

Housing Authority of the City of Eureka
Request for Proposals
Rent Comparability Study
RFP 2025-EFH-01

Date RFP Issued	December 1, 2025
Request for Information Due	December 8, 2025, 4:00pm
Addendum Issue Date (if needed)	December 11, 2025
Proposals Due	December 19, 4:00pm
Notice of Intent to Award	December 24, 2025
Notice of Award	December 31, 2025
Contract Start (anticipated)	January 5, 2026

Housing Authority of the City of Eureka
735 West Everding Street
Eureka, CA 95503

707.443.4583

Visit our website @ <https://eurekahumboldtha.org/>

CONTENTS

1. Introduction.....	3
1.1 Summary.....	3
1.2 Contact Information	3
1.3 Timeline	3
2. Scope of Work	4
2.1 Minimum Requirements	4
2.2 Scope of Work.....	4
3. Insurance Requirement	5
3.1 Basic Requirements	5
3.2 Service Contract Insurance Requirements	6
4. Contract.....	7
5. Agency Contact	7
6. Time and Place for Submission of Proposal.....	7
7. Proposal Submittal Format and Requirements	8
7.1 Technical Proposal	8
7.2 Pricing Proposal	9
8. Selection Process Overview.....	9
9. Award Notice and Acceptance Period	10
10. Award of Contract.....	11
11. Mistake in Proposal.....	11
12. Error in Submitted Proposals	11
13. Agency’s Rights, Options, and Policies	12
14. Attachment 1: Form HUD 92273-S8.....	13

1. Introduction

Housing Authority of the City of Eureka
Request for Proposals
Rent Comparability Study (RCS)
2025-EFH-01
Date: December 1, 2025

1.1 Summary

The Housing Authority of the City of Eureka is seeking qualified, experienced, and licensed appraisers to conduct a Rent Comparability Study (RCS) for our low-income housing tax credit managed property Eureka Family Housing (EFH). Eureka Family Housing consists of 50 subsidized units across three locations in Eureka, California: 1112 E Street, 735 P Street, and 615 West Hawthorne Street. The purpose of this study is to ensure that rent levels for subsidized units are aligned with prevailing market rates, and to comply with U.S. Department of Housing and Urban Development (HUD) regulatory requirements. The scope of this work will ensure compliance with industry standards (HUD, CDLAC, CTCAC) and applicable HUD regulations, while providing necessary data for updating rents.

1.2 Contact Information

Cheryl Churchill
Housing Authority of the City of Eureka
735 West Everding Street
Eureka, CA 95503
Email: cherylc@eurekahumboldtha.org
Phone: 707.443.4583 x224

1.3 Timeline

Date RFP Issued	December 1, 2025
Request for Information Due	December 8, 2025, 4:00pm
Addendum Issue Date (if needed)	December 11, 2025
Proposals Due	December 19, 4:00pm
Notice of Intent to Award	December 24, 2025
Notice of Award	December 31, 2025
Contract Start (anticipated)	January 5, 2026

2. Scope of Work

2.1 Minimum Requirements

Must be a Certified General Appraiser and must provide proof of certification in your response.

2.2 Scope of Work

HACE is looking for the Respondent(s) to provide Rent Comparability Study (RCS) analysis on the Eureka Family Housing development. In performing the services, the qualified Respondent(s) must be able to meet the following requirements:

1. The firm selected will conduct a comprehensive rent comparability survey and market analysis, focusing on:
 - a. Surveying rental rates, lease terms, amenities, and other characteristics for residential purposes;
 - b. Direct input from property representatives for accurate rent data;
 - c. The rent comparability analysis will include comparisons of units based on size, quality, amenities, utilities, and lease terms, ensuring compliance with HUD guidelines.
2. RCS will be prepared for a subsidized housing program in compliance with HUD Form 92273-58 (see example Attachment 1) and renewal policy guidelines.
3. Perform market rent analysis and develop market rent estimates when determined that the RCS requires additional verification.
4. May require travel to the Development when the RCS requires a more detailed review or additional verification to substantiate the rents provided on the RCS, including but not limited to verifying unit size, amenities, rent, neighborhood conditions, and nearby comparables.
5. Submit RCS to HACE to review the statements, assumptions, limiting conditions, and/or other conditions.
6. Complete review within an established timeline (TBD) and promptly notify HACE if a deadline cannot be met.
7. Deliverables:
 - a. The completed RCS must contain the following, as required by the Section 8 contract administrator:
 - i. RCS Materials:
 1. RCS Appraiser's Transmittal Letter
 2. Scope of Work
 3. Description of Subject Project (including color photographs)
 4. Identification of the Subject's Market Area
 5. Description of Neighborhood

