



Request for Proposal (RFP) 20-D9002 Student Housing Feasibility Study

I. RFP KEY DATES:

Posted to the District's website: September 30, 2019 , at 4:00 p.m.
Advertised in the Long Beach Press Telegram: October 1 and October 15, 2019
All questions and inquiries due: October 18, 2019, 4:00 p.m.
Proposals due: November 1, 2019, at 4:00 p.m.

II. PURPOSE

Long Beach Community College District (LBCCD) is seeking proposals from qualified vendors to conduct a student housing feasibility study.

As has been well-reported, Southern California has been experiencing a severe housing shortage, characterized by a lack of available units and the rising gap between income levels and housing costs. According to the City of Long Beach's Everyone Home Task Force report (published December 6, 2018), 23.6 percent (37,941 households) of the City's households are at 45 percent of the median annual income (\$25,000) or less. In addition, nearly 20,000 households are living in over-crowded situations, of which 9,000 are in severely overcrowded situations. It is estimated that approximately 4,000 people fall in and out of homelessness in Long Beach each year, including LBCCD students.

According to a recent survey of California community college students conducted by the Wisconsin HOPE Lab, 60% of respondents reported being housing insecure in the previous year. A lack of available and affordable housing impacts community college students' ability to achieve academic success. LBCCD therefore is exploring housing options for students.

III. DISTRICT PROFILE

LBCCD is a two-year community college that provides educational programs encompassing state of the art, technology-rich learning environments with broad academic and career technical instructional programs. Established in 1927, LBCCD is one of the largest of the 115 community colleges in California with strong community partnerships and economic and workforce development initiatives that prepare students to be successful in the 21st century. LBCCD is nationally recognized for the co-development of the Long Beach College Promise with the Long Beach Unified School District (with 85 campuses) and California State University, Long Beach, to create pathways for students from one educational institution to the next.

With two campuses in the city of Long Beach (Liberal Arts and Pacific Coast Campuses), the District encompasses 142 acres with an enrollment of approximately 24,000 students. The city of Long Beach population of nearly 470,000 is 43% Hispanic and 13% African American, and LBCCD is designated as a Hispanic-serving Institution. LBCCD welcomes many special student populations, including former foster youth, formerly incarcerated, disabled, veterans, LGBTQIA, international, and parents.



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IV. SCOPE OF THE PROJECT

Phase 1. Market and Financial Research

- A. Exploration of options for acceptable rents/rates to LBCCD students (including international students), including local housing rental rate analysis for housing used by these groups.
- B. General market research and analysis of new campus housing trends, including community college housing; potential functions to be accommodated in the facilities, such as classrooms and/or other academic facilities and student support services (food service, resident advisors, parking and transportation, laundry, and other services); as well as commercial/mixed use opportunities. Research must consider trends and needs identified in related housing feasibility studies performed within the LBCCD boundaries.
- C. Recommendations of types of housing that would best serve LBCCD students in a fiscally responsible manner, which may include affordable or supportive housing elements and/or family housing units.
- D. Considerations such as zoning, facilities, the potential for partnerships, operational costs, supportive services costs, potential revenue sources, new construction versus renovation of existing properties, regulatory compliance and statutory requirements for student housing, and multi-year projections.
- E. Incorporation of data supplied by LBCCD as requested.

Phase 2. Report and Deliverables

- A. Define optimal number and type of student units/beds to be provided over a 10-year horizon.
- B. Define optimal number and type of student housing units.
- C. Suggest possible locations that would serve students at both campuses.
- D. Provide recommendations for strategies for investment and funding options for new facilities.
- E. Provide recommendations for possible Public-Private Partnerships (P3) and the potential risks and rewards involved.
- F. Review possibilities and cost/benefit for off-campus and third-party housing.
- G. Analyze financial models for execution of proposed improvements.

Specific deliverables for the feasibility study shall include:

- 1) Professional market analysis of projected needs, market demand, and acceptable room rates tiered by student need.
- 2) Analysis of desired mix of room types to be offered based on demand.
- 3) Pro Forma—including financial analysis of the rate of growth versus projected income and reserves to finance proposed project phases.
- 4) Presentation of research results to campus administration and possibly the Board of Trustees.
- 5) Final report document.

Phase 3. Additional Research and Reporting on Specific Opportunities

This phase to be assigned at the discretion of the District and a scope of work will be developed at that time.

Timeframe: The timeframe to complete the project should not exceed six months from date of contract execution.



