Economic Development Department

FY 2023 CDBG Request for Proposals (RFP) Mandatory Workshop

Virtual RFP Workshop
December 2021

Partnering with the City

Welcome!!

• Opening Remarks/Housekeeping
• Topics to Be Covered:
  o City of San Diego’s Strategic Plan
  o FY 2023 Scoring Criteria and RFP Questions
  o Submittal Requirements
  o NCIP Construction Project Overview
  o Important Dates/ED Grants
City of San Diego’s CDBG Program

City of San Diego Strategic Plan

Mission
To effectively serve and support our communities

Vision
A world-class city for all
FY 2023 CDBG RFP Mandatory Workshop

City of San Diego Strategic Plan

Values
- **Integrity**
  - Do the right thing
  - Be ethical, truthful, and fair
  - Take responsibility for our actions
- **Service**
  - Exhibit pride in all that we do
  - Treat others as we would like to be treated
  - Anticipate and promptly respond to requests
- **People**
  - Value customers and employees as partners
  - Recognize that an engaged City workforce is the key to quality customer service
  - Promote diversity as a strength
- **Excellence**
  - Foster a high performing culture
  - Establish clear standards and predictable processes
  - Measure results and seek improvement in everything we do

**Goal 1:** Provide high quality public service

**Goal 2:** Work in partnership with all of our communities to achieve safe and livable neighborhoods

**Goal 3:** Create and sustain a resilient and economically prosperous City with opportunity in every community

Sequence

- **RFQ**
- **RFP**
- **CPAB**
- **Council**

**NOFA**
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Consolidated Plan Goals

1. Increase and preserve affordable rental and homeowner housing to improve access to housing opportunities that reflect community needs, including, but not limited to, opportunities in close proximity to transit, employment, and community services.

2. Enhance the City's economic stability by investing in inclusive economic growth initiatives that develop and strengthen small businesses and support local entrepreneurs.

3. Foster individual and household resiliency by investing in employment and workforce development programs and improving access to job opportunities.

4. Support the development of vibrant, equitable, and adaptable neighborhoods by investing in public facilities and critical infrastructure.

5. Assist individuals and families to gain stable housing after experiencing homelessness or a housing crisis by providing appropriate housing and service solutions grounded in best practices.

6. Invest in community services that promote equity and serve vulnerable populations including, but not limited to, refugees and recent immigrants, previously incarcerated, veterans, youth, seniors, and food insecure households.

7. Finance impactful nonprofit facility improvements to provide new or increased access to programs that serve vulnerable populations or implement sustainability measures.
Overview of the FY 2023 Scoring Criteria and Related RFP Questions

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FY 2023 Scoring Criteria Updates

- COVID Related Impacts (All categories)
  - 1.d: COVID-19 Impact: Internally
  - 4.d: COVID-19 Impact: Externally
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FY 2023 Scoring Criteria Updates

- Nonprofit Facility Improvements
  - 1.a.i: Previous City of San Diego CDBG Projects
  - 3.a.i: Professional consultation with architect
  - 3.a.ii: Proof of Facility Needs Assessment
  - 3.b: Detailed Project Schedule
  - 5.a: 5-year maintenance plan
  - 5.d: Increase leveraged funding

FY 2023 Scoring Criteria Categories

<table>
<thead>
<tr>
<th>Section</th>
<th>Section Name</th>
<th>Max Points Possible</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>PS</td>
</tr>
<tr>
<td>1</td>
<td>Organizational Capacity</td>
<td>14</td>
</tr>
<tr>
<td>2</td>
<td>Project Characteristics</td>
<td>28</td>
</tr>
<tr>
<td>3</td>
<td>Project Specifics</td>
<td>22</td>
</tr>
<tr>
<td>4</td>
<td>Project Benefits</td>
<td>16</td>
</tr>
<tr>
<td>5</td>
<td>Project Budget</td>
<td>18</td>
</tr>
<tr>
<td>6</td>
<td>Project Eligibility</td>
<td>2</td>
</tr>
</tbody>
</table>
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Narrative Flow

Organizational Capacity
- Who are you?
- Experience?

Project Characteristics
- Who are you going to help?
- Why are you targeting this group?

Project Specifics
- What type of services?
- Schedule

Project Benefits
- How are you going assist clients?
- Past success?

