

**THE HOUSING AUTHORITY
OF THE CITY OF AUSTIN**



BOARD OF COMMISSIONERS

Chairperson - Carl S. Richie, Jr.

Vice-Chairperson - Charles Bailey

2nd Vice-Chairperson - Mary Apostolou

Commissioner - Dr. Tyra Duncan-Hall

Commissioner - Edwina Carrington

Michael G. Gerber, President & CEO

BOARD OF COMMISSIONERS

Regular Meeting

Wednesday, December 18, 2024

9:00 AM

HACA Central Office, 1124 S. Interstate Highway 35

To join via Zoom: <https://us06web.zoom.us/j/89858873902> Meeting ID: 898

5887 3902

Austin, TX

**PUBLIC NOTICE OF A MEETING
TAKE NOTICE OF A BOARD OF COMMISSIONERS
REGULAR BOARD MEETING
OF THE HOUSING AUTHORITY OF THE CITY OF AUSTIN**

**TO BE HELD AT
HACA Central Office, 1124 S. Interstate Highway 35
To join via Zoom: <https://us06web.zoom.us/j/89858873902> Meeting ID: 898 5887 3902
Austin, TX
(512.477.4488)**

**Wednesday, December 18, 2024
9:00 AM**

CALL TO ORDER, ROLL CALL

CERTIFICATION OF QUORUM

Pledge of Allegiance

Public Communication (Note: There will be a three-minute time limitation)

Citywide Advisory Board Update

CONSENT AGENDA

Items on the Consent Agenda may be removed at the request of any Commissioner and considered at another appropriate time on this agenda. Placement on the Consent Agenda does not limit the possibility of any presentation, discussion, or action at this meeting. Under no circumstances does the Consent Agenda alter any requirements under Chapter 551 of the Texas Government Code, Texas Open Meetings Act.

CONSENT ITEMS

1. Presentation, Discussion, and Possible Action regarding the Approval of the Board Minutes Summary for the Board Meeting held on November 21, 2024

ACTION ITEMS

2. Presentation, Discussion, and Possible Action Regarding Resolution No. 02872: Approval to Select and Contract with Connective Agency for HACA Rebranding and Website Redesign Services
3. Presentation, Discussion, and Possible Action Regarding Resolution No. 02873: Approval of a Contract to JG ArcoIris Painting Contractors, LLC for Exterior Renovation and Painting for Pathways at Booker T. Washington Terraces
4. Presentation, Discussion, and Possible Action Regarding Resolution No. 02874: Approval to negotiate a Contract for the purchase of office furniture for the 1st phase of the HACA headquarters building renovations
5. Presentation, Discussion, and Possible Action Regarding Resolution No. 02875: Ratification of approval to purchase three heavy duty service trucks, seven midsize trucks, and two sedans

EXECUTIVE SESSION

The Board may go into Executive Session (close its meeting to the public) Pursuant to:

- a. 551.071, Texas Gov't Code, consultations with Attorney regarding legal advice, pending or contemplated litigation; or a settlement offer;
- b. 551.072, Texas Gov't Code, discussion about the purchase, exchange, lease or value of real property;
- c. 551.074, Texas Gov't Code, discuss the appointment, employment, evaluation, reassignment, duties, discipline, or dismissal of a public officer or employee; or to hear a complaint or charge against an officer or employee.
- d. 551.087, Texas Gov't Code, discuss certain economic development negotiations.

OPEN SESSION

If there is an Executive Session, the Board will return to Open Session for discussion, consideration and possible action of matters discussed in Executive Session.

REPORTS - The Board will receive program updates from the President/CEO and other senior staff.

ADJOURNMENT

"Pursuant to 30.06, Penal Code, (trespass by holder of license with a concealed handgun), a person licensed under Subchapter H, Chapter 411, Government Code (handgun licensing law), may not attend this meeting with a concealed handgun."

"Pursuant to 30.07, Penal Code (trespass by holder of license with an openly carried handgun), a person licensed under Subchapter H, Chapter 411, Government Code (handgun licensing law), may not attend this meeting with a handgun that is carried openly."

"En virtud del 30.06, Código Penal, (traspaso titular de licencia con una pistola), una persona bajo el subcapítulo H, capítulo 411, código de gobierno (Ley de licencia de arma o pistola), no se permiten en este reunión con una arma o pistola.

"En virtud de 30.07, Código Penal (prevaricación por titular de la licencia con un arma o pistola abiertamente llevado), una persona bajo el subcapítulo H, capítulo 411, código de gobierno (Ley de licencia de arma o pistola), no se permiten en esta reunión con un arma o pistola que lleva abiertamente.

*The Housing Authority of the City of Austin (HACA) Board of Commissioners reserves the right to discuss and consider items out of order on the agenda on an as needed basis.

The Housing Authority of the City of Austin is committed to compliance with the Americans with Disability Act. Reasonable modifications and equal access to the communications will be provided upon request. Meeting locations are planned with wheelchair access. If requiring Sign Language Interpreters or alternative formats, please give notice at least 2 days (48 hours) before the meeting date. Please call Nidia Hiroms at HACA at 512.477.4488, for additional information; TTY users route through Relay Texas at 711. For more information on HACA, please contact Nidia Hiroms at 512.477.4488 x 2104.

HOUSING AUTHORITY OF THE CITY OF AUSTIN

BOARD ACTION REQUEST

EXECUTIVE

ITEM NO. 1.

MEETING DATE: December 18, 2024

STAFF CONTACT: Michael Gerber, President & CEO

ITEM TITLE: Presentation, Discussion, and Possible Action regarding the Approval of the Board Minutes Summary for the Board Meeting held on November 21, 2024

BUDGETED ITEM: N/A

TOTAL COST: N/A

ACTION

The Board is being asked to review and approve the Board Minutes Summary for the Board Meeting held on November 21, 2024.

ATTACHMENTS:

- ▣ **20241121 HACA Minutes**

**THE HOUSING AUTHORITY OF THE CITY OF AUSTIN
BOARD OF COMMISSIONERS
REGULAR BOARD MEETING**

November 21, 2024

SUMMARY OF MINUTES

THE HOUSING AUTHORITY OF THE CITY OF AUSTIN (HACA) BOARD OF COMMISSIONERS REGULAR BOARD MEETING NOTICE WAS POSTED FOR 12:00 PM ON THURSDAY, NOVEMBER 21, 2024, AND WAS HELD AT THE HACA CENTRAL OFFICE, 1124 S. INTERSTATE HIGHWAY 35 AUSTIN, TX AND VIRTUALLY

CALL TO ORDER, ROLL CALL, CERTIFICATION OF QUORUM

Mary Apostolou, HACA 2nd Vice-Chairperson called the Board of Commissioners Regular Board Meeting of the Housing Authority of the City of Austin, of November 21, 2024, to order at 12:12 pm. The meeting was held at the HACA Central Office, 1124 S. Interstate Highway 35, Austin, TX and virtually

Roll call certified a quorum was present on the call.

MEMBERS PRESENT:

Carl S. Richie, Jr., Chairperson – Arrived at 12:40 pm
Chuck Bailey, Vice-Chairperson – via Zoom
Mary Apostolou, 2nd Vice-Chairperson
Edwina Carrington, Commissioner
Dr. Tyra Duncan-Hall, Commissioner

MEMBER(S) ABSENT:

ALSO IN ATTENDANCE:

Lauren Aldredge, Cokinos Law Firm

STAFF PRESENT:

Barbara Chen, Jorge Vazquez, Kelly Crawford, Laura Bodai, Leilani Lim-Villegas, Michael Gerber, Michael Roth, Nidia Hiroms, Sylvia Calderon

PUBLIC COMMUNICATION - (3 minute time limit)

Public communication was opened during each item on the agenda. No one provided any additional communication during any of the items.

- Zenobia Joseph requested the moratorium on Belveron be more transparent.

CITYWIDE ADVISORY BOARD (CWAB) – Lupe Garcia, CWAB President, reported that the November CWAB Meeting was held on Tuesday, November 12. •**Michael Gerber**, HACA President & CEO wished everyone a Happy Veterans Day. He thanked all of our veterans for their service to protect our country. •**Mike** announced that HACA is partnering with Ruba Roa and the Ladies of Charity to provide 300 holiday gift bags to the elderly and disabled residents at family properties living at Meadowbrook, Booker T. Washington, Thurmond Heights and Georgian Manor. •**Mike** reported that there is progress at Rosewood Courts construction. Once it is safe, time to tour the grounds will be scheduled. •**Michael Roth**, HACA Vice President of Pathways of Asset Management, reminded everyone about fire safety awareness month and to be mindful about candles, charcoal grills, and unattended stoves. •**Michael Roth** reported that 360 residents have enrolled and paid rent through Rent Café. •**Leilani Lim-Villegas**, HACA Senior Director of Community Development, announced that the Austin Apartment Association Thanksgiving Bag Distribution is scheduled for Friday, November 15th at Coronado. •**Leilani** announced that the results of the Resident Council Election will be published in the One Voice. •Ballet Austin has awarded IMOMS with 30 tickets to the Nutcracker. •**Abby Bettini**, HACA Youth Services, reported that 32 PBRA residents are earning escrow. •Introduction to **Madeline Sonntag**, Chalmers East ROSS Service Coordinator. •**Murphy Roland**, HACA Workforce Development Manager, announced Launching the Safety Good Neighbor Ambassador program. Volunteer stipends will be available where residents can earn \$200 month to increase safety and security initiatives on property in collaboration with Amanda Curry, HACA Security Coordinator. •**Borami Lee**, HACA Health & Wellness Manager, announced a 6-week diabetes class at Santa Rita and Bouldin Oaks, in partnership with Austin Public Health. More vaccine clinics on property to provide flu, Covid, and shingles immunizations. •**Daniel Ruiz**, Homeownership, announced the Financial Journey classes provided by Chase Bank are resuming and the next subject is about credit, which is the most popular class. The next class in on Wednesday November 20th at 6:00 PM at Chalmers and virtually for first time homebuyers.

CONSENT ITEMS

APPROVAL OF THE FOLLOWING ITEMS PRESENTED IN THE BOARD MATERIALS

ITEM 1: Presentation, Discussion, and Possible Action regarding the Approval of the Board Minutes Summary for the Board Meeting held on October 17, 2024

Commissioner Carrington moved the Approval of the Board Minutes Summary for the Board Meeting held on October 17, 2024. **Commissioner Duncan-Hall** seconded the motion. The motion Passed (4-Ayes and 0-Nays).

ITEM 2: Presentation, Discussion, and Possible Action regarding Resolution No. 02867: to adopt the Board of Commissioners Meeting Schedule for the 2025 calendar year

Per the HACA Bylaws, each year the Board of Commissioners is to adopt by resolution, a meeting schedule for the following year. This schedule is to be posted and given to the City Clerk's office and posted on the HACA's website and all HACA property management community bulletin boards.

Regular Board meetings are generally scheduled on the 3rd Thursday of each month to be held at the Central Office or at various housing development sites. The Board of Commissioners may reschedule a meeting date/time to ensure a quorum is met or to address an urgent matter on an "as needed basis."

The 2025 HACA Board of Commissioners Meeting Schedule is as follows:

- Thursday, January 16
- Thursday, February 20
- Thursday, March 20 (Annual)
- Thursday, April 17
- Thursday, May 15
- Thursday, June 19 (Optional)
- Thursday, July 17
- Thursday, August 21
- Thursday, September 18
- Thursday, October 16 (Optional)
- Thursday, November 20
- Thursday, December 18

Commissioner Duncan-Hall moved the Approval Resolution No. 02867: to adopt the Board of Commissioners Meeting Schedule for the 2025 calendar year. **Commissioner Carrington** seconded the motion. The motion Passed (4-Ayes and 0-Nays).

ACTION ITEMS

APPROVAL OF THE FOLLOWING ITEMS PRESENTED IN THE BOARD MATERIALS

ITEM 3: Presentation, Discussion and Possible Action Regarding Resolution No. 02868: Approval of Revisions to the Housing Choice Voucher Administrative Plan

The Housing Choice Voucher (HCV) program's Administrative Plan is required by HUD. The purpose of the Administrative Plan is to establish policies for carrying out the programs in a manner consistent with HUD requirements and local goals and objectives contained in HACA's agency plan. The Administrative Plan is a supporting document to HACA's agency plan, and is available for public review as required by CFR 24 Part 903. The HACA Board of Commissioners must approve the original policy and any subsequent changes to comply with HUD regulations.

The following summarizes the proposed changes to the HCV Administrative Plan.

Summary of Changes

The Housing Opportunity through Modernization Act of 2016 (HOTMA) was signed into law on July 29, 2016. HOTMA makes numerous amendments to Sections 3, 8, and 16 of the United States Housing Act of 1937 (1937 Act), including significant changes to income calculation, net family assets, and income reviews. HUD finalized HOTMA rulemaking in 2023 to put Sections 102, 103, and 104 into effect through revisions to HUD's regulations found in 24 CFR Part 5 and 24 CFR Part 891. On September 18, 2024, HUD announced that PHAs will not be required to comply with HOTMA Section 102 and 104 income and assets provisions by January 1, 2025. These income and asset provisions and the new inspection requirements require access to new HOTMA-compliant HUD-50058 forms in the Housing Information Portal (HIP), which has yet to be released by HUD.

The proposed changes to the HCV Administrative Plan do not require the HUD HIP system and will help streamline processes. Other changes include required or optional changes for the Mainstream Voucher Program and updates to the Project-base Voucher program.

Eligibility

Added policy based on Notice PIH 2017-08 regarding VASH voucher, and if a veteran is the perpetrator of domestic violence, the victim is eligible to receive a regular HCV voucher.

Revised definition of foster children and foster adults.

Updated Consent to Release of Information policy to include the family's right to revoke consent to collect information relevant to the family's income and added HACA's policy to deny admissions or terminate assistance if the family revokes consent.

Selection from the Wait List

Changed policy as approved per Notice PIH 2024-30 to allow for a separate Mainstream Voucher waitlist. Moved Mainstream tenant selection policy to Chapter 19.

Changed PBV waitlist policy to state that HACA will use separate waiting lists for PBV units in individual projects or buildings (or for sets of such units).

Updated policy to apply increases in Payment Standards at the next annual reexamination or interim as required with HOTMA. Payment Standards at the next annual reexamination or interim and updated briefing requirements as required with HOTMA.

Verification Requirements

Added Safe Harbor verification method as allowed per HOTMA to streamline the verification process.

Revised policy as allowed per HOTMA to streamline verification processes by allowing verification documents to be dated up to 120 days (rather than 60 days as currently required) and fixed income statements allowed if received within the same benefit year.

Updated Verification Hierarchy Requirements based on recent HUD notices.

Revised SSN policy as allowed per HUD Streamlining Notice PIH 2023-27, which allows PHAs to accept other documents if unable to obtain an SSN card from the applicant to include the applicant's self-certification of SSN plus one third-party document.

Revised Zero income policy as allowed per HOTMA to accept self-certification of zero income.

Updated reasonable child expense language

Housing Quality Standards

Added information regarding NSPIRE extension date until October 1, 2025 except for carbon monoxide detectors and smoke alarm requirements.

Added carbon monoxide detectors and smoke alarm requirements.

Project- Based Vouchers

Removed Bungalows at Century Park and Candlewood Suites Hotel Conversion Project at Pecan Park as the City notified HACA they no longer needed the project-based vouchers and would utilize the local voucher program instead.

Add tenant selection criteria for newly allocated vouchers and updated allocated vouchers based on the 2024 new allocation of project-based vouchers.

Added tenant briefing requirements per HOTMA

Revised Overcrowded, under-occupied and accessible unit policy per HOTMA

Mainstream Voucher Program

Updated Mainstream Voucher policy per Notice PIH 2024-30 as follows:

- Established Separate Mainstream Voucher wait list
- Added policy regarding referral preference from partner agencies and moved non-elderly disabled homeless policy from Chapter 4 to Chapter 19
- Added mandatory 120-day voucher term file, cable extension policy, and no residency preference policy.

Proposed changes to the Housing Choice Voucher (HCV) Administrative Plan went out for public comment for 45 days beginning on September 23, 2024, through November 5, 2024. No comments were received.

HACA held a public hearing and presentation to the Housing Choice Voucher Advisory Board on October 3, 2024, with one attending in person and six attending via zoom. Presentations were conducted on the changes to the HCV Administrative Plan and the PHA Annual and Five-Year Plans.

During the presentation, the participant asked questions to further their understanding of the items discussed. However, no comments on proposed changes were provided. Participants were advised of the deadline and manner in which they should provide public comments if they chose to do so after the presentation.

Staff asked the Board of Commissioners to approve revisions to the HACA's Housing Choice Voucher Administrative Plan. Once approved and adopted, the proposed revisions will go into effect.

Commissioner Carrington moved the Approval of Resolution No. 02868: Approval of Revisions to the Housing Choice Voucher Administrative Plan. **Commissioner Duncan-Hall** seconded the motion. The motion Passed (4-Ayes and 0-Nays).

CHAIRPERSON RICHIE ARRIVED AT 12:40 PM

ITEM 4: Presentation, Discussion and Possible Action Regarding Resolution No. 02869: Approval to Submit the 2025 Public Housing Authority (PHA) Annual Plan and 2025-2029 Five Year Plan to the U.S. Department of Housing and Urban Development

The Five-Year and Annual PHA Plans provide a ready source for interested parties to locate basic housing authority policies, rules and requirements concerning its operations, programs, and services, including changes to these policies. They also inform HUD, families served by the PHA, and members of the public of the PHA's mission, goals and objectives for serving the needs of low-income, very low-income, and extremely low-income families. PHAs with no public housing, such as HACA, that administer only Housing Choice Voucher (HCV) programs utilize Form HUD-50075-HCV and HUD-50075-5Y to submit changes to its PHA Plans.

The Draft 2025 PHA Annual Plan incorporates proposed changes to the Housing Choice Voucher Administrative Plan along with the agency's 2025-2029 Five-Year Goals and Objectives.