6. Narrative Describing Selection of Comparables
 7. Locator Map for Subject and Comparables
 8. Rent Comparability Grid for Each Primary Unit type
 9. Narrative Explaining Adjustments and Market Rent Conclusions (one set of explanations for each Rent Grid)
 10. Comparable Project Profiles (each including a color photo)
 11. RCS Appraiser's Certification
 12. Copy of RCS Appraiser's License (only if relying upon a temporary license)
- ii. Mandatory Market Rent Threshold Materials:
1. Computation of the Project's gross rents and the SAFMR gross rents
 2. Comparison of Project's gross rents to the SAFMR gross rents

3. Insurance Requirement

3.1 Basic Requirements

During the term of the contract, the selected contractor must be able to meet Agency Insurance Requirements.

Contractor shall procure and maintain for the duration of the contract, insurance against claims for injuries to persons or damages to property which may arise from or in connection with the performance of the work hereunder and the results of that work by the Contractor, their agents, representatives, employees, or subcontractors.

During the term of the contract, the vendor shall maintain the following insurance coverage from insurance providers licensed to do business in California.

Basic Requirements:

1. Named certificate holder on all certificates of insurance shall be:
Housing Authority of the City of Eureka and its Constituent Entities
735 West Everding Street
Eureka, CA 95503
2. Certificates of Insurance shall include applicable endorsements. Insurance certificates shall not be accepted without the required endorsements. Further guidance of required endorsements is outlined below.
3. Proper notification of cancellation of coverage is required. Contractors are required to provide notice of cancellation within ten (10) days for non-payment, and within thirty (30) days for all others.
4. Any deductibles or self-insured retentions must be declared to and approved by the Agency.

3.2 Service Contract Insurance Requirements

1. **Commercial General Liability:** A policy of comprehensive general liability insurance which shall include, without limitation, coverage for contractual liability, public liability and property damage, written for not less than the single limit liability coverage stated.
 - a. Requirements: Limits shall be no less than:
 - i. \$1,000,000 per occurrence for all covered losses
 - ii. \$2,000,000 general aggregate
 - b. Deductible shall be \$25,000 or less
 - c. Endorsements:
 - i. ISO Form CG 00 01 or equivalent
 - ii. ISO Form CG 20 10 or equivalent
2. **Automobile Liability:** Required if motor vehicles are used in performing services in connection with contract. Contractor shall provide automobile liability coverage for owned, non-owned, and hired automobiles.
 - a. Requirements: Limits shall be not less than:
 - i. \$1,000,000 per accident
 - ii. Deductible shall be \$5,000 or less
 - b. Requests:
 - i. ISO Form CG 00 01 or equivalent
 - ii. ISO Form CG 20 10 or equivalent
3. **Workers Compensation and Employers Liability Insurance:** California law requires a company to have Workers Compensation insurance if they have one (1) or more employees.
 - a. Requirements: Limits shall be no less than \$1,000,000 per accident.
 - b. Coverage is required whether the employee is full-time, part-time, temporary, or a family member of the owner. All employees of a company as legally defined including corporate officers and directors must be included in the Workers' Compensation policy unless they are owners of the firm. An owner of a firm is defined as having a 25% or greater interest in the firm.
4. **Professional Liability:** Required for all professional services provided, including but not limited to: accountant, architect, attorney, claims administration firms, consultants, insurance brokers, engineers, financial advisors, or other person who maintains a professional license.
 - a. Limits shall be not less than:
 - i. \$1,000,000 per claim
 - ii. \$1,000,000 aggregate
 - b. Contractor shall maintain professional liability insurance that insures against professional errors and omissions that may be made in performing the Services to be rendered in connection with this contract.

- c. Any policy inception date, continuity date, or retroactive date must be before the effective date of this agreement, and Contractor agrees to maintain continuous coverage through a period no less than three years after completion of the services required by this agreement.

4. Contract

Prospective Contractors are advised to provide their standard draft agreement and any attachments with submission of their proposal.

