



# Request for Proposals

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**For Direct Mailing and Printing Services**

**July 1, 2011**

Solicited by the  
REDEVELOPMENT AGENCY of the CITY OF SAN DIEGO

1200 Third Avenue, Suite 1400  
San Diego, CA 92101

# **Request for Proposals: Direct Mailing and Printing Services**

## **Redevelopment Agency of the City of San Diego**

### **INTRODUCTION**

The Redevelopment Agency of the City of San Diego (“the Agency”) seeks qualified companies to provide Direct Mailing and Printing Services for the Agency’s Annual Project Area Committee (“PAC”) Elections and other necessary mailings. The purpose of this Request for Proposals (“RFP”) is to enable the Agency to enlist a firm(s) that will provide direct mailing and printing services to carrying out the Agency’s legal requirements. The information and instructions set forth below are designed to solicit responses that will demonstrate each company’s capability, approach, and commitment to satisfying the Agency’s requirements. Each company is encouraged to submit its most competitive offer.

### **BACKGROUND**

The Agency consists of three entities: the City of San Diego Redevelopment Department, the Centre City Development Corporation, and the Southeastern Economic Development Corporation. This solicitation is to administer direct mailing and printing services only for the redevelopment project areas managed by the City of San Diego Redevelopment Department. The City of San Diego Redevelopment Department implements redevelopment activities within eleven (11) redevelopment project areas totaling approximately 7,600 acres and administers seven community advisory groups called PAC(s), which provide recommendations to the Agency regarding proposed redevelopment projects and programs. PAC Elections are held once a year and are currently held in February, June, and October. In addition, the Agency’s work program may require additional public noticing. The Agency anticipates entering into a two-year contract for services with two one-year options to extend. The options to extend is at the sole discretion of the Agency.

### **SCOPE OF WORK**

Companies responding to this RFP must demonstrate they have the necessary experience, personnel, equipment and resources to successfully complete the scope of work and satisfy the Agency’s requirements and goals. Prior experience with similar projects will be essential.

The professional services include, but are not limited to, the following for each mailing:

1. Creation of a mailing database based on the specifications supplied for each mailing. The database must include the complete mailing address with suite and apartment numbers for both the property owner(s) of record and the occupant(s).
2. #10 Outer envelopes printed with black ink only.
3. Printing and folding of artwork provided by Agency for mailing. Art work sizes vary per mailing and range from letter size to ledger size paper. In some cases, the material may be requested to be printed in color.
4. Mailing services for pre-sort standard/first-class postage. Actual postage requirements will be determined based on each mailing’s timeline.
5. Postal documentation and delivery.

For each mailing, the Agency will provide the consultant with the following:

1. Database specifications (sample attached).
2. Artwork for printing and envelopes.
3. Timeline when mailing must be delivered.

Performance of the Scope of Work may require a quick turnaround time to assist the Agency in meeting its legal requirements for noticing. For example, PAC election notices must be mailed 30 days before the actual election. The Agency desires environmentally friendly products and services.

## **PUBLIC DISCLOSURE**

As a general rule, all documents received by the Agency are considered public records and will be made available for public inspection and copying upon request. If you consider any documents submitted with your response to be proprietary or otherwise confidential, please submit a written request for a determination of whether the documents can be withheld from public disclosure no later than ten (10) days prior to the due date of your response. If you do not obtain a determination of confidentiality prior to the submittal deadline, any documents submitted will be subject to public disclosure.

## **SUBMITTAL FORMAT AND CONTENT**

All respondents are required to follow the format specified below. The contents of the submittal must be clear, concise, and complete.

Submittal Cover – Include the Request for Proposal's title and submittal due date, the name, street address, email address, and telephone number of the firm.

