



City of Pacific Grove Request for Proposal (RFP)

for
**'Retaining the Services of a Qualified
Demographer**

Issue Date: October 13, 2014

Proposal Due Date: October 24, 2014

Submit responses to:

City of Pacific Grove
Attn: Tracy Ruggen
300 Forest Avenue
Pacific Grove, California 93950
Tracy Ruggen
tr.ruggen@cityofpacificgrove.org

**City of Pacific Grove Request for a Proposal
to Retain the Services of a Qualified Demographer**

1. RFP Overview

1.1 The City of Pacific Grove is a small city located on the tip of the Monterey Peninsula in Monterey County. The city shares its borders with the Pacific Ocean, the City of Monterey and the Del Monte Forest. The city is best known for its small-town hospitality and friendliness. Consisting of 2.87 square miles and with a population of 15,600 residents, the city was organized in 1889 and adopted its first charter in 1927. It is run by a council-manager form of government. The Council currently consists of six (6) council members and a mayor, all of which are elected at large.

1.2 Purpose On March 6, 2024, the City Manager was directed by the Council to retain a consultant qualified to prepare a basic demography report as a first step in the City's transition from an at large voting system to a by district voting system. The selected consultant will develop and provide a study that will include analysis of

- a. The population of the city and its various racial and ethnic groups based on the 2020 Census.
- b. The most recent estimates of the proportion of eligible voters in the various racial and ethnic groups.
- c. Estimate of the socio-economic characteristics of the various racial and ethnic groups in the city.
- d. The criteria governing the design of electoral districts for the election of City Council members.
- e. As noted, the completion of the demography report and its review by the city is precedent to the adoption of a Resolution of Intention (R O I) to transition the voting system to a by district system.

1.3 Additional Information on March 20, 2024, the City Council directed the City Manager to prepare the necessary documents to place a measure on the November ballot to reduce the current composition of the Council from a six (6) member council with a mayor elected at large to a Council composition of four (4) members and a mayor elected at large. The Council will further consider this item later this spring. In the event the Council places this item on the November ballot and the voters approve a reduction in the composition of the Council the Charter will be amended and direction provided on the number of districts to be mapped. The process of drafting districts would then follow as a second phase of this work. This initial phase of the work will entail only the completion of the demography report.

Responses to this request should include:

- a. A detailed scope of work. Please describe the methodology and data sources that would be used.
- b. A proposed calendar and timeline.
- c. Proposed fee structure.
- d. A list of clients for which you have performed similar services, specifically those in proximity to the city.
- e. Client references and / or letters of recommendation
- f. Resumes of key employees

- g. Any other pertinent information about your firm / or its experience in providing services related to the California Voting Rights Act, and drawing election district boundaries.

1.4 Schedule of Events

The RFP Issued	March 21, 2024
Deadline for Written Questions	March 28, 2024
Deadline for Submission	April 12, 2024
City evaluation of Proposals	April 15, -April 19, 2024
Award of Contract	April 22- May 1, 2024

1.5 RFP Coordinator

All communications concerning this RFP must be submitted in an e-mail to the RFP Coordinator, Robert Perrault, The RFP Coordinator will be the sole point of contact for this RFP. Robert Perrault the RFP coordinator can be reached via email at rperrault@citofpacificgrove.org.

1.6 RFP Amendment and Cancellation

The City reserves the unilateral right to amend this RFP in writing at any time. The City also reserves the right to cancel or reissue all or any part of the RFP at its sole discretion. This information will be posted to the City’s website.

1.7 Questions Pertaining to the RFP

All questions pertaining to this RFP must be submitted by e-mail to the RFP contact: Robert Perrault at rperrault@cityofpacificgrove.org.

1.8 Public Records Law

Pursuant to the California Public Records Act, Government Code Section 7920.000 and following, public records may be inspected and examined by anyone desiring to do so, at a reasonable time, under reasonable conditions, and under supervision by the custodian of the public record. All submitted proposals are subject to the California Public Records Act and may be determined to be public records subject to disclosure, even if the vendor claims confidential treatment. The City will disclose public records as required under the California Public Records Act.

1.9 Rights to Submitted Materials

All Proposals and related correspondence, reports, charges, schedules, exhibits, and other documentation submitted with this RFP will become property of the City and a matter of public record. All documents submitted in response to this request will be subject to disclosure if requested by a member of the public. There are a very limited number of narrow exceptions to these disclosure requirements.

