



CITY OF

Richmond CALIFORNIA

THE CITY OF RICHMOND REQUEST FOR PROPOSALS GREEN-BLUE NEW DEAL WORKFORCE DEVELOPMENT PLAN

Today's Date: 10/7/2021

Closing Date and Time: 11/2/2021 by 3:00 PM PST

Submittal Location: Bids Online- Electronic Proposals Only
Via the City's Secured Online Bidding System

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I. Introduction:

On July 6, 2021, the Richmond City Council adopted [Resolution 88-21](#) to support the development of a Richmond Green-Blue New Deal and Just Transition to 21st Century jobs. In addition, City staff members were directed to issue a Request for Proposal (RFP) for a professional environmental consultant to conduct a 1 year to 18-month planning process in developing and facilitating a comprehensive and inclusive public engagement process to co-create the plan to achieve a local Green-Blue New Deal and return to the Richmond City Council with a recommendation of such a consultant within 90 days.

The City of Richmond (the City) is requesting proposals from qualified firms to provide professional services to assist in the development and implementation of a community driven workforce development plan with a Green-Blue New Deal and Just Transition Framework.

As stated in [Resolution 88-21](#)¹:

- A Green New Deal: “a program of investments in equitable clean-energy jobs and infrastructure, transforming and transitioning not just the energy sector, but the entire economy.”
- A Blue Economy: “the sustainable use of ocean resources for economic growth, improved livelihoods, and jobs while preserving the health of ocean ecosystems.”
- Green-Blue New Deal: “must incorporate key sectors of the Blue Economy in order to fully address the climate crisis.”

The Just Transition framework, developed by the Climate Justice Alliance and Movement Generation, found [here](#), describes transitioning from an extractive economy to a regenerative economy. The four steps of the cycle are: 1) Resources, 2) Worldview, 3) Purpose, and 4) Governance. To have a living economy, “resources” must change from extraction to regeneration, “worldview” must change from consumerism and colonial mindset to caring and sacredness, “purpose” must change from enclosure of wealth and power to ecological and social well-being, and “governance” must change from militarism to deep democracy.²

This Request for Proposals (RFP) describes the scope of services, the consultant selection process, and the minimum information that must be included in the proposals. Failure to submit information in accordance with the RFP requirements and procedures may be cause for disqualification. The words “organization”, “consultant”, “offeror”, “respondent”, “vendor” and “proposer” are used interchangeably throughout this RFP to refer to the organization, firm, institution, team, or partnership that would act as the City’s consultant.

¹ Resolution to Begin a Planning Process to Establish a Vision and Identify Actions to Implement a Local Green-blue New Deal that will Provide 21st Century Jobs for our Richmond Community, Resolution No. 88-21, Richmond, California. (2021). <http://ca-richmond2.civicplus.com/ArchiveCenter/ViewFile/Item/11284>

² “Just Transition.” *Climate Justice Alliance*, Climate Justice Alliance, 19 Feb. 2021, climatejusticealliance.org/just-transition/.

II. ABOUT THE CITY

The City of Richmond is a Charter City located in Contra Costa County, part of the San Francisco Bay Area with a population of 110,567 residents. Richmond is one of the region's most diverse communities: 42.5% of residents identify as Hispanic or Latino, 20.2% identify as Black or African American alone, 17.8% identify as White alone (not Hispanic or Latino), and 15.4% identify as Asian alone (15.4%).³ Richmond is home to a multi-modal transit hub that includes BART, Amtrak and AC Transit, marinas, shopping, recreational and cultural amenities, and 32 miles of shoreline. This all contributes to making Richmond among the most desirable up-and-coming communities in California.

The City has shown leadership in addressing equity and sustainability by adopting a Health in All Policies (HiAP) Ordinance and Strategy, Climate Action Plan (CAP), and Economic Development Action Plan (EDAP). The Richmond CAP, through a Health Equity lens, provides a framework of policies and programs to achieve the City's health and environmental goals by operationalizing the community driven vision laid out in the Richmond General Plan 2030. The EDAP consist of two phases, the Short-Term Local Business Recovery Action Plan (STLBRAP) and the Richmond Business Investment and Attraction Strategy, to facilitate continued equitable economic growth. In June 2021, phase 1 of the EDAP was presented to City Council. All three city plans focus on the development of sustainable economic growth that provides a healthy, resilient and equitable environment for all.

