



**REQUEST FOR PROPOSAL  
FOR  
PROFESSIONAL SERVICES**

**Small Business Inclusion Program Development Services**

**Submittal Date: Friday, Dec. 14, 2012 by 12:00 PM**

Michael B. Coleman, Mayor

Greg J. Davies, Director, Public Utilities

Melinda Carter, Director, EBOCO

# REQUEST FOR PROPOSALS

## Small Business Inclusion Program Development Services

The City of Columbus, Ohio, Equal Business Opportunity Office and the Department of Public Utilities (the Departments) are soliciting proposals through the request for proposal (RFP) process to provide for professional consulting services to assist it in developing an updated small business inclusion policy and process framework.

Selection of professional services shall be in accordance with Section 329.14 of Columbus City Codes, 1959. Any agreement or contract entered into will be in accordance with the provisions of Chapter 329 of Columbus City Codes, 1959, the standard agreements for professional services of the Department of Public Utilities, and all other applicable rules and regulations.

Minimum Qualifications: Lead respondents shall have performed at least one project of similar size and scope in the past two (2) years.

### INSTRUCTIONS

**Proposals shall be submitted no later than 12:00 pm Friday, Dec. 14, 2012,** to Keena M. Smith, Assistant Director, Department of Public Utilities, 910 Dublin Road, 4th Floor, Columbus, Ohio 43215. Each consultant should provide five (5) copies of the proposal and one (1) electronic PDF copy, and submit the proposals in a sealed envelope. Proposals should be submitted on recycled paper, and printed double-sided. While the appearance of proposals is important, the use of non-recyclable or non-recycled glossy materials is discouraged. Proposals should not exceed 30 pages in length, not including any addenda.

Any Consultant who is planning on submitting a proposal should so notify the City so that the Consultant may receive any clarifications or updates. Notifications should be sent to Keena M. Smith at [kmsmith@columbus.gov](mailto:kmsmith@columbus.gov).

### QUESTIONS

Questions shall be submitted via email to Keena M. Smith [kmsmith@columbus.gov](mailto:kmsmith@columbus.gov) by no later than November 29, 2012. Questions will be posted to the City Vendor services website by December 5, 2012. Any interpretations or questions, which in the opinion of the City require clarifications, will be issued by email as addenda to all consultants who have provided contact information, and posted on the City's vendor website. The City will not be bound by oral interpretations which are not reduced in writing and included in the addenda.

**All offers and their proposed subcontractors must have a valid City of Columbus Contract Compliance Numbers (CCCN) before a contract may be entered.** Applications for certification may be obtained from the City of Columbus website ([www.columbus.gov](http://www.columbus.gov)), or from:

City of Columbus  
Equal Business Opportunity Commission Office  
109 North Front Street, 4th Floor  
Columbus, Ohio 43215-9020  
(614-645-4764)

### **Notice of Equal Business Opportunity Requirements**

A. Minority and Female Business Enterprise (“MBE” and “FBE”) Participation: Title 39 of the Columbus City Code (C.C.C.) provides for certification of minority business enterprises and female business enterprises. C.C.C. 3901.01 (G) defines an MBE as a for-profit business performing a commercially useful function which is owned and controlled by a person or persons having an African American ancestry. C.C.C. 3901.01 (F) defines an FBE as a for-profit business performing a commercially useful function which is owned and controlled by one or more females of non-African American descent.

B. Specific Contract MBE/FBE goals shall not apply to this selection.

C. In collaboration with the City of Columbus Equal Business Opportunity Commission Office, the Department of Public Utilities strongly encourages the utilization of city-certified minority, female and small business enterprises and minority business registrants. Include in the proposal the name and qualifications of all certified MBEs/FBEs. Contact the Equal Business Opportunity Commission for information related to minority, female and small business enterprises.

### **SUBMISSION DEADLINE**

**Final date for submission of proposal documents will be no later than 12:00 p.m. December 14, 2012. Any submittals received after that time will not be considered.**

*At the City’s option, in-person presentations by the top-ranked bidders may be requested prior to selection.*

Greg J. Davies  
Director  
Department of Public Utilities

Melinda Carter  
Director  
Equal Business Opportunity Office

## **Project Overview:**

The City of Columbus, Equal Business Opportunity Commission Office (EBOCO) promotes inclusiveness of minority and female owned business enterprises (MBEs and FBEs) within the City's procurement process and facilitates the equitable awarding of contracts to MBEs and FBEs. The Department of Public Utilities (DPU) provides quality water, electric, and wastewater services to over 1 million people in Central Ohio and is the City's largest contracting agency. EBOCO and DPU (the Departments) will collaborate on the execution of this RFP.

