

CITY OF ATASCADERO



REQUEST FOR PROPOSALS

7th Cycle Housing Element Update

CITY OF ATASCADERO, CALIFORNIA

CITY RFP NUMBER CD-2026-01

CITY OF ATASCADERO

6500 Palma Avenue, CITY CLERK

ATASCADERO, CA 93422

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Working together to **serve**, build **community** and enhance **quality of life**.



Proposals Requested by:

City of Atascadero

**Community Development Department
6500 Palma Avenue
Atascadero, CA 93422**

Phone: (805) 461-5000

Fax: (805) 461-7612

Dated: July 21, 2026

Proposals due: September 7, 2026 by 5:00 p.m.



SECTION 1: INTRODUCTION

The City of Atascadero is requesting proposals from qualified consultants or consulting teams to update the City's certified Housing Element for the 2028-2036 Reporting Period (7th Cycle), ensuring compliance with California law and alignment with the City's Draft 2045 General Plan (expected to be adopted October 2026). Staff is seeking a consultant with previous experience in updating and preparing housing elements and a strong track record working with the California Department of Housing and Community Development (HCD). The consultant should be familiar with the process of updating housing elements that have qualified for a streamlined review by HCD. The selected consultant(s) will partner with City staff to explore, analyze, and implement these approaches in addition to supporting community engagement in alignment with AB 686, and coordinating with HCD to help ensure timely certification of the updated element.

The City's last Housing Element is available on the City website at: [ATASCADERO 2021-2028 FINAL HOUSING ELEMENT.pdf](#)

The City's preferred approach to hiring a consultant to update the Housing Element involves a regional coordinated effort with the City of Paso Robles and the County of San Luis Obispo. The North County region has similar demographics and it is anticipated that the housing needs assessment as well as updates to regional affordability studies can be coordinated tasks. Details of this approach are further outlined in Section 4.

Final submission to the State is due by January 15, 2029, and the City anticipates a project start in September 2026 with an estimated duration of 18 to 24 months.

SECTION 2: CITY AND HOUSING ELEMENT BACKGROUND

The City of Atascadero is located in San Luis Obispo County and was incorporated in 1979. The City is located halfway between Los Angeles and San Francisco on Highway 101. Atascadero is 20 miles north of San Luis Obispo and 10 miles south of Paso Robles. Nearby California Highways 41 and 46 provide easy access to the Pacific Coast and the Central Valley of California. The City of Atascadero covers approximately 26 square miles with a population just under 30,000 people

The City of Atascadero adopted its 6th cycle housing element in 2020. Since that adoption, the City has implemented numerous policies contained in the housing element and we have exceeded the anticipated number of housing units in Low and Moderate categories for each of the reporting years. The City is also in the final stages of adopting a new General Plan and Zoning Ordinance with a horizon year of 2045 (anticipated adoption date October 2026). As Atascadero is geographically constrained, this General Plan focuses on infill development and upzoning to allow for greater residential density within the existing urban core. The new General Plan is expected to accommodate the RHNA through the 7th cycle with infill, mixed-use, and increased densities in multi-family zones.

The San Luis Obispo Council of Government's 7th cycle Regional Housing Needs Allocation (RHNA) will be finalized in June 2027. At this time, SLOCOG is appealing the draft RHNA numbers from HCD and preliminary numbers will be available later this year.



The City is in compliance with its 6th cycle housing element and will qualify for HCDs streamlined review process. The scope of work contained in Section 3 reflects this streamlined review, thus scope is limited to updates of the adopted and certified Housing Element.

SECTION 3. SCOPE OF WORK

The City of Atascadero is seeking professional consulting services to update the City's adopted and certified housing element consistent with current State law, ensuring certification of the final element by HCD prior to the deadline of January 15, 2029.

Proposals must address the following tasks, providing a description and timeline of how they would be accomplished. Additional or optional tasks may be included and creative approaches are welcome. The final scope of work will be subject to refinement and mutual agreement following the project's launch and further discussion.