A 45-day public comment period commencing at 8:00 a.m. on Friday, September 20, 2024 and concluding at 5:00 p.m. on Monday, November 4, 2024 was held to solicit comments regarding the 2025 Public Housing Authority (PHA) Annual Plan and the 2025-2029 Five-Year Plan. Notices regarding the announcement of the public comment period for these plans were sent to various community organizations, posted on the HACA website, and advertised in the Austin American Statesman, The Villager, and La Prensa. Notice letters of the Draft 2025 PHA Annual Plan were sent to the Austin Tenants' Council, the City of Austin's Housing Department, Adapt of Texas, ECHO, and Texas RioGrande Legal Aid, along with other interested community leaders and stakeholders. Additionally, a public hearing was held on October 3, 2024.

No written comments were received.

Staff asked the Board of Commissioners to approve, adopt and submit the 2025 PHA Annual Plan and the 2025-2029 Five-Year Plan to the U.S. Department of Housing and Urban Development.

- **Zenobia Joseph testified against approving the Plan as is.**

2nd Vice-Chairperson Apostolou moved the Approval of Resolution No. 02869: Approval to Submit the 2025 Public Housing Authority (PHA) Annual Plan and 2025-2029 Five Year Plan to the U.S. Department of Housing and Urban Development. **Commissioner Carrington** seconded the motion. The motion Passed (5-Ayes and 0-Nays).

ITEM 5: Presentation, Discussion, and Possible Action regarding Resolution No. 02871: Approval of the Property Budgets for Calendar Year 2025 for Pathways at Goodrich Place and Pathways at Chalmers Courts South, East and West

Pathways at Goodrich Place (Goodrich) and Pathways at Chalmers South, East and West (Chalmers) are managed by Carleton Management Services (CMS), an affiliate of our development partner at Chalmers and Rosewood. CMS prepared operating and capital budgets for each property for calendar year 2025. Those budgets have been reviewed and modified by HACA staff and were presented to the Board for approval.

2nd Vice-Chairperson Apostolou moved the Approval of Resolution No. 02871: Approval of the Property Budgets for Calendar Year 2025 for Pathways at Goodrich Place and Pathways at Chalmers Courts South, East and West. **Commissioner Duncan-Hall** seconded the motion. The motion Passed (5-Ayes and 0-Nays).

EXECUTIVE SESSION

The Board recessed into Executive Session at 1:10 pm. The Board returned to Open Meeting at 2:35 pm. No action was taken.

ITEM 6: Presentation, Discussion, and Possible Action regarding Resolution No. 02866: Awarding a contract for an AI Customer Service System to RespondIT AI via Perikin Enterprises, LLC

The Board is asked to approve the award of an annual contract for AI Customer Service System to RespondIT AI via Perikin Enterprises, LLC.

The purpose of this contract is to develop a state-of-the-art artificial intelligence-powered phone agent designed to enhance the customer service experience, deliver comprehensive caller insights, reduce employee turnover rates, and lower overall service costs. By leveraging advanced AI technologies, the phone agent will provide efficient and personalized interactions, enable data-driven decision-making through detailed analytics, and automate routine tasks, allowing our staff to focus on those special cases that need additional attention. This initiative aims to not only improve customer satisfaction but also to create a more supportive

work environment for employees, thereby contributing to the organization's strategic goals of fostering exceptional customer service and organizational efficiency.

On October 1st, 2024, the Housing Authority of the City of Austin (HACA) issued a Request for Quotes (RFQ) to potential vendors. This RFQ outlined the specific requirements, scope of work, and evaluation criteria necessary for selecting a suitable provider.

To effectively meet this initiative, HACA recommended partnering with Perikin Enterprises, LLC., a GSA Multiple Award Schedule (MAS) reseller, which authorizes us to provide solutions under the GSA framework. Perikin Enterprises has a successful track record in creating customer service solutions for another large housing authority in Texas. The PHA has had positive results in improving the customer experience and enhancing efficiency for its workforce.

Staff's recommendation was to approve the contract to Perikin Enterprises, LLC., in the amount of \$101,448.00 per year, with a one-time implementation fee of \$19,868.34.

Commissioner Carrington moved the Approval of Resolution No. 02866: Awarding a contract for an AI Customer Service System to RespondIT AI via Perikin Enterprises, LLC. in the amount of \$101,448.00 per year, with a one-time implementation fee of \$19,868.34 **2nd Vice-Chairperson Apostolou** seconded the motion. The motion Passed (5-Ayes and 0-Nays).

ITEM 7: Presentation, Discussion, and Possible Action regarding Resolution No. 02870: Approval to award contract(s) for a total not to exceed \$300,000 for landscaping and erosion control services for HACA Central Headquarters

HACA solicited the services of Ecoland Design Group Architects to assist in developing and prepare schematic and construction documents to address the priority, trouble, and opportunity areas around the HACA building that can be addressed through the much needed landscape upgrades.

Using the proposed design, Ecoland Design Group, with solicit quotes from qualified vendors for the different elements; such as erosion control, build planter walls, bed preparation, irrigation and the planting of the recommended vegetation.

Staff recommended accepting the landscaping design from Ecoland Design Group in an amount not to exceed \$300,000 to various qualified vendors to address erosion control and landscaping renovations of HACA'S headquarters at 1124 S. IH 35.

2nd Vice-Chairperson Apostolou moved the Approval of Resolution No. 02870: Approval to award contract(s) for erosion control and landscaping services for HACA Central Headquarters Group in an amount not to exceed \$300,000 to various qualified vendors. **Commissioner Carrington** seconded the motion. The motion Passed (5-Ayes and 0-Nays).

REPORTS

- **Mr. Gerber** announced that the next Board Meeting will be December 18th at 9 am.
- **Mr. Gerber** gave an update on Santa Rita Courts.
- **Mr. Gerber** announced that HACA is in a position to donate \$5,000 to a few charities this year. He asked that the Commissioners share names of any organizations that they would like to donate to.

2nd Vice-Chairperson Apostolou moved to adjourn the meeting. **Commissioner Duncan-Hall** seconded the motion. The motion Passed (5-Ayes and 0-Nays).

The meeting adjourned at 2:55 pm.

Michael G. Gerber, Secretary

Chairperson

HOUSING AUTHORITY OF THE CITY OF AUSTIN

BOARD ACTION REQUEST

RESOLUTION NO. 02872

EXECUTIVE

ITEM NO. 2.

MEETING DATE: December 18, 2024

STAFF CONTACT: Sylvia C. Blanco, Chief Operating Officer

ITEM TITLE: Presentation, Discussion, and Possible Action Regarding Resolution No. 02872: Approval to Select and Contract with Connective Agency for HACA Rebranding and Website Redesign Services

BUDGETED ITEM: Yes

TOTAL COST: \$85,400

ACTION

The Board is being asked to approve and adopt Resolution No. 02872 authorizing HACA to enter into a contract with Connective Agency for comprehensive rebranding and website redesign services in the amount of \$85,400.00.

SUMMARY

Background:

As part of HACA's Strategic Plan, the agency seeks to strengthen its public presence and deepen its connection with the communities it serves. A key goal is to develop a refreshed, contemporary brand identity that resonates with our residents, voucher holders, landlords, partners, and the broader Austin community. With Austin's growth and changing demographics, it is essential that HACA's communications be accessible, culturally responsive, and user-friendly.

In alignment with these objectives, HACA intends to undertake a complete rebranding and website redesign effort. The new brand will embody HACA's commitment to providing quality housing opportunities and support services, while the redesigned website will function as a dynamic resource hub—offering easily navigable content, mobile-responsive tools, translated materials, mapping features, and improved accessibility. By doing so, we aim to simplify processes for applicants, residents and voucher holders, enhance outreach to landlords and community stakeholders, and reinforce HACA's value, impact, and identity.

Ultimately, this initiative will enable HACA to more effectively communicate its mission and engage with all who rely on its services.

Process:

On July 3, 2024, HACA issued a Request for Proposals (RFP) seeking firms with demonstrated expertise in

brand development and/or website creation. The RFP was widely advertised, including in the Austin American-Statesman and on HACA's website. Proposals were due by August 9, 2024, at 3:00 p.m., and HACA received a total of 30 submissions.

HACA assembled a cross-departmental evaluation committee to thoroughly review and score each proposal. The three top-scoring finalists were invited to present their proposals to HACA's executive leadership team. After careful consideration, HACA selected Connective Agency, recognizing their extensive experience with public agencies, proven track record in rebranding efforts, and ability to produce ADA-compliant, multilingual, and mobile-optimized websites. Their prior work with mission-driven organizations, like DHA, CMHA, and Opportunity Home San Antonio, illustrated their capacity to deliver compelling brand identities and high-quality digital experiences.

Proposed Timeline:

- **Discovery (6 weeks):** Conduct stakeholder interviews, focus groups, and market research to understand HACA's unique attributes and user needs.
- **Planning (2 weeks):** Establish messaging frameworks, audience journey maps, sitemaps, technical requirements, and core brand elements.
- **Brand Development (10 weeks):** Create a cohesive visual identity—logo, fonts, color palettes—along with brand guidelines, and train staff on brand application.
- **Web Design, Content, and Development (5-6 months):** Produce wireframes, develop and organize content, include multilingual resources, integrate mapping and analytics tools, ensure ADA compliance, and build a responsive, mobile-optimized website.

Staff Recommendation:

Staff recommends that the Board of Commissioners approve Resolution No. 02872, authorizing HACA to contract with Connective Agency for the rebranding and website redesign services. The total recommended contract amount is \$85,400.00.

ATTACHMENTS:

- ▣ **Estimated Scope of Work**
- ▣ **Proposal**

RESOLUTION NO. 02872

WHEREAS, the Housing Authority of the City of Austin seeks to enhance its public presence and improve stakeholder engagement in support of its Strategic Plan;

WHEREAS, HACA released a Request for Proposals (RFP) to solicit needed services; RFP submissions were solicited, reviewed and scored by HACA staff, with Connective Agency earning the highest score;

WHEREAS, HACA recommends accepting the proposal from, and awarding a contract to, Connective Agency for rebranding and website redesign services in the amount of \$85,400.

NOW, THEREFORE, IT IS HEREBY RESOLVED that HACA's Board of Commissioners accepts Connective Agency's proposal and authorizes HACA's President and CEO to enter into a contract with Connective Agency for rebranding and website redesign services in the amount of \$85,400.00.

PASSED, APPROVED AND ADOPTED this 18th day of December 2024.

Michael G. Gerber, Secretary

Carl S. Richie, Jr., Chairperson

Estimated Scope of Work

(bill rate = \$130/hour)

Milestone	Deliverables	Timing + Hours	Investment
Discovery	<ul style="list-style-type: none"> Branding + Messaging Review Website Audit Stakeholder Interviews (8-10 interviews)  In-person Discovery analysis + Messaging Workshop 	6 Weeks (64 hours)	\$8,320
Planning	<ul style="list-style-type: none"> Brand Development Project Plan Website Technical Requirements + Plan 	2 Weeks (20 hours)	\$2,600
Brand Development	<ul style="list-style-type: none"> Message Architecture Initial Concepts (3 rounds of revisions) Final Brand ID + Deliverables: brand standards guide, business card design, electronic letterhead design + PowerPoint template  In-person Logo Review 	10 Weeks (112 hours)	\$14,560
Website Maintenance & Expenses	<ul style="list-style-type: none"> Monthly Website Audits for Core and Plugin Updates Update Installation and Testing as Needed Security Scans Data Back-up Expenses: plug-ins, hosting, SSL certificate, Google Maps API 	Annual Fee	\$4,020
Website Design, Content & Development	<ul style="list-style-type: none"> Sitemap Wireframes Copywriting Device Responsive UX / Creative / Design Front-end WordPress Development Content Management System Development Testing AA ADA Compliancy On-site SEO Google Analytics / Google Translate / Google Maps Quality Assurance 301 Redirects Launch CMS Guide + Training Chatbot (Zendesk)  In-person Website Creative Review 	5-6 Months (430 hours)	\$55,900
Total Investment =		626 hours	\$85,400

The website estimate is based on creating an entirely new site with fresh branding, content, and basic integrations w/ Google Maps, Google Translate, Google Analytics. This scope of work is subject to change should there be additional functionality requirements discovered in the website technical requirements planning process. For additional in-person visits, CONNECTIVE will share one half of the travel cost because the agency conducts other business in Austin. One half of the shared cost is estimated at \$750 per visit.

Housing Authority of the City of Austin

RFP Submittal: HACA-24-P-0253
Rebranding & Website Design Services

Table of Contents

1. Cover Letter
2. Qualifications, Experience, and Past Performance
3. Approach – Branding & Website
4. Estimated Scope of Work
5. Certifications & Forms

Delivered on August 9, 2024 by:



Hello, from the CONNECTIVE Agency team!

Dear Gary,

Our team is excited about the possibility of partnering with you and your team on both scopes of work—to modernize the agency’s brand and website. HACA has a strong mission, vision, and set of commitments that we would love to help you communicate in a more engaging way. We are submitting our proposal to deliver an integrated branding and website project for you.

We have had the privilege of serving as the Dallas Housing Authority’s (DHA’s) marketing and communications partner since 2017. That partnership began with the development of a new brand identity and website for the Public Housing Authority that more clearly communicates the agency’s vision for the communities it serves. This partnership has continued for the past seven years, and we have supported DHA with communicating across all its audiences including Housing Choice Voucher clients, Public Housing residents, landlords, developers, its board of commissioners, city council, HUD, and the North Texas community at large.

More details about our partnership with DHA and other relevant clients are shared in the Qualifications, Experience, and Past Performance section.

CONNECTIVE Agency is a Texas-based, MWBE company that has been in business for more than 10 years. We help organizations

create authentic connections to build their brand. We’re a team of passionate strategists, planners, writers, designers, analysts, developers, producers, and brand architects. We’re a full-service integrated marketing and communications team that does everything in-house from research, strategy & planning to brand creation, and web design & development.

One of the key benefits of partnering with us is that you get customized solutions from a dedicated team that will collaborate with you every step of the way from day one.

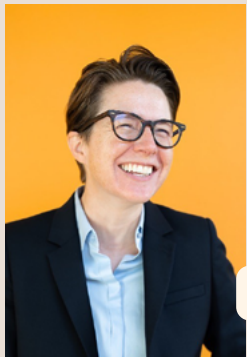
We excel at branding and website assignments since they are so intrinsically linked. What we learn about your organization, culture, processes, and constituents through the branding process is thoughtfully applied to the work we do in mapping out your website.

Our designers and developers are experts in crafting websites that are ADA compliant, inclusive, mobile responsive, and have clear audience journeys.

We are energized by partnerships with organizations like HACA that make an impact on the community as evidenced by our work with the Texas Education Agency’s Teachers Incentive Allotment Program and Legal Aid of Northwest Texas.

Your Team

The team we've assembled to lead the branding and website work for HACA has worked together on all the branding and website projects we share in the Qualifications, Experience, and Past Performance section.



Whitney McAnallen,
Executive Vice President

Team Captain

[in](#) View Whitney's LinkedIn Profile

Strategy, technology, and communications have always been integral to Whitney's high performance. She's worked on the design and development of new websites, video series, and complex marketing and communications campaigns.

Whitney loves working alongside leaders to strategize and execute marketing and communications plans that are aligned with their organization's goals. By digging into data and research, she's able to develop strategies that build brand awareness and grow businesses. She's also a compassionate and patient leader who cultivates authentic relationships with business partners and teammates alike.

Whitney began her career as a video editor for an ABC News affiliate, and later spent time working for Apple Inc. before she launched a Dallas-based small business providing curatorial services to clients across the country. With a passion for helping others, Whitney also spent seven years at a Title I public school district where she gained experience leading district-wide communications and marketing campaigns.

She earned a Bachelor of Arts in art and performance from the University of Texas at Dallas and a master's in educational leadership and administration from the University of Texas at Tyler. Whitney enjoys spending time with her family, traveling, going to concerts, visiting art exhibits, and exploring the great outdoors!

Whitney is executive vice president of CONNECTIVE Agency. Her strategic leadership and entrepreneurial mindset are invaluable to clients seeking original and meaningful solutions and a simple yet effective path to achieving their goals.

Her technical savvy and strengths in customer service, communication, problem-solving, and project management ensure projects — no matter how large or small — are executed with the highest standards of quality and efficiency.

As a former educator, Whitney has seen first-hand how housing and food insecurity affects children and creates barriers to their academic achievement. This is, in part, why Whitney joined CONNECTIVE Agency to co-lead the DHA account seven years ago.



Jacqueline Chen Valencia,
Managing Partner

Team Co-captain

[in View Jacqueline’s LinkedIn Profile](#)

Jacqueline is a managing partner of CONNECTIVE Agency, responsible for the agency’s client relationships and attracting talent. She also helps lead research/insights, strategy development, and program delivery/execution. She loves communications that help generate business results and has expertise across internal, external, and digital communications.

Jacqueline has served as the co-captain for the DHA account for the past seven years in partnership with Whitney and believes that affordable housing and supportive services are a critical element of any healthy economy and community.

Jacqueline’s passion is identifying communications solutions to organizational challenges and enabling companies to capitalize on market opportunities, regardless of industry. She loves to learn about all types of organizations and help them connect with their employees, customers, and communities.

She works with clients across industries including health care, technology, manufacturing, municipalities, government agencies, and nonprofits. Clients value her experience with integrated marketing/communications, branding, public relations, issues management, research, and writing.

She sees CONNECTIVE as a special place where brilliant people get to do meaningful work for clients who are making the world better, each in their own way. Jacqueline believes the most

rewarding part of her career is creating a space that empowers teammates to learn and grow while doing great work for clients who truly help their organizations create an impact in the communities they serve.

During the first decade of her career, Jacqueline worked at Ogilvy in New York, where she focused on PR, branding, and integrated marketing and working with clients across the finance, technology, consumer goods, and professional services sectors. She spent the second decade of her career as the in-house head of marketing and communications for great companies like Adecco Group (workforce solutions), Amedisys (health care) and Balfour Beatty (commercial construction).

Jacqueline has a Bachelor of Arts from the New York University College of Arts and Sciences Communications School with honors in journalism.

Outside of work, Jacqueline enjoys walking, hiking, swimming, traveling, practicing yoga, reading, and writing.



Kahla Flynn,
Vice President, Creative Solutions

Brand Design Lead

[in View Kahla’s LinkedIn Profile](#)

Kahla brings words and ideas to life through the beautiful brands she creates for CONNECTIVE’s clients. From introductory meetings to monthslong collaborations with clients, Kahla gets to know each client to amplify the details that make each company unique and incorporate them into her designs.

