



CITY OF EL MONTE

COMMUNITY AND ECONOMIC DEVELOPMENT DEPARTMENT
HOUSING DIVISION

REQUEST FOR PROPOSALS (RFP)

HOUSING CONSULTANT SERVICES

October 9, 2025

IMPORTANT DATES:

**SOLICITATION
ISSUANCE
DATE:**

**10/13/2025
10:00 AM**

**PROPOSAL
SUBMISSION
DEADLINE:**

**11/13/2025
4:30 PM**

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1. INTRODUCTION

1.1 GENERAL SOLICITATION INFORMATION

The City of El Monte, through the Department of Community & Economic Development, has issued this Request for Proposals (RFP) to obtain one or more qualified consultants for a variety of tasks in three subject areas:

- Administration
- Technical
- Affordable Housing Management/ Property Management

Though it is conceivable that one consultant (or consulting firm) may be able to perform all services desired, it is likely that consultants will have areas of expertise better suited to one of the above-mentioned subject areas. As such, the City of El Monte is likely to select more than one consultant from this process to meet its needs during the current year and up to the next five years. Therefore, proposals will be accepted that cover only a portion of the services being sought. The City encourages proposals from Minority and Women Business Enterprises (MBE and WBE) firms.

This Request for Proposal (RFP) may be viewed and downloaded from the City's website at <https://www.ci.el-monte.ca.us/236/Housing>

The City will evaluate submittals with the intent of selecting the most qualified consultant(s). In general, the selected consultant(s) will be highly proactive and will be responsible for assisting staff in managing the City's United States Department of Housing and Urban Development (HUD) budget allocation. Annually, the City receives approximately \$1,491,385 in annual Community Development Block Grant Program (CDBG) funds; and \$614,497 in annual HOME Investment Partnerships Program funds. Proposals are for a three (3) year Agreement, with an option to extend up to an additional two (2) years for a maximum five (5) year term.



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1.2 DURATION OF ENGAGEMENT

The engagement is anticipated to have a duration of approximately **three (3) years** commencing on or about December 1, 2025 and ending by December 1, 2028, with an option to extend up to an additional two (2) years for a maximum five (5) year term.

2. BACKGROUND INFORMATION

2.1 ABOUT THE CITY OF EL MONTE

The City of El Monte, incorporated in 1912, is located in the San Gabriel Valley region of Los Angeles County. The City serves approximately 116,675 residents in a land area of approximately 9.6 square miles. El Monte also has an ethnically diverse and dynamic population with 72% Hispanic, 18% Asian, and 7% White. The land uses within the City limits are approximately 58% residential, 11% retail, 10% industrial, 7% office/retail, and 14% other amenities. The City has maintained a reputation for a "business friendly attitude" by attracting commercial and retail businesses as well as international corporations through its Foreign Trade Zone and has authorized numerous public improvements to provide an attractive and safe environment for its economic growth.

The City is a general law city organized under a City Council/City Manager form of government. The governing legislative body of the City is the seven-member El Monte City Council which is composed of one (1) elected Mayor who serves a two-year term of office, one (1) Mayor Pro Tempore, and five (5) regular councilmembers who serve staggered 4-year terms of office. The City also has an elected City Treasurer and an elected City Clerk, each of whom serve four-year terms of office.

The City provides its own Police services but contracts with the County of Los Angeles for fire services. The City operates its own water system, but the system only serves a portion of the City's residents with the remainder of residents receiving water from various other providers, including the San Gabriel Valley Water Company and various mutual water companies. The City provides Public Works maintenance services for City streets and other City utilities (e.g., water and sewer lines) and for other City facilities and infrastructure. The City arranges for the collection of solid waste and recyclables for various waste streams through a franchise agreement with a solid waste hauler. The City operates a Parks and Recreation Department which includes the operation and maintenance of multiple City parks as well as a community Aquatic Center and the undertaking of various recreational and other programs for youth, seniors and residents in general. The City also operates its own Dial-A-Ride and fixed route transit systems, including a commuter bus station and transportation maintenance facility with CNG refueling facilities. The City also performs the following functions in-house: General Administration, Human Resources, Community & Economic Development, Code Enforcement, Public Works Engineering, Information Technology, and centralized Accounting and Finance. The City contracts for legal services and building inspection services. The City has approximately 302 full-time employees.