- I. Cover Letter – The cover letter should be brief (two pages maximum), and any changes to the format or deletions of requested materials should be explained in the cover letter. Identify the location of the firm's offices and the response time to the Agency's requests. Include the title and signature of the firm's contact person for any future submissions. The signatory must be a person with official authority to bind the firm.
- II. Methods and Strategic Plan – Describe the overall schedule and methodology in responding to the Agency's requests for mailings. Identify the methods used to procure applicable addresses and verify the accuracy of the database. When excessive mailings are returned to the Agency, identify how your company would handle these mailings.
- III. Qualifications and Experience – Provide a description of the company's experience in providing similar services or managing similar projects, especially experience with public agencies. Each company must demonstrate that they have the necessary experience and resources to complete the scope of work. If listing subconsultants, describe the experience and the exact tasks that each firm will perform.
- IV. Project Personnel – Provide a list of key personnel (including subconsultants) who may be assigned to this project. Include their name, a description of their role in the project and their experience with similar projects.
- V. Schedule of Rates – Complete the Schedule of Rates and Fees, Attachment 2. Provide other pertinent information regarding the rates and fees in the proposal, if necessary.
- VI. Other Information – Provide other pertinent information regarding this project in the following order:
  - A. Description of insurance coverage for respondent and partners (types of coverage and policy limits, deductible, exclusions, and outstanding claims)

- B. Completed Equal Opportunity Contracting Program (EOCP) Consultant Requirements (Attachment 3)
- C. Copy of valid MBE/WBE/SBE/DBE/DVBE certification for firms to be involved on this project

**SCHEDULE**

The solicitation, receipt and evaluation of submittals and the selection of the provider of the required consultant services will conform to the following tentative schedule. Note: Dates are subject to change.

Distribution/Advertisement	July 1, 2011
Submittal of Proposals Deadline	July 18, 2011
Review Submittals	July 19 – July 29, 2011
Offers and Contract Negotiations	August 1 – August 19, 2011
Final Contract Approval	September 30, 2011

One signed original and one (1) PDF copy, sent to the contact person electronically, of the submittal shall be delivered **no later than 5:00 p.m.** on the Submittal of Proposals date listed above to:

Lydia Goularte-Ruiz  
 Assistant Project Manager  
 Redevelopment Agency of the City of San Diego  
 1200 Third Avenue, Suite 1400  
 San Diego, CA 92101  
 (619) 236-6539  
[lgoularte@sandiego.gov](mailto:lgoularte@sandiego.gov)

Copies received by FAX shall **not** be deemed received. Submittals received after 5:00 p.m. on the Submittal of Proposals date will not be reviewed.

**SUBMITTAL SELECTION PROCESS**

Submittals which meet the requirements outlined in this RFP will be reviewed. In the event that an interview is required, it is mandatory that the principal firm and the designated project manager attend.

**SUBMITTAL EVALUATION CRITERIA**

Submittals received by the Agency will be evaluated according to the criteria listed below:

- Conformance with the specified RFP format;
- Organization, presentation, and content of the submittal;
- Experience, knowledge and competence of the firms (including subconsultants) considering the types of service required; the complexity of the project; record of performance; and the strength of the key personnel who will be dedicated to the project;
- Proposed methods to accomplish the work in a timely and competent manner;
- Knowledge of and/or experience in similar projects;
- Reasonableness and competitiveness of rate structure.

## **TERMS AND CONDITIONS**

Issuance of this RFP does not commit the Agency to award a contract, to pay any costs incurred in the preparation of a response to this request, or to procure a contract for services. All respondents should note that the execution of any contract pursuant to this RFP is dependent upon the approval of the Executive Director or his designee.

The Agency retains the right to reject all submittals. Selection is also dependent upon the negotiation of a mutually acceptable contract with the successful respondent. A sample contract may be obtained via e-mail by contacting the Agency Contact noted below. Each submittal shall be valid for not less than ninety (90) days from the date of receipt.

Any addendums will be posted on the Agency website at <http://www.sandiego.gov/redevelopment-agency/index.shtml>. It shall be the consultant's responsibility to check the website for any possible addendums.

The firm selected to perform the work described in this RFP will be required to provide evidence of public liability and property damage insurance with limits of not less than \$1,000,000 per occurrence for all covered losses and not less than \$2,000,000 general aggregate for injury to, or death of, one or more persons and/or property damage arising out of a single accident or occurrence insuring against all liability of the City of San Diego, Agency, selected consultant, its subconsultant(s), and its authorized representatives, arising out of, or in connection with, the performance of work under the contract with the Agency. Professional liability insurance (errors and omissions) shall be required of said firm in the minimum amount of \$1,000,000.