Her creative direction and design expertise span custom branding, web design, advertising, social media, illustrations, and more. In addition to the stunning brands Kahla creates, she works side by side with CONNECTIVE's development team to design custom websites from start to finish.

Highly regarded by her peers and clients for her creativity and imagination, Kahla enjoys the challenges of telling stories through design. Kahla believes affordable housing is key to uplifting communities and is passionate about finding creative and visual solutions to better connect housing authorities with their audiences.

Her contributions for clients include rebrands and brand guidelines, websites, corporate identity materials, and custom illustrations for companies such as DHA, Teacher Incentive Allotment (TIA), Two Roads, LANWT, and more.

Kahla graduated from Texas Christian University with a Bachelor of Fine Arts in graphic design. She is also certified by the UX Design Institute.



Keith Bates,
Vice President, Digital Solutions

Website Development Lead

[in View Keith's LinkedIn Profile](#)

Keith ensures every website CONNECTIVE builds for clients offers a positive experience for its users. He's the resident full-stack web developer, with extensive experience in the WordPress platform as well as browser and device testing.

Quick to communicate and thoughtful in his approach, Keith codes, develops, and implements custom websites from start to finish to make our clients' dreams become a reality. Keith has produced a number of functional, intuitive, and engaging web designs for clients such as DHA, Housing Solutions for North Texas, Opportunity Rising, Legal Aid of Northwest Texas, the Texas Education Agency's Teacher Incentive Allotment Program, and Big Thought.

Keith believes everyone should have access to affordable housing and is proud to represent DHA for the last seven years to ensure they have a strong digital presence.

He enjoys being part of the lively atmosphere at CONNECTIVE, collaborating with the design team, and being challenged to push the envelope.

Keith has advanced capabilities with tools such as LESS/SASS, Javascript/jQuery, HTML/CSS, and PHP/MySQL as well as skills in video editing and photography.

With 20-plus years of experience, Keith has worked on multilayer websites for businesses of all sizes and across a variety of industries. He specializes in the construction of custom WordPress themes and plugins, as well as developing great user experiences for desktop, tablet, and mobile devices.













Although Keith is our technical expert, he also has a creative side, which he developed studying music performance at Northern Kentucky University. When he isn't developing a website from scratch, Keith enjoys playing the bass guitar, reading comic books, learning about astrophysics, and going stargazing with his family on clear nights. A true gadget geek, Keith also enjoys photography, robotics, and playing video games with his son.

Our team takes great pride in the work we do, the relationships we build with our clients, and the culture we've created. We are true to our core values and feel lucky that we get to do what we love with awesome people.

Our Values

- Go Deep
- Be a Great Partner
- Always Act with Integrity
- Do Good in the Community
- Create Positive Experiences

Should HACA ever need additional marketing and communications support, we wanted to share our full suite of services:

 Branding + Messaging	 Communications + PR	 Conferences + Events	 Content Lab
 Design	 Photography	 Research	 SEO + SEM
 Social Media	 Website Design + Development	 Web Maintenance + Security	 Video + Motion Graphics

Additional information about our agency and team can be explored on our website: connectiveagency.com

Our team would truly be honored to get to do this work alongside you.


If you have any questions as you consider our proposal, please don't hesitate to contact Jacqueline or Whitney.


Thank you for the opportunity to share our passion, work samples, and approach with you!

With regards,

Jacqueline Chen Valencia
Managing Partner





 469-540-1151

 jacq@connectiveagency.com

Whitney McAnallen
Executive Vice President



 214-957-7197

 whitney@connectiveagency.com

Qualifications, Experience, and Past Performance

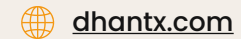
Integrated Branding & Website Projects

We believe effective branding conveys the true essence of your organization. It's where insight meets imagination. Effective branding helps your stakeholders see your organization's mission and value through impactful design.

Websites for Public Housing Authorities are important resource hubs for HCV clients, residents, and landlords. Having clear audience journeys and simplifying processes for your visitors are some of the key objectives we will work to achieve with your new website.

Our team has been entrusted to develop the brands and websites for several organizations relevant to HACA's goals.

We highlight three of these projects in detail on the following pages.



page 8



page 12

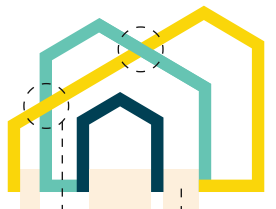


page 15

A New Day for DHA

DHA, Housing Solutions for North Texas is one of the largest public housing agencies in the country, serving the community for more than 80 years. The management team saw a need to evolve the way it was providing affordable housing solutions and wanted to be sure its culture and brand reflected this new approach and mindset.

They engaged us to help create a new brand identity that was **warm, supportive, approachable, and hopeful**. We partnered with the management team to rebrand the organization from the inside out, starting with an updated mission, vision, and core values that were embedded across the agency as a foundation first before unveiling the new vision and brand to the public.



The houses nestled together speak to the communities DHA supports and the new name of the organization better reflects the agency's reach across seven counties in North Texas beyond Dallas.

Open paths for approachability

Intertwined for support and connection

After



Before



A New Day for DHA

Bringing the Brand to Life

We had the opportunity to create fresh assets for DHA as part of its rebranding initiative, which the team embraced as a point of pride as they represent the agency in the community.

Key Deliverables

- Logo library
- Brand standards
- Business cards
- Culture book (for staff)
- Brand launch event for staff
- Electronic letterhead
- Email signature
- PPT presentation template
- Signage
- Social media assets
- Resident & scholar stories (photos and videos)



A New Day for DHA

Audience-focused communications

Once the new brand and messaging were launched, we developed a series of communications for DHA stakeholders including newsletters for residents, a focused newsletter for real estate partners, and the agency's annual report. We are proud that they have won recognition from NAHRO including "Best Newsletter" and "Best Annual Report" several years in a row.



Best Annual Report



Examples of newsletters distributed to DHA's valued real estate partners

- [Real Estate Partner Newsletter – Q1 2024](#)
- [Real Estate Partner Newsletter – Q4 2023](#)
- [Real Estate Partner Newsletter – Q2 2023](#)



Best Newsletter



A New Day for DHA

DHA's new website

We have partnered with DHA to build a new website for the agency twice – once in 2019 and again in 2024. In five years, the programs, processes, and technology had evolved significantly that it was time to revamp the agency's website again.

We are pleased that the first new site we developed for DHA served the community for more than four years and are excited about the updated audience journeys and functionality the current website provides.

Based on site traffic data, we learned that over 80% of DHA's visitors were seeking information from a mobile device, so we prioritized the mobile experience.

Quick links and helpful resources empower applicants, residents, voucher holders, and landlords to navigate program elements and processes more easily than ever before.

The website is translated into Spanish and Vietnamese and is ADA compliant.

dhanx.com

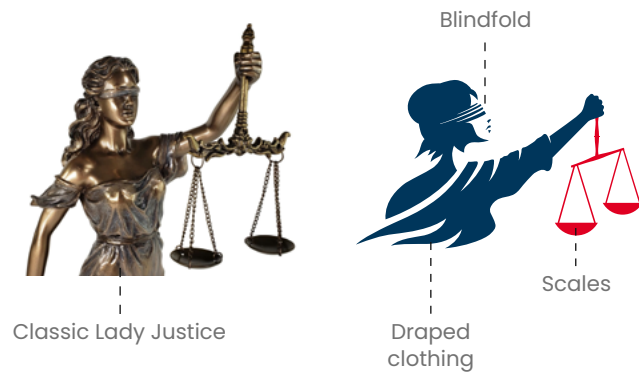


Legal Aid of NorthWest Texas Improves Access and Provides Hope

Legal Aid of NorthWest Texas (LANWT) is 70+ year old organization that promotes justice by delivering high-quality free legal services to low-income individuals and families in an area spanning 114 counties in Texas, about equal to the size of the state of Colorado.

The organization did not have a clear identity and was seeking to update its positioning and brand to better communicate across audiences.

A significant portion of LANWT’s clients are Spanish-speaking individuals so it was important that their branding clearly indicate that they provide legal services. We embraced this imagery of Lady Justice and bold colors to reinforce the focus on legal support.



After



Before



Legal Aid of NorthWest Texas

Legal Aid of NorthWest Texas Improves Access and Provides Hope

Bringing the brand to life

Our creative team developed LANWT's corporate identity materials with the new brand to provide their organization with fresh, functional tools they can leverage effectively in day-to-day communications.

Key Deliverables

- Logo library
- Brand standards
- Business cards
- Electronic letterhead
- PPT presentation template



Custom PowerPoint template



Comprehensive brand standards guide that includes text color guidelines for accessibility



Legal Aid of NorthWest Texas Improves Access and Provides Hope

LANWT's new website

For this project, the client's goals were to improve usability, accessibility, and ease of use for the complete set of LAWNT stakeholders including potential and current clients, volunteers, opposing parties and counsel, and donors.

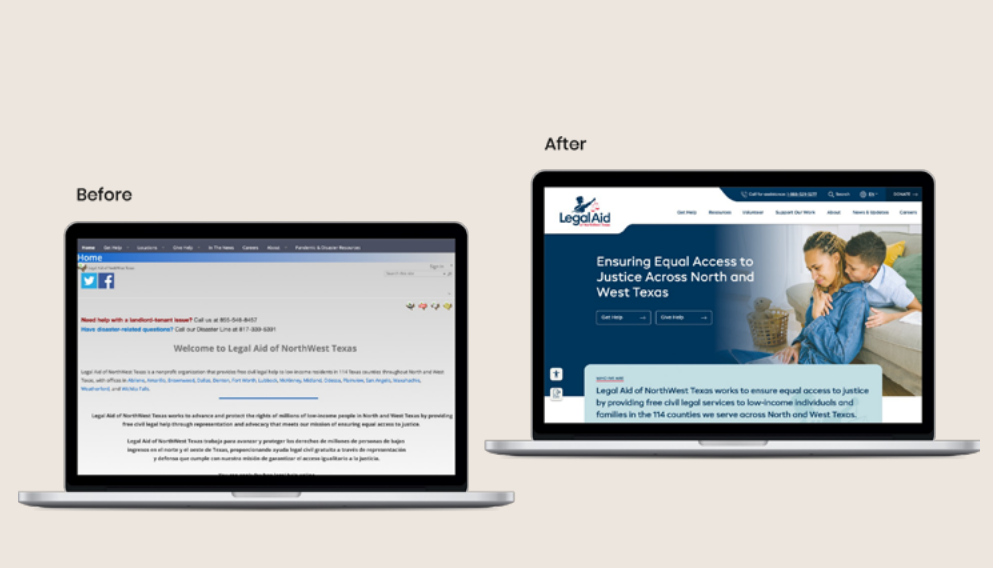
In partnership with LANWT subject matter experts, we wrote a series of helpful content for the applicant, resources, and glossary sections of the site.

The organization now can directly update the website through the content management system we built. Our digital solutions team also trained staff on how to utilize the CMS.

One of the main features of the site is a custom map tool that highlights each office location including legal clinics and other events that each branch manager has access to update directly.

The website is translated into Spanish and integrates seamlessly with LANWT's donation platform. The site was designed and developed to be ADA compliant and meets the Website Content Accessibility Guidelines (WCAG) 2.1 Level AAA.

legalaidtx.org



Two Roads Consulting Elevates its Presence

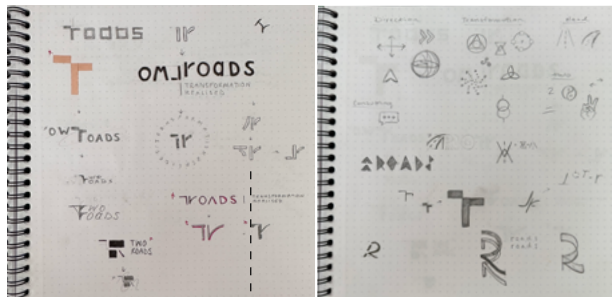
Two Roads Consulting is a management consulting firm that works with Fortune 500 companies on strategy, planning, organization, process, and technology to empower its clients to choose the right paths along their transformation journey.

The leadership team recognized that to continue growing the business and attracting top-tier clients, they needed to mature their brand presence and marketing. They turned to our team to define their market positioning, vision, mission, values, and brand strategy.

We collaborated with all of their managing partners to create a polished yet warm and inviting identity that reflects their culture and represents the story of their namesake.

Two Roads empowers its clients to choose the right paths along their transformation journey.

Two Roads — for the challenges and choices ahead.



Initial phases of a brand always begin with pen on paper

After



Before



Two Roads Consulting Elevates its Presence

Bringing the brand to life

We worked closely with the Two Roads leadership team to design their materials with a focus on clearly presenting complex ideas and information when engaging with clients and prospects.

We also helped them develop thought leadership content and case studies to provide insight into how they work and the results they deliver.

Key Deliverables

- Logo library
- Brand standards
- Business cards
- Case studies
- Electronic letterhead
- PPT presentation template
- Video series
- White papers



White papers that provide great industry insights in a compelling manner



Two Roads Consulting Elevates its Presence

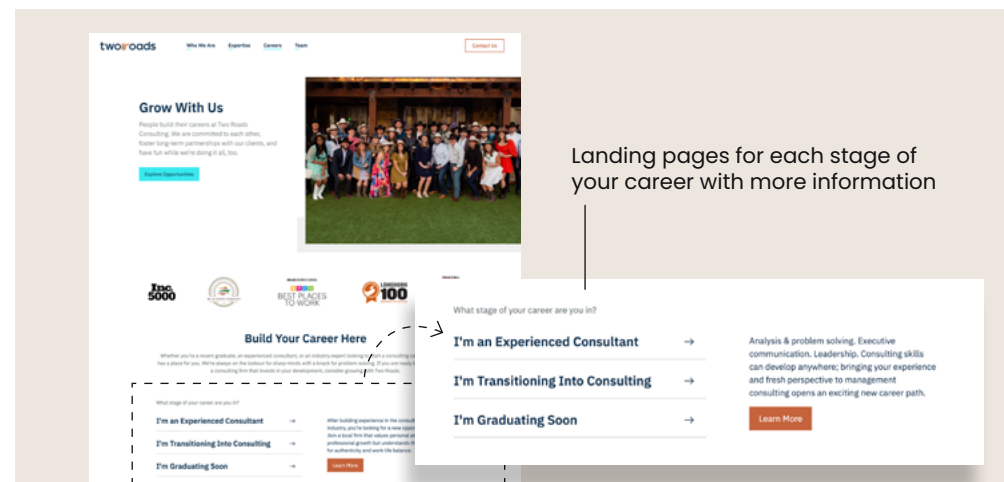
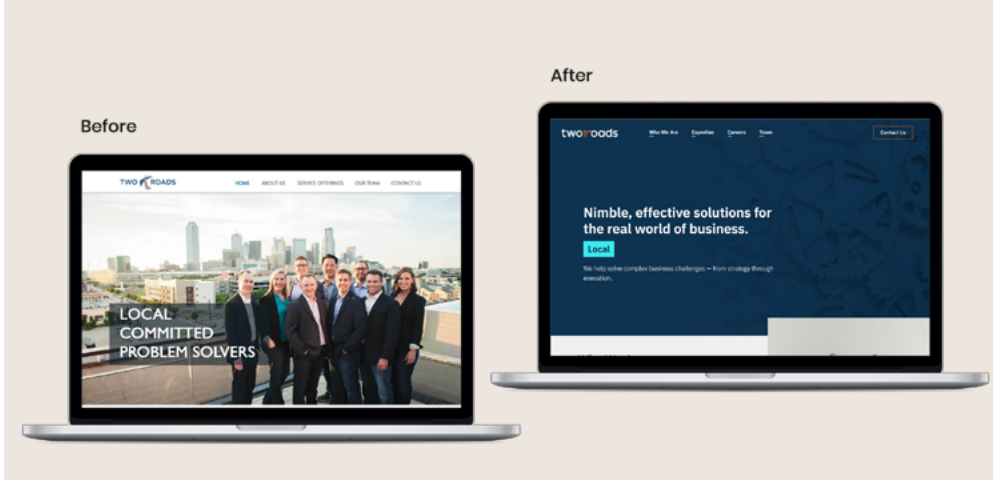
A Modular Website for Two Roads

Two Roads needed a website that elevated its presence in the market and could also grow with them. **Our design and development team created the first version of the website keeping in mind that we would be adding additional functionality, sections, modules, and types of content in the future.**

Since the initial launch of the Two Roads site, we have added a robust Careers section, a video series, a case study library, and thought leadership content.

We are proud to be partners with Two Roads at every step of their firm's growth journey.

tworoadsconsulting.com



References



Troy Broussard

President & Chief Executive Officer

DHA, Housing Solutions for North Texas

🌐 dhantx.com

📞 214-951-8300

✉️ troy.broussard@dhantx.com



Shelby Jean

Attorney at Law & Director of Communications

Legal Aid of NorthWest Texas

🌐 legalaidtx.org

📞 817-339-5384

✉️ jeans@lanwt.org



Gable Roby

Co-founder & Principal

Two Roads Consulting

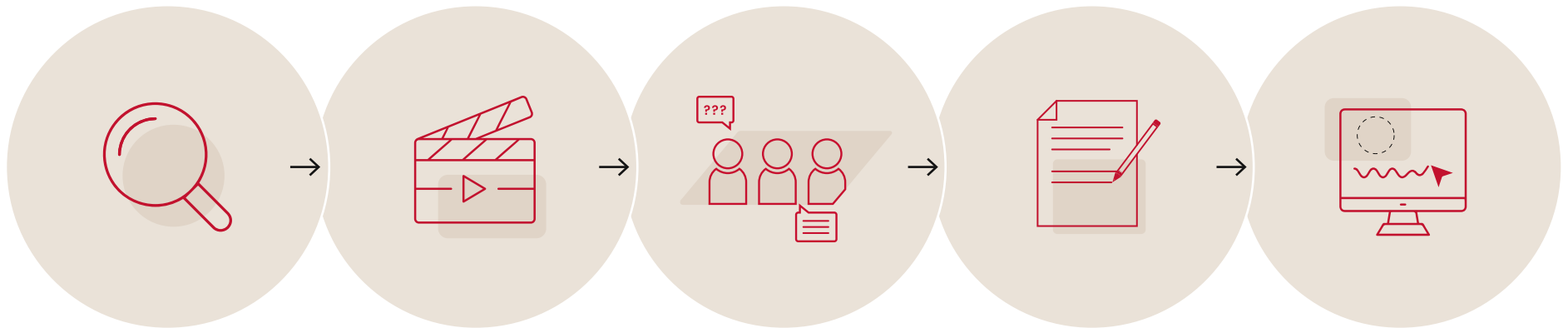
🌐 tworoadsconsulting.com

✉️ groby@tworoadsconsulting.com



Whit Jacq Kahla Keith

Approach – Branding & Website



Listen and learn

from key stakeholders and audiences – what’s working well and what would they like to see changed?

