

Grant Management and Project Implementation Services for the City of West Monroe's Make a Difference (MAD) Grant**Overview**

The City of West Monroe is accepting proposals from a qualified consultant(s) or firm(s) for grant management and project implementation services for the recently awarded Make a Difference (MAD) Grant, funded by the Louisiana Disaster Recovery Community Development Block Grant (CDBG) Program.

The City of West Monroe's MAD Grant project consists of three key CDBG activities as follows:

- Home Rehabilitation
- Homeownership Assistance
- Public Facility Improvements (specifically Gator Park)

The City of West Monroe will need the Consultant/Firm's assistance with the program development, management and implementation of the first two CDBG activities: Home Rehabilitation and Homeownership Assistance.

Solicitation Objective

The objective of this solicitation is to solicit proposals to manage and implement services for the Make a Difference (MAD) Grant, funded by the Louisiana Community Development Block Grant (CDBG) Program. The City of West Monroe will select the most qualified consultant or firm to carry out the scope of work.

Background

The Community Development Block Grant (CDBG) program was created by the Housing and Community Development Act of 1974. The primary purpose of the CDBG program is the development of viable urban communities by providing decent housing, a suitable living environment and expanded economic opportunities, primarily for persons of very low- and low-income. CDBG programs, sponsored by the U.S. Department of Housing and Urban Development (HUD), award funds to the State of Louisiana and are an important source of funds for the City of West Monroe.

Situated along the Ouachita River, West Monroe was established in 1880 after combining the two former towns of Trenton and Cotton Port. West Monroe is located in Ouachita Parish and is the second-largest city in the Parish. Of the 12,987 people who reside in West Monroe, around 42.4% are considered to be low-and-moderate income (LMI) by the HUD standards. In an effort to better serve its residents the City of West Monroe applied for and received the Make a Difference (MAD) Grant, funded by the Louisiana Disaster Recovery Community Development

Block Grant (CDBG) Program. Through this funding, the city intends to develop and implement Homeownership Assistance and Home Rehabilitation programs. To achieve this, the city is soliciting applications from a qualified consultant(s) or firm(s). The successful applicant will work with and report directly to the Chief of Staff for the City of West Monroe.

Definition

- “Type of Project” refers to grant management services and project implementation related to home rehabilitation and homeownership program development.
- “Similar Projects” refers to projects related to grant management, grant administration and compliance, affordable housing programs, homeownership assistance programs, program development and outreach, and project implementation.
- “Consultant/Firm” refers to any proposers, respondents or offerors seeking to make available their services to perform the requirements of this proposal.

Schedule of Events

- RFP Issued: February 13th, 2025
- Pre-Proposal Meeting: [DATE] I am not sure what this is.
- Questions Due: March 20th, 2025
- Answers to Submitted Questions: [April 3rd, 2025
- Proposal Due: April 17th, 2025
- Evaluation Period: [April 17th, 2025-May 1st, 2025
- Interviews: [May 1st, 2025-May 8th, 2025
- Notice of Award: [May 15th, 2025
- Contract Start Date: [May 21st, 2025

Project Description

The City of West Monroe’s MAD Grant project consists of the following:

Home Rehabilitation

The Consultant/Firm will be responsible for developing a Home Rehabilitation Program on behalf of the City of West Monroe. The purpose of the program is to provide funding to repair homes owned and occupied by low- and moderate-income (L/M) residents. Home rehabilitation assistance should be provided to eligible applicants on a first come, first-served basis as funding permits. Eligible rehabilitation activities should include improvements up to \$20,000 that are necessary to bring the property into compliance with local codes and HUD housing quality standards.