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V. GENERAL INSTRUCTIONS

A. Proposal

The proposer shall submit four (4) original proposals and one electronic version on a thumb drive in PDF format by **4:00 p.m. (local time) November 1, 2019** to:

Long Beach Community College District
Purchasing and Contracts
4901 E. Carson Street, Bldg. T, Room 2031
Long Beach, California 90808
Attn: Alan Moloney, Deputy Director

Proposals received after 4:00 p.m., November 1, 2019, may, at the sole discretion of the District, be rejected as non-responsive and returned unopened without review. In order to be considered "on time," a proposal must either be date-stamped or bear a handwritten inscription by an authorized representative of the District confirming receipt by the above-specified deadline. The date stamp is located in the Purchasing and Contracts office at the above-described location.

The District shall not be responsible for, nor accept as a valid excuse for late proposal delivery, any delay in mail service or other method of delivery used by the proposer. **Faxed and emailed RFP responses will not be accepted.**

All proposals shall be enclosed in a sealed package(s) plainly marked with the words "Proposal Responding to RFP 20-D9002 Student Housing Feasibility Study. Do Not Open Until 4:00 p.m. November 1, 2019." Incomplete proposals received on-time will not be reviewed.

B. Questions from Proposers and RFP Contact

ALL questions, comments, and communication regarding this RFP shall be put in writing and must be received by email no later than 4:00 p.m. (local time) on November 1, 2019. Written questions are to be emailed to Alan Moloney, at amoloney@lbcc.edu and copied to Blanca Morales at bmorales@lbcc.edu.

The sole contact regarding this RFP and the process is Alan Moloney, Deputy Director, Purchasing and Contracts. All inquiries, questions, and correspondence shall be handled by email and sent to amoloney@lbcc.edu. At no time should any other LBCC student, staff, faculty, or members of the Board of Trustees be contacted regarding this RFP or the RFP process. Failure to follow this requirement may result in rejection of your proposal.

C. RFP Addenda/Clarifications

If it becomes necessary for the District to revise any part of this RFP, or to provide clarification or additional information after the proposal documents are released, a written addendum will be posted to the Purchasing and Contracts Website at <https://www.lbcc.edu/pod/current-bid->



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[rfp-opportunities](#). It shall be the sole responsibility of the proposers to review this website for any addenda or notifications during the RFP process. All addenda issued shall become part of the RFP.

In addition, responses to written questions received by the specified deadline will be incorporated in an RFP addendum and posted to the District's website.

D. Pre-Contractual Expenses

Pre-contractual expenses are defined as any expenses incurred by the proposer in: (1) preparing its proposal in response to this RFP; (2) submitting that proposal to the District; (3) travelling to the District for any necessary interviews; (4) negotiating with the District any matter related to this RFP, including a possible contract; or (5) engaging in any other activity prior to the effective date of award, if any, of a contract resulting from this RFP. The District shall not, under any circumstance, be liable for any pre-contractual expenses incurred by proposers, and proposers shall not include any such expenses as part of their proposals.

E. No Commitment to Award

Issuance of this RFP and receipt of proposals does not commit the District to award a contract. The District expressly reserves the right to postpone proposal opening for its own convenience, to accept or reject any or all proposals received in response to this RFP, to negotiate with more than one proposer concurrently, or to cancel all or part of this RFP.

F. Joint Offers

Where two or more proposers desire to submit a single submission in response to this RFP, they shall do so on a prime-sub-Awardee basis rather than as a joint venture or informal team. The District intends to contract with a single firm and not with multiple firms doing business as a joint venture.

G. Proposed Contract

The proposer selected for contract award through this RFP shall be required to enter into a written agreement with the District. The Sample Professional Services Agreement is presented in Exhibit A. They may be modified to incorporate other pertinent terms and conditions set forth in this RFP, including those added by addendum, and to reflect the proposer's offer or the outcome of contract negotiations, if any, conducted with the proposer. Exceptions to the terms and conditions, or the proposer's inability to comply with any of the provisions, must be declared in the proposal.

The proposer's attention is directed particularly to the insurance article in the Sample Professional Services Agreement, which specifies the minimum insurance requirements that must be met by the successful proposer(s). The proposer's inability or unwillingness to meet these requirements as a condition of award must be stated as an exception in the proposal.



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H. Exceptions/Deviations

Any exceptions to or deviations from the requirements set forth in this RFP, including the Sample Professional Services Agreement contained in Exhibit A, must be declared in the proposal by the proposer. Such exceptions or deviations must be segregated as a separate element of the proposal under the heading "Exceptions and Deviations," as instructed below.

