

REQUEST FOR PROPOSALS CITY OF PITTSBURGH



CITY OF
PITTSBURGH

"AMERICA'S MOST LIVABLE CITY"

LUKE RAVENSTAHL, MAYOR

Setting the Stage for Pittsburgh's Population Renaissance

Honorable Luke Ravenstahl, Mayor

Noor Ismail, AICP, Director

March 19, 2013

Department of City Planning



REQUEST FOR PROPOSALS (RFP)

Study: Setting the Stage for Pittsburgh's Population Renaissance

The City of Pittsburgh, Department of City Planning is seeking services of consultant teams with expertise in demography, economics, statistics, surveys/focus groups, and related quantitative/qualitative analysis.

This project will result in a report to be presented to City of Pittsburgh officials that outlines the objectives outlined in this RFP.

The project budget is **\$100,000**. It is anticipated that the project duration could extend across a **6-9 month** period from the date of the completion of the contract.

Written queries are due at the Department of City Planning by **Thursday, April 4, 2013 at 4 PM**. (mail, fax, or email acceptable). Verbal queries are not acceptable. Response to queries will be issued on or before **Monday, April 8, 2013**.

Sealed proposals (ten hard copies and one digital copy), must be received no later than **Friday, April 12, 2013 at 4 PM**. Postmarks are not sufficient. Proposals by fax or email are not acceptable.

Contact person for all queries and for receipt of proposals:

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NOTE: In this document the term "Consultant" shall mean the person or firm making a proposal based on this RFP. The term "Consultant" and the term "firm" are used interchangeably. Also, the term "you" or "your" shall refer to the Consultant.

Section 1: Background

The City of Pittsburgh is in the midst of its Third Renaissance. In the 1950s, Pittsburgh experienced its first Renaissance when it undertook a large modernization of its commercial, industrial, and transportation infrastructure. The 1980s brought Pittsburgh's second Renaissance, during which the city's economy underwent massive changes due to the decline of the steel industry. This era was marked by a diversified economy, major office construction, and transportation investments. Pittsburgh's Third Renaissance has brought (and continues to bring) substantial commercial, residential, and infrastructure investment to the city. Pittsburgh's economy has performed better than the national average through the "Great Recession," and has largely been immune to the housing crises seen across the country.

As part of Pittsburgh's Third Renaissance, the City is currently engaged in its first-ever comprehensive municipal planning effort, PLANPGH. City decision makers are attempting to forecast optimum levels of service delivery for public services and infrastructure projects over the next 25 years. As the planning effort moves forward it is necessary to better understand the changing demographics of City residents. Pittsburgh is currently reversing a decades-long trend of population decline. To tackle this matter in a meaningful way, we need to enact policies that will retain, attract, and grow key population cohorts. While Pittsburgh's population declined from the 2000-2010 based on Decennial Census figures, the City experienced an estimated growth of nearly 2,000 people between 2010 and 2011. This 0.58% growth may be modest, but it validates a trend that has been hypothesized since the onset of the Third Renaissance.

Nationally, younger people are moving to cities in increasing numbers, and urban areas are experiencing a growth and increased vitality not seen in decades. The City of Pittsburgh would like to investigate how to craft future municipal policy decisions based on how the overall national trends in demographics are reflected locally. National trends can help explain the relationship between municipal and regional decision making as well as population change within the City limits. All possible explanations for these trends will be examined, including municipal governance/structure, housing, transportation, schools, and more, through an analysis of both quantitative and qualitative data. The City's goal is to integrate these findings into PLANPGH and create policies based on them.

Through this study we hope to better understand certain fundamental questions:

- What underlying factors are driving the national trend of migration to cities, and what are the demographics of those migrants?
- How do the above-mentioned factors relate to Pittsburgh's experience, and how can the City better position itself to competitively attract those who are relocating to urban areas?
- What reasons are given for in-migration to neighborhoods within Pittsburgh's borders?
- How can Pittsburgh better position itself compared to nearby and surrounding municipalities as a residential destination for in-migration?
- How does Pittsburgh perform nationally compared to other strategically similar cities in

attracting and retaining new residents?

- What reasons are given for leaving the City for the suburbs?
- What percentage of people leaving the City are doing so based on the allure (real or perceived) of better public services, better public education, higher housing value, better transportation, lower tax rates, and other factors?