Furthermore, Richmond has continuously demonstrated leadership as a city in environmental policies, racial equity, and green jobs:

- In 2009, Richmond completed its greenhouse gas emissions inventory.
- In 2012, the Richmond General Plan 2030 was approved including chapters on: 1) Community Health and Wellness; and 2) Energy and Climate Change.
- On July 24, 2018, Richmond City Council adopted [Resolution No. 69-18](#), that calls for a Regional Just Transition and Climate Emergency Mobilization Collaborative Effort, and "commits to keeping the considerations of disadvantaged communities central to all climate emergency mobilization planning processes, and to inviting and encouraging these communities to directly advocate for their specific needs and equity in the environmental justice process."
- In February 2020, the City of Richmond launched its Open Data and Performance Reporting System, Transparent Richmond (www.transparentrichmond.org), with data from 11

³ Quickfacts Richmond city, California. 2019 American Community Survey 5 year estimates.
<https://www.census.gov/quickfacts/richmondcitycalifornia>

departments across the City which includes updated information on the City's CAP and sustainability goals and initiatives as well as progress made towards them.

- On June 22, 2021, the Richmond City Council received a presentation on the Government Alliance for Racial Equity (GARE)'s Draft Racial Equity Action Plan and introduction of the Reparations, Equity, and Inclusion Initiatives. The Racial Equity Action Plan will promote equity work to improve racial outcomes within the City of Richmond through training and community outreach.
- On April 20th, 2021, Richmond City Council adopted [Resolution 43-21](#) to take action to mitigate the potential impacts of sea level rise by using all new scientific information to inform and incorporate into the Climate Action Plan.
- On February 2, 2021, adopted [Resolution 12-21](#) in support of a Just Transition from Fossil Fuels.
- On June 8, 2021, City staff members were directed to draft a city-wide community benefits policy. Community Benefit Agreements (CBA) are an instrument to specify the benefits that will come out of development projects, and create a legally binding commitment between developers, the city, and community stakeholders.

There is a nexus between the Green-Blue New Deal, CAP, EDAP, and several other policies and plans which through a health equity lens, can provide a framework of policies and programs to achieve the City's health, economic, and environmental goals.

COVID-19 Impacts

Richmond's diverse working-class residents in Richmond have suffered greatly due to COVID-19 in terms of displacement, health impact, and financial instability. The pandemic has exasperated existing racial, workforce, and economic disparities in Richmond.

Data from the California Employment Development Department illustrates the negative impact the COVID-19 pandemics has had and continues to have on the City of Richmond's workforce. COVID-19 caused a surge in unemployment in Richmond with a peaked of 3,412 weekly unemployment claims in late March 2020. Since then, weekly unemployment claims have significantly decreased and have stayed below 500 per week. Job losses due to COVID-19 did not impact all Richmond residents equally, and low-income workers living in Richmond were disproportionately impacted.

Richmond's recovery has been slower than both the Contra Costa County and Statewide unemployment. In addition, the unemployment rate is being exasperated by the pandemic as the unemployment rate in Richmond has not been above 4.5 percent since August 2017.

Unemployment Rate Percentage

	February 2020 (%)	April 2020 (%)	June 2021 (%)
City of Richmond⁴	3.3	17.1	8.7
Contra Costa County⁵	3.1	14.5	6.9
State of California⁶	4.3	16.0	8.0

The COVID-19 public health emergency will have lasting negative effects on economic outcomes, particularly in exacerbating inequities that existed prior to the pandemic. Low- and moderate-income jobs make up a substantial portion of both total pandemic job losses⁷, and jobs that require in-person frontline work, which are exposed to greater risk of contracting COVID-19.

Given the disproportionate impact of COVID-19 on low-income households, there is a risk that the current pandemic-induced recession could further increase concentrated poverty and cause long-term damage to economic prospects in neighborhoods of concentrated poverty. The City of Richmond wants to ensure that long-term and equitable decisions guide the way out of the pandemic, beyond immediate relief, and into a Just Recovery founded on justice and shared prosperity.

