

**Housing Authority of the County of Alameda (HACA)
Request for Proposals (RFP) No. 2024-01
Recruitment Services**



Date: 4/11/2024

SUBJECT: HACA Request for Proposals (RFP) No. 2024-01 Employment Recruitment Services

The Housing Authority of the County of Alameda (HACA) is seeking qualified and interested companies to provide Employment Recruitment Services.

All proposals are due on 5/6/2024 at 5:00PM PST. To obtain the RFP documents and all information on submission requirements, you must register through the Housing Agency Marketplace website at ha.internationaleprocurement.com. If you have any technical issues with the Housing Agency Marketplace website, please contact Larry Hancock at 1-866-526-0160 or the general support line at 1-866-526-9266.

A total of 5 proposal copies must be submitted, including 1 copy submitted online through the Housing Agency Marketplace website, as well as 3 hard copies and 1 electronic copy (flash drive) submitted to HACA's office at 22941 Atherton St., Hayward, CA 94541. Proposals received after the deadline will be rejected without consideration. Incomplete submissions, including missing attachments and unsigned documents, will be disqualified from further consideration.

Questions on the RFP must be submitted in writing by 4/22/2024 at 5:00PM PST and should be addressed to Bruce Hawkins, Procurement Manager, at bruceh@haca.net. All questions will be answered in writing in an Addendum issued and posted on the Housing Agency Marketplace website. No questions will be responded to after the deadline.

Questions of a procedural nature may be directed to Bruce Hawkins, at (510) 727-8505 or bruceh@haca.net.

We look forward to receiving your proposal.

Sincerely,

Bruce Hawkins
Procurement Manager

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1 GENERAL INFORMATION

A) RFP Introduction

The Housing Authority of the County of Alameda (HACA) is a public entity that was established on August 15, 1968 to provide federally subsidized housing and housing assistance to low-income families, within the County of Alameda, California except for those areas lying within the city limits of Alameda, Berkeley, Livermore, Oakland, and Piedmont. HACA is headed by an Executive Director (ED) and is governed by a twelve-person Housing Commission. HACA is subject to the requirements of Title 24 of the Code of Federal Regulations (CFR), the Housing and Urban Development (HUD) Handbook 7460.8 Rev 2, Procurement Handbook for Public Housing Agencies, dated 2/2007, and HACA's Procurement Policy.

HACA created a non-profit instrumentality, Preserving Alameda County Housing, Inc. (PACH), to develop and manage affordable housing. PACH has no staff and is managed by HACA. Its five-member Board of Directors is comprised of members of HACA's Housing Commission and HACA staff, including the Executive Director.

Currently, HACA administers over 7,000 Section 8 Housing Choice Vouchers. PACH owns and manages 230 former public housing units that now have project-based vouchers, including 72 Rental Assistance Demonstration (RAD) units, in addition to 6 HOME units and 9 non-HUD units. HACA also partners with Alameda County to administer Continuum of Care (COC) and other local housing programs and provide subsidies for approximately 230 units. HACA currently has approximately 70 full-time regular employees housed at one facility located at 22941 Atherton Street, Hayward, CA 94541.

The purpose of this Request For Proposal (RFP) is to solicit proposals from qualified Recruitment Employment Agencies to provide services for HACA. Proposals submitted in response to this solicitation must conform to all of the requirements and specifications outlined within this document in its entirety and any designated attachments.

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B) RFP Information/Timeline

HACA Contact Person for RFP	Bruce Hawkins Procurement Manager (510) 727-8505 bruceh@haca.net
RFP Issued	4/11/2024
How to Obtain RFP Documents	<ol style="list-style-type: none"> 1. Access Housing Agency Marketplace Website at: ha.internationaleprocurement.com 2. Click on the "Login" button in the upper left side. 3. Follow the listed directions. 4. If you have any problems in accessing or registering, please call customer support at (866)526-9266.
Pre-Proposal Conference	None scheduled
Question Submission Deadline	4/22/2023 5:00 PM PST
Proposal Submission Deadline	<p>5/06/2024 5:00 PM PST</p> <p>Proposers MUST register with Housing Agency Marketplace ha.internationaleprocurement.com in order to submit a proposal. Online proposal must be submitted no later than 4/29/2024 5:00 PM PST. Hard copies and electronic/flash drive copy must be received in-hand no later than 4/29/2024 5:00 PM PST at 22941 Atherton St, Hayward, CA 94541.</p>

C) HACA Reservation of Rights

HACA 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 by HACA to be in its best interests.