Budget
- Budget details

Organizational Capacity – PS/CED (14/13 points)

a. Experience in Implementation of Similar Projects (5 points)

b. Experience Providing Services to LMI Populations (5 points)

c. Collaboration with Other Agencies (3 points for PS, 2 points for CED)

d. COVID-19 Impact: Internal (1 points for PS and CED)
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Organizational Capacity – NCIP-F (14 points)

a. Organization Project Experience:
   i. CDBG specific experience or similar project (5 points)
   ii. Specific staff experience (4 points)

b. Experience Providing Services to LMI Populations (3 points)

c. Collaboration with Other Agencies (2 points)

d. COVID-19 Impact: Internal (1 point)

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Project Characteristics – PS/CED (28 points)

a. Project Summary (13 points)

b. Confirmation of Program Status (5 points)

c. Project Goals (5 points)

d. Project Results (5 points)
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Project Characteristics – NCIP-F (28 points)

a. Project Summary: Activities/services, Characteristics of population, Critical need (13 points)

b. Facility Impact Confirmation of a New Public Facility or Significant Expansion to an Existing Public Facility; metrics used (5 points)

c. Project Goals (5 points)

d. Project Results (5 points)

Project Specifics (22 points)

**PS/CED** (22 points)

a. Services to Be Provided; quantity of services, method of delivery, justification of funding request, cost per beneficiary (18 points)

b. Project Schedule (4 points)
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**Project Specifics (14 points)**

**NCIP-F (14 points)**

a. Contract Execution Readiness: Shovel ready with architect consultation, facility needs assessment (8 points)
b. Project Schedule: permits identified and time needed for each, project released for BID, anticipated timeline (6 points)

**Project Benefits (PS 17 points/CED 18 points)**

**PS/CED (17/18 points)**

a. Services to High-Need Populations (10 points)
   - How services provided, proof of past success with: success stories, annual report, testimonials, etc.
b. Geographic Targeting—Office Providing Project Services (2 points)
   - CDD verification of score
c. Geographic Targeting—Client Location (3 points for PS, 4 points for CED)
   - How services are targeted, if any, to specific areas
d. COVID-19 Impact: External (1 point)
   - Service delivery adjustments to clients
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Project Benefits (19 points)

**NCIP-F** (19 points)

a. Services to High-Need Populations (13 points)
   - How services provided, proof of past success with: success stories, annual report, testimonials, etc.

b. Geographic Targeting—Facility Location (3 points)
   - CDD verification of score

c. Geographic Targeting—Services (2 points)
   - How services are targeted, if any, to specific areas

d. COVID-19 Impact: External (1 point)
   - Service delivery adjustments to clients

Geographic Targeting Eligible Locations

- Community Planning Areas identified by Geographic Targeting Initiative:
  - Linda Vista
  - San Ysidro
  - Southeastern San Diego

- Federally designated San Diego Promise Zone: Covers targeted area of 6.4 square miles spanning from East Village and Barrio Logan to Encanto and Emerald Hills; home to City’s most disadvantaged and underserved communities.

- California Opportunity Zones: Census Tracts that are economically distressed communities where new investments may be eligible for preferential federal tax treatment or preferential consider for for federal grants and programs.
**Project Eligibility & Performance Indicators (2 points)**

a. **Project Eligibility**
   - Scope and budget demonstrate compliance with CDBG eligibility, HUD requirements, and City policies
   - **NCIP-F**: Environmental review (City, state, federal) needed has been identified and planned for
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Other Considerations

Character limits

• 2500 limit

Short Project Description

• Section 2.e. in FY 2022

Proof of Success Stories

• Links, Testimonials, Reports

Project Budget (18 or 20 points)

a. Future Sources of Funding to Sustain Program or Maintain Improvements

• Must provide description of future sources of funding to be used to support the continuation of the proposed project after CDBG funds have been fully expended
• Maximum Funding Request Threshold (see “Qualified” RFQ e-mail)
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### Project Budget (18 points)

#### b. Sources of Funding Identified

- Must be capable of performing services on a reimbursement basis (3-month cash recommendation)
- Total Project Budget includes secured/leveraged and unsecured funding sources
  - NOTE: CDBG funding amount is *not secured*
- Ineligible secured funding sources:
  - Lines of credit
  - Funds expended prior to July 1st
  - In-kind support/ match or future pledges

