

# **Request for Proposals**

---

## **Videography Services for Emergency Rental Assistance Program (ERAP) of the Boise City/Ada County Housing Authorities**

**Issued:** April 20, 2021

**Proposals Due:** April 23, 2021

## *Introduction*

The Boise City/Ada County Housing Authorities (BCACHA) seek proposals from qualified contractors for videography services related to administration of the Emergency Rental Assistance Program (ERAP) for Ada County and the City of Boise.

## *Overview of BCACHA*

Through an array of programs and services, the Boise City/Ada County Housing Authorities provide affordable housing-related assistance to individuals and families with low and moderate incomes throughout the City of Boise and Ada County, Idaho.

The Boise City Housing Authority was created in 1967, with the original purpose of providing “low-income for the aged.” Through the years, the Boise City Housing Authority’s mission has expanded to address the housing needs of additional populations. In 1976, the Ada County Housing Authority was created. While the Boise City Housing Authority and Ada County Housing Authority are legally distinct and separate, they are operated as the BCACHA through a joint powers cooperation arrangement with a single staff overseen by an executive director and board of commissioners appointed and confirmed by the Mayor and City Council of Boise and the Ada County Commissioners. In Ada County, the BCACHA is responsible for delivering a number of federally funded programs, as well as housing authority bond financed affordable housing developments for Boise, Garden City, Eagle, Star, Meridian, and Kuna. This service area holds a population of over 440,000 people and covers over 1052 square miles. On a monthly basis, the BCACHA provides assistance to over 2,600 individuals and families.

BCACHA’s two main programs are administering federal resources in the Housing Choice Voucher Program (Section 8) and the Low Rent Public Housing Program. BCACHA owns and manages nearly 200 market rate apartments, ranging in size from 1 to 4 bedrooms, in Ada County. BCACHA also provides supportive housing assistance to individuals and families through the following programs: Coordinated Housing Options & Individualized Services (CHOIS), Shelter Plus Care, Veterans Affairs Supportive Housing (HUD-VASH), Housing Opportunities for Persons living With AIDS/HIV (HOPWA), and rental assistance through the Office on Violence Against Women (VAWA). And it owns and maintains Allumbaugh House, the region’s no-cost, sub-acute mental health and detoxification center with services provided through Terry Reilly Health Services.

## *Background*

In late 2020, the United States Government established an Emergency Rental Assistance (ERA) program under Section 501 of Division N of the Consolidated Appropriations Act, 2021, Pub. L. No 116-260 (Dec. 27, 2020) (Section 501). The program

is being administered at the federal level by the United States Department of the Treasury (Treasury).

Under Section 501, ERA payments were made directly to States, U.S. Territories, Indian tribes, and local governments with more than 200,000 residents (eligible grantees) who provided certain information and agreed to acceptance of award terms by a certain date. ERA payment allocation amounts for States and local governments were based on population calculations using U.S. Census Bureau data for the most recent year for which data was available. Both Ada County and the City of Boise submitted for ERA funding and were approved. Ada County received \$12,722,827.70 and the City of Boise received \$11,530,811.70, totaling \$24,253,638.40. After discussions with the County and City, the BCACHA were selected as a sub-recipient for administration of the ERA programs for each local government (collectively, the "ERAP"). The BCACHA has approved and entered into agreements with the County and City for administration of the ERAP.

BCACHA's geographic area for administration of the ERAP is Ada County. Funds allocated to the City of Boise will be used to assist applicants residing within Boise City limits, while those allocated to Ada County will be used to assist applicants residing within Ada County outside of Boise City limits.

Currently, the ERA program duration is through September 30, 2022, unless a request is made and granted by Treasury for an extension, which may be up to 90 days.

## **I. Eligible Uses**

### **A. Rental and Utility Assistance**

Not less than 90% of awarded ERA funds must be used for temporary financial assistance to eligible County and City residents, including rent, rental arrears, utilities and home energy costs, utilities and home energy costs arrears, and other expenses related to housing. Eligible households are defined as renter households in which at least one or more individuals meet the following criteria:

- Qualifies for unemployment or has experienced a reduction in household income, incurred significant costs, or experienced a financial hardship due to COVID-19;
- Demonstrates a risk of experiencing homelessness or housing instability; and
- Has a household income at or below 80% of the area median.

Assistance provided to an eligible household should not be duplicative of any other federally funded rental assistance provided for such household. Eligible households that include an individual who has been unemployed for the 90 days prior to application for

assistance and households with income at or below 50% of the median are to be prioritized.

