

City of Maywood
Request for Proposals
for
Community Engagement Consulting

Date of Issuance: September 27th, 2021

RESPONSES MUST BE RECEIVED NO LATER THAN
October 15, 2021

DELIVER OR MAIL TO:
City of Maywood
City Clerk's Office
4319 E. Slauson Avenue
Maywood, CA 90270

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I. PURPOSE

The purpose of this Request for Proposals (RFP) is to select the most-qualified Consultant to provide a comprehensive community outreach and engagement program to identify community issues/priorities and develop a report summarizing the findings and recommendations. The City's American Rescue Plan Act of 2021 (ARPA) will be used to fund this project

II. BACKGROUND

The City of Maywood is a General Law City, with a Council/Manager form of government. Founded in 1924, the City has a land area of approximately 1.18 square miles and is the third-smallest incorporated city in Los Angeles County. Maywood is bordered by the cities of Bell on the south, Vernon on the north and west, Huntington Park on the southwest, and Commerce on the east.

III. GENERAL REQUIREMENTS

- A. Respondents shall have at least five (5) years of consecutive experience to the scope of work.
- B. The proposed term of the contract under this RFP shall be for one year with the expectation of the project to be completed within 6 months from award.
- C. Respondent shall comply with the insurance requirements set forth in the form professional services agreement.
- D. The Proposer shall provide a description of local or regional experience.
- E. The Proposer must include a plan to provide outreach in both English and Spanish.

IV. SCOPE OF SERVICES

- A. The selected Respondent shall provide the following scope of services as follows:

Task 1: Conduct Introduction Meeting with City staff to Develop the Community Engagement Strategy

The Consultant will facilitate meetings with City staff to gather feedback and develop action item priorities to help shape the community engagement plan. The purpose of the plan is to provide meaningful opportunities for dialogue between the City and community. Key engagement activities MAY include:

- Council listening sessions with community groups such as residents, neighborhood groups, local school boards, schools, etc.
- Addressing negative economic impacts such as housing assistance, internet access programs, eviction prevention, housing counseling services and more
- Additional outreach opportunities such as pop-up tabling, tabling at the City Events, Library, or door-to-door.
- Online engagement via social media platforms including the city website, Facebook, Instagram, Nixle, etc.

The final Community Engagement Plan should include: 1. A final list of engagement activities; 2. A detailed schedule outlining the dates, times, locations, and outreach activity; and 3. The production of any Survey, Conversation Toolkits, and all materials required for proposed engagement activities. Based on any feedback from staff, the Consultant will revise and present the final Community Engagement plan to the City Council.

Task 2: Begin Community Engagement Process

Part of the engagement process will be educating the public and stakeholders on American Rescue Plan guidelines; the other part of the process will involve surveying the community regarding their goals, expectations, and concerns regarding the community needs. The feedback received during this task will be incorporated in the Community Engagement Outcomes.

Task 3: Prepare Final Community Engagement Outcomes Report

The purpose of the final report is to develop a clear, concise document of the survey's findings. The report should be produced for the general public. The use of graphics is encouraged to help communicate the key findings in the survey. The final report should be able to clearly and effectively express the key needs. The final report should include, at a minimum:

1. Executive Summary highlighting the key findings from the survey
2. Data and Analysis research gathered throughout the process
3. Community Engagement process and major themes and community/stakeholder priorities
4. Recommendations to the City for moving forward

The Consultant will provide a draft final report for staff review. Based on the feedback from staff, the Consultant will revise the draft report and present it to the City Council.

Goals of Project

- Creatively engage a diverse group of the community in the idea-generation and decision- making process for the allocation of American Rescue Plan funds.
- Develop a final list of projects that have broad public and political support and will best meet the long- term needs of the community.

V. SCHEDULE

	<u>Deadlines</u>
Release of Requests for Proposals	September 27, 2021
Submittal of Questions	October 4, 2021 by 3:00 pm
Response to Questions	October 6, 2021 by 5:00 pm
Proposal Due Date	October 15, 2021 by 5:00 pm
Proposal Review/Evaluation	Week of October 18, 2021
Optional Interview (if required)	Week of October 25, 2021
Tentative award of contract	November 2021
Tentative City Council award	November 2021
Tentative Start date	November/December 2021

* These dates are anticipated and may change.

VI. LIST OF INTERESTED PROPOSERS

The full content of the RFP is available through the City website at www.cityofmaywood.org. If addendums are necessary, they will be posted onto the previously mentioned websites as well. All respondents interested in proposing on this RFP are encouraged to sign-up on the "List of Interested Proposers" for the project. This list will be used to email any project updates, addendums, changes or responses to

written inquires and will be distributed to all interested contractors. To get on the list please email edith.carrillo@cityofmaywood.org or call, (323) 562-5747.

VII. QUESTIONS

All questions regarding this RFP shall be submitted in writing by email to: Edith Carrillo at edith.carrillo@cityofmaywood.org. The date and time when questions must be submitted are shown in "Section V-Schedule" of this RFP. Questions with their answers will be posted on the City website by the date and time set forth in this RFP.