1. HACA reserves the right not to award a Contract pursuant to this RFP.
2. HACA reserves the right to terminate a Contract awarded pursuant to this RFP, at any time for its convenience.

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3. HACA reserves the right to determine the days, hours, and locations that the successful proposer(s) shall provide the services called for in this RFP.
4. HACA reserves the right to negotiate the fees proposed by the proposed entity.
5. HACA 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 and/or proposals offering alternate or non-requested services.
6. HACA shall reserve the right at any time during the RFP or contract process to prohibit any further participation by a proposer or reject any proposal submitted that does not conform to any of the requirements detailed herein.
7. HACA is subject to the disclosure requirements of the California Public Records Act and the Federal Freedom of Information Act. These disclosures will apply to all submitted proposals to HACA.
8. HACA reserves the right to award a contract that provides the best value to the HACA as determined by HACA.

D) Project Description

HACA's Human Resources Department is responsible for providing human resources related services to all departments within the organization, including the recruitment of employees for each department. HACA has operational needs for additional recruitment capacity and expertise for the hiring of key positions.

HACA is seeking a reputable and experienced recruitment firm to assist in identifying and attracting top talent, as needed, for key positions. HACA is seeking a firm that can deliver high-quality recruitment services in a timely and cost-effective manner, preferably with experience in the public sector and/or housing industry.

HACA has a current need for immediate recruitment for the following positions: Deputy Executive Director, Procurement Manager, and Housing Programs Manager. HACA also anticipates additional recruitment needs in the future to fill key positions.

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2 SCOPE OF SERVICES

The selected recruitment firm will be responsible for the following scope of services for each recruitment, as directed by HACA's Human Resources Manager:

A) Recruitment Plan

Collaborate with HACA to determine a recruitment strategy, depending on the position, including targeted outreach to housing or public sector industry groups.

B) Job Announcement

Finalize a job announcement utilizing information provided by HACA.

C) Search/Advertisement

Conduct a thorough search, based on the recruitment strategy, and identify top candidates. Advertising will consist of digital marketing strategies (targeted e-mail blasts, industry group distribution, posting on public sector and professional job platforms, etc.). HACA will require posting through the following job platforms and industry groups:

- LinkedIn
- Governmentjobs.com
- National Association of Housing and Redevelopment Officials (NAHRO)
- Pacific Southwest Regional Council (PSWRC) of NAHRO
- Council of Large Public Housing Authorities (CLPHA)
- Public Housing Authorities Directors Association (PHADA)
- Nan McKay & Associates

Advertising through other platforms will be negotiated with HACA based on the specific position.

D) Assessment of Candidates

Screen, interview, and assess candidates to ensure they meet HACA requirements and employment standards. The initial assessment of candidates will include employment references.

E) Candidate Recommendations

Present a shortlist of qualified candidates to HACA's hiring team for consideration, including candidate summary, resume/application, and reference reports.

F) Selection Process Coordination

Assist HACA in planning for interviews, including sample interview questions, and in communicating and coordinating with candidates during the interview and/or hiring process. In general, HACA will conduct all interviews of qualified candidates after the recruitment firm's initial candidate assessment and assistance in planning/scheduling.

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G) Recruitment Closeout (as needed)

As directed by HACA, assist HACA in communicating the outcome of the recruitment process to candidates. As requested by HACA, assist HACA in determining appropriate compensation and other employment arrangements.

H) COST

The contractor must state the proposed costs for the services by submitting **the Cost Form (Exhibit C)**.

