



**CITY OF PITTSBURGH
REQUEST FOR PROPOSALS**

For:

Facilitation of the Welcoming Pittsburgh Advisory Council and Listening Tour – capturing both of these processes with video, photography, and content for marketing.

Deadline for Submission: 3PM, Friday, September 12, 2014

I. OBJECTIVES OF THIS REQUEST FOR PROPOSAL (“RFP”)

Mayor William Peduto recently launched the Welcoming Pittsburgh Initiative in the City of Pittsburgh. Through this Initiative, the City will support efforts such as resettling refugees eager to build new homes in the City; working with organizations including the Allegheny Conference on Community Development, Global Pittsburgh, and Vibrant Pittsburgh to support efforts that keep international students in the City and their contributions to the City’s economy; reviving its Sister Cities program with the help of the World Affairs Council; and supporting job growth of all kinds, from small businesses to manufacturing to high-tech.

The City of Pittsburgh (the “City”) is requesting a proposal for facilitation of the Welcoming Pittsburgh Advisory Council, which will meet for approximately six (6) months and produce a three-year roadmap for the initiative. The selected Respondent shall facilitate an Advisory Council (the “Council”) of approximately forty (40) participants chosen by the City and produce a written report (the “Roadmap”) that includes the recommendations of the Council with the intent of setting the agenda for the Welcoming Pittsburgh initiative over the next three years to the satisfaction of the City. The selected Respondent shall also be responsible for capturing the process with video, photography, and content in order to increase the City’s capacity to market the Welcoming Pittsburgh initiative widely. The Respondent will also support a Listening Tour in up to ten (10) Pittsburgh neighborhoods.

Although the selected Respondent (if one is selected) will not be chosen purely based on fees, the City has projected that the Project Budget should fall between thirty thousand (\$30,000) and fifty thousand dollars (\$50,000.00). This amount must include all consulting fees for the entire Scope of Work, permitted expenses, and materials.

II. SCOPE OF WORK

In order to be considered, Respondent must be able to provide the following project requirements and address them in a Scope of Work:

- a. The Respondent must provide and maintain all necessary records throughout the facilitation process to synthesize ideas and support facilitation so that a final three (3) year Roadmap is produced. The Respondent will provide all necessary materials, including but not limited to supplies, for the successful facilitation of the Council. The Respondent will capture the Council facilitation process for marketing purposes.
- b. The Respondent must be experienced with successful meeting facilitation of comparable sized groups, with diverse stakeholders, and must possess the capability to deliver the results being sought (i.e. Roadmap, content for marketing

materials). The Respondent must clearly specify its experience, pertaining to these services, in its proposal response.

c. The Respondent shall provide a thorough description of the anticipated facilitation structure, type of support offered for the duration of the Listening Tour, and how these two core activities will be woven together into marketing deliverables. The following requirements are required:

1. Facilitate and record process at each Council meeting utilizing necessary materials and exercises (i.e. flipcharts, post-it notes, team-building) to create an interactive experience that engages the Council and elevates the most promising recommendations for the three-year Roadmap. Both a running list of ideas, as well as the final recommendation will be tracked.
 - a. Location for each meeting will be secured by the City, but done in partnership with the Respondent to ensure the space is adequate.
2. Facilitated session must occur at least once per month and are suggested to last approximately 90 minutes each over a period of six months – the RFP must reflect the recommended duration of the Council meetings by the Respondent with details on why that approach will be successful.
3. The Respondent must speak to implementation of an up to ten (10) stop Listening Tour across select Pittsburgh neighborhoods. The Respondent need not worry about securing space, but rather how the process/experience from the Listening Tour will complement the meetings with the Council and how they will capture the process for marketing purposes. Neighborhoods being considered are: Arlington, Beechview, Carrick, Crafton Heights, Garfield, Hazelwood, Hill District, Larimer, Manchester, Mount Washington, Oakland, and Squirrel Hill.
4. Marketing materials captured and produced by the Respondent are critical to the awareness building, educational, and promotional goals of the proposal. The Respondent must detail its proposed strategy for recording (visual and content) material that can be used as well as timelines for production and delivery. The deliverables for the marketing process will be ongoing throughout the year with the first set of materials (to be defined by the Respondent in the proposal) to be delivered within the first two to three months.
5. The Respondent must provide a range of fees and/or menu of options to best illustrate possible approaches to implementation of each of the core element of the plan to make it clear.
6. Ability to track expenditures vs. time remaining on grant(s).