Eligible households may receive up to 12 months of assistance, plus an additional 3 months if it is determined the extra months are needed to ensure housing stability and funds are available. Payment of existing housing-related arrears that could result in eviction is prioritized and assistance must be provided to reduce an eligible household's rental arrears before the household may receive assistance for future rent payments. Once a household's rental arrears are reduced, funding may be committed to providing future assistance to the household for only up to three months at a time, after which a household may reapply for additional assistance at the end of the three-month period if needed and the overall time limit for assistance is not exceeded.

An application for assistance may be submitted to the BCACHA by either an eligible household or by a landlord on behalf of that eligible household. Generally, funds will be paid directly to landlords and utility service providers. However, if a landlord or utility provider does not wish to participate, funds may be paid directly to the eligible household.

B. Administrative Costs

Up to 10% of the total amount of the ERA award may be used to pay administrative costs, whether direct or indirect in nature. It is anticipated that payment of the selected consultant would be made from the award funds as an administrative cost of the program.

C. Repayment and Reallocation of Funds

Excess funds from the ERA awards remaining at the conclusion of the program will be repaid to Treasury and may be reallocated.

## II. **Additional Information**

Additional information regarding the ERAP can be found on the Treasury website at: <https://home.treasury.gov/policy-issues/cares/emergency-rental-assistance-program>, and on the BCACHA website at: <https://erap.bcacha.org/>.

### *Scope of Work*

In connection with administration of the ERAP for the City and County, the BCACHA desires to procure videography services from a qualified firm to publicize the ERAP to the local community through television, internet, and social media platforms. In conjunction with the executive director or designated staff, the selected firm would plan, produce and edit video content for use in publicizing the ERAP. Related duties would include:

- Meeting with BCACHA staff to discuss ideas and criteria for video content;

- Planning content and creating schedule, scripting, etc.;
- Creating and editing video content, including revisions based on BCACHA input; and
- Providing final video in a format compatible for dissemination through the BCACHA’s website, social media platforms, and television partners.

### *Instructions to Proposers*

#### **I. Proposal Submission**

A. Written proposals must be received by the BCACHA via email addressed to Deanna Watson, Boise City/Ada County Housing Authorities Executive Director, at [dwatson@bcacha.org](mailto:dwatson@bcacha.org) by **5:00 p.m., local time, on April 23, 2021**. Proposals should be sent as an attachment to the email, with “RFP – Public Outreach for BCACHA ERAP” referenced in the email subject line. **Proposals will not be accepted if submitted by hard copy, mail or facsimile. Proposals received after the due date and time will be deemed non-responsive and will not be considered.** Proposals timely received in compliance with this RFP will be compiled by the Executive Director and reviewed by the Evaluation Committee as set forth below.

B. BCACHA expressly reserves the right to reject any or all proposals or to accept the proposal judged by it as most satisfactory for its requirements. BCACHA reserves the right, in its sole discretion, to waive any technical defect or informality in a proposal when such defect or informality is deemed immaterial and when in the best interest of the BCACHA.

C. Proposers shall carefully examine the RFP materials and provide all required information as set forth in the Proposal Content & Evaluation Criteria section set forth below. Failure to read the RFP and these instructions will be at the proposer’s own risk.

D. The selected proposer will not be allowed extra compensation by reason of any matter or thing concerning that which such proposer might have been fully informed prior to submitting a proposal.

E. All costs related to the preparation of a proposal and any related activities are the sole responsibility of the proposer. BCACHA assumes no liability for any costs incurred by proposers throughout the entire selection process.

F. Written objections to the specifications or procedures in this RFP must be received by the BCACHA, via email to Deanna Watson at [dwatson@bcacha.org](mailto:dwatson@bcacha.org), at least one (1) business day prior to the date and time proposals are due.

## II. Qualification of Proposers

A. Equal Opportunity. BCACHA will make every effort to ensure that all proposers are treated fairly and equally throughout the entire solicitation, review and selection process. BCACHA does not discriminate on the basis of race, color, sex, sexual orientation, gender identity/expression, national origin, religion, familial status, disability, age, or any other applicable legally protected status.

B. No proposal shall be accepted from, or contract awarded to, any person, firm or entity that is in arrears to the BCACHA upon a debt or contract or that is in default, as surety or otherwise, upon any obligation to the BCACHA.

