



REQUEST FOR QUALIFICATIONS (RFQ)
Event and Marketing Consultant for Buy Local Campaign

Economic Development Department
City of Richmond
1322 Canal Boulevard
Richmond, CA 94804



RELEASE DATE: August 1, 2024
DUE DATE: August 22, 2024, at 3:00PM

RESPONSES MUST BE SUBMITTED ELECTRONICALLY TO:

www.ci.richmond.ca.us/bids

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RELEASE DATE	August 1, 2024
CLOSING DATE	August 22, 2024
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OVERVIEW

The City of Richmond, CA (“City”) is requesting proposals from qualified firm(s) to assist the City in events and marketing for the City of Richmond’s Buy Local campaign, intended to support small businesses and the local economy. To effectively launch and manage this campaign, we are seeking marketing and event consultants with the expertise to develop and execute a comprehensive strategy, ensuring maximum reach and impact within the community.

The City reserves the right to make one award or multiple awards under this Request for Qualification (RFQ), whichever is deemed to be in its best interest. The City also reserves the right to make a partial or full award of the services described below. This RFQ describes the project, the required scope of services, the consultant selection process, and the minimum information that must be included in the proposal. Failure to submit information in accordance with the RFQ requirements and procedures may cause disqualification.

The anticipated term of this contract extends until December 2026, with services required only as necessary to meet the specified scopes of work.

Respondents are required to read and understand all information contained within this entire proposal package. By responding to this RFQ, the Respondent agrees to have read and understood these documents.

ABOUT THE CITY

The City of Richmond was chartered as a city in 1909 and is located 16 miles northeast of San Francisco, directly across the San Francisco Bay. The City operates a Council-administrator form of government consisting of six council members and a mayor.

Richmond's population is 116,448. Richmond is one of the region's most diverse communities: 44.0% of residents identify as Hispanic or Latino, 18.3% identify as Black or African American alone; 17.5% identify as White alone (not Hispanic or Latino), and 14.2% identify as Asian alone.

Richmond is home to a multi-modal transit hub that includes Bay Area Rapid Transit (BART), Amtrak, AC Transit, a marina, diverse commercial business corridors, retail shopping including small businesses, and restaurants, as well as recreational and cultural amenities, and 32 miles of shoreline. This all contributes to making Richmond among California's most desirable communities in the San Francisco Bay Area.

The City of Richmond provides a full range of municipal services, including police and fire protection; public works, maintenance of city streets, parks, and planning and building infrastructure services; library services; stormwater and municipal sewer systems; operation of a wastewater treatment facility; and the administration of recreational activities and cultural events. The city also operates the Richmond Memorial Convention Center and city-owned terminals at the Port of Richmond.

To become better acquainted with the City, please visit the City's website at www.ci.richmond.ca.us

ABOUT THE PROJECT

On October 27th, 2022, Richmond was awarded a \$35 million Transformative Climate Communities (TCC) Round 4 Implementation Grant by the California Strategic Growth Council. This grant supports the Richmond Rising initiative, a comprehensive, community-driven effort aimed at improving environmental, economic, and social outcomes in the Iron Triangle, Santa Fe, and Coronado neighborhoods of Richmond.

Richmond Rising: Healthy, Connected, and Climate Strong is led by a coalition of local government and organizations committed to implementing transformative projects with significant environmental, health, and economic benefits. This initiative includes several key components designed to address climate change impacts while fostering equitable and sustainable community development.

A central aspect of the Richmond Rising initiative is the Displacement Avoidance Plan, which combines policies and programs aimed at closing gaps in City-provided services to ensure long-term residency and business presence in the area. A key element of this plan is the Buy Local Campaign, designed to strengthen local businesses and encourage community members to shop within their own neighborhoods. By enhancing the visibility and accessibility of local vendors, the campaign aims to promote economic resilience, bolster community engagement, and prevent displacement. The campaign will also feature the City's Open Rewards program, which is hosted on the City's business retention and expansion technology platform.

The City is seeking consultants with expertise in both marketing and event management to support the Buy Local Campaign. Responsibilities include facilitating campaign management and enhancing its reach within the community.

SCOPES OF SERVICES

The following activities are sought by the City. Applicants may specialize in one or all the activities. Coordination with both City staff and external consultants is required.

Marketing

- Create campaign name, website, logo, social media strategy, advertising, branding, and marketing toolkit.
- Create resource brochures for businesses and residents for electronic and paper distribution
- Create marketing materials for events/trainings
- Ensure marketing materials are available in multiple languages, including Spanish

Events

- Promote and host a minimum of three neighborhood focused business events/campaign
- Promote and host a minimum of three holiday focused events or promotions
- Collaborate with local community organizations to support event outreach
- Provide archival services for events, including photos, videos, and record retention

QUALIFICATIONS/EXPERIENCE

Applicants must be eligible to do business with the City of Richmond.