The [City Manager's Office, Economic Development](#) Department and the [Employment and Training](#) Department is continuously working to promote a competitive, sustainable, and equitable economy for all. City staff members are focused on supporting our community through both the COVID-19 pandemic and in the long-term to maintain the City of Richmond's vibrancy and diversity.

⁴ "Richmond Unemployment Rate: TRANSPARENT RICHMOND." www.transparentrichmond.org, City of Richmond, California, www.transparentrichmond.org/dataset/Richmond-Unemployment-Rate/auqc-6fkd.

⁵ "Contra Costa COUNTY Unemployment Rate: TRANSPARENT RICHMOND." www.transparentrichmond.org, City of Richmond, California, www.transparentrichmond.org/dataset/Contra-Costa-County-Unemployment-Rate/axzg-2avv.

⁶ Department, Employment Development. "Unemployment Rate and Labor Force." *Unemployment Rate and Labor Force*, California Economic Development Department, www.labormarketinfo.edd.ca.gov/data/unemployment-and-labor-force.html.

⁷ Kim Parker et al., Economic Fallout from COVID-19 Continues to Hit Lower-Income Americans the Hardest, Pew Research Center (Sept. 24, 2020), <https://www.pewresearch.org/social-trends/2020/09/24/economic-fallout-from-covid-19-continues-to-hit-lower-income-americans-the-hardest/>; Gould, supra note 55.

III. Scope of Services:

The City of Richmond (the City) is requesting proposals from highly qualified firms to provide professional services to assist in the development and implementation of a community driven workforce development plan with a Green-Blue New Deal and Just Transition Framework. The following is a preliminary scope of work to be utilized when submitting a response and are not meant to be prescriptive. Respondents are encouraged to include any other items relevant to the stated objective of this RFP for the City's consideration. It is expected that the firm or individual will have experience with public sector projects of similar nature and scope.

1. Provide consultant expertise to assist the City of Richmond in expanding the city's current workforce development, economic development and climate action goals with a Green-Blue New Deal and Just Transition framework informed by a comprehensive community engagement process.
2. Identify, gather, and track data to represent an accurate community profile and to inform recommendations and progress.
3. Research, assess, and expand current plans, policies, City services, and delivery methods to conduct a "gap analysis" with respect to a Green-Blue New Deal and Just Transition.
4. Develop and facilitate an inclusive and innovative multilingual community engagement process which includes reaching out to:
 - Experts, authors and other specialists on workforce development, economic development, the Green New Deal, Blue New Deal, Just Transition, and Climate Action Planning.
 - The overall Richmond community and stakeholders through community meetings, town hall gatherings, workshops, webinars and other outreach methods. Stakeholder meetings should include (but not be limited to): environmental justice and environmental health organizations, climate change organizations, shoreline groups, neighborhood councils, community groups, unions and labor groups (public sector and private sector), the business community, including worker co-ops, and non-profits.
 - Collaborate with City staff members and consultants assisting the City with related community focused projects such as the Community Benefits Policy and Community Needs Assessment to spend remaining unallocated ARPA funds.
 - Collaborate with community groups working on related projects.
5. Provide and/or present updates to the Richmond City Council every 6 months (during the 1 year to 18-month period) on progress and advise the Council on potential implementation of certain recommendations, even prior to the end of the planning process.
6. Create a draft city plan or provide a list of amendments to support and expand upon current adopted city plans and create an implementation workplan that will:
 - Include both low-hanging fruit and long-term projects that address the climate crisis with a multi-year approach to new job creation on both a City and community level;

- Maintain a responsibility to deliver environmental justice and equity through an economy, providing results at the community level, guided by community themselves;
 - Provide a pathway to green and blue economies, creating pipelines to good paying, sustainable jobs with labor and union-friendly agreements, such as Project Labor Agreements (PLAs) and a Just Transition as we enter an era of changing work trends;
 - Provide ideas for public investment in good jobs for our residents, as well as policy ideas for advancing the latest sustainability practices and regulation of polluting industries, as we begin to shift away from dependency on the fossil fuel industry so that no workers and no communities are left behind;
 - Identify synergies between Green-Blue New Deal goals and other city plans (including the General Plan 2030, Climate Action Plan, Health in All Policies) and recommend actions or policies to be incorporated into adopted City plans;
 - Track data including but not limited to implementation and post on the City's Open Data Platform; and
 - List funding opportunities to support implementation.
7. Attend and present at meetings including but not limited to: City Council meetings, Neighborhood Council meetings, community meeting, and multiple internal meetings with City staff members.
 8. Provide support as specified by City staff members to implement the plan including but not limited to applying for funding opportunities.

