



**OFFICE OF MAYOR JERRY SANDERS
CITY OF SAN DIEGO**

MEMORANDUM

DATE: October 30, 2008

TO: Honorable Council President Peters
Honorable Members of the City Council

FROM: Mayor Jerry Sanders

SUBJECT: Veto of Council Resolution R-2009-251 (Outreach services for the Engineering and Capital Projects Department not to exceed \$500,000)

I want to thank you for your support of Item 102 on October 14, 2008, authorizing a capital projects community outreach contract with Katz and Associates not to exceed \$500,000. While I originated this resolution and therefore greatly appreciate the need for these important services, due to the recent change in the City's financial position, I can no longer approve it as I had planned. I am therefore compelled to veto Item 102 (Council Resolution R-2009-251.)

It is my intention that the services outlined in Item 102 be rolled into a previously requested and approved Engineering and Capital Projects community outreach contract with Collaborative Services (Council Resolution R-2009-159.) Should funding become exhausted prior to the completion of these projects, I would consider bringing Item 102 back for future Council consideration.

I cannot stress enough the heightened scrutiny and care that we all must demonstrate when considering expenditures during this unprecedented time of cutbacks and financial uncertainty. Because of this, except in extraordinary circumstances, I will be forced to veto any resolution or ordinance that adds new costs to the City's bottom line.


JERRY SANDERS
Mayor

cc: Andrea Tevlin, Independent Budget Analyst
Michael Aguirre, City Attorney
Liz Maland, City Clerk

001901

DOCKET SUPPORTING INFORMATION

CITY OF SAN DIEGO

EQUAL OPPORTUNITY CONTRACTING PROGRAM EVALUATION

DATE:

August 1, 2008

331

11/18

SUBJECT: As Needed Agreement for Community Outreach Services with Katz & Associates

GENERAL CONTRACT INFORMATION

Recommended Contractor: Katz & Associates

Amount of this Action: \$500,000.00

Funding Source: City

SUBCONTRACTOR PARTICIPATION

There is no subconsultant activity associated with this action.

EQUAL EMPLOYMENT OPPORTUNITY COMPLIANCE

Equal Opportunity: Required

Katz & Associates submitted a Work Force Report for their San Diego County employees dated April 1, 2008. The Work Force Analysis reflects under representations in the following category:

Filipinos in Professional

Katz & Associates has demonstrated efforts to diversify their workforce which precludes the need to request an Equal Opportunity Plan.

This agreement is subject to the City's Equal Opportunity Contracting (San Diego Ordinance No. 18173, Section 22.2701 through 22.2702) and Non-Discrimination in Contracting Ordinance (San Diego Municipal Code Sections 22.3501 through 22.3517)

ADDITIONAL COMMENTS

The *Work Force Report Analysis* is attached.



JLR

File: Admin WOFO 2000

Date WOFO Submitted: 4/11/2008
 Input by: kh

Goals reflect statistical labor force availability for the following: 2000 CLFA
 San Diego, CA

City of San Diego/Equal Opportunity Contracting
WORK FORCE ANALYSIS REPORT

FOR
 Company: Katz & Associates

I. TOTAL WORK FORCE:

	Black		Hispanic		Asian		American Indian		Filipino		White		Other		
	Goals	M	F	Goals	M	F	Goals	M	F	Goals	M	F	Goals	M	F
Mgmt & Financial	3.3%	0	0	11.9%	0	1	6.2%	0	0	0.4%	0	0	6.2%	0	0
Professional	4.0%	0	1	12.6%	0	3	6.5%	1	1	0.5%	0	0	6.5%	0	0
A&E, Science, Computer	2.8%	0	0	7.3%	1	0	18.2%	0	0	0.3%	0	0	16.2%	0	0
Technical	6.6%	0	0	14.8%	0	0	17.2%	0	0	0.4%	0	0	17.2%	0	0
Sales	3.9%	0	0	19.5%	0	0	6.8%	0	0	0.6%	0	0	6.8%	0	0
Administrative Support	7.0%	0	1	20.8%	1	0	8.8%	0	0	0.6%	0	0	8.8%	0	5
Services	5.5%	0	0	35.9%	0	0	9.7%	0	0	0.6%	0	0	9.7%	0	0
Crafts	4.5%	0	0	25.6%	0	0	9.1%	0	0	0.7%	0	0	9.1%	0	0
Operative Workers	4.3%	0	0	38.8%	0	0	20.8%	0	0	0.3%	0	0	20.8%	0	0
Transportation	8.1%	0	0	32.1%	0	0	4.5%	0	0	0.5%	0	0	4.5%	0	0
Laborers	4.4%	0	0	54.0%	0	0	4.1%	0	0	0.5%	0	0	-4.1%	0	0
TOTAL		0	2		2	4		1	1		0	0		0	0

HOW TO READ TOTAL WORK FORCE SECTION:

The information blocks in Section 1 (Total Work Force) identify the absolute number of the firm's employees. Each employee is listed in their respective ethnic/gender and employment category. The percentages listed under the heading of "CLFA Goals" are the County Labor Force Availability goals for each employment and ethnic/gender category.

	Mgmt & Financial	Professional	A&E, Science, Computer	Technical	Sales	Administrative Support	Services	Crafts	Operative Workers	Transportation	Laborers
Female Goals	39.8%	59.5%	22.3%	49.0%	49.4%	73.2%	62.3%	8.6%	36.7%	15.2%	11.1%

HOW TO READ EMPLOYMENT ANALYSIS SECTION:

The percentages listed in the goals column are calculated by multiplying the CLFA goals by the number of employees in that job category. The number in that column represents the percentage of each protected group that should be employed by the firm to meet the CLFA goal. A negative number will be shown in the discrepancy column for each underrepresented goal of at least 1.00 position.

TOTAL EMPLOYEES			Female Goals
ALL	M	F	
11	2	9	39.8%
20	3	17	59.5%
1	1	0	22.3%
0	0	0	49.0%
0	0	0	49.4%
7	1	6	73.2%
0	0	0	62.3%
0	0	0	8.6%
0	0	0	36.7%
0	0	0	15.2%
0	0	0	11.1%
39	7	32	

II. EMPLOYMENT ANALYSIS

	Black			Hispanic			Asian			American Indian			Filipino			Female		
	Goals	Actual	Discrepancy	Goals	Actual	Discrepancy	Goals	Actual	Discrepancy	Goals	Actual	Discrepancy	Goals	Actual	Discrepancy	Goals	Actual	Discrepancy
Mgmt & Financial	0.36	0	N/A	1.31	1	N/A	0.68	0	N/A	0.04	0	N/A	0.68	0	N/A	4.38	9	4.62
Professional	0.80	1	N/A	2.52	3	N/A	1.30	2	N/A	0.10	0	N/A	1.30	0	(1.30)	11.90	17	5.10
A&E, Science, Computer	0.03	0	N/A	0.07	1	N/A	0.18	0	N/A	0.00	0	N/A	0.18	0	N/A	0.22	0	N/A
Technical	0.00	0	0.00	0.00	0	0.00	0.00	0	0.00	0.00	0	0.00	0.00	0	0.00	0.00	0	0.00
Sales	0.00	0	0.00	0.00	0	0.00	0.00	0	0.00	0.00	0	0.00	0.00	0	0.00	0.00	0	0.00
Administrative Support	0.49	1	N/A	1.46	1	N/A	0.62	0	N/A	0.04	0	N/A	0.62	0	N/A	5.12	6	N/A
Services	0.00	0	0.00	0.00	0	0.00	0.00	0	0.00	0.00	0	0.00	0.00	0	0.00	0.00	0	0.00
Crafts	0.00	0	0.00	0.00	0	0.00	0.00	0	0.00	0.00	0	0.00	0.00	0	0.00	0.00	0	0.00
Operative Workers	0.00	0	0.00	0.00	0	0.00	0.00	0	0.00	0.00	0	0.00	0.00	0	0.00	0.00	0	0.00
Transportation	0.00	0	0.00	0.00	0	0.00	0.00	0	0.00	0.00	0	0.00	0.00	0	0.00	0.00	0	0.00
Laborers	0.00	0	0.00	0.00	0	0.00	0.00	0	0.00	0.00	0	0.00	0.00	0	0.00	0.00	0	0.00

Goals are set by job categories for each protected group. An underrepresentation is indicated by a negative number, but if the DISCREPANCY is less than -1.00 position, a N/A will be displayed to show there is no underrepresentation.

WORK FORCE REPORT - NAME OF FIRM: Katz & Associates, Inc. DATE: _____

OFFICE(S) or BRANCH(ES): San Diego / Sacramento COUNTY: San Diego / Sacramento

INSTRUCTIONS: For each occupational category, indicate number of males and females in every ethnic group. Total columns in row provided. Sum of all totals should be equal to your total work force. Include all those employed by your company on either a full or part-time basis. The following groups are to be included in ethnic categories listed in columns below:

- (1) Black, African-American
- (2) Hispanic, Latino, Mexican-American, Puerto Rican
- (3) Asian, Pacific Islander
- (4) American Indian, Eskimo
- (5) Filipino
- (6) White, Caucasian
- (7) Other ethnicity; not falling into other groups

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				1								2	8	
Professional		1		3	1	1						2	12	
A&E, Science, Computer				1										
Technical														
Sales														
Administrative Support		1		1									5	
Services														
Crafts														
Operative Workers														
Transportation														
Laborers*														

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

Totals Each Column	0	2	2	4	1	1	0	0	0	0	4	25	0	0
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Grand Total All Employees 39

Non-Profit Organizations Only:

Board of Directors														
Volunteers														
Artists														

001907

REQUEST FOR COUNCIL ACTION
CITY OF SAN DIEGO

1. CERTIFICATE NUMB (FOR AUDITOR'S USE) 331
2900156 11/18

TO: CITY ATTORNEY
2. FROM (ORIGINATING DEPARTMENT): ENGINEERING & CAPITAL PROJECTS
3. DATE: May 9, 2008

4. SUBJECT: As-Needed Agreement for Community Outreach Services with Katz & Associates

5. PRIMARY CONTACT (NAME, PHONE, & MAIL STA.) James Nagelvoort (619) 533-5110 MS 908A
6. SECONDARY CONTACT (NAME, PHONE, & MAIL STA.) Rania Amen (619) 533-5492 MS 908A
7. CHECK BOX IF REPORT TO COUNCIL IS ATTACHED

8. COMPLETE FOR ACCOUNTING PURPOSES

FUND	302453				9. ADDITIONAL INFORMATION / ESTIMATED COST: Community Outreach \$500,000.00.
DEPT.	30244				
ORGANIZATION	106				
OBJECT ACCOUNT	4222				
JOB ORDER	370641				
C.I.P. NUMBER	37-064.0/				
AMOUNT	\$1,000.00				