Capture

real stories from residents, clients, and landlords.

Articulate

the “problem” that each of our audiences may face and why/ how HACA is the solution. (This is the value proposition/ elevator pitch)

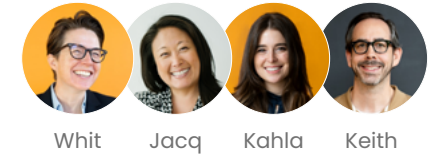
Craft messaging

that reflects the organization’s goals, mission, vision, brand personality, and culture. Tailor the messaging for each key audience.

Design*

a brand identity that is a clear visual representation of our message.

Build out a full suite of brand elements—font suites, color palette, and graphic elements—to be used in materials and throughout the website. Develop a brand guide that includes clear guidelines on how to use the logo(s), colors, fonts, and graphic elements. It will also include a style guide for messaging, language, tone, and terminology.



Approach – Branding & Website

Building off our learnings, we move into the website development phase as a team.

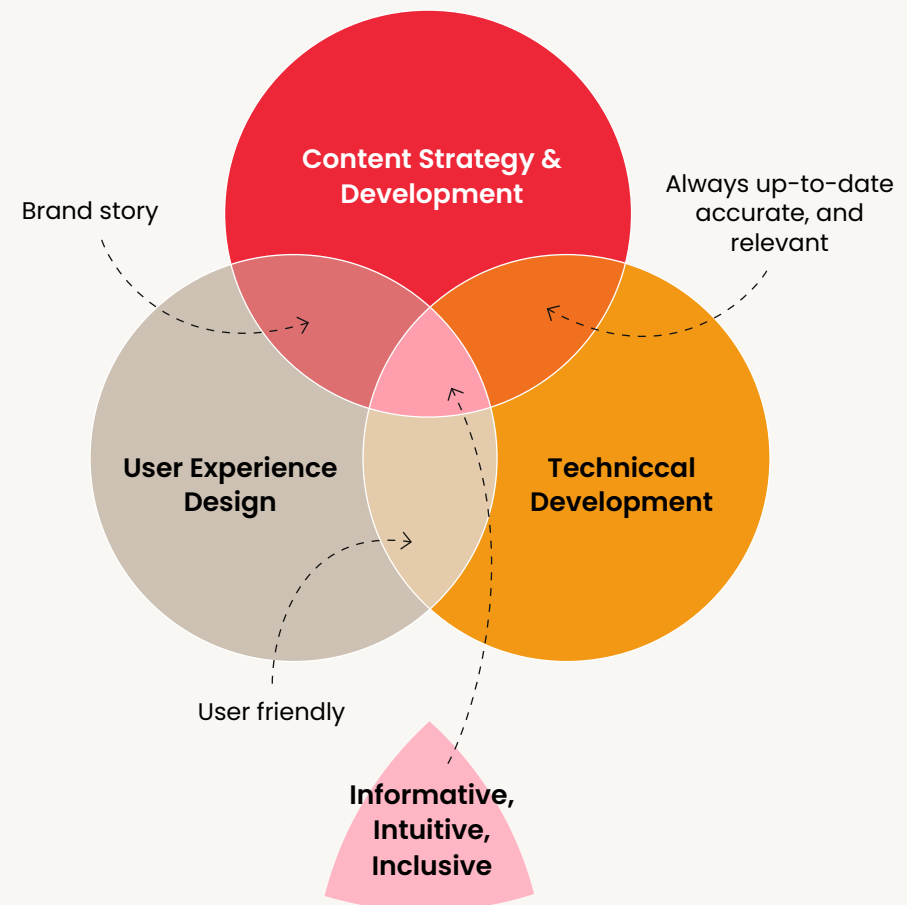
We execute at the highest quality when we are collaborative with you and with one another on our team. There are three main components that must come together to create an informative, intuitive, and inclusive website experience – content, design, and technical development.

In the website strategy phase, our team works together to develop an audience journey map and a sitemap. This helps us understand what webpages we need, what type of content should go on those pages, and which functional and technical requirements need to be considered. Once those items are approved by you, our design team begins working on wireframes, which illustrate in more detail how content will be arranged on each page of the site.

Content and design works closely together through the wireframing process to make the audience journeys take shape. Our technical team reviews those wireframes carefully to ensure all components can be achieved on the website.

Once you approve the wireframes, we move into content development and design, where you begin to see the brand story come to life.

We work together in lockstep, so there is never a disconnect from strategy through execution.





Whit

Jacq

Kahla

Keith

Approach – Branding & Website

The design and technical development teams work in lockstep, to ensure that the website will be user-friendly and responsive to a variety of devices and screen sizes. Before you see design work, our technical development team has already reviewed it for feasibility.

Once designs are approved, the development team begins their work. The design team reviews pages as they are completed to ensure they are following the designs and brand guidelines. Before you see any developed pages in beta, our design team has reviewed them carefully.

As the development team builds pages, they build the content management system (CMS) as they go. This ensures that you have full control of your website immediately after launch, so you have a website that is always accurate, up-to-date, and easy to keep that way. **Once the CMS is developed, we'll train your team on how to use it and provide a comprehensive step-by-step guide.**

Before the site is launched, it goes through extensive optimization to ensure mobile responsiveness, performance across various web browsers and devices, and that it passes accessibility checks. The content team also proofs the site and coordinates language translation.

Accessibility is incredibly important. In fact, we believe website accessibility is about more than ADA compliance, and it takes the effort of all three of our teams to make it happen. The website experience should be inclusive to users of diverse abilities, socio-economic backgrounds, education levels, and preferred languages.

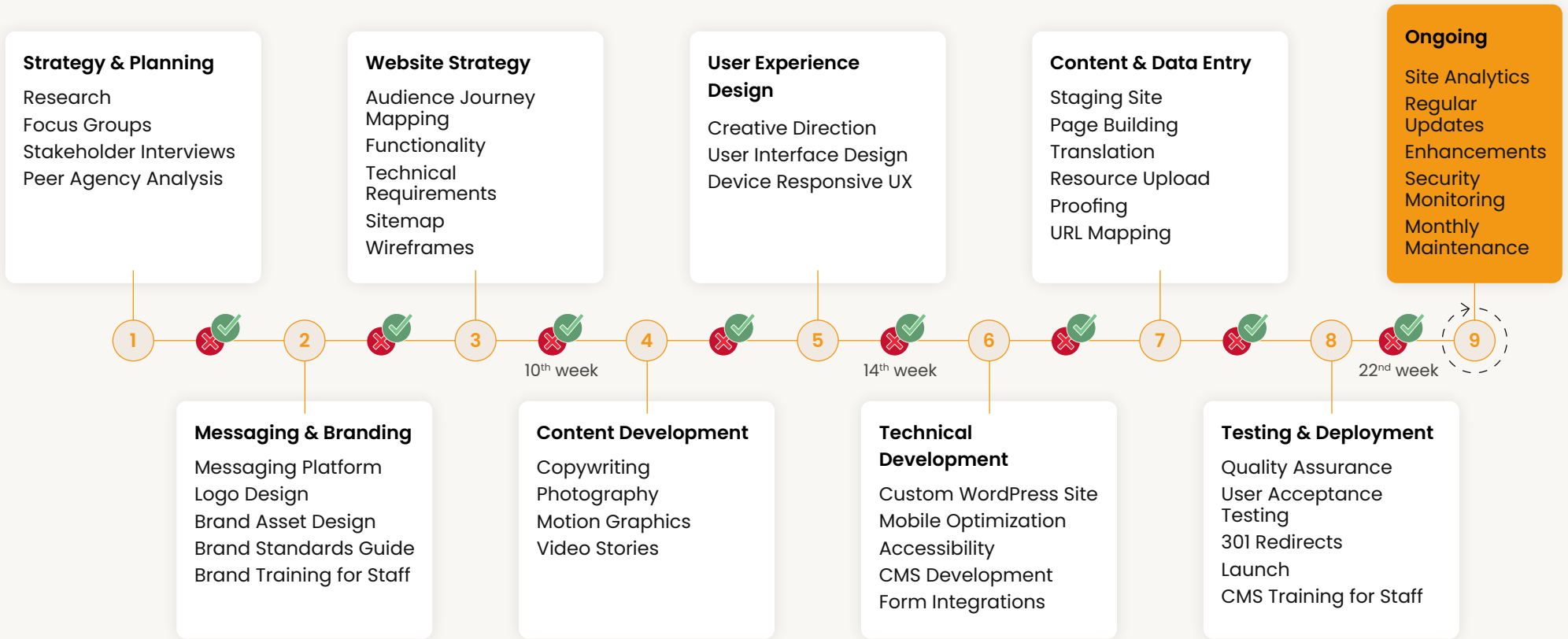
We recommended that the HACA website meet the Website Content Accessibility Guidelines (WCAG) 2.2 Level AA to provide the best experience as possible to users with diverse abilities.

Not everyone has a computer at home, so it is incredibly important for the website to be designed and developed to be responsive to a multitude of devices, browsers, and screen sizes.

Our content team also writes the content at a reading level that is easy to understand, because we know people who visit your site come from a variety of age ranges and education levels. Similarly, content will be translated in the languages that are most needed.


Once your site is ready to launch, we'll await the green light from you. Upon launch, we'll make sure the old website URLs are linking to the URLs on the new site and ensure the proper analytics are being tracked for ongoing measurement. **Our security monitoring and maintenance service kicks in immediately upon launch as well.**

Our Process – Branding & Website



Bi-weekly Calls

CONNECTIVE Team Members in These Meetings:

 = Client Review



Whit Jacq Kahla Keith

Estimated Scope of Work

(bill rate = \$130/hour)

Milestone	Deliverables	Timing + Hours	Investment
Discovery	<ul style="list-style-type: none"> Branding + Messaging Review Website Audit 	3 Weeks (20 hours)	\$2,600
Planning	<ul style="list-style-type: none"> Brand Development Project Plan Website Technical Requirements + Plan 	2 Weeks (20 hours)	\$2,600
Brand Development	<ul style="list-style-type: none"> Message Architecture Initial Concepts (3 rounds of revisions) Final Brand ID + Deliverables: brand standards guide, business card design, electronic letterhead design + PowerPoint template 	8 Weeks (95 hours)	\$12,350
Website Maintenance & Expenses	<ul style="list-style-type: none"> Monthly Website Audits for Core and Plugin Updates Update Installation and Testing as Needed Security Scans Data Back-up Expenses: plug-ins, hosting, SSL certificate, Google Maps API 	Annual Fee	\$4,020
Website Design, Content & Development	<ul style="list-style-type: none"> Sitemap Wireframes Copywriting Device Responsive UX / Creative / Design Front-end WordPress Development Content Management System Development Testing AA ADA Compliancy On-site SEO Google Analytics / Google Translate / Google Maps Quality Assurance 301 Redirects Launch CMS Guide + Training 	5-6 Months (400 hours)	\$52,000
Total Investment =		535 hours	\$73,570

The website estimate is based on creating an entirely new site with fresh branding, content, and basic integrations w/ Google Maps, Google Translate, Google Analytics. This scope of work is subject to change should there be additional functionality requirements discovered in the website technical requirements planning process.

Certifications & Forms

CONNECTIVE Agency is an MWBE company with the following certifications:



- ✓ Certified Woman-Owned Business Enterprise
- ✓ Certified Minority-Owned Business Enterprise
- ✓ Certified Small Business Enterprise
- ✓ Texas Historically Underutilized Business



Addenda

On the following pages we have completed the following forms as part of our submittal. We hope it is amenable that we did not include the following pages in our total page count.

1. Fee Proposal Form
2. Vendor Data Sheet
3. Statement of Bidders Qualification
4. Non-Collusive Affidavit
5. Representations, Certification, and Other Statements of Bidders
6. IRS Form W-9

Estimated Scope of Work

(bill rate = \$130/hour)

Milestone	Deliverables	Timing + Hours	Investment
Discovery	<ul style="list-style-type: none"> Branding + Messaging Review Website Audit Stakeholder Interviews (8-10 interviews)  In-person Discovery analysis + Messaging Workshop 	6 Weeks (64 hours)	\$8,320
Planning	<ul style="list-style-type: none"> Brand Development Project Plan Website Technical Requirements + Plan 	2 Weeks (20 hours)	\$2,600
Brand Development	<ul style="list-style-type: none"> Message Architecture Initial Concepts (3 rounds of revisions) Final Brand ID + Deliverables: brand standards guide, business card design, electronic letterhead design + PowerPoint template  In-person Logo Review 	10 Weeks (112 hours)	\$14,560
Website Maintenance & Expenses	<ul style="list-style-type: none"> Monthly Website Audits for Core and Plugin Updates Update Installation and Testing as Needed Security Scans Data Back-up Expenses: plug-ins, hosting, SSL certificate, Google Maps API 	Annual Fee	\$4,020
Website Design, Content & Development	<ul style="list-style-type: none"> Sitemap Wireframes Copywriting Device Responsive UX / Creative / Design Front-end WordPress Development Content Management System Development Testing AA ADA Compliancy On-site SEO Google Analytics / Google Translate / Google Maps Quality Assurance 301 Redirects Launch CMS Guide + Training Chatbot (Zendesk)  In-person Website Creative Review 	5-6 Months (430 hours)	\$55,900
Total Investment =		626 hours	\$85,400

The website estimate is based on creating an entirely new site with fresh branding, content, and basic integrations w/ Google Maps, Google Translate, Google Analytics. This scope of work is subject to change should there be additional functionality requirements discovered in the website technical requirements planning process. For additional in-person visits, CONNECTIVE will share one half of the travel cost because the agency conducts other business in Austin. One half of the shared cost is estimated at \$750 per visit.

HOUSING AUTHORITY OF THE CITY OF AUSTIN

BOARD ACTION REQUEST

RESOLUTION NO. 02873

PLANNING AND DEVELOPMENT

ITEM NO. 3.

MEETING DATE: December 18, 2024

STAFF CONTACT: Jimi Teasdale, Planning & Development Director

ITEM TITLE: Presentation, Discussion, and Possible Action Regarding Resolution No. 02873: Approval of a Contract to JG ArcoIris Painting Contractors, LLC for Exterior Renovation and Painting for Pathways at Booker T. Washington Terraces

BUDGETED ITEM: Yes

TOTAL COST: \$816,894.00

ACTION

The Board is being asked to approve a contract for Exterior Renovation and Painting for Pathways at Booker T. Washington Terraces.

SUMMARY

Background:

As part of ongoing improvements to PBRA properties in HACA's Low Income Housing (LIH) portfolio, the Planning & Development Department will now address the Pathways at Booker T. Washington Terraces with a comprehensive exterior renovation and painting project for all buildings of the site. Work will include, but not be limited to, necessary repairs to siding, wood, steel handrails, and masonry components on all 75 structures on the property, replacement of all Unit numbers, and installation of new building numbers.

Process:

The project was developed with Urban Foundry Architecture, LLC and subsequently an Invitation for Bid was advertised in The Austin American Statesman on Monday, October 7, 2024 and again on Monday, October 14, 2024, and faxed Monday, October 7, 2024 to the minority/small business organizations designated in the HACA Procurement Policy. The IFB was also sent to numerous plan rooms and advertised on the HACA website and in the Housing Agency Marketplace e-procurement website.

Forty-Six (46) Project Manuals were distributed and Seven (7) Bid Proposals were submitted. Bids were received electronically on Monday, November 4, 2024 by 3:00 p.m., local time.

Staff Recommendation:

Staff recommends award to JG ArcoIris Contractors, LLC, based on the lowest, most responsive and responsible bid submitted, and subsequent satisfactory reference verifications.

ATTACHMENTS:

- ▣ **Bid Tabulation/Summary**
- ▣ **References**

RESOLUTION NO. 02873

**APPROVING THE AWARD OF CONTRACT FOR EXTERIOR RENOVATION AND
PAINTING FOR
PATHWAYS AT BOOKER T. WASHINGTON TERRACES**

WHEREAS, On November 4, 2024, the Housing Authority of the City of Austin received bid submissions electronically for Exterior Renovation and Painting for Pathways at Booker T. Washington Terraces; and

WHEREAS, it is the recommendation of the President and CEO that the bid submitted by JG ArcoIris Painting Contractors, LLC be accepted as the most responsible and responsive bid in the amount of \$816,894.00; and

NOW, THEREFORE, BE IT RESOLVED, that the Housing Authority Board of Commissioners authorizes the President and CEO to accept the bid as submitted by JG ArcoIris Painting Contractors, LLC and award such contract;

PASSED, APPROVED AND ADOPTED this 18th day of December 2024.

Michael G. Gerber, Secretary

Carl S. Richie, Jr., Chairperson

**BID TABULATION
PROJECT# 2024-10
EXTERIOR RENOVATION & PAINTING
PATHWAYS @ BTW TERRACES
BID OPENING BY ELECTRONIC SUBMISSION
NOVEMBER 4, 2024 BY 3:00 PM**

CONTRACTOR	BID BOND	LUMP SUM BASE BID	DAYS TO COMPLETE
JG ARCOIRIS PAINTING CONTRACTORS, LLC	YES	\$816,894.00	190 CALENDAR DAYS
CONSTRUCTINOPE DESIGNERS & BUILDERS <u><i>BID WITHDRAWN AS REQUESTED BY BIDDER</i></u>	YES	\$563,475.00	360 CALENDAR DAYS
PRECISON RECONSTRUCTION GROUP	YES	\$841,258.00	120 CALENDAR DAYS
PRESTIGE BUILDING GROUP <u><i>BID WITHDRAWN AS REQUESTED BY BIDDER</i></u>	YES	\$270,000.00	140 CALENDAR DAYS
RUTHERFORD SERVICES, INC.	YES	\$894,550.00	320 CALENDAR DAYS
THE STEAM TEAM	NO	\$846,002.82	NONE INDICATED
UNITY CONTRACTOR SERVICES, INC	YES	\$996,490.00	300 CALENDAR DAYS

REFERENCE VERIFICATION:

COMPANY: JG ArcoIris Painting Contractors, LLC

PROJECT: #2024-10-Exterior Renovation & Painting for Pathways @ Booker T. Washington, Under R4R-2024

Source:

1. Capital Metro Terminals-Phone: 512-389-7411; Austin, TX.

Contact: Mr. Perry Dillard; Financial Officer / Director of Fiscal & Fleet Services- Amount of Contract: 425K+over four years

Comments: I am very pleased with the work performed. They are very dependable and do everything that is asked of them. They do quality brush and spray painting. They do the best prep work and trim work I have seen. They are on contract and are paid by the hour for commercial work for four years.

