

REQUEST FOR PROPOSAL (RFP)

To provide

Demography Services

For the City of Cathedral City



Cathedral City

68700 Avenida Lalo Guerrero

Cathedral City, CA 92234

Attn: Charles McClendon

(760) 770-0372

jmeza@cathedralcity.gov

www.cathedralcity.gov

Key RFP Dates

RFP Issued:

August 11, 2016

Proposals Due:

September 15, 2016

**CITY OF CATHEDRAL CITY
REQUEST FOR PROPOSALS
FOR DEMOGRAPHY SERVICES (“RFP”)**

The City of Cathedral City (hereinafter referred to as the City) is requesting proposals from qualified professionals (hereinafter referred to as the Contractor) to provide demography services related to the potential formation of City Council districts.

Background and General Information:

1. *The City*

Incorporated in 1981, Cathedral City is dedicated to providing a quality lifestyle and business climate for those here now and those in the future. The Coachella Valley is the very essence of Southern California lifestyle - a destination of friendly neighborhoods, lush country clubs, diverse shopping and unlimited business potential.

Strategically located, with borders on both side of Interstate 10, Cathedral City is a haven for expanding and relocating businesses. Cathedral City ranks in the top three cities in the Coachella Valley in population, retail sales and total taxable sales.

Businesses view the region as a triangle of opportunity between Los Angeles and San Diego with Coachella Valley inland equidistant from each. This triangle of commercial businesses, light industry, and professional services is expanding and becoming one metropolis of continued growth.

2. *Form of Government*

The City operates under the Council-Manager form of government. The City Council directly appoints both the City Attorney and the City Manager. The Council consists of a Mayor and four Councilmembers elected at-large with staggered terms. The Mayor serves a two-year term and the current Mayor, Stan Henry was elected in 2014. Mayor Pro Tem Greg Pettis has served on the Council since 1994, most recently reelected in 2012 to a term expiring in December 2016. Councilmember John Aguilar was appointed to his seat in December of 2014 and his term also expires in December of 2016. Councilmembers Shelley Kaplan and Mark Carnevale were both elected to four year terms in 2014, which will continue through December of 2018. City Manager Charles McClendon has served in his position since March of 2014. The City also has an elected City Treasurer, Henry Chan and City Clerk, Gary Howell. Both incumbents were elected to their current terms in 2014 expiring in December of 2018.

3. *Demography Services*

The City Council is interested in evaluating the conversion to a by-district system for electing Councilmembers. In order to make an informed decision, Council requires expert professional services.

Copies of the City's annual report, budget, and audit are available on request at City Hall offices at the following address, and are available on the City website: www.cathedralcity.gov

City of Cathedral City
68700 Avenida Lalo Guerrero
Cathedral City, CA 92234
760-770-0372

4. *Contact Person/s*

The Contractor's principal contact with the City will be the Mayor and City Council and the City Manager.

SCOPE OF SERVICES REQUESTED:

The City needs an individual or firm with prior experience developing alternatives for voting districts in compliance with applicable state and federal laws. The following items are specifically required and are presented as a list of duties and scope of work.

The Contractor will perform services for the City on a contractual basis. Duties and responsibilities shall include, but not be limited, to the following:

- A. Development of a districting database including decennial Census, American Community Survey, and California Statewide Database data;
- B. Incorporation of any Geographic Information System (GIS) data that the City wishes to include and provides (including, e.g., school locations, important local landmarks or features, or local neighborhood boundaries) in the districting database;
- C. Development of two to four draft districting plans for City Council and public consideration;
- D. Input and analysis for City Council consideration of all whole or partial draft districting plan suggestions and submissions from the public;
- E. Conversion of all maps, including public submissions, and reports to web-friendly versions for posting on City's website;
- F. Online posting of draft districting plans, including any public submissions, for interactive review;
- G. Participation in City Council meetings, public forums, or any other meetings either via teleconferencing or in-person, including meeting planning, preparation of any meeting reports or other materials, presentation and/or facilitation of the meeting, and post-meeting notes and/or summary. Meetings will occur on the following dates:

- a. City Council meeting on January 11, 2017 to give presentation on city demographics and district concepts. (Service Provider will attend in-person)
 - b. City Council Public Hearing January 25, 2017 to present initial draft of district plans; modify plans per public input; explanations as needed. (Service Provider will attend in-person)
 - c. City Council Public Hearing February 8, 2017 to present revised plans; modify plans per public input; explanations as needed. (City will determine whether Service Provider must attend in-person or if telephonic appearance is acceptable.)
 - d. City Council Public Hearing March 8, 2017 to present final drafts and make any final modifications. (City will determine whether Service Provider must attend in-person or if telephonic appearance is acceptable.)
- H. Any conference calls to discuss the project's progress or answer any questions that may arise;
- I. Any requested plan revisions and creation of support materials for final plan adoption; and
- J. Work with the County Registrar of Voters to implement the final plan.

