



City of Barstow

REQUEST FOR PROPOSALS

For

DEMOGRAPHIC CONSULTING SERVICES

FOR REDISTRICTING BASED ON CENSUS 2020 DATA

Date of Issuance: Friday, June 18, 2021

Proposal Due Date: July 1, 2021 | 5:30 PM

Mailing Address: 220 East Mountain View Street, Suite A
Barstow, CA 92311

City Contact: Christina Rudsell, City Clerk Services Manager

Email: crudsell@barstowca.org

SECTION 1: PURPOSE

The City of Barstow (City) is soliciting proposals from experienced and qualified demographic consulting professionals (Consultants or Proposers) to provide expert demographic services and assistance with the City's redistricting process after the release of the 2020 Census data, and prior to the November 2022 general election.

SECTION 2: INTENT OF RFP

The City intends this Request for Proposals (RFP) to encourage competition among qualified Consultants that offer the skills, experience, and expertise necessary to provide the services needed.

The California Voting Rights Act and the Federal Voting Rights Act establish legal requirements for the creation of electoral divisions. Proposers must demonstrate expertise in drawing maps and assisting with outreach that, at a minimum, meets or exceeds all legal requirements.

SECTION 3: BACKGROUND INFORMATION

The City was incorporated in 1947 and is governed by a directly elected Mayor and four-member City Council. The City is located in the Inland Empire North region of San Bernardino County, midway between Los Angeles and Las Vegas. (Figure 1). The City encompasses approximately 40 square miles with a population of 22,639 residents as of 2010. More information about the City can be found at <http://www.barstowca.org>.

On November 6, 2017, the City Council adopted a Resolution to transition to a district-based system. To provide ample time for meaningful community engagement and to allow the new division boundaries to reflect the most current demographic data, the City will adopt a schedule allowing the creation of divisions after the results of the 2020 Census are available.

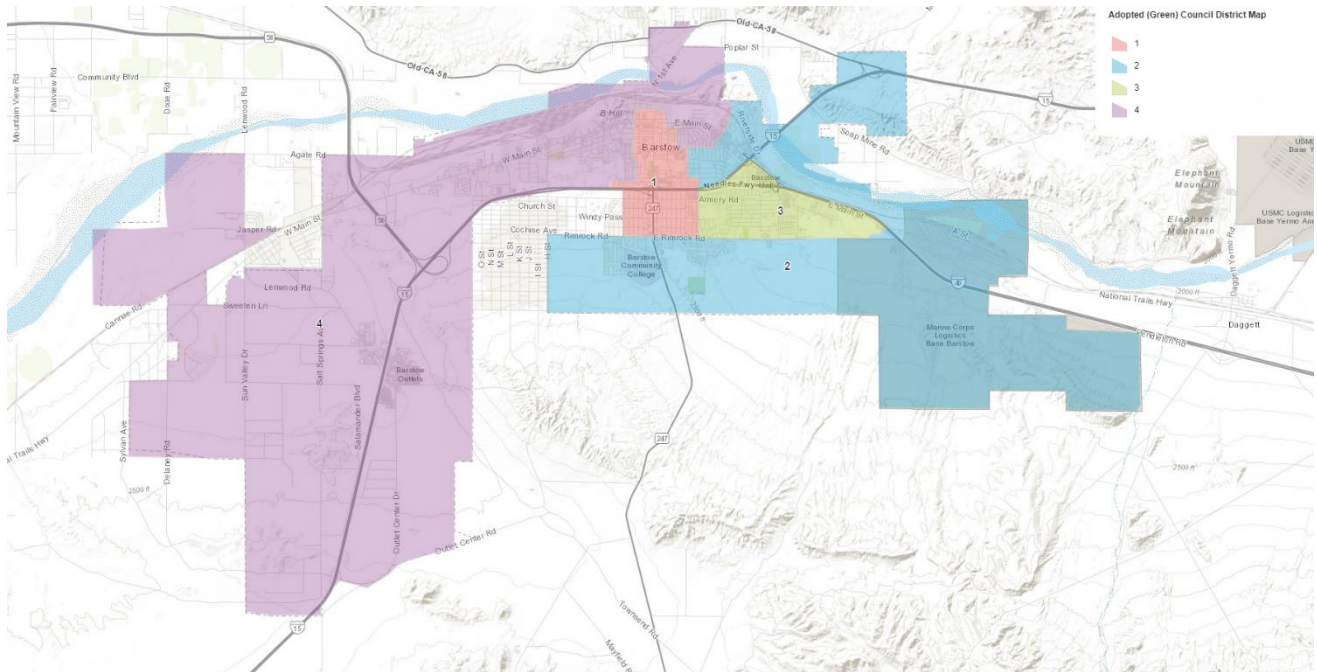


Figure 1: Map of City of Barstow Voting Districts (2018)