## **EQUAL OPPORTUNITY PROGRAM REQUIREMENTS**

The Agency is strongly committed to equal opportunity in solicitation of professional service consultants to ensure that consultants doing business with, or receiving funds from, the Agency are equal opportunity contractors and employers. The Agency encourages prime consultants to share this commitment. Prime consultants are encouraged to take positive steps to diversify and expand their subconsultant solicitation base and to offer consulting opportunities to all eligible sub-consultants. Individuals, contractors, vendors, consultants, grantees, lessees, and banks contracting with the Agency must comply with the City of San Diego's Equal Opportunity Program.

### *Federal Requirements*

The selected consultant(s) and each of its (their) subconsultants and/or co-venture partners, shall comply with Title VII of the Civil Rights Act of 1964, as amended, Executive Orders 11246, 11375, and 12086, the California Fair Employment Practices Act, and any other applicable federal and state laws and regulations hereinafter enacted. The consultant shall not discriminate against any employee or applicant for employment based on race, religion, color, ancestry, age, gender, sexual orientation, medical condition or place of birth. The selected consultant shall cause the above provisions to be inserted in all subcontracts for any work covered by this document so that such provisions will be binding upon each subconsultant.

In addition to the foregoing, selected consultant(s) shall comply with City of San Diego Council Policy 100-04, adopted by Resolution R-282153, relating to the Federal Americans with Disabilities Act ("ADA"). Consultants are responsible for establishing and implementing an ADA program within the consultant's work place, and ensuring compliance with Council Policy 100-04 by its subconsultants.

### *Local Requirements*

Consultant must comply with requirements of San Diego Ordinance No. 18173, Section 27.2701 through 22.2708, Equal Employment Opportunity Outreach Program (Attachment 3).

## **NONDISCRIMINATION POLICY**

The consultant shall not discriminate on the basis of race, gender, religion, national origin, ethnicity, sexual orientation, age, or disability in the solicitation, selection, hiring or treatment of sub-consultants, vendors, or suppliers. Consultant shall provide equal opportunity for sub-consultants to participate in sub-consulting opportunities. Consultant understands and agrees that violation of this clause shall be considered a material breach of the contract and may result in contract termination, debarment, or other sanctions.

## **CONFLICT OF INTEREST**

State law makes it illegal for public officials or their employees to enter into a contract when conditions are such that public officials or their employees may have a financial interest in said contract. The law defines “making a contract” to include responding to Request for Proposals. The law further defines “public official” very broadly, to include members of advisory boards that are not actual parties to a contract. Prospective respondents, who are aware of any circumstances that could create a conflict of interest in responding to this RFP, are urged to contact Agency staff immediately.

## **LOCAL BUSINESS AND EMPLOYMENT**

The consultant acknowledges that the Agency seeks to promote employment and business opportunities for local residents and firms on all Agency contracts. The consultant will, to the extent legally possible, solicit application for employment and proposals for subconsultants for work associated with this project from local residents and firms as opportunities occur. The consultant agrees to hire qualified residents and firms whenever feasible.

## **AGENCY CONTACT**

If you have any questions regarding this RFP, please contact:

Lydia Goularte-Ruiz  
Assistant Project Manager  
Redevelopment Agency of the City of San Diego  
1200 Third Avenue, Suite 1400  
San Diego, CA 92101  
(619) 236-6539  
[lgoularte@sandiego.gov](mailto:lgoularte@sandiego.gov)

Attachments: 1. Sample Address Range List  
2. Schedule of Rates and Fees  
3. Equal Opportunity Contracting Program (EOCP) Consultant Requirements

**SAMPLE ADDRESS RANGE**

<b>Street Name</b>	<b>Low</b>	<b>High</b>	<b>O/E</b>
Ampudia	3851	3899	Odd
Andrews St	3450	3499	
Anna Ave	5200	5299	
Arista St	3860	3898	Even
Asher St	4101	4299	Odd
Ashton St	4100	4199	
Avenida de Portugal	2801	2899	Odd
Avenida de Portugal	3001	3099	Odd
Azusa St	1101	1199	Odd
Bandini St	3600	3649	
Bandini St	3800	3829	
Banks St	5300	5399	
Banning St	4300	4399	
Barnard St	2800	3098	Even
Barnard St	3124	3198	Even
Barnett Ave	3144	3598	Even
Barnett Ave	3610	3699	
Bean St	3220	3299	
Benicia St	1050	1198	Even
Buenos Ave	1120	1219	
Byron St	3000	3050	Even
Cadiz St	2701	2999	Odd
California	1901	2199	Odd
California	2500	3523	
California	3550	3699	
California	3800	3949	
Caminito Litoral	3801	3899	Odd
Caminito Umbral	4030	4099	
Camino del Rio West	3501	3699	Odd
Camino del Rio West	3700	3899	
Canon St	2800	2899	
Canon St	3000	3099	
Carleton St	2700	2999	
Carleton St	3000	3098	Even
Catalina Blvd	2162	2299	



