



**REQUEST FOR PROPOSALS  
RFP NO. P22021101005**

**SERVICES FOR CANNABIS OPPORTUNITY  
REINVESTMENT AND EQUITY (CORE) PROGRAM  
COMMUNICATIONS, MARKETING,  
AND PUBLIC-AWARENESS CAMPAIGN**

**RFP Posted on: September 23, 2021**

**Questions Due by: September 30, 2021, at 5 p.m. PST**

**Proposals Due by: October 18, 2021, at 5 p.m. PST**

**RFP No. P22021101005**

**Issue Date:** September 23, 2021

The City of Sacramento, Office of the City Manager, is soliciting proposals to:

Create a multi-media campaign to increase awareness and understanding of the City's Cannabis Opportunity Reinvestment and Equity (CORE) program, including its participants, the services they provide, the products they create and how the program benefits the City and communities at large. Part of this campaign would be to demonstrate the value of having people support the CORE program as they consider purchasing cannabis products.

**Submit Proposals Electronically Via:**

<http://www.planetbids.com/portal/portal.cfm?CompanyID=15300>

**Submit Proposal by:** October 18, 2021, at 5 p.m. PST

**RFP Coordinator:** Davina Smith, Office of Cannabis Management

**Questions regarding this Request for Proposals should be directed via the City of Sacramento's online bid portal per the instructions and deadlines outlined in the RFP timeline.**

Only electronic submissions via the City of Sacramento's Planet Bids Portal will be accepted.

The highest scoring companies/agencies/firms may be asked to give a presentation to the evaluation panel as part of the final selection process.

**RFP No. P22021101005**

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## 1. ABOUT THE CITY OF SACRAMENTO

Founded in 1849, the City of Sacramento is the oldest incorporated city in California and the capital city of California. It has a population of 510,931. Sacramento is a progressive city that takes great pride in its ethnic and cultural diversity and its concern for environmental and social issues, with an emphasis on quality in the provision of governmental services. Sacramento is a charter city, which operates under the City Council Manager form of government. It has an annual budget of \$1.3 billion and 4,483.15 full-time equivalent positions.

## 2. PROJECT OVERVIEW

This RFP solicits proposals from communications, public affairs and/or PR/marketing firms to research, design and implement a comprehensive multi-media communications, marketing and public-awareness campaign related to the City's CORE program and its benefits to both participants and residents of Sacramento. It will be paramount that the selected responder has a keen understanding of the unique communication challenges presented by Sacramento's diverse communities and a dedicated strategy for creating equity and inclusivity in the sharing of all information.

## 3. PROPOSED TIMELINE

|                                         |                                   |
|-----------------------------------------|-----------------------------------|
| <b>Release of Request for Proposal:</b> | September 23, 2021                |
| <b>Questions Due by:</b>                | September 30, 2021, at 5 p.m. PST |
| <b>Proposals Due by:</b>                | October 18, 2021, at 5 p.m. PST   |
| <b>Interviews (if necessary)</b>        | October 2021                      |
| <b>Selected Firm Notified</b>           | October 2021                      |
| <b>Anticipated Contract Award</b>       | October 2021                      |

**Submit all questions via the City of Sacramento online bid portal at:**

<http://www.planetbids.com/portal/portal.cfm?CompanyID=15300>

*Written response to questions will be provided either as an addendum or an email to all prospective proposers via the City's online bid portal.*

**NOTE:** The City of Sacramento reserves the right to modify the dates listed at its sole discretion. Prospective proposers will be notified of any significant schedule changes by addendum issued via the City of Sacramento online bid portal. The City shall not accept proposals after the submission deadline specified in this RFP and shall return the unopened proposals to the respective respondents. **The City will not consider late proposals under any circumstances.**

## 4. BACKGROUND

The Sacramento City Council in 2018 established the CORE program to reduce the barriers of entry into the cannabis industry for individuals affected by the disproportionate enforcement of cannabis-related crimes. Participants in the CORE program receive access to cannabis-business development resources, training and mentorship, financial assistance, and support services.