3 PROPOSAL FORMAT

HACA intends to retain the successful proposer or proposers pursuant to a “Best Value” basis, not a “Lowest Price Proposal” basis, in that HACA will consider factors other than cost in making the award decision. Therefore, so that HACA can properly evaluate the offers received, all proposals submitted in response to this RFP must be formatted in the proper sequence as detailed in the Profile Form (Exhibit_A). None of the proposed services may conflict with any requirement HACA has published herein or has issued by addendum.

A) Proposed Services/Approach to Project

Provide documentation and information explaining the proposer’s services and demonstrating how the proposer intends to fulfill the requirements of the scope of services, including but not limited to the following:

- Description of the technical approach and the services proposed, including but not limited to:
 - Proposed methodology to fulfill the requested recruitment services.
 - Screening and candidate assessment procedures
 - Proposed general timeline for completing the recruitment process for a position.
- Technical capabilities (in terms of personnel)
- Demonstrated experience and successful past performance in performing similar work (including meeting costs, schedules, and performance requirements)

B) Managerial Capacity and Staffing Plan

Provide a description of the managerial capacity to deliver the proposed services and the staffing plan, including professional resumes for the individual(s), identified on the **Profile of Firm Form (Exhibit A)**, who will be assigned to provide services.

C) Client Information

Provide a list of three (3) former or current clients, including any Public Housing Authorities, for whom the proposer has performed similar services. The listing shall, at a minimum, include: the client’s name, contact name, telephone number, email address, a brief description of the services performed, and the dates the services were provided.

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D) Proposed Costs Form

The Recruitment Agency must state their proposed costs for services by submitting the **Cost Form (Exhibit C)**.

E) Additional Required Forms/Certifications

The following forms must be completed and submitted with the proposal:

1. **Profile of Firm (Exhibit A)**
2. **Form HUD-5369-C (Exhibit B)**
3. **Cost Form (Exhibit C)**

4 PROPOSAL SUBMISSION

A) Proposal Due Date

All responses to this solicitation must be submitted and received by the deadline **5/06/2024 at 5:00 PM PST. Late Proposals will not be accepted.**

B) Proposal Submittals

Proposers **MUST** register with Housing Agency Marketplace at ha.internationaleprocurement.com. A total of five (5) proposal submissions are required, as detailed below. All 5 proposal submissions must be received by **5/06/2024 at 5:00 PM PST**.

1. **One (1) Online Submission at Housing Agency Marketplace** One complete proposal must be submitted online through Housing Agency Marketplace at ha.internationaleprocurement.com.

Please do not wait until the last minute to submit a proposal, as it may take time to upload your proposal. If you have any technical issues with the Housing Agency Marketplace website or questions regarding the process, please contact Larry Hancock at 1-866-526-0160 or the general support line at 1-866-526-9266.

2. **Three (3) Hard Copy Submissions to HACA's Office**

A total of three (3) hard copies, including one (1) original signature copy (marked "ORIGINAL") and two (2) exact hard copies, must be submitted to HACA's office at the following address.

Housing Authority of the County of Alameda
Attention: Bruce Hawkins, Procurement Manager
22941 Atherton Street
Hayward, CA 94541

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3. **One (1) Electronic (Flash Drive) Submission to HACA's Office** One (1) electronic copy (flash drive) copies must be submitted to HACA's office at the following address:

Housing Authority of the County of Alameda
Attention: Bruce Hawkins, Procurement Manager
22941 Atherton Street
Hayward, CA 94541

C) Addenda

All questions and requests for information must be addressed in writing to Bruce Hawkins, Procurement Manager, at bruceh@haca.net. Responses will be issued in writing by Addendum to all prospective proposers that are registered on the Housing Agency Marketplace website. No questions will be responded to after the question-and-answer period has expired.

5 PROPOSAL EVALUATION

A) Evaluation Factors

The following factors will be utilized by HACA to evaluate each proposal response received; award of points for each listed factor will be based upon the documentation in the submitted proposal.

