

CITY OF PLACERVILLE
REQUEST FOR PROPOSALS



REQUEST FOR PROPOSALS
PROFESSIONAL SERVICES FOR
2029–2037 7TH CYCLE
HOUSING ELEMENT UPDATE

Released on April 13, 2026

Due by May 4, 2026, or before 3:00 p.m.

Thank you for your interest and participation in the proposal process. For any questions regarding the RFP or the program, please contact Carole Kendrick, Director of Development Services, by phone at (530) 642-5569 or email at ckendrick@cityofplacerville.org.

City of Placerville
Development Services Department
Attention: Carole Kendrick, Director of Development Services
3101 Center Street
Placerville, CA 95667

Submittal Procedures

Sealed proposals for this RFP will be received by the City at City Hall, City of Placerville, 3101 Center Street, Placerville, California 95667, until 3:00 p.m., May 4, 2026.

Proposals shall be emailed to the Director of Development Services at ckendrick@cityofplacerville.org as a PDF document and submitted as three (3) complete paper copies with original signatures addressed to the City of Placerville at the above stated address. The proposal envelopes shall be marked "Professional Services for 2029–2037 7th Cycle Housing Element Update." Late, facsimile, or emailed proposals (except for the required PDF) will not be accepted.

The work includes the furnishing of all professional services including all labor, materials, and equipment required for the job in accordance with this Request for Proposal and other contract documents (attachments to the RFP). Such documents will be on file with the City and are available and may be obtained at City Hall at 3101 Center Street, Placerville, California prior to the submittal deadline.

The City reserves the right to reject all proposals; to reject any proposal which is incomplete or irregular; to determine which proposal is, in its judgment, the qualified Consultant; and to waive any informality or minor irregularity of any proposal.

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INTRODUCTION AND PROJECT PURPOSE

Introduction

The City of Placerville (City) is preparing to update its 2029–2037 Housing Element. The current 6th Cycle Housing Element was certified by the California Department of Housing and Community Development (HCD) in December 2022. The 7th Cycle of the City’s Regional Housing Needs Allocation (RHNA) covers an eight-year period from May 15, 2029, to May 15, 2037.

The City is requesting proposals from qualified consultants or consultant teams with experience in the preparation of Housing Elements that are clear, concise, and legally defensible, and which reflect the varied needs of the community.

The City’s last Housing Element is available here:

[https://www.cityofplacerville.org/media/Planning%20Division/Housing%20Element/2021-2029%20Housing%20Element%20-%20Amended/Amended%20Housing%20Element%202021-2029%20\(Dec%202022\)%20complete.pdf](https://www.cityofplacerville.org/media/Planning%20Division/Housing%20Element/2021-2029%20Housing%20Element%20-%20Amended/Amended%20Housing%20Element%202021-2029%20(Dec%202022)%20complete.pdf)

The City has also completed Annual Progress Reports, which are available on the City’s website under the Planning Division.

While a number of important housing issues will need to be considered and addressed through the update process, the most significant work effort is expected to be meeting the City’s RHNA numbers in the site inventory.

The selected consultant(s) will partner with city staff to explore, analyze and implement these approaches in addition to supporting community engagement, working with our elected and appointed officials to present recommendations and get feedback, and coordinating with HCD to help ensure ultimate certification of the updated element.

Project Purpose

As provided in the Scope of Work section of this RFP, the City must adopt a new Housing Element for the 7th Cycle no later than May 15, 2029. The selected consultant will be expected to prepare a draft and final Housing Element update, prepared pursuant to the State of California Government Code Sections 65580 – 65589.9.

The Element must be consistent with statewide housing statutes, Housing Element guidelines and governmental goals and policies as reflected within the California Government Code and the California Health and Safety Code. The Housing Element update must also be consistent with other adopted elements of the City General Plan, the regulations contained in the City Code of the City of Placerville, and other City regulations, policies, and standards.

Scope of Work

The City of Placerville is seeking professional consulting services to update the City's adopted Housing Element in a manner consistent with current State law, ensuring certification of the final element by HCD by May 15, 2029.

Proposals must address the following tasks, providing a description and timeline of how they would be accomplished. Additional or optional tasks may be included and creative approaches are welcome. The final scope of work will be subject to refinement and mutual agreement following the project's launch and further discussion.

