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Request for Qualifications (RFQ) County of Marin

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**Consulting Services**

**for a Community Land Trust in Marin County**

Issue Date: September 1, 2022

Deadline for Submissions: September 30, 2022

## Background

The County of Marin is seeking proposals from qualified consultants or consultant team to determine the feasibility of a long-term, member-based, organizational and governance structure for a Community Land Trust located in Marin County with a focus on Marin City. Interested proposers are required to return all required request for proposal documents as part of their submitted proposal.

Marin City is part of the unincorporated area of Marin County, located about 5 miles north of San Francisco from the Golden Gate Bridge with a longstanding history of government programs that have created a segregated community.

A historic African American enclave, Marin City is home to the County’s largest concentration of Black/African American residents, at 22 percent, which is considerably higher than any other community in Marin County. The community has experienced significant gentrification pressures and displacement of its Black/African American residents. Since 2010, Marin City’s Black/African American decreased by half, from roughly 40 percent to 22 percent.

Marin City was once considered the most integrated community in the County – and the Country. And while it continues to have a more diverse population than most Marin communities, concerns about gentrification and the displacement of African Americans are a source of concern for many residents.

In 2019, the median household income for Marin County residents was $115,246, while the median household income of Marin City households was $45,841. Today’s wealth inequality was created, in part, after World War II when explicit policies and programs of the Federal government provided Whites the opportunities for home ownership with very affordable prices and financing, while Black residents were prohibited from participating in the same programs. Today, the home equity appreciation for families who were able to purchase homes after the war has allowed those families to use their accumulated wealth to finance college educations, fund retirement, bequeath money, and to support their children’s home ownership. For generations, African Americans have not had those same opportunities. Disparities in housing tenure by race continue to this day and are especially visible in Marin. While owner-occupied households represented the majority of households in 2019 (64%), only 26% of African American households were owned-occupied.

## Qualifications

The County of Marin is seeking qualifications for professional services from consultants to assist the County with providing community education about community land trusts, in addition to determining community readiness and the feasibility and implementation for the creation of a community land trust in the County, with a focus on Marin City.

County staff will work with the selected consultants to guide the process, identify the scope of services, including roles and responsibilities, community engagement, project timelines and schedules and website maintenance.

**Content Requirements**

The County welcomes a response to the RFQ in any format that best expresses the qualifications of the respondent. In general, lengthy responses are discouraged. Proposals submitted in response to the RFQ must include the following items:

### Qualifications

Identify the individuals who would be primarily responsible for directly leading the update. Describe the background and experience of the individuals who will perform the services, including education (including name of institutions, degrees received, dates of graduation, professional licenses and certifications, and employment history). In addition, provide examples of community engagement strategies, with emphasis of work completed for local governments.

In addition, provide:

* Copy of work product and/or detailed description of the services performed, the time period in which they were performed.
* The name and telephone number of at least one reference for each project that can attest to the quality and effectiveness of the Respondent’s work.

### Compensation Terms

Final compensation terms will be negotiated with the selected consultant. Please provide billing rates as part of the proposal.

# Selection Criteria and Process

The County will evaluate qualifications based upon these criteria:

* Responsiveness to the RFQ.
* Experience and demonstrated success of the Respondent in assisting municipalities with community engagement efforts with underserved communities. Experience with projects in the Bay Area environs and comparable to Marin County will be given greater weight. As part of this process, client references may be contacted.
* Experience with Community Land Trusts.
* Ability to communicate effectively about the subject matter.
* Compensation rates.
* Evidence of the Respondent’s ability to provide deliverables in a cost effective and timely manner.
* Minority or Women Owned Business AND/OR Local Business.
* Other extraordinary elements or creative approaches to assisting County staff. This particular selection criterion is intended to allow the County to expressly consider creative aspects of statements of qualifications that do not necessarily fall into other selection criteria.

As a part of its evaluation, the County may request additional information or data and may request Respondents to make virtual presentations of their qualifications to a panel of County representatives.

## To Submit Qualifications

Qualification submittals are due by 4:00 p.m., Friday, September 30, 2022 and must be sent electronically to:

Liz Darby

Community Development Agency

[ldarby@marincounty.org](mailto:ldarby@marincounty.org)

The County anticipates that the interviews will be held during the first half of October, 2022. The consultant will be selected and the contract for services

will be scheduled for approval in October. The consultant will be expected to commence services immediately upon contract execution.

## General Conditions

1. Any material clarifications or modifications to the RFQ or the selection process will be made in writing and provided to all recipients of the RFQ.
2. The County reserves the right to:

* Waive minor irregularities.
* Modify or cancel the selection process or schedule at any time.
* Negotiate with the second choice Respondent if it is unable to negotiate an acceptable contract with the first choice Respondent within a reasonable period of time.
* Reject any and all proposals, and to seek new qualifications when it is in the best interest of the County to do so.
* Seek any clarification or additional information from Respondents as is deemed necessary to the evaluation of a response.
* Judge the veracity, substance, and relevance of the Respondents’ written or oral representations, including seeking and evaluating independent information on any of the Respondents’ worked cited as relevant experience.
* Contract with separate entities for various components of the services.
* Request consultant to work with various County, local government and community-based organizations.

1. All expenses related to any Respondent’s response to the RFQ, or other expenses incurred during the period of time the selection process is underway, are the sole obligation and responsibility of that Respondent. The County will not, directly, or indirectly, assume responsibility for such costs except as otherwise provided by written agreement.
2. The selected consultant will be required to use the County of Marin’s standard Professional Services Contract and meet the County’s Insurance Requirements).