



## **CITY OF PICO RIVERA**

# **REQUEST FOR PROPOSALS (RFP) FOR A BUSINESS ASSISTANCE SERVICES CONSULTANT**

**RFP Available on:**

January 4, 2012

**Closing Date:**

5:30 p.m. on January 13, 2012

**Contact:**

Ms. Guille Aguilar, Senior Planner  
Community & Economic Development Department  
6615 Passons Blvd.  
Pico Rivera CA 90660  
Telephone: (562) 801-4332  
E-mail: [gaguilar@pico-rivera.org](mailto:gaguilar@pico-rivera.org)  
Website: [www.pico-rivera.org](http://www.pico-rivera.org)

## **INTRODUCTION**

The City of Pico Rivera (City) is seeking a qualified business assistance services consultant to finalize, coordinate and execute a marketing campaign for local businesses affected by the construction of a capital improvement project at the intersection of Passons Boulevard and Slauson Avenue. The business assistance services consultant must have experience with community marketing campaigns and must also be experienced with community outreach in order to assess current consumer attitudes and behaviors to best promote the local businesses. The term of the contract shall be approximately six (6) months ending upon the completion of the capital improvement project.

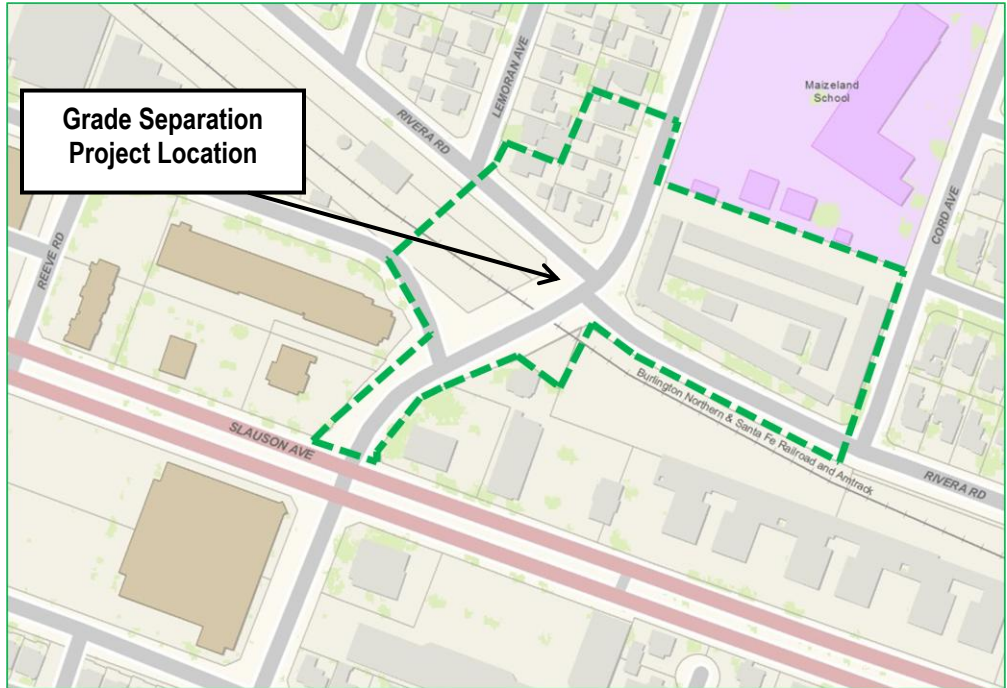
## **ABOUT THE CITY**

Pico Rivera is situated approximately 11 miles southeast of downtown Los Angeles, on the eastern edge of the Los Angeles basin, and on the southern edge of the area known as the San Gabriel Valley. It is strategically located near major highways—Interstate 605 (San Gabriel Freeway), Interstate 5 (Santa Ana Freeway) and Interstate 60 (Pomona Freeway). The City is also accessible through three railway systems—Atchison, Topeka and Santa Fe Railway Company, Southern Pacific Lines and Union Pacific Railroad.