Task 1: Project Management & Coordination

This task includes coordination between the consultant and City staff including meetings, phone conferences, email exchanges, and other communications to ensure timely delivery and adoption of the City's updated Housing Element. Proposals should identify the number of meetings anticipated and expectations for jurisdictional staff. Strategies or practices to ensure clear and timely communication and effective project coordination should be described. Strategies for ensuring coordination with HCD over the course of the project should also be addressed, as needed.

Deliverables:

- Regular meetings (number to be identified by Consultant)
- Consultant kick-off meeting notes and monthly project manager meeting notes

Task 2: Community Outreach and Engagement

Develop a program that effectively reaches, educates and engages the community throughout the Housing Element update. This should include strategies to ensure broad inclusion, particularly of hard-to-reach groups and special needs populations, with special attention given to communicating information so it is accessible and easy to understand. Outreach is expected to begin early in the process and continue throughout for feedback on important topics such as draft ideas, site options, the draft Housing Element and environmental reviews. The consultant will develop a Technical Memo after each workshop or event to record all public engagement activities and feedback. Consultant will support the engagement.

Deliverables:

- Draft and final community outreach program (PDF file)
- Transcripts/notes from key stakeholder interviews
- Attendance lists for public outreach meetings
- List of comments/feedback from in-person meetings and online tools
- Technical Memo(s) documenting Public Outreach Efforts

- Notification list and ongoing management of list
- Presentation materials

Task 3: Evaluation of 2021-2029 Housing Element

Review the current Housing Element and identify the City's success in accomplishing/implementing the identified goals, policies and programs, and provide explanations and updates where goals, policies or programs are in progress, have been abandoned or have not proven effective. Review the Annual Progress Reports.

Deliverables

- Memo evaluating successful and ineffective 6th Cycle Housing Element policies

Task 4: Housing and Special Housing Needs

Utilizing public input, data from the City of Placerville, the County of El Dorado, California Department of Finance, US Census and American Community Survey, Comprehensive Housing Affordability Strategy (CHAS), and any other relevant data sources to understand:

1. Population and employment trends
2. Household characteristics, including cost burden and housing overcrowding
3. Existing housing needs
4. Housing needs, including special needs housing, missing middle housing, and low-income housing
5. Subsidized housing developments with expiring contracts
6. Projected housing needs for all income levels to address the 7th cycle RHNA including historic and projected housing production

Deliverables

- Memo evaluating data trends and needs

Task 5: Sites Inventory and Analysis

Prepare the sites inventory section of the Housing Element, demonstrating how the City will satisfy its RHNA in each income category. This includes identifying safe assumptions, evaluating sites and analyzing potential policy strategies to increase site capacity, demonstrating development viability (per State law) and inputting the information into HCD's electronic form for submittal with the updated element. We anticipate that this will be the most significant area of work for the update process and will need to start early in order to ensure adequate time for consideration of potential areas for rezoning or other changes to development standards needed to achieve the RHNA.

Deliverables • Sites inventory

Task 6: Constraints Analysis

The consultant will identify and analyze potential and actual governmental constraints to the maintenance, improvement, or development of housing for all income levels, including housing for people with disabilities. The analysis should identify the specific standards and processes of these constraints and evaluate their impact on the supply and affordability of housing. The analysis should determine whether local, regional, or state regulatory standards pose an actual constraint and must also demonstrate efforts to remove constraints that hinder a jurisdiction from meeting its housing needs.

Analyze development standards – including setbacks, lot coverage, minimum lot size and width, height limits, and parking requirements – to assess whether they constrain housing affordability, infill development, or the City’s ability to accommodate a range of housing types, and identify opportunities to modify these standards, to support infill housing, affordability, and walkable neighborhoods.

Identify potential amendments to the General Plan and zoning code that could support context-sensitive infill housing, missing middle housing types, and redevelopment in appropriate locations.

Deliverables

- Constraints analysis

Task 7: Fair Housing (AB 686)

The consultant must include a program to affirmatively further fair housing and must include an Assessment of Fair Housing, consistent with AB 686.

Deliverables

- Program to affirmatively further fair housing

Task 8: General Plan Consistency

The consultant shall identify any aspects of the City’s General Plan that may need to be amended to be in compliance with state law. Provide the City with a memorandum outlining and justifying the recommendations for amendments to other General Plan elements and key components that will be necessary to complete the amendments (i.e. agency coordination, technical studies, California Environmental Quality Act (CEQA) compliance, etc.).

