



Oakland Housing
Authority

RFP #19-011
Fair Market Rent Survey and Market Assessment

Addendum #1
Date issued and released, July 22, 2019

Changes to RFP Contact:

Contact Person for the above RFP: Courtney Sharif, Contract Specialist
Email: csharif@oakha.org / 510-587-2165

Kimberly Maldonado, Contract Specialist
Email: kmaldonado@oakha.org / 510-587-2123

Responses to Questions:

The following questions were submitted by the deadline and are answered in this addendum.

Question #1: Will the Oakland Housing Authority consider an alternative approach to reliable rental market data collection that does not involve surveys of 225 recent movers, if the data collection method has proven very successful and effective in providing market-rate rental data for numerous other Moving to Work agencies in cities across the country?

Answer #1: OHA will consider alternative approaches to the FMR Survey component of the proposal so long as HUD has approved the data collection methods prior to the RFP due date (vendor should include HUD approval within their proposal). Data collection methods must comply with HUD principles and procedures for housing authority conducted rent surveys and, should the data be used for a reevaluation request, must be sufficient for HUD to calculate the 40th and 50th percentile two-bedroom rent levels. Survey guidance is available at <https://www.huduser.gov>.

Question #2: Does a vendor currently provide recent mover survey data to the housing authority? If so, what is the name of the vendor?

Answer #2: No.

Question #3: Will OHA share the names of all vendors that submit questions associated with this RFP?

Answer #3: No.

Question #4: Can OHA share the name of the vendor that conducted the FMR Survey in 2018 that resulted in the appeal of the 2019 FMRs?

Answer #4: OHA cannot provide this information since it was not the primary agency that solicited the vendor that performed the FMR Survey for the FY 2019 request for reevaluation.

Question #5: Was there a methodology report submitted with the 2018 FMR Survey? If so, can that be shared? If not, can OHA share the mode of data collection, sample size, and total number of completed surveys received?

Answer #5: OHA cannot provide this information since it was not the primary agency that solicited the vendor for the FMR Survey that was performed in the appeal of the FY 2019 request for reevaluation. The methodology that was used complied with HUD requirements set forth in [Federal Register Vol. 83, No.170 printed Friday, August 31, 2018](#).

Question #6: On page 7 - the RFP indicated that the survey should target 225 recent mover households. The threshold HUD requires (as published in the FR vol 83) is 200. Does OHA wish the vendor to price for 200 or 225 recent mover completes?

Answer #6: OHA requires a final product that consists of at least 225 valid completed surveys. The submissions should reflect the vendor's price for providing a minimum of 225 valid responses.

Question #7: On page 7 - the RFP indicates wanting respondents who have moved within the past 12-24 months. Can OHA clarify how they expect this contract to have impacted the market rents in the area in the past year, or how they plan to use this data for any subsequent analysis?

Answer #7: OHA requests surveys from recent movers that moved within the past 24 months.

Question #8: On page 7 of the RFP, it seems to imply that vendors should provide pricing for mail and telephone surveys. However, Exhibit A – Proposed Cost Form seems to suggest that pricing for only one data collection mode should be provided. Can OHA clarify what is desired for pricing purposes?

Answer #8: Since the approach and other evaluation criteria may be different for each survey method, respondents are required to select one survey method per proposal and are required to indicate the selected method on Exhibit A: Proposed Cost Form Revised. Respondents may submit separate proposals for different survey methods.

Question #9: On page 7 of the RFP, it seems to imply that vendors should provide pricing for mail and telephone surveys. If both are desired, can vendors just submit pricing for one mode (i.e., mail, telephone or mixed) of data collection?

Answer #9: Respondents are required to select one survey method per proposal and are required to indicate the selected method on Exhibit A: Proposed Cost Form Revised. Respondents may submit separate proposals for different survey methods.

Question #10: Can vendors propose adding a web survey option to optimize response rates?

Answer #10: Yes. Please describe the alternative method in accordance with the RFP requirements as well as any related pricing structure on Exhibit A: Proposed Cost Form Revised.

Question #11: Can OHA clarify what mixed methodology they are referencing for the combined mail and telephone surveys (e.g., address-based sample design with mail and telephone follow-up for matched numbers)? Or is that for the vendor to determine?

Answer #11: OHA does not have a prescribed methodology but instead requests the description be included in the proposal. Data collection methods must comply with HUD principles and procedures for housing authority conducted rent surveys and, should the data be used for a reevaluation request, must be sufficient for HUD to calculate the 40th and 50th percentile two-bedroom rent levels. Survey guidance is available at <https://www.huduser.gov>.