These funds can be used to address issues related to:

- Accessibility improvements
- Electrical repairs
- Heating and air conditioning
- Lead-based paint controls
- Plumbing
- Structural repairs
- Roof repairs

Additionally, the City of West Monroe will consider emergency and accessibility repairs of up to \$10,000 that directly affect the livability of the residential structure, such as:

- Furnace and/or air conditioning repairs and/or replacement
- Plumbing repairs and/or replacement
- Electrical repairs and/or replacement
- Accessibility modifications to accommodate disabilities or aging in place
- Any other improvement deemed necessary to correct a life safety situation

To qualify for the program, eligible residents must have lived in the owner-occupied residential unit for at least one (1) year, live within the City of West Monroe boundaries, and meet the CDBG income thresholds for assistance.

The Consultant/Firm will assist the City of West Monroe with developing program guidelines and an application, including the process by which the City can accept applications from eligible residents on either a rolling or cyclical basis. Additionally, the Consultant/Firm will assist the City with establishing a Program Committee to assist with reviewing and approving applications submitted through the Home Rehabilitation Program. Lastly, the Consultant/Firm will assist the City with developing an outreach strategy to build awareness of these resources.

The City of West Monroe anticipates the Home Rehabilitation Program will have a total budget of \$400,000.

Homeownership Assistance

The Consultant/Firm will be responsible for developing a Homeownership Assistance Program on behalf of the City of West Monroe. The purpose of the program is to assist first time homebuyers with down payment and closing cost assistance. Homeownership assistance will be provided to eligible applicants on a first come, first-served basis as funding permits.

To qualify for the program, eligible residents must be purchasing their first and primary residence, live within the City of West Monroe boundaries, and meet the CDBG income thresholds for assistance.

The Consultant/Firm will assist the City of West Monroe with developing program guidelines and an application, including the process by which the City can accept applications from eligible residents on either a rolling or cyclical basis. Additionally, the Consultant/Firm will assist the City with establishing a Program Committee to assist the City with eligibility determinations, needs assessments, and application approval recommendations. Lastly, the Consultant/Firm will assist the City with developing an outreach strategy to build awareness of these resources.

The City of West Monroe anticipates the Homeownership Assistance Program will have a total budget of \$425,000.

Grant Management, Compliance, & Performance Measurements

The Consultant/Firm must describe how it will support the City of West Monroe with administering the MAD Grant funds for the two CDBG activities described above, ensuring compliance with all federal and state regulations governing programmatic activities. Additionally, the Consultant/Firm must describe how it will monitor pre-established performance metrics, and any others as deemed necessary. Proposed performance measurements and anticipated outcomes for each CDBG activity are shown below.

CDBG Activity	Performance Measurements & Anticipated Outcomes
Home Rehabilitation	<ul style="list-style-type: none"> ● Number of residential units rehabilitated: at least 15 ● Number of L/M income persons impacted: at least 30 ● Average dollar amount of home rehabilitation improvements: \$10,000-12,500
Homeownership Assistance	<ul style="list-style-type: none"> ● Number of L/M income households assisted: at least 15 ● Number of L/M income persons impacted: at least 30 ● Average dollar amount of downpayment assistance: \$15,000 - 20,000 ● Number of first time homebuyers in West Monroe benefitting: at least 15

Scope of Work

The City of West Monroe has determined the level and scope of work needed to administer the MAD Grant, as outlined below. The Consultant/Firm will assist the City of West Monroe with the following tasks and deliverables:

Program Development and Implementation

Home Rehabilitation Program

Program Guidelines and Eligibility

- Develop program guidelines and eligibility criteria, ensuring compliance with HUD and CDBG standards
- Establish an application process, including rolling or cyclical intake options

Eligible Activities

- Repairs up to \$20,000 to meet local codes and HUD housing quality standards, including accessibility improvements, electrical repairs, HVAC repairs, lead-based paint control, plumbing, structural and roof repairs
- Emergency and accessibility repairs up to \$10,000, such as furnace repairs, plumbing/electrical replacements, and safety-related modifications

Application and Review Process

- Design application materials and workflows for intake and review
- Assist in establishing a Program Committee to review and approve applications

