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REQUEST FOR PROPOSAL FOR

Strategic Plan Consulting Services

Housing Authority of the City of Longview, dba
Housing Opportunities of SW Washington (HOSWWA)
And

820 11th Ave.
Longview, WA 98632
(360) 423-0140

Date of Issuance: February 11th, 2025

Contact: RFP Coordinator
Rachelle Burch, Strategic Planner
Rachelle.Burch@hoswwa.org

Proposals are due no later than 4:00 pm (PST) on February 26th, 2025



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Purpose

The Housing Authority of the City of Longview, dba Housing Opportunities of Southwest Washington (HOSWWA), is seeking proposals from experienced consultants for agency development of a new five-year strategic plan. This plan will need to be in effect October 1, 2025.

I. Background

The Housing Authority of the City of Longview is a public body, corporate and politic, of the State of Washington that is authorized by and operates under the authority of the State Housing Authorities Law (RCW 35.82) and the Housing Cooperation Law (RCW 35.83). The agency operates under jurisdiction agreements in Cowlitz, Pacific, Lewis and Wahkiakum Counties.

HOSWWA is governed by a six-member Board of Commissioners that provides oversight and control of the agency. The CEO is appointed by the Board and takes responsibility for day-to-day operations of the Housing Authority. Board members are appointed by the Mayor of Longview.

HOSWWA also serves as the Administrator and Developer for Joint Pacific County Housing Authority (JPCHA). JPCHA has a six-member board appointed by the Mayors of Ilwaco, Raymond, South Bend and Long Beach as well as members appointed by the Pacific County Commissioners.

HOSWWA has a staff of 57 and manages a portfolio of 444 units of affordable housing serving seniors, disabled and families with children. HOSWWA also administers 1695 Housing Choice Vouchers located throughout HOSWWA's four County jurisdictions. Additionally, HOSWWA runs an award-winning program serving homeless Veterans that provides housing in a supportive services environment. HOSWWA staff also staff the JPCHA and the CEO of HOSWWA serves as the Executive Director for JPCHA.

Funding for HOSWWA's programs comes from the US Department of Housing and Urban Development (HUD); US Department of Agriculture Rural Development (USDA RD), Washington State Housing Finance Commission and the IRS for the Low-Income Housing Tax Credit (LIHTC) program, US Veterans Administration (VA), Washington State Department of Commerce and other competitive state and local grants.

II. Scope of Services

- Establish a strategic planning process meant to effectively deliver this five-year plan
- Interviews with all Board members to gain insight into needs for the community and what each board member considers to be the priorities/goals for the agency.
- Interviews with key stakeholders and staff.
- Assist the Board of Commissioners in identifying and prioritizing medium and long-term goals as well as strategies for the agency. Include aspirational goals as well as strategic priorities. These goals and directions may extend beyond the expected five-year term of this new plan.
- Leading a maximum of 4 hours in person board retreat for strategic planning.
- Lead up to three more virtual meetings for strategic planning process with board and others.
- Assist in obtaining and synthesizing data related to housing needs in the HOSWWA jurisdiction for presentation to the board.
- Write plan for review by Strategic Planning Committee and Staff.
- Prepare final plan for publication.
- Prepare presentation documents for public meetings.

III. Contract Term

The duration of the contract shall be through completion and publishing of HOSWWA's five-year strategic plan.

IV. Content of Proposals

HOSWWA requests that interested respondents submit a proposal containing the following:

- A. Letter summarizing the respondent's interest in providing consulting services to the Housing Authorities, identifying the point of contact at the firm, describing respondents' understanding of the services required and a brief statement of the firm's areas of specialization.
- B. Description of the firm's capability to perform the services described. Proposals should include the following elements:
 - a. Professional qualifications for performing services.
 - b. Relevant experience and work with other affordable housing providers and non-profit organizations or government organizations in Washington State.
 - c. Experience and ability to analyze macro-economic factors impacting the organization. This includes community census data, housing market trends, and economic development trends.

C. Names and Contact information for at least 3 references from current and former clients for whom the firm has performed similar work.

D. Description of proposed methodology/model for this strategic plan.

V. Evaluation and Selection

Proposals will be evaluated by the Strategic Plan Committee. The committee will select the proposal deemed to be the best fit for the agency.

VI. Schedule

| ITEM | DATE |
|-------------------------|---------|
| RFP Release | 2/11/25 |
| Last date for Questions | 2/21/25 |
| Responses Due | 2/26/25 |

Any questions regarding this RFP should be directed in writing via email to rachelle.burch@hoswwa.org prior to **February 21st, 2025**.

Proposals must be submitted **by 4 p.m. on February 26th, 2025**, to rachelle.burch@hoswwa.org subject line: Strategic Plan RFP Response: (firm name)

VII. Insurance Requirements

Firm selected must be able to meet HOSWWA’s insurance requirements:

- General Liability: \$1,000,000 per occurrence
- Automobile liability: \$1,000,000 per occurrence
- Workers’ Compensation and Employer’s liability: \$1,000,000 per occurrence
- Professional Errors and Omissions Liability: \$1,000,000 per occurrence

VIII. HOSWWA’s Reservation of Rights

- HOSWWA reserves the right to reject any or all proposals, to waive any informality in the RFP process, or to terminate the RFP process at any time, if deemed to be in the HOSWWA’s best interest.
- HOSWWA reserves the right to not award a contract pursuant to this RFP.
- HOSWWA reserves the right to negotiate fees proposed by any proposer entity.
- HOSWWA reserves the right to reject and not consider any proposal that does not meet the requirements of this RFP, including but not necessarily limited to incomplete proposals.

- HOSWWA reserves the right to select more than one Consultant with which to contract.

IX. Level of Effort and Funding

It should be clearly understood that all services requested in this RFP are on an “as needed basis” and that any dollar value referred to in this RFP in no way constitutes a guarantee of the level of effort that may be requested of the successful Respondent or guarantee a certain dollar amount.