7. Ability to create and submit status reports for the City and maintain frequent check-ins with the City to provide timely updates the City can use to promote Welcoming Pittsburgh and report back to the grantor.
8. Produce a final report (physical and electronic) that communicates the recommended three (3) year Roadmap for the Welcoming Pittsburgh initiative in a way that is clear, concise, and visually appealing. The roadmap will be shaped on feedback received from the Council and recommendations provided by the City throughout the process and will include the final policy recommendations and suggested community integration activities approved by the Mayor. Five printed and bound copies of the final Roadmap will be provided to the City.

III. PROPOSAL REQUIREMENTS

In order to be considered, a Respondent's Proposal shall include the following information:

- Cover letter.
- Executive Summary of entire Proposal (maximum 3 pages).
- A written narrative describing the method or manner in which the Respondent proposes to satisfy the Objectives of this RFP as well as the Scope of Work listed above.
- A description of the Respondent's experience in providing the same or similar services as outlined in the RFP. This description should include the names of the person(s) who will provide the services, their qualifications, and the years of experience in performing this type of work.
- The complete fee schedule and cost to the City for all services outlined in this RFP. This section shall include all related costs and fees. Fees not listed in this section shall not be charged to or paid by the City.
- A brief history of the company, including organizational structure, ownership interest, present status and projected corporate direction.
- Active customers (including cities, counties, states), and specifically those based in Pennsylvania.
- The firm's overall qualifications to provide the services requested.
- The qualifications of the firm's employees who will work on this contract, including resumes.
- Number of years in operation under present name or previous name(s) and the number of years of business for each providing services required by this RFP.
- Include at least 2, and no more than 4, letters of support/recommendation from other clients utilizing Respondent's services – facilitation and marketing recommendations preferred but not limited to those areas only.
- Include a section outlining a timeline for facilitation, listening tour across the city, and delivery of final materials.

- Complete either the MBE/WBE/Veteran Owned Solicitation and Commitment Form or the MBE/WBE/Veteran Owned Solicitation and Commitment Form–Waiver Request, copies of which are provided.

IV. ECONOMY OF PROPOSALS

Proposals should be prepared simply and economically and give a straightforward and concise description of the Respondent's capabilities to satisfy the requirements of the Scope of Work. Special bindings, colored displays, etc. may be used when they will aid in clarity, but are not otherwise necessary. Emphasis should be placed on the completeness and clarity of content.

Proposal should be no more than fifteen (15) pages; single sided, standard, readable, print on standard 8.5x11 papers. Respondents shall also submit a three (3) page (maximum) executive summary.

The following items will not count toward the page limitations: cover sheet, cover letter, 3-page executive summary, resumes (resumes shall be no more than 1 page per person), and forms provided by the City for completion.

V. REQUESTS FOR INFORMATION

Any requests for clarification or additional information regarding this RFP must be received electronically by **3:00PM, Eastern Daylight Time, Wednesday, September 3, 2014**, and should be sent to:

Betty.Cruz@pittsburghpa.gov

Answers to the questions will be posted on the City's website.

Any Respondent believing that there is any ambiguity, inconsistency, or error in this RFP shall notify the City of Pittsburgh in writing or electronically by the above-mentioned deadline. Failure to notify the City will constitute a waiver of claim of ambiguity, inconsistency, or error.

Only interpretations or corrections to the RFP made in writing by the Mayor's Office will be binding.

VI. PROPOSAL SUBMISSION

Three (3) hard copies and one (1) electronic copy of the proposal must be received no later than **3pm Eastern Daylight Time, Friday, September 12, 2014**. All hard copy submissions should be mailed or hand delivered to:

Betty Cruz
Mayor's Office
5th Floor, City-County Building
414 Grant Street
Pittsburgh, PA 15219

The City of Pittsburgh is not responsible for late delivery caused by the postal service, private carriers, traffic, weather conditions, or any other reason.