To be eligible for the CORE program, individuals must live or have lived in a low-income household in Sacramento and have been arrested in Sacramento for a cannabis-related crime

between 1980-2011 or have an immediate family member who meets those criteria. Individuals also are eligible if they lived in a low-income household in the following zip codes for five consecutive years between 1980 and 2011: 95811, 95815, 95817, 95820, 95823, 95824, 95826, 95828, 95818, 95838 and 95832.

To date, 294 individuals have participated in the CORE program. The following is a list of permitted local cannabis businesses operated by CORE participants:

Cultivation/Nursery:

1. Liveade
  2. Laughing Buddha
  3. GCM Management/Lumpy's (three locations)
  4. Blackout 365
- + 4 CORE businesses going through permitting process

Microbusiness:

1. PK Solutions

Storefront Dispensaries:

1. 515 Broadway/The Boulevard and Company
- + 10 CORE businesses going through the permitting processing

Delivery-Only Dispensaries:

1. Humble Root
  2. Crystal Nugs
  3. Trees of Knowledge
- + 19 CORE businesses going through the permitting process

Manufacturing:

1. Khemia
  2. Alexis Angulo Investments
- + 13 CORE businesses going through the permitting process

Distribution:

1. Green Wave
  2. Khemia
  3. GCM Management/Lumpy's (two locations)
- +10 CORE businesses going through the permitting process

**Messaging and materials:**

The City's CORE program is well known within the local cannabis industry, but not as well known to the average resident. This campaign would address that knowledge gap through the strategic creation of branded collateral and owned, paid, and earned media that promotes the program, its participants and by extension their products and businesses.

In addition to marketing the program and illustrating the value of supporting CORE businesses, this campaign would reinforce the City's commitment to equity via the program. Campaign materials could include a microsite for the program (to be hosted on the City's website/server), branding and slogan creation, news articles, participant profiles, videos, and social graphics. The contractor would be able to utilize the City's news site ([sacramentocityexpress.com](http://sacramentocityexpress.com)) and the City's

newsletter (City Minute) and have access to the City's network of community-based partners to share/distribute any toolkit information.

Holding multiple listening sessions/stakeholder meetings with CORE participants would be an integral part of designing and implementing this campaign.

**Funding and duration of the campaign:**

The Office of Cannabis Management has allocated up to \$150,000 for the creative and strategic execution of this campaign, which would run for one year initially. The City will have the option to extend the campaign for up to two (2) additional years for \$150,000 per year. This amount includes the funding for any paid media or other expenses. The City would like to launch the campaign in fall 2021.

**5. SCOPE OF SERVICE**

Contractor will work closely with the City's Office of Cannabis Management, the City's Media and Communications team and the City's Community Engagement team.

Applicants are being asked to provide bids for the following types of work:

- A. Design a strategic and comprehensive communications, marketing and public-awareness campaign that utilizes various mediums and platforms to increase awareness of the City's Cannabis Opportunity Reinvestment and Equity (CORE) program.
- B. Provide creative development and production of materials, including, but not limited to, logos, branding, webpages, graphics, text-based content, photos, videos and more as needed.
- C. Plan and execute all aspects related to paid, earned, and owned media.
- D. Build and maintain a dedicated CORE web presence (to live on the City's website/server).
- E. Translate materials/documents into various languages as needed to reach Sacramento's diverse communities.
- F. Create engagement tactics, including any event planning and execution as needed, to gain insight into community needs and to pinpoint information gaps.
- G. Meet and engage with CORE members and community groups as needed.
- H. Approach all of the above with a focus on inclusion and equity and a desire to work with targeted community groups and local media partners.
- I. Supply regular reports quantifying citywide communications/outreach that includes metrics/analytics.

Timeline:

In their responses, proposers should identify an estimated timeline with a start date of November 1, 2021. The campaign will run one year initially.

## 6. PROPOSAL REQUIREMENTS

**Submit Proposals Electronically (as a PDF) Via:**

<http://www.planetbids.com/portal/portal.cfm?CompanyID=15300>

**Submit Proposal By:** October 18, 2021, at 5 p.m. PST

**Each proposal that is submitted for consideration shall include, at a minimum, the RFP transaction number, project name, company name, and the information as called for in the section below. To be considered your proposal(s) shall be responsive to all of the items set forth below:**

The content of the proposal is of great importance to the City. Proposals that demonstrate clear and concise information are preferred. Proposals that do not address all of the criteria and provide all of the requested information may be deemed non-responsive.

