

# REQUEST FOR PROPOSALS

## CITY OF ALBANY COMMUNITY SATISFACTION & RACIAL EQUITY SURVEY SERVICES



**Release Date: November 5, 2021**

**Due Date: December 3, 2021, 12 noon**

# Request for Proposals

## Community Satisfaction & Racial Equity Survey Services

### I. Introduction

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The City of Albany is seeking proposals from qualified firms to submit a proposal to conduct a statistically reliable community satisfaction & racial equity survey, along with the optional task upon City request to conduct voter polling services.

### II. Background

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The City of Albany is a charter city with a population of approximately 21,270 located in Alameda County. The City is organized in accordance with the Council-City Manager form of government with a five-member City Council which annually elects a member to serve as Mayor. Council members may serve two consecutive four-year terms. The City of Albany offers a full range of services for the community through its various departments, including the City Manager's Office, City Clerk, Community Development, Finance & Administrative Services, Fire/Emergency Medical Services, Police, Public Works, and Recreation & Community Services.

### III. Project Scope & Overview

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The City of Albany is requesting proposals from qualified firms to conduct a statistically reliable community satisfaction & racial equity survey. The selected consultant will develop an appropriate survey process and methodology to measure community input and sentiment on various topics. The consultant will be responsible for creating and administering the survey after obtaining input on questions from staff and a subset of appointed/elected officials; tabulating the results; and presenting a final product to City officials in a written report and through formal presentations. As an optional task as part of the overall scope, the City is seeking voter polling services. This optional task will be subject to the City Council authorizing voter polling if needed in advance of the next General Municipal Election to be held in November 2022

Over the course of the last several years, formal surveys have primarily been focused on voter polling of registered voters in advance of general municipal elections to help inform decisions regarding potential ballot measures. The most recent polling was conducted in 2020 to gauge support for prospective ballot measures for the November 2020 election.

The City's intent is to conduct a broader community survey beginning in 2021/22 that includes a representative sample of the City of Albany community, and to consider

conducting surveys on a regular frequency in the future, such as on a two-year cycle. As such, the initial survey should include questions that could be used as a benchmark for future surveys.

The community satisfaction & racial equity survey should include questions to inform two major areas:

Community Satisfaction:

The City is seeking to gain a thorough understanding of community satisfaction with regard to City services to identify any service gaps that may require attention and to help ensure quality of services being provided by the City. The survey would also aim to determine residents' priorities and areas of concern. Findings would be tracked over time to measure progress towards improving any issues identified.

Racial Equity:

The City is committed to realizing the City Council Strategic Plan goals which include a focus on furthering racial equity, diversity and inclusivity within our community. Gaining additional input and information from the community will help further inform policy, programs and related City initiatives in these topic areas.

Optional Task – Voter Polling:

An optional task within this RFP includes the potential provision of voter polling should there be an interest directed by the City Council to conduct such voter polling in advance of the November 2022 election. In the interest of keeping surveys to an effective length as well as recognition of the variation between polling registered voters and community members, it is requested that respondents provide a separate cost and associated timeline for the option of conducting a statistically reliable voter polling survey.

The primary elements of the scope of work for this project should include but not necessarily be limited to:

- Create survey instruments, work plans and schedules, in consultation with City staff.
- Collaborate with City staff to determine the most cost-effective, reasonable and productive survey methodology. Provide recommendations on the number of survey questions, suggested content and questions, and duration of survey to maximize engagement results.
- Develop survey questions to gauge community perceptions on:
  - Demographic information
  - Important issues facing the City
  - Quality of life
  - Racial equity and inclusion
  - Satisfaction with City services
  - Sense of community
- Review survey questions with City staff in coordination with a subset of appointed/elected officials.

- Recommend appropriate methodologies and strategies for providing the best data samples, objective results and valid findings, including one or a combination of medium such as phone, mail or internet.
- Conduct the survey(s) in multiple languages.
- Provide a summary of survey results, detailed analysis and final report for presentation.

## IV. Proposal Submittal Format

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The following minimum information should be provided in each proposal and will be utilized in evaluating each proposal submitted.

1. Title Page  
The Title Page should include the proposal subject, the name of the firm, local address, telephone number, date of proposal, and the name(s) and contact information for the individual(s) who will serve as the project manager(s).
2. Introduction  
Introduce your firm. Explain fully your firm's ability to perform the work stated in this RFP. Provide a short profile of the firm and staffing levels. Indicate the persons who will be authorized to make representations for and to bind the firm including their titles, mailing addresses, email addresses and telephone numbers. Indicate your firm's representative clients and any other pertinent information.
3. Consultant's Prior Experience and Qualifications  
Provide examples of the last three (3) completed projects within the last five years demonstrating the consultant's current experience working with municipalities or other public agencies in the State of California similar in scope and purpose.
4. References  
Provide minimum of three (3) client references applicable to the scope of services. Include contact names, telephone numbers, and email addresses.
5. Team Members  
Identify all team members and their titles and responsibilities for the project and provide the resumes of all management and supervisors assigned to this project.
6. Management Overview and Approach  
Explain the proposed methodology that will be used and clearly demonstrate understanding of the objectives the project is intended to complete. The firm should provide a detailed work plan and time line indicating how each task under the Scope of Services will be accomplished

## 7. Price Quotation & Timeline

Provide a price breakdown and timeline for each of the functions and reports the firm proposes to perform, inclusive of the tasks previously listed in the section of Project Scope. Also include the hourly rate for services not included in the engagement agreement. Provide separate quotation for the optional task for voter polling services.