Section 2: Requirements

A. General

- The City reserves the right to reject any or all proposals and to select the proposal that it judges to be in the best interest of the City.
- All proposers are bound by the requirements and deadlines of this RFP.
- All proposals shall remain effective subject to City review and approval for a period of ninety (90) days from the deadline for submitting proposals.
- If only one proposal is received by the City, the City may initiate negotiations with the firm submitting the proposal or seek additional proposals through a either a reissued/revised RFP or an extension of the original RFP deadline.
- The proposer is encouraged to add to, modify or clarify any of the scope of work items it deems appropriate to obtain a high quality plan at the lowest possible cost. All changes should be listed and explained. However, the scope of work proposed, at minimum, must accomplish the goals and work outlined below.

B. Scope of Services

The following are tasks within the Pittsburgh Population Study that require the assistance of a Consultant and their expertise:

Listing of Categories / Tasks:

- **Quantitative Study:**
 - Develop a methodology for analyzing the project's fundamental questions (previously listed) that both includes and expands upon existing publicly available data sources (Census/ACS, local/state/federal government statistics, previous studies, et. al.). Clearly demonstrate the value-add you plan on delivering to these data sets. Simple reiteration of available statistics is not sufficient. Use of additional non-public and/or subscription-based data sets is strongly encouraged (credit report data, Claritas, et. al.). Organizations interested in pursuing this study should provide a detailed outline of their investigation strategy and expected methodology, including data sources.
 - Conduct a thorough comparison of the above metrics with thoughtfully selected peer cities that have exhibited some measure of population growth and/or retention.

- This comparison should outline selected steps these peer cities have taken to achieve said growth/retention.
 - This comparison should be limited to cities within the United States--for larger cities and/or metro areas, subsets of urban areas are acceptable (i.e. studying Brooklyn rather than New York City as a whole).
- **Qualitative Study:**
 - Craft a study strategy for obtaining basic migration and/or housing choices from people who work in the City of Pittsburgh. *For example: contact employers and conduct an electronic survey of their employees to find out why they chose to reside where their given location.*
 - The study should attempt to gather information about what deterred people from residing in the City of Pittsburgh, if they chose to live elsewhere.
 - Proposals should outline the intended statistical methods for conducting the study.
 - This study should include, as needed, best practices based on previous research (scholarly publications, journals, etc.) and/or other successful policy decisions in other urban areas.
- **Report:**
 - The selected organization will provide a detailed final report of the study methods, findings, and policy proposals. This report should be accompanied by a standalone policy brief to be delivered to the Mayor for consideration. The entirety of the report will be made available to the public online.
 - The organization will deliver formal presentations to the Mayor's Office, City Council, and City Planning that outlines the study's findings and policy recommendations.

Section 3: Organization and Required Submittals for Proposal

A. Letter of Transmittal

This letter should include:

- a statement indicating your understanding of the work to be performed;
- an affirmation of the Consultant's qualifications for professionally and expertly conducting the work as understood;
- the Consultant's contact person concerning the proposal and a telephone number where that person can be reached; and,
- a clear statement of the Consultant's, and/or the principals of the Consultant, relationship(s) with, or knowledge of any officials or employees of the City and the nature of this relationship or knowledge.
- failure to clearly state and fully disclose any of the information required in the letter of transmittal shall be grounds for the city to reject the consultant's proposals and will be grounds for immediate cancellation of any contract entered into between the city and the

Consultant without payment of work completed.

B. Profile of Consultant

The Consultant Profile should be a brief statement indicating the Consultant's experience in conducting work of the nature sought by this RFP. Advertising brochures on the Consultant may be submitted as a part of this profile as long as the brochures specifically address the experience of the Consultant related to the work to be performed. Additionally, this profile should include:

- the location of the Consultant's office that will provide the proposed services;
- resumes of individual consultants or employees proposed to conduct the work and the specific duties of each consultant or employee relative to the proposed work;
- a brief reference list of other municipalities served by the Consultant with telephone numbers and names of contact persons;
- any other information describing the office may be included if it relates to the capabilities and expertise of the firm in doing comparable work.

C. Explanation of Work to be Performed

The proposal must include a detailed description of the procedures and methods you propose to complete the work requested by the City. This is important because the methods and procedures proposed will receive primary consideration in evaluating your proposal. Examples of similar work will be helpful and may be included.

D. Work Schedule

A project work schedule should be provided which includes time frames for each major work element, target dates for public meetings (if any), and dates for completion of draft and final documents.

The schedule should be reflective of the project's estimated timeframe of 6-9 months.

E. Cost

Full cost information should be provided that shows the minimum number of hours to be provided by each person assigned to the proposed work, by the firm's organizational levels. The proposed hourly rate for billing shall be included for each person. The hours of work and cost shall be itemized for each major work element of the proposal. An itemized estimate of reimbursable expenses must be included. The total amount of maximum payment must be stated.