Outreach and Awareness

- Develop and implement a strategy to promote the program to eligible residents

Homeownership Assistance Program

Program Guidelines and Eligibility

- Develop program guidelines for first-time homebuyer assistance, including eligibility criteria and required documentation
- Establish a process for accepting applications on a rolling or cyclical basis

Eligible Activities

- Provide down payment and closing cost assistance for eligible applicants purchasing their first and primary residence

Application and Review Process

- Create an intake and review process, ensuring compliance with CDBG requirements
- Establish a Program Committee to determine applicant eligibility and make funding recommendations

Outreach and Awareness

- Develop an outreach strategy to educate potential applicants and promote the availability of funds

Grant Management, Compliance, and Performance Monitoring

Grant Administration

- Ensure compliance with all federal, state, and local regulations governing CDBG programs
- Maintain audit-ready records for all grant activities, expenditures, and participant outcomes
- Submit timely reports to the City and relevant agencies, including progress, financial, and performance reports

Financial Management

- Develop detailed budgets and track expenditures for both programs, ensuring alignment with grant objectives
- Facilitate the disbursement of funds to program beneficiaries in accordance with CDBG requirements
- Prepare financial statements for the programs in accordance with the requirements of 2 CFR 200.508 and 200.510.

Monitoring and Performance Measurements

- Establish and monitor key performance metrics, including:
 - Number of homes rehabilitated and individuals assisted
 - Number of first-time homebuyers supported
 - Compliance with program timelines and budgets
- Develop tools for continuous program evaluation and recommend adjustments as needed

Deliverables

In summary, the selected Consultant/Firm will complete the following deliverables:

- Program guidelines, applications, and intake processes for both Home Rehabilitation and Homeownership Assistance programs
- A Program Committee framework, including workflows and review protocols
- Comprehensive outreach and awareness strategies for both programs
- Monthly and final reports detailing program activities, outcomes, and expenditures
- A CDBG-compliant monitoring framework with tools for tracking performance metrics and program success
- Documentation of all program activities, prepared for audit and monitoring by federal and state agencies

Contract and Payments

The City intends to award a cost reimbursement contract, and pay reimbursable hours or appropriate fixed prices on a task completion basis to the selected consultant(s) or firm(s).

Proposals

All consultants or firms must include the following information on the cover page of their proposal:

- Consultant/Firm Name
- Consultant/Firm Address
- Consultant/Firm Telephone Number
- Consultant/Firm Federal Tax Identification Number
- Name, Title, Address, Telephone Number, and Email for the Authorized Representative of the Consultant/Firm

The title of the cover page should be *Request for Qualifications for Grant Management and Project Implementation Services for the City of West Monroe's MAD Grant*.

Proposal Contents

All proposals must include the following headings and information in the order as presented below.

1. Transmittal Letter
2. Background and Experience
3. Relevant Expertise
4. Personnel Qualifications
5. Project Approach
6. Fee/Budget

Transmittal Letter

The transmittal letter must include the following information:

- A brief statement of the Consultant/Firm's understanding of the scope of the work to be performed
- A confirmation that the Consultant/Firm meets the appropriate state licensing requirements to practice in the State of Louisiana if applicable
- A confirmation that the Consultant/Firm has not had a record of substandard work within the last five years
- A confirmation that the Consultant/Firm has not engaged in any unethical practices within the last five years
- A confirmation that, if awarded the contract, the Consultant/Firm acknowledges its complete responsibility for the entire contract, including payment of any and all charges resulting from the contract
- Any other information that the Consultant/Firm deems appropriate

- The signature of an individual who is authorized to make offers of this nature in the name of the Consultant/Firm submitting the proposal

Background and Experience

In this section, the Consultant/Firm must:

