

ALBANY CALIFORNIA



CITY OF ALBANY
1000 SAN PABLO AVENUE
ALBANY, CA 94706
www.AlbanyCA.org

16 February 2022

MEMORANDUM

To: Albany City Council
From: Mayor Jordan and Councilwoman Gary

Re: Racial equity survey RFQ

RECOMMENDATION

That the City Council:

1. Authorize issuance of a Request for Qualifications (RFQ) to be submitted with 45 days to firms to perform a survey regarding racial equity,
2. Establish a Council ad hoc committee to advise on outreach marketing the RFQ and evaluate responses to the RFQ with staff according to the criteria in the RFQ, and
3. Refer the responses to the Social and Economic Justice Commission to evaluate via the same criteria and subsequently make a recommendation to the City Council.

BACKGROUND

On [September 7, 2021](#), the Council reviewed a request from the Social & Economic Justice Commission for implementation of a racial equity survey. The Council requested staff provide additional information regarding the option to further the scope of the survey to include questions to identify any potential gaps in City services. On [October 4, 2021](#), staff provided additional information to the Council based on research conducted regarding the potential cost and scope of such a survey. On November 1, 2021 the Council authorized issuance of a Request for Proposals (RFP) for survey services regarding racial equity and community satisfaction with the potential addition of voter polling.

On [January 3, 2022](#), the Council reviewed a summary of the proposals received in response to the RFP, with a recommendation to award a contract to Probolsky Research. The Council requested staff further coordinate with Probolsky Research to obtain additional information regarding the firm's experience in conducting racial equity survey work. Probolsky Research provided the supplemental requested [supplemental narrative](#).

The Council considered this additional submittal along with two different approaches put forward in [staff's report](#) at its next meeting, which was on January 18, 2022. One approach was to award a contract to Probolsky Research. The other approach was to prepare an RFQ regarding racial equity survey services. The supplemental narrative indicated a lack of experience with surveying for the purpose of characterizing racial equity. The proportional sampling method proposed would result in unacceptable margins of error for smaller racial and ethnic groups proposed and the firm did not respond to this point by putting forward an appropriate method, such as stratified sampling.

As a result, the Council directed staff to pursue development of an RFQ solely for survey services regarding racial equity, not including community satisfaction or the option of voter polling. The Council established an ad hoc Committee of Mayor Jordan and Councilwoman Gary to work with staff on this matter

DISCUSSION

Staff drafted an RFQ and provided it to the ad hoc committee. The committee members tracked changes on this draft and shared these with each other. The committee subsequently discussed the proposed changes in a meeting and agreed on a draft.

The draft was provided to staff in time for consideration by the Social and Economic Justice Commission at its meeting on February 1, 2022. Overall the SEJC was pleased with the RFQ as written and provided the following comments:

- The RFQ should be clearer in its purpose, providing reasons why the City desires the survey,
- Its scope should be limited to the racial equity survey only with a focus on innovative ways to implement the survey,
- The scope should include how to survey business owners, people who shop or pass through/drive in Albany,
- A timeline should be added, and
- The available points for a firm's experience in surveying regarding racial equity should be increased to 30 to emphasize this evaluation criterion relative to the others.

Staff proposed adjustments to the draft to address some of these comments. The ad hoc committee received these and made further changes resulting in addressing all of the comments except the addition of a timeline. This element was not added because it is not an element of an RFQ as such does not seek a work proposal. The committee increased the span of the survey discussed in the RFQ to include residents of nearby cities that do not visit Albany in order to characterize the racial equity aspect of their choosing destinations other than Albany.

In considering utilization of the survey data, the ad hoc committee extended the RFQ to include a request for the responding firm to recommend, based on the results, on what actions Albany could take to improve racial equity.

SUSTAINABILITY CONSIDERATIONS

None

SOCIAL EQUITY AND INCLUSIVITY CONSIDERATIONS

A racial equity survey is a component of the Racial Equity Impact Plan accepted by Council last summer. The results of this survey will provide a baseline against which future changes in racial equity can be measured and inform the creation and prioritization of actions Albany can take to improve racial equity.