## V. Evaluation Criteria

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All proposals submitted will be reviewed and evaluated on the basis of the following criteria:

- Qualifications and experience;
- Knowledge of best practices in municipalities;
- Experience in successfully completing projects similar in scope and purpose;
- Understanding of the project scope;
- Detailed work plan to complete and effective timeline the project scope;
- Qualifications and experience of team members;
- Overall quality of response to RFP;
- References;
- Price quotation.

## VI. Non-Discrimination Clause

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During the performance of this agreement, the recipient, Contractor/Consultant, and its subcontractors shall not deny the agreement's benefits to any person on the basis of religion, color, ethnic group identification, sex, age, sexual orientation, physical or mental disability, nor shall they discriminate unlawfully against any employee or applicant for employment because of race, religion, color, national origin, ancestry, sexual orientation, physical or mental disability, medical condition, marital status, age or sex. Contractor/Consultant shall insure that evaluation and treatment of employees and applicants for employment are free of such discrimination.

## VII. Additional Provisions

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The Consultant agrees that the firm is an independent contractor and that its officers and employees do not become employees of the City nor are they entitled to any employee benefits as a result of the execution of this agreement.

The Consultant shall indemnify the City, its officers and employees against liability for injury or damage caused by any negligent act or omission of any of its employees or volunteers or agents in the performance of this agreement and shall hold the City

harmless for any loss occasioned as a result of the performance of this contract by Consultant.

The Consultant may not assign or transfer this agreement, any interest therein or claim thereunder without the prior written approval of the City.

The City shall have access to the Consultant's work papers for purposes of review for a period of three years from the date of the report. The Consultant shall make available to their successors their work papers generated by these assessments.

The City shall not reimburse any potential Consultants for costs associated with preparations of this proposal.

The City may terminate this agreement at any time by giving no less than thirty (30) days prior written notice of such termination.

The City reserves the right to reject any and all proposals submitted. Award of the contract will be made to the independent qualified firm, who, based on evaluation of all responses and criteria, is determined to be the best qualified to provide the required services.

The firm awarded the contract will be required to enter into a Professional Services Agreement with the City of Albany which includes the City's standard Terms and Conditions including insurance requirements (see sample contract attached as Exhibit A). The firm awarded the contract will also be required to obtain a City of Albany business license before commencing work in the City.

## VIII. To Submit a Proposal

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Please submit five (5) copies of the proposal and one (1) electronic submittal via email.

**Deadline: December 3, 2021 by 12 noon**  
Submit to: Office of the City Clerk  
City of Albany  
1000 San Pablo Avenue  
Albany, CA 94706  
E-mail: [cityclerk@albanyca.org](mailto:cityclerk@albanyca.org)  
Phone: (510) 528-5710

Inquiries concerning this Request for Proposals ("RFP") should be directed by email to Anne Hsu, City Clerk at: [cityclerk@albanyca.org](mailto:cityclerk@albanyca.org). Such contact shall be for clarification purposes only.

## IX. General Conditions

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The City reserves the right to:

- Waive any informalities or minor irregularities;
- Accept or reject any and all proposals, or any items or part thereof;
- Withdraw or cancel this RFP at any time without prior notice and the City makes no representations that any contract will be awarded to any proposer(s) responding to this RFP;
- Modify the RFP as it deems necessary;
- Make available the proposals received by the City to any person upon request. Any information submitted to the City becomes public records and are subject to the Public Records Act;
- Seek any clarification or additional information from proposers as is deemed necessary to the evaluation of a response;
- Negotiate with the second choice proposer if an acceptable contract is unable to be negotiated with the first choice proposer within a reasonable period of time;
- Reject any and all proposals, and to seek new qualifications when it is in the best interest of the City to do so;
- Judge the correctness, substance, and relevance of the proposers' written or oral representations, including seeking and evaluating independent information on any of the proposers' work cited as relevant experience.

All expenses related to any proposer's response or other expenses incurred during the period of time the selection process is underway, are the sole obligation and responsibility of that proposer. The City will not, directly or indirectly, assume responsibility for such costs except as otherwise provided by written agreement.

## X. Selection Process

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All proposals received will be reviewed and ranked for merit. As a part of its evaluation, the City may request additional information or data from proposers. It is likely that a select field of applicants will be selected for interviews.

The City will evaluate proposals based upon responsiveness to the RFP. The evaluation criteria in Section V of this RFP will also be considered as part of the overall analysis. The contract will be awarded to the firm that best meets the proposed needs at a reasonable price, not necessarily at the lowest price.

### Tentative selection schedule:

Release RFP: November 5, 2021

RFP Response Deadline: December 3, 2021, 12 noon

Review of Proposals Received: January 2022

Interviews: January/February 2022

Contract Award: January/February 2022

We anticipate, but cannot guarantee, a final selection by January/February 2022