



## **City of Kenmore** **Request for Proposals (RFP)**

**RFP Number:** 21-2713

**RFP Title:** Development of a Diversity, Equity, and Inclusion (DEI) Policy and Implementation Strategies Supported by Community Engagement

**Date Issued:** April 12, 2021

**Submittals Due:** **May 10, 2021**

Submittals shall be delivered electronically no later than May 10, 2021 or by postal mail postmarked no later than May 10, 2021. Proposals shall be marked and referenced as RFP #21-2713, City of Kenmore Diversity, Equity, and Inclusion Proposal. Proposals submitted after the deadline date will not be accepted. Proposers are encouraged to submit electronically. For electronic submittals, proposers should request confirmation that the proposal has been received.

**Publication Dates:** Seattle Times, Daily Journal of Commerce  
April 12, 2021.

### **Submittal Addresses:**

**Electronic Address:** bids@kenmorewa.gov

**Mailing Address:** City of Kenmore  
Attn: City Clerk  
18120 68<sup>th</sup> Ave. NE  
Kenmore, WA 9802

## Section 1 - General Information

### NOTICE:

Notice is hereby given that the City of Kenmore, Washington (the City) seeks Proposals in response to this Request for Proposals RFP #21-2713. A proposal submitted in response to this RFP must be filed with the City electronically or postmarked to the mailing address as noted above by May 10, 2021. The City encourages submittals from firms/teams that demonstrate a commitment to equal employment opportunity. Minority and women owned businesses are encouraged to apply.

### PURPOSE:

The City of Kenmore is interested in a DEI policy for the benefit of the city organization and the Kenmore community. (1) developing a diversity, equity, and inclusion (DEI) policy to further accountability and equitable delivery of city services (2) identifying strategies and methods to implement the DEI policy (3) identifying monitoring tools for measuring progress and (4) inclusive community engagement during development of the DEI policy, including working with a DEI Community Task Force.

### DURATION OF SERVICES:

The term of the Contract will be from approximately June 14, 2021 to December 31, 2021. The Contract resulting from this RFP shall remain in effect until completion and final payment of the services described in the Contract, unless terminated earlier in accordance with the City's contractual policies.

### RFP SCHEDULE:

(These dates are estimates and subject to change by the City)

Event	Date
RFP Release	April 12, 2021
Submittals Due	May 10, 2021
Submittal Evaluation Complete	May 14, 2021
Finalist Interviews	Week of May 17, 2021
Selection	Week of May 24, 2021
Contract scope development	Weeks of May 24 and May 31, 2021
City Council authorize contract execution	June 14, 2021
Execute contract	Week of June 14, 2021

### BACKGROUND INFORMATION AND BUDGET

Kenmore is a relatively new city in King County (incorporated in August of 1998), with a population of just over 23,000. The City of Kenmore has a strong commitment to making Kenmore an open, inclusive, and welcoming place for all. On September 14, 2020, the Kenmore City Council adopted Resolution 20-348 directing the City Manager to bring back a plan in November 2020 outlining funding and resources for the process of developing a diversity, equity, and inclusion policy. The 2021-2022 City of Kenmore Biennial Budget includes a \$100,000 funding allocation for professional consultant expertise to develop a DEI policy, implementation strategies and facilitate community engagement. At the November 9, 2020 Council meeting, the Council approved the City Manager's plan leading to DEI policy development by year-end 2021. The plan included recruitment of a Human Resources Manager by April 2021 whose responsibilities include: (1) Managing the DEI policy development process; (2) Conducting a Request for Proposals and managing a

consultant hired to lead the DEI development process; (3) Staff support to the DEI Task Force and (4) Managing a DEI training schedule for the City organization.