10. ROUTING AND APPROVALS

ROUTE (#)	APPROVING AUTHORITY	APPROVAL SIGNATURE	DATE SIGNED	ROUTE (#)	APPROVING AUTHORITY	APPROVAL SIGNATURE	DATE SIGNED
1	DEPT DIRECTOR	<i>[Signature]</i>	7/23/08	8	C.O.O.	<i>[Signature]</i>	8/25/08
2	E.A.S.	APPROVAL SIGNATURES ON FILE		9	P&C	<i>[Signature]</i>	8/28/08
3	EOCP			10	CITY ATTORNEY	<i>[Signature]</i>	9/17/08
4	DOCKET LIAISON	<i>[Signature]</i>	7/31/08	11	ORIG. DEPT	<i>[Signature]</i>	9/11/08
5	FM/CIP	<i>[Signature]</i>	8/11/08		DOCKET COORD:	<i>[Signature]</i>	10/1/08
6	COMPTROLLER	<i>[Signature]</i>	8/22/08		COUNCIL PRESIDENT	<input type="checkbox"/> SPOB <input checked="" type="checkbox"/> CONSENT <input type="checkbox"/> ADOPTION	
7	DEPUTY CHIEF	<i>[Signature]</i>	8/25/08		REFER TO:	COUNCIL DATE: 10/14/08	

11. PREPARATION OF: RESOLUTIONS ORDINANCE(S) AGREEMENT(S) DEED(S)

1. Authorizing the Mayor, or his designee, to execute an Agreement with Katz & Associates to provide community outreach services for the Engineering & Capital Projects Department in an amount not to exceed \$500,000; and (Please see other side)

11A. STAFF RECOMMENDATIONS:

Adopt the Resolutions

12. SPECIAL CONDITIONS (REFER TO A.R. 3.20 FOR INFORMATION ON COMPLETING THIS SECTION.)

COUNCIL DISTRICT(S): City-wide

COMMUNITY AREA(S): City-wide

ENVIRONMENTAL IMPACT: This activity (Approving an Agreement and executing a contract) is not a "project" and is therefore exempt from CEQA pursuant to State CEQA Guidelines Section §15060(c) (3).

HOUSING IMPACT: None

ATTACHMENTS: Four (4) signed Memorandum of Agreement and four (4) copies, RFP, Response to RFP, Evaluation Criteria, Selection Panel List, SubConsultant List, Consultant Award Tracking Form, Ownership Information Form, Determination Form and Work Force Report.

CITY CLERK INSTRUCTION: Upon Council approval, please forward two (2) copies of the 1472 and Resolution to Joanne Ferrer at Project Implementation & Technical Services Division, M.S. 908A.

SECTION 11 – PREPARATION OF: RESOLUTIONS, ORDINANCES, ETC. (CONTINUED):

001908

2. Authorizing the expenditure of \$1,000 from CIP No. 37-064.0, Annual Allocation – Americans with Disability Act (ADA) Improvements, Fund 302453, Capital Outlay, for services to Bird Rock Elementary School ADA upgrades.

001909

EXECUTIVE SUMMARY SHEET

DATE REPORT ISSUED: May 9, 2008
 ATTENTION: Council President and City Council
 ORIGINAL DEPT.: Engineering & Capital Projects
 SUBJECT: As-Needed Agreement for Community Outreach Services with Katz & Associates
 COUNCIL DISTRICTS: City-wide
 STAFF CONTACT: James Nagelvoort (619) 533-5110
 Rania Amen (619) 533-5492

REQUESTED ACTION:

Council is requested to approve and authorize the expenditure not to exceed \$500,000.00 for an agreement, two (2) years in duration, with Katz & Associates for Community Outreach services on an as-needed, hourly fee basis.

STAFF RECOMMENDATION:

- Authorizing the Mayor, or his designee, to execute an agreement with Katz & Associates, two (2) years in duration, to provide Community Outreach services for the Engineering and Capital Projects Department in an amount not to exceed \$500,000.00;
- Authorizing the expenditure of a minimum of \$1,000 from CIP 37-064.0, Annual Allocation-Americans with Disability Act (ADA) Improvements, Fund 302453, Capital Outlay, for the purpose for executing this agreement.

EXECUTIVE SUMMARY:

The City currently does not have the capacity to perform community outreach services for various projects. A qualified and licensed consultant is being retained to provide this service. The City advertised the Contract and issued the Request for Proposal for As-Needed Community Outreach Services agreement on August 20, 2007 in the San Diego Daily Transcript and in the City's website for bid and contract opportunities. Six (6) firms were short-listed to be interviewed by the interview/selection panel based on their proposal and evaluation criteria in the request for proposal. On January 28-30, 2008, the short-listed firms were interviewed by the interview/selection panel. Attached is a copy of the evaluation criteria used during the interviews and a list of the selection panel. Katz & Associates was selected as one of two firms highly qualified following a competitive selection and procurement process completed in accordance with the policies, procedures and guidelines in the City Council Policy 300-7, Consultant Services Selection, and the City's Administrative Regulation 25.70 on hiring of consultants other than Architects and Engineers. The City will utilize the expertise of Katz & Associates in construction relations, media relations, community outreach, informational materials, in a timely and efficient manner. Katz & Associates has the expertise, experience and personnel necessary to provide the professional services on an as-needed, hourly fee basis. The City will pay Katz & Associates for performance of all Professional Services rendered in accordance with the Agreement, in an amount not to exceed \$500,000. Katz & Associates have no Subconsultants.

EQUAL OPPORTUNITY CONTRACTING:

Funding Agency: City of San Diego

001910
Goals:

15% Voluntary (MBE/WBE/DBE/DVBE/OBE)

Subconsultant Participation: \$000,000 Certified Firms (00.0%)
\$000,000 Other Firms (00.00%)

Other: Workforce Report Submitted – Equal Opportunity
Plan required. Staff will monitor plan, and adherence
to the Nondiscrimination Ordinance.

FISCAL CONSIDERATIONS:

The City will pay Katz & Associates for performance of all Professional Services rendered in accordance with this Agreement, in an amount not to exceed \$500,000.00. The City agrees to issue at least one Task Order with a minimum aggregate value of \$1,000 to Katz & Associates. Funding for the minimum guarantee amount of \$1,000 will come from CIP 37-064.0, Annual Allocation – Americans with Disability Act (ADA) Improvements, Fund 302453, Capital Outlay, for the purpose of executing this agreement. Future tasks will be funded from various City Department’s budget.

PREVIOUS COUNCIL AND COMMITTEE ACTIONS:

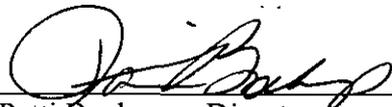
There are no previous actions on this contract.

COMMUNITY PARTICIPATION AND PUBLIC OUTREACH EFFORTS:

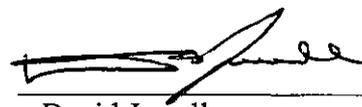
Katz & Associates is being retained to provide these services for the Engineering and Capital Projects Department.

KEY STAKEHOLDERS & PROJECTED IMPACTS (if applicable):

Upon approval of the Agreement, Katz & Associates could receive up to \$500,000.00.



Patti Boekamp, Director
Engineering & Capital Projects Department



David Jarrell,
Deputy Chief of Public Works

001911

The City of San Diego
CERTIFICATE OF CITY AUDITOR AND COMPTROLLER

CERTIFICATE OF UNALLOTTED BALANCE

AC 2900150
ORIGINATING DEPT. NO.: 446

I HEREBY CERTIFY that the money required for the allotment of funds for the purpose set forth in the foregoing resolution is available in the Treasury, or is anticipated to come into the Treasury, and is otherwise unallotted.

Amount: _____ Fund: _____

Purpose: _____

Date: _____ By: _____
AUDITOR AND COMPTROLLER'S DEPARTMENT

ACCOUNTING DATA										
ACCTG. LINE	CY PY	FUND	DEPT	ORG.	ACCOUNT	JOB ORDER	OPERATION ACCOUNT	BENF/ EQUIP	FACILITY	AMOUNT
TOTAL AMOUNT										

FUND OVERRIDE

CERTIFICATION OF UNENCUMBERED BALANCE

I HEREBY CERTIFY that the indebtedness and obligation to be incurred by the contract or agreement authorized by the hereto attached resolution, can be incurred without the violation of any of the provisions of the Charter of the City of San Diego; and I do hereby further certify, in conformity with the requirements of the Charter of the City of San Diego, that sufficient moneys have been appropriated for the purpose of said contract, that sufficient moneys to meet the obligations of said contract are actually in the Treasury, or are anticipated to come into the Treasury, to the credit of the appropriation from which the same are to be drawn, and that the said money now actually in the Treasury, together with the moneys anticipated to come into the Treasury, to the credit of said appropriation, are otherwise unencumbered.

Not to Exceed: \$1,000.00

Vendor: Katz & Associates

Purpose: Authorizing the expenditure of funds for the purpose of executing the As-Needed Agreement for Community Outreach Services for Bird Rock Elementary School ADA Upgrades. CIP 37-064.1

Date: August 22, 2008 By: [Signature]
AUDITOR AND COMPTROLLER'S DEPARTMENT

ACCOUNTING DATA										
ACCTG. LINE	CY PY	FUND	DEPT	ORG.	ACCOUNT	JOB ORDER	OPERATION ACCOUNT	BENF/ EQUIP	FACILITY	AMOUNT
001	0		30244	106	4279	370641				\$1,000.00
TOTAL AMOUNT										\$1,000.00

AC-361 (REV 2-92)

FUND OVERRIDE

AC 2900150

City of San Diego
 Engineering and Capital Projects Department
 Estimated 2 Year Community Outreach Budget
 Prepared August 20, 2007

001913

Task	Principal	Sr. Vice President	Senior Account Executive	Account Executive II	Account Coordinator	Project Support	Labor	Hard Costs	Total
	\$225	\$210	\$105	\$88	\$53	\$42			
Community and Stakeholder Meetings									
Prepare for and attend up to 20 community or stakeholder meetings to support construction projects	4	20	40	80	80	60	\$22,319	\$5,000	\$27,319
Develop meeting materials for up to 20 meetings	4	6	80	120	70	40	\$26,395	\$4,000	\$30,395
Standard Telephone Service and E-mail Responses									
Handle responses to to stakeholder inquiries as needed, including documentation of follow up	2	2	20	80	220	40	\$22,965	\$1,000	\$23,965
E-mail Updates									
Prepare and distribute e-mail updates to stakeholders as needed	0	0	40	90	80	20	\$17,105	\$300	\$17,405
Online Project Web page and/or Newsletters									
Prepare online Web page content and/or newsletter content. Prepare and distribute project news releases as needed. Prepare brochures and fact sheets as needed. Cost includes graphic design, but assumes printing will be handled by City through the city print shop.	8	12	250	300	200	120	\$72,300	\$6,500	\$78,800
							\$161,084	\$16,800	\$177,884

This estimated budget is based on two concurrent projects over a two year period. Actual budgets will be tailored to specific projects and timelines.