These guidelines were developed to standardize the preparation of proposals. The purpose of these guidelines is to help assure consistency in format and content of proposals that are prepared by consultants and submitted to the City.

- A. **Transmittal Letter:** The proposal should be signed by an officer authorized to bind the proposing firm. Include contact information, the state in which the firm is headquartered, and whether the firm will be using any subcontractors. The transmittal letter also must acknowledge any addendums provided on the City's Online Bid Portal PlanetBids.
- B. **Project Approach:** Describe how your firm will approach the project, showing that you understand the objectives and requirements of the project.
- C. **Work Plan and Project Schedule:** Provide a work plan and timeline for the project, including when information is needed from the City and the proposed meeting dates. Activities should commence on or around November 2021. The City anticipates that the project will be completed no later than November 2022 with the option to extend for up to two (2) additional years. Proposers may propose a timeline of up to 12 months.
- D. **Cost Proposal:** Provide a fee schedule, including hourly rates by role. Include the cost of any equipment or ancillary services (e.g., paid advertising).
- E. **Project Team:** Identify the personnel that will be assigned to the project, their credentials, and their experience with similar projects. Include biographies of the leading team members.
- F. **References:** Provide the names, addresses, and phone numbers of at least three references for whom the firm has done similar projects.
- G. **Conflicts of Interest:** Describe any potential conflicts of interest that your firm may have regarding the project.
- H. **Complete and sign the Proposal Signature Form (Attachment 1).**
- I. **Complete the Local Business Enterprise (LBE) Forms (Attachment 2).**

## 7. EVALUATION CRITERIA

The City will validate and evaluate all proposals received. All requirements identified in this RFP must be satisfied in order to ensure that a proposal will qualify for consideration.

A point system will be used in evaluating the proposals. Departments will need to weigh in on what factors are most important to the success of the project to achieve the desired outcome. Pricing may not be the most important factor in all projects.

Evaluation categories and points will be as follows:

| <b>WRITTEN PROPOSAL</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | <b>MAXIMUM POINTS</b> |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|
| <b>Project Approach</b> <ul style="list-style-type: none"> <li>• Product/program is human-centered and designed to achieve desired outcomes</li> <li>• Product/program is creative, comprehensive, and innovative</li> <li>• Product/program implementation demonstrates flexibility to adapt to changes, as needed, and is guided by data</li> <li>• Product/program focus on inclusion and equity and a desire to work with targeted community groups and local media partners</li> </ul> | <b>35</b>             |
| <b>Work Plan and Project Schedule</b> <ul style="list-style-type: none"> <li>• Work plan demonstrates an efficient use of time and resources</li> <li>• Project schedule presents a realistic timeframe</li> <li>• Plan includes measurable outcomes for success</li> </ul>                                                                                                                                                                                                                 | <b>20</b>             |
| <b>Cost Proposal</b> <ul style="list-style-type: none"> <li>• Proposed costs are competitive with industry rates</li> </ul>                                                                                                                                                                                                                                                                                                                                                                 | <b>15</b>             |
| <b>Project Team Qualifications and Experience</b> <ul style="list-style-type: none"> <li>• Team members demonstrate possession of the skills and experience necessary to execute project</li> </ul>                                                                                                                                                                                                                                                                                         | <b>20</b>             |
| <b>References</b> <ul style="list-style-type: none"> <li>• References recommend Proposer and would work with Proposer again in the future</li> </ul>                                                                                                                                                                                                                                                                                                                                        | <b>10</b>             |
| <b>Totals for Written Proposals</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                         | <b>100</b>            |
| <b>LBE Preference Points</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <b>5</b>              |
| <b>SUBTOTAL FOR SHORTLISTING</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>105</b>            |