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2.2 ABOUT THE DEPARTMENT

The mission of the City of El Monte **COMMUNITY & ECONOMIC DEVELOPMENT DEPARTMENT** is to implement and support a variety of comprehensive and strategic programs to promote the economic well-being of the City. Our operations comprise two core functions--Economic Development and Community Development. Programs aim to leverage public and private resources in a way that has a positive impact on the business activity, employment, income distribution, and fiscal sustainability of the City.

Examples in which economic development helps our community include:

- Creating well-planned, sustainable communities.
- Ensuring quality environmental design.
- Business recruitment, development and retention.
- Diversification of retail and restaurant offerings.
- Enhancing local quality of life.
- Visitor attraction.
- Fostering private investment.
- Growing and sustaining property values.
- Job creation and workforce development.
- Productive use of property.
- Recognition of local products; and
- Increasing the City's tax base.

3. SCOPE OF WORK

The City is requesting competitive proposals from qualified consultants to provide professional services to evaluate, create, and implement housing, community development, public services, and economic development programs for the City's residents. The list below is not inclusive of requirements based on unforeseeable program changes initiated by the City and/or HUD. All work items will be carried out in conjunction with City staff direction, input and review.

Federal Funding: Respondents are hereby notified that the services to be provided will be sourced in whole or part by federal funds. Accordingly, the selected consultant(s) shall comply with certain federal funding requirements, as further described in the list attached hereto as Appendix A and in the sample City agreement attached hereto as Appendix C.

Suspension and Debarment: Selected consultants shall assure City that neither it nor any of its principals is presently debarred, suspended, proposed for debarment, or declared ineligible or voluntarily excluded from participation this transaction by any federal department or agency in accordance with the requirements of Executive Order 12549 and 12689, 2 CFR Part 180. Selected consultant(s) will also be required to: (a) be registered in SAM.gov; (b) provide a valid unique identifier (UEI); and (c) continue to maintain an active SAM registration with current information as all times during the duration of Agreement.



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Program Evaluation Report: Consultant will provide City staff with a comprehensive evaluation report on the City's compliance with the HUD regulations. The report will include the current status of all City programs, any lapses in Program implementation, as well as recommendations for ensuring compliance with all HUD requirements. The report will be presented to staff within ninety (90) days after the commencement of the Agreement.

3.1 TECHNICAL ASSISTANCE

Technical assistance in the review of private-public partnerships, site and neighborhood standards, income determinations, and similar program criteria.

- Technical assistance with updating the El Monte Housing and Grants Policies and Procedures as needed.
- Determining eligible and ineligible CDBG, HOME and County Grant activities such as eligible project costs, eligible administrative and planning costs, and similar program criteria.
- Provide technical assistance in evaluating affordable housing projects, including maximum subsidy per unit, underwriting requirements, and subsidy layering.
- Technical assistance on other federal requirements including: affirmative marketing; minority outreach; environmental review; displacement; relocation; acquisition; opportunity; disclosure requirements; debarred, suspended, or ineligible contractors; and drug-free workplace.

3.2 PROGRAM ADMINISTRATION

- Program Administration Support: CDBG, HOME and County, Agreements, Program Integrated Disbursement Information System (IDIS), Sage HMIS Reporting Repository (Sage), Ecivis Reporting, Program income, inspections, audit, close-out, record-keeping, and performance reports.
- Assist in the preparation of all required HUD reports such as the Annual Action Plan and the Consolidated Annual Performance Evaluation Report (CAPER).
- Attend necessary City Council and/or Public Hearings and respond to HUD follow-up questions needed to receive the necessary HUD approvals.
- Update and maintain the City's project and activity information provided to HUD's mainframe IDIS System and Sage System.
- Train City Staff on IDIS, Sage, and HUD regulations and requirements as needed.
- Gather available and necessary documents for HUD audits and prepare the follow-up correspondence. Technical expertise in responding to any HUD audit findings and/or concerns, take corrective actions, answer questions, and follow up with any other information as requested and/or needed.



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- Provide a high standard of care and support to internal customers (such as City elected officials and City staff) and external customers (such as residents, business owners, contractors, developers and staff from municipal, state and federal agencies).
- Day-to-day administration, consultation, and coordination with HUD; advise staff of federal and state program compliance issues; prepare amendments to the Consolidated Plan; recommend approval of HUD allowed expenditures; recommend updates for the Housing Programs brochures, forms, and reference material.