Deliverables

- General Plan consistency memo

Task 9: Zoning Code Updates

The consultant shall identify any aspects of the City’s Zoning Code that may need to be amended to be in compliance with State housing law and General Plan/Housing Element updates identified in Task 8. Provide the City with draft redlined Zoning Code sections as well as a separate table showing the modified sections and reasons for the changes.

Deliverables

- Zoning Code updates needed for consistency with the General Plan, Housing Element, and State law
- Table showing modified sections and reasons for changes

Task 10: Goals, Policies, Programs and Quantified Objectives

Identify goals, policies, programs and quantified objectives to include in the Housing Element to ensure compliance with State law and effective response to the housing needs, constraints and key priorities identified through the update process. Evaluate whether existing General Plan density standards constrain the City’s ability to accommodate RHNA and facilitate infill housing consistent with state housing law and climate goals. This task includes ensuring responsiveness to priorities articulated through the community engagement process as well as ensuring internal consistency with other elements of the General Plan. This task will include identification of other General Plan policy updates or revisions needed to ensure consistency.

Visual Infill and Housing Typology Illustrations Prepare visual materials to support community understanding of potential infill housing forms that are compatible with Placerville’s scale and historic character. Visual materials should illustrate how a range of housing types could be accommodated within the City’s development standards and neighborhood context.

These visuals should include, at a minimum:

- Infill housing typology diagrams
- Example site layout concepts
- Density comparisons illustrating different development scenarios

Illustrations should demonstrate housing types that may be appropriate for Placerville, such as:

- Cottage courts
- Duplexes, triplexes, and fourplexes
- Small-scale apartment buildings
- Mixed-use infill development

Visual materials should be suitable for use in public workshops and community engagement materials.

Deliverables

- Memo identifying General Plan policies needed for consistency with the Housing Element and State law
- Housing typology and density visualizations for community engagement

Task 11: Draft Housing Element and Public Hearings

Prepare and submit an administrative draft Housing Element for jurisdictional staff review. Staff will provide a comprehensive set of desired changes. Once edits are complete, prepare a draft Housing Element that is made available to the public and presented to both the Planning Commission and City Council at public hearings. The draft Zoning Code amendments identified in Task 9 would also be taken to the Commission and Council with the Housing Element. Based on Commission and Council input, prepare an HCD review draft and submit to HCD for the mandated review.

Deliverables

- Administrative draft (Microsoft Word file) and draft Housing Element (Microsoft Word and PDF files)
- Draft Zoning Code updates
- PowerPoint presentation (PPT file), delivered to hearing bodies
- Attendance at two (2) public hearings (Planning Commission and City Council)

Task 12: Final Draft Hearings, Final Adoption and Certification

The consultant will work closely with HCD and jurisdiction staff to respond to any comments and produce a final draft Housing Element and Zoning Code updates for adoption. Present to the Planning Commission and City Council at public hearings. Prepare the final Housing Element and Zoning Code updates, including any changes from the public hearings, and submit to HCD for final certification as well as the water/sewer district and the California Office of Land Use and Climate Innovation.

Deliverables

- Draft final and final Housing Element (Microsoft Word and PDF files)
- Final Zoning Code updates
- PowerPoint presentation (PPT file), delivered to hearing bodies
- Attendance at two (2) public hearings (Planning Commission and City Council)

Task 13: CEQA Compliance

Prepare all required documents for California Environmental Quality Act (CEQA) review and submittal, including the Initial Study, Mitigated Negative Declaration or Environmental Impact Report and CEQA Determination. This should include public posting and noticing for comment. For budget purposes, consultant may list different prices depending on the level of analysis that may ultimately be needed.

Deliverables

- All environmental compliance documentation, including administrative and public review drafts of Initial Study, Mitigated Negative Declaration, and/or EIR, as well as all required notices, documentation, and coordination with the Governor’s Office of Land Use and Climate Innovation
- PowerPoint presentation (PPT file), delivered to hearing bodies (this may be combined with the Housing Element public hearings)
- Attendance at two (2) public hearings (Planning Commission and City Council) (these may be combined with the Housing Element public hearings)

Proposal Content Requirements

All proposals must include the following information and shall be organized as described below.