#### c. Uses of Funding

- Provide detailed breakdown of costs necessary to complete project
- Personnel costs (PE)
  - Position title & salary description (Elaborate if overtime, sick leave, vacation and holiday pay will be requested for reimbursement)
  - Specific list of fringe benefits to be covered, if applicable
  - Annual budget for salaries/wages & fringe benefits
  - NOTE: Personnel costs *not eligible* for NCIP public facilities/construction
- Non-personnel (NPE) costs by line item
d. Leveraged/Secured Funding

a. Organization required to certify funding sources and secured fund amounts
   ➢ Erroneous/falsified claims may be cause for forfeiture of award funds

b. The formula for the leverage percentage is the total amount of secured funding divided by the total project budget.

c. Amount of points awarded varies by percentage calculated (scored by city staff)

- 0% - 5% (0 points)
- 6% - 20% (1 point)
- 21% - 40% (2 points)
- 41% - 60% (3 points)
- 61% - 80% (4 points / 5 points for NCIPs)
- 81% - 100% (5 points / 7 points for NCIPs)

Submittal Requirements
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RFP Applications

- Applications and questions therein vary by RFP type
- Refer to RFP Handbook for instructions and information on questions
- Refer to RFP Submission Guide for instructions on how to navigate ED Grants to submit proposals
- Attach all 'Required' documents → NOTE: ‘Optional’ means ‘if applicable, then attach’ (not ‘applicant decides if to submit or not’)
- Beware of character count limits
- When entering budget information, provide detailed and specific descriptions of planned expenditures

Supporting Documents

<table>
<thead>
<tr>
<th>Project Category</th>
<th>Org. Chart (Entire Agency)</th>
<th>Org. Chart (Division/Section)</th>
<th>Documentation of Approved FAIC</th>
<th>Deed of Trust/Lease Agreement Copy</th>
<th>Certification Regarding Use of Applicant-Owned Real Property</th>
<th>Certification Regarding Use of City-Owned Real Property</th>
<th>Certification Regarding Property Owner Authorization to Complete CDBG Activities on Property</th>
<th>Colored Photos</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Services</td>
<td>Optional, if no revision since RFQ submittal</td>
<td>Only if budgeted</td>
<td>Only if budgeted</td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>CED: Technical Assistance</td>
<td>Only if budgeted</td>
<td>Only if budgeted</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>NCIP: Facilities</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>
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CDBG RFP Categories — FY 2023

- **Public Services**
  - Direct Services
- **Community and Economic Development**
  - Microenterprise Technical Assistance
- **Nonprofit Capital Improvement Projects**
  - Nonprofit Facility Improvements

Public Services

<table>
<thead>
<tr>
<th>FY 2023 Budget</th>
<th>$1,000,000 (estimated)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eligible Activities</td>
<td>Tenant/landlord counseling</td>
</tr>
<tr>
<td></td>
<td>Substance abuse services</td>
</tr>
<tr>
<td></td>
<td>Mental health services</td>
</tr>
<tr>
<td></td>
<td>Housing counseling</td>
</tr>
<tr>
<td></td>
<td>Food banks/meal distribution</td>
</tr>
<tr>
<td>Minimum Allocation</td>
<td>$50,000</td>
</tr>
<tr>
<td>Outcome Measure</td>
<td>Low/moderate-income clientele</td>
</tr>
</tbody>
</table>

*Presumed LMI possible*
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**Community/Economic Development: Microenterprise Technical Assistance**

<table>
<thead>
<tr>
<th>FY 2023 Budget</th>
<th>$2,000,000 (estimated)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eligible Activities</td>
<td>Microenterprise assistance</td>
</tr>
<tr>
<td></td>
<td>• Technical assistance on establishing a microenterprise, including accessing capital, filing legal documents, creating business plan, etc.</td>
</tr>
<tr>
<td></td>
<td>• ‘Microenterprise’ defined as a for-profit business with five or fewer employees, one or more of whom owns the business</td>
</tr>
<tr>
<td>Minimum Allocation</td>
<td>$50,000</td>
</tr>
<tr>
<td>Outcome Measures</td>
<td>Low/moderate-income clientele</td>
</tr>
<tr>
<td></td>
<td>Businesses established or expanded</td>
</tr>
</tbody>
</table>