Task 1: Project Management

- Coordination between the consultant and City Staff,
- Strategies for ensuring coordination with HCD, particularly ensuring compliance with AB 686 and all other state laws presiding over Housing Element production over the course of the project

Task 2: Outside Agency Coordination

- Coordination with the Housing and Community Development Department (HCD), the State Regulatory Agency that will review and certify the City's housing element.
- Coordination with the County of SLO may be warranted to ensure consistency.
- Coordination with SLOCOG. SLOCOG may receive grant funding to provide required studies to support the 7th cycle Housing Element update and RHNA reporting at a regional level.

Task 3: Community Outreach and Engagement

- An outreach plan is expected to determine an effective community outreach strategy. The City does not have a formal housing committee and City staff typically leads outreach events with the consultant assisting.
- Participate in and collaborate with City staff in conducting a public outreach program to obtain input from key stakeholders (San Luis Obispo Housing Trust, Non-profits, People's Self-Help Housing, and local homeless shelters) or other relevant advisory groups. These groups work throughout the region and, should Atascadero's consultant be the same as the consultant for Paso Robles or other cities in the region, there is likely an opportunity for efficiency and cost savings.
- Anticipate two (2) City Council workshops

Task 4: Evaluation of 2021-2029 Housing Element

Task 5: Housing Assessments

- AFFH (AB 686) analysis and related outreach
- Housing Needs Assessment
- Sites Inventory Analysis and RHNA Capacity Analysis



Task 6: Draft 2028-2036 Housing Element

The City is anticipating a streamlined review, and thus this task should be scoped accordingly

- Administrative Draft outlining changes and new requirements
- Final Draft for HCD review and comment
- Assume 1 Planning Commission and up to 2 City Council hearings

Task 7: Final 2028-2036 Housing Element / HCD Certification

Additional Optional Tasks

The San Luis Obispo County region has a strong history of multi-jurisdictional collaboration. The tasks listed below are assumed to, at a minimum, be coordinated with the City of Paso Robles as there are regional similarities related to residential project typology, demographics, and construction costs. SLOCOG may be submitting for grant funding to undertake one or more of these studies at the larger regional scale, thus, these studies may or may not be required under the City's contract. These tasks should be shown as optional tasks with independent cost for services provided.

Task 8a: Affordable by Design Study

- Provide a study that shows affordability levels of multi-family typologies in North County to support RHNA reporting at below market rate levels. This study should be designed with a methodology that can easily be updated by staff every 2 years based on HCDs new policy. A similar study was prepared at a regional scale in 2023. This study may provide a framework for new analysis.

Task 8b: ADU Affordability Study

- Provide a study that shows affordability levels of ADUs throughout the North County region to support RHNA reporting at below market rate levels. This study should be designed with a methodology that can easily be updated by staff every 2 years based on HCDs new policy. A similar study was prepared at a regional scale in 2020. This study may provide a framework for new analysis.

Budget

Provide an estimated proposed budget identifying each task, projected hours for completion, and staff and hourly rates.

Deliverables

Provide an estimated timeline for completion of scope of work. Timeline should follow HCD timeline for adoption of streamlining 7th cycle housing element.

SECTION 4. REGIONAL OPPORTUNITIES FOR EFFICIENCY AND COST SAVINGS

The San Luis Obispo region, and specifically North County, share similarities in demographics, residential economics, and key non-profit and for-profit community partners. Should the same consultant be chosen for the preparation of both Housing Elements, some level of efficiency may be gained in relation to background analysis and community organization outreach. These cities are not intending to produce a joint Housing Element. Instead, the cities are interested in any cost savings associated with overlapping data collection and regional background analysis.



Proposals should address cost savings if both cities retain the same consultant.

SECTION 5. RFP SUBMITTAL REQUIREMENTS

Consultants responding to this Request for Proposal must present satisfactory evidence to the City, indicating its ability to meet the Scope of Work outlined above. A qualifying proposal must include the following information.