Evaluation Criteria (continued)

| <b>INTERVIEW (Optional)</b>                                                                                                                                                                                                                                                                                        | <b>MAXIMUM POINTS</b> |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|
| <p><b>Critical problem-solving skills</b></p> <ul style="list-style-type: none"> <li>Ability to respond to interview panel questions about the Proposer's project approach with detailed answers that demonstrate an awareness of possible challenges that may be encountered during the project period</li> </ul> | <b>30</b>             |
| <p><b>Communication skills</b></p> <ul style="list-style-type: none"> <li>Ability to verbalize key concepts and solution ideas in a manner that is easy for interview panel members to understand</li> </ul>                                                                                                       | <b>20</b>             |
| <b>SUBTOTAL FOR INTERVIEWS</b>                                                                                                                                                                                                                                                                                     | <b>50</b>             |
| <b>TOTAL POSSIBLE POINTS</b>                                                                                                                                                                                                                                                                                       | <b>155</b>            |

At the completion of the evaluation process, a total point value will be compiled for each proposal. The award recommendation(s), if any, will not necessarily be based on the lowest prices proposed or on the point values assigned.

LBE Five Percent (5%) Proposal Evaluation Preference:

For contracts under \$250,000, firms that qualify as a Local Business Enterprise (LBE) will receive a 5% preference on all City procurement opportunities. For professional service contracts only, this preference also applies to procurement opportunities of \$250,000 or more.

For contracts to be awarded in response to a solicitation for proposals, a firm that qualifies as an LBE shall receive additional points during the scoring process, so the final score awarded to the LBE is increased by 5% of the total possible evaluation points.

Detailed information about this program can be found at:

<http://www.cityofsacramento.org/Finance/Procurement/Contract-Ordinances>

Rejection of Proposals:

The City of Sacramento reserves the right to reject any and all proposals received in response to this request, or to negotiate separately with any source whatsoever in any manner necessary to serve the best interests of the City. The City of Sacramento may at its discretion determine not to award a contract solely on the basis of this request for proposals and will not pay for the information solicited or obtained.

It is recognized that each Proposer may have developed unique and typical methods of service delivery. It is not the City's intention to disqualify a Proposer due to variations in service delivery that do not adversely affect quality and performance. Any proposal offering services equivalent to or of better quality and performance than that requested, which provides the necessary service, will receive full consideration for award.

### Withdrawal of Proposals:

Unauthorized conditions, limitations, or provisions attached to a proposal may be cause for its rejection. No oral, telegraphic or telephonic proposals or modifications will be considered. The proposal may be withdrawn upon request by the Proposer without prejudice to the Proposer prior to, but not after the time fixed for opening of proposals, provided that the request for withdrawal is in writing, has been executed by the Proposer or the proposal's duly authorized representative, and has been filed with the City.

### Contract Negotiations:

Contract negotiations may be undertaken simultaneously during the evaluation of proposals with the finalist(s) as determined by the City. The City will not accept any changes to the standard agreement.

## **8. ACCEPTANCE OF PROPOSAL**

The contents of the proposal of the successful Proposer will become contractual obligations to be contained in a formal written agreement. Failure of successful Proposer to accept these obligations in a formal agreement may result in cancellation of the award.

### Addenda and Supplements to RFP

If it becomes necessary to revise any part of the RFP, an addendum to the RFP will be provided to all known prospective proposers via the City of Sacramento's online bid portal PlanetBids. <http://www.planetbids.com/portal/portal.cfm?Company1D=15300>

It is the responsibility of the proposer to verify addenda and supplements up to the RFP submission date and time.

### Contractor Responsibilities

The Contractor must commit a professional staff and an experienced Project Manager who will be responsible for coordinating the services with the City. Service shall be the best of its respective kind. All professionals shall be skilled, knowledgeable, and successfully experienced in all aspects of providing the required services.

### Licenses

The Contractor shall be required to obtain any necessary licenses and shall comply with all Federal, State and local laws, codes and ordinances without cost to the City.

### Non-Waiver of Defaults

Any failure by the City to enforce or require the strict keeping and performance of any of the terms and conditions of the contract, shall not constitute a waiver of such terms and conditions, nor shall it affect or impair the right of the City to avail itself of such remedies as it may have for any breach of the terms and conditions.

### Business Operations Tax Certificate

Chapter 3.08 of the Sacramento City Code requires that anyone conducting business in the City of Sacramento obtain a Business Operations Tax Certificate and pay the applicable tax if necessary. The successful Proposer, and any subcontractors, will be required to show compliance with this requirement prior to award of the contract.