I. Insurance

At all times during the term of the Agreement, the Awardee shall, at its own cost and expense, procure and maintain the types of insurance as detailed in Exhibit A, Sample Professional Services Agreement.

J. Indemnification

The Awardee shall indemnify, defend, and hold harmless the Long Beach Community College District, its Board of Trustees, officers, agents, and employees, from and against any and all claims, liability, loss, damage, expense, costs, demands, suits, actions and causes of actions (including without limitation costs and fees of litigation) of every nature rising out of or in connection with the Awardee's performance of work hereunder or its failure to comply with any of its obligations contained in the agreement, or its failure to comply with any current or prospective law, except for such loss or damage which was caused by the sole negligence or willful misconduct of the District. All indemnification shall survive the agreement and any amendments.

VI. PROPOSAL FORMAT AND CONTENT

Proposals must outline phases of the work, the hours anticipated for each phase, the hourly rates for all people assigned to this engagement, and total cost for the proposed work scope. Identify in the proposal the team proposed for this engagement as well as the experience the team members have with similar work scopes, including a list of those clients served. Also identify any resources or data the District will be responsible for providing to support this scope of work.

All proposals submitted by the deadline will be evaluated based on an informal process. The District reserves the right to choose the firm which best meets their requirements and needs.

A. Presentation

Proposals shall be submitted in 8 ½" x 11" page size and using no less than a 12-point font, with 1" margins. Proposals should not include any elaborate or promotional material. Maximum proposal length is fourteen (14) single-sided pages, excluding required forms per RFP and resumes. The form, content, and sequence of the proposal should follow the outline presented below:

B. Proposal Content

1. Transmittal Letter of Introduction

A letter of transmittal shall be addressed to: **Alan Moloney Deputy Director, Purchasing and Contracts** and must, at a minimum, contain the following:



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- a. Identification of the offering firm, including name, mailing address, e-mail address, telephone number, and fax of each firm;
- b. Acknowledgment of receipt of RFP addendum, if any;
- c. Name, title, address, telephone number, and e-mail address of contact person during period of proposal evaluation;
- d. A statement to the effect that the proposal shall remain valid for a period of not less than one (1) year from the due date for proposals; and
- e. Identification of any information contained in the proposal which the proposer deems to be, and establishes as, confidential or proprietary and wishes to be withheld from disclosure to others under the state Public Records Act (a blanket statement that all contents of the proposal are confidential or proprietary will not be honored by the District); and
- f. A statement of understanding of the insurance requirements in Exhibit A – Sample Professional Services Agreement and a statement that the Awardee is able to meet those requirements if a Contract is offered to Awardee; and
- g. Signature of a person authorized to bind the offering firm to the terms of the proposal.

2. Table of Contents

Immediately following the transmittal letter and introduction, there should be a complete table of contents for material included in the proposal.

3. Qualifications, Related Experience, and References

This section should establish the ability of the proposer to satisfactorily perform the required work by reasons of: demonstrated experience and competence in the services to be provided; the nature and relevance of similar work currently being performed or recently completed; record of meeting schedules and deadlines of other clients; competitive advantages over other firms in the same industry; strength and stability as a business concern; and supportive client references. Information should be furnished for both the proposer and personnel included in the proposal.

- a. Furnish background information about your firm, including date of founding, legal form (sole proprietorship, partnership, corporation/state of incorporation), number and location of offices, principal lines of business, number of employees, days/hours of operation, and other pertinent data. Disclose any conditions (e.g.,



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termination for default, bankruptcy, pending and/or settled litigation, planned office closures, impending merger, judgments or criminal convictions for false claims) that may affect the proposer's ability to perform contractually. ***Certify that the firm is not debarred, suspended, or otherwise declared ineligible to contract by any federal, state, or local public agency.***

- b. Describe your experience with providing assessment and consulting services regarding student housing over the previous three (3) years.
- c. Provide three (3) business clients--especially community college and/or higher education—to which your firm is currently providing similar services in this marketplace. Include company names; beginning/ending dates of contracts; and names, titles, and telephone numbers of individuals that the District can contact as references for your firm.
- d. Describe your experience and approach for this consulting engagement and any processes your firm offers which makes you unique.
- e. Provide a description of your understanding of the educational challenges faced by college students and the housing options available to them, especially in the greater Long Beach area.
- f. Provide a description of your market analysis studies, how you obtain such data, how you maintain the data to be fresh, and what types of data you will be providing.