2. City of Austin Building Services – Austin, Texas - Phone: 512-974-3972

Contact: Program Manager/Project Manager – Mr. Mark Northcutt- Amount of Contract - \$525K+over 5 years

Comments: Great paint contractor. The quality of work is good. No significant change orders. No safety concerns on job. They are timely and complete jobs quickly. There are rarely no complaints, if complaints arise, they are handled professionally and quickly to correct situations and deficiencies. I have worked with many painting contractors, and they are one of the best. I would work with them again.

3. Laura Willis – Austin, Texas - Homeowner – Amount of Contract - \$130K+

Comments: The JG ArcoIris team performed a total renovation of my 1932 home in Hyde Park, Austin from April-June 2023. The renovation included: Refinishing & restaining the original hardwood floors, Installing new doors and exterior doors, new floors, painting of entire interior of house, new lighting fixtures & new fans in all bedrooms, new kitchen, new plumbing fixtures, custom shelves and cabinets, Replacing all windows with energy efficient windows. Estimated/approximate dollar amount of the project was \$130k. The projects were completed on time, and in budget. I was given full transparency & prompt communication regarding payment, upcoming schedules to make sure that I had time to get certain items (like ordering finishes or plumbing or choosing my paint colors). The contractor team was extremely experienced. A truly exceptional team.

3. Housing Authority of the City of Austin and Subsidiaries – Phone – 512-477-4488, Extension: 1124;

Contact: Mr. James Teasdale, Planning and Development Director in the amount of approximately \$5.5 million+

Comments: Past performance with the housing authority very satisfactory. Projects completed for the authority include, but are not limited to:

Exterior Painting: Santa Rita
Gaston Apartments
Thurmond Heights
Coronado Hills
Rio Lado
Shadowbend Ridge
Booker T. Washington (Phase I, Phase II, Phase III)
Scattered Sites SF Homes
Georgian Manor

Roofing: Booker T. Washington (Phase I, Phase II, Phase III), Georgian Manor, Northgate

Playground Installations: Thurmond Heights (2)
Manchaca Village
Santa Rita

HOUSING AUTHORITY OF THE CITY OF AUSTIN

BOARD ACTION REQUEST

RESOLUTION NO. 02874

PURCHASING ITEM NO. 4.

MEETING DATE: December 18, 2024

STAFF CONTACT: Sylvia C. Blanco, Chief Operating Officer

ITEM TITLE: Presentation, Discussion, and Possible Action Regarding Resolution No. 02874: Approval to negotiate a Contract for the purchase of office furniture for the Phase One of the HACA headquarters building renovations

BUDGETED ITEM: Yes

TOTAL COST: \$806,520. Estimate

ACTION

The Board is being asked to approve the selection of COREoi and negotiate a contract with them for the purchase of office furniture required to complete Phase One of the HACA headquarters building renovations. Contract amount will be below the not to exceed amount of \$806,520.

SUMMARY

Background:

As part of the renovation plan for HACA's headquarters, HACA staff worked with its architect consultant Urban Foundry (UFA) to finalize office furniture design concepts. UFA compiled a list of office furniture suitable for the areas included in the 1st phase of the renovations. This phase includes office furniture for the all hands meeting space, breakroom, designated Boardroom, Admissions Department, SHCC, AAHC, and Austin Pathways. The recommended selections were thoroughly reviewed and approved by key staff members in order to develop a scope of work to seek vendors.

Process:

The scope of work for the Request for Proposal (HACA-P-24-0260 Office Furniture) was created by Urban Foundry Architecture, LLC and it was released in the Housing Agency Market Place e-procurement website on October 25, 2024. The Request For Proposals was advertised in the Austin American Statesman on Monday, October 28, 2024 and again on Monday, November 4, 2024, and posted on HACA's website. All proposals were due on November 8, 2024 at 5:00 p.m. local time.

Twenty-five (25) Project Manuals were downloaded and five (5) Proposals were submitted electronically by the deadline of Friday, November 8, 2024 at 3:00 p.m. local time.

All proposals underwent a review by UFA which included a qualitative analysis to evaluate and score each submission. Additionally, HACA staff, its project manager, and UFA conducted visits to the local showrooms of the top two vendors to further assess the options.

HACA staff and UFA agreed that COREoi was the best option based on quality of furniture, selection options and availability as well as value engineering options.

Staff Recommendation:

HACA recommends Board approval to negotiate a contract with COREoi not to exceed \$806,520 for the purchase of office furniture for Phase One of HACA's headquarters building renovations.

ATTACHMENTS:

- ▣ **ATTACHMENT 01: RECOMMENDATION**
- ▣ **ATTACHMENT 02: EVALUATION**
- ▣ **ATTACHMENT 03: CORE oi Design**

RESOLUTION NO. 02874

**APPROVAL TO NEGOTIATE A CONTRACT TO PURCHASE OFFICE FURNITURE FOR
PHASE ONE OF THE HACA HEADQUARTERS BUILDING RENOVATIONS**

WHEREAS, the Housing Authority of the City of Austin (HACA) with the assistance of Urban Foundry Architects, LLC issued a Request for Proposal for Business Furniture, HACA-24-P-0260;

WHEREAS, all proposals were evaluated from a budget perspective and the quality level of manufacturers;

WHEREAS, it is the recommendation of the President and CEO that the proposal submitted by COREoi be accepted as the most responsible and responsive proposal;

NOW, THEREFORE BE IT RESOLVED, that the Housing Authority of the City of Austin Board of Commissioners authorizes the President & CEO to accept the proposal from COREoi and negotiate a contract in an amount not to exceed \$806,520;

PASSED, APPROVED AND ADOPTED this 18th day of December, 2024.

Michael G. Gerber, Secretary

Carl S. Richie, Jr., Chairperson

VIA: Email

November 25, 2024

Sylvia (Blanco) Calderon
Chief Operating Officer
Housing Authority of the City of Austin
1124 S. IH 35
Austin, TX 78704

Re: **HACA Head office Project – FF&E RFP Response Recommendation**

Dear Sylvia,

As instructed, Urban Foundry Architecture, LLC (“UFA”) has undertaken a competitive furniture proposal process for the Phase I renovation of the Housing Authority of the City of Austin (HACA) head office. The purpose of this RFP process is to select a furniture vendor to provide furniture products, services, and installation for HACA. The selected furniture vendor will provide furniture product, layout, procurement, project management of furniture order, power coordination, installation, and a final punch of the installed product. This recommendation is for the engagement of a furniture vendor for **Phase I only**.

UFA received five (4) conforming proposals from furniture vendors with an additional one (1) proposal being received incomplete and therefore not included. The furniture vendors who provide proposals were:

- CORE Office Interiors (COREoi)
- ICON Office Environments (ICON)
- Office Design & Furnishings, LLC (ODF)
- McCoy Rockford Commercial Interiors (McCoy Rockford)

Qualitative Analysis

A qualitative analysis was undertaken to score each of the proposals. Below is a summary of the analysis with a detailed analysis included in the annexures. In summary, COREoi demonstrated the strongest overall proposal and most detailed strategy to meet both budget and adherence to UFA’s furniture character proposal.

Evaluation Criteria	COREoi	ICON	ODF	McCoy Rockford
Quality of Proposal	Ranked 1 st	Ranked 4 th	Ranked 3 rd	Ranked 2 nd
Project Approach	Ranked 1 st	Ranked 3 rd	Ranked 4 th	Ranked 1 st
Relevant Experience	Ranked 1 st	Ranked 4 th	Ranked 3 rd	Ranked 1 st
Experience w/ HACA or PHA	Ranked 1 st	Ranked 4 th	Ranked 4 th	Ranked 4 th
Proposed Team	Ranked 1 st	Ranked 1 st	Ranked 4 th	Ranked 1 st
Schedule Approach	Ranked 1 st	Ranked 1 st	Ranked 4 th	Ranked 1 st
Quality of Products	Ranked 1 st	Ranked 4 th	Ranked 2 nd	Ranked 2 nd
Documentation Response	Ranked 1 st	Ranked 3 rd	Ranked 4 th	Ranked 1 st
Budget Approach	Ranked 1 st	Ranked 3 rd	Ranked 3 rd	Ranked 1 st
Minority Participation	Ranked 3 rd	Ranked 3 rd	Ranked 1 st	Ranked 4 th
<u>Overall</u>	<u>Ranked 1ST</u>	<u>Ranked 3RD</u>	<u>Ranked 4TH</u>	<u>Ranked 2ND</u>

Quantitative Analysis

A summary of the total cost submitted is listed below. While the product offerings by all bidders met basic standards for contract grade furniture, a variety of levels of contract grade manufacturers were presented. When leveling the bids from a budget perspective, the quality level of the manufacturers presented in each bidder's package was considered in the overall ranking.

Criteria	COREoi	ICON	ODF	McCoy Rockford
Est. Product Total	\$726,635	361,440	\$696,738.20	\$712,882.57
Est. Freight / Installation	\$79,985	\$70,000	\$63,350	\$62,500
<u>Estimated Project Total</u>	\$806,620.28	\$449,365	\$760,088.20	\$775,382.57
Rank	4	1	2	3

Recommendation


In summary, ICON provided the lowest cost submission for furniture for the project. UFA's analysis of their proposed furniture concluded that there was unintelligibility to the exact manufacturer being proposed for a majority of the furniture. In regard to the product manufacturers that were recognizable, they appeared to only meet minimum contract grade standards. Additionally, the finish selection options by ICON were minimal and did not meet the furniture design criteria. COREoi and McCoy Rockford provided the strongest team experience, project and schedule methodology, and best overall proposals, however, more of COREoi's proposed manufacturers were of "excellent" to "premium" contract grade standards. The majority of McCoy Rockford's proposed manufacturer's products were of "good" contract grade standards. The delta between COREoi and McCoy Rockford's proposal after leveling was approximately \$20k (COREoi being \$20k more). Being that the initial product offerings by COREoi were of a higher-level quality product standards for contract grade furniture, this delta was expected.

After both a qualitative & quantitative analysis, UFA recommends that:

1. COREoi to be nominated as the preferred furniture vendor and engaged for furniture value engineering negotiation to amend their proposal to align with HACA's budget, for phase I only.
2. HACA approves UFA to commence a value engineering exercise with COREoi to reduce costs.
3. Notify other contractors that they have not been successful.

Respectfully,

Urban Foundry Architecture



Jennifer Jarl McCombs, RID LEED AP
Partner / Director of Interiors

Attachments:

- ATTACHMENT A – Quantitative analysis of proposals
- ATTACHMENT B – Qualitative analysis of proposals

ATTACHMENT A – Quantitative analysis of proposals

ATTACHMENT B – Qualitative analysis of proposals

Evaluation
HACA-24-P-Office Furniture HACA-24-P-0260
November 8, 2024 5:00PM/CST

EVALUATION CRITERIA	V1 Score	Vendor 1 CORE Office Interiors	V2 Score	Vendor 2 ICON Office Environments	V3 Score	Vendor 3 Longhorn Office Products, Inc.	V4 Score
Quality of proposal: 10 points (Fair 1-4, Good 5-7, Excellent 8-10)	9	Comments: Excellent overall proposal. Furniture package presentation aligned the most closely with the basis of design compared to all other bidders.	6	Comments: Thoughtful response, but product package was unclear related to the manufacturer of each product.	3	Comments: No product presentation. Only provided bid for a portion of the products requested in the RFP.	7
Project approach and statement of scope: 10 points (Fair 1-4, Good 5-7, Excellent 8-10)	9	Comments: Thorough project approach. RFID technology for facilities product inventory tracking was novel.	7	Comments: Thorough project approach.	0	Comments: none provided	2
Evaluation of recent and relevant project experience: 10 points (Fair 1-4, Good 5-7, Excellent 8-10)	9	Comments: Excellent relevant project experience.	7	Comments: Project experience descriptions provided were accurate.	0	Comments: Listed contacts for recent projects, but no other information was provided.	8
Experience with HACA or PHA: 5 points (Fair 1-2, Good 3, Excellent 4-5)	5	Comments: Positive past experiences with HACA.	0	Comments: No HACA or PHA experience.	3	Comments: LOP has provided HACA with office products and furniture over the years, but not under a contract.	0
Experience and strength of proposed team: 5 points (Fair 1-2, Good 3, Excellent 4-5)	5	Comments: Strong team	5	Comments: Team seemed strong.	0	Comments: none provided	0
Approach to the project schedule: 10 points (Fair 1-4, Good 5-7, Excellent 8-10)	8	Comments: Thorough approach to schedule.	8	Comments: Thorough approach to schedule.	0	Comments: none provided	2
Quality of proposed products and their adherence to UFA's Furniture Character Presentation: 10 points (Fair 1-4, Good 5-7, Excellent 8-10)	9	Comments: High-quality products and adhere very well to UFA's Furniture Character Presentation	6	Comments: Did not seem to fully align.	1	Comments: Partial response received. Items included did not meet design intent.	8
Budget documentation response (as instructed): 15 points (Fair 1-6, Good 7-9, Excellent 10-15)	13	Comments: Thoughtful response with proposed alternate solutions to work with proposed budget.	12	Comments: Provided two excel file budget options. Indicated "Icon Office Environment" as manufacturer for all products, but the imagery in the presentation seemed to 1) be from a variety of manufacturers, 2) not match many items on the Icon website	2	Comments: Partial response received.	10
Budget adherence and approach to meeting or exceeding the budget provided in this RFP: 15 points (Fair 1-6, Good 7-9, Excellent 10-15)	10	Comments: Good budget-adherence that was realistic and in-line with the market, but over the proposed budget. Bidder did a great job trying to meet the specifications and be creative with the budget, but is still higher than the original budget	7	Comments: Upon leveling bids, ICON stood out as significantly lower and flagged concern to the level of product being proposed.	1	Comments: Partial response received.	7
Minority Participation: 10 points (Fair 1-4, Good 5-7, Excellent 8-10)	6	Comments: Vendor is a HUB (service-disabled/veteran owned business), but is not a "Small, Minority, Women-Owned Business"	6	Comments: ICON partners with minority-owned business for portions of their work. A project-specific partnership includes ICON working with Diverse Solutions Group to manage delivery schedules. ICON itself is not minority-owned.	10	Comments: Majority woman-owned	10
TOTAL		83		64		20	

Vendor 4 Office Design & Furnishings, LLC	V5 Score	Vendor 5 McCoy Rockford
Comments: Good overall RFP response.	8	Comments: Excellent overall proposal. Furniture package presentation aligned with the basis of design.
Comments: none provided	9	Comments: Thorough project approach.
Comments: Provided reasonable current relevant experience.	9	Comments: Excellent relevant project experience.
Comments: No HACA or PHA experience.	0	Comments: No HACA or PHA experience.
Comments: none provided	5	Comments: Strong team
Comments: no schedle provided, just number of business days from order to delivery and duration of installation.	8	Comments: Thorough approach to schedule.
Comments: Great quality of products and adherence to the design intent.	8	Comments: Great quality of products and adherence to the design intent.
Comments: Aligned with expectations.	13	Comments: Aligned with expectations.
Comments: Good budget-adherence that was realistic and in-line with the market, but over the proposed budget.	10	Comments: Good budget-adherence that was realistic and in-line with the market, but over the proposed budget.
Comments: MBE: Asian Pacific Americans. Also, one owner is a Veteran.	0	n/a
54		70



*RFP: Office Furniture, HACA-24-0260
Prepared for: Housing Authority of the City of Austin
November 8th, 2024*

HACA Team,

On behalf of CORE Office Interiors, we thank you for this privilege to participate in this opportunity and submit our proposal to create a bold solution for this next chapter as an organization. Our team offers decades of combined experience in the contract furniture, and audio/visual industries, as well as a history of success working with similar scopes alike to consistently deliver the best full-service solutions to fit your needs.

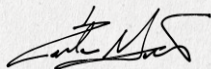
COREoi's Texas-based team came together when three contract furniture institutions merged to make us the area's premier commercial furniture provider. As a result of COREoi's forward thinking vision, we built a full-service Audio-Visual division to offer our clients best in class solutions for their working and learning environments. In addition to our space planning, design, procurement, and installation capabilities, we also provide office re-configuration, company relocation, asset management, AV and acoustic consulting, and ongoing post-installation services as well.

COREoi has the experience with projects of all sizes, and we have completed many successful, large-scale projects over our years with entities and companies ranging from one to multi-floor locations, to corporations with several campuses around Texas, the US, and Globally. We intimately understand the need for functional, safe, durable furniture and AV Integrations that are of high quality and are built to last in high use, commercial environments, as well as how to utilize the aesthetics of the furniture and AV relationships to blend our client's own brand with their unique style and culture.

Regarding this project, it's greatly important we work closely with HACA and Urban Foundry to understand the priorities of this project. As budget seems to be important, we believe it'll take value engineering and potentially phasing to achieve the look and feel put forward within the design and budget packets. Advising our customers how to do this properly by putting forward economical solutions, that also have high-quality and longevity, is something we pride ourselves on doing better than anyone. While it may not be the ideal goal to phase or value engineer, sometimes it's best based on the desired budget on a project of this scale.

Thank you again for considering COREoi for this exciting opportunity. We'll go ahead and say it, our goal is to be better than the competition. We work faster, better, smarter - all to relentlessly craft the work and learnings spaces of your dreams. We strive to challenge conventions, so we stay forward-thinking, relevant, and innovative as ever. This is how we help our clients achieve their results.