**SCOPE OF SERVICES:**

- Provide consultant expertise to assist the City Manager throughout the process of DEI Policy and Implementation Strategy development
- Summarize information on DEI approaches taken by other cities and public organizations in comparison to Kenmore’s approach to DEI
- Identify and gather data to represent an accurate community profile
- Assess current city services and delivery methods and conduct a “gap analysis” with respect to DEI
- Assess City policies and programs and conduct a “gap analysis” with respect to DEI
- Provide options and strategies to further DEI for City services, delivery of services, policies, and programs
- Provide background information on how Kenmore’s approach to DEI compares with the approach of other cities and public organizations
- Develop a DEI toolkit for use in policy and implementation decisions and/or recommendations considered by City Council, task force, commissions, and staff
- Identify reporting and measurement tools to assess progress in furthering implementation of DEI policy
- Develop and facilitate an inclusive and innovative community engagement plan for DEI policy development
- Develop and facilitate implementation of a variety of tools/techniques (e.g., web-based tools) for sharing and receiving information that fosters DEI throughout DEI policy development
- Identify strategies to ensure ongoing public participation and stakeholder involvement during DEI policy implementation
- Provide consultant staff support to a DEI advisory Task Force. The Task Force provides recommendations to the City Manager
- Attend meetings including but not limited to: Task Force meetings (estimate 6), council meetings (estimate 3), public meetings such as open house/town hall (estimate 3), and multiple internal meetings with city staff

**QUALIFICATIONS/EXPERIENCE:**

This project will require the firm/team to have the following qualifications/experience:

- Experience developing a DEI Policy and implementation strategies
- Proven experience developing and leading a community engagement plan, including from historically disadvantaged groups
- Proven ability to gather, analyze and share data in innovative ways including preparation of a community profile; conducting relevant gap analyses; and experience with tools measuring progress
- Project Manager/Team Lead’s overall experience managing projects of this type
- Proven ability to work well with a citizen task force and other stakeholders
- Experience working within tight deadlines and budget

**SUBMITTAL REQUIREMENTS:**

Responses to this RFP must include the following:

Letter of interest: Introduce the firm/team and demonstrate the team’s understanding of the nature of the proposal.

Personnel: Include the following information: (1) Identify team members and their role in the project, include brief resumes of key personnel listing qualifications--including experience with DEI policy development, implementation strategies and public engagement processes; (2) Specify the Principal in Charge and the Project Manager who will serve as the primary contact person; and (3) Provide a chart showing the organizational structure of the firm/team. The qualifications and experience of each member of the team are important criteria in the selection process. The selected team will not be allowed to substitute any members without prior approval by the City. The City, at its sole discretion, reserves the right to accept or reject proposed changes to the team. Team members may participate in multiple team submittals.

Experience: Describe the firm/team experience in 2-4 comparable projects including: (1) Client and project information; (2) The firm/team members level of responsibility in the project; (3) The challenges presented by the project, including any budget issues, and how they were addressed; (4) The results or tangible efforts following project completion.

Approach to Project: Include the following in the firm/team approach to the Project: (1) Describe how the firm/team would approach this project, given the firm/team experience and the scope of services as presented; (2) Identify key tasks, who will be responsible for completing them, and what is needed from the client or other sources to ensure successful completion; (3) Include a proposed timeline that reflects a realistic approach for task completion based on your firm/team's prior project experience and (4) Include a description of proposed deliverables aligned with the proposed scope of services.

Estimated Schedule: Provide a proposed schedule/timeline that identifies specific tasks to fulfill the proposed scope of services. Address potential schedule conflicts including any related to the firm/team's current workload.

Proposed Budget: Provide a proposed budget for completing the scope of services including: (1) A breakdown of total cost per task; (2) Identifying the team member(s), number of hours, and hourly rate for each task.

Client References: Please provide three references who are familiar with your firm/team's ability to undertake and complete comparable projects. Include contact names, titles, and contact information.