VIII. SUBMITTAL PROCEDURES

Submittals shall comply with all conditions, requirements and specifications contained herein, with any departure rendering the proposal non-responsive and may serve as grounds for rejection of the proposal at the City's sole discretion. The submittal shall contain the name of this RFP and Respondents shall provide four (4) copies of the of the proposal (three bound and one unbound), single sided.

All proposal submittals shall be mailed or delivered and received by the City no later than October 15, 2021 at 5:00 p.m. addressed as follows:

City of Maywood
City Clerk's Office
Attention: Deputy City Clerk
4319 Slauson Avenue
Maywood, CA 90270

For delivery purposes, the City Clerk's phone number for the City is (323) 562-5714. In addition to the submission of the hard copies of the proposal, Respondents shall also submit one electronic copy (searchable PDF format) by the same date and time to NAME AND EMAIL ADDRESS.

IX. SUBMITTAL FORMAT

All Respondents must submit qualifications according to the specifications set forth below. Proposals should be prepared in such a way as to provide a straightforward, concise delineation of capabilities to satisfy the requirements of this RFP. Responses should emphasize the Respondent's demonstrated capability to perform work of this type. Proposals shall be valid for a minimum of 90 days following submission. Expensive bindings, colored displays, promotional materials, etc., are not necessary or desired. EMPHASIS SHOULD BE ON COMPLETENESS AND CLARITY OF CONTENT. The proposal shall not exceed 25 pages. The City reserves the right to request additional information that, in the City's opinion, is necessary to ensure that the Proposer's competence, qualified employees, business organization and financial resources are adequate for the performance of the services under this RFP.

A. WORK PROPOSAL

1. Cover Letter

- a. Provide a cover letter including the Respondent's name, address and telephone number of the contact person(s) who is authorized to submit the proposal on behalf of the Respondent. The cover letter shall include a brief general statement of intent to perform the services and correspondent that all elements of the RFP have been reviewed and understood. The letter should include a brief description of the Respondent's Respondent. The letter should be signed by an individual who can bind the Respondent contractually.
 - b. There shall be one person from the Respondent identified in the proposal who shall be the Respondent's designated representative and who is responsible for the services listed in "Section IV - Scope of Services" of this RFP ("Point of Contact").
 - c. If applicable, Respondent shall acknowledge receipt of any addendum to the RFP.
2. Table of Contents
 - a. Include a table of content identifying the contents of the proposal in a format consistent with the proposal requirements and format set forth herein.
3. Experience and Qualifications
 - a. Describe the Respondent, its size and organization, the number and location of offices, and general operational structure, as well as its management and key personnel. Provide a description of the Respondent's Respondent, its size and organization, the number and location of offices and general operational structure. Include a discussion demonstrating that the Respondent has the resources (financial, equipment, labor and capacity) available to provide services under this RFP from the first day at the start of the work.
 - b. Community engagement surveying- At a minimum, Respondent should have at least five (5) years of consecutive experience.
 - c. Provide at least three references that received similar services from your Respondent at a minimum over the last five years. Include name of organization, contact name, telephone number and email address.
 - d. Demonstrate the qualifications of all personnel to be assigned to the City, including key personnel, by providing resumes and/or relative experience summaries describing their education, credentials, licensing, training and related experience and their proposed roles for this contract.
 - e. Provide an organization chart of the proposed team, including a contingency plan should a member of the proposed team be unable to fulfill their responsibilities.

4. Approach to Scope of Services
 - a. This section should set forth a comprehensive description of the approach to providing the Scope of Services and should clearly demonstrate an understanding of the City's requirements, the work to be done and the objectives to be accomplished.
 - b. Provide a description of the work plan for the services describing how each task under the Scope of Services will be accomplished. This may be used as an Exhibit for the Scope of Services to the agreement.
 - c. Provide any other information or tasks that Respondent believes necessary to complete the Scope of Services.

B. COST PROPOSAL

1. Detailed Cost Proposal
 - a. Respondent shall submit a detailed cost proposal that shall include all tasks required to perform the Scope of Services. The cost proposal shall indicate how the City will be charged for services (i.e. unit, hourly or flat rate basis as appropriate) for the term of the contract, including any extensions. Costs should include all services and materials if any, needed to perform the Scope of Services.
 - b. As it relates to the services under this RFP, if Respondent is proposing to provide the services on an hourly basis, the cost proposal shall identify the hourly rate for the personnel needed to complete the Scope of Services.
 - c. In addition, Respondent shall also submit the rates/compensation for any "additional services" that Respondent can provide.

X. AGREEMENT FOR PROFESSIONAL SERVICES

The City of Maywood's Agreement for Professional Services (Attachment 2) is included for review and comment. The Respondent's submission of a proposal indicates Respondent's compliance of such terms, unless the proposal indicates that compliance is not possible. Proposed revisions should be addressed in the cover letter, however, the City maintains discretion to accept or reject the Respondent's request for revisions. The City reserves the right to make any revisions to the proposed professional services agreement.

