Request for Proposals (RFP)
City of Albany, CA

Planning Consulting Services for the
Albany Climate Mitigation and Adaptation Plan

Issue Date: March 16, 2018

Deadline for Submissions: May 4, 2018
The City of Albany is requesting proposals from qualified firms or individuals to provide professional services to assist the City in developing a Climate Mitigation and Adaptation Plan. This document outlines the scope of work for consulting services. Electronic proposals will be accepted until May 4, 2018 at 5:00 PM. Proposals shall be submitted to:

Chelsea Polevy
1000 San Pablo Avenue
Albany, CA  94706
cpolevy@albanyca.org
Attention:  RFP Albany Climate Mitigation and Adaptation Plan

INTRODUCTION

The City of Albany is a residential community located in northern Alameda County, approximately fourteen (14) miles northeast of San Francisco. The City encompasses 1.7 square miles and is bordered by the cities of El Cerrito and Richmond to the north, the City of Berkeley to the east and south side, and by unincorporated Kensington in Contra Costa County to the north and east. The City is bound by San Francisco Bay to the west and has public beach access along the Bay frontage. Both I-80 & I-580 are located within the City limits, on the west side of the City.

The City of Albany was incorporated in 1908, and at the time of the 2010 census had a population of 18,539 residents. Albany is a Charter City governed by five Council members, elected at large. The City Manager implements policies set by the City Council. Branded an “Urban Village by the Bay” by its residents, it prizes its small town ambience in an urban setting. Albany is a walkable, community-oriented city with highly ranked public schools and an educated populace. Albany’s small town character is exemplified by its "Main Street," Solano Avenue, a pedestrian friendly business district composed primarily of small "mom and pop" shops. It has the fifth highest residential density due to its small lot sizes and a concentration of high-rise multifamily buildings along the Bay. A 2008 UCLA study ranked Albany as the “greenest” city in California for its voting trends and concentration of Priuses and green buildings.

Albany joined the Alameda County Climate Protection Project and ICLEI in 2006. In 2007, the City Council formed a Sustainability Committee of Council appointees to guide it toward achieving greenhouse gas reduction targets and other sustainability goals. In 2008, the City received funding jointly with City of Piedmont from the Bay Area Air Quality Management District (BAAQMD) to fund the preparation of a Climate Action Plan (CAP). EDAW (now AECOM) was selected through an RFP process. The Sustainability Committee met multiple times with the consultants to guide the development process, hosted community engagement events, and conducted surveys at community centers. The CAP was adopted by the City Council in April 2010. The CAP outlines a course of action for the City and the Albany community to reduce greenhouse gas (GHG) emissions by 25% by 2020 in an effort to combat global climate change. Strategies
focus on six specific sectors: building energy, transportation and land use, waste reduction, green infrastructure, water conservation, and food and agriculture. Staff and the Sustainability Committee have worked to implement the plan since its adoption.

The City’s CAP is now relatively complete, with a large percentage of measures accomplished or in progress. Successful CAP programs have included commercial and residential energy efficiency partnerships, municipal building upgrades and LED streetlights, implementation of the City’s Active Transportation Plan and Safe Routes to School Program, and execution of a number of land use and waste reduction policies. Staff continues to work toward 2020 greenhouse gas reduction goals by implementing measures that are in progress or ongoing, focusing specifically on energy efficiency upgrades, renewable energy, and clean and active transportation projects.

The Sustainability Committee proposed ambitious long-term goals of 60% GHG reductions by 2035 and net zero emissions by 2050, which are included in the City’s General Plan. The current CAP does not reflect new priorities, trends, and emerging technologies, and a new plan is needed to address long term reduction targets. The City Council’s Strategic Plan includes a measure to develop a new Climate Mitigation and Adaption Plan for 2035 and 2050 Goals.

PROJECT GOALS AND OBJECTIVES

A Climate Mitigation and Adaption Plan that aims to meet the City’s new aggressive reduction targets will require a new approach, focusing on innovative and bold policies that address deep decarbonization principles. Staff is therefore looking to hire experts to develop a forward-thinking and locally relevant plan. The plan should include a realistic number of actionable, achievable, and impactful steps that the City can take to achieve carbon neutrality by 2050.

