REQUEST FOR PROPOSAL (RFP)

COMMUNITY ENGAGEMENT PLAN

for

RIVERSIDE’S
COMMUNITY REVITALIZATION
&
INVESTMENT AUTHORITY
(CRIA)

CITY OF RIVERSIDE

COMMUNITY & ECONOMIC DEVELOPMENT DEPARTMENT

ISSUED BY: Erin Gettis
PRINCIPAL PLANNER AND CITY HISTORIC PRESERVATION OFFICER

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(951) 826-5469

ISSUED DATE: AUGUST 14, 2017

DUE DATE: SEPTEMBER 11, 2017
Request for Proposal:
Community Engagement Plan for CRIA

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EXHIBIT 1 - Sample Professional Consultant(s) Service Agreement

EXHIBIT 2 – Community Revitalization and Investment Authority (Assembly Bill 2) summary

“Cities have the capability of providing something for everybody, only because, and only when, they are created by everybody.”

- Jane Jacobs
1. Introduction/Purpose

With the dissolution of redevelopment agencies (state-wide) in 2012, California's cities and counties have struggled to find alternative economic development tools that create investment in disadvantaged areas where investment does not flow naturally. To address this issue, in 2015 the State of California approved a new economic development tool, pursuant to the passage of Assembly Bill 2 (AB 2), authored by State Assembly member Luis Alejo and referred to as Community Revitalization and Investment Authority (CRIA).

Like the redevelopment agencies dissolved by Governor Brown in 2012, CRIA’s have significant power to invest, via tax increment financing, in disadvantaged communities with: high crime rates, high unemployment, and deteriorated and inadequate infrastructure – including commercial and residential buildings.

As part of the CRIA formation process, the City of Riverside (City) must adopt a CRIA Plan, which will guide its revitalization programs and authorize receipt of and expenditure of property tax increment revenues.

With the aforementioned in mind, the City is seeking to develop a Community Engagement strategy to be incorporated into the final CRIA Plan, which must be uniquely Riverside by focusing on enhancing communities, neighborhoods and businesses. As part of that effort, the Community & Economic Development Department is seeking proposals from community engagement professionals to perform, analyze, develop, implement and track a comprehensive community engagement and outreach strategic plan. The plan must include specific tactics to reach existing businesses, community leaders and city-wide organizations. This project will align with the CRIA eligible areas to be newly formed within the City and be used in the preparation of the CRIA Plan. It is also expected that the consultant(s) will utilize neighborhood-based methods in conducting the analysis, with the goal of identifying missing assets that would raise the quality of life and improve economic opportunities for Riverside residents and help attract new businesses in identified CRIA areas. The consultant(s) will be expected to design a program that will engage in a series of meetings specifically aimed at increasing community engagement and employ Asset Based Community Development best practices and approaches as well as integrate with the City’s existing Neighborhoods program. The consultant(s) will be expected to identify and engage identified local business and emerging neighborhood leaders in the CRIA areas as part of the outreach and community engagement program as well as conduct community meetings throughout Riverside.

Proposals are requested from Consultant(s) that have a demonstrated ability to perform, track, and report on the tasks identified in this Request for Proposal (RFP).
2. Background

On April 12, 2016 the Riverside City Council authorized a contract with Kosmont Companies to conduct a financial analysis and viability of AB 2. The Kosmont contract, which is currently underway, will provide eligibility analysis, preliminary identification of target projects, and the framework for establishing CRIA boundaries, fiscal analysis, and formation process. The City proposes to use the tools identified in the CRIA plan that is established as a result of the CRIA process as the foundation for neighborhood efforts and investment. The CRIA plan intends to focus on enhancing communities, neighborhoods and businesses and reflect the new ideology of Asset Based Community Development and translate it to community asset identification and expansion. Recognizing that economic and neighborhood vitality are intertwined in prosperous communities, the City aims to utilize the CRIA plan to include a broader spectrum of impact that combines business opportunity in the City with neighborhood quality of life and assets as measures of success.

The Community & Economic Development Department is providing oversight on this RFP. Proposals are sought that: emphasize and enhance public and business participation, determine neighborhood assets, include analysis of how expanding Riverside businesses that support the ideals and goals can successfully be supported by Riverside's neighborhoods and consumer demand, and lastly provide guidance for establishment of new businesses and assets to fill identified voids.