No.	Factor Type	Evaluation Factor	Max Point Value
1	Subjective (Technical)	<u>Approach to the Project/Services Proposed:</u> Demonstrated understanding of the RFP; scope of services, and knowledge of applicable laws and	20 points
		regulations; Quality of the approach and services proposed.	
2	Subjective (Technical)	<u>Management Plan and Technical Capabilities:</u> Technical, financial, and management capabilities to provide the services as described in this RFP.	20 points
3	Subjective (Technical)	<u>Experience:</u> Demonstrated experience and successful past performance of substantially similar services to those required in this RFP; Emphasis will be placed on experience and past performance for other public sector or housing industry clients.	30 points
4	Subjective (Technical)	<u>Overall Quality of Proposal:</u> Overall quality, organization, and professional appearance of the proposal submitted, based upon the opinion of the evaluators	10 points

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5	Objective	Proposed Costs: Proposed costs submitted by the proposer	20 points
Total Points			100 points

B) Evaluation Process

All responses will be reviewed for completeness and responsiveness. Proposals will be reviewed, and the most qualified Proposers may be required to be interviewed by a selection committee that will complete a final evaluation. The selection will be the sole responsibility of HACA. HACA reserves the right to reject any proposal and shall select a service provider based on the most advantageous conditions for HACA.

1. Initial Evaluation for Responsiveness

Each proposal received will first be evaluated for responsiveness (e.g., meets the minimum of the published requirements). HACA reserves the right to reject any proposals deemed by HACA not minimally responsive and to waive any minor informalities they deem so (HACA will notify such firms in writing of any such rejection).

2. Evaluation Committee

Internally, an Evaluation Packet will be prepared for each Evaluator. HACA anticipates that it will select a minimum of three (3) people to serve on a committee to evaluate each of the responsive “hard copy” Proposals submitted in response to this RFP. PLEASE NOTE: No proposer shall be informed at any time during or after the RFP process as to the identity of any Evaluation Committee Member. If, by chance, a proposer does become aware of the identity of such person(s), he/she SHALL NOT make any attempt to contact or discuss with such person anything related to this RFP.

As indicated in this document, Bruce Hawkins, Procurement Manager, is the only person at HACA that the proposers shall contact pertaining to this RFP. Failure to abide by this requirement may (and most likely will) cause such proposer(s) to be eliminated from consideration for award.

3. Evaluation

The Contracting Officer will evaluate and award points pertaining to Evaluation Factor No. 5 (the “Objective” Factor). The appointed Evaluation Committee shall evaluate the responsive Proposals submitted and award points pertaining to the Subjective Evaluation Factors No. 1 through No. 4.

4. Points Awarded Range

For the Subjective Evaluation Factors No. 1 through No. 4, the following range of points may be awarded:

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Points Awarded Range					
Classification	Rating	10	20	30	100
Acceptable	Excellent	10	19-20	29-30	95-100
Acceptable	Very Good	9	18	28	90-94
Potentially Acceptable	Good	8	16-17	26-27	80-89
Potentially Acceptable	Average	7	14-15	24-25	70-79
Unacceptable	Poor	0-6	0-13	0-23	0-69
Note: Only proposals scoring 80 or more total points are deemed to be in the competitive range for this RFP.					

5. Potential “Competitive Range” and “Best and Finals” Negotiations

HACA reserves the right to conduct “Best and Finals” Negotiations, which may include oral interviews with all firms deemed to be in the competitive range. Any firm deemed not to be in the competitive range shall be notified of such, in writing, by HACA in as timely a manner as soon possible.

6. Notice of Results

If an award is completed, all proposers will receive a notice of results of the evaluation, by email, including the following information:

- a. Which proposer received the award.
- b. Each proposer’s right to a debriefing and to protest.

7. Restrictions

All persons having familial (including in-laws) and/or employment relationships (past or current) with principals and/or employees of a proposer entity will be excluded from participation on the Evaluation Committee. Similarly, all persons having ownership interest in and/or contract with a proposer entity will be excluded from participation on the Evaluation Committee.