City of San Diego
 Engineering and Capital Projects Department
 Estimated 2 Year Community Outreach Budget
 Optional Services
 Prepared August 20, 2007

001914

Task	Principal	Sr. Vice President	Senior Account Executive	Account Executive II	Account Coordinator	Project Support	Labor	Hard Costs	Total
	\$225.00	\$210.00	\$105.00	\$87.50	\$52.50	\$41.50			
Facilitation									
Prepare for and facilitate up to four, two hour stakeholder meetings	0	16	0	0	0	0	\$3,585	\$250	\$3,835
Advisory Committee Management									
Manage the development and implementation of one advisory group made up of 15 members that meets 6 times for two hours per meeting. Coordinate communication between meetings and provide strategic counsel to city staff on group formation, scope and final work product.	4	50	12	40	120	30	\$23,034	\$3,500	\$26,534
Trade Outreach									
Arrange placement of and prepare one article for publication in a trade journal. Arrange placement of and prepare one presentation for an industry conference.	4	8	0	16	0	10	\$4,395	\$500	\$4,895
Groundbreaking and Dedication Events									
Plan two events (groundbreaking or dedication) to commemorate significant projects. Includes invitations, event coordination, speaking points, AV equipment, décor, mementos, tables and chairs, and media promotion.	2	4	30	15	40	40	\$9,513	\$4,500	\$14,013
							\$40,527	\$8,750	\$49,277

This estimated budget is based on two concurrent projects over a two year period. Actual budgets will be tailored to specific projects and timelines.



001915

THE CITY OF SAN DIEGO

CONSULTANT AWARD TRACKING FORM

Consultant Award Tracking Form: The purpose of this form is to track the cumulative amount of money awarded to both architectural and engineering (A&E) firms and non-A&E firms; and to ensure that the cumulative amount of money awarded to consultant does not exceed \$250,000 in a fiscal year including this contract. If this cumulative award limit is exceeded, inclusive of this contract award, Council approval is required.

A copy of this form must be attached to Forms PA-700, PA-2159, CM-1544, 1472, DP's and PO's for processing. In addition to this, a copy is to be sent to the Consultant Services Coordinator.

THIS SECTION TO BE COMPLETED BY CITY STAFF

Date: 5/27/08 Department Name: Engineering and Capital Projects
City Project Manager: Rania Amen Phone: (619) 533-5492
Name of Firm: Katz & Associates, Inc.
Project Name: Contract Amount: \$ 500,000.00

Appropriate approval authority:

- Department Approval: See Section 5 of A.R. 25.60, and Section 5.2 of AR 25.70 for non-A&E firms
City Manager: See Section 6 of AR 25.60 and Section 6 of AR 25.70 for non-A&E firms
City Council: See Section 7 of AR 25.60

THIS SECTION TO BE COMPLETED AND REVIEWED BY CONSULTANT (Prior to the interview process)

The City reserves the right to disqualify any Consultant from the interview process if this tracking form is not completely and accurately executed prior to the consultant's contract award.

If it is determined subsequent to the contract award that this tracking form was not accurately executed, the underlying contract will be illegal and deemed void pursuant to Municipal Code Section 22.0226. In such an instance, the City shall not be responsible for any losses or damages which may result from the void contract and reserves the right in its sole discretion to award the contract to another Consultant.

Dollar Amount Awarded by the City of San Diego this fiscal year (July 1 through June 30)

Amendment 1 to Document R-302277-1 for an additional \$366,740.00, and pending contract for RFP 8993-08-T for \$500,00 total:

Including this contract: \$866,740.00

I hereby certify that I am an authorized representative of:
Katz & Associates, Inc.

(Name of Firm)

and that I have read and understand this form this 22nd day of May, 2008
(Day) (Month) (Year)

By Sara M. Katz, President
(Typed Name of Authorized Representative)

Sara M Katz
(Signature of Authorized Representative)

001917

OWNERSHIP INFORMATION

SUBJECT - Consultant agreement for City of San Diego As-needed Services

Subject	Name of Firm	Ownership Information
Consultant agreement for City of San Diego As-needed Services	Katz & Associates, Inc.	Sara M. Katz, President Privately held

DETERMINATION FORM

CONFLICT OF INTEREST CODE:
DETERMINATION OF APPLICABILITY TO CONSULTANT

Name of Consultant & Company:

Katz & Associates, Inc.
4250 Executive Sq., Suite 670
San Diego, CA 92037
(858) 452-0031 main
(858) 552-8437 fax

Brandy Worden	Kristina Ray	Sara Katz
Courtney Fadjo	Laura Lorber	Tania Fragomeno
Daniel Jaimes	Lawrence McGuire	Jessica Berlin
Emily Powell	Lewis Michaelson	Jessica Young
Greg Parks	Patricia Tennyson	Sandra Wellhausen

Consultant Duties:

Katz & Associates will provide public outreach and community relations services on an as-needed basis.

Disclosure determination:

X Consultant will not be "making a government decision" or "serving in a staff capacity" as defined in Sections A and B attached. No disclosure required.

_____ Consultant will be "making a government decision" or "serving in a staff capacity" as defined in Sections A and B attached. Consultant is required to file a Statement of Economic Interests with the City Clerk of the City of San Diego in a timely manner as required by law.

_____ Disclosure required to the broadest level.

_____ Disclosure required to a limited extent:

By: Sara M. Katz
Sara M. Katz

May 14, 2008

Rania Amen
Rania Amen, Senior Engineer

- *Forward a copy of this form to the Consultant to notify them of the determination.
- *Forward a copy of this form to the City Clerk's office to go on file for reporting purposes.

BUSINESS ENTERPRISE CERTIFICATE

001521

KATZ & ASSOCIATES, INC.
4250 EXECUTIVE SQUARE, SUITE 670
LA JOLLA, CA 92037

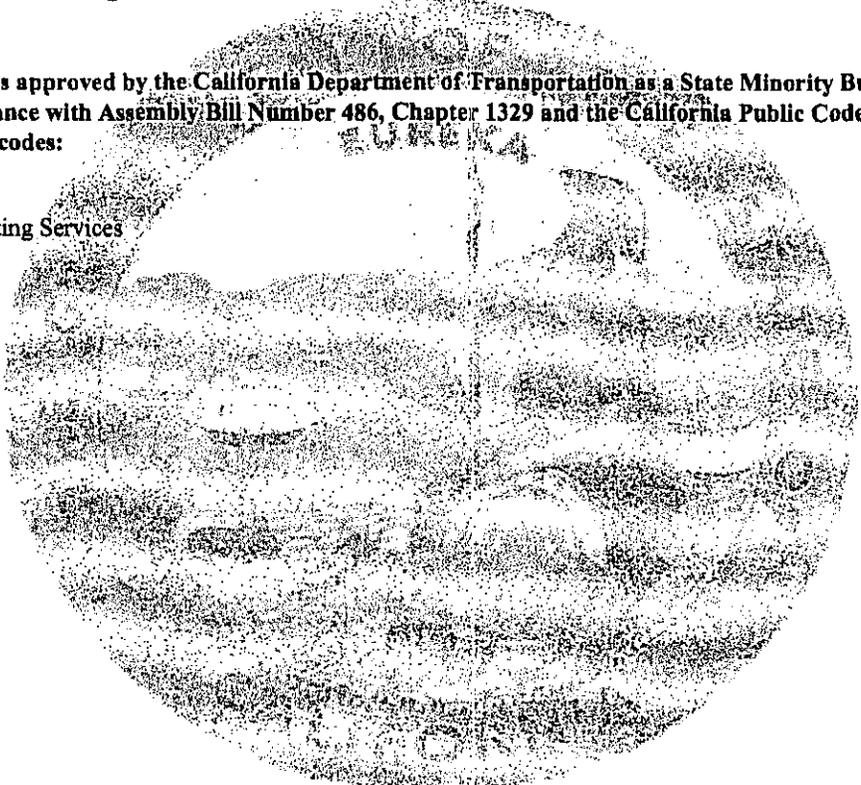
Owner : SARA KATZ

Business Structure : CORPORATION

Programs: STATE WOMEN BUSINESS ENTERPRISE

This certificate acknowledges that said firm is approved by the California Department of Transportation as a State Minority Business Enterprise or State Women Business Enterprise (or in some cases both) in accordance with Assembly Bill Number 486, Chapter 1329 and the California Public Code, Chapter 2.5 (commencing with Section 2050), for the following NAICS codes:

* 541618 Other Management Consulting Services



* Indicates primary NAICS code

CERTIFYING AGENCY:
DEPARTMENT OF TRANSPORTATION
1823 14TH STREET, MS 79
SACRAMENTO, CA 95814 0000
(916) 324-1700

Firm Number : 9279
Renewal Date : October 1, 2008

September 1, 2006

RITA A. NELSON, CERTIFYING AGENCY REPRESENTATIVE



PROCUREMENT DIVISION

Office of Small Business and DVBE Certification

707 Third Street, 1st Floor, Room 400 * PO Box 989052

West Sacramento, California 95798-9052 * (800) 559-5529

SB APP 20060403

April 3, 2006

REF# 0017878
KATZ & ASSOCIATES INC
4250 EXECUTIVE SQUARE STE 670
SAN DIEGO CA 92037

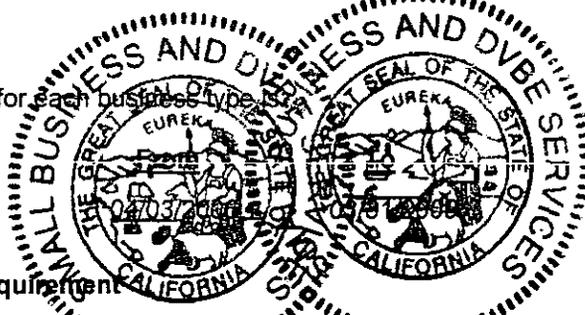
Dear Business Person:

Congratulations on your certified small business status with the State of California. Your certification entitles you to benefits under the state's Small Business Participation Program within state contracting, including a five percent bidding preference and special provisions under the Prompt Payment Act.

Certification period

Your certification period for each business type:

Industry
SERVICE



Annual Submission Requirement

To maintain your certified status, you must annually submit to the Office of Small Business and DVBE Certification (OSDC), proof of annual receipts and proof of employees for your firm and each of your affiliates (if any).

Proof of Annual Receipts

Submit to OSDC, a copy of your firm's and any affiliate firm's ENTIRE federal tax return each year following your certification. Include ALL accompanying schedules, forms, statements, and any other support documents filed with that specific tax return.

If you request a tax filing extension with the Internal Revenue Service, submit to our office a copy of the extension form. When your tax returns are filed, submit a copy of the entire federal tax return to our office.

Proof of Employees

If you have employees whose taxable wages are reported to the California Employment Development Department (EDD) on a quarterly basis, you must annually submit to our office along with your proof of annual receipts, proof of employees for your firm and any affiliates.

We will accept a copy of the EDD's "Quarterly Wage and Withholding Report" (Form DE6) or other format accepted by the EDD. Your employee documents must cover the same four quarters as the tax return you submit for your proof of annual receipts.

If you have out-of-state employees, submit the employee documentation comparable to EDD's "Quarterly Wage and Withholding Report" for the same four-quarter period.