C. Proposers shall be responsible for complying with all applicable provisions of federal and state law as they relate to provision of the services described herein. Proposers, prior to execution of a contract, shall be licensed to do business in the State of Idaho. If unsure whether your company is licensed in Idaho, please refer to the Idaho Secretary of State.

## III. Confidentiality

A. **Data contained in the proposal and all documentation provided therein becomes the property of the BCACHA, and the data becomes public information upon opening of the proposal.** If a proposer wishes to have any confidential or proprietary information withheld from the public, such information must fall within the definition of “trade secret” contained within the Idaho Public Records Act (IPRA). **All information the proposer wishes the BCACHA to withhold must be clearly marked “trade secret” on each page. All documents not marked as “trade secret” are subject to release in compliance with the IPRA, without further notice to proposer.**

B. BCACHA reserves the right to determine independently whether or not documents marked as “trade secret” qualify as such pursuant to the IPRA. BCACHA will make reasonable efforts to protect any information marked “trade secret” by a proposer, to the extent permitted by the IPRA. If BCACHA withholds “trade secret” information from a person requesting same under the IPRA, by submitting a proposal, the proposer agrees to indemnify the BCACHA for any attorney’s fees and costs associated with the defense of the decision to withhold the “trade secret” information, should the decision be legally

challenged. Further, the proposer will be named in any legal challenge as a party, pursuant to Idaho Code § 74-115, and will have legal standing to oppose the request for disclosure. By submitting a proposal, the proposer further agrees to hold the BCACHA harmless from any and all liability and resulting damages that may arise from releasing those portions of the proposal not marked “trade secret” information.

#### **IV. Review and Award Process**

A. After the proposals are received and compiled, all proposals that meet the requirements listed in this RFP will be evaluated by an Evaluation Committee.

B. The Evaluation Committee will review all written proposals. The review process may also involve personal interviews, at the discretion of the Committee. From the review process (including interviews, if conducted), the Committee will rank the proposals using the established Evaluation Criteria identified in the Proposal Content & Evaluation Criteria section below. Following the ranking, the Committee may either: (1) recommend that the project be awarded to the responsive proposer achieving the best score on the evaluation criteria at that time, or (2) recommend that the BCACHA engage in further discussions with the top ranked proposers.

C. BCACHA, in its discretion, may conduct discussions with the top proposers following an initial ranking by the Evaluation Committee. Any such discussions will be tailored to each proposal and shall be conducted by the BCACHA’s contracting officer with each proposer within the identified competitive range. The primary object of the discussions will be to maximize the BCACHA’s ability to obtain best value, based on the requirements and the evaluation factors set forth in the RFP solicitation. The scope and extent of discussions are a matter of the contracting officer’s judgment. The contracting officer may indicate to, or discuss with, each proposer still being considered for award, significant weaknesses, deficiencies, and other aspects of its proposal (such as cost, price, technical approach, past performance, and terms and conditions) that could, in the opinion of the contracting officer, be altered or explained to enhance materially the proposer’s potential for award. The contracting officer may also inform a proposer that its price is considered by the BCACHA to be too high, or too low, and reveal the results of any cost analysis or market research supporting that conclusion. However, “auctioning” (revealing one proposer’s price in an attempt to get another proposer to lower their price) by the BCACHA is prohibited. Proposers will be treated fairly and equally with respect to any opportunity for discussion and revision of their proposals. No proposer will be given any information about any other proposal, and no proposer shall be assisted in bringing its proposal up to the level of any other proposal. A common deadline shall be established for receipt of proposal revisions based on any discussions had between the BCACHA and

proposers, as such discussions are undertaken with the intent of allowing the proposer to revise its proposal.

D. In the event discussions are had with proposers, the Evaluation Committee will review any revised proposals submitted by the established deadline and modify its ranking of the proposals accordingly, based on the evaluation criteria provided herein.

E. Proposers will be supplied with a notice of the final ranking on or about April 30, 2021.

F. Based on the Committee's final ranking and recommendation, the Executive Director, on behalf of the BCACHA, will negotiate and enter into a written contract with the highest ranked proposer.

## V. Contract

A. Recipient Review and Approval. This RFP and the contract subsequently entered into between the BCACHA and the selected proposer are subject to review and approval by Ada County and the City of Boise, as Recipients of the ERAP awards and pursuant to applicable federal regulations and subrecipient agreements.