SECTION 4: SCOPE OF SERVICES

The City seeks a qualified demographic Consultant to provide the following services to the City:

- A. Assist the City with community outreach workshops. Assistance to include:
 - 1. Propose number, format, and schedule for community outreach workshops
 - 2. Provide notices for the Community in English, Spanish, and any other required language
 - 3. Consult with City Council, General Counsel, and staff regarding planning for the workshops
 - 4. Provide presentation and handout materials for workshops
 - 5. Attend and help facilitate workshops

- B. Creation of at least three draft division maps for consideration by the City Council:
 - 1. Analyze census and local data to develop maps which meet all legal requirements and may be made available on the City's website
 - 2. Update, and consider input from, staff and City General Counsel on project as necessary

- C. Attend all City meetings where City Council and public consider proposed divisions:
 - 1. Prepare presentation and handout materials
 - 2. Assist in running meetings
 - 3. Evaluate comments on draft division maps and any additional maps from members of the public or City Council.

- D. Work with County Elections Division to answer any questions regarding implementation of maps and election timelines

SECTION 5: PROPOSAL CONTENT

Proposals shall be formatted in the form and sequence described below. Please use the same order and titles as set forth to help facilitate evaluation of your proposal. The City may choose to not consider proposals deviating from the outlined format. The evaluation and selection of a Consultant will be based on the information submitted in the Consultant's proposal. Elaborate proposals beyond that sufficient to present a complete and effective proposal are not necessary or desired. Although the City is not specifying a page limit, clarity and conciseness are essential and will be considered during Proposal evaluation.

Proposals should be clearly organized under four (4) headings:

- A. Signed Cover Letter of Transmittal
- B. General Firm Information and Team Members
- C. Proposal Specifics
- D. Project Costs of Services

A. Cover Letter

The signed cover letter should be on firm letterhead clearly stating the name of the Proposer business address, telephone number and email address. The following information should also be provided:

- 1. Introduce the firm and summarize its qualifications
- 2. Name of the authorized principal with authority to negotiate and contractually bind the firm. The letter must be signed by a corporate officer or person authorized to bind the firm
- 3. Federal and State taxpayer identification numbers of the firm.
- 4. A statement that binds the Proposer to their proposal for sixty (60) calendar days
- 5. Indicate whether there are any potential conflicts of interest that could limit the Proposer's ability to provide the requested services

B. General Firm Information and Team Members

I. Provide the following General Firm Information:

1. A brief description of the Proposer's qualifications
2. Total number of similar projects completed by Proposer
3. Length of time in business of providing the proposed services
4. Identity of all current and former (for the past 10 years) public agency clients located in San Bernardino County
5. List of all staff who will work on this project
6. Location of office which would be leading this project

II. Provide the following information for each of the Firm's/Consultant's Team Members:

1. All team members' names
2. Length of time in business of providing proposed services
3. A brief resume of each team member who will work on this project

C. Proposal Specifics

1. Description of the approach the firm will use in providing the services requested
 - a. Explanation of the Proposer's approach should include a proposal as to the number and format of workshops and other Board and community meetings and justification for the proposed approach. As further explained below, the City may opt to conduct workshops and other meetings by teleconference or videoconference, and the City expects proposals to cover these contingencies.
2. Name, title, address, and telephone number of three references for clients for whom similar services have been provided during the past 5 years, including information referencing the actual services performed.
3. Explanation of any contract that the firm was a party to that was terminated for default or for which a notice of default was issued in the past five years. Termination for default is defined as notice to stop services for non-performance or poor performance, whether the issue was litigated or not. If a notice of default was issued by a party other than the Proposer, list name, address, and telephone number of that party. If no such notice was issued, so state.
4. If any electoral maps that you have drawn or assisted in the development of have been the subject of litigation, please identify the litigation including case numbers and describe the outcome.
5. Scope of services beyond those listed in the RFP that the firm provides which may be of interest to the City.
6. Proposal summary, including why the firm is pursuing this work and how it is uniquely qualified to perform the services.