5. Agency Contact

All questions, requests for clarification, and submittal procedures, requirements and selection procedures concerning this RFP are to be submitted no later than 4:00 pm on December 8, 2025, via email.

Agency Contact:
Cheryl Churchill
707.443.4583 x224
Email: cherylc@eurekahumboldtha.org

Do not contact other Agency employees or Selection Committee members regarding this project or the selection procedures. Any communication with other Agency employees regarding this RFP, its scope, technical specs, or submittal requirements is grounds for disqualification from this RFP. The Agency will not be responsible for oral or other explanation/interpretations of the RFP document or procedures.

6. Time and Place for Submission of Proposal

Contractors responding to this RFP shall review the specific submittal requirements and questions below and submit their proposal via email to the agency contact listed in item #5 above.

All proposals must be received no later than 4:00pm on December 19, 2025. If the proposal is late or incomplete, that firm may be eliminated from consideration. Proposals will only be accepted via email.

After selection and execution of the contract, all information and materials provided in each submittal received is subject to disclosure through a Public Records Request pursuant to the California Public Records Act.

7. Proposal Submittal Format and Requirements

Submittals are to be standard sized (8.5" x 11") pages. Number each page. Brevity is encouraged; however, be sure to fully address each item required as part of your RFP submittal. To facilitate review by the Selection Committee, please submit information in accordance with the following format, identifying each item, in order, by the appropriate number.

7.1 Technical Proposal

1. Cover Letter
 - a. Please provide a cover letter introducing your company, on company letterhead, including principal office address, address of office that will be providing the services, name, title, phone number, and email of proposal contact. The cover letter must be executed by an authorized signatory of the company.
 - b. Provide a brief narrative of the company, including company size, years of operation, areas of expertise, relevant Contractors State License Board numbers, certifications, and any other relevant information.
2. Qualifications and Experience on Similar Projects
 - a. Provide Company background/history.
 - b. Provide a summary of the project to demonstrate a thorough understanding of the scope. Explain how you will manage and guarantee all of the scope requirements set forth in this RFP.
 - c. Describe your experience in providing analysis for affordable housing projects and developments
 - i. Describe what programs you have experience with (e.g. Low-Income Housing Tax Credit, Low Income Public Housing, Project Based Section 8, etc.).
 - d. Provide at least 3 references for similar past projects along with contact information for those projects.
 - e. Provide a list of key team members who would be involved with this contract and brief bios/resumes highlighting their previous experience on similar projects.
3. Project Schedule
 - a. Please provide your estimated schedule for this project including timeframes for the completion of each item in the Scope of Work.
4. Appraiser Certification
 - a. Please provide a copy of your Appraiser Certification.

7.2 Pricing Proposal

Please provide the full price for the Rent Comparability Study based on the HUD requirements for the standard report and deliverables listed in 2.2 Scope of Work Section 7.i.

8. Selection Process Overview

The Agency's evaluation of Contractors will be based upon those materials submitted in response to this request for proposals. To be considered in the selection process, each company must submit complete submittals and related materials. The evaluation process is a two-stage process as indicated below:

Stage 1:

A Selection Committee will be established according to the Agency's policy. Submittals will be received and evaluated to determine if all items requested were submitted. Copies of each complete submittal will be provided to each member of the Selection Committee.

Stage 2:

The Selection Committee will review each submittal individually. It is anticipated that the Selection Committee will rank the firms and make the final selection directly from the written submittals. Proposers must score 70% or higher (i.e. 46 points or greater) for part 7.1 Technical Proposal to be considered responsive. Only responsive proposals will be evaluated for cost.

The Agency reserves the right to request additional information or clarifications from any or all firms before completing an evaluation of the qualifications. Upon completion of this process, the Contractor deemed most qualified for the project will be selected.

No.	Evaluation Criteria	Scoring Method	Weight (points)
1.	Qualifications and Experience of Company and Team Members Experience should include providing analysis for affordable housing projects and developments, including programs such as Low Income Housing Tax Credit, Low Income Public Housing, and Project Based Section 8. Proof of certification provided.	Points Based	25 (25% of Total)

2.	Past Successful Performance on Similar Projects Provided detail description of successful performance on similar projects. Provided contact information for references on at least 3 projects.	Points Based	15 (15% of Total)
3.	Project Schedule Provided estimated timeframes for the completion of the Rent Comparability Survey.	Points Based	25 (25% of Total)
4.	Cost/Fee Proposal Provide costing for any and all items charged to the project.	Reward Low Cost	35 (35% of Total)

9. Award Notice and Acceptance Period

Notice of Intent to Award the contract will be sent by email to all Contractors submitting a timely proposal. If the apparent successful Contractor fails to negotiate and deliver an executed contract, the Agency may cancel the award and award the contract to the next highest ranked Contractor.

