

REQUEST FOR PROPOSALS

Diversity, Equity & Inclusion Assessment

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Proposals Due: November 15, 2019

1.0 INTRODUCTION

The City of San Diego (City) is seeking proposals (Proposals) from interested qualified service providers (Service Provider) to provide services in support of the Commission for Arts and Culture's Diversity, Equity, and Inclusion (DEI) Initiative.

Funding for the Diversity, Equity, and Inclusion Initiative is provided by the City. The City's office of the Commission for Arts and Culture (Commission) will administer the selection process and oversee the Service Provider during the contract term.

This Request for Proposals (RFP) describes the project, the required scope of services, the selection process, and the information that must be included in the Proposal. Failure to submit information in accordance with this RFP's requirements and procedures may be cause for disqualification.

1.1 Eligibility

Any service provider authorized to work in the United States¹ is eligible to submit a Proposal. Individuals with conflicts of interest are not eligible for a contract award under this solicitation.

¹ *Proposers must have all necessary documentation to work in the United States at the time of submittal of Application.*

2.0 PROJECT DESCRIPTION

2.1 About the Commission for Arts and Culture

The Commission was established by ordinance in 1988 to serve in an advisory capacity to the Mayor and City Council of the City of San Diego on promoting, encouraging, and increasing support for San Diego's

diverse artistic and cultural assets, integrating arts and culture into community life and showcasing San Diego as an international cultural destination. The Commission is composed of 15 volunteers (Commissioners) appointed by the Mayor and confirmed by City Council to serve terms up to eight years. The office of the Commission administers the programs and services of the Commission under the oversight and direction of the Mayor and the Office of Boards and Commissions. The duties and functions of the Commissioners and Commission staff are set forth in the San Diego Municipal Code section 26.07.

Annually, the Commission recommends to the Mayor and City Council the award of funding for general operating support and project-specific support to San Diego nonprofit arts and culture organizations. The source of this funding is Transient Occupancy Tax (TOT), a tax levied on individuals who stay overnight in hotels, motels, and other lodging establishments. Council Policy 100-03 governs the use of TOT money and, in accordance with the policy, a portion of the City's TOT revenue is intended to be used to: enhance the economy; contribute to San Diego's national and international reputation as a cultural destination; provide access to excellence in culture and the arts for residents and visitors; enrich the lives of the people of San Diego; and build healthy, vital neighborhoods. Funds are awarded through two competitive processes: Organizational Support Program (OSP) and Creative Communities San Diego Program (CCSD). The Organizational Support Program is the annual Commission staff-administered process of accepting and evaluating applications from nonprofit, tax-exempt organizations requesting TOT funding for general operating support with an emphasis on the delivery of programs and services that

impact San Diego's quality of life and tourism. In Fiscal Year 2020, 105 nonprofit organizations received over \$10 million in TOT funding through OSP. Creative Communities San Diego is the annual, Commission staff-administered process of accepting and evaluating applications from nonprofit, tax-exempt organizations requesting TOT funding for projects that promote neighborhood pride and community reinvestment, and on sponsoring projects that make arts and culture activities more accessible in all San Diego neighborhoods and encourage people of diverse backgrounds to share their heritage and culture. In Fiscal Year 2020, 54 nonprofit organizations received nearly \$1.4 million in TOT funding through CCSD.

Through the Public Art Program, the Commission promotes artistic development, transforms the city's built environment through the inclusion of public art, and provides access to high quality artistic and cultural experiences. The Commission develops and stewards the Civic Art Collection, integrates art into capital improvement projects and public places, and ensures the inclusion of art or space for cultural use in private development projects. Through the Public Art Program, the Commission has engaged artists to integrate artworks in libraries, parks, public safety facilities, civic buildings and other public spaces throughout San Diego. Artwork created through these projects aims to make San Diego a more dynamic and creative city, engage people, stimulate dialogue and the exchange of ideas. They improve the visual quality, design and experience of spaces, and foster shared art experiences in San Diego neighborhoods.

Other initiatives implemented through the Public Art Program include professional

development for artists, development of public policy related to art in public places and advocacy for public art programming throughout the San Diego region. The Public Art Program is guided, in part, by the principles and recommendations contained in the 2004 Public Art Master Plan.

2.2 About the Initiative

The eighth largest city in the United States, the city of San Diego has 1.4 million residents, a diverse population, and a diversified economy including biotech, tourism and military services. San Diego is culturally and economically part of the CaliBaja Mega Region, which is primarily comprised of California counties, San Diego and Imperial, and the Baja California municipios of Tijuana, Tecate, and Mexicali.