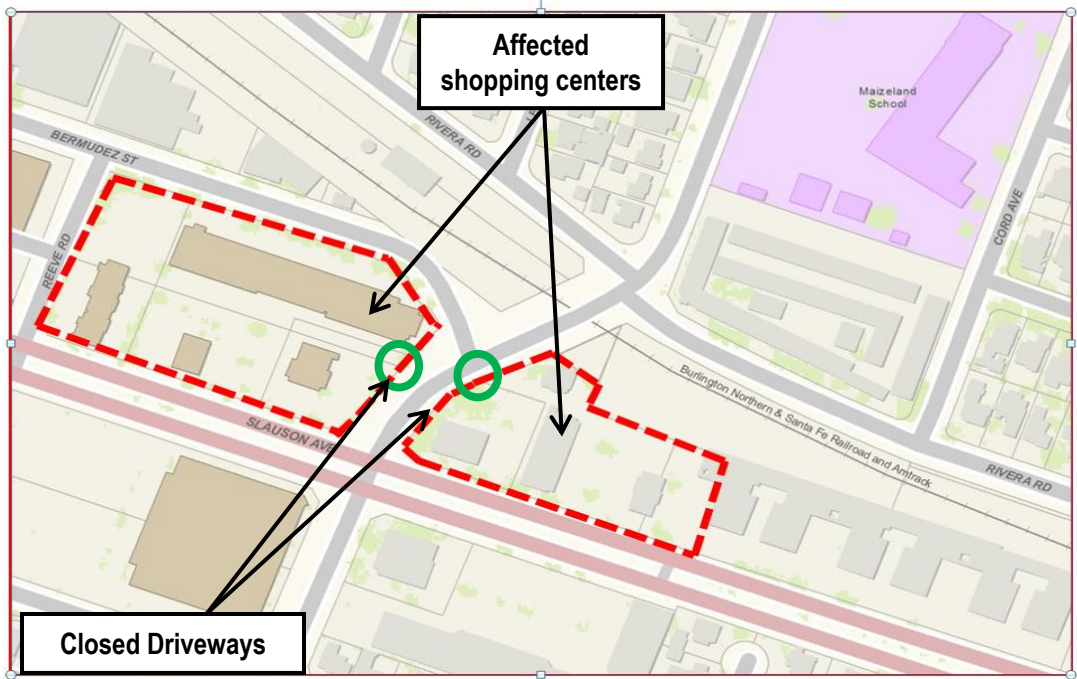
Pico Rivera has continued to grow and develop since its incorporation in 1958. Subsequent annexations have increased the physical size of the community to just under nine square miles and, according to the 2010 Census, the City has a population of almost 63,000 people with a median household income of just under \$56,000. Approximately 91% of the City's population is Latino.

## **BACKGROUND**

Pico Rivera has an aggressive Capital Improvement Program (CIP) that is aimed at enhancing the quality of life for local residents and businesses. The CIP is a multi-year plan that identifies future public infrastructure and facility improvements within the city. One of the largest projects currently under construction includes the Passons Boulevard Grade Separation, a \$43.3 million dollar project commenced in 2010. The project entails lowering Passons Boulevard approximately 20 feet and construction of a railroad bridge for the existing BNSF railway. It will improve north to south vehicle and pedestrian traffic flow and safety. Other improvements include ROW acquisition and demolition, utility relocations, roadway realignments, extensive landscaping, and miscellaneous other improvements. The project is scheduled to be completed in July 2012.



In addition to the closure of Passons Boulevard to through vehicle and pedestrian traffic, the project also required the closure of two driveways located on the east and west side of Passons Boulevard, north of Slauson Avenue. Both Passons Boulevard and the eliminated driveways served as key entrances and paths-of-travel into two commercial strip centers. The City is seeking a business assistance services consultant to finalize and execute a business assistance services plan to promote the approximately 15 businesses located in these two commercial strip centers.