IV. Qualifications/Experience:

This Project will require the firm/team to have the following qualifications/experience:

- Experience developing environmental and/or workforce development plans (e.g., Climate Action Plans, Just Transition, Green or Blue New Deal Plans)
- Proven experience developing and leading community engagement plans, including with historically disadvantaged communities and businesses
- Proven ability to gather, analyze and share data in innovative ways including preparation of a community profile; conducting relevant gap analysis; and experience creating tools to measure and display progress
- Project Manager/Team Lead's overall experience managing similar projects
- Proven ability to engage with multilingual residents, businesses, and other stakeholders
- Experience working within tight deadlines and budgets

V. Proposal Format Guidelines

Proposals should be concise, well-organized, and demonstrate the proposer's qualifications and experience applicable to the program. The Proposals shall be limited to 15 double-sided pages (8.5 inches X 11 inches), and be Inclusive of graphics, forms, pictures, photographs, dividers, etc., but not of resumes, required forms, certifications, front and back covers. The required

font size is 12 point Arial, with minimum left and right margins of one inch, and top and bottom margins of 0.7 inches.

Each Proposal will adhere to the following order and content of sections. Proposals should be straightforward and provide “layman” explanations of technical terms that are used. Proposals which appear unrealistic in the terms of technical commitments, lack technical competence or are indicative of failure to comprehend the complexity and risk of this contract, may be rejected. The following Proposal sections are to be included in the vendor’s response and shall include the following information, at a minimum:

A. Vendor Cover Letter

A cover letter, not to exceed 2 pages in length, should summarize key elements of the proposal and shall:

- Confirm that all elements of this RFP have been reviewed and understood;
- Include a statement of intent to perform the services as outlined;
- Express company’s willingness to enter into an agreement under the terms and conditions prescribed by this RFP, insurance requirements (Attachment 1) and in the sample Service Agreement (Attachment 2);
- Submit a written description and brief history of the company’s experiences, qualifications, and successes;
- Confirm that vendor has a minimum of three (3) years verifiable experience;
- Stipulate that the price included in the proposal will be valid for a period of at least 180 days;
- Identify a single person for contact during the RFP review process; and
- Cover letter shall be signed by an authorized official of the company.

B. Background and Project Summary Section

The Background and Project Summary Section should describe your understanding of the City, the work to be done, and the objectives to be accomplished. For detailed requirements refer to Scope of Services of this RFP.

C. Implementation and Methodology

Provide a description of the approach and methodology to be used to accomplish the Scope of Services of this RFP. The Implementation Section should include:

- An implementation plan that describes
 - (i) how the proposer plans to approach developing a Green-Blue New Deal Plan;
 - (ii) examples of deliverables that would be incorporated into the respondent’s approach; and

(iii) any other project management or implementation strategies or techniques that the respondent intends to employ in carrying out the work. Please provide any additional services of benefit not specifically required herein, which the Offeror offers to provide.

- Description of efforts your firm will undertake to achieve client satisfaction.

D. Staffing

Describe proposed project team organization, including identification and responsibilities of key personnel. The City of Richmond's evaluation of the proposal will consider the proposer's entire team; therefore, no changes in the team composition will be allowed without prior written approval of the City of Richmond.

E. Qualifications and References

The information requested in this section should describe the qualifications of the firm and key staff performing projects within the past ten years that are similar in size and scope to demonstrate competence to perform these services. Information shall include:

- Names of key staff that participated on named projects and their specific responsibilities with respect to this scope of service.
- A summary of your firm's demonstrated capability, including length of time that your firm has provided the services being requested
- Provide at least three (3) references that received similar services from your firm.