Information about the Business Operations Tax Certificate can be found at:

<http://www.cityofsacramento.org/Finance/Revenue/Business-Operation-Tax> - or by telephone at (916) 808-8500.

### Contractual Obligations

The standard City of Sacramento Professional Services Agreement includes, but is not limited to, the requirements shown in the contract. Proposer should review the contract and indicate in the proposal the extent to which Proposer can and is willing to comply with each and every provision of the attached contract. This Request for Proposal together with Proposal's response shall be incorporated into the final contract.

### Professional Services Agreement

The proposer(s) recommended for this award will be required to sign the Professional Services Agreement. The Agreement can be found at the following URL:

<http://www.cityofsacramento.org/Finance/Procurement/Standard-Agreements>

Proposers are responsible for reading and understanding the attached Professional Services Agreement's requirements, terms, and conditions prior to submitting their proposals.

## **9. GENERAL INFORMATION**

Proposals may be withdrawn or modified before the due date of submission for proposals by delivering a written and signed request by the due date. A request for modification of the proposal after the due date will not be considered, including a representation that the proposer was not fully informed regarding any information pertinent to the proposal or the offer. The City shall not be responsible for or bound by any oral instructions, interpretations or information provided by the City or its employees other than the RFP contact.

The City reserves the right to reject any or all proposals submitted, correct any technical errors in the RFP process, waive any irregularities in any proposal, negotiate with any of the proposers, accept other than the lowest fee offer, or enter into a subsequent agreement with another proposer if the originally selected proposer fails to execute its agreement with the City.

Any agreement shall not be binding unless it is executed by authorized representatives of the City and the selected proposer. Proposing firms are solely responsible for any expenses incurred in preparing their proposals in response to this RFP.

Proposals should be prepared simply and economically, providing straightforward, concise delineation of the firm's capabilities to satisfy the requirements of this RFP. The emphasis should be on completeness and clarity of content. To expedite proposal evaluations, it is essential that specifications and instructions contained in the proposal instructions are followed as outlined.

Proposals received are public records that will be disclosed upon request. All material submitted that has not been clearly designated in the proposal itself as proprietary information becomes the property of the City. Proposals submitted become the property of the City and may be reviewed and evaluated by any persons at the discretion of the City.

Responses to this RFP become the exclusive property of the City. At such time as City staff recommends a Proposer to the City Council, all proposals received in response to this RFP become a matter of public record and shall be regarded as public records and will be disclosed upon receipt of a request for public disclosure pursuant to the California Public Records Act; provided, however, that if any information or elements of the proposal is set apart and clearly marked as "Trade Secret" or

"Proprietary" when it is provided to the City, the City will give notice to the Proposer of the request for disclosure to allow the Proposer to seek judicial protection from disclosure.

Failure by the Proposer to take timely steps to seek judicial protection from disclosure shall constitute a complete waiver by the Proposer of any rights regarding the information designated as "Trade Secret" or "Proprietary" and such information may be disclosed by the City pursuant to applicable procedures under the California Public Records Act. Under no circumstances will City have any obligations to seek judicial protection from disclosure for any proposals or other materials submitted in response to this RFP.

City has no liability for any disclosure, unless such disclosure is made in violation of a court order obtained by a Proposer or pertains to materials marked as "Trade Secret" or "Proprietary" for which the City failed to give the above notice.

Any/all respondents responding to this RFP do so entirely at their expense. There is no expressed or implied obligation by the City to reimburse any individual or firm for any costs incurred in preparing or submitting responses, for providing additional information when requested by the City or for participating in any selection demonstrations or interviews, including pre-contract negotiations and contract negotiations.

The City reserves the right to decide that one proposer is more responsive than the others and to select that proposal based on review of the proposal only.

The City reserves the right to reject individual firm members, firms, and subcontractors and request substitution without indicating any reason.

A proposal is late if received at any time after the required submittal date and time. A proposal received after the specified time will not be considered and will be returned to the proposer.

If you have any questions regarding form and content of your proposal per this RFP, please send your questions electronically via the City's online bid portal:

<http://www.planetbids.com/portal/portal.cfm?Company1D=15300>

RFP submittals missing acknowledgement of any addendum or information requested in this RFP shall be considered non-responsive and the firm will be eliminated from evaluation.