SCOPE OF SERVICES

The City is seeking proposals that generally reflect the following scope. Consultants are strongly encouraged to suggest refinements and innovative methodologies that ultimately achieve the work products described below.

The consultant will develop the Climate Mitigation and Adaptation Plan in cooperation with staff, City Council, the Sustainability Committee, other Committees and Commissions, and members of the public. The City is seeking a consultant to prepare a plan that is straight forward and implementable by staff.

The project should begin with a review of existing documentation, including the following:

- Climate Action Plan and implementation updates
- City of Albany General Plan
- Active Transportation Plan
• Complete Streets Study
• Albany Neck & Bulb Transition Study
• Draft Adaptation Plan
• Economic Development Strategic Plan
• Local Hazard Mitigation Plan
• Greenhouse Gas Inventory
• CoolClimate Consumption-Based Inventory
• Existing Parks & Recreation Plans
• Carbon-Free City Handbook
• Carbon Neutral Cities Alliance Framework

An analysis of state and regional programs should be performed to avoid redundancy and determine the appropriate role for Albany in the next phase of climate action. In addition, an analysis of best practices for long-term climate action planning should be performed.

The planning process should include a community outreach component, including engagement of City Council and five (5) City Committees and Commissions.

The draft plan should take a long-term approach to climate action while focusing on achievable measures. The plan should provide a clear definition of carbon neutrality. Climate mitigation, adaptation, resilience, and circular economy strategies should be fully developed and incorporated into the plan. Each strategy should include information about agencies and departments responsible for implementation as well as actionable steps, potential partnerships, estimated staffing requirements, and recommended funding sources. Metrics should be clearly defined, measures should be prioritized, and implementation timelines should be determined. Progress updates should be submitted in writing monthly to the Sustainability Committee during this process.

The draft plan will be reviewed internally with responsible agencies, departments, and staff. The project schedule should include adequate time for public comment on the draft plan. Review should include an analysis of the implications of each strategy on the environment, social equity, and the local economy.

The City welcomes proposals that include a high degree of both formal and informal interaction with City staff and the community. In turn, City staff will be working closely with consultants and are prepared to complete some tasks in-kind. The proposal should indicate which tasks would be appropriate and/or desirable for City staff to complete.

**Additional Services**

Potential additional consulting services may include the development of policy templates and/or an analysis of case studies or technical assistance with implementation. The City maintains an
internal GHG inventory, but may seek guidance from the Consultant regarding the measurement of emissions.

CEQA DOCUMENTATION

The City has not predetermined the outcome of the environmental analysis and will exercise its independent judgment when making any final determination as to the appropriate level of environmental review. For purposes of submitting a proposal, respondents should assume that the project will qualify for a categorical exemption provided under CEQA Guidelines. City staff will assume responsibility for CEQA documentation.

PROPOSAL REQUIREMENTS

The following materials should be submitted with the proposal.

• Cover Letter
  The cover letter should briefly state the consultant’s understanding of the work to be performed, the commitment to perform the work in the required timelines, and why the consultant believes it is best qualified to perform the duties and tasks outlined and described in the Scope of Services contained in this request.

• Qualifications
  The proposal should include the following information and materials:
  o Qualifications and Related Experience of Personnel Who Will Perform Work. Résumés of all personnel who are proposed to provide professional services to the City of Albany within the Scope of Services outlined and described in this request should be included.
  o Prior Relevant Experience. A description of prior work experience and projects relevant to the Scope of Services outlined and described in this request should be included.
  o References of Local Government Clients. Please include a list of at least three local government clients located in California for which the consultant has rendered professional services relevant to the Scope of Services outlined and described in this request.