## **SUBMITTAL DEADLINE**

Submit (1) signed original and three (3) additional copies of the proposal on or before **5:30 p.m., January 13, 2012**. Proposals must follow the guidelines indicated in the RFP and must be submitted in a sealed envelope clearly marked "RFP for Business Assistance Services Consultant" and addressed to:

**City of Pico Rivera  
Community & Economic Development Department  
6615 Passons Blvd.  
Pico Rivera, CA 90660**

The City will not photocopy proposal documents for the purpose of complying with the provision requiring duplicate copies. Failure to provide the required number of complete duplicate copies may result in rejection of the proposal. Proposals received after the time and date stated above shall be deemed non-responsive and will be returned to the proposer. Faxed or e-mailed proposals will not be accepted.

## **BUDGET**

The City has allocated \$30,000 for all activities, including consultant fees. All postage and mailing costs shall be covered by the City's internal budget.

## **INQUIRIES**

Questions regarding this RFP are to be directed by e-mail to Ms. Guille Aguilar at [gaguilar@pico-rivera.org](mailto:gaguilar@pico-rivera.org). When applicable, material changes to the scope of services or proposal procedures will only be transmitted by written addendum.

## **GUIDELINES FOR PROPOSAL SUBMITTAL**

Proposals must be printed double-sided, submitted on 8-1/2" x 11" paper, with easy to read font size and style. Pages must be numbered, tabbed, and bound (spiral or three (3) ring binder). Tabbed dividers should separate and identify the response items described as follows:

**Proposals must contain the following information in the order listed:**

1. **Cover Letter:** The introductory letter should state the prime consultant, the mailing address, e-mail address, telephone number, and contact name. A principal of the company authorized to legally bind the company must sign the letter.
2. **Qualifications and Experience:** Describe the firm's overall experience in related business Assistance Services and coordination activities. Specify the positions and names of the core team that will be working with the City, and include the

team members' specific experience. Identify the lead person who will be the primary liaison. Provide résumés for each additional persons assigned. Include any professional designations and affiliations, certifications and licenses. etc., this also includes information and documentation for any sub-consultants that will be used.

3. References: Provide a list of references for at least three (3) similar assignments performed for other public agencies including the date, scope, client name and client contact information including the individual's title, address, telephone number, email address. The references must be associated with the core team that will be assigned to perform the services under this RFP.
4. Work Plan: The work plan should indicate the consultant's ability to meet each specification as outlined in this RFP. The work plan should address the items of work as described in this RFP (see the *Scope of Services and Deliverables Requirements* section). The work plan should describe the various tasks and steps that the consultant plans to undertake, and how these tasks and steps lead to specific deliverables. The work plan must specify the number of meetings, interviews, etc. The work plan must specify a time-frame for each task as well as a budget.
5. Conflict of Interest Statement: Any activities or relationships of the consultant that might create a conflict of interest for the consultant or the City, and, if such activities or relationships exist, a description of the facts, legal implications, and possible effects sufficient to permit the City to appreciate the significance of the conflict and to grant any conflict waiver, if appropriate and necessary.
6. Fee: This section should include the cost for services outlined in the Work Plan. Interested firms must clearly describe and outline fees for the services to be provided for each task. The total fee should be a firm "not to exceed" amount including reimbursable costs such as travel/transportation, printing, shipping, etc. The fee shall be itemized to specify each of the following:
  - a) Labor Costs: Itemize so as to show the following for each member of the project team for each phase of the project:
    - Name and title
    - Estimated hours
    - Rate per hour
    - Total cost for each member and for all labor needs
  - b) Itemized cost of supplies, materials and any other direct costs.
  - c) General and Administrative Overhead, including percentage.
  - d) Transportation/travel costs.
  - e) Price for each strategy in the attached Business Assistance Services Plan (pg. 7)
  - f) Total fee for proposed for project.

## **SCOPE OF SERVICES & DELIVERABLES REQUIREMENTS**

The scope of services and deliverables requirements set forth in this RFP represents an outline of the general services that the selected consultant is expected to perform and deliver. The selected consultant will be expected to perform all technical analyses necessary to complete the scope of services defined in this RFP.