XI. GENERAL ADMINISTRATIVE INFORMATION

All respondents are advised to become familiar with all conditions, instructions and specifications of this RFP. By submitting a proposal, Respondent represents that it has thoroughly examined and become familiar with the work required under this RFP and that the Respondent has conducted such additional investigation as it deems necessary and

convenient (i.e. visiting the locations), that Respondent is capable of providing the equipment, goods and services necessary to furnish landscape maintenance in a manner that meets the City's objectives in this RFP. Once the contract has been made, a failure to have read the conditions or conduct any investigations of the properties shall not be cause to alter the contract or for Respondent to request additional compensation.

Each Respondent understands and agrees that the City, its departments, its officers, employees or agents are not responsible for:

- Any costs incurred by a Respondent in the preparation, delivery or presentation of a proposal.
- Any costs incurred by a Respondent in meeting the criteria as a result of making or submitting a proposal or subsequently in entering into a formal agreement with the City; and
- Any errors, inaccuracies or misstatements related to the information or data supplied to any contractor by the City. The use of such information or data provided by the City, its officers, employees or agents is intended to be used at the sole discretion and risk of the Respondent in the preparation of a proposal pursuant to this Request for Proposals only.

The selected Respondent shall comply with any and all Federal and State laws applicable to the services. All proposals submitted to the City of Maywood in response to this RFP shall become the property of the City and will not be returned and such proposals, after the agreement is awarded, are subject to the California Public Records Act.

The City reserves the right to accept, reject, modify or cancel in whole or in part, this RFP. The City reserves the right to accept or reject any or all proposals, negotiate modifications to proposals that it deems acceptable, to request and consider additional information from any proposer, and to waive irregularities and technical defects in the proposal process, all in its sole discretion. The City has no obligation, express or implied, to make an award.

The City may reject proposals from Respondents who cannot satisfactorily provide the experience and qualifications required by this RFP and/or provides the scope of services required herein. The City reserves the right to seek new proposals when it determines that it is in the best interest to do so.

XII. SUBMITTAL DUE DATE

The submittal package must be received prior to the submittal date specified in "Section V - Schedule" of this RFP. Respondents mailing a proposal must allow sufficient delivery time to ensure timely receipt of the proposal by the date and time specified. Submittals arriving after the deadline will not be considered.

XIII. SELECTION PROCESS

All proposals timely received shall be reviewed to verify that the proposal meets the minimum requirements and qualifications. Proposals that have not complied with requirements, do not meet minimum content and quality standards, or take unacceptable exceptions to the professional services agreement, may be eliminated from further

consideration at the discretion of the City. Proposals will be reviewed and evaluated by an evaluation committee comprised of City of Maywood personnel.

The City will be the sole and exclusive judge of quality and compliance with proposal specifications in any of the matters pertaining to this RFP. The City's final selection will not be dictated on any single factor or criteria including price. The City reserves the right to award the contract(s) in any manner it deems to be in the best interest of the City and make the selection based on its sole discretion, notwithstanding the criteria set forth herein, including negotiating with one or more of the Respondents for the same services.

City will evaluate the proposals provided in response to this RFP based on the following criteria:

1. The City will evaluate Respondents based on meeting all of the City's requirements and who offers the most advantageous combination of cost and high quality service. In addition to cost, however, the City will consider the quality of services proposed, the financial qualification of, and the work experience of the proposer in determining the best value to the City.
2. Other criteria shall include, but not be limited to:
 - a. Quality and completeness of proposal
 - b. Qualifications and experience of proposer, including experience and qualifications of key personnel and staff
 - c. Similar experience and expertise in the type of work required, with the City or with other public agencies
 - d. Demonstrated understanding of the scope of services requested as well as capacity of respondent
 - e. References
 - f. Financial stability of proposer
 - g. Cost to the City
 - h. Oral interviews, if applicable.
 - i. Any other factors determined by the City to be relevant to the performance of these services.

XIV. AUTHORITY TO WITHDRAW

The City of Maywood reserves the right to withdraw this Request for Proposals without prior notice. The City of Maywood makes no representation that any agreement will be awarded to any Respondent as a result of having responded to this request. All proposals submitted to the City of Maywood in response to this RFP shall become the property of the City and will not be returned.

XV. AWARD OF CONTRACT

Based on the outcome of the evaluation committee's evaluation of the proposals, a recommendation will be submitted to the City Council for consideration of award. An award of a contract occurs when the contract is approved by the Maywood City Council.

Selection of a respondent with whom the City enters into contract negotiations with or a recommendation of an award by the evaluation committee or any other party, does not constitute an award of a contract. The contract shall be in accordance with the attached Agreement.

XVI. ATTACHMENTS

Attachment 1. Form Professional Services Agreement

ATTACHMENT 1

Form Professional Services Agreement

ATTACHMENT 2

Prevailing Wage