3. Prerequisites

Proposals will ONLY be considered from respondents that meet the following prerequisites:

A. Consultant team member(s) shall have at least five (5) years demonstrated experience with community engagement utilizing Asset Based Community Development both within the residential and business communities.

B. All prospective Consultant team(s) must submit a timely proposal as outlined in the Schedule of Events below.

4. RFP Schedule of Events

The City reserves the right to amend, extend, withdraw and cancel this RFP. The City reserves the right to reject any or all responses to this RFP at any time prior to contract execution. The City reserves the right to request or obtain additional information about any and all submittals. It is the goal of the City to select the
Consultant(s) by no later than mid-October 2017 unless notified otherwise in writing.

In preparation for that action, the following schedule of events has been prepared:

A. Proposals Due: No later than 5:00pm on **September 11, 2017**. No exceptions for any reason.

B. Final Questions Submitted: No later than August 25, 2017 and responses will be posted by September 1, 2017.

C. Consultant(s) Notification of Selection:
   a. Notification of top ranked submittal (no oral interview required) by September 20, 2017; or
   b. Oral interviews (if needed) scheduled the week of October 2, 2017. It is expected that consultant teams will make themselves available for oral interviews during this week; and
   c. Notification of top ranked submittal after oral interviews (if required) no later than week of October 9, 2017 unless notified otherwise in writing.

D. Preparation of Contract: Signature by consultant team as required. (no later than week of October 23, 2017)

E. City Council Presentation*: Selected Consultant(s) contract shall be presented for final approval by City Council as soon as possible upon execution of a Professional Services Contract by the successful Proposer. This milestone includes final execution of contract upon action of the City Council. (No later than November 28, 2017)

F. Completion of Project Phase 1: Maximum 3 months from date of execution.

G. Completion of Project Phase 2: Maximum 18 months from date of execution.

* Only if contract exceeds $50,000.
5. Term of Service

The initial term of the contract is anticipated to be a maximum 2 years. At the option of the City, one extension of up to two additional years may be executed following satisfactory performance of the initial term.

6. General Terms and Conditions

A. The successful Consultant(s) will be required to sign a Professional Consultant(s) Service Agreement ("Agreement").

B. Consultant(s) must meet all insurance requirements in the Sample Agreement (Exhibit 1).

C. All terms and conditions of the Agreement are non-negotiable.

D. Failure to execute the Agreement and furnish the required insurance within the required time period of 2 weeks.

E. If the successful Consultant(s) refuses or fails to execute the Agreement within 2 weeks, the City may award the Agreement to the next qualified Consultant(s).

7. Scope of Work

PROJECT SCOPE:

The City will contract a Consultant(s) for professional services in Phase 1 to develop a plan for community engagement and outreach. In Phase 2 the Consultant would conduct a series of meetings as outlined in the Community Engagement Plan, such as meeting with Riverside business leaders and identified and emerging neighborhood leaders, with emphasis in Community Revitalization and Investment Authority (CRIA) eligible areas to be newly formed within the City of Riverside to assist City staff with the CRIA Plan.

CONSULTANT(S) TASKS:

1. **Phase 1 (3 months to complete):** Establish a Community Engagement Plan for CRIA within 3 months from commencement that aligns with the CRIA identified area(s) in the City. This Plan shall include identification of:
   a. Community participation meetings both small and large in scale,
   b. Community interviews with identified and emerging neighborhood leaders, and
c. Other means for those not able to attend, including but not limited to: phone surveys, webinars, social media campaigns, etc.

2. Phase 2 (18 months to complete): Conduct a Community Outreach and Engagement Plan and meet with corresponding identified and emerging neighborhood leaders of the area(s). This plan should and is encouraged to include many forms of outreach, but will include at a minimum the meetings outlined below.

   a. Conduct community participation meetings both small and large in scale. Provide methodology to Document, Oversee/Run and Attend. Meetings suggested as follows:
      A. Kick off Meeting – 1 (1/2 day)
      B. Large Scale Community Meetings – 6
      C. Small Scale Community Meetings/Focus Groups – 12
      D. Individual meetings with identified and emerging neighborhood leaders – 12
      E. Governing Board Meeting – 2
      F. Citywide Event and presentation of findings – 1 day

   b. Provide a Final Report that summarizes the discussions, proposed projects or other relevant information obtained from the community engagement process for City staff to include in the CRIA plan, include outcomes of all of the above tasks and resulting recommendations within 18 months from commencement. This report will serve as an attachment to the CRIA plan.