CITY COUNCIL STRATEGIC PLAN INITIATIVES

The issuance of an RFQ and evaluation of responses is part of the process of contracting for a racial equity survey. This survey implements, in part, Goal 2, Objective 1, Workplan Item 3 of the Council's Strategic Plan. Goal 2 is "Engage our diverse community." Objective 1 of this goal is "Connect with and engage community." Workplan Item 3 of this goal is "Create mechanisms for two-way communication regarding equity and inclusivity." While the survey is not in itself two-way, it would provide statistical communication from the community to the City. The City will subsequently communicate back to the community proposed actions in response and seek input on those proposed actions toward tuning them for implementation.

FINANCIAL CONSIDERATIONS

Issuance of the RFQ does not entail hard costs. Its evaluation will require staff time. While this does not incur additional cost it does take part of staff's capacity that would otherwise be spent on other priorities.

Attachment:

1. Request for Qualification

Request for Qualifications (RFQ)
City of Albany, CA



**Professional Services for Characterizing Albany's
Racial Equity and Advising on Next Actions**

Issue Date: XX, 2022

Deadline for Submissions: XX, 2022, XX PM

Introduction

The City of Albany is issuing this Request for Qualifications (RFQ) from experienced organizations to prepare and implement a survey regarding racial equity in Albany and based on the results suggest priority actions for improving racial equity in the City. The City is seeking information from the community via a survey of residents, businesses, visitors, and people in nearby cities that do not visit to better understand its current state of racial equity and advise on how the City can improve racial equity. These will inform and prioritize how the City focuses resources to address diversity, equity, and inclusion (DEI) program needs. It is also envisioned that this survey will be repeated on some frequency (such as every other year) to monitor progress towards advancing DEI within the City.

The City of Albany encourages all businesses to submit qualifications.

Background

The City of Albany is located in northern Alameda County, approximately fourteen (14) miles northeast of San Francisco. The City encompasses 1.7 square miles and is bounded by the City of El Cerrito to the north, the City of Berkeley to the east and south, and San Francisco Bay to the west.

The population of the City is 21,270 as of the 2020 Census. The City is organized in accordance with the Council-City Manager form of government with a five-member City Council which annually appoints a member to serve as Mayor. The City offers a full range of services for the community through its various departments, including Fire/Emergency Medical Services, Police, Public Works, and Recreation & Community Services along with the City Manager's Office, City Clerk, Community Development, Finance & Administrative Services.

Table 1 summarizes how Albany's residents identified with regard to race, and Hispanic and Latino as of the 2020 Census. The data are provided in Appendix 1.

Table 1. Albany’s residents identifying by Race, and Hispanic and Latino. Summary of data from Table P2 of the 2020 Census. Residents identifying as more than one race are counted once for each race identified.

Race	All		Hispanic or Latino		Not Hispanic or Latino	
Total	20,271	100%	2,665	13.1%	17,606	86.9%
White	11,900	58.7%	1,476	7.3%	10,424	51.4%
Black	1,138	5.6%	110	0.5%	1,028	5.1%
American Indian and Alaska Native	406	2.0%	245	1.2%	161	0.8%
Asian	7,380	36.4%	176	0.9%	7,204	35.5%
Native Hawaiian and Other Pacific Islander	142	0.7%	24	0.1%	118	0.6%
Some Other Race	2,317	11.4%	1,885	9.3%	432	2.1%

Racial Equity Impact Plan Overview

The proposed work is in an early component implementing Albany’s Racial Equity Impact Plan. Received by the Albany City Council in July 2021, this 10-year plan regards developing and implementing policies for a sustainable commitment to DEI in the City’s organizational practices. The results from the work invited via this RFQ will inform how the City moves forward in an effective manner to increase racial equity.

RFQ Submittal Requirements

The City welcomes a response to the RFQ that best expresses the qualifications of the respondent. Interested organizations shall submit three (3) copies of their qualification packets, along with an electronic version emailed to cityclerk@albanyca.org. All packets should include the following elements:

- Experience and philosophy regarding your work as part of multicultural /multiracial team
- A work plan describing the methods, and roles and responsibilities for how the work will be accomplished
- Detailed description of deliverables and outcomes
- Established Timeline
- Estimated costs
- Experience characterizing racial equity via surveys within a city or the jurisdiction of other types of government agency
- Experience providing data-driven recommendations to improve racial equity
- Professional training and short bios of the proposed project team members clearly outlining their roles in the proposed work

- (3) samples of relevant work
- (3) relevant client references

Selection Process

Consultants will be evaluated based on a 100-point scale:

- Consultant's experience in the field of DEI surveys (30);
- Prior relevant projects or experience for government agencies providing services to populations similar in size to or larger than Albany (20);
- Knowledge and expertise of individuals that will work on the project (10);
- Familiarity with the geographic area (5);
- Completeness of response to RFQ demonstrating expertise and qualifications of organization (20); and
- References (15).