• Approach, Scope, and Timelines
  Provide a proposed approach and projected timeline to conduct and complete the steps in the Scope of Services. Briefly describe the methodology and organizational approach the Respondent would use to assist the City, including critical elements and special methodologies that would be used to ensure that City objectives are satisfied. Respondents should include a vision statement for a carbon neutral Albany somewhere within the proposal.
• **Cost**
  The project should not exceed $70,000 and include contingency funding. Respondents should provide:
  - Cost Estimate with justification
  - Justification of hours and costs may be required prior to final selection, and will be required prior to execution of a contract
  - Hourly rates for all personnel on the project
  - Options for reducing or adding services, including services that could be performed by City staff

**SELECTION CRITERIA AND PROCESS**

The successful applicant must have experience with the preparation of similar plans. Other criteria include:

- Completeness of response to the RFP
- Experience with similar projects and reference feedback
- Creativity
- Cost
- Oral communication skills
- Writing and formatting skills
- Evidence of the Respondent’s ability to provide deliverables in a cost effective and timely manner
- Other extraordinary elements or creative approaches to completing the project. This particular selection criterion is intended to allow the City to expressly consider creative aspects of proposals that do not necessarily fall into other selection criteria.

As a part of its evaluation, the City may request additional information or data from Respondents, and may request Respondents to make in-person presentations of their qualifications to a panel of City representatives.

**General Conditions**

1. Any material clarifications or modifications to the RFP or the selection process will be made in writing and provided to all recipients of the RFP.

2. The City reserves the right to:
   - Waive minor irregularities.
   - Modify or cancel the selection process or schedule at any time.
   - Negotiate scope and cost with the consultant.
• Negotiate with the second choice Respondent if it is unable to negotiate an acceptable contract with the first choice Respondent within a reasonable period of time.
• Reject any and all proposals, and to seek new qualifications when it is in the best interest of the City to do so.
• Seek any clarification or additional information from Respondents as is deemed necessary to the evaluation of a response.
• Judge the veracity, substance, and relevance of the Respondents’ written or oral representations, including seeking and evaluating independent information on any of the Respondents’ worked cited as relevant experience.
• Contract with separate entities for various components of the services.

3. The project team shall be approved by the City of Albany. The City must approve any changes in the project team.

4. All expenses related to any Respondent’s response to the RFP or other expenses incurred during the period of time the selection process is underway, are the sole obligation and responsibility of that Respondent. The City will not, directly or indirectly, assume responsibility for such costs except as otherwise provided by written agreement.

5. The professional will be required to sign the City of Albany’s standard Agreement for Consultant Services (ACS) and meet the City’s Insurance Requirements (IR), a copy of the agreement and insurance requirements are available upon request. The contract for the performance of these services will provide that: (i) the consultant will perform its services at the direction of the City in a manner consistent with State law and City policies; and (ii) the consultant will be subject to the State law and the City’s conflict of interest policies.

6. All proposals submitted will be subject to public records laws.

**SUBMISSIONS**

The City welcomes a response to the RFP in any format that best expresses the qualifications of the Respondent. In general, lengthy responses are discouraged. Please submit your firm’s qualifications, identify key staff to be assigned to this project, provide resumes for each key staff member, provide at least three (3) professional references for work that was performed similar to that requested in this RFP, and provide a detailed description of your approach to the project and a time schedule. Responses are not to exceed the total fee amount.

The City reserves the right to make all submissions available to the public pursuant to legal requirements. The City anticipates that a consultant will be selected by early June, and that a contract for services will be negotiated and executed within a month thereafter. The consultant will be expected to commence services immediately upon contract execution.

March 16, 2018
Registration of Intent to Submit Proposal

Interested parties are requested to contact Claire Griffing at cgriffing@albanyca.org to register their intent to respond to the RFP by Friday, April 6, 2018 at 5:00 PM. Registration ensures that any modification to the RFP process can be transmitted as quickly as possible to all interested parties. A written confirmation of registration will be sent by email within two business days. If you do not receive a written confirmation, or have any questions regarding the RFP, please contact Claire Griffing at cgriffing@albanyca.org or (510) 528-5754. Questions should be submitted before Thursday, April 19, 2018 at 5:00 PM. Any questions after this date should be directed to Chelsea Polevy at (510) 559-4588 or cpolevy@albanyca.org. It is the responsibility of the Respondents, before submitting a response to the RFP, to ascertain if the City has issued any notices, clarifications, addenda, or other communications to responders. Oral explanations or instructions from City staff shall not be considered binding on the City.

To Submit a Proposal

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