**Nonprofit Capital Improvement Projects: Facilities**

<table>
<thead>
<tr>
<th>FY 2023 Budget</th>
<th>$1,500,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eligible Activities</td>
<td>New construction or rehabilitation of public facilities</td>
</tr>
<tr>
<td></td>
<td>• Improve spaces used to provide direct public services</td>
</tr>
<tr>
<td></td>
<td>• Implement ADA improvements</td>
</tr>
<tr>
<td></td>
<td>• Address health/safety hazards</td>
</tr>
<tr>
<td></td>
<td>❖ Examples: Senior and youth centers; homeless facilities; health facilities; childcare centers; facilities for persons with disabilities</td>
</tr>
<tr>
<td>Minimum Allocation</td>
<td>$100,000</td>
</tr>
<tr>
<td>Outcome Measures</td>
<td>Low/moderate-income clientele</td>
</tr>
</tbody>
</table>
Common Disqualifiers

- Organization did not attend a mandatory workshop
- Conflict of interest identified
- Incorrect or incomplete attachments submitted
- Incorrect RFP category
- Not providing services to City of San Diego residents
- Currently open NCIP project at the same facility
- No documentation of site control for NCIP/HR projects
- Inconsistent with HUD regulations

NCIP Overview and RFP Requirements
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**What does Shovel Ready Mean:**

- Organization has met with an architect to fully ascertain what is required to complete their scope of work
- They have construction documents created by a licensed firm that are complete or routing in DSD
- Bid issuance within 180 days of contract execution or funds will be reprogrammed.

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**What makes a Successful NCIP:**

- Construction Plans and Proper Permits
- Has actual leveraged funds, not just staff time
- Comprehensive Scope of Work
- Fully developed Budget
- In-house designated Project Manager or 3rd Party Construction Manager
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Common Issues with Past NCIP Projects:

- Not enough funding requested
- No details in Scope of Work
- No dedicated Subrecipient Project Manager
- Bidding – too high/not enough bidders
- Piece Meal NCIPs over years for same location
- No Permits/Construction documents

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Common NCIP Scope of Work Items

- HVAC/Generator replacement
- Window replacement
- Flooring replacement
- Roof replacement
- Additional exam rooms/classrooms
- ADA improvements
- Elevator replacement
- Exterior building improvements (lighting, gates/parking lot)
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**Successful NCIP Improvements Completed**

**Before**

![Before images](image1)

**After**

![After images](image2)

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**Important Reminders**

- All grant expenditures and project completion must occur within **24 months** from grant award
- Construction bidding process takes between 3-4 months from advertisement to contract award
- Allowing at least 9 months for construction phase
- Successful projects are:
  - “Shovel ready” upon grant award
  - Invitation to Bid must be issued within 180 days of contract execution
  - Agencies have a dedicated project management team (in-house or hired)
  - Project scope is well defined, budget is refined, project management team is on standby
  - Prepared for increases in Construction Labor and Materials costs
- Careful planning and adhering to a project timeline is the key to success
What comes next?

**Summary of RFP Deadlines**

<table>
<thead>
<tr>
<th>Date</th>
<th>Deadline (all Pacific Standard Time)</th>
</tr>
</thead>
<tbody>
<tr>
<td>12/03/2021</td>
<td>FY 2023 CDBG RFP released via ED Grants</td>
</tr>
<tr>
<td>12/06-12/17/2021</td>
<td>Virtual Technical Assistance Meetings, by Appointment Only</td>
</tr>
<tr>
<td>12/07/2021</td>
<td>Mandatory FY 2023 CDBG RFP Virtual Workshop, 10 am (PST)</td>
</tr>
<tr>
<td>01/03-01/05/2022</td>
<td>Virtual Technical Assistance Meetings, by Appointment Only</td>
</tr>
<tr>
<td>01/03/2022</td>
<td>5:00 p.m. deadline to email RFP questions (not related to ED Grants navigation)</td>
</tr>
<tr>
<td>01/03/2022</td>
<td>5:00 p.m. deadline to request updates to Primary/Secondary Representatives</td>
</tr>
<tr>
<td>01/10/2022</td>
<td>12:00 p.m. deadline to request ED Grants navigation assistance/staff support</td>
</tr>
<tr>
<td>01/10/2022</td>
<td>Deadline to submit FY 2023 CDBG RFP Responses via ED Grants (NO EXCEPTIONS)</td>
</tr>
</tbody>
</table>
### Next Steps