Based on the City's evaluation of submittals one or more respondents will be invited to be interviewed. The evaluation team will subsequently make a recommendation to the City Council for its consideration.

To Submit a Response to RFQ

Responses are due by **XX p.m., XX, 2022**. Responses must be sent to:

Anne Hsu, City Clerk
City of Albany
1000 San Pablo Avenue
Albany, CA 94706
(510) 528-5710
CityClerk@AlbanyCA.org

Non-Discrimination Clause

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.

General Conditions

The City reserves the right to:

- Waive any informalities or minor irregularities;
- Accept or reject any and all responses, or any items or part thereof;
- Withdraw or cancel this RFQ at any time without prior notice and the City makes no representations that any contract will be awarded to any respondent(s) responding to this RFQ;
- Modify the RFQ as it deems necessary;
- Make available the responses 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;
- Reject any and all responses, 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 respondents' work cited as relevant experience.

Appendix 1. Population of Albany, CA by Race, Hispanic and Latino, Not Hispanic and Latino by U.S. Census 2020 Table P2

Label	All		Hispanic or Latino			Not Hispanic or Latino		
	Number	%	Number	%	% city	Number	%	% city
Total:	20,271	100.0%	2,665	100.0%	13.1%	17,606	100.0%	86.9%
Population of one race:	17,584	86.7%	1611	60.5%	7.9%	15,973	90.7%	78.8%
White alone	9,446	46.6%	501	18.8%	2.5%	8,945	50.8%	44.1%
Black or African American alone	716	3.5%	25	0.9%	0.1%	691	3.9%	3.4%
American Indian and Alaska Native alone	90	0.4%	73	2.7%	0.4%	17	0.1%	0.1%
Asian alone	6,184	30.5%	41	1.5%	0.2%	6,143	34.9%	30.3%
Native Hawaiian and Other Pacific Islander alone	17	0.1%	8	0.3%	0.0%	9	0.1%	0.0%
Some Other Race alone	1,131	5.6%	963	36.1%	4.8%	168	1.0%	0.8%
Population of two or more races:	2,687	13.3%	1054	39.5%	5.2%	1,633	9.3%	8.1%
Population of two races:	2,398	11.8%	876	32.9%	4.3%	1,522	8.6%	7.5%
White; Black or African American	196	1.0%	16	0.6%	0.1%	180	1.0%	0.9%
White; American Indian and Alaska Native	123	0.6%	40	1.5%	0.2%	83	0.5%	0.4%
White; Asian	940	4.6%	37	1.4%	0.2%	903	5.1%	4.5%
White; Native Hawaiian and Other Pacific Islander	14	0.1%	3	0.1%	0.0%	11	0.1%	0.1%
White; Some Other Race	906	4.5%	704	26.4%	3.5%	202	1.1%	1.0%
Black or African American; American Indian and Alaska Native	10	0.0%	4	0.2%	0.0%	6	0.0%	0.0%
Black or African American; Asian	33	0.2%	1	0.0%	0.0%	32	0.2%	0.2%
Black or African American; Native Hawaiian and Other Pacific Islander	34	0.2%	0	0.0%	0.0%	34	0.2%	0.2%
Black or African American; Some Other Race	28	0.1%	17	0.6%	0.1%	11	0.1%	0.1%
American Indian and Alaska Native; Asian	12	0.1%	6	0.2%	0.0%	6	0.0%	0.0%
American Indian and Alaska Native; Some Other Race	15	0.1%	15	0.6%	0.1%	0	0.0%	0.0%
Asian; Native Hawaiian and Other Pacific Islander	30	0.1%	2	0.1%	0.0%	28	0.2%	0.1%

