



**Redevelopment Authority**  
of Prince George's County



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# **REDEVELOPMENT AUTHORITY OF PRINCE GEORGE'S COUNTY**

## **REQUEST FOR PROPOSALS RFP # 2017-10**

### **MANAGEMENT OF: CENTRAL AVENUE-METRO BLUE LINE CORRIDOR TOD NEIGHBORHOOD CONSERVATION PILOT FAÇADE IMPROVEMENT PROGRAM**

**ISSUE DATE: September 22, 2017**

**PROPOSAL CLOSING: October 10, 2017**

This document is available from the Redevelopment Authority on its Webpage at:

<https://www.princegeorgescountymd.gov/1500/Development-Opportunities>

**Request for Proposals for Management of the  
CENTRAL AVENUE-METRO BLUE LINE CORRIDOR TOD NEIGHBORHOOD CONSERVATION  
PILOT FAÇADE IMPROVEMENT PROGRAM (FIP)**

**Introduction**

The Redevelopment Authority of Prince George's County (RDA) is hereby soliciting proposals from non-profit organizations to manage the above program.

**Background**

The goal of the program is to make certain façade improvements that will improve the overall appearance of existing, qualified owner occupied homes, thereby enhancing the overall quality of life and property values within the targeted area.

The FIP will improve approximately ten residential properties in the Central Avenue-Metro Blue Line Corridor. The area (as shown in Exhibit A) is bounded by Quire Avenue to the west, Tunic Avenue to the east, Davey Street to the north, and Altoona Street to the south. The façade improvement program will target the streets of Altoona, Brenner, Dole, Quire, Rem, Sultan, Emmet and Tunic. The area faces an aging housing stock that has suffered from blight and disinvestment despite new investment and development that occurred in the surrounding area. The area is identified as one of the "Very High Foreclosure Hot Spots" in the Maryland Department of Housing and Community Development's Property Foreclosure Report. The ultimate goal for this façade improvement program is to restore the appearance of the existing homes, to help combat blight and disinvestment, and to improve the overall quality of life within the program area.

Many of the homes suffer from a state of disrepair and lack of curb appeal. The program area and immediate surroundings have been identified as at risk of further deterioration if stabilization efforts are not implemented. The façade improvement program will improve the quality of life for long-term residents and future residents. Enhancing the curb appeal of the existing housing stock will positively impact the neighborhood by removing blight and increasing or stabilizing property values. The façade improvement program will maintain and enhance the architectural and cultural character of the area, reinvigorate the sense of community pride and improve safety for residents. The program will be structured as follows; qualified low and moderate income homeowners will be eligible to receive a grant of up to \$12,000 to make needed exterior repairs to their homes. Homeowners that require more than \$12,000 worth of repairs on their property will be directed to other County grant and low-interest loan resources.

The program will enhance the appearance of occupied homes by funding exterior improvements visible from the public right of way including, but not limited to:

- Replacement of windows and window frames;
- Door and shutter improvement;
- New siding;
- Fences, doors, cornices, porches, railings, carports, walkways, gutter, etc.;

- Landscaping, water drainage issues or slope problems, re-grading, leveling, improved features;
- Painting, paint removal, brick work, or siding;
- Lighting or other design elements to enhance exterior character;
- Roof repair or replacement if recommended by a licensed architect or contractor;
- Permeable driveway and walkway.

The overall program budget is \$130,000, including Maryland Department of Housing and Community Development Community Legacy Grant Funds and RDA Capital Improvement Program funds. The expectation is that ten homes can be improved with the budget. The maximum grant is (\$12,000) per home. A covenant requiring the homeowner to live in the home for 5 years, or to repay the grant in full, will be recorded for each grant. The covenant will be in effect for 5 years after completion of the repairs.

### **Proposal Requirements**

Please include a signed cover letter with your application that includes the following:

- Applicant organizational name, address, phone number.
- Contact information for the proposed project manager.
- Resumes of proposed project team.
- Certificate of Good Standing from the State of Maryland or State of incorporation.

### **Proposal Evaluation Criteria**

#### 1. Project Delivery Budget (Maximum score of 20 points)

Please provide a budget for the project delivery costs, including:

- Application intake, contractor selection, construction administration and bookkeeping
- Supplies
- Overhead and other administrative costs
- Legal and recordation fees
- Marketing and outreach
- Environmental Review Record
- Residential Energy Audit
- Architectural Services

Note that proposals with a project delivery budget below \$30,000 will be scored more favorably.

#### 2. Organization's Experience and Implementation Strategy (Maximum of 30 Points)

Please provide a narrative answer to the following questions:

1. Do you have experience with program application intake and evaluation?
2. Do you have experience implementing green retrofit or weatherization programs?
3. What is your marketing and outreach strategy?
4. Do you have a contractor(s) that you intend to work with? If so, please provide their qualifications?
5. What are your qualifications to manage this program?
6. How will you handle call backs for service post completion?
7. Provide before and after pictures of similar completed projects.

**Prince George’s County based non-profits (certified with the Office of Central Services) will receive 10 bonus points for their submission.**

3. Project Schedule (Maximum of 20 Points)

Please provide a project schedule for the following milestones:

Action	Number of Weeks to Complete
Prepare marketing materials, application forms and legal documents	
Marketing and community engagement	
Application intake	
Determining the scope of the façade improvements	
Contractor bidding	
Contractor selection with homeowner	
Executing construction contract	
Construction administration	
Project closeout and recordation of covenants	
<i>Total length of the project</i>	

4. Leveraging of organization’s existing programs, funding and staff resources (Maximum 30 Points)

*Please identify existing funding and programs currently in place that can be used to supplement the project budget.*

*Please identify existing organization funded staff in place who will work on the program.*

Submissions are due no later than 12:00 pm EST October 10, 2017. Submissions should be emailed to Rosalyn Clemens at: [rbclemens@co.pg.md.us](mailto:rbclemens@co.pg.md.us). No phone calls please. All questions must be submitted to Rosalyn Clemens via email no later than 12:00 noon September 28, 2017 and will be responded to by October 4, 2017.

Exhibit A



Potential Facade Improvement Properties Map

The Maryland National Capital Park and Planning Commission  
 Prince George's County Planning Department