1.10 City Agreements and Insurance Requirements

The successful proposer(s) will be required to sign a contract with the City relating to the work to be performed. Once selected, the proposer must procure and maintain insurance in accordance with the

City's insurance requirements for the duration of the contract. The cost of this insurance is the proposer's responsibility.

2. Proposal Evaluations

After the proposals are received, the City shall review and evaluate them for responsiveness to the RFP to determine whether the proposer possesses the qualifications necessary for the satisfactory performance of the services required. The City may also investigate qualifications of all proposers to whom the award is contemplated, and the City may request clarifications of proposals directly from one or more proposers.

In reviewing the proposals, the city will consider the following:

- The qualifications (including education, training, licenses, experience, and past performance) of the proposer and its agents, employees and sub-consultants in completing projects of a similar type, size and complexity.
- The feasibility of the proposal based upon the methodology of the proposed scope of services to meet the City's needs, the quality of services proposed, and the reasonableness of the total project costs and of the proposed time over which the work will be completed.
- Understanding of the work to be completed based upon the clarity of the proposal and responsiveness to this RFP.
- Quality, clarity, completeness, and responsiveness of proposal.
- Demonstrated ability to work in a cooperative and collaborative manner with clients.
- Proposed timeline.
- Anticipated value and price.
- Perceived risk or lack of risk
- Company financial stability.
- Ability to negotiate and execute a contract in a timely manner.

The City reserves the right, at its sole discretion, to request clarifications of proposals or to conduct discussions for the purpose of clarification with any or all vendors. The purpose of any such discussion shall be to ensure full understanding of the proposal. Discussions shall be limited to specific sections of the proposal identified by the City and, if held, shall be after initial evaluation of proposals are complete. If clarifications are made as a result of such discussion, the vendor shall put such clarifications in writing.

4. General Terms and Conditions

- The City reserves the right to reject any and all proposals, to waive any informality, to request interviews of Contractor(s) prior to award and to select and negotiate the Contract services in the best interest of the City.

- The City reserves the right to accept all or part of any proposal, and to negotiate a contract for services and cost with the selected Contractor.
- The Contractor shall provide all necessary personnel, materials and equipment to perform and complete all work under this proposal.
- The Contractor shall be unbiased and vendor neutral.
- Unless otherwise stated, invoices are to be submitted to the City Manager upon delivery of service to the City. The invoice must include an itemization of all services provided, including unit list price, net price, extensions total amount(s) due, and amounts previously paid.
- Unless otherwise stated, payment will be made within thirty (30) days of the completion of the service, in an acceptable fashion, to the City, and receipt of invoice, whichever is later.
- The contract for the services described in the RFP should not be considered exclusive. As deemed necessary, the City reserves the right to obtain these services from any other vendor.
- Neither party shall be liable for any inability to perform its obligations under any subsequent agreement due to war, riot, insurrection, civil commotion, fire, flood, earthquake, storm or other act of nature.
- Notification of the parties shall be considered to have been constructively received when it is mailed via the United States Postal Service, e-mailed, or delivered in hand to the parties as stated in the contract.
- Proposal shall also mean quotation, bid, offer, qualification/experience statement, and services. Proposers shall also mean vendors, proposers, bidders, or any person or firm responding to a Request for Information.
- The City reserves the right to retain all proposals for a period of 60 days for exam and comparison.
- All contracts entered by the City of Pacific Grove shall be governed by the Laws of the State of California. Any disputes shall be resolved within the venue of the State of California.
- The proposer may submit an alternative proposal or proposals that it believes will also meet the City's project objectives, but in a different way. In this case, the proposed must provide an analysis of the advantages and disadvantages of each of the alternatives and discuss under that circumstances the City would prefer one alternative to the other(s).

4.1 Reference Checks

The City of Pacific Grove reserves the right to contact any reference, or any client listed in the documents for information which may be helpful to the City in evaluating the Contractor's performance on previous assignments.

4.2 Submittal Address

Send proposals to Robert Perrault, City Manager at rperrault@cityofpacificgrove.org or mail to:

City of Pacific Grove

City Manager

Attn: Robert Perrault

300 Forest Avenue

Pacific Grove, CA 93950

If submitting by mail, please ensure submittal is clearly marked "RFP Demographer". Please include 1 original plus 1 reproducible copy.

Proposals must be complete and submitted by the due date. Late submissions or delivery via facsimile will not be considered.