Label	All		Hispanic or Latino			Not Hispanic or Latino		
	Number	%	Number	%	% city	Number	%	% city
Asian; Some Other Race	49	0.2%	28	1.1%	0.1%	21	0.1%	0.1%
Native Hawaiian and Other Pacific Islander; Some Other Race	8	0.0%	3	0.1%	0.0%	5	0.0%	0.0%
Population of three races:	258	1.3%	160	6.0%	0.8%	98	0.6%	0.5%
White; Black or African American; American Indian and Alaska Native	29	0.1%	11	0.4%	0.1%	18	0.1%	0.1%
White; Black or African American; Asian	23	0.1%	2	0.1%	0.0%	21	0.1%	0.1%
White; Black or African American; Native Hawaiian and Other Pacific Islander	1	0.0%	0	0.0%	0.0%	1	0.0%	0.0%
White; Black or African American; Some Other Race	29	0.1%	15	0.6%	0.1%	14	0.1%	0.1%
White; American Indian and Alaska Native; Asian	15	0.1%	4	0.2%	0.0%	11	0.1%	0.1%
White; American Indian and Alaska Native; Native Hawaiian and Other Pacific Islander	1	0.0%	0	0.0%	0.0%	1	0.0%	0.0%
White; American Indian and Alaska Native; Some Other Race	73	0.4%	73	2.7%	0.4%	0	0.0%	0.0%
White; Asian; Native Hawaiian and Other Pacific Islander	22	0.1%	5	0.2%	0.0%	17	0.1%	0.1%
White; Asian; Some Other Race	47	0.2%	44	1.7%	0.2%	3	0.0%	0.0%
White; Native Hawaiian and Other Pacific Islander; Some Other Race	4	0.0%	3	0.1%	0.0%	1	0.0%	0.0%
Black or African American; American Indian and Alaska Native; Asian	4	0.0%	0	0.0%	0.0%	4	0.0%	0.0%
Black or African American; American Indian and Alaska Native; Native Hawaiian and Other Pacific Islander	1	0.0%	0	0.0%	0.0%	1	0.0%	0.0%
Black or African American; American Indian and Alaska Native; Some Other Race	6	0.0%	3	0.1%	0.0%	3	0.0%	0.0%
Black or African American; Asian; Some Other Race	1	0.0%	0	0.0%	0.0%	1	0.0%	0.0%

Label	All		Hispanic or Latino			Not Hispanic or Latino		
	Number	%	Number	%	% city	Number	%	% city
American Indian and Alaska Native; Asian; Some Other Race	2	0.0%	0	0.0%	0.0%	2	0.0%	0.0%
Population of four races:	26	0.1%	17	0.6%	0.1%	9	0.1%	0.0%
White; Black or African American; American Indian and Alaska Native; Asian	4	0.0%	1	0.0%	0.0%	3	0.0%	0.0%
White; Black or African American; American Indian and Alaska Native; Some Other Race	12	0.1%	12	0.5%	0.1%	0	0.0%	0.0%
White; Black or African American; Asian; Native Hawaiian and Other Pacific Islander	4	0.0%	0	0.0%	0.0%	4	0.0%	0.0%
White; Black or African American; Asian; Some Other Race	2	0.0%	2	0.1%	0.0%	0	0.0%	0.0%
White; American Indian and Alaska Native; Asian; Native Hawaiian and Other Pacific Islander	2	0.0%	0	0.0%	0.0%	2	0.0%	0.0%
White; American Indian and Alaska Native; Asian; Some Other Race	2	0.0%	2	0.1%	0.0%	0	0.0%	0.0%
Population of five races:	5	0.0%	1	0.0%	0.0%	4	0.0%	0.0%
White; Black or African American; American Indian and Alaska Native; Asian; Native Hawaiian and Other Pacific Islander	3	0.0%	0	0.0%	0.0%	3	0.0%	0.0%
White; Black or African American; American Indian and Alaska Native; Asian; Some Other Race	1	0.0%	1	0.0%	0.0%	0	0.0%	0.0%
White; Black or African American; American Indian and Alaska Native; Native Hawaiian and Other Pacific Islander; Some Other Race	1	0.0%	0	0.0%	0.0%	1	0.0%	0.0%