- Provide the Consultant/Firm's full legal name, date of establishment, type of entity and business expertise, brief history, current ownership structure, company size, and list of state(s) worked in
- Describe any prior engagements in which the Consultant/Firm assisted a local government entity with any CDBG-funded projects, with a specific emphasis on housing and recreation facilities
- Provide at least three (3) examples of past experience on similar projects that align with the Scope of Services (as described on pages 1-2), including contact information for each client (i.e., full name, phone number, and email)
- Provide at least two letters of reference from current or past clients attesting to the Consultant/Firm's quality of work
- Provide any germane information that would be uniquely relevant in evaluating the experience of Consultant/Firm to manage and implement the City's MAD Grant project
- Provide current information on professional errors and omissions coverage carried by Consultant/Firm, including amount of coverage

Relevant Expertise

In this section, the Consultant/Firm must:

- Describe specific knowledge of and familiarity with the U.S. Department of Housing and Urban Development's requires for the CDBG Program
- Describe specific knowledge of and familiarity with meeting the CDBG LMI Housing National Objective [24 CFR 570.483]
- Describe specific knowledge of and familiarity with the MAD Grant Program guidelines (refer to Appendix # to review the original MAD Grant guidelines)

Personnel Qualifications

In this section, the Consultant/Firm must:

- Identify any and all staff members who will work on the project, including their title/position and proposed role on the project
- Provide an up-to-date resume for each staff member, including past experience, education, and 2-3 relevant project highlights
 - Include any relevant project experience on CDBG projects, with an emphasis on housing and recreational facilities

Project Approach

In this section, based upon the Scope of Work described above, the Consultant/Firm must:

- Submit an approach plan consisting of proposed list of tasks organized by project milestones that the Consultant/Firm recommends to successfully carry out the program
- Provide program performance details for the approach plan; estimated completion times per task, staffing plan per task, price types appropriate to the task and proposed deliverables and/or other measurements of program accomplishment

Note: *The Consultant/Firm should clearly describe how they intend to manage the MAD Grant and implement the project on behalf of and in collaboration with the City of West Monroe.*

Fee/Budget

The total budget for these services is not to exceed \$75,000.

For each separate task, the Consultant/Firm must provide the following information:

- Direct labor hours per task by staff position and each position's corresponding hourly rate
- Mileage and per diem required per task
- Contracted services required per task
- Supplies or materials identified by quantities and cost per unit

The Consultant/Firm must show each subtotal per task as well as per budget category (as described above). The Consultant/Firm must also propose a cost ceiling to perform the overall contract.

The City reserves the right to negotiate proposed costs with any and all Consultants/Firms that submit a proposal in response to this RFP.

Selection Criteria

The City will select a Consultant/Firm that has the relevant expertise developing, managing, and implementing CDBG funded Homeownership Assistance and Home Rehabilitation Programs and/or can demonstrate substantial experience working on projects related to grant management, grant administration, and compliance, affordable housing programs, homeownership assistance programs, program development and outreach, and project implementation.

All proposals submitted in response to this RFP will be evaluated according to the following criteria and corresponding weighting system. The proposals will be

evaluated on the basis of written materials. Incomplete or incorrect information may result in a lower evaluation.

Evaluation Criteria	Maximum Points
Technical Approach	30
Past Experience	25
Personnel Qualifications	25
Cost	20
Total	100

Proposal Submission

Proposals can be sent electronically via email to chornsby@westmonroe.la.gov with the subject, "RFP-MAD West Monroe Make a Difference", or mailed to West Monroe City Hall addressed to Courtney Hornsby, City of West Monroe, 2305 North 7th Street, West Monroe, LA 71291.

Proposal must be submitted no later than Friday, MONTH, ##, 2025 by 5:00pm CT. Proposals received after this date and time will **not** be evaluated by the City.

Additional Information

Questions regarding this RFP should be directed to Courtney Hornsby at 318-396-2600 or chornsby@westmonroe.la.gov with the subject, "Question RFP-MAD West Monroe Make a Difference", no later than the date listed in the Schedule of Events.