According to the U.S. Census Bureau's QuickFacts Population Estimates (July 2017), San Diego has a population of 1,419,516 people, with 490,219 households. Nearly 21 percent (20.7 percent) of the population is under 18, and 11.8 percent is age 65 and older. Also, 49.8 percent is female, 30.3 percent is Latina/o and 43.6 percent (of persons age 25 or older) possess a bachelor's degree or higher. The national average for this level of educational attainment is 30.3 percent.

Because of its proximity to Mexico and the global recruitment capabilities of its innovation economy, the San Diego region is becoming one of the most ethnically and culturally diverse places in the nation. Nearly 41% of the population, ages 5 or older, speaks a language other than English at home. (That's nearly double the national average of 21.1%). The percentage of foreign-born persons is 26.5%, more than double the U.S. percentage (13.2%).

As part of the Mayor's commitment to a City that works for all, the Commission has made great strides to ensure that the resources it distributes, are distributed in an equitable manner. To support this, Commission has launched the DEI Initiative. A three-part initiative to assess successes and deficits and ensure that Commission is equipped to provide public sector work within the city's diverse communities.

- **DEI Assessment: Part One** of the DEI Initiative will assess existing policies, procedures and practices and analyze historic procurement practices to identify unintentional or intentional biases in representation, contracting and the distribution of funds.
- **DEI Training: Part Two** will consist of workshops and trainings for Commission staff and Commissioners on diversity, equity, inclusion, accessibility and unconscious bias.
- **DEI Public Engagement: Part Three** will entail public engagement opportunities with the purpose of sharing findings of DEI assessment with the public as well as provide capacity building and professional development opportunities centered around equity and diversity.

The DEI Initiative is a necessary first step in ensuring that the Commission's work is reflective of a city with opportunities for *every* resident in *every* neighborhood.

3.0 SCOPE OF SERVICES

The City is seeking proposals from qualified Service Providers to provide services in support of the Commission's DEI Assessment. The City seeks an experienced Service Provider who can:

1. Analyze existing policies and procedures for biases, including but not limited to:
 - a. Funding Program
 - b. Public Art Program
2. Analyze contracts awarded over the last 7 years (from FY2013 to FY2020) to assess demographic breakdown of awardees including but not limited to:
 - a. Funding Program
 - b. Public Art Program
3. Analyze demographic history of Commissioners, appointing practices and protocol
4. Prepare a report of findings to include quantitative and qualitative data to be used to support recommendations for moving forward with DEI initiative.

The Scope of Services will be conducted and completed within a five-month timeframe beginning January 1, 2020.

4.0 PROPOSAL SUBMITTAL REQUIREMENTS

Proposals will be evaluated based on the information submitted below.

4.1 Proposal Cover Sheet

Submit a completed Proposal Cover Sheet. The Cover sheet is populated and submitted through the City's online portal.

4.2 Cover Letter

Submit a written narrative in a .pdf format describing your comprehension of the Scope of Services and a summary of your proposal. If applicable describe your knowledge of San Diego and its demographics. This is your opportunity to convey your understanding of what we're looking for and why you're well-matched for the contract. The letter must prominently include the name, address, telephone number, and e-mail address of the primary contact person.

4.3 Project Team

Submit a project team description including short biography, qualifications, and contact information for each team member. Please identify the project lead, key personnel and any sub-contractors. Include resumes for all team members.

4.4 Relevant Experience

Provide a statement of qualifications and capability to perform the services sought by this RFP, including a description of relevant technical competence and experience with projects that are similar in nature, size, and scope to this RFP. Submit a list of at least three similar projects with references including methodology, project size, dates and contact information (agency name, address, telephone number, project title and contact person) for each. If applicable please address prior experience with local or regional governments and previous experience analyzing data through a diversity, equity and inclusion lens.

4.5 Work Plan

Submit a detailed and comprehensive description of services to be provided to fulfill the City's Scope of Services. The description shall include, but not be limited to:

1. Project schedule that identifies all tasks, activities, deliverables, and milestones the Service Provider proposes to carryout for the Scope of Services and the time of completion for each.
2. Description of methodology for data collection and analysis.
3. Description of how Scope of Services will be managed and scheduled.
4. Description of how and when data and materials will be delivered to the City.

