

**REQUEST FOR PROPOSAL
FOR A
COMMUNITY SURVEY**



**CITY OF SIGNAL HILL
ADMINISTRATION DEPARTMENT**

**PROPOSALS DUE BY:
SEPTEMBER 13, 2019 at 4:00PM**

City of Signal Hill
2175 Cherry Avenue
Signal Hill, CA 90755
(562) 989-7379
www.cityofsignalhill.org

SECTION 1 – SUBMITTAL PROCEDURES & DEADLINE

1.0 OBJECTIVE

The City of Signal Hill is seeking proposals from qualified firms to conduct a community survey. The community survey should obtain the community's attitudes on the following potential topics:

- Cannabis regulation in Signal Hill and appropriate tax levels; and
- Diversification of revenue sources*

*Topics will be further refined with selected firm.

SECTION 2 – PROPOSAL REQUIREMENTS

2.0 PROPOSAL SUBMITTAL

Five (5) bound copies of the proposal and one (1) electronic version to be sent to emccaleb@cityofsignalhill.org must be received no later than 4:00 PM on **Friday, September 13, 2019**.

Proposals must be mailed or delivered to:

Hannah Shin-Heydorn, Deputy City Manager
City of Signal Hill
2175 Cherry Avenue
Signal Hill, California 90755

Proposals received after the submittal deadline stated above will not be considered. Facsimile proposals will not be accepted. Once received, the proposal and supplementary documents become the property of the City and may be subject to public records laws.

2.1 INQUIRIES

For all questions and inquiries related to this Request for Proposals (RFP), please contact:

Elise McCaleb, Economic Development Manager
City of Signal Hill
2175 Cherry Avenue
Signal Hill, California 90755
(562) 989-7379
emccaleb@cityofsignalhill.org

2.2 TENTATIVE SCHEDULE

Provided below is the tentative schedule for the RFP process. Note that the schedule is tentative and that aside from the RFP release date, the due date may be extended and the schedule may be subject to change.

	Date
RFP Release Date	August 28, 2019
RFP Submission Deadline	September 13, 2019 @ 4:00PM (unless extended)
Interviews for Selected Finalists	September 18 – 19, 2019
City Council Authorization	September 24, 2019

SECTION 3 – BACKGROUND

3.0 ABOUT SIGNAL HILL

The City of Signal Hill (“City”) is a 2.2 square-mile Charter City, situated over a major producing oil field, the Long Beach Field which was first discovered in 1921. The City incorporated three years later and is the only city in America completely surrounded by another city – Long Beach. Signal Hill was a growing residential area prior to the 1921 oil discovery, and transitioned into a major oil field with so many derricks that it came to be known as Porcupine Hill.

Signal Hill is located four miles west of the 605 Freeway, three miles east of the 710 Freeway and the 405 Freeway runs through the northern portion of the City. Although still a producing oil field, the City is transitioning into a diverse, modern community and has active oil wells co-existing adjacent to modern commercial and residential development. Signal Hill is a growing community with an inventory of vacant land available for development. The City’s population has increased from 11,016 in 2010 to 11,795, according to 2019 State Department of Finance data. Housing data shows an increase in available housing from 4,389 to 4,631 between 2010 and 2019.

SECTION 4 – SCOPE OF SERVICES

4.0 OVERVIEW

The City’s economic development goals are consistent with the Strategic Plan goals which are to ensure the City’s long-term fiscal stability and promote a strong local economic base. Staff accomplishes these goals through business attraction and retention and by analyzing ways to grow the City’s revenue base.

The City is seeking proposals from qualified firms to conduct a community survey. The goals of the survey are to determine both residents and businesses attitudes toward cannabis regulation in Signal Hill and appropriate tax levels. In addition, attitudes about alternate mechanisms for increasing City revenues should also be explored in the survey.

Currently, the City of Signal Hill bans cannabis-related businesses, except for mobile delivery, which is allowed under State law. On October 10, 2017, the City Council formed the Proposition 64 Subcommittee to work with members of the cannabis industry – including cultivators, business owners, and inspectors – to learn about the emerging and evolving cannabis industry. The information collected by the Subcommittee would be used to assist the City Council in determining whether to develop a regulatory framework for legal cannabis within Signal Hill. Subcommittee members toured a variety of cannabis-related businesses including indoor cultivation, product manufacturing, retail dispensaries, and a testing laboratory. Subcommittee members also attended several seminars and workshops related to cannabis regulation.

Information gathered by the Subcommittee was shared with the community during community meetings held on May 22, 2019 and June 18, 2019. Over 60 people attended the meetings, including the City Clerk, various Commissioners, community members, members of the cannabis industry, a doctor, a pharmacologist, and individuals with a public safety background. The common themes in the comments made by those in attendance were as follows:

- Support the City’s “Wait and Learn” approach;
- Sympathized with patients that can benefit from medicinal cannabis;
- Clarified that Signal Hill residents can purchase cannabis in Long Beach and legally consume it in Signal Hill;
- Are concerned about crime that cannabis-related businesses could attract;
- Are concerned that cannabis is a cash-only business; and
- Are concerned that Signal Hill may not generate enough tax revenue to offset the cost of program administration and enforcement.

Staff provided the City Council with a similar presentation at its August 13, 2019 meeting. The City Council directed staff to hire a consulting firm to conduct a community survey.