## EQUAL OPPORTUNITY CONTRACTING PROGRAM (EOCP) CONSULTANT REQUIREMENTS

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**I. City’s Equal Opportunity Commitment.** The City of San Diego (City) is strongly committed to equal opportunity for employees and subconsultants of professional service consultants doing business with the City. The City encourages its consultants to share this commitment. Prime consultants are encouraged to take positive steps to diversify and expand their subconsultant solicitation base and to offer consulting opportunities to all eligible subconsultants.

**II. Nondiscrimination in Contracting Ordinance.** All consultants and professional service providers doing business with the City, and their subconsultants, must comply with requirements of the City’s *Nondiscrimination in Contracting Ordinance*, San Diego Municipal Code Sections 22.3501 through 22.3517.

A. Proposal Documents to include Disclosure of Discrimination Complaints. As part of its bid or proposal, Proposer shall provide to the City a list of all instances within the past ten (10) years where a complaint was filed or pending against Proposer in a legal or administrative proceeding alleging that Proposer discriminated against its employees, subconsultants, vendors, or suppliers, and a description of the status or resolution of that complaint, including any remedial action taken.

B. Contract Language. The following language shall be included in contracts for City projects between the consultant and any subconsultants, vendors, and suppliers:

Consultant shall not discriminate on the basis of race, gender, religion, national origin, ethnicity, sexual orientation, age, or disability in the solicitation, selection, hiring, or treatment of subcontractors, vendors, or suppliers. Consultant shall provide equal opportunity for subconsultants to participate in subconsulting opportunities. Consultant understands and agrees that violation of this clause shall be

considered a material breach of the contract and may result in contract termination, debarment, or other sanctions.

- C. Compliance Investigations. Upon the City's request, Consultant agrees to provide to the City, within sixty (60) calendar days, a truthful and complete list of the names of all Subconsultants, vendors, and suppliers that Consultant has used in the past five (5) years on any of its contracts that were undertaken within San Diego County, including the total dollar amount paid by Consultant for each subcontract or supply contract. Consultant further agrees to fully cooperate in any investigation conducted by the City pursuant to the City's *Nondiscrimination in Contracting Ordinance*, Municipal Code Sections 22.3501 through 22.3517. Consultant understands and agrees that violation of this clause shall be considered a material breach of the contract and may result in remedies being ordered against the Consultant up to and including contract termination, debarment and other sanctions for violation of the provisions of the *Nondiscrimination in Contracting Ordinance*. Consultant further understands and agrees that the procedures, remedies and sanctions provided for in the *Nondiscrimination in Contracting Ordinance* apply only to violations of the *Ordinance*.

**III. Equal Employment Opportunity.** Consultants shall comply with requirements of San Diego Ordinance No. 18173, Section 22.2701 through 22.2707, Equal Employment Opportunity Outreach Program. Consultants shall submit a *Work Force Report* or an *Equal Employment Opportunity (EEO) Plan* to the Program Manager of the City of San Diego Equal Opportunity Contracting Program (EOCP) for approval.

- A. Work Force Report. If a *Work Force Report* (Attachment AA) is submitted, and an EOCP staff Work Force Analysis determines there are under representation when compared to County Labor Force Availability data, Consultant will be required to submit an *Equal Employment Opportunity Plan*.
- B. Equal Employment Opportunity Plan. If an *Equal Employment Opportunity Plan* is submitted, it must include at least the following assurances that:
1. The Consultant will maintain a working environment free of discrimination, harassment, intimidation and coercion at all sites and in all facilities at which the Consultant's employees are assigned to work;
  2. A responsible official is designated to monitor all employment related activity to ensure the Consultant's EEO Policy is being carried out and to submit reports relating to EEO provisions;
  3. Consultant disseminates and reviews its EEO Policy with all employees at least once a year, posts the policy statement and EEO posters on all company bulletin boards and job sites, and documents every dissemination review and posting with a written record to identify the time, place, employees present, subject matter, and disposition of meetings;