The City of Richmond reserves the right to contact any of the organizations or individuals listed. Information provided shall include:

- Client Name and contact info
 - Telephone & e-mail address
 - Physical Address
- Description of services provided including contract amount
- Project start and end dates

F. Cost Information

A cost breakdown shall be provided identifying the hourly billing rates for each professional and administrative staff person who will be committed to this Project, including direct and indirect labor expenses.

G. Contractor Assignment of Sub-Contract

The resulting contract shall not be assigned, transferred, or sublet, in whole or in part, without the prior written approval of the City of Richmond. If Offeror intends to subcontract any portion of the resulting contract, they must describe their process for

selecting such subcontractor(s) and the quality control measures that the Offeror will employ to ensure that any subcontractor complies with the provisions of Offeror's contract with the City.

H. Exceptions to this Request for Proposals

The proposer shall state whether or not it takes exception(s) to this RFP, including but not limited to the City of Richmond's Standard Services Agreement – RFP (Attachment 2). If the proposer does take exception(s) to any portion of the RFP or contract, the specific portion to which exception(s) is taken must be identified by section number and explained. Requests for changes or additions to sections of City of Richmond's Standard Services Agreement must be shown by requesting deletion of specific words and/or by providing new requested contract language. Requests for complete replacement of the City of Richmond's Standard Services Agreement for another contract will not be granted. Failure to make exceptions to the RFP or Standard Services Agreement within the proposals will be deemed a waiver of any objection. Exceptions will be considered during the proposals evaluation process.

V. Proposal Submittal Guidelines:

Interested parties may download copies of the above mentioned RFP by visiting the City's web site, <http://www.ci.richmond.ca.us/bids>. New vendors will be required to register to BidsOnline. Once the vendor downloads any documents relative to a solicitation, that vendor's name will appear on the Prospective Bidders list for that project and will receive any addenda or notifications relating to the RFP.

All questions must be submitted via the electronic BidsOnline system on the Q&A tab by **5:00 PM PST, on 10/20/2021**. If the City finds it necessary to issue an addendum, prospective Offerors will receive e-mail notification of addendum. Otherwise, answers to questions received will be provided on the Q&A tab and notification will be sent by **10/22/2021**. It is the proposer's responsibility to periodically check the BidsOnline website www.ci.richmond.ca.us/bids for any possible addenda to the RFP that may have been posted.

Any party submitting a proposal shall not contact or lobby any City Councilmember, City official, employee (except those specified for contact) or agent regarding the RFP. Any party attempting to influence or circumvent the RFP, bid submittal, and review process may have their proposal rejected for violating this provision of the RFP.

Submission of Proposals

Electronic Proposals shall be submitted via the City's secure online bidding system. All required sections of the proposal must be submitted via the website. Contractor is solely responsible for "on time" submission of their electronic proposal. The Bid Management System will not accept

late proposals and no exceptions shall be made. Contractors will receive an e-bid confirmation number with a time stamp from the Bid Management System indicating that their bid was submitted successfully. The City will only receive those proposals that were transmitted successfully.

The proposal must be received no later than **3:00 PM PST, on November 2, 2021.**

The proposal and any required certifications shall be signed by an individual or individuals authorized to execute legal documents on behalf of the proposer.

The City of Richmond reserves the right to waive inconsequential irregularities.

Tentative Selection and Schedule:

The City reserves the right to alter this schedule as necessary.

City Issuance of the RFP	October 7, 2021
Questions Due	5:00 PM PST, October 20, 2021
RFP Closing Date	3:00 PM PST, November 2, 2021
Review and potential Interview of Top Proposers	November 8 - 12, 2021
City Council Contract Approval (Tentative)	November or December 2021

VI. GENERAL GUIDELINES

This RFP does not commit the City of Richmond to award a contract, to defray any costs incurred in the preparation of a proposal pursuant to this RFP, or to procure or contract for work. A failure to award a contract to the proposer with the lowest cost proposal shall not constitute a valid cause of action against the City of Richmond. The City shall not be responsible for work done, even in good faith, prior to final approval of the proposed contract. The City may investigate the proposal of any respondent under consideration, require confirmation of information furnished by the respondent, and require additional evidence or qualifications to perform the Services described in this RFP.