Applicants must have at least three years of experience.

BUDGET

This project is funded through the TCC grant with the following budget allocations:

- \$58,500 allocated for marketing consulting services.
- \$12,500 allocated for graphic design services related to marketing materials.
- \$85,000 allocated for event consulting services.

Please note that the allocated budgets are comprehensive and cover all associated costs within their respective categories. For example, the \$85,000 for event consulting services should encompass all expenses related to event management, including consultant fees, event costs, marketing, materials, and administration. Similarly, the \$58,500 for marketing consulting services includes all related expenses such as consultant fees, marketing activities, and materials.

These figures represent the maximum budget available and should be utilized to cover all necessary costs within each category.

PROPOSAL REQUIREMENTS

Proposals should include the following information:

- **Organizational Experience:** Describe the applicant's history, services, and prior outcomes related to marketing and/or event services.
- **Proposed Activities and Outcomes:** Describe the programs and services that you will deliver, including intended outcomes, to meet the RFQ's goals and activities as described in the Scope of Services.
- **Community Partnerships/Community Engagement Plan:** Describe how you will collaborate with existing community service providers to market this program to the community.
- **Portfolio:** Applicants should provide a portfolio showcasing their previous work, including examples of: Campaign names, logos, and branding; Websites they have developed; Marketing toolkits and materials; Past events; etc.
- **Staffing:** Describe your staffing plan including names, titles and relevant qualifications.
- **Budget:** Include a separate document, which provides line-item expenses along with descriptions if necessary to accomplish the proposed activities and outcomes.
- **References:** Provide one or more Letters of Support or Letters of Reference

SELECTION PROCESS

The Economic Development Director may appoint a selection committee to review the responses and perform the evaluation. The information in each proposal will be reviewed and evaluated based on the following criteria:

Evaluation Criteria	
Proposal reflects understanding of the City’s goals and objectives; proposal is complete in its responses to all RFQ elements	30%
Relevant and demonstrated qualifications and experience	35%
Cost of proposed services	20%
Detailed community engagement plan	15%

INTERVIEW/PRESENTATIONS

Upon request of the City of Richmond, Respondents may be requested to give an oral presentation/demonstration on the proposal, which would include a detailed analysis of how each of the RFQ requirements would be addressed should Offeror receive the award. The demonstration shall be conducted at no cost to the City. The purpose of the presentation is to verify the vendor’s capability, suitability, and adaptability to the performance requirements stipulated in this solicitation.

The City will schedule the interview date, time, and location with the successful finalists. If the vendor fails to participate in the interview on the specified date stipulated, the City may elect to reject the proposal or to re-schedule at its discretion.

Respondents are not guaranteed an opportunity to have an interview. Respondents may be eliminated from consideration based solely on inability to meet minimal requirements and/or review of written proposals. The City shall be the sole judge of the acceptability of the proposal in conformance with the specifications and its decision shall be final.

Respondents will be given advance notice if required to make a presentation.

PRE-AWARD NEGOTIATIONS

After the proposals are opened, but prior to award, the City may elect to conduct negotiations with the highest ranked respondents for purposes of:

- Resolving minor differences and information
- Clarifying necessary details and responsibilities
- Emphasizing important issues and points
- Receiving assurances from respondents
- Cost/budget clarifications

Selection may be made without further discussion, negotiations or Respondent’s presentations; therefore, Respondent shall offer the most favorable terms in response to this RFQ.

Respondent must demonstrate an understanding of the scope of service to be provided and the ability to accomplish the tasks set forth. Respondent shall include information that will enable the City to determine the Respondent’s overall qualifications. The City reserves the right to request additional information or clarification on any matter included in the proposal response, to enable the City to arrive at a final award decision.

AWARD

When the Review Panel has completed its work, City staff will then recommend the City Manager for approval. The award of a contract to the successful respondent will be at the discretion of the City Manager/City Council. The services provided by the successful bidder shall be governed by a Standard Services Agreement (Attachment 3).

SCHEDULE

The Economic Development anticipates this effort will be completed as follows:

Task	Date
Release RFP	Early August 2024
Response Due	Late August 2024
Interview	Late August 2024
Negotiations	Early September 2024
City Council Approves Agreement	Mid September 2024
Contract Start	October 2024
Contract Close	December 2026

REPORTING

Consultants are required to provide comprehensive reports detailing their work and outcomes. All documents and materials produced are the property of the City of Richmond and must be provided in formats that allow for future use and editing by the City. Consultants will also be expected to have regular check-in meetings with City staff.