D. Project Costs of Services

I. Inclusive Pricing

All pricing proposal information relative to performance of the tasks and deliverables as described in this RFP must be included in the Proposal. Pricing must list all direct and indirect costs, such as travel, meals, hotel accommodations, incidentals, and any other out-of-pocket expenses that would be charged to the City.

II. Price Schedule

Proposals must include a pricing schedule that includes the following:

1. Pricing for all items in Section 4, Scope of Services. Pricing for those items does not need to be broken down for subtasks except as identified below, but the Proposer may find it helpful to do so.
 - a. **Workshop and meeting pricing.** Please provide per-workshop and per-meeting pricing. For all meetings and “For all meetings and workshops, please provide pricing for meetings held using videoconferencing or teleconferencing services and those allowing in-person attendance. The City intends to host in-person meetings and workshops, but will utilize videoconferencing or teleconferencing if the current public health situation requires it. “
2. Hourly rates for any work that is not included in the Section 4, Scope of Services, or in the Proposal
3. Any additional tasks that the proposer believes would benefit the City
4. Any additional costs that would be charged to the City

The City will make progress payments on the basis of work accomplished.

SECTION 6: CONTRACT AND INSURANCE

The selected Consultant will work under a contract with the City General Counsel.

The selected Consultant must procure and maintain, for the duration of the contract the following insurance from a carrier or carriers having an A.M. Best rating of at least “A” or comparable as determined by the City:

- A. professional liability coverage at least \$1,000,000 per claim and annual aggregate
- B. automobile liability insurance at least as broad as Insurance Services Office (ISO) Business Auto Coverage (Form CA 0001) covering Symbol 1 (Any Auto) or the exact equivalent; and
- C. general liability insurance with policy limits of at least \$1,000,000 per occurrence for bodily injury, personal injury and property damage.

Non-Exclusive Contract

The City will not be obligated to use the selected Proposer for the work, or any portion of it described in this RFP.

SECTION 7: SELECTION PROCESS

The City may reject any Proposal in which the approach, qualifications, or costs are not deemed to be within an acceptable or competitive range. The City may seek clarifications or additional information from any or all Proposers regarding their Proposals and may request modified Proposals or best and final offers.

Following the initial review and screening of the written Proposals, one or more Proposers *may* be invited to participate in the final selection process, which may include:

- A. Submission of any additional information as requested by the City
- B. Check of references of firm and key personnel

The City reserves the right to conduct pre-award negotiations and interviews with any or all Proposers, and the right to award the contract with or without negotiations or interviews.

This RFP does not commit the City to awarding a contract. Proposers shall bear all costs incurred in the preparation of their Proposal and participation in the Proposal process. The City reserves the right, in its sole discretion, to accept the Proposal it considers most favorable to the City's interest. The City further reserves the right to reject all Proposals and seek new Proposals when such procedure is reasonable and in the best interest of the City.

Staff will review the submitted Proposals. From this review, the City will use the following considerations in making a recommendation:

- A. Experience and expertise in the areas identified in the Scope of Services Section of this RFP
- B. Ability to provide services in a timely manner
- C. Previous client satisfaction

Should a Proposer have concerns about meeting any requirements of this RFP, the Proposer should include a clearly labeled subsection in the Proposal with statements specifically identifying the concerns and any qualifications and/or requested exceptions.

The City reserves the right to schedule interviews with one or more Proposers.

SECTION 8: CONFLICTS OF INTEREST

By submitting a Proposal, the Proposer represents and warrants:

- A. that no City Council Member, officer, or employee of the City is in any manner interested directly or indirectly in the Proposal or in the Contract which may be made under it or in any expected profits to arise therefrom, as set forth in Article 4, Division 4, Title I (commencing with Sec. 1090) of the California Government Code;
- B. that it presently has no interest and agrees that it will not acquire any interest which would present a conflict of interest under California Government Code Sections 1090 *et seq.* or Sections 87100 *et seq.* The Proposer further covenants that, if selected, it

will not knowingly employ any person having such an interest in work performed for the City;

- C. that it has no organizational conflicts of interest at this time. Alternatively, the Proposer must disclose all known organizational conflicts of interest. An organizational conflict of interest occurs when, due to other activities, relationships, or contracts, a firm or person is unable, or potentially unable, to render impartial assistance or advice to the City; a firm or person's objectivity in performing the contract work is or might be impaired; or a firm or person has an unfair competitive advantage in seeking an award of a contract as a result of information gained in performance of this or some other agreement.

