

Request for Qualifications (RFQ)
City of Albany, CA



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

Issue Date: February 24, 2022

Deadline for Submissions: April 11, 2022, 4 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 relating to potential survey respondents from a diversity of cultures
- 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 4 PM, April 11, 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%