Required Number of Submittals: 1 electronic copy (.pdf); 5 bound copies if submitting by mail. All submittals will become the property of the City and will become public documents subject to public disclosure with limited exceptions. The Washington State Public Disclosure Act (RCW 42.17) requires public agencies in Washington to promptly make public records available for inspection and copying unless they fall within the specified exemptions contained in the act or is otherwise privileged. Qualifications submitted under the RFP process shall be considered public documents and with limited exceptions submittals that are recommended for contract award will be available for inspection and copying by the public.

#### **EVALUATION PROCEDURES:**

Submittals will be evaluated by a Selection Committee. The Selection Committee will consider the completeness of a Consultant's submittal and how well the qualifications of the team meet the needs of the City.

Evaluation Criteria: Submittals will be evaluated based upon the responsiveness of the submittal to this RFP. Evaluations will be based on criteria outlined herein, which may

be weighted by the City in any manner it deems appropriate. Interviews through the online Zoom platform will be held with selected firm/teams based on an evaluation of the submitted proposal. All submittals will be evaluated using the same criteria and weighting.

Evaluations of the proposal will be based on the criteria listed below:

- Firm/team's experience developing a DEI Policy and implementation strategies
- Firm/team's experience developing and leading a community engagement plan
- Proven ability to gather meaningful public engagement and participation, including from historically disadvantaged groups
- Project Manager/Team Lead's overall experience managing projects of this type
- Proven ability to work well with staff and a citizen task force
- Availability to immediately begin work and work within tight deadlines
- Proposed budget
- Past performance and references

**QUESTIONS:**

Questions regarding this project may be directed to the Kenmore City Clerk via e-mail at [awarhol@kenmorewa.gov](mailto:awarhol@kenmorewa.gov). Please place "DEI Policy RFP Question" in the subject line. Unauthorized contact regarding this RFP with other City employees may result in disqualification. Any oral communications will be considered unofficial and non-binding on the City.

Any questions will be answered in writing and posted on the City's website at <https://www.kenmorewa.gov/government/departments/finance-administration/working-with-the-city/requests-for-proposals>. It is the responsibility of individual firms/teams to check the website for any amendments or Q & A's to this RFP.

**SECTION 2 - CODE OF CONDUCT POLICY - COMPETITIVE SOLICITATIONS:**

**DEFINITIONS:**

Solicitations: method of acquiring goods, services, and construction for public use in which offers are made to the City between two or more sources. Typical documents used by the City are titled: Invitation to Bid, Invitation to Quote, Request for Proposals, Request for Qualifications Request for Information, or any other method of obtaining competitive offers.

Blackout Period: The period between the time a solicitation is issued by the City and the time the City awards the contract.

Lobbying: The attempt to persuade or influence any City employees, officials, or representatives responsible for reviewing, evaluating, ranking or awarding the work or contract for goods or services for or against any solicitation; provided, however, that lobbying shall not include the submission of required materials in direct response to the solicitation according to the instructions to respondents in such solicitation.

**CONDUCT OF PARTICIPANTS:** After the issuance of any solicitation, all bidders, proposers, contractors, consultants, or individuals acting on their behalf are hereby prohibited from lobbying any City employee, official or representative at any time during the blackout period.

**SANCTIONS:** The City may reject the submittal of any bidder, proposer, contractor and/or consultant who violates the policy set forth herein.

**REJECTION OF SUBMITTALS:** The City reserves the right to reject any and all submittals and to waive irregularities and informalities in the submittal and evaluation process. This RFP does not obligate the City to pay any costs incurred by Consultants in the preparation and submission of their proposals. Furthermore, the RFP does not obligate the City to accept or contract for any expressed or implied services.

**RFP ADDENDUMS:** The City reserves the right to change the RFP schedule or issue addendums to the RFP at any time. The City also reserves the right to cancel or reissue the RFP. All such addenda will become part of the RFP. In the event that it becomes necessary to revise any part of this RFP, the City will issue the addenda on the City's website (<https://www.kenmorewa.gov/government/departments/finance-administration/working-with-the-city/requests-for-proposals>). It is the Consultant's responsibility to confirm whether any addenda have been issued.