Maintained Your Online Certified Firm Profile

A secure access feature on our website enables you to maintain certain company profile information, including customizable keywords to best describe your business specialties with. Details about the Certified Firm Profile and your secure logon information are available on the final page of this letter. Please keep your logon information page in a secure place and DO NOT share it with anyone or include it with any of your bid documents or submittals.

Reporting Business Changes

You must notify OSDC of all business changes or your certification status will be subject to revocation. The enclosed "Certification Information Change" form identifies specific items that may be reported using the change form and it identifies other changes that require a new certification application submittal.

Prompt Payment Rubber Stamp

The Prompt Payment Act requires state agencies to pay the undisputed invoices of certified small businesses and registered nonprofit organizations on a timely basis. Prompt payment is reinforced by adding interest penalties for late payment. Covered under the Act are certified small businesses that are either a service, manufacturer, or non-manufacturer firm, and nonprofit organizations registered with OSDC.

Compensation on late or unpaid progress payments for certified construction firms is addressed in Public Contract Code, Section §10261.5.

Use of the prompt payment rubber stamp alerts state agencies of a firm's certified small business or registered nonprofit status.

Ordering a rubber stamp

To purchase a prompt payment rubber stamp, complete and submit the enclosed Prompt Payment Rubber Stamp Order Form.

Proof of Eligibility

Maintain this original certification letter for future business needs. To demonstrate your firm's small business eligibility, include a copy of this letter in your state contract bid submittals.

Prior to contract award, agencies will assure the vendor is in compliance with Public Contract Code, Section 10410 et seq. addressing conflict of interest for state officers, state employees or former state employees.

Certification Renewal

A renewal application will be mailed to you prior to the expiration of your small business certification. If you do not receive an application, please call us so that you may timely renew your certification.

REF# 0017878 KATZ & ASSOCIATES INC
001925

April 3, 2006
SB APP 20060403

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If you have any questions, please contact me at 800.559.5529 (Procurement Division receptionist) or 916.375.4940 (OSDC receptionist), by e-mail sherry.felder@dgs.ca.gov, or by fax 916.375.4950. The Procurement Division oversees many programs to further state contracting participation. For more information regarding these programs, visit our website at www.pd.dgs.ca.gov/smbus, or visit the Procurement Division's website at www.dgs.ca.gov/pd.

Sincerely,



Sherry Felder
Certification Officer
Office of Small Business and DVBE Certification

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**Standard Industrial Classification (SIC) Code(s)
Certification Approval Attachment**

You selected the following Standard Industrial Classification (SIC) codes and/or contractor's license classifications to describe your firm's business:

***Construction firms are classified by their California contractor's license classification(s).**

<u>Industry</u>	<u>4-Digit SIC Code*</u>	<u>SIC Code Description</u>
SERVICE	8743	Public relations services

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RESOLUTION NUMBER R-_____

DATE OF FINAL PASSAGE _____

A RESOLUTION OF THE CITY COUNCIL AUTHORIZING
EXECUTION OF AS-NEEDED AGREEMENT FOR
CONSULTANT SERVICES AND EXPENDITURE OF FUNDS

WHEREAS, the City of San Diego [City] issued a Request for Proposal [RFP] to retain the services of a qualified and licensed consultant firm to provide community outreach services for various projects on an as-needed, hourly fee basis;

WHEREAS, Katz & Associates submitted a bid in response to the City's RFP, and was selected as the most qualified firm following a competitive selection process to provide consultant services in construction relations, media relations and community outreach services; and

WHEREAS, the terms of the agreement between the City and Katz & Associates are expressed in the Memorandum of Agreement and attachments incorporated into the agreement [MOA]; NOW, THEREFORE,

BE IT RESOLVED, that the Mayor or his designee, is hereby authorized and empowered to execute, for and on behalf of City, an agreement with Katz & Associates for as-needed consultant services related to community outreach services for the Engineering and Capital Projects Department in an amount not to exceed \$500,000, under the terms and conditions set forth in the MOA, which is on file in the office of the City Clerk as Document

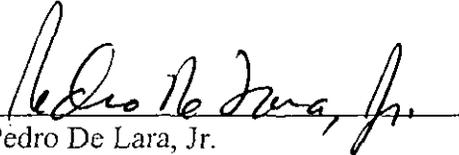
No. RR _____.

BE IT FURTHER RESOLVED, that the expenditure of an amount not to exceed \$1,000 from Capital Outlay Fund 302453, CIP 37-064.0, Annual Allocation – Americans with Disability Act (ADA) Improvements for services to Bird Rock Elementary School ADA Upgrades is hereby authorized, solely and exclusively for the purpose of providing funds for the above MOA and related costs, provided that the City Comptroller first furnishes one or more certificates certifying that the funds are, or will be, on deposit with the City Treasurer.

BE IT FURTHER RESOLVED, that the City Auditor and Comptroller is authorized, upon advice from the administering department, to transfer excess budgeted funds, if any, to the appropriate reserves.

BE IT FURTHER RESOLVED, that this activity is not a “project” and is therefore not subject to the California Environmental Quality Act [CEQA] pursuant to State CEQA Guidelines Sections 15060 (c) (3) and 15378 (b)(5).

APPROVED: MICHAEL J. AGUIRRE, City Attorney

By: 
Pedro De Lara, Jr.
Deputy City Attorney

PDJ:js
09/03/2008
Or.Dept:E&CP
Aud. Cert. 2900150
R-2009-251

I hereby certify that the foregoing Resolution was passed by the Council of the City of San Diego, at this meeting of _____.

ELIZABETH S. MALAND
City Clerk

By _____
Deputy City Clerk

Approved: _____
(date)

JERRY SANDERS, Mayor

Vetoed: _____
(date)

JERRY SANDERS, Mayor

MEMORANDUM OF AGREEMENT

Parties

This Memorandum of Agreement ("MOA") is hereby made by and among Katz & Associates, Inc., ("Proposer") and the City of San Diego ("City"), collectively referred to as the "Parties," to memorialize their acceptance of the terms of the contract resulting to the Proposer's successful proposal in response to the City's Request for Proposal ("RFP") No. 8993-08-T, Community Outreach Services.

Recitals

WHEREAS, the Proposer has submitted a proposal in response to the RFP, and in doing so has agreed that, should the proposal be successful, it will be bound by the terms of the Contract as defined in the RFP, including all Contract Documents, Exhibits and Attachments thereto, and documents incorporated therein by reference;

WHEREAS, the City has determined that the Proposer's proposal is the winning proposal and intends to award the contract to the Proposer on that basis;

THEREFORE, the Parties agree to the following:

Agreement

The Parties mutually agree that, as a result of the City's acceptance of the Proposer's proposal in response to the RFP, the Parties shall be mutually bound by the terms of the RFP, the proposal, and all Contract Documents incorporated into the resulting Contract, as defined in the RFP.

Accepted and Agreed,

City of San Diego

By: Hildred Pepper, Jr.
Director, Purchasing & Contracting

Date: _____

Katz & Associates, Inc.

Sara M. Katz

By:

Date: 5/21/08

I HEREBY APPROVE the form and legality of the foregoing agreement this ____ day of _____, 2008.

MICHAEL J. AGUIRRE, City Attorney

By: _____



001933

THE CITY OF SAN DIEGO

MAYOR JERRY SANDERS

June 3, 2008

05-04-08A10:13 RCVD

Ms. Sara M. Katz
Katz & Associates, Inc.
4250 Executive Square, Suite 670
San Diego, CA 92037-9105

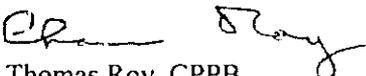
Dear Ms. Katz:

Subject: Proposal No. 8993-08-T Community Outreach Services

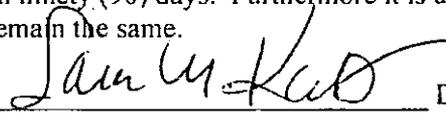
On April 16, 2008 the City issued a letter to Katz & Associates, Inc. indicating that we were recommending award of subject proposal to your Company. The City is moving forward with obtaining internal approvals and it is expected to seek City Council approval for the award in July or early September 2008. As you may know Council does not have meetings in August 2008. Your proposal expires on June 18, 2008. The City of San Diego requests that your Company extend your offer for an additional ninety (90) days beginning June 19, 2008. Furthermore it is understood that all of the terms and conditions and pricing remain the same.

Please indicate your agreement with the above by signing below and mailing this letter back to me by June 13, 2008.

Sincerely,


Thomas Roy, CPPB
Principal Procurement Specialist

I agree that Katz & Associates will extend our offer for subject RFP for an additional ninety (90) days. Furthermore it is understood that all of the terms and conditions and pricing remain the same.

Signed:  Dated: June 3, 2008

Title: President

Copy: File



Purchasing & Contracting Department
Business Office & Support Services

1200 Third Avenue, Suite 200 • San Diego, CA 92101
Tel (619) 236-6000 Fax (619) 235-5209

001934



THE CITY OF SAN DIEGO
MAYOR JERRY SANDERS

M E M O R A N D U M

DATE: March 12, 2008

TO: Patti Boekamp, Director, Engineering & Capital Projects Department

FROM: Marnell Gibson, Deputy Director, Right of Way Design Division, E&CP
Department
James Nagelvoort, Deputy Director, PITS Division, E&CP Department

SUBJECT: Consultant Selection for Community Outreach Services, Proposal
No.8993-08-T-RFP

Following the closing date of Request for Proposal (RFP) stage, on August 20, 2007, six (6) community outreach services firms were approved to be short-listed to participate in the interview process.

On January 28th, 29th and 30th, 2008, the short-listed firms were interviewed by the following selection panel which included:

1. Rania Amen, Senior Civil Engineer, Engineering & Capital Projects Department
2. Thomas Roy, Principal Procurement Specialist, Purchasing and Contracts Dept.
3. Carol Drummond, Senior Public Information & Media Relations Officer, E&CP
4. Racquel Vasquez, Public Information Officer, Water Department

The interviews were conducted in conformance with Council Policy 300-7. Attachment 'A' is a copy of the evaluation criteria used during the interviews. Based on the Contract Price Proposal and Community Outreach technical criteria (1. Qualifications and Experience, 2. Executive Summary and Specifications, 3. Past Performance as indicated by References, 4. Oral Presentation - Interview and 5. Establishment of Rapport of Key Personnel), the selection panel rated the community outreach services firms. The evaluation results of the consultant nominees was unanimously achieved, and is as follows:

Highly Qualified (HQ)

Collaborative Services
Katz & Associates
PBS&J

March 12, 2008

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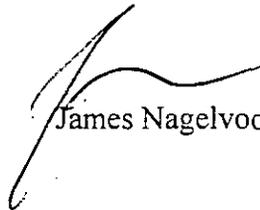
Qualified (Q)

Jones & Stokes
MJE Marketing
Pacific Municipal Consultants (PMC)

I approve the selection of Collaborative Svcs. and Katz & Assocs. be hired to provide the As-Needed Community Outreach Services for the Engineering & Capital Projects Department and for contract negotiations to commence.

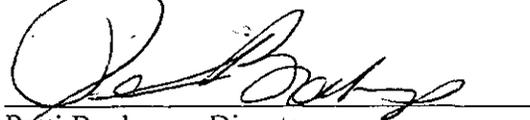


Marnell Gibson.