4. The Consultant reviews, at least annually, all supervisor's adherence to and performance under the EEO Policy and maintains written documentation of these reviews;
5. The Consultant discusses its EEO Policy Statement with subconsultants with whom it anticipates doing business, includes the EEO Policy Statement in its subcontracts, and provides such documentation to the City upon request;
6. The Consultant documents and maintains a record of all bid solicitations and outreach efforts to and from subconsultants, consultant associations and other business associations;
7. The Consultant disseminates its EEO Policy externally through various media, including the media of people of color and women, in advertisements to recruit, maintains files documenting these efforts, and provides copies of these advertisements to the City upon request;
8. The Consultant disseminates its EEO Policy to union and community organizations;
9. The Consultant provides immediate written notification to the City when any union referral process has impeded the Consultant's efforts to maintain its EEO Policy;
10. The Consultant maintains a current list of recruitment sources, including those outreaching to people of color and women, and provides written notification of employment opportunities to these recruitment sources with a record of the organizations' responses;
11. The Consultant maintains a current file of names, addresses and phone numbers of each walk-in applicant, including people of color and women, and referrals from unions, recruitment sources, or community organizations with a description of the employment action taken;
12. The Consultant encourages all present employees, including people of color and women employees, to recruit others;
13. The Consultant maintains all employment selection process information with records of all tests and other selection criteria;
14. The Consultant develops and maintains documentation for on-the-job training opportunities and/or participates in training programs for all of its employees, including people of color and women, and establishes apprenticeship, trainee, and upgrade programs relevant to the Consultant's employment needs;

15. The Consultant conducts, at least annually, an inventory and evaluation of all employees for promotional opportunities and encourages all employees to seek and prepare appropriately for such opportunities;
16. The Consultant ensures the company's working environment and activities are non-segregated except for providing separate or single-user toilets and necessary changing facilities to assure privacy between the sexes;
17. The Consultant establishes and documents policies and procedures to ensure job classifications, work assignments, promotional tests, recruitment and other personnel practices do not have a discriminatory effect; and
18. The Consultant is encouraged to participate in voluntary associations, which assist in fulfilling one or more of its non-discrimination obligations. The efforts of a consultant association, consultant/community professional association, foundation or other similar group of which the Consultant is a member will be considered as being part of fulfilling these obligations, provided the Consultant actively participates.

**IV. Equal Opportunity Contracting.** Prime consultants are encouraged to take positive steps to diversify and expand their subconsultant solicitation base and to offer contracting opportunities to all eligible subconsultants. To support its Equal Opportunity Contracting commitment, the City has established a voluntary *subconsultant participation level*.

A. Subconsultant Participation Level

1. Projects valued at \$25,000 or more have a voluntary Subconsultant Participation Level goal of 15%. Goals are achieved by contracting with any combination of Minority Business Enterprise (MBE), Women Business Enterprise (WBE), Disadvantaged Business Enterprise (DBE), Disabled Veteran Business Enterprise (DVBE) or Other Business Enterprise (OBE) level.
2. While attainment of the 15% Subconsultant Participation Level goal is strictly voluntary, the City encourages diversity in your outreach and selection efforts. Historical data indicates that of the overall 15% goal, 25% to 30% Disadvantaged Business Enterprise (DBE) and 1% to 3% Disabled Veteran Business Enterprise (DVBE) participation is attainable. The remaining percentages may be allocated to Other Business Enterprises (OBE). Participation levels may be used as a tiebreaker in cases of an overall tie between two or more firms.

B. Contract Activity Reports. To permit monitoring of the successful Consultant's commitment to achieving compliance, *Contract Activity Reports* (Attachment BB) reflecting work performed by subconsultants shall be submitted quarterly for any work covered under an executed contract.

**V. Demonstrated Commitment to Equal Opportunity.** The City seeks to foster a business climate of inclusion and to eliminate barriers to inclusion.