<table>
<thead>
<tr>
<th>Date</th>
<th>Step</th>
</tr>
</thead>
<tbody>
<tr>
<td>01/10/2022</td>
<td>RFP submittals due in ED Grants</td>
</tr>
<tr>
<td>01/11-01/26/2022</td>
<td>Community Development Division (CDD) determines FY 2022 RFP eligibility</td>
</tr>
<tr>
<td>01/27-01/28/2022</td>
<td>CDD Staff Internal Verification of RFP Reviews; Preparation for Release to Consolidated Plan Advisory Board (CPAB)</td>
</tr>
<tr>
<td>01/31-03/04/2022</td>
<td>FY 2023 CDBG RFP Materials Available to Consolidated Plan Advisory Board (CPAB) Members for Review and Scoring</td>
</tr>
<tr>
<td>03/11/2022</td>
<td>FY 2023 CDBG RFP Scoring Results Posted on CDBG Program Website and Emailed to Interest List</td>
</tr>
<tr>
<td>03/16/2022</td>
<td>CPAB Meeting; FY 2023 CDBG RFP Scores Ratified and Funding Recommendations Forwarded to City Council for Approval</td>
</tr>
<tr>
<td>04/2022</td>
<td>Council approval of FY 2023 allocations</td>
</tr>
</tbody>
</table>

### Technical Assistance (TA)

- Available **December 6 - 17, 2021 and January 3 - 5, 2022**
- No technical assistance appointments from December 20–31, in observance of the holidays.
- 30-minute one-on-one Technical Assistance meetings with City staff (Two sessions limit per organization)
- NCIP applicants are required to attend at least one session

#### Technical Assistance RSVPs via Doodle

- ED Grants
- Project Specifics & Eligibility
- General Administration
- Budget
- Other (Specify)
- NCIP
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ED Grants: Submission Deadline

PROPOSALS MUST BE SUBMITTED ON OR BEFORE
January 10, 2022, AT 5:00 P.M. (PST)

https://edgrants.force.com

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ED Grants: User Updates/Password Resets

• At least three (3) days prior to submission deadline, ensure your Primary Representative can access ED Grants and is available to click on ‘Submit’ button

• Deadline to request updates to ED Grants users (Primary and Secondary Representatives) is Monday, January 3, 2022, at 5:00 p.m. (PST)

• All other technical assistance related to ED Grants navigation, including password resets, ends at 12:00 p.m. (PST) on Monday, January 10, 2022

• Email CDBG@sandiego.gov with your request
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Submitting RFP Related Questions

• All questions related to the RFP (not related to ED Grants navigation) must be submitted on or before 5:00 p.m. on January 3, 2022.

• Email CDBG@sandiego.gov
  Subject Line: “RFP Question – [Subject matter of the question – see below]”
  - ED Grants
  - Project Specifics and Eligibility
  - Budget
  - General Administration
  - Other (Specify)

• To expedite the response to your question, please provide the following in your e-mail:
  o Applicant organization name
  o RFP category (PS, CED, or NCIP/F)
  o Clearly written question; break complicated questions into simpler ones

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Submitting ED Grants Navigation Related Questions

• Staff will assist applicants with ED Grants navigation (except updates to Primary and Secondary Representatives) until 12:00 p.m. (PST) on January 10, 2022, only.

• Staff will not entertain questions received after the deadline

• Email CDBG@sandiego.gov
  Subject Line: “CDBG RFP – ED Grants Navigation”
  Make sure to include a call back number
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Responding to the RFP: Tips and Tricks

- Choose one person to be the lead contact for your organization
- Read the Handbook, FAQs, and Resources before contacting City staff with questions
- But if you do have questions, don’t hesitate to email us at CDBG@sandiego.gov; we are here to help!
- Take advantage of opportunities for help, such as TA sessions

Responding to the RFP: Tips and Tricks

- Start the process early and allow enough time to review the quality and accuracy of your responses and the required documents before submission
- Have someone proofread and review your application before submission
- By 5:00 p.m. (PST) on Monday, January 3, confirm your organization’s Primary Representative has a valid username and password and would be available to click on the ‘Submit’ button by the deadline
The City is dedicated to:

- People
- Integrity
- Excellence
- Service

We are here to serve and assist you.

Q&A