NARRATIVES

Narrative 1: Demonstrated Ability (25 points)

Provide a detailed description of previous work experience in providing similar services during the past three (3) years, particularly for public agencies.

- a. Experience working with public sector clients in pro forma analysis and underwriting for real estate development including multifamily affordable housing, homeownership affordable housing, mixed-use development, and transit-oriented development.
- b. Experience in public/private deal structuring, including alternative financing options, and assessment of equity participation.

- c. Experience providing cash flow projection and analysis, evaluating the financial feasibility of projects and assessing the financial capacity of developers.
- d. Knowledge of California Redevelopment law.
- e. Strong project management skills and demonstrated record of successful project management.
- f. Proven record of conducting and submitting quality deliverables in a timely manner.

Describe at least one previous completed project for a public sector client, limited to no more than three projects, within the last three years. Indicate services that were provided, a general description of the former project scope, project schedule, and costs/fees. Explain project deadlines and how they were met. Explain the accuracy of services and/or deliverables.

In addition, please submit a previous work sample (or a copy of work sample) with your proposal. If possible, the work sample submitted for evaluation should include key personnel responsible for the sample and completion date(s). Copies of the work sample will not be returned nor counted in the narrative page limit.

Narrative 2: Demonstrated Capacity (25 points)

Staff Capacity and Operational Level to Carry Out Tasks

- a. Include specific information on the proposer's staffing capacity. Include a description and the names and titles of the project team the proposer has selected to conduct the financial advisor services. Attach resumes for each project team member separately as Exhibits (resumes are not counted toward the page limit).
- b. Discuss the staff's experience conducting financial advisor services for public agencies in affordable housing development. Describe the experience and educational background (e.g., degrees, certificates, trainings, and years of experience) of the team as it relates to the scope of work and services.
- c. Attach separately as Exhibit, an organizational chart indicating who will be assigned to each task as identified in Section II B – Scope of Work of the RFP (the organizational chart will not count toward the page limit). Please indicate the designated project manager that will take the lead role in communicating with City staff regarding the services.

Narrative 3: Program Design (25 points)

The proposal should include a work plan with major milestones, cost per hour, total staff to be allocated, and proposed compensation structure or estimated total hours to complete work assignments.

Narrative 4: Cost Reasonableness (25 points)

Proposed Budget

Provide an accurate and complete proposed budget with supporting budget narrative that indicates the allocation of costs.

Budget Development Guidelines

- a. The annual compensation for the complete and satisfactory performance of financial advisor services is **not to exceed \$225,000**.
- b. Proposers are required to submit their budget fee structure for each cost item (based on the Scope of Work (Section II. B.)), by hourly rates and/or other proposed fee structure that will maximize the use of funds.
- c. The proposed budget should be reasonable, reflect current and proposed new staff, and should correspond to staff experience and capacity.
- d. Fee schedules or specific budget forms can also be attached as Exhibits. Exhibits will not count towards the narrative page limit.

C. DOCUMENTS TO BE COMPLETED

Proposers must complete and submit all of the attachments and certification forms listed. **Do not assume that any document is not applicable.** If the proposer does not follow all the instructions and/or requirements in this RFP, the proposer may be determined to be ineligible and excluded from the review. Use the Proposal Checklist as a guide.

D. PROPOSAL CHECKLIST

The **Proposal Checklist (Attachment 1)** is to serve as the Table of Contents for your proposal and as a guide for all documents, which must be submitted with the RFP. It lists all Narratives, Attachments, and Certifications (if applicable) that must be included as part of the proposal. Indicate in the page number column where the information can be found in your proposal. In assembling the complete proposal, please insert the attachments where they are indicated in the Proposal Checklist.