James Nagelvoort

Approved:



Patti Boekamp, Director
Engineering & Capital Projects Department

Date: 4/9/08

LR/mg

Attachments: Evaluation Criteria

- cc: Afshin Oskoui, Assistant Director, Engineering & Capital Projects Department
Rb Rania Amen, Senior Civil Engineer, Right of Way Design Division, E&CP Department
Siavash Haghkahr, Associate Engineer Civil, PITS Division, E&CP
Carol Drummond, Senior Public Information & Media Relations Officer, E&CP
Thomas Roy, Principal Procurement Specialist, Purchasing and Contracts Department
Racquel Vasquez, Public Information Officer, Water Department

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P&C Date Received 8/29/08
Tracking Number 1762
P&C Contact Pepper

The City of San Diego
PURCHASING & CONTRACTING DEPARTMENT
ROUTING SLIP

NOTE: Please use this form for routing purposes when submitting documents to Purchasing & Contracting.
(for signatures: Purchasing & Contracting Execution Signature, Equal Opportunity Contracting or the Purchasing Agents or for document preparation: construction contracts, professional services agreements, service agreements, 1472's, 1544's, PA700's, specifications sheet, etc).

Please indicate commodity code of contractual service for proper routing of document.

Originator: _____ Phone No. _____

Subject/Title of Project: As-Needed Agreement for Community Outreach Services

Doc. Type (check one): 1472 1544 PA700 Amendment Change Order
Original Contract Service Agreement Other

TO:

Construction Contracting	A&E Consulting	Other Professional Services
<input type="checkbox"/> 9200 Minor Construction	<input type="checkbox"/> 9902 Aerial Survey	<input type="checkbox"/> 9100 Revenue Contracts
<input type="checkbox"/> 9300 Metro Construction	<input type="checkbox"/> 9903 Architectural	<input type="checkbox"/> 9900 Consultants Other
<input type="checkbox"/> 9400 E&C Major Construction	<input type="checkbox"/> 9908 Construction Related A&E	<input type="checkbox"/> 9901 Accounting
	<input type="checkbox"/> 9909 Design A&E	<input type="checkbox"/> 9904 Artist-Fine, Graphic, Visual
	<input type="checkbox"/> 9910 Engineering A&E	<input type="checkbox"/> 9905 Appraiser
	<input type="checkbox"/> 9914 Geotechnical A&E	<input type="checkbox"/> 9906 Banking
	<input type="checkbox"/> 9923 Horticulturist A&E	<input type="checkbox"/> 9907 Computer Consultant
	<input type="checkbox"/> 9924 Biological A&E	<input type="checkbox"/> 9911 Financial
	<input type="checkbox"/> 9925 Environmental A&E	<input type="checkbox"/> 9912 Insurance, Ins. Broker
	<input type="checkbox"/> 9926 Archaeological A&E	<input type="checkbox"/> 9913 Investment
	<input type="checkbox"/> 9927 Oceanography/EMTS Lab Services	<input type="checkbox"/> 9915 Legal
		<input type="checkbox"/> 9916 Lobbyist
		<input type="checkbox"/> 9917 Medical
		<input type="checkbox"/> 9919 Planning
<input type="checkbox"/> Other (ex. casement agreement, contract from another agency, etc.)		<input type="checkbox"/> 9920 Real Estate
		<input type="checkbox"/> 9921 Training
		<input type="checkbox"/> 9922 Utility, Billing, Rate Analysis
		<input type="checkbox"/> 9928 Auditors

NOTE: This routing slip will assist in expediting your request.
Please call 236-6000 if you need assistance in determining the commodity code.

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I. BACKGROUND, SCOPE OF WORK, AND OBJECTIVE

A. BACKGROUND

The City of San Diego, (City) Engineering and Capital Projects Department (E&CP) is a successful contract services, facility design, and project management organization with its main office in the downtown area. E&CP is responsible for planning, designing, and constructing public improvement projects which include fire stations, police stations, public libraries, parks, park buildings, bikeways, street lights, traffic signals, street improvements, drainage systems and water & sewer facilities.

This RFP is being issued in order to solicit proposals from qualified Proposers to provide Community Outreach Services with particular emphasis on a complex and sensitive Public Information and Community Outreach Program.

Interested parties, (Proposers) who have successfully demonstrated an ability to perform comparable consulting work for a city or public agency of similar size and have a proven record of success in Community Outreach are invited to submit a response to this Request for Proposal (RFP).

B. SCOPE OF WORK

The principal responsibility of the Contractor shall be to provide public information and relations on as-needed basis to critical and sensitive citywide impact affected by the projects of EC&P. See Section V, Specifications for the core requirements and other requirements.

C. OBJECTIVE

The objective of this RFP is to make an award to a qualified Proposer that delivers Community Outreach Services, which represents best overall value to the City meeting the specifications and requirements of this RFP.

D. TERMS AND DEFINITIONS

The following specific terms and definitions are used herein:

1. Must or shall: Used throughout this RFP to indicate mandatory requirements.
2. BAFO: Best and Final Offer
3. Contract Administrator: Successful Proposer's point of contact for implementation of project specified per this RFP. Contact information for Contract Administrator will be provided after award of contract.

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II. RFP PROCESS

A. PROCUREMENT SPECIALIST – ISSUING OFFICE

Proposers who have received this Request for Proposal, (RFP) from a source other than the Procurement Specialist listed on the cover page should immediately contact the Procurement Specialist and provide their name and mailing address in order that addenda to the RFP, or other communications, can be sent to them. Proposers who fail to notify the Procurement Specialist with this information assume complete responsibility in the event that they do not receive communications prior to the closing date.

B. QUESTIONS

Proposers are responsible for reading carefully and understanding fully the terms and conditions of this RFP. All contact between Proposers and the City will be formally made at scheduled meetings or in writing through the Procurement Specialist. Requests for clarification or additional information must be made in writing to the Procurement Specialist and received at the Purchasing & Contracting Department listed on the cover page no later than August 6, 2007. Such requests should contain the following: “QUESTIONS: 8993-08-T-RFP”. Only written communications relative to the procurement shall be considered. Electronic mail is the only acceptable method for submission of questions. Please e-mail Tom Roy at TRoy@san Diego.gov. It is incumbent upon Proposers to verify City receipt of their questions. All questions will be answered in writing. Both questions and answers will be distributed, without identification of the inquirer(s), to all Proposers who are on record with the Procurement Specialist as having received this RFP. No oral communications can be relied upon for this Proposal. To the extent that a question causes a change to any part of this RFP, an addendum shall be issued addressing such.

C. SUBMISSION OF PROPOSALS

1. Proposals shall be:

- a. Submitted in the format set forth herein;
- b. Made in the official name of the firm or individual under which Contractor’s business is conducted (including the official business address);
- c. Proposers must complete and sign the RFP cover page with an original signature, by a person duly authorized to commit the successful Contractor to the contract acknowledging any addenda. Failure to submit the RFP cover page as specified will result in rejection of the Proposal;
- d. Submitted in envelopes clearly marked with the assigned RFP number and closing date/time referenced on the outside of the envelope (lower left corner);
- e. Separated into Technical and Price Proposal Volumes; and

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- f. Addressed to the Procurement Specialist identified on the cover page of this RFP.

Proposers must submit one (1) original and five (5) copies of the Technical Volume plus one (1) original and five (5) copies of the Price Proposal Volume sealed under separate cover. Attachments shall be provided in the same manner. Commingling of technical and price information or failure to submit the two (2) volumes separately and sealed may cause it to be rejected as non-responsive and not acceptable. The volumes, which contain original documents, should be clearly identified as the ORIGINAL Technical and the ORIGINAL Price Proposal Volume. Faxed Proposals will not be accepted.

D. CLOSING DATE

Proposals must arrive at the location, date, and time identified on the cover page of this RFP in the format set forth herein. There will be no public opening of the Proposals. The names of Proposers will not be released until announcement of award.

E. LATE SUBMISSIONS

Proposers mailing Proposals should allow sufficient mail delivery time to insure timely receipt by the issuing office. Any Proposal, modifications to Proposals, request for withdrawal of Proposals, or Best and Final Offers (BAFO) arriving after the closing date and time will be considered late and will only be accepted in accordance with the applicable City of San Diego's General Provisions for Proposals. Delivery of the Proposal to the specified location by the prescribed time and date is the sole responsibility of Proposers. A record of late submission, request for withdrawal, modification of a Proposal, or BAFO shall be made in the appropriate procurement file.

F. ECONOMY OF PREPARATION

Proposers shall prepare each Proposal simply and economically, providing a straightforward, concise description of Proposers' offer and capabilities to satisfy the requirements of this RFP. Emphasis should be on completeness and clarity of content.

G. TWO (2) VOLUME PROPOSALS

The selection procedure for this procurement requires an independent evaluation of the technical and price Proposals. This separation allows for evaluation of technical Proposals on their technical merit only. Consequently, Proposers shall submit their Proposal in two (2) separately sealed volumes as specified below.

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1. Volume I – Technical Proposal

a. Executive Summary

The Executive Summary shall contain a brief narrative or synopsis summary of how the Proposal meets the needs of the City incorporating Proposers' understanding of the background, scope of work, and objective as specified in Section I of the RFP.

b. Section IV, Specifications

The information specified herein must be addressed in the technical Proposal. Proposers must expressly indicate that the Proposal satisfies and is fully capable of providing each point of the RFP. Proposers shall provide responses to each paragraph in the same order as the RFP citing the heading and then their response. Simple "Yes", "No", or "Comply" responses to stated Specifications are insufficient. Rather, the Proposers must describe in detail how the proposed products and/or services meet or exceed the requirements of this RFP and Proposers shall state their understanding and compliance. Additionally, Proposers must explain any exception or deviation from the requirements in accordance with the applicable General Provisions for Proposals. Proposers should also include any other information they feel may be of benefit to the City.

Proposers are urged to read the Contract Documents very carefully and to submit their questions, in writing, by the due date for questions. Misinterpretation of the Contract Documents by the Proposer shall not relieve the Proposer of responsibility to perform the contract.

2. Volume II – Price Proposal

This volume consists of and must contain the following items. Proposers shall not include any technical information or Specific Provisions and Specifications in the Price Proposal Volume.

a. Completion and Signing of the RFP Cover Page

Proposers must complete and sign the RFP cover page with an original signature, by a person duly authorized to commit the successful Contractor to the contract acknowledging any addenda. Failure to submit the RFP cover page as specified will result in rejection of the Proposal.

b. Price Proposal Pages

Proposers shall submit pricing Proposals on the City's Price Proposal pages, unless otherwise stated in this RFP.

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c. Additional Submittals/Forms

- (1) Proposer's References (use form on page 22.)
- (2) Proposer's Statement of Subcontractors (use form on page 23).
- (3) Proposer's Statement of Financial Responsibility as specified in Section II, paragraph L (use form on page 24).
- (4) Certification Survey (use form on page 25).
- (5) Contractor Standards Questionnaire (use form on pages 26-30). This RFP is subject to the Contractor Standards clause of the Municipal Code, Chapter 2, Article 2, and Division 32, adopted by Ordinance No. O-19383. The Contractor Standards Rules and Regulations are available at www.sandiego.gov/purchasing or by request from the Purchasing Division by calling (619) 236-6000.