CONSULTANT(S) DELIVERABLES:

1) Twice monthly electronic updates to staff.
2) Attend, oversee, document and manage all meetings identified above.
4) Attend Community meetings as described and identified in the Plan and as requested by staff.
5) Provide one (1) printed Final Report of outcomes that covers all Task work above.
6) Provide digital copies of all Task materials to City staff. Provide thumb drive of above Task materials and Final Report.

CONSULTANT(S) RESPONSIBILITIES:
A. The Consultant(s) shall work under the supervision of the staff in the development and delivery of the program identified above.

B. The Consultant(s) shall be responsible for the successful completion of all tasks and documents as indicated under the headings in Section 7 above for Project Scope, Consultant Tasks, and Consultant Deliverables as required by the City of Riverside.

8. Proposal Content

Proposals shall be prepared in such a way as to provide a straightforward, concise delineation of capabilities to satisfy the requirements of this RFP. Emphasis should be placed on completeness and clarity of content.

Proposals shall adhere to the following format for organization and content. Proposals must be typed and arranged/divided in the following sequence to facilitate evaluation:

A. Cover Letter
   The cover letter shall:

   1) Confirm that all elements of this RFP have been reviewed and understood;

   2) Include a statement of intent to perform the services as outlined;

   3) Express Company’s willingness to enter into an Agreement under the terms and conditions prescribed by this RFP and in the Sample Agreement;

   4) Include a brief summary of Company’s qualifications; and

   5) Identify a single person for possible contact during the RFP review process. The cover letter shall be limited to two (2) pages.

B. Statement of Understanding and Approach
   This section should demonstrate an understanding of the scope of services. It should describe the general approach, organization and staffing required for the services requested.
1) **Company Information**
This section shall include relevant Company information including the address and telephone number for the Company’s main office and any branch offices.

Each Company shall identify itself as to the type of organizational entity (corporation, sole proprietorship, partnership, joint venture, etc.). Members of the Company’s professional team (Managers, contact person, etc.) should be identified by name and title and should include contact phone numbers. Include also major subcontractors (if any) and their degree of involvement in this program.

List any lawsuit or litigation and the result of that action resulting from (a) any public project undertaken by proposer or by its subcontractors where litigation is still pending or has occurred within the last 5 years or (b) any type of project where claims or settlements were paid by the proposer or its insurers within the last 5 years.

2) **Qualifications and Experience**
Company shall provide at least three (3) references, within the past five (5) years, of clients for whom services have been performed that are comparable in quality and scope to that specified in this RFP. The references shall include names, addresses, and telephone numbers of the clients for whom prior work was performed and include an explanation of the services provided.

3) **Evidence of Insurance**
In addition, the Company shall provide evidence of possession of insurance as outlined in the attached sample contract. These items should be included in the proposal and clearly identified as Exhibit A, Evidence of Insurance and Permits.

4) **Proposed Timeline for Completion of Work**
The Consultant(s) shall provide a timeline tied to milestones for completion of work. Completion date should comply with items outlined in Schedule of Events.

5) **Cost of Services**
The Company shall provide a detailed proposal explaining their proposed cost of services. The City prefers that the proposal be submitted on a not to exceed fixed fee basis. If individual hours for the project team members are specified, the Proposer must include the hourly rates for each team member and estimate the total
number of hours to complete all Project Deliverables. Consultant’s expenses such as copying, fax, delivery, travel, services, equipment, facilities, airfare, hotel, taxis, parking, meals, and etc. will not be reimbursed by the City.

9. Instructions for Submittal of Proposals

A. Questions and clarifications on the RFP or Proposal submission: All requests for clarifications or interpretations of the Scope of Work or Terms and Conditions set forth in this RFP should be submitted as follows:

1) Submitted in writing: To ensure fairness and avoid misunderstandings, all communications must be in written format and addressed only to Erin Gettis egettis@riversideca.gov.