SECTION 5 – PROPOSAL CONTENT

5.0 DATA TO BE SUBMITTED WITH PROPOSALS

In order to be considered for selection, each proposing firm shall submit a proposal which includes the following:

1. A brief cover letter summarizing key points of the proposal. It must be signed by an individual with authority to bind the proposer and should state that all conditions contained in the attached proposal are valid for a period of at least 90 days.
2. Qualifications of firm and number of years in business
3. Scope of work
4. Survey methodology

5. Cost estimate
6. Timeframe – (City is requesting a start date within 30 days of contract award)
7. Describe the communication method between the firm and the City
8. Deliverables
9. Name of day-to-day project manager and resume as well as other team members assigned to project
10. 3 public sector references

5.1 ACCEPTANCE OF PROPOSAL CONTENT

If a contract is awarded as a result of a response to this request, the City will select the successful firm as quickly as possible after the final date for receipt of the proposals and completion of the interview and selection process.

It is likely that the content of the proposal of the successful bidder will be used in a legal contract of agreement. Bidders should be aware that methods and procedures proposed could become contractual obligations.

SECTION 6 – EVALUATION PROCESS

The City will conduct a two tiered evaluation process to select the ideal firm. The initial evaluation will consist of a review of all timely submitted proposals with a focus on qualifications, experience, survey methodology, and cost. Following the initial evaluation, the pool of candidates will be reduced to a short list of no more than the top three (3). The secondary evaluation will consist of interviews and reference checks for each of the short list candidates. The weighted criteria for each level are:

6.0 INITIAL EVALUATION: THE FOLLOWING CRITERIA (AS WEIGHTED) WILL BE USED TO EVALUATE ALL TIMELY AND COMPLETE SUBMITTED PROPOSALS:

1. QUALIFICATIONS AND RELEVANT EXPERIENCE

(Weight 40%)

- Years in business and qualifications of individuals and team
- Experience providing similar services to local government agencies
- Service delivery time frames

2. THOROUGHNESS AND ORGANIZATION OF PROPOSAL

(Weight 25%)

- Includes all required elements of the proposal
- The proposal is organized, concise and thorough
- Demonstrates understanding of the scope of work

- Consultant's approach to accomplishing the scope of work

3. METHODS AND PROCEDURES

(Weight 20%)

- Demonstrated ability to provide sufficient qualified and experienced personnel, including supplemental personnel
- Methodology for conducting survey

4. COST ESTIMATES

(Weight 15%)

- Costs for providing the proposed scope of services
- Quality of work to be delivered based on consultant's fee

6.1 SECONDARY EVALUATION: THE FOLLOWING CRITERIA (AS WEIGHTED) WILL BE USED TO EVALUATE THE SHORT LIST OF SELECTED CONSULTANTS:

1. QUALIFICATIONS AND RELEVANT EXPERIENCE

(Weight 40%)

- Demonstrated qualifications of individuals and the team
- Experience providing similar services to local government agencies
- Demonstrated understanding of the scope of work
- Demonstrated analytical ability and problem solving skills
- Identified specific procedures to be used to ensure communication between the consultant and the City

2. PREPAREDNESS AND UNDERSTANDING OF THE PROJECT

(Weight 40%)

- Demonstrated ability to provide sufficient qualified and experienced personnel
- Demonstrated availability of lead and all proposed team members
- Consultant's general approach to providing services and evaluating issues
- Communication skills
- Demonstrated ability to deliver services using technology and computers
- Cost estimates and delivery time

3. REFERENCE CHECKS

(Weight 20%)

- Customer satisfaction
- Cost versus product level of service
- Communication strengths and analytical skills
- Other

SECTION 7 – ADDITIONAL PROPOSAL INFORMATION

7.0 LEGAL RESPONSIBILITIES

The consultant shall keep itself informed of all local, State, and Federal laws and regulations, including but not limited to those pertaining to conflicts of interest, which in any manner affect those employed by it or in any way affect the performance of its duties under the scope of work. The consultant shall at all times observe and comply with all such laws and regulations.

7.1 COSTS FOR PROPOSAL PREPARATION

The City shall not be responsible for any costs incurred by any firm for the preparation of any proposals, including interviews. No obligation, either expressed or implied, exists on the part of the City to make an award or to pay any costs incurred in the preparation or submission of a response. All costs associated with the preparation or submission of a proposal are solely the responsibility of the candidate.

7.2 RESERVATION OF RIGHTS TO REJECT, WAIVE, AND REISSUE

The City reserves the right to reject any and all submittals, waive any irregularities, reissue all or part of this Request for Proposals, and not award any contract, all at its discretion and without penalty. The selected firm is required to enter into a Contract Services Agreement with the City. The form will be provided to the firm upon request.

All submittals will become the property of the City. Information in responses will become public property and will be subject to applicable public records laws. The City reserves the right to make use of any information or ideas in the responses. All proposals will be maintained as confidential working papers until officially placed on the City Council meeting agenda.

7.3 LIABILITY INSURANCE REQUIREMENTS FOR CONSULTANTS

As a condition of awarding a contract, the firm will be required to have general liability insurance at a minimum of one million dollars (\$1,000,000) per occurrence and two million dollars (\$2,000,000) aggregate, professional liability insurance at a minimum of one million dollars (\$1,000,000) per occurrence, worker's compensation at state-mandated minimums, no less than one million dollars (\$1,000,000), and vehicle coverage including comprehensive and collision insurance at a minimum of one million dollars (\$1,000,000). The consultant must name the City and its officers, employees and agents as additional insureds. The proposal shall state whether such insurances are currently in force or will be at the time of contract execution.