H. SUBMITTALS REQUIRED UPON PROVISIONAL AWARD

1. Insurance requirements as specified in Section III, paragraph B.
2. Taxpayer Identification number (W-9) as specified in General Provisions dated January 18, 2005.
3. Business Tax License as specified in Section III paragraph L, if not currently on file.

I. EVALUATION COMMITTEES

The Purchasing Agent shall establish separate technical and price evaluation committees to review and rate Proposals. The price evaluation committee may be composed of the Procurement Specialist and any other individuals appointed by the Purchasing Agent. The technical evaluation committee shall be composed of other individuals appointed by the Purchasing Agent.

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J. ACCEPTABILITY OF PROPOSALS

The Procurement Specialist shall determine which Proposers have met the requirements of the RFP. Failure to comply with any mandatory requirement will disqualify a Proposal. The Procurement Specialist shall have the sole authority to determine whether any deviation from the requirements of this RFP is substantial in nature. The Procurement Specialist may waive or permit to be cured minor irregularities or minor informalities in Proposals that are immaterial or inconsequential in nature, whenever it is determined to be in the City's best interest.

The City may accept other than the lowest priced offer. The Procurement Specialist may conduct discussions with Proposers in any manner deemed necessary to best serve the interests of the City. The Procurement Specialist may limit the competitive range to firms highly rated technically and whose prices are considered to be reasonable by the City for purposes of efficiency. The Procurement Specialist may reject in whole or in part any and all Proposals if such is in the City's interest.

K. TECHNICAL EVALUATION

The Technical Evaluation Committee (TEC) shall conduct its evaluation of the technical merit of the Proposals in accordance with this solicitation. The Proposer must satisfy and explicitly respond to all requirements of this RFP, including a detailed explanation of how each item listed in this RFP is to be met. The last phase of this technical evaluation will be the ranking by the Committee of each qualified Proposal on technical merit.

The criteria that will be used by the Technical Evaluation Committee for the technical evaluation of Proposals for this procurement are listed below in decreasing order of importance.

1. Qualifications and Experience;
2. Executive Summary and Specifications;
3. Past performance as indicated by references; and
4. Oral presentation, interview and establishment of rapport with key personnel.

The Committee may request additional technical assistance from any source. References shall be used during the evaluation process.

L. PRICE EVALUATION

The separate Price Proposal Volume will be distributed to the Price Evaluation Committee. This information will then be used to establish a ranking.

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Proposers are required to submit, with their price Proposal, a statement of financial responsibility as specified in the Forms Section. This document will be used in determining the Proposers' financial responsibility.

Additionally, the City reserves the right to require, during Proposal evaluation, that Proposers provide a copy of their most current Annual Report or audited Statement of Financial Condition to include a Balance Sheet, Income Statement, and Cash Flow Statement or other acceptable financial information. These documents may be relied on in further determining Proposers' financial responsibility.

M. ORAL PRESENTATIONS

Proposers may be required to make individual oral presentations to the City Evaluation Committee, or its designated representatives, in order to clarify their Proposals. Additionally, the Proposer's key personnel may be required to be interviewed by the City's Evaluation Committee, or its designated representatives. Interviews may be by telephone and or in person. Multiple interviews may be required. The purpose of the interview of the key personnel is to determine if the City is able to establish rapport and a productive professional working relationship with these individual(s). If the City determines that such oral presentation and interview of the key personnel is needed, the Issuing Office will schedule a time and place. Proposers are required to make the oral presentation and interview of the key personnel within three (3) workdays after request by the City. Proposers should be prepared to discuss and substantiate any of the areas of the Proposal submitted, as well as its qualifications to furnish the specified products and services.

Notwithstanding the possibility of a request for an oral presentation and interview of the key personnel, Proposers shall not rely on the possibility of such a request and shall submit a complete and comprehensive written response to this solicitation. Any costs incurred for the oral presentation and interview of the key personnel are the responsibility of the Proposer.

N. NEGOTIATION

The City has the right to accept the Proposal, which serves the best interest of the City, as submitted, without discussion or negotiation. Proposers should, therefore, not rely on having a chance to discuss, negotiate, and adjust their Proposals.

Proposers, who submit Proposals initially judged by the Procurement Specialist to be reasonably susceptible of being selected for award may, be asked to discuss their Proposals with the City to facilitate arrival at a contract most advantageous to the City. If the Procurement Specialist determines that discussion is in the best interest of the City, the Procurement Specialist will advise Proposers in the competitive range to submit a Best and Final Offer (BAFO) for consideration after discussions are held.

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However, discussions may not be conducted if the Procurement Specialist determines either that discussions are not in the best interests of the City or that discussions need not be conducted: (a) with respect to prices that are fixed by law or regulation, although consideration shall be given to competitive terms and conditions; (b) because the time of delivery or performance does not permit discussions; or (c) because it can be demonstrated clearly from the existence of adequate competition or accurate prior price experience with the particular item that acceptance of an initial offer without negotiation would result in a fair and reasonable price.

O. CITY'S UNILATERAL RIGHT

The City reserves the unilateral right to cancel this RFP, in whole or in part, or reject all Proposals submitted in response to this RFP when such action is determined to be fiscally advantageous to the City or otherwise in the best interest of the City; the unilateral right to award a contract in whole or in part; to award a contract to one or more Proposers; to waive or permit cure of minor irregularities; and to conduct discussions with Proposers in any manner necessary to serve the best interest of the City.

P. EVIDENCE OF RESPONSIBILITY

Prior to the award of a contract pursuant to this RFP, the Procurement Specialist may require Proposer to submit such additional information bearing upon Proposer's ability to perform the contract as the Procurement Specialist deems appropriate. The Procurement Specialist may also consider any information otherwise available, but not limited to price, technical, and qualifications relative to ability, capacity, integrity, ethics, performance record, and experience of the Proposer.

Q. BASIS OF AWARD

The Procurement Specialist will recommend contract award to the responsible Proposer(s) who's Proposal is determined to provide overall best value to the City, considering the evaluation factors in this RFP, including price.

Technical ranking of Proposals will be combined with the corresponding price ranking to determine a final ranking for each Proposal. Technical merit will have greater weight than price. However, the more closely Proposals are ranked technically, the more important price will become.

R. INCURRED EXPENSES

The City will not be responsible for any expenses incurred by Proposers in preparing and submitting a Proposal or best and final offer or in making an oral presentation or demonstration.

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III. SPECIFIC PROVISIONS

A. ROLES OF THE CITY OF SAN DIEGO PURCHASING AGENT, PROCUREMENT SPECIALIST, AND CONTRACT ADMINISTRATOR

The Procurement Specialist is the City of San Diego's authorized representative for all pre-contract matters related to this contract. Throughout the duration of the contract, the Purchasing Agent shall be the only individual with authority to modify any provisions of this contract including, without limitation, the statement of work, pricing, or any other sections in accordance with the applicable General Provisions for Proposals. The City's Contract Administrator or designee shall be the principal interface on behalf of the City for post-award technical matters, and shall have the authority to explain and provide further details regarding the City's expectations concerning the work to be performed hereunder and/or the items to be provided herein. The Contract Administrator or designee shall have no authority to modify any provisions of this contract.

B. INSURANCE REQUIREMENTS

All required insurance shall be submitted to Purchasing within ten (10) days of provisional award. Failure to provide the insurance certificates within the time frame specified by the City shall be cause for the Proposal to be rejected as non-responsive and not acceptable. The Proposer shall maintain insurance in full force and effect during the entire period of performance under contract. Failure to do so shall be cause for termination of the contract.

All policies must have a thirty (30) day non-cancellation clause giving the City thirty (30) days prior written notice in the event a policy is canceled. At the end of each contract year, the City reserves the right to review insurance requirements and to require more or less coverage depending upon assessment of the risk, the Proposer's past experience, and the availability and affordability of increased liability insurance coverage.

Insurance coverage must be from insurers licensed in the State of California, rated at least "A-, VI" or better by the current A.M. Best Key Rating Guide and approved by the City. Non-admitted surplus lines insurers may be accepted provided they appear on the current California List of Eligible Surplus Lines Insurers (LESLI list) and otherwise meet City requirements.

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The following coverage shall be required:

1. Commercial General Liability with coverage for bodily injury, including death, and property damage with limits of at least one million dollars (\$1,000,000.) per occurrence and one million dollars (\$1,000,000.) aggregate. Coverage shall be written on an occurrence form which shall be endorsed to provide that it is primary and non-contributory to any insurance carried by the City. In addition, the City, its elected officials, officers, employees, agents and representatives shall be named as additional insureds pursuant to a separate endorsement, CG2010 (11/85) or equivalent.
2. Automobile Liability coverage with limits of at least one million dollars per occurrence, combined single limit (\$1,000,000.00 CSL) for owned, non-owned and hired vehicles ("any auto"). The City, its elected officials, officers, employees, agents and representatives shall be named as additional insureds pursuant to a separate endorsement unless the coverage is written on a standard ISO CA 00-01 policy in which case, no separate endorsement is required although the additional insured status must be noted on the certificate.
3. Worker's Compensation insurance in an amount to satisfy statutory requirements for all employees subject to the California Labor Code provisions; in addition, Employer's Liability coverage with limits of at least one million dollars (\$1,000,000.) per employee shall be provided. The policy shall be endorsed to include a waiver of subrogation in favor of the City.
4. Professional Liability insurance is required. The successful Proposer shall obtain, at its sole cost and expense, Professional Liability coverage with limits of at least one million dollars (\$1,000,000) per occurrence and four million dollars (\$4,000,000) aggregate, covering the risk of errors and omissions, negligent acts and costs of claims/litigation, including investigation and court costs. If the coverage is written on a "claims-made" form, the successful Proposer must ensure that the policy retro date is on or before the date of the award of this RFP and that coverage is maintained or the policy has a reporting period of at least three (3) years following completion or termination of the performance of professional services under this RFP.

Any deductibles or self-insured retentions are the sole responsibility of the Proposer and any deductibles or self-insured retentions in excess of ten thousand dollars (\$10,000.) shall be disclosed to and acceptable to the City.

C. GENERAL PROVISIONS

Except as otherwise specified herein, the City of San Diego General Provisions for Proposals, dated January 18, 2005, (on file in the Office of the Purchasing Agent) are incorporated as part of this Proposal and any resulting contract by reference. The General Provisions are available online at www.sandiego.gov/purchasing or via request from the Purchasing & Contracting Department by calling (619) 236-6000.

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By signing and/or authorizing the Proposal submittal, the Proposer acknowledges that they have read and understood the meaning, intent, and requirements of said General Provisions; and acknowledge said General Provisions are included as a part of this Proposal.