Electronic copies should be sent to: Betty.Cruz@pittsburghpa.gov

Any proposals received after the deadline will be rejected.

All materials submitted in response to this RFP will become property of the City of Pittsburgh. Respondents shall not retain any rights, including, but not limited to intellectual property rights, to the information and/or ideas contained within or accompanying their Proposals.

The content of all proposals will be maintained as confidential until the Final Respondent selection is publically announced, but may be subject to disclosure pursuant to applicable law thereafter.

Submission of a Response indicates acceptance by the Respondent of the terms and conditions of this RFP unless clearly and specifically noted otherwise in the Response.

VII. CONDITIONS

- 1. No Collusion or Conflict of Interest.** By responding to this RFP, the Respondent shall be deemed to have represented and warranted that its submission was not made in connection with any competing Respondent submitting a separate response to this RFP, is in all respects fair, and was without collusion or fraud.
- 2. Fees Disclosure.** Pursuant to Section 161.36 of the City of Pittsburgh Code, the Respondent must include a disclosure of any finder's fees, fee splitting, firm affiliation or relationship with any broker-dealer, payments to consultants, lobbyists, or commissioned representatives or other contractual arrangements that could present a real or perceived conflict of interest.
- 3. Fair Trade Certification.** By responding to this RFP, the Respondent certifies that no attempt has been made, or will be made, by the Respondent to induce any other person or firm to submit or not to submit a submission for the purpose of restricting competition.

4. Debarment. This RFP is also subject to Section 161.22 of the City of Pittsburgh Code related to debarment from bidding on and participating in City contracts.

5. Professional Services Agreement/ Contingent on Council Approval.

Respondent must confirm its willingness to enter into a Professional Services agreement with the City and to comply with the terms agreed to by the parties' therein. The City's Professional Services agreement terms include, but are not limited to, insurance (liability and workers compensation) and indemnification requirements. Specific guidelines regarding reimbursement for business/travel expenses (as applicable) will also be included. Respondent acknowledges that the City's final selection of a Respondent, if any, is contingent upon prior authorization by Pittsburgh City Council to enter into a Professional Services agreement for these services after the selection process set forth in Section VIII herein is completed.

6. Proposed Term of Professional Services Agreement. Services performed pursuant to any Professional Services Agreement shall commence upon execution of the agreement and continue for a period of ONE (1) year, unless canceled or terminated within thirty (30) days written notice by either party.

VIII. SELECTION PROCESS

The criteria used to evaluate the proposals will include:

- The completeness of the proposal, including the proposal's conformance to the standards and objectives set forth in this RFP;
- The quality of the proposal;
- The Respondent's experience in performing similar projects;
- The Respondent's skills, resources, and capacities to execute the Project successfully in a timely manner;
- MBE/WBE/Veteran participation; and
- Best overall value for the City, in terms of cost, system capabilities, and Respondent's proven success in cities of similar size.

Upon receipt of the proposals, the City will select the proposal that best meets its needs. The proposal with the lowest price will not necessarily be accepted, nor will any reason for the rejection of any proposal be indicated. Authorization to enter into a contract with the selected Respondent (if any) is also subject to approval by City Council.

The City reserves the right to reject any or all proposals, to waive any procedural informalities, to cancel this RFP (with or without the substitution of another RFP), or reissue the RFP at any time prior to the execution of a final contract if, in the City's opinion, it is in the best interest of the City for any reason whatsoever. The City also reserves the right to supplement, amend, substitute, or otherwise modify this RFP at any time prior to selection of one or more Respondent.

The City reserves and may exercise the following rights and options with respect to this selection process:

- (1) To accept or reject any or all of the items in any proposal and award the contract in whole or in part if it is deemed in the City's best interest to do so.
- (2) To reject as informal or non-responsive, any proposal which, in the City's sole judgment, is incomplete, is not in conformity with applicable law, is conditional in any way, or deviates from the mandated requirements of the RFP.
- (3) To waive any informality, defect, non-responsiveness and/or deviation from this RFP that is not, in the City's sole judgment, material to the proposal.
- (4) To permit or reject, at the City's sole discretion, amendments (including information inadvertently omitted), modifications, alterations and/or corrections to proposals on a fair and consistent basis.
- (5) The City also reserves the right to request that some or all Respondents modify their proposals, submit additional information, or attend interviews at City offices at no cost to the City.