A. Proposers are required to submit the following information with their proposals:

1. Outreach Efforts. Description of Proposer's outreach efforts undertaken on this project to make subconsulting opportunities available to all interested and qualified firms.
2. Past Participation Levels. Listing of Proposer's subconsultant participation levels achieved on all private and public projects within the past three (3) years. Include name of project, type of project, value of project, subconsultant firm's name, percentage of subconsultant firm's participation, and identification of subconsultant firm's ownership as a certified Small Business, Disadvantaged Business Enterprise, Disabled Veteran Business Enterprise, or Other Business Enterprise.
3. Equal Opportunity Employment. Listing of Proposer's strategies to recruit, hire, train and promote a diverse workforce. These efforts will be considered in conjunction with Proposer's *Workforce Report* as compared to the County's Labor Force Availability.
4. Community Activities. Listing of Proposer's current community activities such as membership and participation in local organizations, associations, scholarship programs, mentoring, apprenticeships, internships, community projects, charitable contributions and similar endeavors.

B. Consultant selection panels will consider and evaluate the Proposer's demonstrated commitment to equal opportunity including the following factors:

1. Outreach Efforts. Proposer's outreach efforts undertaken and willingness to make meaningful subconsulting opportunities available to all interested and qualified firms on this project.
2. Past Participation Levels. Proposer's subconsultant participation levels achieved on all private and public projects within the past three (3) years.
3. Equal Opportunity Employment. Proposer's use of productive strategies to successfully attain a diverse workforce as compared to the County's Labor Force Availability.
4. Community Activities. Proposer's current community activities.

**VI. List of Subconsultants.** Consultants are required to submit a *Subconsultant List* with their proposal.

A. Subconsultants List. The *Subconsultant List* (Attachment CC) shall indicate the Name and Address, Scope of Work, Percent of Total Proposed Contract Amount,

Dollar Amount of Proposed Subcontract, Certification Status and Where Certified for each proposed subconsultant.

1. Subconsultants must be named on the *Subconsultants List* if they receive more than one-half of one percent (0.5%) of the Prime Consultant's fee.

B. Commitment Letters. Proposer shall also submit subconsultant *Commitment Letters* on subconsultant's letterhead, no more than one page each, from all proposed subconsultants to acknowledge their commitment to the team, scope of work, and percent of participation in the project.

**VII. Definitions.** Certified "**Minority Business Enterprise**" (MBE) means a business which is at least fifty-one percent (51%) owned by African Americans, American Indians, Asians, Filipinos, and/or Latinos and whose management and daily operation is controlled by one or more members of the identified ethnic groups. In the case of a publicly-owned business, at least fifty-one percent (51%) of the stock must be owned by, and the business operated by, one or more members of the identified ethnic groups.

Certified "**Women Business Enterprise**" (WBE) means a business which is at least fifty-one percent (51%) owned by one or more women and whose management and daily operation is controlled by the qualifying party(ies). In the case of a publicly-owned business, at least fifty-one percent (51%) of the stock must be owned by, and the business operated by, one or more women.

Certified "**Disadvantaged Business Enterprise**" (DBE) means a business which is at least fifty-one percent (51%) owned and operated by one or more socially and economically disadvantaged individuals and whose management and daily operation is controlled by the qualifying party(ies). In the case of a publicly-owned business, at least fifty-one percent (51%) of the stock must be owned by, and the business operated by, socially and economically disadvantaged individuals.

Certified "**Disabled Veteran Business Enterprise**" (DVBE) means a business which is at least fifty-one percent (51%) owned by one or more veterans with a service related disability and whose management and daily operation is controlled by the qualifying party(ies).

"**Other Business Enterprise**" (OBE) means any business which does not otherwise qualify as Minority, Woman, Disadvantaged or Disabled Veteran Business Enterprise.

### **VIII. Certification.**

A. The City of San Diego is a signatory to a Memorandum of Understanding (MOU) with the California Department of Transportation (CALTRANS), and therefore has adopted a policy regarding certification of MBE/WBE/DBE/DVBE firms. As a result of the MOU, an MBE, WBE or DBE is certified as such by any of the following methods:

1. Current certification by the City of San Diego as MBE, WBE, or DBE;

2. Current certification by the State of California Department of Transportation (CALTRANS) as MBE, WBE or DBE;
3. Current MBE, WBE or DBE certification from any participating agency in the statewide certified pool of firms known as CALCERT.