The City reserves the right to:

1. Reject any or all proposals, or to make no award without providing the reason(s) underlying the declination.
2. Issue subsequent Requests for Proposals.
3. Postpone opening for its own convenience.
4. Remedy technical errors in the Request for Proposal process.
5. Negotiate with any, all, or none of the Respondents.
6. Solicit best and final offers from all or some of the Respondents.

7. Select one or more Respondents.
8. Accept other than the lowest proposed fees.
9. Waive informalities and irregularities in proposals.
10. Request additional information, including, but not limited to, follow-up interviews.

Public Records

All proposals submitted in response to this RFP become the property of the City of Richmond and public records and, as such, may be subject to public review. Documents protected by law from public disclosure will not be disclosed by the City of Richmond if clearly marked with the word "confidential" on each applicable page. Trade secrets may be marked as confidential only to the extent they meet the requirements of California Government Code section 6254.7. Only information claimed to be a trade secret at the time of submittal to the City of Richmond and marked as "confidential" may be treated as a trade secret.

Insurance Requirements

The City of Richmond requires consultants doing business with it to obtain insurance, as shown in RFP Attachment 1. The required insurance certificates must comply with all requirements of the standards as shown and must be provided within fifteen (15) days of issuance of the Notice of Intent to Award and prior to the commencement of any work on the Project.

Permits and Licenses

Proposer, at its sole expense, shall obtain and maintain during the term of any agreement, all appropriate permits, certificates and licenses including, but not limited to, a [City of Richmond Business License](#), which will be required in connection with the performance of services hereunder.

Compliance with City Ordinances

The contractor shall comply with the City of Richmond Nondiscrimination Clauses in City Contracts Ordinance ([Richmond Municipal Code \(RMC\) Chapter 2.28](#)), Business Opportunity Ordinance ([RMC Chapter 2.50](#)), Local Employment Program Ordinance ([RMC Chapter 2.56](#)), Living Wage Ordinance ([RMC Chapter 2.60](#)) and Ordinance Banning the Requirement to Provide Information of Prior Criminal Convictions on all Employment Applications ("Ban the Box") ([RMC Chapter 2.65](#)), which are incorporated into the Contract Documents by this reference.

Sanctuary City Contracting Ordinance (SCCO)

The Richmond Sanctuary City Contracting Ordinance No. 12-18 prohibits the City from granting and or retaining contracts with any person or entity that provides Data Broker or Extreme Vetting services to the U.S. Immigration and Customs Enforcement Division of the United States

Department of Homeland Security (“ICE”) (Attachment 4). Bidders/Proposers must submit the attached Sanctuary City Compliance Statement with their Bid or Proposal (Attachment 3).

Collusion

By submitting a proposal, each respondent represents and warrants that its proposal is genuine and not false or collusive or made in the interest of, or on behalf of any person not named therein; that the respondent has not directly or indirectly induced or solicited any other person to submit a false proposal, or any other person to refrain from submitting a proposal; and that the respondent has not, in any manner, sought collusion to secure any improper advantage over any other person submitting a proposal.

Withdrawal of Proposals

A respondent may withdraw their proposal before the expiration of the time for submission of proposals by delivering to the City Manager’s Office a written request for withdrawal signed by, or on behalf of, the respondent.

Ownership of Documents

All reports, studies, information, data, statistics, forms, designs, plans, procedures, systems and any other materials produced for the Project shall be the sole and exclusive property of the City. No such materials or properties produced in whole or in part for the Project shall be subject to private use, copyrights or patent rights by Respondent in the United States or in any other country without the express written consent of the City. The City shall have unrestricted authority to publish, disclose (except as may be limited by the provisions of the Public Records Act), distribute, and otherwise use, copyright or patent, in whole or in part, any such reports, studies, data, statistics, forms or other materials or properties produced for this project.

Rejections

All proposals will be reviewed to determine conformance with the RFP requirements. Failure to meet the requirements may be cause for rejection of the proposal. Any proposal which is incomplete, conditional or contains irregularities may also be rejected.

The City of Richmond reserves the right to:

- A. Select any proposal as a basis for written or oral communication with any or all of the companies or individuals when such action is considered to be in the best interest of the City of Richmond.
- B. Exercise discretion and apply its judgment with respect to selection of any proposals submitted.
- C. Reject all proposals.