The cost shall be based on the hours of work provided and necessary expenses. This shall not

exceed the maximum cost proposed unless an amendment to the contract is negotiated and approved by proper authority of the City.

MBE and WBE participation shall be clearly indicated. Veteran-owned business are encouraged to apply.

The proposed method of billing must be indicated. The preferred practice for this project is based upon logical project milestones. This will be determined by the structure and/or deliverables proposed.

F. Other Submittals

Additionally, documents attached as appendices to this RFP shall be fully executed and returned with the proposal as follows:

- Nondiscrimination Certification (For proposing firm).

Section 4: Evaluation Criteria

All proposals will be evaluated based on the technical and professional expertise and experience of the Consultant, the proposed method and the procedures for completion of the work, and the cost of the proposal. The apparent ability of the Consultant to be independent and objective in performing the requested work will also be considered.

A. Technical Expertise and Experience

The technical expertise and experience of the Consultant will be determined by the following factors:

- The overall experience of the Consultant in conducting similar work that is to be provided to the City of Pittsburgh.
- The expertise and professional level of the individuals proposed to conduct the work for the City of Pittsburgh.
- The clarity and completeness of the proposal, and the apparent general understanding of the work to be performed.

B. Procedures and Methods

The thoroughness and objectiveness of the methods and procedures proposed to conduct the work requested will be of primary importance in evaluating proposals. This includes evaluation of the soundness of the approach relative to techniques for collecting and analyzing data, the sequence and relationships of major steps, and the methods for managing the work to ensure timely and orderly completion.

C. Cost

The cost will be weighed in relation to other proposals received and shall be evaluated relative to the number of hours of professional consulting services to be received by the City of Pittsburgh and the overall level of expertise of the specific Consultant's relevant personnel.

All, or selected, Consultants submitting proposals may be invited to interviews on the topic of their proposals.

D. City of Pittsburgh MBE, WBE, and Veteran-owned Business Goals

City of Pittsburgh goals are 18% MBE and 7% WBE participation. The degree to which the proposal meets or otherwise addresses these goals will be considered. The City of Pittsburgh also encourages qualified veteran-owned businesses to apply. Veteran-ownership should also be discussed in the proposal.

All complete responses to this Request for Proposals will be evaluated by representatives of the City of Pittsburgh Department of City Planning, and other organizations. A 100-point scale will be utilized to create a short list of firms. The inclusion of MBE and WBE firms must be documented in the format shown in the table below.

Firm Name	MBE Contract Amount (\$)	Percentage MBE (%)	WBE Contract Amount (\$)	Percentage WBE (%)
Totals	Total MBE (\$)	Total MBE %	Total WBE (\$)	Total WBE %

The successful applicant will be required to submit an MBE/WBE plan as part of the project approval process. The MBE/WBE plan, at minimum, will include copies of MBE/WBE certification and letters of intent confirming MBE/WBE participation, when applicable. The selected consultant team must be approved by the City's Equal Opportunity Review Committee (EORC), so adherence to these requirements is paramount. Firms that fail to meet the criteria must justify why compliance was not feasible.

Section 5: Contract

A. The Contract shall be between the City of Pittsburgh (“City”) and the Consultant. The contract shall be directed and managed by the City of Pittsburgh Department of City Planning.

B. The City can neither process invoices nor approve payments until the contract has been fully executed by all City signatories. The Department of City Planning has no legal authority to authorize commencement of work until the contract is fully executed.

C. City laws and policies mandate the incorporation of various terms and conditions into all City contracts. For this reason the City will not sign any respondent’s standard contract.

D. All photographic, graphic, printed, electronic or other data developed pursuant to this project shall be the property of the City, and the contractor shall relinquish to the City without further payment all copyrights and other claims to ownership or use of such data.

E. The City requires all consultants to indemnify the City by including the following clause in all City contracts.

The Consultant hereby agrees to indemnify, save and hold harmless, and defend the City, its officers, agents, and employees against liens, charges, claims, demands, losses, costs, judgments, liabilities, and damages of every kind and nature whatsoever, including court costs and legal fees, arising by reason of: the performance by the contractor or and services under this agreement; any act, error or omission of the Consultant or of any agent, employee, licensee, consultant, or subconsultant; or any breach by the contractor of any of the terms, conditions, or provisions of this Agreement. The contractor shall indemnify and save harmless the City against and from any and all claims and liabilities whatsoever on account of, or by reason of, or growing out of personal injuries or death to any person, including the Consultant and its employees, whether the same results from the actual or alleged negligence of the City or the City’s agents or employees or otherwise, it being the intent of the provision to absolve and protect the City of Pittsburgh from any and all loss by reason of the premises or anything related in any way whatsoever to the contact. The Consultant shall supply evidence of insurance satisfactory to the City covering the liabilities and indemnification required by the contract.