2) No verbal communication: Any verbal communications will not be responded to nor considered.

3) Must be received by the due date: All questions received by the due date indicated above in the “Schedule of Events” will be logged and reviewed and if required, a response will be provided via an addendum to the RFP that will be sent to prior and future RFP recipients.

4) No communication with other City entities: Any communications, whether written or verbal, with any City Councilmember or City staff other than the individual indicated above (specific to this Request for Proposals), prior to award of a contract by the City Council, is strictly prohibited and the proposer shall be disqualified from consideration.

B. Verification of receipt of Proposal: It is the Consultant’s responsibility to verify receipt of the proposal to Pangy Crosby either via phone (951) 826-5430 or e-mail: pcrosby@riversideca.gov.

C. Pre-Contractual Expenses: The City shall not be liable for any pre-contractual expenses incurred by any Company in relation to the preparation or submittal of a proposal. Pre-contractual expenses include, but are not limited to, expenses by Company in: preparing a proposal or related information in response to RFP; negotiations with City on any matter related to this RFP; and costs associated with interviews, meetings, travel or presentations. Additionally, City shall not be liable for expenses incurred as a result of City’s rejection of any proposals made in response to this RFP.
D. **City Response to RFP:** The City reserves the right to amend, withdraw and cancel this RFP. The City reserves the right to reject any or all responses to this RFP at any time prior to contract execution. The City reserves the right to request or obtain additional information about any and all submittals.

10. **Public Records**

A. **All Proposals are Public Record:** All Proposals submitted in response to this RFP become the property of the City and under the Public Records Act (Government Code § 6250 et. seq.) are public records, and as such may be subject to public review at least 10 days before selection and award.

B. **Trade Secret Information:** If a Company claims a privilege against public disclosure for trade secret or other proprietary information, such information must be clearly identified in the proposal. Note that under California law, price proposal to a public agency is not a trade secret.

11. **Evaluation Process and Criteria**

The RFP will be evaluated by City representatives from relevant departments. Each proposal will be evaluated using the following criteria:

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<th>Component</th>
<th>Length Not to Exceed</th>
<th>Maximum Points Awarded</th>
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<tbody>
<tr>
<td>Proposal Cover Letter</td>
<td>1 page</td>
<td>0</td>
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<tr>
<td>Proposal Narrative: Describe how you will provide Phase 1: Preparation of a Community engagement plan; Phase 2: Conduction of community participation meetings both small and large in scale; Conduction of community interviews with identified and emerging neighborhood leaders, and provide resulting recommendations and final report.</td>
<td>5 pages</td>
<td>25</td>
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<td>Consultant’s Team Experience: Describe the organizational capacity and background and experience in providing similar services to other agencies or organizations. Give 1 or 2 specific examples of past comparable projects, outcomes achieved, and list any relevant publications prepared by team</td>
<td>2-3 pages</td>
<td>20</td>
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members and sub-consultants. In particular, highlight community engagement experience.

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<th>Consultant’s Team Members Experience: Provide a brief narrative response listing the name, job title(s), experience and qualifications of all key team members and sub-consultants. Indicate the person who will be assigned as the primary Consultant(s) on this project. References: Contact information from three (3) current/former clients</th>
<th>1 page plus resume per team member</th>
<th>20</th>
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<tr>
<td>Project Schedule: Provide schedule and reasonableness of timeline</td>
<td>1-2 pages</td>
<td>10</td>
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<tr>
<td>Fee Proposal: Reasonableness of cost of services</td>
<td>1-2 pages</td>
<td>25</td>
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<td>Total:</td>
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<td>100</td>
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The most qualified Consultant(s) may be asked to participate in an oral interview to discuss in greater detail the content of their proposal.

The most highly qualified Consultant(s) shall then enter into exclusive negotiations with the City to formalize the Agreement, Scope of Work, and Compensation. These negotiations will address a fair and reasonable price for services and the terms of the Scope of Work. If the City is unable to obtain a fair and reasonable price or cannot reach agreement regarding the terms for the Scope of Work, then the City will end negotiations with that Consultant(s) and begin negotiations with the next Company which best meets the needs of the City, and so on until the City and the Consultant(s) reach agreement.