Website Reporting

Provide a detailed report on the campaign website, including:

- **Link:** The URL of the website; Access and ownership
- **Functionality:** Description of how the website meets the campaign’s objectives.

- **Development Process:** Overview of the development process, including any challenges faced and solutions implemented.
- **User Engagement:** Metrics on user interactions and engagement with the website.

Marketing Toolkit Reporting

Submit a detailed report on the marketing toolkit, including:

- **Campaign Name:** Justification for the chosen campaign name and its alignment with goals.
- **Logo:** Description of the logo design and its significance.
- **Branding Elements:** Explanation of the branding elements used (colors, fonts, design guidelines).
- **Additional Marketing Resources:** Overview of any additional resources created, such as templates or promotional materials.

Resource Brochures Reporting

Provide a report on the resource brochures, including:

- **Creation and Distribution:** Details on the creation process and distribution channels for both electronic and paper formats.
- **Content:** Summary of the content included in the brochures.
- **Reach:** Metrics on how many brochures were distributed and any feedback received.

Kickoff Reporting

Submit a report on the marketing kickoff, including:

- **Summary:** Key strategies, initial activities, and any early feedback.
- **Event Details:** Description of the kickoff event or activities, including objectives and outcomes.
- **Feedback:** Any feedback received from attendees or stakeholders.

Marketing Performance Reporting

Provide a report on the overall performance of the marketing campaign, including:

- **Engagement Metrics:** Data on engagement, reach, and effectiveness of various marketing strategies (e.g., social media, advertising).
- **Analysis:** Analysis of which strategies were most effective and recommendations for future improvements.

- **Impact:** Evaluation of the campaign’s impact on the target audience and overall objectives.

Event Reporting

Submit reports on each event, including:

- **Neighborhood Business Events:** Summary of each of the three neighborhood-focused business events, detailing attendance, key activities, and outcomes.
- **Holiday Events/Promotions:** Summary of each of the three holiday-focused events or promotions, including attendance, activities, and outcomes.
- **Event Feedback:** Any feedback received from participants or community members.

Promotion Reporting

Provide a report on promotional efforts, including:

- **Strategies:** Description of the strategies used for promoting each event.
- **Outreach Efforts:** Details on outreach activities and their effectiveness.
- **Metrics:** Metrics on the success of promotional efforts and any impact on event attendance or engagement.

Archival Reporting

Include a report on archival materials, including:

- **Event Documentation:** Description of the archived materials (photos, videos, records) and how they are organized.
- **Access:** Information on how the City can access and use these materials.

These reporting requirements outline the City’s expectations. Consultants are encouraged to offer additional insights and recommendations that could further enhance the campaign’s impact.

TERMINATION

Each proposal will be evaluated by the Economic Development department based on its performance in relation to the program's objectives and its specific area of responsibility. In the event of a substantial breach, the Economic Development department retains the right to end the contract.

In the event of termination, the City Of Richmond is only required to reimburse the recipient for all allowable and unavoidable costs reasonably incurred by the recipient in carrying out its obligations under the agreement as of the terminating event's effective date or during any other period designated by the parties to permit project closeout activities, as determined appropriate by the Economic Development department.

PROPOSAL SUBMISSION INFORMATION

Electronic Proposals shall be submitted via the City's secure online bidding system. All required sections of the proposal must be submitted via the website. Respondent is solely responsible for "on time" submission of their electronic proposal. The Bid Management System will not accept late proposals and no exceptions shall be made. Respondents will receive an e-bid confirmation number with a time stamp from the Bid Management System indicating that their proposal was submitted successfully. The City will only receive those proposals that were transmitted successfully. The proposal must be received no later than 3:00 p.m., local time, on August 22, 2024. The proposal and any required certifications shall be signed by an individual or individuals authorized to execute legal documents on behalf of the Respondent.

All questions must be submitted via the electronic BidsOnline system on the Q&A tab by August 15, 2024 at 3:00 PM. If the City finds it necessary to issue an addendum, prospective Respondents will receive e-mail notification of addendum. Otherwise, answers to questions received will be provided on the Q&A tab and notification will be sent by August 19, 2024 by 3:00 PM. It is the proposer's responsibility to periodically check the BidsOnline website www.ci.richmond.ca.us/bids for any possible Addenda to the RFQ that may have been posted.

Any party submitting a proposal shall not contact or lobby any City Council member, City official, employee (except those specified for contact) or agent regarding the RFQ. Any party attempting to influence or circumvent the RFQ, bid submittal, and review process shall have their proposal rejected for violating this provision of the RFQ.

Interested parties may download copies of the abovementioned proposal by visiting the City's web site, www.ci.richmond.ca.us/bids. To download the RFQ, new Respondents will be required to register. Once the Respondent downloads any documents relative to a solicitation, that Respondent's name will appear on the Prospective Bidders list for that project and will receive any addenda or notifications relating to the RFQ.