4.6 Quote

Submit a detailed quote not to exceed \$20,000. The quote should include a line-item breakdown of the costs for specific services and a statement of staff hourly rates. The quote must include all costs associated with the Scope of Services, including any travel and lodging expenses. Any contract resulting from this RFP will provide for a not-to-exceed amount in the compensation section of the contract.

5.0 DIRECTIONS FOR SUBMITTAL OF PROPOSALS

Proposals must be submitted via City's online portal using the following link:

<https://forms.sandiego.gov/f/DEIPart1>

Proposers should check their Proposals for completeness: Confirm the Proposal includes all the required materials listed below:

- ① Proposal Cover Sheet
- ① Cover Letter
- ② Project Team
- ③ Relevant Experience

④ Work Plan

⑤ Quote

Proposers must put all the required Proposal attachments in one (1) compressed (zipped) computer folder. Label the compressed folder with Firm Name. An electronic copy of the zip folder with all Proposal materials must be uploaded to the online application. File size of zip folder should not exceed 250MB. A checklist of required attachments and attachment button is included as part of the online portal.

The Proposal must be submitted in electronic format only at the link provided and is due **no later than 4:00 PM PST on November 15, 2019** for the DEI Assessment. The DEI Assessment is Part 1 of a 3 part initiative. A firm can submit a response to and may potentially be awarded contracts for all 3 parts of the initiative.

Proposers are responsible for the submission and Proposal acceptance before the closing time set forth in this RFP or as changed by addenda. **Important Note:** Please use Firefox or Chrome to submit Proposal. Submission of the Proposal into the electronic system may not be instantaneous; it may take time for the Proposal to upload and transmit before the Proposal is accepted. It is the proposer's sole responsibility to ensure their Proposal is uploaded, transmitted, and arrives in time electronically. Proposals remain sealed until the deadline.

6.0 PRE-SUBMITTAL ACTIVITIES

6.1 Questions Concerning RFP

All questions regarding the RFP shall be mailed in writing or sent as an e-mail to:

City of San Diego Commission for Arts and Culture

Leticia Gomez Franco

Interim Senior Arts and Culture Funding Manager

1200 Third Ave., Ste. 924

San Diego, CA 92101

GomezL@sandiego.gov

Questions shall be submitted as soon as possible, but no later than 5:00 PM PST, on November 7, 2019.

7.0 SELECTION PROCESS, PANEL & CRITERIA

City staff may review and evaluate the Proposals utilizing the selection criteria below.

7.1 Criteria

Criteria used to evaluate Proposals as evidenced in Proposal materials include:

- Strength of professional qualifications, specialized experience, technical competence and work capacity necessary for satisfactory performance of the Scope of Services.
- Experience in working with data collection and analysis.
- Demonstrated capacities for analyzing data with a diversity, equity and inclusion lens.
- Demonstrated interest in and understanding of the Scope of Services.
- Value of proposed quote for completion of the Scope of Services
- If applicable, past performance on contracts with the City

8.0 SCHEDULE FOR SELECTION AND AWARD

The City anticipates that the process for selecting and awarding the contract, will be according to the following tentative schedule:

Advertise and Issue RFP:	Oct 15, 2019
Last Date to Submit Questions:	Nov 7, 2019
Proposal Due Date:	Nov 15, 2019
Selection and Notification:	Nov 2019
Contract Negotiation Complete:	Dec 2019
City Approval of Contract:	Dec 2019
Notice to Proceed:	Jan 2020

9.0 CONDITIONS FOR SUBMISSION

9.1 Rights Pertinent to this RFP

The City reserves the right to reject, in whole or in part, any responses to this RFP, to initiate an alternate selection process, to reissue the RFP and/or cancel this RFP, in whole or in part, at any time without prior notice and makes no representation that any agreement will be awarded to any proposer. Additionally, the City expressly reserves the right to postpone opening responses to this RFP for its own convenience, and/or to waive minor informalities or irregularities in the responses received.

The City reserves the right to revise this RFP by addendum. The City is bound only by what is expressly stated in this RFP and any authorized written addenda thereto. Addenda will be posted on the City's website at:

<https://www.sandiego.gov/arts-culture>.

It shall be the proposer's responsibility to check the website up to the final submission date for any possible addenda.

The City accepts no financial responsibility for any costs incurred by the proposer. The City reserves the right to propose modifications to the Scope of Services during

the contract negotiation phase between the City and the contract awardee. The City is not responsible for the loss or damage of any materials submitted. The City reserves the right to award contracts to more than one proposer.