Warm regards,



Brad Wells



Grant Canning

WHO IS COREoi?

CORE_{oi}



The Premiere, Texas Experts in Interior Solutions

We utilize emerging technologies, innovative thinking, and cooperative processes to ensure our client's needs are taken care of every step of the way. We enjoy working with our clients to help them actualize their design intent and to strategically consult with them on creating solutions that help them live, work, learn, and play better within their built environments.

In addition to space planning, design, procurement, and installation capabilities, we also provide office re-configuration, company relocation, asset management, A/V and acoustic consulting, and ongoing post-installation services.

Quick Facts:

- **Service-Disabled, Veteran-Owned Small Business – HUB Certified**
- Texas-Based: (3) Total Locations – San Antonio, Houston & Austin
- 35+ years in business
- Diverse Team of 45 Employees
- Leader within our industry for technology integration throughout every phase of our process.
- Only furniture provider able to showcase all aspects to a project through a dedicated "Customer Portal" with 24/7 access.
- Relentless in our pursuit to challenge the "furniture status quo".

PRIMARY CONTACT



GRANT CANNING

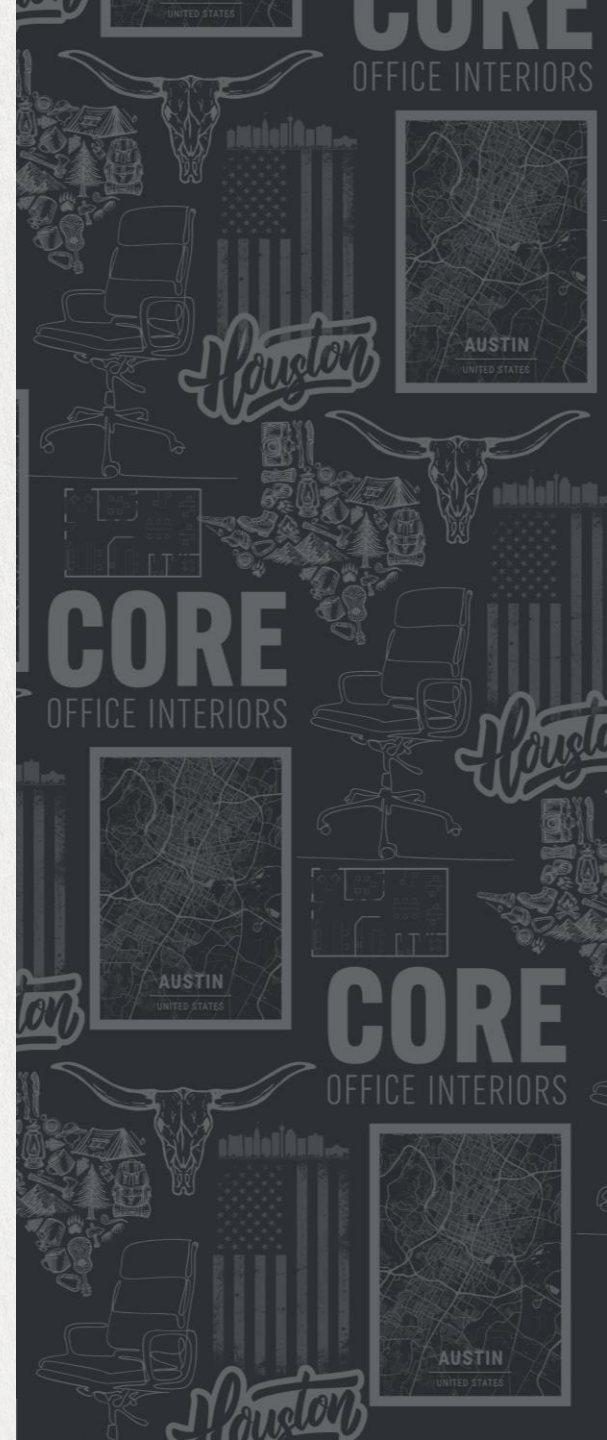
Vice President of New Business
gcanning@coreoi.com
(210) 887-6880

SECONDARY CONTACT



SCOTT SLAUGHTER

Strategic Account Manager
sslaughter@coreoi.com
(512) 964-5124



YOUR TEAM

We believe
working boldly
means *working*
together to
find a better
solution.



Grant Canning

Vice President of Sales & Customer Experience, CORE Office Interiors

Grant brings over **10 years of contract furniture industry experience** having joined the industry after graduating Ohio University with his MBA. He is a great fit at CORE Office Interiors as he shares our love for the complexity and problem-solving that is so inherent in the contract furniture industry. Grant leads our largest efforts across the company and our locations to find the best possible solutions that fit our customers ideal function and budget.



Scott Slaughter

Strategic Account Manager, CORE Office Interiors

Scott has been in the Contract Office Furniture Industry **since 1993**. He has worked on many projects from small to large. He credits most of his business acumen to his growing up in a small town working with his father at the corner drug store. It was here he learned his customer service skills by helping friends and neighbors. This same small-town attitude combined with a vast knowledge and experience in the furniture industry has led to successful projects with companies large and small. A sampling of organizations he has done projects for have been Samsung Austin Semiconductor Fab 2, Applied Materials, University Federal Credit Union, Austin Energy, Amplify Credit Union. His experience has taught him the importance of creating spaces that meet his clients' aesthetic desires, programmatic needs and budgets



Giovannie Mendoza

Sr. Designer, CORE Office Interiors

Giovannie has been an incredible asset to our design team over the last **5 years**. Graduating from Texas State University, with his bachelors in Interior Design. He has lead design efforts for many projects with bold creativity and innovative furniture solutions. He love's being able to transform spaces with furniture and creating impressionable and inviting environments. This is where form meets function meets fascinating. He's had the opportunity to work on many commercial projects, retail stores, education, and government facilities. Giovannie will be the design lead for your project and will ensure that your vision for design comes to fruition.



Stephen Poe

Project Manager, CORE Office Interiors

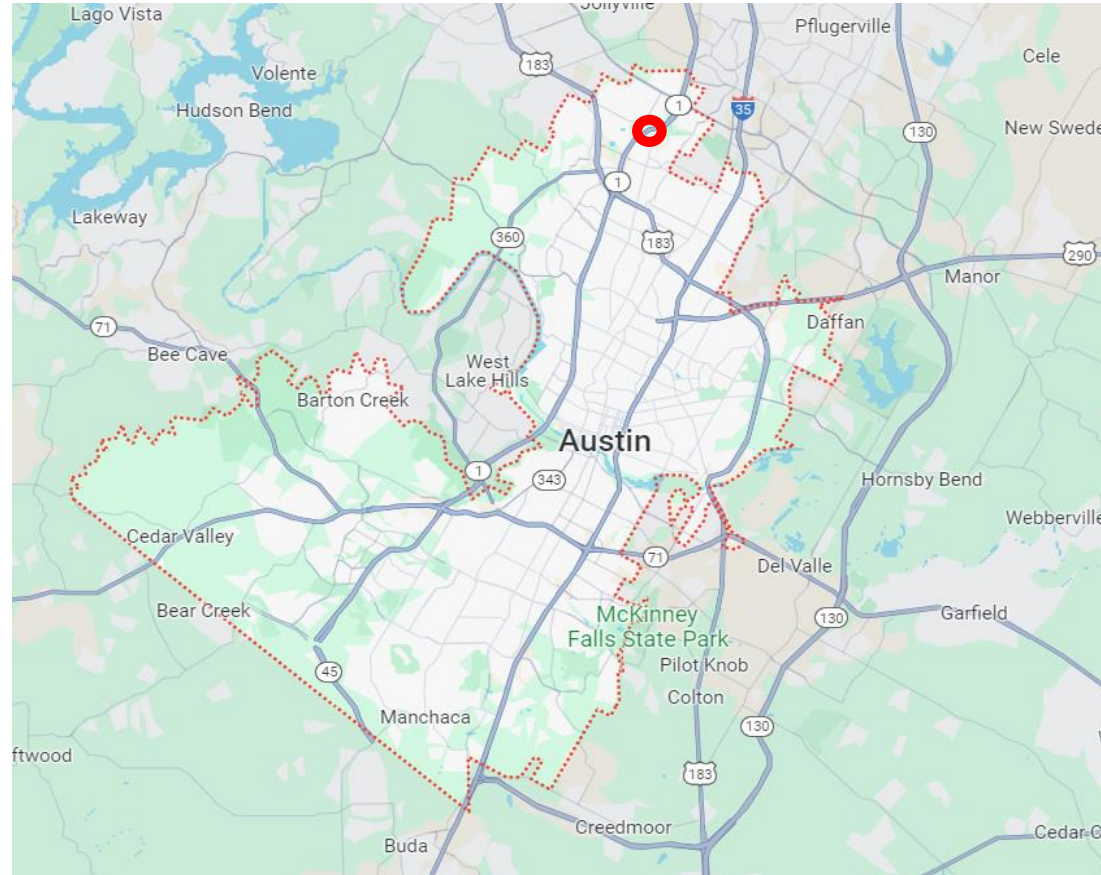
Stephen brings **over 20 years of experience** in successful project tracking, coordinating, and managing. His management style brings confidence to our clients. With reporting, communication, and follow-ups throughout the life of the project; you can relax, knowing your project will be taken care of. His strong organizational skill set and tireless fortitude, contribute to the success and completion of all the projects he oversees.

WAREHOUSE + ASSET MANAGEMENT

With over 55,000 sq ft of warehouse facilities across the state of Texas, CORE Office Interiors can ensure that our client's investment is safe and secure prior to final installation.

Our internal team will take ownership for the receiving and inspection of product that flows through our facilities. In addition, by receiving and staging products we have the capabilities to store product long-term. Storing products with CORE will ensure that your assets are ready and available when needed. We can also inventory our client's products through our CORE Business System. This system allows us to track and manage incoming and outgoing products through their Inventory Management System. This system also allows clients full visibility of presold and customer stored products through the Client Portal.

In Austin, our 15,000 sq ft warehouse is operated and managed by our own, Richard Maldonado.



● CORE Office Interiors Warehouse
10300 Metric Blvd. Austin, TX 78758

WAREHOUSE + ASSET MANAGEMENT

As product arrives to our facilities it is the responsibility of our Warehouse Managers to ensure that all product is received accurately and without damage. We follow the following steps to ensure that we have received and inspected all products belonging to CORE Office Interiors:

- Locate the Packing sheet – This sheet will include a list of every carton and a Circle Sheet. You can find this document attached to the last box on the load.
- As product is being removed be sure to Scan or read aloud the large and embolden numbers(usually 4 digits) to the caller.
- Using the quick scan will help in confirming the shipment ID, finding missed units, simplifying paperwork, and reducing unload timing.
- After all packages have been offloaded, a visual inspection of all cartoons is to take place. Any damage to packages will require further inspection. It is important to note that all products received in our warehouse are allowed a 30-day grace period for concealed damages to be reported

In the event that there is an error or issue with the product please follow the instructions:

Overage:

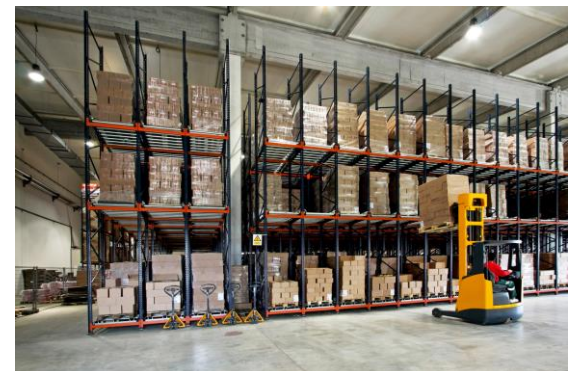
- Obtain the product tag information. Photos are best.
- In an email, reach out to the manufacturer customer service team with the product tag information to inform them that the product has been received at the incorrect location.
- Place product in the return bay until resolution from the manufacturer is provided.

Shortage:

- DO NOT SIGN BOL without adding shortage notes.
- Using the packing sheet gather all information on the missing product.
- Using this information, email the manufacturers' customer service team with the missing product information. Make sure to include the transportation company and PRO number in your e-mail to the manufacturer. Be sure to CC the PM assigned the job.

Damaged Product:

- Take photos of the damaged product and carton is applicable (from different angles).
- Receive product as normal.
- Create a line-item punch and include all pertinent information: Photo, Serial number, and Description.
- PROJECT MANAGER will then create a claim with the manufacturer. Based on the resolution the PM will inform you of the next steps.
- Do not dispose of the damaged product until the new item arrives.



REFERENCES + CONTRACTS

HACA HISTORY

In partnership with Nora Velasco and others, COREoi has had the privilege of contributing to several significant projects, including the design and furnishing of the main facility (approximately 200,000 sq. ft.) in 2008 in collaboration with OM Workspace.

In addition to this large-scale project, we have also worked on numerous office refreshers and other lending offices over the years, totaling around 20,000 sq. ft.

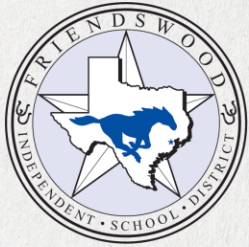
Here are a few of the properties I have served throughout the years:

- Thurmond Heights (200 sq. ft.)
- Pathways at Meadowbrook (200 sq. ft.)
- Pathways at Manchaca Village (200 sq. ft.)
- Chalmers Courts (200 sq. ft.)
- Pathways at Shadowbend Ridge (200 sq. ft.)

We are proud of the work we've accomplished together and look forward to any future opportunities to support your team with additional furniture solutions.



REFERENCES



KIM DINGELL
Bond Manager
kdingell@fisd12.net
Sector: Education / K-12

In conjunction with various education-based manufacturers, Friendswood ISD utilized us to help build out their **new 30,000+ sqft** elementary school. Consisting of 25+ classrooms, administrative rooms, cafeteria, libraries, and more, COREoi has become a new preferred vendor across the ISD for all new and existing schools moving forward.



MIKE ZAMBRANO
Procurement Specialist II
mike.Zambrano@austintexas.gov
Sector: Government

The City of Austin has become a long-standing customer of COREoi's over the last several years. Various departments have become **standardized around HNI product** across all of Austin, allowing for all departments and organizations to benefit from the volume-based discounting provided to them on an annual basis.

Working with groups like Parks & Recreation, Fire Departments, Community Centers, and more, we've been able to show a breath of offerings to each customer's unique need.



STEPHANIE KACZMAREK
Purchasing Coordinator & Data Analyst
stephanie.kaczmarek@capmetro.org
Sector: Government

Allsteel and HNI have become the standard for CapMetro over the last 6+ years of business. Over that time, we have helped build out **10+ locations** consisting of workstations, private offices, ancillary areas, and most recently, architectural demountable walls. CapMetro has become the definition of a full HNI integrated customer.



CHARLES HARROLD
Sr. Manager of Strategic Space
Charles.Harrold@baesystems.com
Sector: Government

The original project consisted of **3 floors, totaling 100,000+ sq ft**. Over the last 4 years, Allsteel has become the standard for their workstations and private offices. We've assisted in additional locations, as well as various ancillary areas throughout all of their buildings consisting of conference, break rooms, and collaboration spaces.



BILLY MASON
Principal Project Manager
william.mason.contractor@fujifilm.com
Sector: Commercial

Primarily servicing the College Station/Bryan, TX area, our initial fully furnished scope consisted of a **50,000 sq ft facility** with workstations, private offices and collaboration zones. Since the initial project in 2019, they have adopted both our demountable walls and technology integration for their 5+ locations.

CONTRACTS

As a Service-Disabled, Veteran-Owned Small Business, we have access to various cooperative contracts. We currently have available contracts with the following services and more: Equalis Group, Buyboard, Choice Partners, E&I, GSA, NCPA, Omnia, Premier, Sourcewell, TIPS, TXMAS, UTSSCA.

Company Name	AFMA INC. dba Core Office Interiors
DUNS	131829350
CAGE Code	0JGB2
EIN/TIN	74-2387486
Business Type (SDVOSB)	Service-Disabled Veteran-Owned Small Business

Furniture

NAICS CODE 337214	Office Furniture (Except Wood)
NAICS CODE 337211	Office Furniture Wood
NAICS CODE 442110	Office Furniture Store

Audio / Visual

NAICS CODE 334290	Other Communications Equipment Manufacturing
NAICS CODE 443142	Electronics Stores
NAICS CODE 334310	Audio / Video Equipment Manufacturing
NAICS CODE 423690	Other Electronic Parts & Equipment Merchant Wholesalers
NAICS CODE 423430	Computer, Computer Peripheral Equipment & Software Merchant Wholesalers

Audio / Visual Installation

NAICS CODE 238210	Electrical Contractors & Other Wiring Installation Contractors
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Sound Masking

NAICS CODE 512290	Other Sound Recording Industries
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Acoustic Panels

NAICS CODE 238310	Drywall & Insulation Contractors
-------------------	----------------------------------

Architectural Walls

NAICS CODE 238390	Partition, Moveable and/or Demountable, Installation Demountable Walls Are Section 10.22.19 in the Specifications Book
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HUB

CORE
OFFICE INTERIORS

CERTIFICATION:

SERVICE
DISABLED—
VETERAN
OWNED
BUSINESS

Texas Historically Underutilized Business (HUB) Certificate



Certificate/VID Number: **1742387486000**
Approval Date: **August 31, 2021**
Scheduled Expiration Date: **August 31, 2025**

The Texas Comptroller of Public Accounts (CPA), hereby certifies that

Afma, Inc DBA CORE office interiors

has successfully met the established requirements of the State of Texas Historically Underutilized Business (HUB) Program to be recognized as a HUB. This certificate printed **August 31, 2021**, supersedes any registration and certificate previously issued by the HUB Program. If there are any changes regarding the information (i.e., business structure, ownership, day to day management, operational control, business location) provided in the submission of the business; application for registration/certification as a HUB, you must immediately (within 30 days of such changes) notify the HUB Program in writing. The CPA reserves the right to conduct a compliance review at any time to confirm HUB eligibility. HUB certification may be suspended or revoked upon findings of ineligibility.