6 CONTRACT AWARD

A) Contract Award Procedure

If a Contract is awarded pursuant to this RFP, the following detailed procedures will be followed:

By completing, executing, and submitting a Proposal, the proposer is thereby agreeing to abide by all terms and conditions in this RFP as issued by the Authority, including the Contract clauses enclosed under Exhibit E (“Proposed Agreement”). Accordingly, HACA has no responsibility to conduct after the submittal deadline any negotiations pertaining to the contract clauses already published.

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B) Contractor Requirements

The proposer selected must be fully qualified to perform the services described above and must possess the appropriate licensing. In addition, as the work is funded with U.S. Department of Housing and Urban Development (HUD) funds, any required documents generated by the Proposer and/or HACA must comply with all applicable HUD regulations specified in HUD-5370-C General Conditions of the contract for non-construction. The firm must also comply with all HACA Contract Requirements.

Prior to award, the successful proposer will be required to provide the proper business license documents and insurance certificates. **See HACA Insurance Requirements in Exhibit D.**

All work performed pursuant to this RFP must conform and comply with all applicable local, state, and federal codes, statutes, laws, and regulations.

C) Negotiations

Once Proposals have been evaluated and ranked, HACA may use the contract negotiation process to obtain the most highly qualified Proposer(s) at a fair and mutually agreed-to price. The proposed Contract will include tasks with a Scope of Services and a Fee-Schedule.

HACA reserves the right to enter into discussions with the firm(s) whose Proposal is deemed most advantageous and, in HACA's best interest for the purpose of negotiations. HACA reserves the right to enter into negotiations with the responsible and responsive firms within the competitive range without the need to repeat the formal solicitation process. HACA reserves the right to award without discussions.

D) Meetings

Once the Contract is awarded, the Contractor(S) will meet with the applicable HACA Manager to discuss the needs, method, and timelines for the scope of services in this RFP

E) Contract Conditions

The following provisions are considered mandatory conditions of any Contract Award made by HACA pursuant to this RFP:

1. Contract Form

HACA will not execute a Contract on the successful Proposer's Form. Contracts will only be executed on **HACA Form (please see Proposed Agreement – Exhibit C)** and by submitting a Proposal the successful proposer agrees to do so (please note that the Authority reserves the right to amend this form as HACA deems necessary). However, HACA will, during the question-and-answer period consider Contract clauses that the proposer wishes to include and submits the request in writing to the HACA Procurement Manager. If the proposed clauses are not accepted by HACA, then the Proposer must execute the Contract Form as is.

The failure of HACA to include such clauses does not give the successful proposer the right to refuse to execute HACA's Contract Form. It is the responsibility of each prospective proposer to notify HACA, in writing, before the question deadline, of any

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Contract clause that he/she is not willing to include and abide by in the final executed Contract. HACA will consider and respond to such written correspondence in the Addendum, and if the prospective proposer is not willing to abide by HACA's response (decision), then that prospective proposer shall be deemed ineligible to submit a Proposal.

Please note that HACA has no legal right or ability to (and will not) at any time, negotiate any clauses contained within ANY of the HUD Forms included as a part of this RFP.

2. Sub-Contracting Prohibited

The successful Proposer shall not assign any right, nor delegate any duty for the work proposed pursuant to this RFP (including, but not limited to, selling, or transferring the Contract) without the prior written consent of HACA. Any purported assignment of interest or delegation of duty without the prior written consent of HACA shall be void and may result in the cancellation of the Contract with HACA or may result in the full or partial forfeiture of funds paid to the successful Proposer.

3. Contract Terms

HACA intends to enter into a three (3) year agreement with the selected firm(s), with two (2) one-year options to renew at its sole discretion.

7 SUMMARY OF DOCUMENTS & INFORMATION NEEDED

A) Forms to be completed and Information Needed by HACA

1. Profile of Firm (Exhibit A)
2. Form HUD-5369-C (Exhibit B)
3. Cost (Exhibit C)

B) Additional Attachment

1. HACA Insurance Requirements (Exhibit D)
2. Proposed Agreement (Exhibit E)