Should any Contractor wish to protest the final selection, they shall have five (5) business days from the date of the Notice of Intent of Award to submit a written protest to the Agency. The written protest shall be full and complete; specifying in detail the grounds of the protest and the facts supporting the protest or it will not be considered. Any Contractor who has a legitimate protest must claim to be eligible for award of the contract. Protest letters are to be sent to:

Housing Authority of the City of Eureka
 Attn: Procurement
 735 West Everding Street
 Eureka, CA 95503
 Email: heatherh@eurekahumboldtha.org

10. Award of Contract

Following selection of the Contractor, a contract will be negotiated and executed. If the Agency is unable to negotiate a satisfactory agreement with the selected Contractor, it will undertake negotiations with the next-ranked Contractor, and so on, until a satisfactory agreement is reached.

The full execution of a written contract shall constitute the making of a contract for services and no contractor shall acquire any legal or equitable rights relative to the contract services until the contract has been fully executed by the successful Contractor and the Agency.

11. Mistake in Proposal

If after Proposal Closing Time but prior to a contract award, a proposer discovers a mistake in their proposal that renders the proposer unwilling to perform under any resulting contract, the proposer must immediately notify the Agency in writing and request to withdraw the proposal. The notice shall be addressed to the Contracting Officer, signed by a duly authorized officer of the proposer and delivered to the Proposal Submittal Address listed. It shall be solely within the Agency's discretion as to whether withdrawal will be permitted.

12. Error in Submitted Proposals

If an error is discovered in a vendor's proposal, the Agency may at its sole option retain the proposal and allow the proposer to submit certain arithmetic corrections. The Agency may, at its sole option, allow the proposer to correct obvious clerical errors. In determining if a correction will be allowed, the Agency will consider the conformance of the proposal to the format and content required by the solicitation, the significance and magnitude of the correction, and any unusual complexity of the format and content required by the solicitation.

If the proposer's intent is clearly established based on review of the complete proposal submitted, the Agency may, at its sole option, allow the proposer to correct an error based on that established intent.

13. Agency's Rights, Options, and Policies

1. The Agency reserves the right to decide that one firm is more responsive than the others and to select based on review of the written submittals only.
2. The Agency reserves the right to reject any and all submissions, request additional information, amend the project schedule, or issue additional requirements throughout the selection process. It is the responsibility of the Contractor to verify that all necessary information is submitted by the due date.
3. The Agency reserves the right to modify any portion, postpone, or cancel this RFP at any time, and/or reject any and all submissions without indicating any reason. No submission documents will be returned.
4. The Agency reserves the right to reject firms or individual team members, and request substitution without indicating any reason prior to contract award.
5. The Agency highly encourages participation by local qualified firms and Contractors in all aspects of contracting unless the project requires unusual or highly specialized services.
6. The Agency actively encourages participation of small, minority, and women owned business enterprises in all aspects of contracting.
7. No compensation is offered for any work related to this selection process. Submissions are entirely voluntary. All original documents, including electronic files, become the property of the Agency. If any submission is late or incomplete in any way, that Contractor will be eliminated from consideration.
8. Materials contained in each proposal will be considered proprietary until selection. Following selection, however, the contract scope of work may be amended by the Agency and negotiated based upon ideas provided by any source.
9. In accordance with federal and state laws, the Agency does not discriminate on the basis of race, color, national origin, gender, sexual orientation, religion, age, veteran's status or disability in the provision of services.
10. Procured Consultants/Contractors will not be considered Agency personnel, and the Agency assumes proposal of certain personnel to be a statement of their availability to do the work.
11. The Agency reserves the right to put a particular scope of work out to bid under a separate contract if it deems it advantageous to the Agency.
12. The Agency reserves the right to re-open this solicitation to increase the response to satisfy the needs of the Agency.