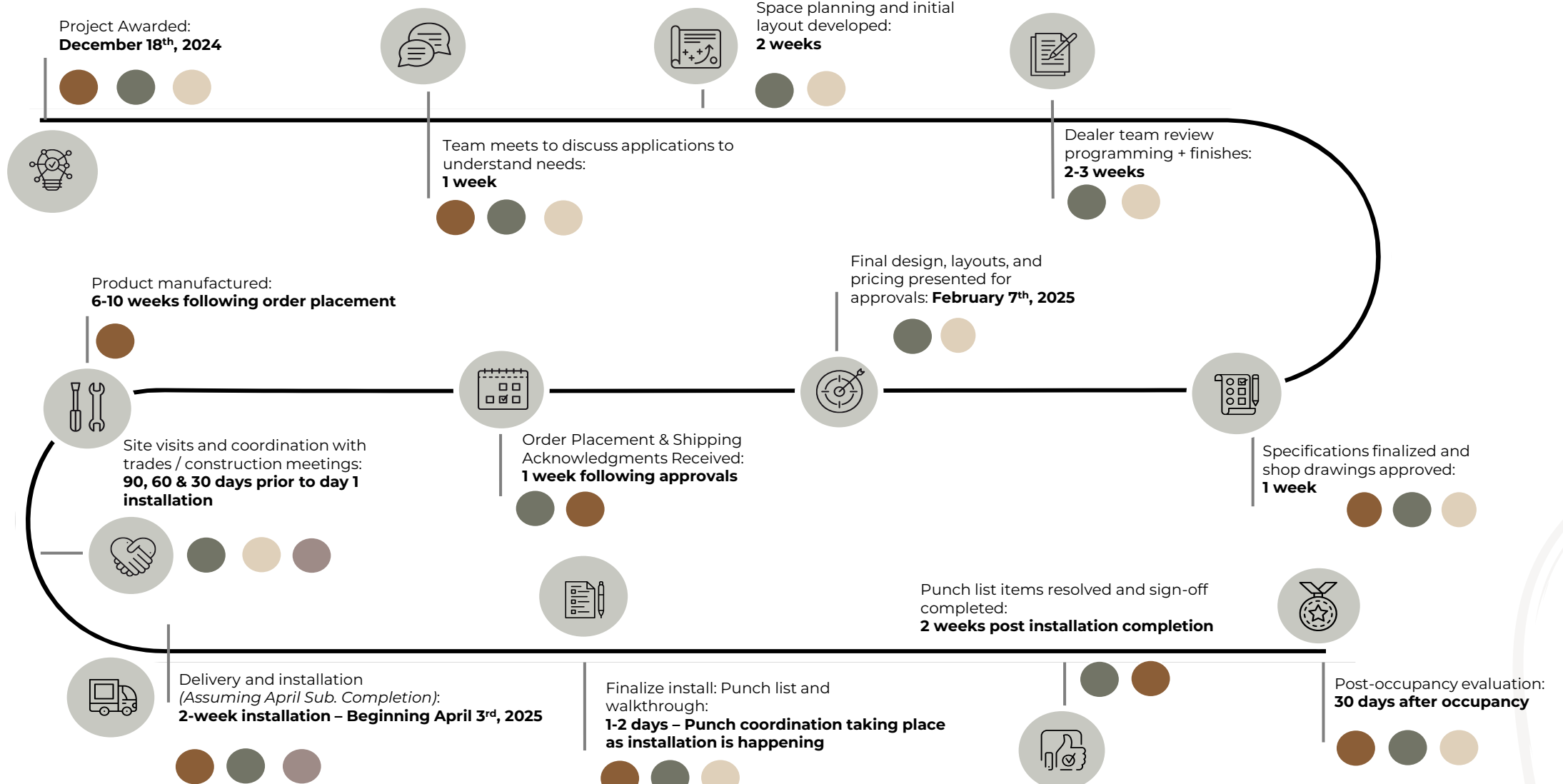
*Statewide HUB Program
Statewide Procurement Division*

Note: In order for State agencies and institutions of higher education (universities) to be credited for utilizing this business as a HUB, they must award payment under the Certificate/VID Number identified above. Agencies, universities and prime contractors are encouraged to verify the company's HUB certification prior to issuing a notice of award by accessing the Internet (<https://mycpa.cpa.state.tx.us/tpasscmbsearch/index.jsp>) or by contacting the HUB Program at **512-463-5872** or toll-free in Texas at **1-888-863-5881**.

SCHEDULE & SERVICES

PROJECT COORDINATION & SCHEDULE

Installer
 Dealer
 Manufacturer(s)
 Design + A&D Firm + Customer

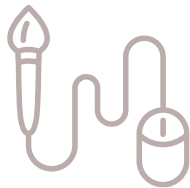


ORDER PROCESS



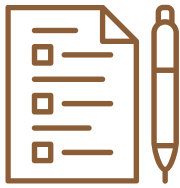
LISTEN

We work collaboratively with all stakeholders to outline scope, budget, and timeline.



CREATE

We specify and plan the right FF&E solutions to bring your space vision to life.



PREPARE

We carefully audit your project, order product, and start preparing for installation.



FULLFILL

When your items arrive, we get to work on delivery, installation, and final punch.



SERVICE

We assist with any post-installation service need and collect feedback on how we did.

Installation Process

We understand we will be working in conjunction with additional trades.

For safety and quality Installation - COREoi requires the following completed prior to furniture installation:

- All ceiling work and punch completed
- Carpet/Flooring completed in areas where contract furniture will be located
- Paint completed with only punch items left to complete
- Access to a working elevator

Change Orders
Any modification, addition, or change to work agreed to in the contract is treated as a variation. A request for work required outside of the agreed upon scope will require a submittal request. Once the submittal has been reviewed against the scope, budget, and schedule, a quote will be issued to the client for approval to proceed.

Punch
COREoi will track Punch daily and will strive to have all Punch ordered and replaced prior to Final Walk. Any additional Punch items discovered during the final walk will be placed within 3 business days. A Punch return trip per floor is included following the final walk through.

Warranty
Any warranty items can be placed at www.COREoi.com by selecting the "Quote/Service Request" tab. You will be prompted to fill out a questionnaire and in turn will automatically be submitted to a COREoi Service Manager. Once your warranty claim has been executed, the Service Manager will reply, provide updates, and coordinate with you accordingly.

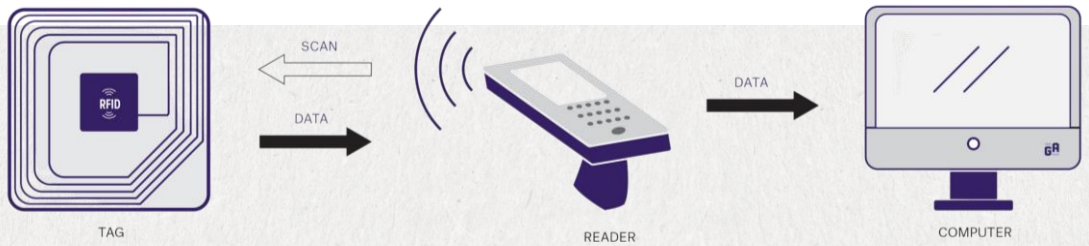
RFID



At CORE Office Interiors, we embed RFID technology into our furniture to provide comprehensive asset tracking for our clients.

Each RFID tag can store crucial information such as part numbers, pricing, warranty details, and specific finishes, tailored to meet the unique needs of our customers. This enables real-time visibility and control over assets, allowing clients to instantly access and manage important data about their furniture inventory across multiple locations. Whether it's locating an item or reviewing warranty coverage, our RFID-enabled furniture makes asset management seamless and efficient.

We would be happy to demo the capabilities and provide customer success stories from those using this technology.



GENERAL SERVICE AGREEMENT EXAMPLE

UPDATED 01/2023

CORE
OFFICE INTERIORS

GENERAL SERVICE AGREEMENT

This Service Agreement, hereinafter referred to as "Agreement," is entered into and made effective as of _____ (the "Effective Date") by and between the following parties:

SERVICE PROVIDER: AFMA, Inc. DBA: Core Office Interiors, with a mailing address of 10300 Metric Blvd., Suite 200, City of Austin, State of Texas ("Service Provider")

AND

CLIENT: _____, with a mailing address of _____, City of _____, State of _____ ("Client" or "End-User")

Service Provider shall provide, but not be limited to the following:

STANDARD SERVICES
Our standard* installation includes the receiving, inspection, delivery, and proper installation of products provided by CORE Office Interiors. This process is supervised by an on-site COREi lead employee, or designated local representative, and includes direct support from COREi and its partners. The following services are included as part of your furniture order:

Working Hours
Any 8-hour shift worked from 7am to 5pm, Monday through Friday; holidays not included.

Site Readiness
Installation site is complete, free, and clear of debris with no other contractors or vendors working in a way that would hinder exact placement and installation of the consoles per the approved layout.

Delivery
Delivery will be made to any single floor accessible by usable freight or passenger elevator. The route to the room should allow full material delivery by soft wheeled moving equipment from our transportation vehicle to installation space.

Single Phase
It is expected that no return trips are required due to delays of site condition/ contractor/vendor interference, or customer driven delays or requests.

Oversight
Our COREi crews will meet/deliver the shipment, offload, unpack, inspect for damage, and inside deliver all product.

Completeness
A complete installation of product as shown on approved drawing.

Recycling/Disposal
All packaging from shipment will be removed from project site for proper recycling and disposal.

Cleaning
Complete wipe down and inspection of product.

Inspection
Project inspection and walk-through with customer to verify a complete, functional, and damage-free installation. Any punch items will be brought to end-users' attention and listed on customer sign-off document. Outstanding punch items will be approved by the customer and resolved by the COREi Service Team.

Training
Please work with your lead installer or Sales representative to get training on any features and functionality of the products that you receive.

Page 1 of 4

CORE OFFICE INTERIORS - AUSTIN
10300 METRIC BOULEVARD SUITE 200
AUSTIN, TX 78758
512.832.6400
WWW.COREI.COM

NON-STANDARD SERVICES
Non-standard** installation services may be added to your order at an additional cost; these include:

Special Labor Rates
Union or prevailing wage labor requirements.

Phased Installation
Installation requiring multiple, separate mobilizations to the project site.

Site Preparation
Tear-down, removal, and/or disposal of any existing furniture, equipment, or technology.

Complex Off-Loading
Unusual truck off-loads (long distance route to the building, bad terrain due to unready site, etc.).

Hand-Carry
Stair-carry, or any other situation requiring hand-carry of the product to the room.

Live Cut-Over
Installation requiring a delay in standard installation processes for a vendor or customer to install/transfer equipment or technology to new console(s).

Anchoring
Console anchoring: seismic, anti-tip, or to prevent movement from initial installation position as per the layout.

Accessories Installation
Installation of monitors, large screen mounts, tasklights (not on order), and all other accessories not called-out in the product details or scope per the approved plan.

Power and Data
To be completed by a third party provided by end-user. COREi can provide these services at an additional cost.

General Construction
Performing any general construction task, such as but not limited to:

- Provision or integration of source electrical and low voltage communications cabling utilities
- Floor penetrations
- Electrical services including final connection of any purchased bonding kits to the building ground system
- Modification of building finishes in any way
- Carpet Replacement
- Raised access flooring installation or construction of elevated platforms

*Standard items are included as part of your console furniture purchase. Any modifications or change requests may incur additional costs.

**Non-standard items are available at additional cost.

Page 2 of 4

CORE OFFICE INTERIORS - AUSTIN
10300 METRIC BOULEVARD SUITE 200
AUSTIN, TX 78758
512.832.6400
WWW.COREI.COM

CORE OFFICE INTERIORS INSTALLATION SITE READINESS REQUIREMENTS
Site readiness plays a significant role in providing an efficient and timely furniture installation. Please review the checklist below to ensure your room/site is ready to receive your new furniture. If any of the conditions below have not been met, please contact your COREi Sales Executive or Project Manager.

- The building site has a completed/paved parking lot or approach to allow delivery vehicles close access to main entrance point.
- The path between the truck unload site and the install room is complete and clear of debris or obstructions.
 - All products must be able to be transported using standard furniture moving equipment and practices.
 - If installation is to take place on other than the ground floor, an operational passenger or freight elevator will be required.
- The installation room is free and clear of debris or materials. There should be nothing stored or placed in a manner that would obstruct the approved component layout or within 3 feet of the approved layout.
- All planned floor covering replacement or cleaning completed. Additional costs can be incurred if COREi needs to move furniture to finish any floor work such as carpet placement or cleaning.
 - This work includes but is not limited to lighting, wiring, fire alarms, sprinklers, new ceiling tiles, etc.
 - Once furniture is installed it could make access above the consoles or in the ceiling difficult and vendors may be encouraged to stand on console components and increase the risk of damage.
- All planned work on walls within the room completed.
 - This work includes but is not limited to: painting, electrical/low voltage boxes, TV mounting, clocks, acoustic treatments, and signage, etc.
 - Depending on layout, access to the walls could be blocked once furniture is installed.
 - Furniture that needs to be moved to access a wall accessory could cause damage to the wall.
- All work to and under any raised access floor system must be completed.
 - Access to these areas will be significantly reduced due to furniture installation.
 - Work includes electrical/low voltage cabling, core drilling, and any other task that would require the pulling up of the raised access floor system.
- Additional Trades are scheduled around furniture workstation installation
 - COREi is not responsible for the scheduling of an Electrician or Data Vendor.
 - If these are needed COREi can provide these at an additional cost.

Page 3 of 4

CORE OFFICE INTERIORS - AUSTIN
10300 METRIC BOULEVARD SUITE 200
AUSTIN, TX 78758
512.832.6400
WWW.COREI.COM

GENERAL SERVICE AGREEMENT EXAMPLE

TERMS AND CONDITIONS FOR FURNITURE & EQUIPMENT ITEMS

A quote will be provided based on our knowledge of your current requirements and project goals. Taxes, shipping, handling, and other fees may apply. We reserve the right to cancel quotes arising from pricing or other errors.

The following are terms and conditions provided on our final quote for approval:

1. It is understood that this is a custom-built furniture order. For this reason, upon order placement and acceptance by the relevant manufacturer, COREoi cannot cancel orders following order placement. We will do our best to honor a request in change, cancellation, or return. The customer remains liable for all changes outlined in this proposal unless approved and in writing. The customer may incur restocking, cancellation and/or change order charges.
2. Warranty: Your complete satisfaction and future business is our goal. We take pride in the quality of the products we represent. All applicable manufacturer warranties will be available upon request.
3. Shipment/Freight: We will not be liable for any delay or damages claimed to result from shipping or freight carrier. If the buyer requests to change or postpone delivery beyond the shipping date when we are ready to make delivery, we may store or transfer the goods to our warehouse and/or third-party warehouse at the customer's expense. Upon notification to the buyer of transfer to storage, the goods shall be deemed delivered to the customer for all intents and purposes, including invoicing and payment.
4. Unless expressly noted in this proposal, COREoi will provide all installation and delivery services during normal working hours, 8am to 5pm, Monday through Friday. If services are requested other than normal business hours, additional charges may be assessed. COREoi will issue a Change Order for work that falls outside the reasonably agreed-upon scope of this quote, and your approval/signature will be required to initiate the additional work.
5. For Drop-Shipped products over \$2,500.00, a 50% deposit is required before the order is placed and will invoice the remaining amount when the product is shipped to you.
6. A 1.5% per month interest charge will be added to unpaid accounts beyond the invoice due date. Delinquent customers will be liable for reasonable collection costs, including attorney fees. COREoi reserves the right to lean the property if invoices are not paid.
7. Contingency Fee: A small percentage of the total sell price line item, added for use in the event of unexpected circumstances that could lead to an increase in cost. COREoi adds this line to all quotes for acceptance of risk, unexpected manufacturer price increases, change in original scope, or if unforeseen additional product needs to be added to order. Customers may also allocate this fee to a reserve for subsequent use and distribution if unexpected events occur. The contingency fee can only be allocated/used on the respective quote.
8. All CORE Office Interiors quotes expire 30 days after submission. After 30 days, COREoi will need to check for updated pricing to account for supplier and vendor price adjustments.

SIGNATURES

Client or End User Name Title Date

Vendor Name Title Date

CORE OFFICE INTERIORS - AUSTIN
 10300 METRIC BOULEVARD SUITE 200
 AUSTIN, TX 78758
 512.832.6400
 WWW.COREO.COM



PRODUCT SOLUTIONS

PLEASE NOTE:

NOT ALL PRODUCT IS REFERENCED WITHIN THIS IMAGERY PACKET. WHILE THE MAJORITY IS, THERE ARE A FEW THAT HAVE BEEN LEFT OFF.

THERE ARE SEVERAL ITEMS THAT ARE INTENDED TO MEET THE DESIGN INTENT, WHILE OTHERS ARE TO MEET THE DESIRED BUDGET. WITH A BUDGET OF THIS SIZE IN COMPARISON TO THE SCOPE OF THE PROJECT, IT IS EXTREMELY DIFFICULT TO MEET BOTH.

IF AWARDED, WE WILL WORK TIRESLY WITH HACA AND URBAN FOUNDRY TO FIND ECONOMICAL AND DESIGN CENTRIC SOLUTIONS THAT KEEPS US FISCALLY RESPONSIBLE, WHILE TRYING TO MAINTAIN DESIGN INTENT. UNDERSTANDING THE PRIMARY AREAS OF FOCUS FOR HACA WILL BE KEY IN ACHIEVING THE ABOVE.