GENERAL GUIDELINES

This RFQ does not commit the City of Richmond to award a contract, to defray any costs incurred in the preparation of a proposal pursuant to this RFQ, or to procure or contract for work. The City of Richmond may reject a proposal without providing the reason(s) underlying the declination. A failure to award a contract to the proposer with the lowest cost proposal shall not constitute a valid cause of action against the City of Richmond. The City shall not be responsible for work done, even in good faith, prior to final approval of the proposed contract. The City may investigate the qualifications of any respondent under consideration, require confirmation of information furnished by the respondent, and require additional evidence or qualifications to perform the Services described in this RFQ. The City reserves the right to:

1. Reject any or all proposals.
2. Issue subsequent Requests for Qualifications.
3. Postpone opening for its own convenience
4. Remedy technical errors in the Request for Qualifications process.
5. Negotiate with any, all, or none of the Respondents.
6. Solicit best and final offers from all or some of the Respondents.
7. Select one of more Respondents.
8. Accept other than the lowest proposed fees.
9. Waive informalities and irregularities in proposals.

PUBLIC RECORDS

All proposals submitted in response to this RFQ become the property of the City of Richmond and public records and, as such, may be subject to public review. Documents protected by law from public disclosure will not be disclosed by the City of Richmond if clearly marked with the word "confidential" on each applicable page. Trade secrets may be marked as confidential only to the extent they meet the requirements of California Government Code section 6254.7. Only information claimed to be a trade secret at the time of submittal to the City of Richmond and marked as "confidential" will be treated as a trade secret.

INSURANCE REQUIREMENTS

The City of Richmond requires consultants doing business with it to obtain insurance, as shown in RFQ Attachment 1. The required insurance certificates must comply with all requirements of the standards as shown and must be provided within fifteen (15) days of issuance of the Notice of Intent to Award and prior to the commencement of any work on the Project.

BUSINESS LICENSES

The successful Respondent and all subcontractors used in the work will be required to hold or to obtain a City of Richmond business license for which the fee will not be waived.

COMPLIANCE WITH CITY ORDINANCES

The contractor and all subcontractors shall comply with the City of Richmond Nondiscrimination Clauses in City Contracts Ordinance (Richmond Municipal Code (RMC) Chapter 2.28), Business Opportunity Ordinance (RMC Chapter 2.50), Local Employment Program Ordinance (RMC Chapter 2.56), Living Wage Ordinance (RMC Chapter 2.60) and Ordinance Banning the Requirement to Provide Information of Prior Criminal Convictions on all Employment Applications (“Ban the Box”) (RMC Chapter 2.65), which are incorporated into the Contract Documents by this reference.

SANCTUARY CITY CONTRACTING ORDINANCE

The Richmond Sanctuary City Contracting Ordinance No. 12-18 prohibits the City from granting and or retaining contracts with any person or entity that provides Data Broker or Extreme Vetting services to the U.S. Immigration and Customs Enforcement Division of the United States Department of Homeland Security (“ICE”). Bidders/Proposers must submit the Sanctuary City Compliance Statement (Attachment 2) with their Bid or Proposal.

COLLUSION

By submitting a proposal, each respondent represents and warrants that its proposal is genuine and not false or collusive or made in the interest of, or on behalf of any person not named therein; that the respondent has not directly or indirectly induced or solicited any other person to submit a false proposal, or any other person to refrain from submitting a proposal; and that the respondent has not, in any manner, sought collusion to secure any improper advantage over any other person submitting a proposal.

WITHDRAWAL OF PROPOSAL

A respondent may withdraw their proposal before the expiration of the time for submission of proposals by delivering to the Finance Department a written request for withdrawal signed by, or on behalf of, the respondent.

OWNERSHIP OF DOCUMENTS

All reports, studies, information, data, statistics, forms, designs, plans, procedures, systems and any other materials produced for the Project shall be the sole and exclusive property of the City. No such materials or properties produced in whole or in part for the Project shall be subject to private use, copyrights or patent rights by Respondent in the United States or in any other country without the express written consent of the City. The City shall have unrestricted authority to publish, disclose (except as may be limited by the provisions of the Public Records Act), distribute, and otherwise use, copyright or patent, in whole or in part, any such reports, studies, data, statistics, forms or other materials or properties produced for this project.

CATEGORY CODES

91807 – Advertising Consulting

91876 – Marketing Consulting

96207 – Arts Services

96234 – Event Planning Services

ATTACHMENTS

[Attachment 1: Insurance Requirements](#)

[Attachment 2: Standard Services Agreement with Sanctuary City Compliance](#)