3.3 GENERAL PROGRAM MANAGEMENT

- Assist staff with Community Housing Development Organization (CHDO) outreach.
- Knowledge of successor housing agency regulations and legislation, as well as annual reporting requirements.
- Public Improvements/Public Facilities: As necessary for construction projects, oversee Labor Standards compliance including preparation of notices, bid documents, review of weekly certified payrolls, employee interviews, verification of contractor licensing and debarred status, review bonding, conduct pre-construction conference, issue notice of award, notice to proceed, oversee payments to contractors, approval of change orders, notice of completion, etc.
- Property Management: As needed for the management of 13 City-owned affordable housing units including tenant selection, tenant certification, property maintenance, property inspections, and notices.
- Property Disposition: Establish procedures for the disposition of City-owned real property.
- Assist staff with management and review of mobile home park rent stabilization.
- Assist staff with management of the California Department of Housing and Community Development (HCD) Homekey Program.
- The selected consultant shall conduct these projects in accordance with state and federal laws and regulations as described in Appendix A.

4. PROPOSAL FORMAT GUIDELINES

Interested firms are to provide the City with a comprehensive proposal using the following guidelines:

4.1 COVER

- The cover should clearly display the title of this RFP, “City of El Monte Housing Consultant Services Proposal”.



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- Each submittal should have tabs numbered with the following categories:

4.2 EXECUTIVE SUMMARY

- Provide a cover letter that states the title of the RFP. Include the following information:
- Primary contact for the submittal
- Street address (post office boxes are not acceptable)
- Telephone number
- Fax number
- E-mail address
- Web address, if applicable

4.3 INTRODUCTION

- Provide general information about your firm including size, scope of practice, years in business, number of employees and office location(s). State the legal name, address and legal structure of your firm.

4.4 PROGRAM TEAM AND MANAGEMENT

- 4.4.1 **Organization:** This section should include a listing of the management and staff proposed for the Services to be provided, as well as an organization chart.
- 4.4.2 **Prior Experience:** Indicate the relevant experience of the firm in undertaking this work. Provide a description of at least five (5) previous local agency Service Agreements. For each Service Agreement, identify the client and client contact, type of funding, and cost.
- 4.4.3 **Key Staff:** Indicate the education, registration, licenses and certifications, background and relevant experience of the individuals principally responsible for the completion of the work. Indicate years with your firm and whether qualifying experience was with your firm. Identify the roles, responsibilities and time commitment of all key staff. Include resumes of key staff.

4.5 APPROACHES TO REQUESTED SERVICES

State your understanding, approach to the services, proposed methodology and any suggestion for the City.



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4.6 CITY PROVIDED SUPPORT

State any support you will require from the City.

4.7 ADMINISTRATIVE REQUIREMENTS

- 4.71 SIGNATURE:** THE PROPOSAL WILL BE SIGNED BY A COMPANY OFFICER AUTHORIZED TO BIND THE FIRM AND WILL CONTAIN A STATEMENT INDICATING THAT THE PROPOSAL IS VALID FOR NINETY (90) DAYS.
- 4.72 QUESTIONS REGARDING THE RFP:** PLEASE DIRECT ANY QUESTION REGARDING THIS RFP IN WRITING TO VANESSA SEDANO, HOUSING PROGRAM MANAGER, AT VSEDANO@ELMONTECA.GOV

4.8 COST PROPOSAL

Proposer will provide a completed Appendix B: Cost Proposal. Provide the City with an annual not-to-exceed cost for services based on the total estimated billable hours along with an hourly rate schedule. See Section 5.1 for further information.

4.9 REFERENCES

Provide three (3) public agency references regarding the firm's performance, including the completion of work of a similar nature. The references shall include the agency's name, contact name, title, email and phone number for each of the references.

5. AGREEMENTS BETWEEN CONSULTANT AND CITY

The City intends to award the Agreement(s) to the consultant(s) that it considers will best execute the Scope of Services herein and provide the best overall program services. The City reserves the right to accept other than the lowest priced offer and to reject all proposals that are not responsive to this request.



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5.1 COST PROPOSAL

Cost Proposal will be the consultant's hourly rates to the City for the term of the services, which will include the Primary Consultant's hourly rate as well as any associates that may work on the City's programs. Cost Proposal Form, Appendix B, is to be submitted with this RFP. This total amount includes consideration of the additional hours that may be required to complete the Program Evaluation Report within the first 90 days after the commencement of the Agreement.

5.2 LATE SUBMITTALS

It is the consultant's sole responsibility to ensure proposals are received at the City Clerk's Office prior to the scheduled closing time specified in this RFP. Submittals will not be accepted after the deadline. Postmarks will not be accepted. Failure of or disturbances in any mail service is not a legitimate reason for Statements of Proposals to be submitted after the above due date. Emails and facsimiles will not be accepted.