F. The standard insurance coverage required by the City of Pittsburgh for professional services contracts is as follows:

- All insurance must be on an occurrence basis, not a claims-made basis
- The City must be listed as an additional named insured, not merely as a certificate holder.
- Insurance should provide 30 days cancellation notice.
- The consultant shall provide an insurance certificate showing that it meets the requirements.
- Worker’s Compensation shall meet statutory requirements.
- General liability (including property damage and bodily injury), automobile liability and professional liability shall be provided in the following amounts:

- Public liability and property damage
 - Bodily injury, including death and property: \$500,000.00 per occurrence
 - Damage combined: \$1,000,000.00 aggregate
- Automobile Liability and Property Damage
 - Bodily injury, including death and property: \$500,000.00 per occurrence
 - Damage combined: \$1,000,000.00 aggregate

APPENDIX

To Request for Proposals for City of Pittsburgh Population Study

NONDISCRIMINATION

Nondiscrimination and equal opportunity are the policy of the Commonwealth and the City of Pittsburgh in all its decisions program, and activities. The purpose is to achieve the aims of the United States and Pennsylvania Constitutions. Executive Order 1972-1, the Pennsylvania Human Relations Act, Act of October 27, 1955, (P.L. 744), as amended, (43 P.S. § 951, et. seq.), and (43 P.S. § 153), by assuring that all persons are accorded equal employment opportunity without regard to race, color, religious creed, handicap, ancestry, national origin, age, or sex.

During the term of this contract, the Contractor agrees as follows:

- (a) Contractor shall not discriminate against any employee, applicant for employment, independent contractor or any other person because of race, color, religious creed, ancestry, national origin, age, sex or handicap. Contractor shall take affirmative action to insure that applicants are employed, and that employees or agents are treated during employment, without regard to their race, color, religious creed, ancestry, national origin, age, sex or handicap. Such affirmative action shall include, but is not limited to the following: employment, upgrading, demotion or transfer; recruitment or recruitment advertising; layoff or termination; rates of pay or other forms of compensation; and selection for training. Contractor shall post in conspicuous places, available to employees, agents, applicants for employment, and other persons, a notice to be provided by the contracting agency setting forth the provision of this nondiscrimination certification.
- (b) Contractor shall, in advertisements or requests for employment placed by it or on its behalf, state all qualified applicants will receive consideration for employment without regard to race, color, religious creed, handicap, ancestry, national origin, age, or sex.
- (c) Contractor shall send each labor union or workers' representative with whom it has a collective bargaining agreement or other contract or understanding, a notice advising said labor union or worker's representative of its commitment to this nondiscrimination certification. Similar notice shall be sent to every other source of recruitment regularly utilized by bidder.
- (d) It shall be no defense to a finding of noncompliance with this nondiscrimination certification that contractor has delegated some of its employment practices to any union, training program, or other source of recruitment which prevents it from meeting its obligations. However, if the evidence indicates that the contractor was not on notice of the third-party discrimination or made a good faith effort to correct it, such factor shall be considered in mitigation in determining

appropriate sanctions.

(e) Where the practices of a union or of any training program or other source of recruitment will result in the exclusion of minority group persons, so that contractor will be unable to meet its obligations under this nondiscrimination certification, contractor shall then employ and fill vacancies through other nondiscriminatory employment procedures.

(f) Contractor shall comply with all state and federal laws prohibiting discrimination in hiring or employment opportunities. In the event of contractor's noncompliance with the nondiscrimination certification or with any such laws, this contract may be terminated or suspended, in whole or part, and contractor may be declared temporarily ineligible for further City of Pittsburgh contracts, and other sanctions may be imposed and remedies invoked.

(g) Contractor shall furnish all necessary employment documents and records to, and permit access to its books, records, and accounts by the City of Pittsburgh for purposes of investigation to ascertain compliance with the provisions of this certification. If contractor does not possess documents or records reflecting the necessary information requested, it shall furnish such information on reporting forms supplied by the City of Pittsburgh.

(h) Contractor shall actively recruit minority and women subcontractors or subcontractors with substantial minority representation among their employees.

(i) Contractor shall include the provisions of this nondiscrimination certification in every subcontract, so that such provisions will be binding upon each subcontractor.

(j) Contractor's obligations under this clause are limited to the contractor's facilities within Pennsylvania, or where the contract is for purchase of goods manufactured outside of Pennsylvania, the facilities at which such goods are actually produced.

DATE: _____

(NAME OF CONTRACTOR)

BY _____

TITLE _____