This form is used in the renewal of Section 8 Housing Assistance Payments contracts as authorized by the Multifamily Assisted Housing Reform and Affordability Act of 1997 (MAHRA), 42 U.S.C. §1437f note. The public reporting burden for completing this form is estimated to average 1 hour per response, including the time for reviewing instructions, searching existing data sources, and gathering and maintaining the data needed. The information collected is required to obtain benefits. HUD may disclose certain information to Federal, State, or local agencies when relevant to civil, criminal, or regulatory investigations and prosecutions. Information collected will not otherwise be disclosed or released outside of HUD, except as required and permitted by law. HUD may not collect this information, and you are not required to complete this form, unless it displays a currently valid OMB control number.

Rent Comparability Grid

Unit Type →

Subject's FHA #:

	Subject		Comp #1		Comp #2		Comp #3		Comp #4		Comp #5	
		Data on Subject										
A.	Rents Charged		Data	\$ Adj	Data	\$ Adj	Data	\$ Adj	Data	\$ Adj	Data	\$ Adj
1	\$ Last Rent / Restricted?											
2	Date Last Leased (mo/yr)											
3	Rent Concessions											
4	Occupancy for Unit Type											
5	Effective Rent & Rent/ sq. ft											
In Parts B thru E, adjust only for differences the subject's market values.												
B.	Design, Location, Condition		Data	\$ Adj	Data	\$ Adj	Data	\$ Adj	Data	\$ Adj	Data	\$ Adj
6	Structure / Stories	/	/		/		/		/		/	
7	Yr. Built/Yr. Renovated	/	/		/		/		/		/	
8	Condition /Street Appeal	/	/		/		/		/		/	
9	Neighborhood											
10	Same Market? Miles to Subj		/		/		/		/		/	
C.	Unit Equipment/ Amenities		Data	\$ Adj	Data	Adj	Data	\$ Adj	Data	\$ Adj	Data	\$ Adj
11	# Bedrooms											
12	# Baths											
13	Unit Interior Sq. Ft.											
14	Balcony/ Patio											
15	AC: Central/ Wall											
16	Range/ refrigerator											
17	Microwave/ Dishwasher											
18	Washer/Dryer											
19	Floor Coverings											
20	Window Coverings											
21	Cable/ Satellite/Internet											
22	Special Features											
23												
D	Site Equipment/ Amenities		Data	\$ Adj	Data	\$ Adj	Data	\$ Adj	Data	\$ Adj	Data	\$ Adj
24	Parking (\$ Fee)	/	/		/		/		/		/	
25	Extra Storage											
26	Security											
27	Clubhouse/ Meeting Rooms											
28	Pool/ Recreation Areas											
29	Business Ctr / Nbhd Netwk											
30	Service Coordination											
31	Non-shelter Services											
32	Neighborhood Networks											
E.	Utilities		Data	\$ Adj	Data	\$ Adj	Data	\$ Adj	Data	\$ Adj	Data	\$ Adj
33	Heat (in rent?/ type)	/	/		/		/		/		/	
34	Cooling (in rent?/ type)	/	/		/		/		/		/	
35	Cooking (in rent?/ type)	/	/		/		/		/		/	
36	Hot Water (in rent?/ type)	/	/		/		/		/		/	
37	Other Electric	/	/		/		/		/		/	
38	Cold Water/ Sewer	/	/		/		/		/		/	
39	Trash /Recycling	/	/		/		/		/		/	
F.	Adjustments Recap		Pos	Neg	Pos	Neg	Pos	Neg	Pos	Neg	Pos	Neg
40	# Adjustments B to D											
41	Sum Adjustments B to D											
42	Sum Utility Adjustments											
			Net	Gross	Net	Gross	Net	Gross	Net	Gross	Net	Gross
43	Net/ Gross Adjmts B to E											
G.	Adjusted & Market Rents		Adj. Rent		Adj. Rent		Adj. Rent		Adj. Rent		Adj. Rent	
44	Adjusted Rent (5+ 43)											
45	Adj Rent/Last rent											
46	Estimated Market Rent		← Estimated Market Rent/ Sq. Ft									

Appraiser's Signature

Date

Attached are explanations of:

- a. why & how each adjustment was made
b. how market rent was derived from adjusted rents
c. how this analysis was used for a similar unit type

Grid was prepared:

☐

Manually

☐

Using HUD's Excel form