**ATTACHMENT 1**

**SUBMITTAL SIGNATURE**

All FIRMS must complete and sign this section. Failure to complete and sign this section may result in rejection of the submittal.

Name of Firm: \_\_\_\_\_

Business Address: \_\_\_\_\_  
(Street) (City) (State) (Zip Code)

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

**Type of Business:**

- Corporation
- Partnership
- Individual doing business under own name
- Individual doing business using a firm name Joint
- Venture (Attach Joint Venture Agreement)

Federal Tax I.D. Number: \_\_\_\_\_

City of Sacramento Business Operations Tax Number: \_\_\_\_\_

\*Mandatory only if recommended for contract award.

Signature: \_\_\_\_\_ Date Signed: \_\_\_\_\_

Name & Title: \_\_\_\_\_

**LOCAL BUSINESS ENTERPRISE (LBE)  
PARTICIPATION PROGRAM**

**NOTE: Proposers must provide responses to the following items. Failure to provide a response to each of the items in this section may be grounds for rejection of the proposal.**

**1. LBE FIVE PERCENT (5%) PARTICIPATION**

On April 3, 2012, the Sacramento City Council adopted a Local Business Enterprise (LBE) Preference Program to provide enhanced opportunities for the participation of local business enterprises (LBEs) in the City's contracting and procurement activities. On November 19, 2013, City Council increased the LBE preference and authorized City departments to require minimum LBE participation levels in individual contracts. Under City Code section 3.60.270, when the bid specifications for a City contract establish a minimum participation level for LBEs, no bidder on the contract shall be considered responsive unless its bid meets the minimum LBE participation level required by the bid specifications.

The City has established a minimum 5% participation level for LBEs on this contract. Pursuant to City Code Section 3.60.270, no bidder on this contract shall be considered responsive unless its bid meets or exceeds this minimum participation level. To qualify for this requirement, bidders must either (a) be an LBE, or (b) subcontract with a qualified LBE.

Detailed information about this program can be found at <http://www.cityofsacramento.org/Finance/Procurement/Contract-Ordinances>

Local Business Enterprise means a business enterprise, including but not limited to, a sole proprietorship, partnership, limited liability company, corporation, or other business entity that has a legitimate business presence in the city or unincorporated county of Sacramento. Evidence of legitimate business presence in the city or unincorporated county of Sacramento shall include:

1. Having a current City of Sacramento Business Operation Tax or County of Sacramento Business License for at least twelve (12) consecutive months prior to submission of bid; and
2. Having either of the following types of offices or workspace operating legally within the city or unincorporated county of Sacramento for at least twelve (12) consecutive months prior to submission of bid:
  - a. The LBE's principal business office or workspace; or
  - b. The LBE's regional, branch or satellite office with at least one full time employee located in the city or unincorporated county of Sacramento.

**A. LOCAL BUSINESS ENTERPRISE (LBE)**

Is the firm submitting the bid qualified as a local business enterprise? Check the appropriate box below:

- YES** - the firm submitting the bid is qualified as a local business enterprise.
- SUBCONTRACTING** - The firm submitting the bid is qualified by utilizing subcontractors or sub-tier suppliers who qualify as local business enterprises. \*
- NO** - the firm submitting the bid is not qualified as a local business enterprise.

If the response to the above is YES, provide the City of Sacramento Business Operations Tax Certificate Number and/or County of Sacramento Business License Number:

\_\_\_\_\_

If the response to the above is YES, a current copy of the City of Sacramento Business Operations Tax Certificate and/or County of Sacramento Business License must be provided upon request.

If the response to the above is YES, provide business office or workspace address\*\*:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\* If utilizing subcontractors to satisfy the minimum five percent (5%) LBE requirements, the **Subcontractor and Local Business Enterprise Participation Verification Form** found at <http://www.cityofsacramento.org/Finance/Procurement/Contract-Ordinances> must be submitted with your proposal.

\*\* Address must be a physical address for the basis of location, this excludes P.O. Box addresses, etc.

## **ATTACHMENT 3**

### **SAMPLE PROFESSIONAL SERVICES AGREEMENT**

Copies of the City's standard Professional Services Agreements can be found at:  
<http://www.cityofsacramento.org/Finance/Procurement/Standard-Agreements>