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PROPOSAL FOR LMI HOUSING INCOME SURVEY

Dream Home Area

2016

RESEARCH
PLAN
MANAGE

The Ramsay Group maintains high standards of business operations, and a formula for quality service you can trust.

Contact Information:

Darrell Stamps MPA - Managing Partner

THE RAMSAY GROUP

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FIRM IDENTIFICATION

Legal Name: The Ramsay Group

Telephone Number: 213.256.7657

Email Address: ds@theramsaygroup.com

Authorized Agents: Darrell Stamps, Managing Partner

Certification: Certified Minority and Woman Owned Business Enterprise

Federal Tax ID Number: 83-0417612

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APPROACH

I.   Summary of Steps in Conducting LMI Surveys for the City of Cathedral City

TRG will comply with the standards for conducting surveys located at 24 CFR 570.208(a)(1)(vi) for the Entitlement program. Our process will determine whether the requisite percentage of the residents of the Dream Homes service area is 51% LMI persons. Consideration will be given to the needs of residents with limited English proficiency as well as residents with visual/hearing/speech impairments. The steps in conducting surveys will be as follows:

Step 1: Coordinate and design a   door-to-door survey method based on size of the sample needed

Step 2: Develop the Questionnaire.
- The questions in the questionnaire will be short, simple and efficient. We will Keep the language as simple as possible and avoid bias
- We will use the correct income limits (correct amount, correct year, and correct service area) for the survey instrument.
- TRG will avoid burdensome questions—i.e., questions with no correct answers. Such questions increase respondent burden.

Step 3: Select the Sample
- Define the service area: TRG will work with the City to determine the boundaries of the service area and the size of the population for which the percentage of LMI persons is to be determined.
- Identify the sample: TRG will create a procedure for identifying the sample in the service area and identify a procedure for randomly selecting the sample[1].
- TRG will determine the sample size needed in order to achieve an acceptable level of accuracy.
- TRG will randomly select the sample, making sure to add families to replace refusals. We will also make sure that entire service area is covered—that is, be certain that all areas or groups of people are covered. Commercial (retail and industrial) sites, vacant lots and abandoned and vacant homes will be excluded from the sample.
- TRG will ascertain that the selection of subjects to be included in the sample and replacement procedures are structured to avoid bias; for example, daytime or weekday attempts may skew response rates in favor of unemployed, retired, or single income families.

Step 4: Conduct the Survey
The survey interviewers will be highly trained to ensure quality and unbiased process. The training process will include the following major topics:
- Describing the entire survey
- Identifying the sponsor of the survey
- Providing the interviewer with a working knowledge of survey research
- Explaining the survey sampling logic and process
- Explaining interview bias
- 'Walking through' the interview process
- Explaining respondent selection process
- Explaining scheduling and supervision
- Explaining follow-up for non-response

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[1] • The City will obtain a complete list of residents, addresses, and telephone numbers in the service area.

We will make multiple attempts to establish contact and reschedule another interview if the initial contact has not resulted in an interview and replace the families written off as "unreachable."

Step 5: Analyze the Results
TRG will Complete the LMI Worksheet and record the calculated percentage of LMI persons.

Step 6: Document and Save Results
TRG will be responsible for creating the required analysis necessary to confirm the percentage of LMI households within the Dream Home area. This set up will include the following tasks:

- Save the completed questionnaires in a confidential manner and use code numbers to conceal the identity of respondents.
- Save the list of respondents in a form that does not identify their responses.
- Save the description of the service area, the list of your sampling procedures (original sample, interview sheets or completed questionnaires, tabulations and a list or memo describing how other survey elements were handled, including replacements and replacement methods).
- Save data and submit finings and all required instruments to HUD.

COST PROPOSAL

Tasks	Fee	Number of Hours
Step 1: Coordinate and design a door-to-door survey method based on size of the sample needed	**80 hr.**	5
Step 2: Develop the Questionnaire		7
Step 3: Select the Sample		20
Step 4: Conduct the Survey		35
Step 5: Analyze the Results		15
Step 6: Document, Save and Submit Results		5
	Total	**87**

$6960.00   Cost is estimated at 87 hours @ $95 an hour and includes all work to be undertaken for the above activities. Out-of-pocket incidental costs such as mailings, use of databases, telephone, printing, parking, travel are inclusive in price proposal. Additional cost will be expensed to The Ramsay Group. Invoices will be billed on a time and material basis. Said hourly rate schedule is part of the quote for use in invoicing for progress payments and for extra work incurred that is not part of this RFP is included.

TEAM

Darrell Stamps, MPA (PROJECT LEAD)
Managing Partner

Education
M.A in Public Administration, California State University, Fresno

B.A. in Political Science, California State University, Fresno

Professional Affiliations
Member of the American Planning Association (APA)

Certifications
National Charrette Institute, Charrette Planner Certification Training California State University, Fresno, Grant Writer Certification

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Experience Summary

For nearly two decades, Mr. Stamps has served as Managing Partner for the Ramsay Group. There, he has been responsible for providing HUD mandated strategic planning to more than 50 HUD entitlement cities. Darrell worked alongside City staff, nonprofits and community residents in assessing, planning and updating goals and policies relating housing, and community development needs for jurisdictions most needy citizens.

Darrell routinely works with the State of California's Housing and Community Development Department and the U.S., Department of Housing and Urban Development, in Washington D.C

Dr. William F. Gayk (STATISTICIAN)
Project Manager

Education
1982 Ph.D. University of California, Riverside (Sociology)

1971 M.A. California State University, Hayward (Sociology)

1969 B.A. California State University, Hayward (Sociology)

Experience Summary

Dr. Gayk is head of Research and Policy Analysis for the firm. His expertise centers around social, economic, health, housing, environmental programs and issues; Short- and long-range program and infrastructure planning and financing; and the Development of demographic and economic estimates and projections for land-use and infrastructure demand models. Prior to the Ramsay Group, Dr. Gayk served as Director for the Center for Demographic Research, California State University, Fullerton.

Relevant Projects (Partial)

- **Burr Neighborhood CDBG Low Income Neighborhood Survey, 2010. Prepared for the City of Indio**
- Population Diversity Analysis, 2015. Prepared for the City of Riverside.
- Population Diversity Analysis, 2015. Prepared for the City of Hemet.
- County of Riverside Draft 5th Cycle Housing Element 2014
- Orange County Board of Supervisors Redistricting 2011.
- Riverside County Projections 2010 County of Riverside, Transportation and Land Management Agency.

Jimmy Ardis MPA-
Senior Project Manager

Education

The College of Charleston Charleston, SC Masters of Public Administration 2008

University of Maryland University College, Bachelors of Science Business Administration – 2006);

Professional Training

GIS Analyst; ArcGIS (geographic information systems); HUD HOME Program Certified Specialist: Rules& Regulations; Supporting Inclusive Communities through Fair Housing Planning (AFFH training by NCRC/HUD)

Experience Summary

Mr. Ardis is a seasoned and well accomplished planner and project manager for the firm with experience developing AIs for several jurisdictions nationally including serving as a technical advisor (IDIS, ECon Suite and HUD policies and procedures) to several entitlement cities. He has been the former Planning Director for the Cities of San Leandro and Imperial Beach. As the Firm's Senior Program Manager, Mr. Ardis is responsible for all aspects of developing long-range HUD and State planning documents including data research and analysis.

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