VII. Evaluation and Selection Criteria:

The selection committee, comprised of City of Richmond personnel shall first review submittals for initial decisions on responsiveness and responsibility. This shall include a check that required forms were submitted, verification that the vendor meets minimum qualifications, verification that the Vendor proposal response is reasonably complete, and other considerations of responsiveness based on the instructions within this RFP. Proposals that have not complied with requirements, do not meet minimum content and quality standards, or take unacceptable exceptions to the General Terms and Conditions of the Service Agreement, will be eliminated from further consideration. Those found responsive based on this review will proceed to the proposal evaluation process, using criteria listed below.

The City may request Best and Final offers based upon improved understanding of the offers or changed scope of service. The City will negotiate with that vendor to determine final pricing and contract form. Since this proposal is negotiable, all pricing data will remain confidential until after award is made, and there will be no public opening and reading of Proposals. Overall responsiveness to the RFP is an important factor in the evaluation process. The criteria upon which the evaluation of the proposals will be based include, but are not limited to, the following:

The Selection Committee will evaluate the proposals based on the following factors:

Category	Score Percentage	Description
The Proposal and Approach to Work	30	<ul style="list-style-type: none">• All required information provided in the format specified• Overall quality of the proposal, including responsiveness and completeness• Ability to provide services as outlined in the RFP• Approach and proposed methodology to project scope• Demonstrated understanding and knowledge of the work required• Explanation of the services required• Innovative approaches and internal measures for services requested
Qualifications/References	20	<ul style="list-style-type: none">• Satisfactory evidence the Respondent has the requisite experience and ability to execute the work successfully and properly, and to complete services in a timely manner• Firm's experience in performing similar work, years in business, past and current client references, and technical expertise and professional competence in areas directly related to this RFP

Project Team	20	<ul style="list-style-type: none"> • Unique qualifications of key personnel and successful involvement with projects of similar scope and magnitude • Availability of staff to conduct workshop as soon as possible • Organization chart
Cost Proposal	30	<ul style="list-style-type: none"> • Pricing for staff, including direct and indirect labor expenses
TOTAL	100	

Upon request of the City of Richmond, short-listed vendors may be requested to give an oral presentation/demonstration on the vendor's proposal, which would include a detailed analysis of how the RFP requirements would be addressed should Offeror receive the award. A virtual presentation shall be conducted via Zoom. The presentation shall be conducted at no cost to the City. Vendors may be eliminated from consideration based solely on inability to meet minimal requirements and/or review of written proposals.

The total points for both the interview and the written proposal combined shall be used to determine the top candidate(s). The selection committee may then consider references and responsibility before selecting the finalist. The selection committee shall select the Proposer that is evaluated to be most competitive, and whose response is deemed to be in the best interest of this requirement.

The City of Richmond may negotiate elements of the contract as required to best meet the needs of the City of Richmond. If the City of Richmond determines, in the course of negotiations, that a satisfactory contract cannot be executed in a timely fashion, the City of Richmond may reject the firm and either terminate the procurement process or initiate negotiations with other firms in the order of their relative ranking.

Pre-Award Negotiations

After the proposals are opened, but prior to award, the City may elect to conduct negotiations with the highest ranked respondent. If the City cannot successfully negotiate a contract with the highest ranked respondent, the City may begin negotiations with the second highest ranked respondent. Selection may be made without further discussion, negotiations or Offeror's presentations; therefore, Offeror shall offer the most favorable terms in response to this RFP. Offeror must demonstrate an understanding of the scope of services to be provided and the ability to accomplish the tasks set forth. Offeror shall include information that will enable the City to determine the Offeror's overall proposal. The City reserves the right to request

additional information or clarification on any matter included in the proposal response, to enable the City to arrive at the final award decision.

Award

When the Review Panel has completed its work, City staff will then recommend consultant(s) to the City Council for approval. The services provided by the successful bidder(s) shall be governed by a Standard Services Agreement (Attachment 2).

ATTACHMENT 1: Insurance Requirements

ATTACHMENT 2: Standard Contract

ATTACHMENT 3: Sanctuary City Compliance Statement

ATTACHMENT 4: Sanctuary City Contracting Ordinance