Question #12: Can OHA clarify the type of contract expected to be awarded (e.g., Firm Fixed Price, Time and Materials, etc.)?

Answer #12: OHA will use the standard services contract which can be found under item J within the Attachments section of the RFP.

Question #13: Can OHA provide an estimated date for contract award?

Answer #13: September 2019.

Question #14: Is there a page limit to the proposal?

Answer #14: No.

Question #15: Are there any format requirements for the proposal (e.g., font, type size, double-sided printing, etc.)?

Answer #15: No.

Question #16: Exhibit A – Proposed Cost Form indicates an overall hourly rate to complete the required tasks for the market assessment. Should the vendor also include an estimate on the total number of hours needed to complete the assessment?

Answer #16: Yes, please provide the estimated hours in your proposal.

Question #17: Exhibit A – Proposed Cost Form indicates a lump sum for conducting the FMR Survey. To confirm, this the full cost of conducting the FMR Survey, inclusive of set up, data collection, analysis and reporting, correct?

Answer #17: Yes.

Question #18: Exhibit A – Proposed Cost Form indicates costs for one data collection modes. For the breakdown of data collection modes, is the pricing requested here per survey complete? If not, please clarify what is desired for the breakdown costs (e.g., is it the total cost of data collection separate from set up and analysis costs)?

Answer #18: Respondents are not limited to providing cost proposals for one method. Please provide the total costs, as appropriate.

Question #19: Exhibit A – Proposed Cost Form indicates monetary incentives per survey respondent. Should vendors include information on the anticipated number of completes? Since the monetary incentive is optional, we assume that vendors should not anticipate this will be included as part of their initial response rate calculations for determining total sample size. Please confirm.

Answer #19: OHA is willing to consider the use of financial incentives to increase the response rates of surveys. Costs associated with incentives will be considered reimbursable expenses. If the proposed survey method will include the provision of incentives to survey respondents, OHA requests the cost breakdown per response as well as an estimated total. OHA realizes the total number of completed survey responses is unknown, but the cost form was revised so that respondents may include an estimate for informational purposes.

Question #20: The RFP indicates that additional option years may be awarded. Do vendors need to supply pricing for these option years? Or will pricing be provided by the winning vendor once an option year has been determined to be needed?

Answer #20: The proposed cost form is revised to include the option terms.

Question #21: As the addendum with responses to questions will not be released until Monday, July 22nd and hard copies are due by July 30th, would OHA entertain a week extension to the due date to allow sufficient time for consideration of the responses to questions to the proposal and pricing?

Answer #21: No.

Question #22: Under Section 5.3 Contract Conditions, 3. Unauthorized Sub-Contracting Prohibited requires written consent. Would OHA consider subcontractors proposed approved upon award or would a separate written consent be required?

Answer #22: If applicable, please list any subcontractors within your proposal and OHA will review and approve as part of the awarded contract.

Revision to Exhibit A:

EXHIBIT A
PROPOSED COST FORM - Revised

Initial Term

Market Assessment

Required task (as outlined in the Scope of Work): \$: _____ / Hour

Fair Market Rent Survey

A. Required task (as outlined in the Scope of Work): \$: _____
/ Total Cost to complete FMR Survey

10% of Total of Section A (BONUS)*: \$: _____

B. Please select survey approach and indicate the proposed number of hours
(select one):

Mail Survey: _____

Phone Survey: _____

Both Mail and Phone Surveys: _____

Alternative Survey Approach: _____

C. Survey Incentive per Survey Respondent (Optional): \$: _____

$$\left(\frac{\text{incentive cost}}{\text{incentive cost}} + \frac{\text{overhead}}{\text{overhead}} \right) * \frac{\text{estimated number of completed surveys}}{\text{estimated number of completed surveys}} = \frac{\text{estimated total for incentives}^\wedge}{\text{estimated total for incentives}^\wedge}$$

**The awarded vendor may be eligible for a 10% bonus if vendor provides over 275 valid responses (in accordance with HUD requirements) should the data be used for any potential FMR reevaluation request.*

^\wedge Total costs for survey incentives are estimates. The awarded vendor will be paid based on the number of completed surveys.