D. INDEPENDENT CONTRACTOR

It is understood and agreed that the Proposer is an independent Contractor of the City and not an employee. The City shall not withhold income taxes, social security, or any other sums from the payments made to the successful Proposer. If the successful Proposer employs additional persons in the performance of this contract, those persons shall in no way be considered employees of the City, but rather they shall be employees or Subcontractors of the successful Proposer, and the successful Proposer bears full responsibility for compensating those persons.

E. SUBCONTRACTING

The successful Proposer shall not subcontract all or any part of the work to be performed pursuant to this request for proposal without the prior written approval of purchasing.

F. DELAYS AND EXTENSIONS OF TIME

1. The successful Proposer agrees to perform the work continuously and diligently and no charges or claims for damages shall be made by it for any delays or hindrances, from any cause whatsoever, during the progress of any portion of the work specified in this contract.
2. Time extensions will be granted only for excusable delays that arise from unforeseeable causes beyond the control and without the fault or negligence of the successful Proposer, including but not restricted to, acts of God, acts of the public enemy, acts of the City in either its sovereign or contractual capacity, acts of another Contractor in the performance of a contract with the City, fires, floods, epidemics, quarantine restrictions, strikes, freight embargoes, or delays of Subcontractors or suppliers arising from unforeseeable causes beyond the control and without the fault or negligence of either the successful Proposer or the Subcontractors or suppliers.

G. SUSPENSION OF WORK

The Contract Administrator unilaterally may order the successful Proposer in writing to suspend, delay, or interrupt all or any part of the work for such period of time as he or she may determine to be appropriate for the convenience of the City.

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H. QUALITY ASSURANCE MEETINGS

Proposer may be required to schedule periodic meetings during the term of the contract to discuss Proposer's performance. This meeting, should it be required, shall be scheduled at the City's request anytime during the term of the Contract. At this meeting, the City will provide Proposer with feedback and will note any deficiencies in contract performance and provide Proposer with an opportunity to address and correct these areas. Additional quality assurance meetings may be required, depending upon Proposer's performance.

I. INSPECTION, ACCEPTANCE, AND PAYMENT

The City's Contract Administrator(s) or designee(s) shall inspect the work to determine if the specifications have been provided in accordance with the Contract. The City reserves the right to determine acceptability. The City shall tie payment of invoices to the deliverables and will authorize payment after the City's acceptance.

J. POST AWARD KICK-OFF MEETING

Proposer receiving award under this solicitation may be required to attend a post award contract kick-off meeting to be scheduled by the Procurement Specialist. The Procurement Specialist will communicate the date, time, location, and agenda for this meeting to the Proposer. Pricing for the post award kick-off meeting shall be included in Section V.

K. BUSINESS TAX LICENSE

Any company doing business with the City of San Diego is required to comply with Section 31.0301 of the San Diego Municipal Code regarding Business Tax. For more information please visit the City of San Diego website at www.sandiego.gov/treasurer/ or call (619) 615-1500.

The City requires that each vendor to provide a copy of their Business Tax License, or a copy of their application receipt. Failure to provide the required documents within ten (10) business days of the City's request may result in a Proposal being declared non-responsive and rejected.

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L. CONTRACT DOCUMENTS

The Contract will be deemed to incorporate the City's Request for Proposal, the Proposal Submitted (Technical Volume and Price Volume), Best and Final Offer (if any), the City of San Diego General Provisions for Proposals dated January 18, 2005 ("General Provisions"), and any exhibits, attachments, or addendums to any of the aforementioned documents. Collectively, these documents will be known as "the Contract Documents" and will constitute the entire agreement between the Parties. To the extent the Contract Documents conflict with one another, Section B.3 of the General Provisions controls the order of priority. The General Provisions are available online at www.sandiego.gov/purchasing or via request from the Purchasing & Contracting Department by calling (619) 236-6000.

M. PRECLUDED PARTICIPATION

The successful Proposer to this RFP will be precluded from participation in any follow-up contracts related to or that incorporate the findings of this RFP.

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IV. SPECIFICATIONS

A. CORE REQUIREMENTS

The principal responsibility of the Contractor shall be to provide public information and targeted community outreach including advocating before the Community and Stakeholders on critical and sensitive issues on behalf of the City relative to E&CP Projects. Work will be required on as needed basis for a period of two (2) years from date of award with options to renew for three (3) additional one (1) year periods, in accordance with the specifications and requirements of this RFP. In coordination with the Engineering and Capital Projects Department (E&CP), the Community Outreach representative shall be responsible in developing and implementing work plans that will include the following work areas but not necessarily limited to:

1. Community and Stakeholder Meetings
 - a. Attendance and/or presentation of project or update before and during construction of projects.
 - b. Prepare presentation materials in coordination with E&CP's project representative.
 - c. Develop written list of follow-up information from community
2. Standard Telephone Service and E-mail Responses
 - a. Respond telephone calls and e-mails from residents
 - b. Record calls and e-mails on City tracking form or electronic tracking form
 - c. E-mail record of call information to Contractor/Project Team
3. E-mail Update to Stakeholders, Community Groups, City Council and other interested parties
4. Online Project Webpage and/or Newsletters
 - a. Write, edit, update and/or produce brochures, pamphlets and news releases.
 - b. Provide residents with updated project information and background information about the project. Information shall be updated weekly, bi-weekly, monthly, or quarterly.

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B. OPTIONAL SERVICES (ADDITIONAL SERVICES)

Provide, at the discretion of the City, optional services (additional services) either within or beyond those specified in Section IV Specifications. Optional services (additional services) may be required on an as-needed basis throughout the term of the contract. The City and the Proposer shall mutually agree on optional services (additional services). Pricing shall be in accordance with Section V of this RF, Pricing for Optional Services (Additional Services).

C. QUALIFICATION AND EXPERIENCE

To enable the City to evaluate the qualifications and experience of the Proposer(s) please provide the following information:

1. Ability to perform comparable work for a city or agency of similar size.
2. Proposer(s) shall include their expertise in Customer service, Community Outreach and Public Relations fields.
3. Specific Experience: Identify the individual(s), key personnel including name, title and relevant experience.

D. REFERENCES

Proposers are required to provide a minimum of three (3) references to demonstrate successful performance for work of similar size and scope to the City of San Diego as specified in this RFP during the past three (3) years. Proposers must also demonstrate that they are properly equipped to perform the work as specified in this contract. Previous experience in providing Customer services, Community and Community Outreach.

E. PROPOSERS IMPLEMENTATION PLAN

Proposers shall provide a contract implementation plan proposing procedural, operational steps, technical approach and milestones of how Contractor intends to provide the work plan with specified deliverables as previously specified. A revised schedule may be required from the Proposer(s) within ten (10) calendar days of the City's notification of provisional award.

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V. PRICING SUBMITTAL

A. PRICE PROPOSAL PAGES - INSTRUCTIONS

Proposers shall submit their proposal for pricing in accordance with the following City's Price Proposal pages, Section VI Pricing Pages, Paragraph A, Fixed Fully Burdened Hourly Rates for key personnel and Paragraph B, Optional Monthly Retainer. Using the enclosed Price Proposal pages will help ensure consistency in the price evaluation. The Price Proposal pages are to be completed in full and shall be incorporated herein. Any deviations from the Price Proposal pages may be considered non-responsive and unacceptable.

Proposers may provide attachments, which further explain their rationale used in determining their pricing. However, price evaluation will be based on prices entered on the City formatted price pages only. Blanks on the price proposal pages will be interpreted as zero (0) and no price will be allowed.

B: OPTION TO RENEW

The City reserves the option to renew the contract for three (3) additional one (1) year periods under the terms and conditions herein stated beginning on the anniversary of the commencement of service. The renewal is contingent on a mutual agreement between the City and the Contractor with such agreement to be confirmed within sixty (60) days prior to the expiration of the contract period. Either the City or the Contractor may decline to confirm the renewal of the contract for any reason whatsoever, which shall render the renewal option null and void.

The City's initial letter offering the contractor an opportunity to renew the contract does not constitute an award of the option period. Any option acceptance must be confirmed by the City, in writing, before it becomes valid.

The City will not grant an option, if the contractor requests an increase which exceeds the average percentage variant for the previous twelve (12) months in the Consumer Price Index for Urban Wage Earners and Clerical Workers (CPI-W) for the San Diego area as published by the Bureau of Labor Statistics, or 5.0%, whichever is less. If a price increase is requested, the Contractor must provide detailed supporting documentation to justify the requested increase. The requested increase will be evaluated by the City, and the City reserves the right to accept or reject such request.

This section will not be considered in the evaluation for award.

The City may desire to extend a contract on a month-to-month basis upon expiration of the current contract period under the terms and conditions of the current contract unless modified in writing. The renewal is contingent on a mutual agreement between the City and the Contractor with such agreement to be confirmed in writing prior to the expiration of the contract period.

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C. PRICING FOR OPTIONAL SERVICES (ADDITIONAL SERVICES)

Pricing for optional services (additional services) will not be included in the evaluation of this RFP. Proposers should provide, as an attachment to their pricing submittal page, pricing for optional services (additional services). Prices shall include firm-fixed fully-burdened hourly labor rates for key personnel for the period of two (2) years from date of award with options to renew for three (3) additional one (1) year periods. Price increases for optional years will be subject to the same specifications delineated under Section V, Pricing Submittal, Paragraph B, and Option to Renew. Expenses will be reimbursed by the City on the basis of fairness, reasonableness, and expenses considered customary by the City. All reimbursable expenses shall be approved by the City in advance.

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VI. PRICING PAGES

A. FIXED FULLY-BURDENED HOURLY RATES FOR KEY PERSONNEL

Prices shall include fixed fully-burdened hourly rates for key personnel for the period of two (2) years from date of award. Expenses will be reimbursed by the City on the basis of fairness, reasonableness, and expenses considered customary by the City. All reimbursable expenses shall be approved by the City in advance. Expenses will not be considered in the evaluation of award.

B. OPTIONAL MONTHLY RETAINER

Monthly retainer \$ _____ x 24 months = \$ _____

The contract to be awarded is inclusive of all fees and costs of operations, including but not limited to office rent, telephone, facsimile, postage, photocopying, support services and overtime, travel and any other expenses incurred in the course of representing the City, including subcontractors. No other charges will be considered. Payment to be made in arrears for services rendered.

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PROPOSER'S STATEMENT OF SUBCONTRACTORS

The Proposer is **required** to state below all subcontractors to be used in the performance of the proposed contract, and what portion of work will be assigned to each Subcontractor. Failure to provide details of Subcontractors may be grounds for rejection of proposal. NOTE: Add additional pages if necessary.

Company Name: N/A Contact Name: _____

Address: _____ Phone Number: _____

_____ Fax Number: _____

Dollar amount of sub-contract: \$ _____ Contract Dates: _____

Contractor's License #: _____

Requirements of contract: _____

What portion of work will be assigned to this subcontractor: _____

Company Name: _____ Contact Name: _____

Address: _____ Phone Number: _____

_____ Fax Number: _____

Dollar amount of sub-contract: \$ _____ Contract Dates: _____

Contractor's License #: _____

Requirements of contract: _____

What portion of work will be assigned to this subcontractor: _____

Company Name: _____ Contact Name: _____

Address: _____ Phone Number: _____

_____ Fax Number: _____

Dollar amount of sub-contract: \$ _____ Contract Dates: _____

Contractor's License #: _____

Requirements of contract: _____

What portion of work will be assigned to this subcontractor: _____

001960

PROPOSER'S STATEMENT OF FINANCIAL RESPONSIBILITY

The Proposer is required to furnish below a statement of financial responsibility, except when the proposer has previously completed contracts with the City of San Diego covering work of similar scope.