**The scope of services and deliverables includes, but is not limited to, the following:**

1. Consultant shall be responsible for finalizing the business assistance services plan by providing recommendations based on his or her technical and professional expertise.
2. Consultant shall allow for an adequate amount of revisions to the final business assistance services plan from City Staff (minimum 2 revisions).
3. Consultant shall be responsible to prepare for and attend all staff, community and public meetings in connection to the business assistance services plan including, but not limited to, the following:
  - a) Meetings with staff (for data analysis, status reports and review of final business assistance services plan prior to kick-off of marketing campaign).
  - b) Meetings with affected businesses, landlords and the public.
  - c) Data collection (affected businesses, staff, the public, and other stakeholders).
  - d) Presentation to the City Council, if needed.
4. The final business assistance services plan must be a professional document that is concise and easy to read. The plan must be provided in one (1) Microsoft Word format, one (1) Adobe Acrobat format and at least five (5) bound color hardcopies.
5. The final business assistance services plan should be practical and implementable given the likely resources available to the City.
6. Refer to the Draft Business Assistance Services Plan on page 7 for additional information.

## **Draft Business Assistance Services Plan\***

Strategy	Description	City Responsibility	Consultant Responsibility
<b>Install large, bright banners at key locations.</b>	Minimum of 3 banners. A large banner shall be located on the construction fence at the intersection of Passons & Slauson. Banner shall specify the business names and include an arrow directing toward the subject businesses	Graphic design of banners; payment of banner costs.	Approval of banner designs; order banners; pick-up banners from manufacturer; install banners at site.
<b>"Shop Passons" campaign</b>	Distribute coupons to encourage shopping at the 15 affected businesses. Each business will provide their input on the special that they would like to promote (such as \$2 off a \$10 purchase). A maximum of \$600 is reimbursed to each business.	Fund coupon reimbursements; graphic design of coupons; postage and mailing costs; provide mailing list to consultant.	Coordination of agreements with local business owners for each specific coupon promotion; implement a tracking method to measure program success; coordinate monthly reimbursement to businesses for used coupons; coordinate printing of coupons; distribution of coupons; labeling and mailing of coupons to all addresses within a 1-mile radius of the site; promote campaign as appropriate; follow-up with businesses.
<b>Promotion of "Shop Passons" campaign</b>	Promote campaign through all available media.	Promotion of "Shop Passons" campaign on the City website, City Profile newsletter, CTV-3 and in Whittier Daily News.	Promote campaign as appropriate.
<b>Distribution of "Shop Passons" coupons on shuttle</b>	Distribute coupons.	Provide flyers.	Coordinate with the shuttle service provider to ensure that coupon flyers are available to transit riders at all times.
<b>"Somebody to talk to"</b>	Provide a point-person for owners of affected businesses to get information, express concerns and provide feedback.	Refer businesses to consultant.	Become point person for affected and surrounding businesses. Relay information as appropriate to the City as part of a written bi-weekly report; build a strong relationship of trust with local businesses.
<b>"Lunch Bus" Campaign</b>	Once every two weeks, on working Fridays, a bus will shuttle interested members of the public and public employees to the affected corridor to enjoy a meal at the affected restaurants and patronize surrounding businesses.	Coordinate the terms with the shuttle company; fund the shuttle service for this campaign.	Coordinate each Lunch Bus trip; speak with the restaurants to arrange for events; coordinate lunch specials with businesses; promote the campaign.
<b>Business Assistance</b>	Provide businesses with a free consultation to help formulate action plans to weather the construction period.	Refer businesses to consultant.	Conduct consultations; offer assistance, guidance, recommendations as needed. Services can include technical assistance with marketing, web page maintenance, workforce recruitment and development, accounting, referrals, etc.
<b>Graphics Assistance</b>	Provide businesses with free assistance to "re-brand" themselves with a new logo to make advertisement more effective.	Provide graphic design services.	Promote service to businesses and refer to City for more information.