Option Term 1

Market Assessment

Required task (as outlined in the Scope of Work): \$: _____ / Hour

Fair Market Rent Survey

A. Required task (as outlined in the Scope of Work): \$: _____
/ Total Cost to complete FMR Survey

10% of Total of Section A (BONUS)*: \$: _____

A. Please select survey approach and indicate the proposed number of hours
(select one):

Mail Survey: _____

Phone Survey: _____

Both Mail and Phone Surveys: _____

Alternative Survey Approach: _____

B. Survey Incentive per Survey Respondent (Optional): \$: _____

$$\left(\frac{\text{incentive cost}}{\text{incentive cost}} + \frac{\text{overhead}}{\text{overhead}} \right) * \frac{\text{estimated number of completed surveys}}{\text{estimated number of completed surveys}} = \frac{\text{estimated total for incentives}^\wedge}{\text{estimated total for incentives}^\wedge}$$

**The awarded vendor may be eligible for a 10% bonus if vendor provides over 275 valid responses (in accordance with HUD requirements) should the data be used for any potential FMR reevaluation request.*

^\wedge Total costs for survey incentives are estimates. The awarded vendor will be paid based on the number of completed surveys.

Option Term 2

Market Assessment

Required task (as outlined in the Scope of Work): \$: _____ / Hour

Fair Market Rent Survey

A. Required task (as outlined in the Scope of Work): \$: _____
/ Total Cost to complete FMR Survey

10% of Total of Section A (BONUS)*: \$: _____

A. Please select survey approach and indicate the proposed number of hours
(select one):

Mail Survey: _____

Phone Survey: _____

Both Mail and Phone Surveys: _____

Alternative Survey Approach: _____

B. Survey Incentive per Survey Respondent (Optional): \$: _____

$$\left(\frac{\text{incentive cost}}{\text{incentive cost}} + \frac{\text{overhead}}{\text{overhead}} \right) * \frac{\text{estimated number of completed surveys}}{\text{estimated number of completed surveys}} = \frac{\text{estimated total for incentives}^\wedge}{\text{estimated total for incentives}^\wedge}$$

**The awarded vendor may be eligible for a 10% bonus if vendor provides over 275 valid responses (in accordance with HUD requirements) should the data be used for any potential FMR reevaluation request.*

^\wedge Total costs for survey incentives are estimates. The awarded vendor will be paid based on the number of completed surveys.

Option Term 3

Market Assessment

Required task (as outlined in the Scope of Work): \$: _____ / Hour

Fair Market Rent Survey

A. Required task (as outlined in the Scope of Work): \$: _____
/ Total Cost to complete FMR Survey

10% of Total of Section A (BONUS)*: \$: _____

A. Please select survey approach and indicate the proposed number of hours
(select one):

Mail Survey: _____

Phone Survey: _____

Both Mail and Phone Surveys: _____

Alternative Survey Approach: _____

B. Survey Incentive per Survey Respondent (Optional): \$: _____

$$\left(\frac{\text{incentive cost}}{\text{incentive cost}} + \frac{\text{overhead}}{\text{overhead}} \right) * \frac{\text{estimated number of completed surveys}}{\text{estimated number of completed surveys}} = \frac{\text{estimated total for incentives}^\wedge}{\text{estimated total for incentives}^\wedge}$$

**The awarded vendor may be eligible for a 10% bonus if vendor provides over 275 valid responses (in accordance with HUD requirements) should the data be used for any potential FMR reevaluation request.*

^\wedge Total costs for survey incentives are estimates. The awarded vendor will be paid based on the number of completed surveys.

Option Term 4

Market Assessment

Required task (as outlined in the Scope of Work): \$: _____ / Hour

Fair Market Rent Survey

A. Required task (as outlined in the Scope of Work): \$: _____
/ Total Cost to complete FMR Survey

10% of Total of Section A (BONUS)*: \$: _____

A. Please select survey approach and indicate the proposed number of hours
(select one):

Mail Survey: _____

Phone Survey: _____

Both Mail and Phone Surveys: _____

Alternative Survey Approach: _____

B. Survey Incentive per Survey Respondent (Optional): \$: _____

$$\left(\frac{\text{incentive cost}}{\text{incentive cost}} + \frac{\text{overhead}}{\text{overhead}} \right) * \frac{\text{estimated number of completed surveys}}{\text{estimated number of completed surveys}} = \frac{\text{estimated total for incentives}^\wedge}{\text{estimated total for incentives}^\wedge}$$

**The awarded vendor may be eligible for a 10% bonus if vendor provides over 275 valid responses (in accordance with HUD requirements) should the data be used for any potential FMR reevaluation request.*

^\wedge Total costs for survey incentives are estimates. The awarded vendor will be paid based on the number of completed surveys.

Proposers Name: _____

Authorized Signature: _____

Title: _____ Date: _____

Address: _____

Telephone: _____ Email: _____



Oakland Housing
Authority

RFP #19-011
Fair Market Rent Survey and Market Assessment

Addendum #1
Date issued and released, July 22, 2019

Bidder hereby acknowledges this addendum:

Name of Firm: _____

Authorized Signature: _____

Date: _____

Acknowledgement of this Addendum must be included with your response.