The purpose of this RFP is to retain a consultant that will work under the direction of the Equal Business Opportunity Office to provide the necessary analyses, research, planning, public input, stakeholder outreach and engagement to make an informed recommendation regarding the creation and implementation of a gender neutral inclusion program. The consultant will also work with the DPU to implement a "test model" that incorporates a small business preference.

Upon acceptance of the consultant's recommendation the Departments/City may choose to amend the consultants contract to include program implementation or issue a new RFP for implementation services. The Departments/City anticipates that the consultant will consist of a team that provides the City with expertise in at least the following areas: legal, stakeholder engagement; and subject-matter expertise.

The budget for the project is subject to negotiation. Contract length will be one year, with optional renewals for two additional years (total of 3 years).

### **The goals of the project are:**

1. To assist the City of Columbus, Equal Business Opportunity Office in solidifying an updated approach to small business inclusion.
2. To perform research regarding the industry standards, best practices and innovative approaches being practiced across the nation.
3. Engage community stakeholders regarding the City's desired course of action and in determining its acceptability.
4. To develop a comprehensive master plan that includes availability estimates, economic impact analysis, model ordinances, program guidelines and staffing models and other implementation elements as recommended.
5. To develop a "test model" for implementation in the DPU.

## **Project Background**

Title 39- Affirmative Action Code of the City of Columbus provides the policy foundation and process framework for small business contract utilization. Specifically it provides for, among other elements, the following:

- Establishment of the Equal Business Opportunity Commission Office and its responsibilities
- Definitions and certification of minority, veterans and female businesses

The City appreciates that small businesses are our country's major job creators and driver of economic growth. We want to explore ways to support the sustainability of small businesses thereby positively impacting the growth of our local economy.

In 2003 the EBOCO commissioned an update to the original 1992 disparity study that the city used to create Title 39 of the Columbus City Code. The 2003 study performed by Griffin & Strong, PC recommended the implementation of a race and gender neutral inclusion program.

Currently, a Capacity Study of the M/FBE contractor base is underway by EBOCO. The results will be completed by December 6, 2012. DPU recently completed a study titled "Minority Business Economic Opportunity Study" which examines the department's Capital Improvements Plan relative to the availability of M/FBE and Minority Business Registered for potential utilization. In addition, the City is currently installing a new minority business tracking platform- PRISM (Early Morning Software) to replace the aging BizTrack system.

**Scope of Services:**

The proposed scope of services follows; however, the consultant is encouraged to suggest deletions or additions within their Project Approach if they believe changes will better meet the objectives of the project.

**Research and Analyses**

Development of an updated inclusion model will require a thorough review and analyses of current best practices as well as anticipated community and economic impacts.

The consultant will at minimum:

- Conduct a literature and best practices review
- Provide an availability estimate
- Provide an economic impact analysis

**Stakeholder engagement:** As part of developing a new inclusion model, the City needs to open and maintain channels of communication with affected community stakeholders in order to determine the acceptability of the model. The consultant will:

- Assist the City in identifying representative stakeholders;

- Assist the City in creating a meaningful, collaborative process that will encourage dialogue with stakeholders and decision makers. The dialogue will be utilized to inform policy decisions regarding the acceptability and desirability of various models and options.
- Message development should be targeted and supported by research a variety of tools and techniques should be proposed and may include focus groups, surveys and other interactive approaches;
- Assist the City with translating the research regarding the community's preferences;
- Facilitate a dialogue process with stakeholder meetings, surveys, and/or focus groups that builds public support for the recommended approach; and

**Demonstration Project:** The City will provide the Consultant with project from the DPU Capital Improvement Plan to “test” the viability and impacts of the proposed model. It is expected that the Consultant will use the demonstration project to document process, procedures, challenges, opportunities, cost and benefits of the new inclusion model.

**Pre-Implementation Deliverables:** If the City moves forward with the new inclusion model, the need exists for legal, enabling documents and operational guidelines. The City would like the Consultant to assist the City in creating a sustainable program by:

- Developing a model ordinance(s);
- Assist the City in determining the most efficient way to staff future efforts; and
- Drafting operational guidelines.

**Document support:** The Consultant may also be asked to produce ancillary materials to support the above tasks, including but not limited to PowerPoint slideshows, videos, reports, brochures, direct mail, posters, and/or pages for the City's website.