*\*Note that this is a **draft** business assistance services plan based on a culmination of internal discussions. The business assistance services plan is not bound to or limited to the strategies noted above. The selected consultant will be expected to revise and finalize the plan based on his/her professional expertise and experience.*

## ADDITIONAL INFORMATION

### **Funding**

The marketing campaign, including the business assistance services consultant, is being funded by state monies. This marketing campaign is subject to compliance with California State regulations pertaining to state-funded projects.

### **Equal Opportunity**

The City is committed to non-discrimination and equal opportunity. Therefore, no person or firm will be discriminated against on the grounds of race, color, sex, religion, national origin, ancestry, age, marital status, physical or mental disability, or sexual orientation.

### **Insurance Requirements**

Consultant must carry, maintain and keep in full force and effect, the following minimum scope of insurance coverage:

1. **General Liability Insurance:** Policy of commercial general liability insurance, with minimum limits of one million dollars (\$1,000,000.) with a \$2,000,000 aggregate, combined single limit coverage per occurrence against any bodily injury, personal injury, or property damage.
2. **Business Automobile Liability Insurance:** with minimum combined single limits coverage of one million dollars (\$1,000,000.) per accident for bodily injury and property damage. Such insurance must include coverage for owned, hired and non-owned automobiles.
3. **Worker's Compensation Insurance:** in accordance with the laws of the State of California, and Employers Liability Insurance with a minimum limit of one million dollars (\$1,000,000) per accident.
4. **Professional Liability Insurance (Errors and Omissions):** in the amount to be determined by the City prior to award of a contract.

Each policy of insurance required by this section must be endorsed to state that coverage must not be suspended, voided, canceled by either party, reduced in coverage or in limits, except after thirty (30) days prior written notice by certified mail, return receipt requested, has been given to the City.

### **Withdrawal or Modifications of Proposals**

Any proposal may be withdrawn or modified by a written request signed by the consultant and received by the City prior to the final time and date for the receipt of proposals. Once the deadline is past, consultants are obligated to fulfill the terms of their proposal.

### **Proposal Acceptance and Rejection**

The City reserves the right to accept any proposal, to reject any and all proposals if said rejection is deemed in the best interest of the City, to call for new proposals, and to award the contract to other than the lowest proposal.

### **Proposal Evaluation and Award**

Award must be made to the responsible consultant whose proposal is determined in writing to be the most advantageous to the City, taking into consideration price and adherence to the included specifications. Factors to be considered include, but are not limited to:

- Completeness of the submittal.
- Relevant experience in producing similar, high-quality marketing campaigns.
- Demonstrated success with community participation.
- The quality of example materials and references.

The City will enter into an Agreement with the successful consultant for the specified services and deliverables. All consultants that are not selected by the City will be notified in writing. Nothing herein must obligate the City to award a contract to any responding consultant.

### **Cancellation**

The RFP may be canceled at any time for any reason.

### **Waiver of Irregularities**

The City retains the right, in its sole discretion, to waive any irregularities in proposals that do not comply with the strict requirements of this RFP, and the City reserves the right to award a contract to a consultant submitting any such non-compliant proposal, all in the City's sole discretion.

### **Validity of Pricing**

Consultants are required to provide a fee structure including, if applicable, the hourly rate of the principals to be assigned to the matter, and proposed cost and expense reimbursements levels. No cost increases must be passed onto the City after the proposal has been submitted.

### **Qualification/Interviews**

Proposals will only be considered from consultants normally engaged in providing the types of services specified herein. The City reserves the right to reject proposals where evidence or evaluation is determined to indicate inability to perform. The City reserves the right to interview any or all responding consultants and/or to award a contract without conducting interviews.

### **Copies of RFP**

Copies of this RFP package will be available on January 4, 2012, and may be examined and obtained at no charge at the Community and Economic Development Department, 6615 Passons Blvd., Pico Rivera, CA 90660.

Si usted requiere información en español referente a este anuncio, por favor llame al teléfono (562) 801-4332.