SECTION 9: ADMONITIONS

It is improper for any City officer, employee, or agent to solicit consideration, in any form, from a Proposer with the implication, suggestion, or statement that the Proposer's provision of the consideration may secure more favorable treatment for the Proposer in the award of the contract or that the Proposer's failure to provide such consideration may negatively affect the City's consideration of the Proposer's submittal. A Proposer shall not offer or give, either directly or through an intermediary, consideration, in any form, to a City officer, employee, or agent for the purpose of securing favorable treatment with respect to the award of the contract.

A Proposer shall immediately report any attempt by a City officer, employee, or agent to solicit such improper consideration. The report shall be made to the City's General Counsel. Failure to report such a solicitation may result in the Proposer's submittal being eliminated from consideration.

Among other items, such improper consideration may take the form of a campaign contribution, cash, discounts, services, the provision of travel or entertainment, or tangible gifts.

SECTION 10: MISCELLANEOUS PROVISIONS

The City reserves the right to award a contract or contracts based on proposals received without further discussion or negotiation. Proposers should not rely upon the opportunity to alter their proposals during any discussions.

The City further reserves the right to make such investigation as it deems necessary, to determine the capability of the Proposer to furnish required services, and the Proposer shall furnish such information for this purpose as City may request.

Proposers must specifically identify any portions of their submittals deemed to contain confidential and proprietary information or trade secrets. The proposer may be required to justify why the City should not, upon written request, disclose such materials. If the City is presented with a request under the California Public Records Act (Act) request for a proposal, the City will be required to provide documents in the Proposal unless it determines that they are exempt from the disclosure under the Act.

All requests from Proposers for additional information or questions must be made in writing (includes email), and information provided may be made available to all Proposers at the discretion of the City.

After award of the contract(s), the City may elect to employ other Firms for any work, at its sole discretion.

Addendum and Supplement to Request

If it becomes necessary to revise any part of this RFP or if additional information is necessary to enable an exact interpretation of provisions of this request, an addendum will be issued to the same distribution list as the original RFP and notification of addendum will be posted on the City's website. It is the responsibility of the Proposer to ensure they have received all addendums prior to submitting a proposal.

Authority to Bind

Proposals MUST include the full legal name and address of the firm. Person signing the proposal shall show TITLE and have authority to bind the firm in a legal contract.

Right to Reject

The City of Barstow reserves the right to reject any or all proposals submitted, to waive any technicalities, and to select the proposal which, in the City's sole judgment, best meets the City's requirements. No representation is made hereby that any contract will be awarded pursuant to this RFP or otherwise.

Cost incurred

All costs incurred in the preparation of a proposal, the submission of additional information and/or any aspect of a proposal prior to award of a written contract shall be borne by the Proposers, and not included in the estimated cost of the work. All proposals submitted become the property of the City.

Additional Information

- A. All proposals submitted shall be valid for a minimum period of 90 calendar days following the proposal due date.
- B. The contents of the proposal submitted by the selected Consultant and this RFP will become part of any contract awarded.

Questions and Inquiries

Questions or requests for information about this RFP should be submitted via email to Christina Rudsell, City Clerk Services Manager, at crudsell@barstowca.org. The subject line of such emails should be labeled: "City of Barstow – Demographic Consulting Services RFP Inquiry."

Submittal Requirements and Deadlines

Please submit one (1) PDF version of your proposal via email to Christina Rudsell, City Clerk Services Manager at crudsell@barstowca.org. The subject line in the email should be labeled: "City of Barstow – Demographic Consulting Services Proposal."

Proposals must be submitted **by 5:30 PM on July 1, 2021.**

Schedule:

The City will endeavor to complete its selection process on July 15, 2021.

-END OF RFP-