4. Proposed Staffing and Project Organization

- a. Identify the key personnel from your firm that would be assigned to the engagement, including any consultants. Include names, titles, roles in delivery of the proposal, and a brief description of their qualifications, job functions, and office locations. **Designate a Project Manager who would provide day-to-day direction of the required work and become the District's primary contact person.** Furnish brief resumes (not more than two pages long) for all key personnel; include these as an appendix, not in the body of the proposal. Please note, the District will require that the successful firm will be required to commit through contractual language that the firm will not change out the key staff assigned to the engagement without prior written approval of the District.
- b. If more than two people will be assigned to the District's project, include a simple organization chart which clearly delineates communication/reporting relationships among the project staff.



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- c. For the lead consultant being proposed, please identify what other engagements they are assigned to and the anticipated end dates of those processes.

5. Cost and Price

Provide a detailed cost summary of the proposed fees which includes:

- a. For all positions proposed in the preceding "Staffing and Project Organization Plan," furnish a schedule of rates or proposed fees for this type of engagement.
- b. These costs should be quoted as **fully-burdened** (i.e., direct labor + overhead + profit).
- c. Provide an estimate of travel costs associated with attending in-person meetings to include mileage (at the IRS rate), airfare, hotel, and meals.
- d. Provide a detailed estimate of any other fees that could be charged as part of this engagement.

6. Work Plan/Technical Approach

- a. Evaluation Planning
 1. Describe the detailed process and plan you are recommending be used, including approach and methodology. Describe what information, documents, staff assistance, facilities, or other resources you would require from the District to complete your work.
 2. Declare any other critical assumptions upon which your proposal is based.
 3. Describe how periodic status reports will be submitted.
 4. Provide a timeline of consulting activities and key milestones.
 5. Identify expected challenges and limitations of the engagement and provide solutions to address the challenges.
 6. Describe the plan for outreach and how your firm maintains data on best practices at other organizations and programs.
 7. Your firm's existing collaborations with key stakeholders.
- b. Project Management
 1. Describe project management approach, methodology for the overall project, and how the consultant team will interface with LBCCD staff.
 2. Describe plan for staying on schedule for this engagement.

7. Exceptions/Deviations

State any exceptions to or deviations from the requirements of this RFP **including** the Sample Professional Services Agreement presented in Exhibit A. If you wish to present



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alternative approaches to meet the District's work requirements, these should be thoroughly explained.

8. Other

As evidence of conformance to the District's policies, complete and include as an appendix to your proposal the Non-Collusion Declaration in Exhibit B and attach a current Internal Revenue Service Form W-9. If your firm does not comply with one or more of these policies, declare this and explain the reasons.

Include any additional information you deem essential to a proper evaluation of your proposal and which is not solicited in any of the preceding sections. ***Proposers are cautioned, however, that this does not constitute an invitation to submit large amounts of extraneous material.***

VII. DEADLINE

The deadline to submit proposals is no later than 4:00 p.m. **November 1, 2019. RFP responses must be e-mailed to Deputy Director of Purchasing and Contracts Alan Moloney at amoloney@lbcc.edu.**

VIII. AWARD CRITERIA

The consultant chosen will be the firm that best meets the overall needs of the District. The following criteria will be used for this assessment:

- A. Qualifications, Related Experience, Proposed Staffing, and Project Organization
- B. Work Plan/Technical Approach
- C. Cost and Price
- D. References and Other

Upon selection of the most qualified proposers, the District may require the finalists to make an oral presentation to or be interviewed by the Evaluation Committee to further explain their proposals. If such interviews are conducted, the District expects to interview only the person assigned to the project. The District's appraisals of the presentations will also be factored into the final scores assigned the proposals. However, proposers are advised that award may be made without interviews or further discussion.

The District expressly reserves the right to reject any or all proposals, with or without giving a reason, and to waive any irregularities or informalities in the offers received. In the event of any such rejection, or in the event a proposer's offer is not rejected but does not result in a contract award, the District shall not be liable for any costs incurred by the proposer in connection with the preparation and submittal of the proposal.

It is the intent of the District to award a single contract as the result of this RFP. However, the District reserves the right to apportion the requirements of this RFP among multiple contractors if this is determined to be in the District's best interests.



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IX. EXHIBITS

Exhibits include:

Exhibit A: Sample Professional Services Agreement

Exhibit B: Non-Collusion Declaration