- Project Title
- Name and contact information of firm
- Firm Qualifications: firm specialization and qualifications; names and qualifications of personnel to be assigned to the project, specifying project manager; list of similar projects and contact information of projects; (3) client references from recent related projects including contact information and individual to contact for referral
- Understanding of Scope of Work and approach to the Project: summary of approach proposed; description of the firm staffing and their expertise to be used; information to be used/needed for the project
- Schedule for Completion: Timeframe proposed to complete the project (once a notice to proceed is issued), including turnaround time for product revisions
- Budget: Itemize products, meetings, staff hours and cost per staff hour for project work, and total proposed budget with incidental costs for mailing, reproduction, etc. included. Itemize a "not-to-exceed" amount for travel reimbursements including fuel, lodging and meals. A separate budget or budget modification showing any cost savings as addressed in Section 4 should be provided.
- Fees and insurance: proposed not-to-exceed fees for all work under Project Scope, documentation that firm has required general liability insurance coverage in the amount of \$1,000,000 per occurrence; \$2,000,000 aggregate, and include an endorsement with the City of Atascadero named an additional insured, and \$2,000,000 professional liability insurance

SECTION 6. CONSULTANT SELECTION PROCESS

A Selection Committee will review the proposals, and the most qualified consultants will be invited for an interview with the Committee. Following the interviews, the Committee will select the consultant demonstrating the best qualifications and ideas for this effort and recommend to the City Council approval of the consultant selection and direct Staff to negotiate an Agreement for professional services.

SECTION 7. CONSULTANT SELECTION CRITERIA

The City reserves the right to act as the sole judge of the contents of all proposals. In soliciting these proposals, it is the intent of the City to have the best possible service performed on this



project. Therefore, selection of the consultant will be based upon the following considerations and criteria:

- Consultant's demonstrated experience with similar projects involving municipalities and other public agencies;
- Consultant's demonstration with previous experience in streamline updates of housing elements;
- Consultant's demonstrated ability to manage and coordinate the project in a timely manner;
- The quality, amount, and type of services proposed;
- Completeness in proposal response;
- Proposed cost;
- The City's preferred approach to hiring a consultant to update the Housing Element involves a regional coordinated effort with the City of El Paso de Robles. Consultants providing an interest to coordinate efforts (background research, regional studies, etc as outlined in Section 4) will be looked at as an additional advantage;
- Any other considerations deemed pertinent by the City.

All proposals received in response to this RFP shall become property of the City and become a matter of public record, except for those parts of each proposal which are defined by the consultant as business or trade secrets, provided that the said parts are submitted in a sealed envelope and clearly marked as "confidential" or "proprietary".

Granting of this contract may require disclosure of personal financial interests under the Political Reform Act.

Contract Requirements

The consultant selected shall execute a written contract with the City within (14) calendar days after notice of selection has been awarded. A sample contract agreement is available upon request.

SECTION 8. DOCUMENTS AVAILABLE

Your firm may contact the City to obtain documents, as necessary, to assist in preparing your response to the RFP. Documents available include: 2020 Adopted Housing Element and Appendices (available on the City's website), 2045 General Plan (draft available at: www.Atascadero2045.org) to be adopted in October 2026, City Development Standards and Specifications, and regional studies related to housing affordability (<https://www.slocog.org/programs/housing/housing-infrastructure-regional-framework>, and <https://www.slocog.org/programs/housing/slo-county-accessory-dwelling-unit-and-mobilemanufactured-home-market-study>).

SECTION 9: RFP SUBMISSION DEADLINE

- All RFP responses must be received by the Community Development Department by **5:00 p.m. on September 7, 2026**. Responses received after the specified time and date will not be considered.
- Please label envelope/package: **Proposal for Housing Element**.



- Hand delivery of proposals may be submitted to: City of Atascadero, 6500 Palma Ave, CA 93422.
- **Proposals may not be e-mailed or faxed.**

Mailing address:

City of Atascadero
Community Development Department
Attn: Phil Dunsmore, Community Development Director
6500 Palma Ave
Atascadero, CA 93422

SECTION 10. CONSULTANT INQUIRIES

For further information or inquiries about this RFP, please contact:

City of Atascadero
Community Development Department
Attn: Phil Dunsmore, Community Development Director
6500 Palma Ave
Atascadero, CA 93422
805-470-3488
pdunsmore@atascadero.org

Thank you for your interest in proposing on this project.