

# **REQUEST FOR PROPOSALS CITY OF BIRMINGHAM FINANCIAL PLANNING SERVICES**

## **INTRODUCTION**

The City of Birmingham, Alabama is soliciting proposals from interested firms, individuals, and financial consulting groups to develop a financial framework plan for long-term recovery in the Pratt City neighborhoods. The plan will analyze the feasibility of home buyer assistance programs, small business lending and evaluate the financial capabilities of the Pratt City neighborhood. The plan should include the engagement of key stakeholders such as local banks, local community leaders, and the business community, as well as a clearly defined outline for implementation of the financial plan.

## **SCOPE OF WORK**

The City of Birmingham desires to possess a financial framework plan regarding the local housing market and geared toward increasing home ownership in Pratt City as well as encouraging local businesses in the Pratt City neighborhoods. The plan will be used to allocate City resources, including but not limited to HUD provided funds, local revenues and other resources.

The selected financial consultant will be tasked with developing a financial framework plan to address how to increase home ownership and encourage local businesses in the neighborhoods that comprise Pratt City. The City desires a plan that specifically details actions that:

- Review economic and housing demographic drivers in Pratt City
- Review housing development activity in Pratt City
- Develop a plan for and provide direction toward implementation of a loan pool program
- Review recent banking and lending activities in Pratt City
- Examine the business climate of Pratt City
- Any additional information, data, and analysis as requested by the City of Birmingham

## **TIMELINE**

- RFP Issued: August 17, 2014
- RFP Responses Due: September 2, 2014
- Selection of Consultant: September 12, 2014
- Completed Plan: November 2014

The City reserves the right to make adjustments as needed to the above schedule.

## **QUESTIONS**

Please direct all questions to [Erin.Johnson@birminghamal.gov](mailto:Erin.Johnson@birminghamal.gov)

## SUBMISSION REQUIREMENTS

A consultant, firm or combination thereof wishing to submit a proposal must include the following in their response:

1. A brief history of the proposing entity, including general background, knowledge of financial planning, and experience working with relevant agencies.
2. Resumes of the personnel assigned to the project.
3. A work plan that contains a description of the approach, methodology, instruments, and strategies that will be employed to perform the scope of work; an estimate of the amount of staff time required to complete the work plan.
4. A statement substantiating the resources of the proposing entity and the ability to carry out the scope of work requested within the proposed timeline.
5. Proposed fee structure, including billing rates, hourly rates, reimbursable expenses, etc. Preferences will be given to firm fixed pricing.
6. References including contact information for at least three organizations to which the consultant has provided this type of service.
7. At least one (1) example of work.

## SELECTION

Proposals will be reviewed and evaluated by staff.

Criteria for evaluation will include:

40% Proposal for accomplishing the tasks listed in Project Scope

30% Cost

20% Capacity to create a quality product within the established timeframe

10% References

## RFP SUBMISSION PROCESS

Proposal Deadline: Proposals must be received no later than 4:00 PM, September 2, 2014. Sealed proposals must be received in the Community Development Office at the address referenced below. Submittals should include three hard copies including signature. No proposals received by fax or e-mail transmission will be accepted.

Community Development Department  
Room 1000- (10<sup>th</sup> Floor), City Hall  
710 North 20<sup>th</sup> Street  
Birmingham, AL 35203

Proposing entities are asked to note on the outside of their proposal package:

REQUEST FOR PROPOSALS

CITY OF BIRMINGHAM FINANCIAL CONSULTANT