B. DVBE certification is received from the State of California's Department of General Services, Office of Small and Minority Business (916) 322-5060.

**IX. List of Attachments.**

- AA - *Work Force Report*
- BB - *Subconsultants List*
- CC - *Contract Activity Report*



(4) American Indian, Eskimo

OCCUPATIONAL CATEGORY	(1) Black		(2) Hispanic		(3) Asian		(4) American Indian		(5) Filipino		(6) White		(7) Other Ethnicities	
	(M)	(F)	(M)	(F)	(M)	(F)	(M)	(F)	(M)	(F)	(M)	(F)	(M)	(F)
	Management & Financial													
Professional														
A&E, Science, Computer														
Technical														
Sales														
Administrative Support														
Services														
Crafts														
Operative Workers														
Transportation														
Laborers*														

\*Construction laborers and other field employees are not to be included on this page

Totals Each Column														
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Grand Total All Employees

Non-Profit Organizations Only:														
Board of Directors														
Volunteers														
Artists														



# CITY OF SAN DIEGO WORK FORCE REPORT – ADMINISTRATIVE

## HISTORY

The Work Force Report (WFR) is the document that allows the City of San Diego to analyze the work forces of all firms wishing to do business with the City. We are able to compare the firm’s work force data to County Labor Force Availability (CLFA) data derived from the United States Census. CLFA data is a compilation of lists of occupations and includes the percentage of each ethnicity we track (Black, Hispanic, Asian, American Indian, Filipino) for each occupation. Currently, our CLFA data is taken from the 2000 Census. In order to compare one firm to another, it is important that the data we receive from the consultant firm is accurate and organized in the manner that allows for this fair comparison.

## WORK FORCE & BRANCH WORK FORCE REPORTS

When submitting a WFR, especially if the WFR is for a specific project or activity, we would like to have information about the firm’s work force that is actually participating in the project or activity. That is, if the project is in San Diego and the work force is from San Diego, we want a San Diego County Work Force Report.<sup>1</sup> By the same token, if the project is in San Diego, but the work force is from another county, such as Orange or Riverside County, we want a Work Force Report from that county.<sup>2</sup> For example, if participation in a San Diego project is by work forces from San Diego County, Los Angeles County and Sacramento County, we will ask for separate Work Force Reports representing the work forces of

your firm from each of the three counties.<sup>1,2</sup> On the other hand, if the project will be accomplished completely outside of San Diego, we ask for a Work Force Report from the county or counties where the work will be accomplished.<sup>2</sup>

## MANAGING OFFICE WORK FORCE

Equal Opportunity Contracting may occasionally ask for a Managing Office Work Force (MOWF) Report. This may occur in an instance where the firm involved is a large national or international firm but the San Diego or other local work force is very small. In this case, we may ask for both a local and a MOWF Report.<sup>1,3</sup> In another case, when work is done only by the Managing Office, only the MOWF Report may be necessary.<sup>3</sup>

## TYPES OF WORK FORCE REPORTS:

Please note, throughout the preceding text of this page, the superscript numbers one <sup>1</sup>, two <sup>2</sup> & three <sup>3</sup>. These numbers coincide with the types of work force report required in the example. See below:

- <sup>1</sup> One San Diego County (or Most Local County) Work Force – Mandatory in most cases
- <sup>2</sup> Branch Work Force \*
- <sup>3</sup> Managing Office Work Force

*\*Submit a separate Work Force Report for all participating branches. Combine WFRs if more than one branch per county*

## **Exhibit: Work Force Report Job categories**

Refer to this table when completing your firm’s Work Force Report form(s).

