

CITY OF BRISBANE  
REQUEST FOR PROPOSALS

**BENCHMARKING AND TRANSPARENCY ORDINANCE**  
**RFP QUESTION RESPONSES**

**Q1. Can you please confirm the scope of work and the available budget?**

In your initial grant request, the project summary (Exhibit A) describes this as a two-phase two-year project, with ordinance development and program implementation phases each requiring roughly one year. In Phase 1 you will be looking for consultants to draft an ordinance, perform community outreach, and shepherd the ordinance through Council approval; while in Phase 2 consultants will be building technical resources and performing education and outreach. It appears that the current RFP is simply for Phase 1 work. If this is the case, should we expect to see a second RFP at some point in the future for the Phase 2 work, and do you have any parameters on how you anticipate allocating the available budget between the two phases?

**A1.** This RFP is just for Phase 1. We expect to issue the second RFP around the time the first phase is wrapping up, in roughly a year. We would like to allocate at most half of our grant funding for phase 1, so \$100k or less. Proposals should include the costs necessary to achieve desired results and specify where the desired budget may limit impact.

**Q2. Can you confirm with you that there are no requirements for the respondents to be firms "doing business in California", and that this will not be considered in the scoring of the responses?**

**A2.** We confirmed with our funders at the Bay Area Air Quality Management District (BAAQMD) and our City Attorney that there were no requirements for in-state preference or reasons an out-of-state firm would be precluded. Of course, the proposal must be cost competitive and the meetings/outreach will require someone here "on the ground" to perform the in-person elements.

**Q3. Page 4 of the RFP lists items A, B, D, E, F. Item C is not listed. I just want to make sure we are not missing anything to include in our proposal. Will you release a revised RFP to address this?**

**A3.** This was a formatting error, nothing missing. We will release a revision with responses to the questions on or before November 16.

**Q4. Task 1.1: Issue RFP/Contract for Ordinance Consultant appears to be conducted entirely by City Staff. Are there any requirements of the Consultant in this task?**

**A4.** That is correct. Aside from the contracting process there is nothing required. The task was included simply to provide clarity/transparency about the full scope of work from our funder, BAAQMD, and to keep task numbers consistent without appearing to omit a required task.

**Q5. How many Stakeholder Meetings would you like the Consultant to conduct?**

**A5.** At minimum, the Consultant must conduct two public workshops (one daytime and one evening) and the "2x2 study session" as well as participate in one Open Space and Ecology Committee (OSEC) meeting and one City Council Meeting to facilitate ordinance adoption. The consultant must also participate in a Kickoff Meeting with city staff and OSEC committee members; selected additional stakeholders may be recommended for and invited to this internal working group. The consultant is expected to maintain

regular communications with this group through in-person or remote meetings, calls and/or emails at the frequency required to successfully complete the project in the desired timeframe.

- Q6. Can you provide clarification of what is expected in the 2x2 study session (Task 1.5), or is this something you would like the consulting team to define/design?**
- A6.** The "2x2 study session" will be a (one-time) properly noticed public meeting with two members of the Open Space and Ecology Committee (OSEC) and two City Council liaisons to OSEC. This session will introduce the draft ordinance and solicit feedback from the committee and council members as well as public comment. Within these parameters, the consulting team should define/design the meeting structure and materials to best achieve desired outcomes.
- Q7. How many reads of the ordinance will be required by City Council prior to adoption?**
- A7.** Two, though it is possible the second reading could be waived or on the consent calendar. Consultants are encouraged to price per meeting in their proposal.
- Q8. Is it anticipated that the performance improvement requirements will be considered a reach code? If so, do you anticipate that a cost-effectiveness study will be required to meet CEC requirements for reach codes? If so, is that included in this scope and/or budget?**
- A8.** We do not anticipate that these requirements will be considered a reach code or that a cost-effectiveness study will be required. However, that may depend on the specific characteristics of the developed ordinance; the consultant should confirm that through the process and avoid triggering that requirement to the extent possible to meet project goals. A cost-effectiveness study is not included in this scope or budget.
- Q9. Will the City Website host public feedback or should the consultant be prepared to facilitate public feedback on our website?**
- A9.** The consultant should facilitate public feedback on their website. A project page will be established on the city's website and will link to the public feedback page.
- Q10. Will the City perform email and social media marketing or is consultant expected to do so? Do you need graphic design support for designing emails and social media posts?**
- A10.** The consultant should develop the marketing plan and design the content, including simple graphic design of outreach materials (extensive graphic design work is not anticipated). Materials should be sent to the city's Project Manager for distribution through the city's email newsletter and social media accounts. The consultant may also consider distributing messages through their own platforms and other channels as deemed appropriate for reach and project success.
- Q11. Will you accept suggestions for redefining/reorganizing tasks in order to facilitate deliverable-based payments?**
- A11.** Yes, we would consider such suggestions. They should be detailed in the proposal and any changes that affect the city's deliverables would need to be communicated to and approved by our funders at the Bay Area Air Quality Management District.