B. Compliance with Applicable Law and Regulations. The selected proposer shall agree to comply with all applicable federal statutes, regulations, and executive orders (including Section 501 and Treasury interpretive guidance regarding such requirements). In addition to other provisions required by the BCACHA, the contract will contain provisions covering the following, as applicable:

- **Termination for Cause and for Convenience** – all contracts in excess of \$10,000 must address termination for cause and for convenience by the BCACHA including the manner by which such termination will occur and the basis for settlement;
- **Title VI of the Civil Rights Act of 1964 (42 U.S.C. §§ 2000d *et seq.*) and Treasury's implementing regulations at 31 C.F.R. Part 22** – prohibit discrimination on the grounds of race, color, or national origin under programs or activities receiving federal financial assistance;
- **The Fair Housing Act, Title VIII-IX of the Civil Rights Act of 1968 (42 U.S.C. § 3601 *et seq.*)** – prohibits discrimination in housing on the basis of race, color, national origin, sex, familial status, or disability;
- **Section 504 of the Rehabilitation Act of 1973, as amended (29 U.S.C. § 794)** – prohibits discrimination on the basis of handicap under any program or activity receiving or benefitting from federal assistance;

- **The Age Discrimination Act of 1975, as amended (42 U.S.C. §§ 6101 et seq.) and Treasury's implementing regulations at 31 C.F.R. Part 23** – prohibit discrimination on the basis of age in programs or activities receiving federal financial assistance;
- **The Americans with Disabilities Act of 1990, as amended (42 U.S.C. §§ 12101 et seq.)** – prohibits discrimination on the basis of disability under programs, activities, and services provided or made available by state and local governments or instrumentalities or agencies thereto;
- **Debarment and Suspension (Executive Orders 12549 and 12689)** – prohibits a contract award to parties listed on the governmentwide Excluded Parties List System in the System for Award Management (SAM), in accordance with the OMB guidelines at 2 CFR 180 implementing Executive Orders 12549 (3 CFR Part 1986 Comp., p. 189) and 12689 (3 CFR Part 1989 Comp., p. 235);
- **Byrd Anti-Lobbying Amendment (31 U.S.C. 1352)** – applies to an award exceeding \$100,000; requires certification by contractor that it will not and has not used federal appropriated funds to pay any person or organization for influencing or attempting to influence an officer or employee of any agency, a member of Congress, officer or employee of Congress, or an employee of a member of Congress;
- **Governmentwide Drug-Free Workplace, 31 C.F.R. Part 20** – provides requirements for maintaining a drug-free workplace;
- **Increasing Seat Belt Use in the United States** – pursuant to Executive Order 13043, 62 FR 19217 (April 8, 1997), the selected contractor should adopt and enforce on-the-job seat belt policies and programs for its employees when operating company-owned, rented or personally owned vehicles;
- **Reducing Text Messaging While Driving** – pursuant to Executive Order 13513, the selected contractor should adopt and enforce policies that ban text messaging while driving, and to establish workplace safety policies to decrease accidents caused by distracted drivers.

## VI. Publications

Any publications produced with funds from the ERAP awards must display the following language: “This project [is being] [was] supported, in whole or in part, by federal award number [enter project FAIN] awarded to [name of Recipient] by the U.S. Department of the Treasury.”

### *Proposal Content & Evaluation Criteria*

Proposals submitted in response to this RFP must be organized as outlined below. Proposals not organized as outlined below, not containing the information specified, not containing sufficient detail, or which include unnecessary marketing materials, will receive

a lower rating when evaluated. The proposal must address the following areas at a minimum:

## **I. Proposal Content**

A. Letter of Introduction. Provide a letter of introduction. Briefly introduce your company, provide the location of the office that will be responsible for the work under the contract, and identify the contact person in your organization for correspondence with the BCACHA. Also, include email and telephone numbers for the contact person. Provide the name of the person legally authorized to contract for your company.

B. Company History. Provide a brief history of your company. Include the number of offices, location, total number of employees, and type of services that your company performs. Also provide the number of employees that work in the office that will service this contract, broken down into technical, clerical and other.

C. Subcontractors. Identify any and all outside consultants or firms to be used to provide the consulting services identified in the proposal.

D. Unique Qualifications. Please present information concerning your company's unique qualifications for performing the services required in this RFP. Identify staff that is trained or exceptionally knowledgeable in the services required in this RFP.