5.3 EVALUATION OF SUBMITTALS

The City will evaluate submittals with the intent of selecting the most qualified consultant. Evaluation criteria include but are not limited to the following

Evaluation Factor	%Weight
Relevant experience providing Housing Consulting Services	30
Past record with municipal and/or other government agency agreements	20
Fee Proposal	20
Level of care and support provided to internal and external customers	15
Compliance with RFP and factors determined to be relevant by City	15
Total	100

Note: The apparent most qualified consultant(s) may be selected to be interviewed by City Representatives. The City reserves the right to interview as many or as few proposers as deemed appropriate by the City. The City also reserves the right to make its selection without conducting interviews.

After evaluation of the proposals, negotiation for the price of the agreement will commence with the top ranked consultant based on the submitted cost proposals. If an agreement cannot be reached, negotiations may be initiated with the next ranked consultant.



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5.4 REJECTION OF PROPOSALS

The City reserves the right to reject all proposals received in response to this RFP and to waive any informality in any proposal if it is determined to be in the best interest of the City to do so.

5.5 PROPOSAL VALIDITY PERIOD

Submission of a proposal will signify the consultant's agreement that the proposal, and contents thereof, are valid for at least ninety (90) days following the submission of the proposal and will become part of the agreement that is negotiated with the successful consultant.

5.6 SUBSTITUTION OF PERSONNEL

If one or more of the key personnel represented in the proposal becomes unavailable during the course of the programs, then the consultant may substitute other personnel of at least equal competence upon written approval of the City. In the event that the City and consultant cannot agree as to the substitution of key personnel, the City will be entitled to terminate the Agreement for Services with the consultant.

5.7 DOCUMENTS TO BE CONSTRUED TOGETHER

The RFP and all documents incorporated by reference in an agreement entered into between the consultant and the City, and all modifications of said documents, will be construed together as one document.

5.8 MINIMUM INSURANCE REQUIREMENTS

The consultant will maintain at a minimum the insurance requirements specified in the Professional Services Agreement (Appendix C: Sample Professional Services Agreement).

5.9 ADDITIONAL SERVICES

The City will have the right to make alterations, eliminations, and additions to the scope of services. Exercise of such right will in no way void the agreement. The City and the consultant will agree upon the value of such additional services or deleted work prior to proceeding with the said additional services.



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5.10 SUBMITTALS

The selected consultant will be subject to the terms and conditions of the City's Professional Services Agreement, attached hereto as Appendix C. Respondent(s) are required to include a redline markup and supporting commentary with the submitted proposal identifying any exception to the terms and conditions contained therein. Additionally, Respondent(s) shall provide any supplemental contractual forms as may be required by Respondent(s) to perform work for or on behalf of the City.

EMAIL	NAME	POSITION/TITLE	EMAIL
SUBJECT	RFQ: Housing Consultant Services		
TO	Vanessa Sedano	Housing Manager	vseedano@elmonteca.gov
CC	Joanna Ruiz	Contract and Procurement Compliance Manager	jruiz@elmonteca.gov

Proposals can be submitted in two (2) ways in person or via electronic:

Proposal can be received at the El Monte City Hall, City Clerk's Office, City Hall East, 11333 Valley Blvd, El Monte, California 91731 until 4:30 p.m. on Thursday November 13, 2025. All proposals must be clearly marked, "**CITY OF EL MONTE HOUSING CONSULTANT SERVICES PROPOSAL – ATTN: VANESSA SEDANO**" and shall be delivered to the City Clerk's Office during the business hours of 7:30 a.m. to 5:30 p.m., Monday through Thursday, except holidays.

Proposal can also be submitted via City Website under the Housing tab via email at housing@elmonteca.gov or email Vanessa Sedano, Housing Manager directly at vsedano@elmonteca.gov It is the Respondent(s) responsibility to ensure that the most complete and current version of the solicitation, including addenda, has been downloaded.

One (1) electronic copy of Respondent's proposal and any supporting documentation must be submitted by no later than the time and date indicated in the Timeline/Schedule. All information received by the City in response to this solicitation will be subject to the California Public Records Act and may be subject to the California Brown Act. Additionally, all submissions may be subject to review in the event of an audit.

Attachments:

- Appendix A: Federal Requirements and Restrictions
- Appendix B: Cost Proposal
- Appendix C: Sample Professional Services Agreement