ALL HANDS / BOARDROOM



CH.07
STACKABLE W/ CASTERS

ST.06
BUFFET

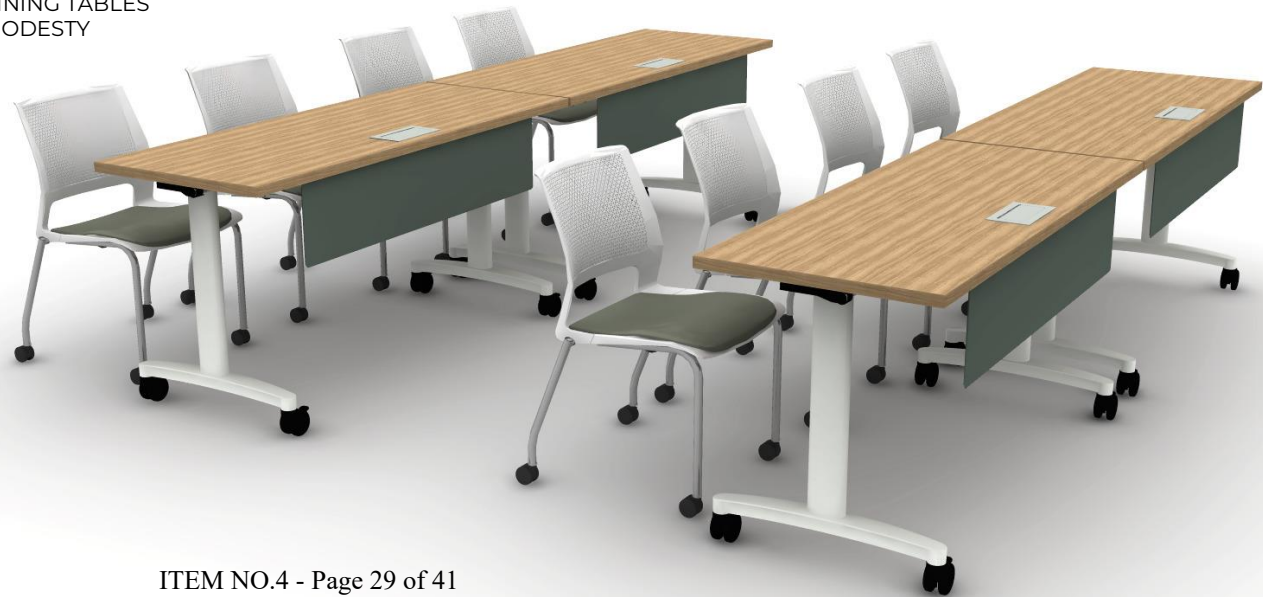


AC.06
LECTURN + POWER



CH.06
TASK CHAIR

TB.08
NESTING TRAINING TABLES
+ POWER & MODESTY



BREAK ROOM



CH.14
DINING CHAIR - NO ARMS



TB.12
SQAURE DINING TABLE



CH.15
COUNTER HEIGHT BAR STOOL



TB.13
RECTANGULAR BOOTH TABLE



AC.04
LANDFILL / RECYCLING CONTAINER

PUBLIC HUDDLE



Attachment 3
CH.10
STACKABLE CHAIR, NO ARMS



TB.01
ROUND MEETING TABLE

TRAINING ROOM



ITEM NO. 4-1
CH.10
STACKABLE CHAIR, NO ARMS



DK.05
DESK



CH.03
TASK CHAIR

OPEN WORKSTATIONS

DK.02 / O4
WORKSTATION W/ HEIGHT ADJUSTABLE DESK



CH.02
OFFICE CHAIR



ST.01
TOWER STORAGE



ST.02
MOBILE BOX/BOX/FILE STORAGE

OPEN WORKSTATIONS

DK.03
CALL CENTRE WORKSTATION W/ HEIGHT ADJUSTABLE DESK



CH.02
OFFICE CHAIR



ST.01
TOWER STORAGE



ST.02
MOBILE BOX/BOX/FILE STORAGE

PRIVATE OFFICES



CH.01
TASK CHAIR



CH.09
GUEST CHAIR



GB.01
GLASS WHITE BOARD



DK.01
DESK W/ CREDEZA & STORAGE



TB.01
PRIVATE OFFICE MTG TABLE



CH.08
MTG CHAIR

OPEN MEETING SPACES



CH.08
MTG CHAIR



TB.01, TB.09
ROUND MEETING TABLE



TB.03
HIGH-TOP PENINSULA MEETING TABLE



CH.24
COUNTER HEIGHT
SWIVEL STOOL

PRIVATE OFFICES



DK.01
DESK W/ CREDENZA & STORAGE



Attachment 3



ITEM NO.4 - Page 34 of 41

PRIVATE OFFICES



DK.01
DESK W/ CREDENZA & STORAGE
ALTERNATIVE



CONFERENCE



CH.04
TASK CHAIR



TB.04, TB.06, TB.07
CONFERENCE TABLE



***ST.06**
BUFFET

PHONE ROOMS



CH.12
HIGH-BACK ACOUSTICAL 2-SEATER



TB.20
SIDE TABLE



TB.16
LAPTOP TABLE



TB.14
RECTANGLE TABLE



CH.05
MTG CHAIR



HUDDLE ROOMS



TB.03
HIGH-TOP PENINSULA
MEETING TABLE



CH.24
COUNTER HEIGHT
SWIVEL STOOL



TB.02
ROUND MEETING TABLE W/ POWER



GB.01
GLASS WHITE BOARD



CH.05
MTG CHAIR

ENTRY



CH.22
MODULAR L-SHAPED CURVED SOFA



CH.17
LOUNGE CHAIR



TB.18
ROUND COFFEE TABLE



TB.20
SIDE TABLE



TB.19
ROUND SIDE TABLE

PLAN NORTH ENTRY



TB.16
LAPTOP TABLE



TB.20
SIDE TABLE



CH.23
WORK LOUNGE SEATING



***ST.06**
BUFFET

BOOTHS & BANQUETTES



TB.11
CAFE TABLE



***CH.27**
BOOTH / BANQUETTE



CH.11
POUF SEAT



TB.13
RECTANGULAR BOOTH TABLE



TB.16
LAPTOP TABLE

BREAK CAFE



CH.16
COUNTER HEIGHT
STOOL



AC.04
LANDFILL / RECYCLING CONTAINER

WELLNESS ROOM



CH.13
UPHOLSTERED LOUNGE CHAIR



TB.16
LAPTOP TABLE



TB.20
ROUND SIDE TABLE

COMMUNITY MEETING



CH.23
WORK LOUNGE SEATING



TB.20
SIDE TABLE



TB.19
ROUND SIDE TABLE



CH.19
HIGH-BACK ACOUSTICAL 2-SEATER



CH.11
POUF SEAT



CH.20
3-SEAT LOUNGE SEATING



CH.21
MODULAR SEATING



TB.10
ROUND MEETING TABLE



CH.25
CHAISE LOUNGE



TB.15
BAR HEIGHT TABLE



CH.26
COUNTER HEIGHT
SWIVEL STOOL



TB.17
ITEM NO 4
3-PIECE COFFEE TABLE



TB.16
LAPTOP TABLE



CH.18
HIGH BACK LOUNGE SEAT

COMMUNITY MEETING

CONCEPT RENDERINGS



THANK YOU

Thank you for the opportunity to
demonstrate our capabilities to
partner together.

CORE
OFFICE INTERIORS



HOUSING AUTHORITY OF THE CITY OF AUSTIN

BOARD ACTION REQUEST

RESOLUTION NO. 02875

PURCHASING ITEM NO. 5.

MEETING DATE: December 18, 2024

STAFF CONTACT: Nora Velasco, Director of Operations and Procurement

ITEM TITLE: Presentation, Discussion, and Possible Action Regarding Resolution No. 02875: Ratification of approval to purchase three heavy duty service trucks, seven midsize trucks, and two sedans

BUDGETED ITEM: Yes

TOTAL COST: \$548,623.06

ACTION

The Board is asked to approve the ratification of the purchase of ten trucks from Chuck Nash GMC not to exceed \$487,972.06 and two Camrys LE Hybrids from Toyota Cedar Park not to exceed \$60,651.00. A total purchase amount of \$ 548,623.06 for the twelve vehicles.

SUMMARY

Background:

HACA continues to assess its aging fleet inventory in alignment with the approved 2024 Strategic Plan and recommends replacing twelve of the oldest service trucks and sedans manufactured between 2006 and 2012. The selected purchased models are (3) three 2025 Silverado heavy duty service trucks, (7) seven smaller 2024 Chevrolet Colorado, and (2) two 2025 Toyota Camry LE Hybrid. With this plan, each property will have a heavy duty truck for appliances and a smaller truck for efficiency and cost savings. The hybrid sedans will be used by Community Directors to perform their duties within their assigned properties.

Process:

T.I.P.S. Cooperative Purchasing was used to purchase the service and smaller trucks from Chuck Nash Chevrolet GMC which had them in stock and ready for delivery. The selected sedans were available through Cedar Park Toyota which was able to match the same price from the previous purchase approved earlier this year.

Staff Recommendation:

Staff recommends ratification of approval of purchase for the replacement of the (12) twelve oldest service vehicles remaining in the HACA fleet inventory. This purchase is in alignment of the approved 2024 Strategic Plan for efficiency and cost savings.

ATTACHMENTS:

- ▣ **ATTACHMENT:01 TIPS COOPERATIVE PURCHASING QUOTE**
- ▣ **ATTACHMENT:02 TOYOTA QUOTE**

RESOLUTION NO. 02875

RESOLUTION TO RATIFY THE APPROVAL OF THE PURCHASE OF (3)THREE HEAVY DUTY SERVICE TRUCKS, (7) SEVEN MIDSIZE TRUCKS AND (2) TWO SEDANS

WHEREAS, the Housing Authority of the City of Austin has budgeted funds under its 2024-2025 fiscal year for the needed replacement of obsolete HACA Fleet vehicles; and

WHEREAS, twelve vehicles of HACA's fleet inventory have reached and surpassed their end of life value; and

WHEREAS, staff performed pricing comparisons on various styles and makes of vehicles that could meet the needs of the agency; and

WHEREAS, the truck purchase was made using T.I.P.S Cooperative Purchase Agreement with Chuck Nash Chevrolet GMC and the sedan vehicles with the same quote used earlier this year with Toyota Cedar Park; both local dealerships had availability for immediate delivery;

NOW, THEREFORE, IT IS HEREBY RESOLVED, that the Housing Authority of the City of Austin Board of Commissioners ratifies the President & CEO's approval to purchase ten trucks and two sedans not to exceed \$548,623.06.

PASSED, APPROVED AND ADOPTED this 18th Day of December, 2024.

Michael G. Gerber, Secretary

Carl S. Richie, Jr., Chairperson

Chuck Nash Chevrolet Buick GMC

3045 I 35 N Frontage Rd, San Marcos, TX 78666
Phone (512) 396-7888 | Fax (512) 396-7900

CUSTOMIZED PRODUCT PRICING SUMMARY BASED ON CONTRACT

Cars and Light Trucks

Team Members - Edward Munoz - Mark Wood - Chuck Tolle - Clay Powell - Ben Kampmeier - Jeffry Michelson - Bill Boyd

TIPS Contract 240502

End User: HOUSING AUTHORITY OF THE CITY OF AUSTIN Nash Sales Rep: MARK WOOD
 Contact: NORA VELASCO Date: 11/14/2024
 Contact TN/Email: NORAV@HACANET.ORG Phone #:
 Product Description: 2025 CHEVROLET 2500 SERVICE BODY TRUCK REGULAR CAB Color Code: GAZ

A. Bid Line # 1

Base Price: \$ 47,211.12

B. Published Options (Itemize Each Below)

Code	Description	Bid Price	Code	Description	Bid Price
				HARBOR SERVICE BODY	\$ 14,216.00
Total of B - Published Options					\$ 14,216.00

C. Dealer Published Options

Code	Description	Bid Price	Code	Description	Bid Price
				2025 NATIONAL FLEET PURCHASE PROGRAM	-\$ 500.00
Total of C - Published Options					-\$ 500.00

D. Off Menu Options

Code	Description	Bid Price	Code	Description	Bid Price
				ALUMINUM LIFTGATE	\$ 4,500.00
				SIDE STEPS	\$ 387.50
				HEADACHE RACK	\$ 725.00
				BACKUP ALARM	\$ 195.00
				SUPER SPRINGS	\$ 822.00
				ADDITIONAL PROGRAMMED KEY	\$ 350.00
				EXTENDED WARRANTY	\$ 3,500.00
				INSPECTION/TAG	\$ 30.75
Total of D - Off Menu Options					\$ 10,510.25

Off Menu Options limited to 25% of Published Price

Current % 17.25%

Delivery Charges	0	Miles @ \$1.49/mile		\$ 0.00
Floorplan Expense	0	Days	\$8.18 Per Diem	\$ 0.00
Lot Insurance Expense		Days	\$8.18 Per Diem	\$ 0.00
Manufacturer Delivery Fee				\$ 0.00
Quantity Ordered	3	X F =		Total Each \$ 71,437.37
Administrative Fee				\$ 214,312.11
Trade In Allowance - Non-Equipment debits and credits				\$ 1,200.00

TOTAL PURCHASE PRICE INCLUDING ADMIN FEE \$ 215,512.11

71,437.37 + \$400 (TIPS) = # 71,837.37

x 3

Chuck Nash Chevrolet Buick GMC

3045 I 35 N Frontage Rd, San Marcos, TX 78666
 Phone (512) 396-7888 | Fax (512) 396-7900

CUSTOMIZED PRODUCT PRICING SUMMARY BASED ON CONTRACT

Cars and Light Trucks

Team Members - Edward Munoz - Mark Wood - Chuck Tolle - Clay Powell - Ben Kampmeier - Jeffrey Michelson - Bill Boyd

TIPS Contract 240502

End User: HOUSING AUTHORITY OF THE CITY OF AUSTIN Nash Sales Rep: MARK WOOD
 Contact: NORA VELASCO Date: 11/14/2024
 Contact TN/Email: NORAV@HACANET.ORG Phone #:
 Product Description: 2024 CHEVROLET COLORADOS Color Code: GAZ

A. Bid Line # 1

Base Price: \$ 33,848.10

B. Published Options (Itemize Each Below)

Code	Description	Bid Price	Code	Description	Bid Price
Total of B - Published Options					\$ 0.00

C. Dealer Published Options

Code	Description	Bid Price	Code	Description	Bid Price
Total of C - Published Options					\$ 0.00

D. Off Menu Options

Code	Description	Bid Price	Code	Description	Bid Price
				EXTENDED WARRANTY	\$ 3,500.00
				BACKUP ALARM	\$ 195.00
				ADDITIONAL KEY	\$ 350.00
				BED LINER	\$ 599.00
				INSPECTION/TAG	\$ 30.75
Total of D - Off Menu Options					\$ 4,674.75

Off Menu Options limited to 25% of Published Price

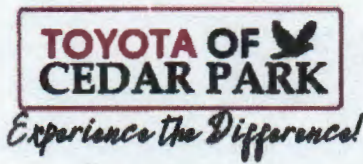
Current % 13.81%

Delivery Charges	0	Miles @ \$1.49/mile		\$ 0.00
Floorplan Expense	0	Days	\$8.18 Per Diem	\$ 0.00
Lot Insurance Expense		Days	\$8.18 Per Diem	\$ 0.00
Manufacturer Delivery Fee				\$ 0.00
Quantity Ordered	7	X F =		Total Each \$ 38,522.85
Administrative Fee				\$ 269,659.95
Trade In Allowance - Non-Equipment debits and credits				\$ 2,800.00

TOTAL PURCHASE PRICE INCLUDING ADMIN FEE \$ 272,459.95

38,522.85 + \$400 (TIPS) = 38,922.85

x 7
272,459.95



Date: 11/26/2024
 Salesperson: ALEJANDRO VALDES
 Manager: Carlos Hidalgo
 Customer ID #: 75913

FOR INTERNAL USE ONLY

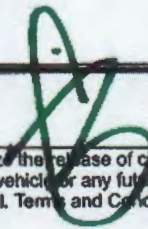
BUSINESS NAME HOUSING AUTHORITY OF THE CITY OF AU Home Phone : _____
CONTACT _____
 Address : 1124 SOUTH IH 35
AUSTIN, TX 78704 Work Phone : _____
TRAVIS
 E-Mail : norav@hacanet.org Cell Phone : (512) 767-7799

VEHICLE
 Stock # : SU545109 New / Used : **New** VIN : 4T1DAACK4SU545109 Mileage : 0
 Vehicle : 2025 Toyota Camry Color : Underground
 Type : LE (CVT) 4dr Front-Wheel Drive Seda 2559
 Body Size : _____ Style : _____ Weight : 0 Unit Class : _____

Longer-Term Payments			
Cash Down	2,000	4,000	6,000
36 Months	1000	930	861
48 Months	803	747	691
54 Months	738	686	635

* A.P.R. Subject to equity and credit requirements.

Market Value Selling Price	32,005.00
Discount	4,169.00
Adjusted Price	27,836.00
Doc Fee	225.00
Net Price	28,061.00
SERVICE CONTRACT	2,600.00
Balance	30,661.00

Customer Approval: _____ Management Approval: 

By signing this authorization form, you certify that the above personal information is correct and accurate, and authorize the release of credit and employment information. By signing above, I provide to the dealership and its affiliates consent to communicate with me about my vehicle or any future vehicles using electronic, verbal and written communications including but not limited to eMail, text messaging, SMS, phone calls and direct mail. Terms and Conditions subject to credit approval. For Information Only. This is not an offer or contract for sale.



Experience the Difference!

Date: 11/26/2024
 Salesperson: ALEJANDRO VALDES
 Manager: Carlos Hidalgo
 Customer ID #: 75913

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BUSINESS NAME CONTACT HOUSING AUTHORITY OF THE CITY OF AU Home Phone : _____
 Address : 1124 SOUTH IH 35
AUSTIN, TX 78704 Work Phone : _____
TRAVIS
 E-Mail : norav@hacanet.org Cell Phone : (512) 767-7799

VEHICLE
 Stock # : SU071684 New / Used : **New** VIN : 4T1DAACK1SU071684 Mileage: 0
 Vehicle : 2025 Toyota Camry Color : Underground
 Type : LE (CVT) 4dr Front-Wheel Drive Seda 2559
 Body Size : _____ Style : _____ Weight : 0 Unit Class : _____

Longer-Term Payments			
Cash Down	2,000	4,000	6,000
36 Months	977	907	837
48 Months	784	728	672
54 Months	721	669	618

* A.P.R. Subject to equity and credit requirements.

Market Value Selling Price	31,334.00
Discount	4,169.00
Adjusted Price	27,165.00
Doc Fee	225.00
Net Price	27,390.00
SERVICE CONTRACT	2,600.00
Balance	29,990.00

Customer Approval: _____ Management Approval: _____
 By signing this authorization form, you certify that the above personal information is correct and accurate, and authorize the release of credit and employment information. By signing above, I provide to the dealership and its affiliates consent to communicate with me about my vehicle or any future vehicles using electronic, verbal and written communications including but not limited to eMail, text messaging, SMS, phone calls and direct mail. Terms and Conditions subject to credit approval. For Information Only. This is not an offer or contract for sale.