E. Experience. Provide a summary of your company's experience in providing the services required in this RFP as found in the Scope of Work section. Detail the locations, types of services performed, and examples or provide links to web-based products (limit the number of examples to between three and five projects). In particular, please highlight previous experience with public agencies and federally funded programs.

F. References. Provide a minimum of three (3) client references (including names, titles, agencies, telephone numbers, and email addresses) for clients to whom you have provided services similar to those required by this RFP. By providing such references you agree that neither the BCACHA nor the clients referenced shall have any liability regarding the provision of such references or the BCACHA's use of such references in making selections under this RFP.

G. Key Personnel. Provide a list of key personnel who have specialized experience and expertise relating to the services required in this RFP. List only those that are likely to actually perform the work described in this RFP. Also include the company name and key team members of any subcontractors you anticipate using for this project.

H. Approach to Project. Provide an overall description of your approach to the project, including a detailed schedule of tasks and milestones for the project.

I. Pricing. Please provide information regarding your proposed fees for the services described herein, including a detailed breakdown of each and every fee or cost to be charged.

J. Additional Information. Please provide any other information you believe is applicable to the evaluation of the proposal or your qualifications for providing the proposed services, including any aspects of your services that may distinguish your firm from others.

## II. Evaluation Criteria

A. The Evaluation Committee will review all written proposals. The review process may involve personal interviews with a representative of the proposer and/or a request for additional information. From that review process, the Committee will rank the proposals in an order representing the Committee's evaluation of each proposer's ability to provide the services required in this RFP, using the established Evaluation Criteria listed below. A list of ranked proposals and recommendation of award shall be submitted to the BCACHA for approval and adoption.

B. BCACHA reserves the right to accept or reject any or all proposals.

C. Evaluation Criteria. The following criteria will be used to evaluate and rank all proposals. Evaluation scoring will be based on a 100-point system as described below.

1. Proposed Approach to Project (including Schedule). Twenty (20) points possible.
2. Qualifications & Experience: Thirty (30) points possible. Relevant experience from both firm and key personnel for project, including:
  - a. demonstrated familiarity with and knowledge of the BCACHA's mission, programs, populations served, and key partnerships;
  - b. experience communicating complex matters with clarity and adherence to the desired tone and tenor of the targeted audience(s); and
  - c. experience with government-funded projects.
3. Compliance with the RFP Requirements. Ten (10) points possible.

4. References and quality of service provided for similar services as required in the RFP. Ten (10) points possible.
5. Costs for the Project. Fees must be reasonable and may be subject to cost analysis by the BCACHA. Thirty (30) points possible.

	<b>Criteria</b>	<b>Rating</b>	<b>Weight</b>	<b>Score</b>
1	Proposed Approach to Project 20%		4	
2	Qualifications & Experience 30%		6	
3	Compliance with RFP Proposal Requirements 10%		2	
4	References 10%		2	
5	Cost 30%		6	
<b>Total Points</b>				

(Rating x Weight) = Score (100 total points maximum)

**Rating Points:**

- 5.0 – Excellent
- 4.0 – Good
- 3.0 – Meets Minimum Expectations
- 2.0 – Unsatisfactory
- 1.0 – Poor

Fractional ratings can be used (e.g., 2.8 or 4.5)

E. Interview. (50 points) The Evaluation Committee may require interviews (via telephone or video conference) with the top proposers. If interviews are conducted, the top proposers will be requested to give a brief summary of their proposal and answer questions. Proposers will be ranked on the quality of their presentation and responses to questions, up to a maximum of 50 points. Any points awarded during the demonstration phase will be added to the proposer’s existing cumulative points as per the other evaluation criteria described above, increasing the maximum total points to 150.

**Contact Information**

Deanna Watson, Executive Director  
 Boise City/Ada County Housing Authorities  
 1001 S. Orchard St.  
 Boise, Idaho 83705  
[dwatson@bcacha.org](mailto:dwatson@bcacha.org)  
 208-287-1054  
 208-941-8156

**Summary of RFP Schedule**

<u>DATE</u>	<u>ACTIVITY</u>
4/20/2021	RFP Issuance
4/23/2021	Submission Deadline
4/28/2021	Evaluation Committee Review
4/30/2021	Final Selection & Award
9/30/2022	Program Completion (Potential for Extension)

\*This project is being supported, in whole or in part, by federal award numbers 0228 and 0190 awarded to Ada County, Idaho and the City of Boise, Idaho, respectively, by the U.S. Department of the Treasury.