



Peninsula Housing Authority
Serving Clallam and Jefferson Counties
2603 S. Francis Street, Port Angeles WA 98362
(360) 452-7631 • (360) 457-7001 Fax

Request for Proposals (RFP)

Strategic Planning Facilitation

PURPOSE

The Peninsula Housing Authority (PHA) is launching a strategic planning process that will outline its strategic goals for the next five years. The purpose of this request for proposals (RFP) is to solicit the services of a consultant to facilitate the strategic planning process. The selected consultant will solicit input from the broader community, including, but not limited to PHA constituency and stakeholders (internal and external).

The process is expected to take three to four months beginning in November 2023.

BACKGROUND

The PHA is a public body corporate and politic of the Washington State law, specifically, operating under RCW 35.82.

The PHA is governed by an eight-member Board of Commissioners who are appointed by the County Commissioners of Clallam and Jefferson Counties.

The PHA administers housing programs funded by federal, state, and local sources. Housing programs include:

- Section 8 Housing Choice Voucher
- Low-Income Housing Tax Credits
- USDA 515 Rural Loan programs
- USDA 523 Mutual Self-Help Housing Program
- HUD Multi-Family PBRA Contracts

The PHA owns and or manages approximately 550+ rental units between both counties. The PHA administers 900+ housing choice vouchers. Our Mutual Self-Help homeownership program assists eligible households to construct single family homes.

PHA Vision

Every citizen of Clallam and Jefferson Counties has access to safe, affordable housing.

PHA Mission

The mission of the Peninsula Housing Authority is to promote safe, affordable housing and foster effective partnerships to meet that goal.

PHA Core Values

Our core values inspire us to serve our clients with the highest degree of integrity and compassion. Our principles include a commitment to ethical practice, accountability, and fair treatment of all people.

As stewards of the public trust, we will pursue our mission through:

1. Teamwork and collaboration
2. Quality service
3. Treating all persons with dignity, including recognition and respect for cultural differences
4. Innovation
5. Long-term sustainability
6. Practicing efficiency and thrift, especially in the use of public dollars

SCOPE OF WORK

PHA's goal is to have strategic planning proceed as efficiently as possible, while maintaining a high level of detail and providing a comprehensive plan. The respondent shall certify its ability to start work and should propose a plan to describe the existing time commitments of the staff assigned to the project and whether any of the staff are based locally. The proposal for services should include at a minimum:

1. Meetings to engage the following audiences to provide feedback and develop strategic direction designed to meet community need:
 - Program participants and tenants
 - Internal team (staff and Commissioners)
 - Landlords
 - Community partners and stakeholders

2. Revisiting the vision, mission, and values to ensure these statements are a source of inspiration and guidance for our commissioners and our staff.
3. Completing a SWOT analysis (or similar process) to assess both the internal and external environment. We expect the consultant will assist with analyzing the strengths and weaknesses of the organization and help to identify the external opportunities and threats which will influence our plan.
4. Drafting a strategic planning document that is a useful roadmap for Commissioners and staff in decision-making and the future allocation of resources.

CONTENT OF PROPOSALS

The PHA requests that interested firms submit a proposal containing the following:

1. Cover letter, which identifies the firm’s primary contact person(s) for the proposal.
2. Provide a thorough description of your firm and the services your firm provides. Include bio information on key staff members, age of firm, location of firm, focus of firm and description of typical and existing clients.
3. Describe the methodology for how your firm would design the strategic planning process.
4. A pricing proposal.
5. Describe your upcoming schedule and ability to design and begin facilitation by mid-end November 2023.
6. List of references for which similar services are or have been provided.
7. Provide a proposed form of contract for services that the firm would execute with PHA.

CRITERIA AND SELECTION

The PHA will use the criteria listed below, in the priority shown, to make its scoring determinations:

Factor Description	Max Point Value
<i>Demonstrated knowledge and actual experience of design and facilitate of strategic planning process.</i>	30 points
<i>Firms approach and ability to meet Authority’s expectations and deadlines.</i>	25 points
<i>Reasonableness of Cost Proposal.</i>	30 points
<i>References submitted with the proposal.</i>	10 points
<i>WMBE Qualified Firm</i>	5 points
TOTAL	100 Points

DEADLINE

All proposals must be submitted via email to Sarah Martinez, Executive Director, no later than **noon on Friday, November 3, 2023.**

QUESTIONS

Questions regarding the proposal process should be directed via email to smartinez@peninsulapha.org

SELECTION

Proposals will be reviewed and a selection will be made by November 10th, 2023.