



Office of the City Manager

CONSENT CALENDAR
September 12, 2023

To: Honorable Mayor and Members of the City Council
 From: Dee Williams-Ridley, City Manager
 Submitted by: Lisa Warhuus, Director, Health, Housing, and Community Services
 Subject: Contract: The Housing Workshop for Social Housing Models & Market Analysis

RECOMMENDATION

Adopt a Resolution authorizing the City Manager to execute a contract and any amendments with The Housing Workshop to provide policy model research and market analysis to inform social housing initiatives for the Department of Health, Housing, and Community Services (HHCS) from September 13, 2023 to September 13, 2024 in an amount not to exceed \$175,000.

FISCAL IMPACTS OF RECOMMENDATION

The term of this contract is from September 13, 2023 to September 13, 2024. Funding for the development of a social housing policy was included within the FY 2023 Adopted Budget. The funding for the Social Housing Models & Market Analysis project will be requested as a carryover as part of the first amendment to the Annual Appropriation Ordinance.

CURRENT SITUATION AND ITS EFFECTS

On November 9, 2021, the Berkeley City Council adopted Resolution 70,101–N.S. recognizing housing as a human right, and referred to the City Manager’s Office several measures to begin developing social housing in the City of Berkeley.

The City sought a qualified firm to assist with two components of this referral:

- A study of potential social housing models for the City of Berkeley, including the possibility of a Reparative Justice Revolving Loan Fund for social housing; and
- A study on the development potential, including density bonuses, for mixed-income social housing development, including a case study on 1-2 city-owned parcels. Models should maximize cross subsidies to balance a project’s ability to serve a range of lower AMI households while being financially self-sustaining.

RFP Specification No. 23-11580-C was released on April 4, 2023 seeking consulting services to conduct market analysis on social housing models. Four proposals were

submitted by the May 9, 2023 deadline. The selection committee was comprised of a Senior Community Development Project Coordinator and two Community Development Project Coordinators from HHCS/HCS, a Planning Manager from the Department of Planning and Development, and the Executive Director of Berkeley Housing Authority. The committee selected The Housing Workshop, with Urban Math and PlaceWorks as subcontractors, as the most qualified applicant. Staff request this contract authorization in order to initiate work with The Housing Workshop to produce a report on policy model research and market analysis to inform social housing initiatives, as well as to conduct stakeholder engagement.

Social Housing supports the Strategic Plan Priority Project to create affordable housing and housing support service for our most vulnerable community members.

BACKGROUND

There are multiple definitions for social housing. Common characteristics include public or social ownership (e.g., by a nonprofit, cooperative, or community land trust); permanent affordability; mixed-income developments; and resident governance.

HCS Staff and The Housing Workshop will work together to examine social housing concepts and how they can be applied to Berkeley via policy research, stakeholder engagement, and market analysis/site studies.

ENVIRONMENTAL SUSTAINABILITY AND CLIMATE IMPACTS

There are no specific environmental sustainability and climate impacts associated with this contract. Social housing best practices include climate-friendly architectural innovation. This study will assist with the implementation of social housing initiatives in Berkeley.

RATIONALE FOR RECOMMENDATION

The City conducted a competitive bid process and the application from The Housing Workshop, with Urban Math and PlaceWorks as subcontractors, successfully met the bid requirements and ranked highest among all bidders given their knowledge of Berkeley's existing affordable housing initiatives and applicable experience working on similar projects with other jurisdictions in California.

ALTERNATIVE ACTIONS CONSIDERED

The Review Committee did not find the three other proposals received in response to the RFP to offer the same breadth of experience and local knowledge as the selected team.

CONTACT PERSON

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Mike Uberti, Sr. Community Development Project Coordinator, HHCS, (510) 981-5114

Attachments:
1: Resolution

RESOLUTION NO. ##,###-N.S.

CONTRACT: THE HOUSING WORKSHOP FOR SOCIAL HOUSING MODELS AND
MARKET ANALYSIS

WHEREAS, the City of Berkeley issued a Request for Proposals (RFP) to obtain consulting services to conduct Social Housing Models and Market Analysis; and

WHEREAS, the City conducted RFP Specification No. 23-11580-C with proposals due no later than May 9, 2023; and

WHEREAS, the City received four proposals in response to this RFP; and

WHEREAS, the City conducted a competitive bid process and an application from The Housing Workshop, with Urban Math and PlaceWorks as subcontractors, successfully met the bid requirements.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager is authorized to execute a contract and any amendments with The Housing Workshop to provide consulting services to conduct Social Housing Models and Market Analysis from September 13, 2023 to September 13, 2024 in an amount not to exceed \$175,000.