**QUALIFICATION MODIFICATION & CLARIFICATIONS:** The City reserves the right to request that any Consultant clarify its submittal or to supply any additional material deemed necessary to assist in the evaluation of the submittal.

Modification of a submittal already received will be considered only if the request is received prior to the submittal deadline. All modifications must be made in writing, executed and submitted in the same form and manner as the original submittal.

**EXCEPTIONS:** If Consultant(s) takes exception to any term or condition set forth in this RFP and/or any of its Exhibits and Attachments (including Insurance Requirements), said exceptions must be clearly identified in the response to this RFP. Exceptions or deviations to any of the terms and conditions must not be added to the proposal pages but must be submitted in a separate document accompanying Consultant's proposal identified as "Exceptions." Such exceptions shall be considered in the evaluation and the award processes. The City shall be the sole determiner of the acceptability of any exception.

**QUALIFICATION SIGNATURES:** An authorized representative must sign submittals, with the Consultant's address, telephone and email information provided. Unsigned submittals may not be considered.

**CONTRACT AWARD:** The City reserves the right to make an award without further discussion of the submittals. The Consultant selected as the apparently successful Consultant will be expected to enter into a contract with the City. The City shall not be bound, or in any way obligated, until both parties have executed a contract. No party may incur any chargeable costs prior to the execution of the final contract.

The City reserves the right to award multiple contracts to multiple Consultants for this scope of service if it is in the best interest of the City or use a contract different from the sample City contract.

### **SECTION 3 - TERMS & CONDITIONS**

**EQUAL OPPORTUNITY EMPLOYMENT:** The successful Consultant(s) must comply with the City of Kenmore equal opportunity requirements. The City of Kenmore is committed to a

program of equal employment opportunity regardless of race, color, creed, sex, age, nationality, disability, or sexual orientation.

**TITLE VI:** It is the City of Kenmore's policy to assure that no person shall, on the grounds of race, color, national origin or sex, as provided by Title VI of the Civil Rights Act of 1964, be excluded from participation in, be denied the benefits of, or be otherwise discriminated against under any of its federally funded programs and activities.

**INSURANCE REQUIREMENTS:** The selected Consultant(s) shall maintain insurance that is sufficient to protect the Consultant's business against all applicable risks, as set forth in the City's Standard contract (available upon request).

**INDEMNIFICATION:** The selected Consultant will be required to indemnify the City in the manner identified in the City's Standard contract (available upon request).

**BUSINESS REGISTRATION AND TAXATION:** The Consultant(s) awarded the contract will be subject to City of Kenmore Business Registration and Business Taxation as presented in the Kenmore City Code.

**NON-ENDORSEMENT:** As a result of the selection of a Consultant to supply products and/or services to the City, Consultant agrees to make no reference to the City in any literature, promotional material, brochures, sales presentation or the like without the express written consent of the City.

**NON-COLLUSION:** Submittal and signature of a proposal swears that the document is genuine and not a sham or collusive, and not made in the interest of any person not named, and that the Consultant has not induced or solicited others to submit a sham offer, or to refrain from proposing.

**COMPLIANCE WITH LAWS AND REGULATIONS:** In addition to nondiscrimination and affirmative action compliance requirements previously listed, the Consultant(s) ultimately awarded a contract shall comply with federal, state, and local laws, statutes, and ordinances relative to the execution of the work. This requirement includes, but is not limited to, protection of public and employee safety and health; environmental protection; waste reduction and recycling; the protection of natural resources; permits; fees; taxes; and similar subjects.

**OWNERSHIP OF DOCUMENTS:** Any reports, studies, conclusions, and summaries prepared by the Consultant shall become the property of the City.

**CONFIDENTIALITY OF INFORMATION:** All information and data furnished to the Consultant by the City, and all other documents to which the Consultant's employees have access during the term of the Contract, shall be treated as confidential to the City. Any oral or written disclosure to unauthorized individuals is prohibited.