

**HOUSING AUTHORITY OF NEW ORLEANS  
BOARD OF COMMISSIONERS  
REGULAR MEETING  
NOVEMBER 19, 2013**

**RESOLUTION NO. 2013-52**

**WHEREAS**, there are funds allocated in Housing Choice Voucher Program (HCVP) to provide for an analysis of local unassisted housing market conditions and to develop and maintain a database and computerized system to retrieve housing data to determine rents for units leased under the HCVP; and,

**WHEREAS**, the Housing Authority of New Orleans (HANO) issued a Request for Proposals (RFP) No. 13-914-49 on September 25, 2013 to procure a contractor to provide for an analysis of local unassisted housing market conditions and to develop a database and computerized system to retrieve housing data; and

**WHEREAS**, responses to the RFP No. 13-914-49 were received on October 17, 2013 from five (5) contractors; and

**WHEREAS**, HANO conducted evaluations of proposals submitted by each firm, establishing Applied Real Estate Analysis, Inc. (AREA) as the highest ranking firm; and,

**WHEREAS**, HANO has successfully completed due diligence verification on AREA; and,

**WHEREAS**, on November 12, 2013 the Administrative Receiver on behalf of HANO executed a contract with Applied Real Estate Analysis, Inc (AREA), at a firm fixed price of One hundred twenty seven thousand, nine hundred thirty six dollars (\$127,936.00).

**THEREFORE, BE IT RESOLVED**, that the Board of Commissioners of the Housing Authority of New Orleans ratifies the actions of the Administrative Receiver in executing the contract entered into on November 12, 2013 at a firm fixed price of One hundred twenty seven thousand, nine hundred thirty six dollars (\$127,936.00), to Applied Real Estate Analysis, Inc (AREA) to perform an analysis of local unassisted housing market conditions, and develop and maintain a database and computerized system to retrieve housing data for use in determining rents for units leased under the Housing Choice Voucher Program.

Executed this 19<sup>th</sup> day of November, 2013

APPROVAL:



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**DAVID GILMORE  
ADMINISTRATIVE RECEIVER,  
CHAIRMAN, BOARD OF COMMISSIONERS**



**November 19, 2013**

**MEMORANDUM**

**To: David Gilmore  
Administrative Receiver,  
Chairman, Board of Commissioners.**

**From: Audrey Plessy  
Interim Procurement Manager**

**Re: Ratification of Rent Reasonableness Market Study and Software  
RFP #13-914-49**

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The scope of work for this procurement provides for analysis of local unassisted housing market conditions, and development of a database and computerized system to retrieve housing data for use in determining rents for units leased under the Housing Choice Voucher Program, pursuant to RFP #13-914-49.

The proposal package was prepared and distributed by the Procurement and Contracts Department. The Request for Proposals was advertised for a total of fifteen (15) days. The advertisement was published in the Times-Picayune on Wednesday, September 25, 2013 and Friday October 4, 2013. Additionally, the Request for Proposals, in its entirety, was posted on the Housing Authority of New Orleans (HANO) website and made available to the public for download. Five (5) proposals were received in response to the solicitation from the following companies:

- Applied Real Estate Analysis, Inc. (AREA)
- GCR Inc.
- Nan McKay and Associates, Inc.
- Novogradac & Company LLP
- Total Computer Solutions

In accordance with the evaluation process outlined in the RFP, an evaluation committee was established to review the proposals received in response to the solicitation. On Wednesday, October 23, 2013, the evaluation committee convened and was given an overview of the scope of services, and instructed in the procedure for proposal evaluation. Based on the evaluation criteria outlined in the RFP, the proposals were to be scored on a 100 point scale, which included 15 points for submitting required documentation to comply with HANO's Employment, Training and Contracting Policy. In that three of respondents submitted cost proposals totaling less than \$100,000, they were not required to comply. In order to equalize the scoring criteria, a conversion score of 85% was given to the three respondents.

Upon completion of the training, the committee commenced with Stage I of the evaluation process, which consisted of a review of the technical information in the written proposals. The ranking of the respondents is as follows:

<b>Company Name</b>	<b>Total (100 Points)</b>
Applied Real Estate Analysis, Inc. (AREA)	90
Total Computer Solutions	36
	<b>Total (85 Points)</b>
Novogradac & Company LLP	61
Nan McKay and Associates, Inc.	55
GCR Inc.	41

Based upon the technical review of the proposals, the evaluation committee decided to enter into negotiations with Applied Real Estate Analysis, Inc. (AREA), the highest ranked respondent. The negotiations resulted in the submission of a revised cost proposal that has been determined to be fair and reasonable and below the in-house cost estimate.

In accordance with the evaluation plan outlined in the RFP, a due diligence review was conducted on Applied Real Estate Analysis, Inc., (AREA), as they were the highest ranked respondent to the solicitation. The review consisted of a reference verification, whereby references were contacted and asked to respond to questions regarding previous work performance of the respondent. Further, the List of Parties Excluded from Federal Procurement and Non-Procurement Programs was reviewed to ensure that the respondent is not debarred from participation in federally funded contracts. Results from the due diligence review indicate that the respondent is responsible and capable of providing the services outlined in the RFP.

Applied Real Estate Analysis, Inc. (AREA) has submitted a plan documenting their intent to comply with HANO's requirements relative to contracting with minority, women owned business and Section 3 business enterprises. Additionally, they have submitted a Section 3 Training Action Plan addressing their intent to hire and train Section 3 residents.

Please be advised that this procurement was conducted in accordance with all applicable Federal and State regulations and laws, and in accordance with HANO's procurement policy. Please be further advised that on November 12, 2013, the Administrative Receiver on behalf of HANO executed a contract with Applied Real Estate Analysis, Inc. (AREA), at a firm fixed price of One hundred twenty seven thousand, nine hundred thirty six dollars (\$127,936.00), to perform an analysis of local unassisted housing market conditions, and develop and maintain a database and computerized system to retrieve housing data for use in determining rents for units leased under the Housing Choice Voucher Program. Ratification of the action of the Administrative Receiver in awarding the contract is being requested.