9.2 Formal Approval of Contract

The proposer understands that issuance of this RFP does not commit the City to award a contract, or to pay any costs incurred in the preparation of a response to this RFP. The proposer shall note that the execution of any contract pursuant to this RFP is contingent on approval by the Mayor (or his designee), or the City Council, as required by law.

9.3 Confidential RFP & California Public Records Act

The City will not share the details of individual responses to this RFP with competing proposers during the selection process. The proposer declares and acknowledges by submittal of a Proposal that after the selection process ends and final approval of the contract, any information submitted in response to this RFP is a public record subject to disclosure unless a specific exemption in the California Public Records Act (CPRA) applies. If a proposer submits information clearly marked confidential or proprietary, the City may protect such information and treat it with confidentiality only to the extent permitted by law. However, it will be the responsibility of the Proposer to provide to the City specific legal grounds on which the City can rely in withholding information requested under CPRA, should the City choose to withhold such information. General references to sections of CPRA will not suffice. Rather, the Proposer must provide a specific and detailed legal basis, including applicable case law that clearly establishes the requested information is exempt from the disclosure requirements

of CPRA. If the proposer does not provide a specific and detailed legal basis for withholding the requested information within a time specified by the City, the City will release the information as required by CPRA and the proposer will hold the City harmless for release of this information. It will be the proposer's obligation to defend, at proposer's expense, any legal actions or challenges seeking to obtain from the City any information requested under CPRA withheld by the City at the proposer's request. Furthermore, the proposer shall indemnify the City and hold it harmless for any claim or liability, and defend any action brought against the City, resulting from the City's refusal to release information requested under CPRA withheld at proposer's request. Nothing in this section creates any obligations for the City to notify the Proposer or obtain the proposer's approval or consent before releasing information subject to disclosure under CPRA.

9.4 News Releases

The proposer agrees that, if selected, the City will review and approve all news releases pertaining to this RFP and/or subsequent agreement(s). All news releases will be submitted in writing to Commission staff member. Staff will review and provide feedback and/or approval in a timely manner.

9.5 Examination of RFP

The proposer understands that the information provided herein is intended solely to assist the proposer in preparation of a submission. By submitting a response to this RFP, the Proposer represents that the Proposer has thoroughly examined and become familiar with Scope of Services required in the RFP and is capable of performing quality services and to achieve the objectives of the City.

9.6 Contractors Standards

Prior to awarding a contract, the selected Service Provider will be required to complete a Contractor Standards Pledge of Compliance per Contractor Standards clause of the Municipal Code Chapter 2, Article 2, Division 30 adopted by Ordinance No. O-20148. The Contractor Standards are available online at <http://www.sandiego.gov/purchasing/pdf/pl-edgecompliance.pdf> or by request from the Purchasing & Contracting Department by calling (619) 236-6000.

9.7 Eligibility Restrictions

Elected officials, commissioners, board members, committee members, agents, officers and employees of the City and their business partners or their immediate family members are not eligible for a contract award under this RFP.

9.8 Use of Information

Contact information for each proposer may be entered into a database and used to advertise future calls for Proposals issued by the City or the City's affiliates. In general, the contents of the database are intended for use in advertising paid opportunities.

9.9 Equal Opportunity Contracting Program

The City endeavors to do business with Service Providers sharing the City's commitment to equal opportunity and will not do business with any Service Provider that discriminates on the basis of race, gender, gender expression, gender identity, religion, national origin, ethnicity, sexual orientation, age, or disability in the solicitation, selection, hiring, or treatment of subcontractors, vendors, or suppliers.

9.10 Insurance Requirements

Any Service Provider selected to enter into contracts with the City may be asked to obtain, at the Service Provider's sole cost and expense, all insurance required by the City. The Service Provider may be asked to refrain from working until such insurance has been approved by the City. Insurance that may be required by the City is included in the City's General Contract Terms and Provisions: <https://www.sandiego.gov/sites/default/files/general-contract-terms-and-provisions.pdf>.

9.11 Business Tax License

Any Service Provider selected to enter into contracts with the City may be asked to obtain, at the Service Provider's sole cost and expense, a City business tax license.

9.12 Drug-Free Workplace Policy

The City has adopted a Drug-Free Workplace policy which applies to all City projects. Although not required for submittal in the Application, the selected Service Provider will be required to comply with the City's Drug-Free Workplace requirements set forth in Council Policy 100-17, adopted by San Diego Resolution R-277952.