1. **Cover Letter (5 points)** The cover letter shall be addressed to the Director of Development Services, and at a minimum, must contain the following: • Identification of firm, including name, address and telephone number • Name, title, address and telephone number of contact person during period of proposal evaluation • A statement to the effect that the proposal shall remain valid for a period of not less than 120 calendar days from date of submittal • Signed by person authorized to bind the firm to the terms of the proposal
2. **Executive Summary (10 points)** The intent of this narrative is to show the City that the proposer understands the requirements of proposal, the nature of the work, and the level of effort necessary to successfully provide the defined services.
3. **Company History, Background, and Experience (20 points)** Describe the company’s history and organizational structure, including the size of the company, location of office(s) and years in business. Provide resumes for project team members and include resumes for any subcontractors who will be hired by the consultant. Also include the firm’s background, experience, and capacity to undertake the project/services for the City of Placerville in conformity with the requirements of the RFP. Include the name of the principal and/or project manager in the firm who will have direct continued responsibility for this project. This person will be City staff contact on all matters dealing with the projects and will handle the

day-to-day activities. Please indicate the percentage of involvement this person and other staff will have in performing the scope of services. Please note the selected firm may not substitute the project manager, sub-consultants or other team members without written consent from the City.

4. **Scope of Work/Implementation (35 points)** Describe the company's general approach to managing the services provided including an explanation of the methodology to be followed and specific plans to manage, control, and supervise the services to ensure satisfactory provision of services. In developing the work plan, reference should be made to the specific requirements and specifications noted in the Scope of Services provided in this RFP. Provide a delivery schedule designed to meet the requirements of the City. An implementation timeline from the company is required. Provide description of implementation plan considerations, including timeframes and deliverables for various stages.
5. **Project Budget (25 points)** Provide a description of the project cost and/or fees itemized according to the RFP proposal. The total all-inclusive maximum price to be bid is to contain all direct and indirect costs, including all out-of-pocket expenses. Project budgets shall include information regarding estimated hours for each major tasks, identification of the hourly rates for each employee working on the project, (including hourly rates for all employees and subconsultants rendering the scope of services), text addressing methodology for addressing billing disputes and whether overhead cost such as project management and initial training time are included in the hourly rate billed separately.
6. **Description of Recent Projects/References (5 points)** Include related project experience including a list of public agencies and other clients (name, address, contact person, and phone number), for which the firm or individual members of the consultant team have prepared HCD-certified Housing Elements within the current planning cycle and at least two (2) letters of reference pertaining to this type of work.

Evaluation Method and Criteria

Proposals will first be reviewed for responsiveness to the requirements. If any information is missing from the required content, the proposal may be deemed non-responsive and returned to proposer and any further review is subject to the City's discretion.

Based on the evaluation rankings, the City may either decide to conduct interviews with the top two or three ranked firms, or the City may select a consultant directly from the final rankings. Upon approval of the selected Consultant by the City, a mutually acceptable price will be negotiated; a written Agreement will be prepared and recommended for award subject to approval by the City Council.

The City reserves the right to accept or reject any or all proposals received, to negotiate with any qualified firm, or to modify or cancel in part or in its entirety the Request for Proposal if it is in the best interest of the City to do so.

Evaluation Criteria

Recommendations for selection will be based on the following weighted criteria of 100 possible points.

Criteria	Points
A. Cover Letter	5
B. Executive Summary	10
C. Company History, Background & Experience	20
D. Scope of Work/Implementation	35
E. Project Budget	25
F. Description of Recent Projects/References	5

Estimated Timeline

Phase	Date
RFP Release	April 15, 2026
Proposal Submission Deadline	May 4, 2026
Consultant Selection	May 26, 2026
Anticipated Contract Start Date	December 2026
Project Kickoff	January 2027
Review Existing Conditions and Public Outreach	January 2027 – June 2027
Analysis and Public Outreach	July 2027 – December 2028

Phase	Date
Draft Plan	January 2029
Final Plan	March 2029
HCD Approval	April 2029
City Council Adoption of Final Plan	May 2029

Attachments & Supporting Documents

Links to the City’s General Plan, including the Housing Element, and Municipal Code are available on the City’s website here: <https://www.cityofplacerville.org/>, and links to relevant maps are located on the City’s website (see Planning Division pages). The 6th Cycle Housing Element PDF is available at the link provided in the Introduction section above.

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