## **REQUIRED OUTLINE OF REQUEST FOR PROPOSAL SUBMITTALS**

The following information shall be included in the submittal:

1. A Statement of Qualifications and Experience of the company or companies, the primary staff, and subcontractors if applicable. For each company and/or key staff member, describe completed project(s) relevant to small and diverse business inclusion (minimum of one (1) project in the last two (2) years. Specifically address other public sector clients. Companies are encouraged to partner such that the proposal includes the following types of expertise: legal, stakeholder engagement and subject-matter expertise (supplier diversity/inclusion, public policy development).
2. Location of primary office, identification of project manager, primary staff, and subcontractors if applicable, and their business locations during the project. Indicate the percentage of the team's local workforce and *show how this number was determined*. Team includes prime consultant and all sub consultants.

3. City of Columbus Contract Compliance Number (CCCN) for submitting firm.
4. Project Approach describing the formation of the project team, proposed services, project assignments, project oversight and coordination, and steps for accomplishing the project objectives. Project approach should be organized by phase/task and summarized on a calendar/project plan. Workload should be broken down by phase/task and by team member.
5. Demonstration that the project team has the ability to perform the project expeditiously based on current workloads.
6. Budget projections should be included as an addendum. This information is not part of the initial evaluation process.
7. Additional information specific to this project or this type of work.
8. Pursuant to City Code Chapter 329, the City gives preference to an environmentally preferred offeror, which is defined as: A bidder or offeror whose bid or offer consists of materials, supplies, equipment, construction and/or services which have a lesser or reduced effect on human health and the environment when compared to competing materials, supplies, equipment, construction and services that serve the same purpose. This comparison may consider any aspect of the procurement cycle, including but not limited to raw materials acquisition, production, manufacturing, packaging, distribution, reuse, operation, maintenance or disposal of the material, supply, equipment, construction or service. To be considered an environmentally preferable bidder or offeror, the bidder or offeror must clearly specify in the invitation for bid how their materials, supplies, equipment, construction or services qualify their bid or offer as "environmentally preferable."

Note:

Presentation. Present the proposal in a succinct and clear manner, bound, in an 8½ by 11-inch format, using fonts no smaller than 12 point (11 by 17 fold-outs are acceptable but are to be kept to a minimum). Proposals should be on recycled paper, double-sided. While the appearance of proposals is important, the use of non-recyclable or non-recycled glossy materials is discouraged. Proposals should not exceed 30 pages in length, not including any addenda.

Formal Presentations. The City reserves the ability to request formal, in-person presentations from any respondent. These formal presentations are considered part of the evaluation process.

**EVALUATION CRITERIA** The Request for Proposals submittal must include information to address each of the criteria as listed below. The Department Evaluation Committee will evaluate the proposal based on the following criteria and values:

<b>Evaluation Criteria</b>	<b>Total Maximum Points (100)</b>
<b>Proposal Quality</b>	<b>35</b>
- Project approach is well-structured, clear, and succinct	15
- Project approach shows creativity and innovation	5
- Project approach demonstrates knowledge of project and is realistic	15
<b>Project Team Experience</b>	<b>30</b>
- Team has full range of education and expertise to meets the project’s needs. Team should include experience in at least the following areas: legal, stakeholder engagement; and subject-matter expertise.	10
- Past performance of the prime/lead consultant as reflected by relevancy of the projects including those performed for the City of Columbus, other city agencies and other public sector clients of the team, with respect to such factors as similarity, scope, quality of work, success in controlling costs, and success in meeting deadlines	15
- Past performance of the sub consultants as reflected by relevancy of the projects including those performed by for the City of Columbus, other city agencies and other public sector clients of the team, with respect to such factors as similarity, scope, quality of work, success in controlling costs, and success in meeting deadlines	5
<b>Project Team Workload</b>	<b>10</b>
- Proposal demonstrates the availability of the project team to complete the project expeditiously	10
<b>Environmentally Preferable Offeror</b>	<b>5</b>
Demonstration that the services offered are equal to or superior to those of a non-environmentally preferred offeror.	5
<b>Local Workforce (one of the following applies)</b>	<b>20</b>
- At least 90% of the Project Team’s labor costs are assignable to employees paying City of Columbus income tax on the date the proposal is submitted, or at least 90% of the Project Team’s labor costs are assignable to the office location within Franklin County if the office was established prior to 1995 OR	20
- At least 75% of the Team’s project labor costs are assignable to	15



employees paying City of Columbus income tax on the date the proposal is submitted OR	
- At least 90% of the Team's labor will be performed in an office location within Franklin County but outside of the Columbus corporate limits on the date the proposal is submitted OR	7
- At least 50% of the Team's project labor costs are assignable to employees paying City of Columbus income tax on the date the proposal is submitted	5

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