RESPONSE REQUESTED:

Your proposal must provide the following information:

1. **Submittal Outside Cover Title** – Include the RFP title, submittal due date, and the name, address, fax number, and telephone number of principal submitting firm.
2. **Cover Letter** – Provide a brief (maximum of two pages) submittal cover letter.
 - a. State any changes to the format or deletions of requested materials, which may be a part of the submittal.
 - b. Include a summary describing how the submitter proposes to provide the required services to the City.
3. **Identification of Responder**
 - a. Provide the legal name and address of the submitter.
 - b. State the legal form of the submitter, i.e. partnership, corporation, joint venture, and so forth. If the submitter is a joint venture, identify the members of the joint

venture team and provide all information required under this section for each member. If the submitter is a wholly owned subsidiary of a parent company, identify the parent company and its address.

- c. Provide the name, title, address, and telephone number of submitter's principal contact person for the RFP.

4. Qualifications of the demographer and, if applicable, the firm, including:

- a. A description of the Contractor's qualifications and experience, including areas of expertise, accomplishments, previous employers/clients, etc.
- b. A description of the firm (if applicable) including the size of the firm, other professionals and support staff, scope (national, regional or local, and indicating the location of the responsible office). Explain the expertise of other members of the firm as it would benefit the City.
- c. A resume/curriculum vitae including years of experience, education, professional affiliations, etc.
- d. Relevant prior experience, specifically including districting work for public agencies, in particular cities.
- e. References from several California public agencies, and cities (at least three), which have utilized your services including addresses and phone numbers of elected officials or key agency staff who are familiar with your performance and number of years served.
- f. A description of services performed for public agencies in the Riverside County, Los Angeles County, San Bernardino County, San Diego or Orange County area.
- g. Services, if any, that have not been listed in this RFP that you believe might bring "value-added" to the scope of work proposed by your firm.

5. Project Approach:

- a. A statement of how you plan to meet or exceed the scope of work described above. This should include, at a minimum, the general approach to providing the requested services, organization of your effort/team and expectation of assistance from City staff.
- b. A statement of your availability to provide these services based on other clients and commitments.

6. Fees:

A full description of proposed fees for this engagement, including whether you charge for travel time and, if so, whether you provide reduced rates for travel time.

7. Draft Professional Services Contract:

Provide the contract language proposed to be used in the service agreement to be executed with the City.

Submittal Requirements

1. **Number of Copies** –Please submit electronic proposal to the following email address: jmeza@cathedralcity.gov, as well as **4 fully executed originals** mailed or delivered to the City.
2. **Authorization** – The submittal shall be signed by an individual or individuals authorized to execute legal documents on behalf of the submitter. For electronic proposal, electronic signature of an individual/s authorized to execute legal documents on behalf of the submitter must be included.
3. **Sealing and Delivery** –Four (4) original submittals must be SEALED, marked CONFIDENTIAL, addressed to *Charles McClendon*, City Manager, and RECEIVED on or before **Thursday, September 15, 2016** at 3:00 p.m. at the office of:

City of Cathedral City
Attention: Josie Meza
68700 Avenida Lalo Guerrero
Cathedral City, CA 92234

Electronic Proposals: submit electronic proposal using the following email address – jmeza@cathedralcity.gov, on or before Thursday, September 15, 2016 at 3:00 p.m.

4. Compliance

- a. Failure to substantially comply with the requirements of this RFP may result in submitter's RFP submittal not being considered.
- b. The City reserves the right to revise this RFP prior to the due date. Revisions to the RFP shall be mailed/ emailed to all holders of record. The City also reserves the right to add or delete areas of expected legal advice and work as conditions change from time to time.
- c. The City will answer questions submitted electronically and in writing, in the form of Addendum, to be issued to all holders of record no later than three (3) days prior to the submittal deadline.
- d. The City reserves the right to extend the date by which the submittals are due.

Evaluation Criteria:

Your proposal will be reviewed and evaluated based on your overall qualifications. Proposals should be concise and to the point to facilitate ease of evaluation. You will be judged on the following criteria, and not solely on the lowest fee.

1. Qualifications of the Contractor including recent experience providing demography services to cities and other public agencies.
2. Qualifications of the assigned backup/support team.
3. Understanding of the engagement.
4. Acceptability of the project approach and ability to meet deadlines and commitments.
5. Overall fees.
6. Suggestions or offers of additional services that might be considered as value-added.
7. Terms of the proposed contract.

Selection Process:

Submit your electronic and/or written proposal by 3:00 p.m. on Thursday, September 15, 2016. A staff and Council subcommittee will review the proposals, and recommend a Contractor to the City Council for award of the contract.

Questions:

Any questions should be directed to the email address jmeza@cathedralcity.gov.

Terms and Conditions

1. This RFP does not commit the City to award a contract or contracts, to defray any cost incurred in the preparation of a response to this request, or to procure or contract for services. All submittals become the property of the City as public records. All submittals may be subject to public review on request, unless exempted.
2. The City reserves the right to reject all submittals.
3. The City reserves the right to cancel, in part or in its entirety, this RFP including, but not limited to, selection schedule, submittal date and submittal requirements. If the City cancels or revises the RFP, the City representative will notify all respondents of record in writing.
4. The City reserves the right to request additional information and/or clarifications from any or all respondents to this RFP.