### **Management & Financial**

Advertising, Marketing, Promotions, Public Relations, and Sales Managers
Business Operations Specialists
Financial Specialists
Operations Specialties Managers
Other Management Occupations
Top Executives

### **Professional**

Art and Design Workers
Counselors, Social Workers, and Other Community and Social Service Specialists
Entertainers and Performers, Sports and Related Workers
Health Diagnosing and Treating Practitioners
Lawyers, Judges, and Related Workers
Librarians, Curators, and Archivists
Life Scientists
Media and Communication Workers
Other Teachers and Instructors

Postsecondary Teachers
Primary, Secondary, and Special Education School Teachers
Religious Workers
Social Scientists and Related Workers

**Architecture & Engineering, Science, Computer**

Architects, Surveyors, and Cartographers
Computer Specialists
Engineers
Mathematical Science Occupations
Physical Scientists

**Technical**

Drafters, Engineering, and Mapping Technicians
Health Technologists and Technicians
Life, Physical, and Social Science Technicians
Media and Communication Equipment Workers

**Sales**

Other Sales and Related Workers
Retail Sales Workers
Sales Representatives, Services
Sales Representatives, Wholesale and Manufacturing
Supervisors, Sales Workers

**Administrative Support**

Financial Clerks
Information and Record Clerks
Legal Support Workers
Material Recording, Scheduling, Dispatching, and Distributing Workers
Other Education, Training, and Library Occupations
Other Office and Administrative Support Workers
Secretaries and Administrative Assistants
Supervisors, Office and Administrative Support Workers

**Services**

Building Cleaning and Pest Control Workers
Cooks and Food Preparation Workers
Entertainment Attendants and Related Workers
Fire Fighting and Prevention Workers
First-Line Supervisors/Managers, Protective Service Workers
Food and Beverage Serving Workers
Funeral Service Workers
Law Enforcement Workers
Nursing, Psychiatric, and Home Health Aides
Occupational and Physical Therapist Assistants and Aides
Other Food Preparation and Serving Related Workers
Other Healthcare Support Occupations
Other Personal Care and Service Workers
Other Protective Service Workers

Personal Appearance Workers
Supervisors, Food Preparation and Serving Workers
Supervisors, Personal Care and Service Workers
Transportation, Tourism, and Lodging Attendants

**Crafts**

Construction Trades Workers
Electrical and Electronic Equipment Mechanics, Installers, and Repairers
Extraction Workers
Material Moving Workers
Other Construction and Related Workers
Other Installation, Maintenance, and Repair Occupations
Plant and System Operators
Supervisors of Installation, Maintenance, and Repair Workers
Supervisors, Construction and Extraction Workers
Vehicle and Mobile Equipment Mechanics, Installers, and Repairers
Woodworkers

**Operative Workers**

Assemblers and Fabricators
Communications Equipment Operators
Food Processing Workers
Metal Workers and Plastic Workers
Motor Vehicle Operators
Other Production Occupations
Printing Workers
Supervisors, Production Workers
Textile, Apparel, and Furnishings Workers

**Transportation**

Air Transportation Workers
Other Transportation Workers
Rail Transportation Workers
Supervisors, Transportation and Material Moving Workers
Water Transportation Workers

**Laborers**

Agricultural Workers
Animal Care and Service Workers
Fishing and Hunting Workers
Forest, Conservation, and Logging Workers
Grounds Maintenance Workers
Helpers, Construction Trades
Supervisors, Building and Grounds Cleaning and Maintenance Workers
Supervisors, Farming, Fishing, and Forestry Workers

## SUBCONSULTANTS LIST

**INFORMATION REGARDING SUBCONSULTANTS PARTICIPATION:**

1. Subconsultant's List shall include name and complete address of all Subconsultants who will receive more than one half of one percent (0.5%) of the Prime Consultant's fee.
2. Proposer shall also submit subconsultant commitment letters on subconsultant's letterhead, no more than one page each, from subconsultants listed below to acknowledge their commitment to the team, scope of work, and percent of participation in the project.
3. Subconsultants shall be used for scope of work listed. No changes to this Subconsultants List will be allowed without prior written City approval.

NAME AND ADDRESS SUBCONSULTANTS	SCOPE OF WORK	PERCENT OF CONTRACT	DOLLAR AMOUNT OF CONTRACT	*MBE/WBE/ DBE/DVBE/ OBE	**WHERE CERTIFIED

*\*For information only.* As appropriate, Proposer shall identify Subconsultants as:

Certified Minority Business Enterprise	MBE
Certified Woman Business Enterprise	WBE
Certified Disadvantaged Business Enterprise	DBE
Certified Disabled Veteran Business Enterprise	DVBE
Other Business Enterprise	OBE

*\*\*For information only.* As appropriate, Proposer shall indicate if Subconsultant is certified by:

City of San Diego	CITY
State of California Department of Transportation	CALTRANS