IX. MBE / WBE / VETERAN-OWNED SOLICITATION AND COMMITMENT

The City of Pittsburgh is committed to the ideal of providing all citizens an equal opportunity to participate in City and its Authorities Contracting opportunities. It is therefore the City's goal to encourage increased participation of women and minority groups in all City contracts.

The City requires that all bidders demonstrate good faith efforts to obtain the participation of Minority-Owned Business Enterprises ("MBEs") and Women-Owned Business Enterprises ("WBEs") in work to be performed under City contracts. The levels of MBE and WBE participation will be monitored by the City of Pittsburgh's Equal Opportunity Review Commission ("EORC").

In order to ensure that there are opportunities for historically disadvantaged minority groups and women to participate on Covered Contracts, and consistent with the City's current equal employment opportunity practice and goals, the EORC will review contracts to include an evaluation of a developer/contractor's

employment of minority groups and women, encouraging goals of twenty-five (25) percent and ten (10) percent, respectively.

It is also the City's goal to encourage participation by veteran-owned small businesses in all contracts. The City of Pittsburgh shall have an annual goal of not less than five (5) percent participation by veteran-owned small businesses in all contracts. The participation goal shall apply to the overall dollar amount expended with respect to the contracts.

The City requires that all bidders demonstrate good faith efforts to obtain the participation of veteran-owned small businesses in work to be performed under City contracts. The levels of veteran-owned participation will be monitored by the City of Pittsburgh's Department of Finance.

In order to demonstrate good faith commitment to these goals, all bidders are required to complete and submit with their bids either: the attached MBE / WBE / Veteran Owned Solicitation and Commitment Form (which details the efforts made by the bidder to obtain such participation), or the attached MBE/WBE/Veteran Owned Solicitation and Commitment Form–Waiver Request, which details why no MBE/WBE/Veteran-Owned business participation could be obtained. Failure to submit either of these forms will result in rejection of the bid. Copies of these forms are provided.

For further information, including definitions and additional requirements, please see Chapter 177A (Sections 177A.01 *et. seq.*) of the Pittsburgh City Code and Section 161.40 of the Pittsburgh City Code.

X. RESPONDENT'S RESPONSIBILITY

1. All materials and work products prepared, developed or obtained through any Professional Services Agreement or other contract with the City of Pittsburgh shall be promptly delivered to and become the property of the City of Pittsburgh and there shall be no limitation on the subsequent use of same by the City of Pittsburgh. Failure to comply with this provision shall, at the City of Pittsburgh's election, absolve the City of Pittsburgh for payment of any compensation to the Respondent in connection with such agreement or contract.
2. The Respondent's work shall be subject to monitoring and review by the City of Pittsburgh. Where the Respondent's work is determined to be unsatisfactory, it shall be corrected by the Respondent at the direction of the City and at no additional cost to the City.
3. The Respondent shall adhere to the proposed project timeline by completing and furnishing all work products and/or deliverables within the

allotted time frame. Any changes to the schedule proposed by the Respondent must be requested and approved by the City in writing.

4. Respondents are responsible for all costs associated with responses to this RFP, including any interviews or meetings, if required. In no event shall the City be responsible for any costs related or incidental to the preparation of a response to this RFP.
5. It is the responsibility of all interested Respondents to carefully read the entire RFP which contains all provisions applicable to successful completion and submission of a Response.

XI. MINOR SCOPE OF WORK CHANGES

Throughout the course of this project, minor changes in the Scope of Work may occur for which documentation is required. The selected Respondent is required to submit to the City of Pittsburgh for approval a procedure that will track any such minor changes to the Scope of Work. The procedure, at a minimum, must show the nature of the minor change, estimated person-hours with costs, any proposed trade-offs for the person-hours, and a place for City of Pittsburgh approval and sign-off by an authorized City representative.

It is not the intent of the City of Pittsburgh to supplement the Respondent's contract for minor deviations in scope changes. Major changes in the scope of work will require a supplemental agreement to the Professional Services Agreement.

The City of Pittsburgh reserves the right to decide when a supplemental agreement for the contract will be necessary, according to applicable law and procedures.