I, Sara M. Katz, certify that my company, Katz & Associates, Inc., has sufficient operating capital and/or financial reserves to properly fund the services identified in these contract specifications for a minimum of two (2) full months. I agree that upon notification of provisional award, I will promptly provide a copy of my company's most recent balance sheet, or other necessary financial statements, as supporting documentation for this statement, if requested. I understand that this balance sheet, as well as any other required financial records, will remain confidential information to the extent allowed under the California Public Records Act.

I certify under penalty of perjury under the laws of the State of California that the information contained in this statement is true and correct.

Dated: August 20, 2007 Signature: Sara M Katz

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Certification Survey

For Small, Ethnically and Culturally Diverse,
Woman, Disadvantaged, Disabled Veteran, Or Other Businesses

All Contractors are required to complete this form and return it with their proposal package.

Company Name: Katz & Associates, Inc.

Mailing Address: 4250 Executive Square, Suite 670
San Diego, CA 92037

Telephone No.: (858) 952-0031

E-Mail Address: www.katzandassociates.com

1. Contractor's company is currently certified as small, ethnically and culturally diverse, woman, disadvantaged, disabled veteran, or other business? Yes No

Certification Number/Agency: _____

2. Contractor's company has applied for certification? Yes No

If yes, which agency? N/A

3. Contractor's company is an independently owned business? Yes No

4. Contractor's company is 51% or more owned by a socially, economically, disadvantaged individual*? Yes No

5. SIC Code: 8742

6. Number of Employees: 40

7. Annual Gross Receipts (three year average): 5.25 Million

8. This is not an application for certification. If you would like to receive an application for certification, please check box:

I certify that this information is correct: Sara M Katz August 20, 2007
Authorized Signature Date

* Black Americans, Native Americans, Hispanic Americans, Asian-Pacific Americans, Subcontinent Asian Americans, Women, any additional groups whose members are designated as socially and economically disadvantaged by the Small Business Administration (SBA) at such time as the SBA designation becomes effective.

001962

Purchasing Division • City of San Diego
CONTRACTOR STANDARDS
Questionnaire

On May 24, 2005, the Council of the City of San Diego adopted Ordinance No. O-19383. The intent of the Contractor Standards clause of San Diego Municipal Code §22.3224 is to ensure the City of San Diego conducts business with firms that have the necessary quality, fitness and capacity to perform the work set forth in the contract.

To assist the Purchasing Agent in making this determination, each bidder/proposer must complete and submit the attached questionnaire with the bid/proposal. If a non-competitive process is used to procure the contract, the proposed contractor must submit this completed questionnaire prior to execution of the contract. Submitted questionnaires are public records and information contained within will be available for public review for at least ten (10) calendar days, except to the extent that such information is exempt from disclosure pursuant to applicable law.

All questionnaire responses must be typewritten or printed in ink. If an explanation is requested or additional space is required, respondents must use the Questionnaire Attachment "A" and sign each page. The signatory of this questionnaire guarantees the truth and accuracy of all responses and statements. Failure to submit this completed questionnaire may make the bid/proposal non-responsive and disqualified from the bidding process. If a change occurs which would modify any response, Contractor must provide the Purchasing Agent an updated response within thirty (30) calendar days.

A. PROJECT TITLE:

City of San Diego Community Outreach Services

B. PROPOSER/CONTRACTOR INFORMATION:

Katz & Associates, Inc.		Katz & Associates, Inc.	
Legal Name		DBA	
4250 Executive Square, Suite 670	San Diego	CA	92037
Street Address	City	State	Zip
Nicole Tetreault, bid and proposal manager	(858) 926-4011	(858) 552-8437	
Contact Person, Title	Phone	Fax	

C. OWNERSHIP AND NAME CHANGES:

1. In the past five (5) years, has your firm changed its name?

Yes No

If Yes, use *Questionnaire Attachment "A"* to list all prior legal and DBA names, addresses and dates when used. Explain the specific reasons for each name change.

2. In the past five (5) years, has a firm owner, partner or officer operated a similar business?

Yes No

If Yes, use *Questionnaire Attachment "A"* to list names and addresses of all businesses and the person who operated the business. Include information about a similar business only if an owner, partner or officer of your firm holds or has held a similar position in another firm.

001963

D. BUSINESS ORGANIZATION/STRUCTURE: Indicate the organizational structure of your firm. Check one only on this page. Use *Questionnaire Attachment "A"* if more space is required.

Corporation Date incorporated: 06 / 11 / 1992 State of incorporation: Nevada

List corporation's current officers:

President: Sara M. Katz
 Vice President: Patricia Tennyson
 Secretary: N/A
 Treasurer: N/A

Is your firm a publicly traded corporation? Yes No

If Yes, name those who own five percent (5%) or more of the corporation's stocks:

Limited Liability Company Date formed: / / State of formation: _____

List names of members who own five percent (5%) or more of the company:

Partnership Date formed: / / State of formation: _____

List names of all firm partners:

Sole Proprietorship Date started: / /

List all firms you have been an owner, partner or officer with during the past five (5) years. Do not include ownership of stock in a publicly traded company:

Joint Venture Date formed: / /

List each firm in the joint venture and its percentage of ownership:

Note: Each member of a Joint Venture must complete a separate *Contractor Standards Questionnaire* for a Joint Venture's submission to be considered responsive

001964

E. FINANCIAL RESOURCES AND RESPONSIBILITY:

1. Is your firm in preparation for, in the process of, or in negotiations toward being sold?
 Yes No

If Yes, use *Questionnaire Attachment "A"* to explain specific circumstances, including name of the buyer and principal contact information.

2. In the past five (5) years, has your firm been denied bonding?
 Yes No

If Yes, use *Questionnaire Attachment "A"* to explain specific circumstances; include bonding company name.

3. In the past five (5) years, has a bonding company made any payments to satisfy claims made against a bond issued on your firm's behalf or a firm where you were the principal?
 Yes No

If Yes, use *Questionnaire Attachment "A"* to explain specific circumstances.

F. PERFORMANCE HISTORY:

1. In the past five (5) years, has your firm defaulted on a contract with a government agency?
 Yes No

If Yes, use *Questionnaire Attachment "A"* to explain specific circumstances.

2. In the past five (5) years, has a government agency terminated your firm's contract prior to completion?
 Yes No

If Yes, use *Questionnaire Attachment "A"* to explain specific circumstances and provide principal contact information.

G. COMPLIANCE:

1. In the past five (5) years, has your firm or any firm owner, partner or officer been found to have violated or been penalized for any federal, state or local law in performance of a contract, including but not limited to laws regarding health and safety, labor and employment, wage and hours, and licensing laws which affect employees?
 Yes No

If Yes, use *Questionnaire Attachment "A"* to explain specific circumstances surrounding each instance; include name of entity involved, specific infraction(s) or violation(s), dates of instances, and outcome with current status.

2. In the past five (5) years, has your firm been debarred or determined to be non-responsible by a government agency?
 Yes No

If Yes, use *Questionnaire Attachment "A"* to explain specific circumstances of each instance; include name of entity involved, specific infraction, dates, and outcome.

001965

H. BUSINESS INTEGRITY:

- 1. In the past five (5) years, has your firm been convicted of or found liable in a civil suit for making a false claim or material misrepresentation to a private or governmental entity?
 Yes No

If Yes, use *Questionnaire Attachment "A"* to explain specific circumstances of each instance; include the entity involved, specific infraction(s) or violation(s), dates, outcome and current status.

- 2. In the past five (5) years, has your firm or any of its executives, management personnel, or owners been convicted of a crime, including misdemeanors, or been found liable in a civil suit involving the bidding, awarding, or performance of a government contract?
 Yes No

If Yes, use *Questionnaire Attachment "A"* to explain specific circumstances of each instance; include the entity involved, specific infraction(s), dates, outcome and current status.

I. TYPE OF SUBMISSION: This questionnaire response is submitted as:

- Initial submission of *Contractor Standards Questionnaire*.
- Update of prior *Contractor Standards Questionnaire* dated ____/____/____.

Complete all questions and sign below. Each *Questionnaire Attachment "A"* page must be signed.

Under penalty of perjury under the laws of the State of California, I certify I have read and understand the questions contained in this questionnaire and that I am responsible for completeness and accuracy of responses and all information provided is true to the best of my knowledge and belief. I further certify my agreement to the following provisions of San Diego Ordinance No. O-19383:

- (a) To comply with all applicable State and Federal laws, including health and safety, labor and employment, and licensing laws that affect the employees, worksite or performance of the contract.
- (b) To notify the Purchasing Agent within fifteen (15) calendar days upon receiving notification that a government agency has begun an investigation of the Contractor that may result in a finding that the Contractor is or was not in compliance with laws stated in paragraph (a).
- (c) To notify the Purchasing Agent within fifteen (15) calendar days when there has been a finding by a government agency or court of competent jurisdiction of a violation by the Contractor of laws stated in paragraph (a).
- (d) To provide the Purchasing Agent updated responses to the *Contractor Standards Questionnaire* within thirty (30) calendar days if a change occurs which would modify any response.
- (e) To notify the Purchasing Agent within fifteen (15) days of becoming aware of an investigation or finding by a government agency or court of competent jurisdiction of a violation by a subcontractor of laws stated in paragraph (a).
- (f) To cooperate fully with the Purchasing Agent and the City during any investigation and to respond to a request for information within ten (10) working days from the request date.

Failure to sign and submit this form with the bid/proposal shall make the bid/proposal non-responsive.

Print Name, Title

Sara M. Katz

Signature

Sara M Katz

Date

8 / 20 / 2007

001966

PURCHASING DIVISION • CITY OF SAN DIEGO
CONTRACTOR STANDARDS
Questionnaire Attachment "A"

Provide additional information in space below. Use additional *Questionnaire Attachment "A"* pages as needed; sign each page. Print in ink or type responses and indicate question being answered. Information provided will be available for public review, except if exempt from disclosure pursuant to applicable law.

[Empty response area]

Under penalty of perjury under the laws of the State of California, I certify I have read and understand the questions contained in this *Contractor Standards Questionnaire* and that I am responsible for completeness and accuracy of responses on this *Questionnaire Attachment "A"* page and all information provided is true to the best of my knowledge.

Print Name, Title

Sara M Katz

Signature

Sara M Katz

Date

8/20/2007

001967

CITY OF SAN DIEGO

PURCHASING & CONTRACTING DEPARTMENT
1200 Third Avenue, Suite 200
San Diego, CA 92101-4195
Fax: (619) 236-5904

ADDENDUM A

Proposal No. 8993-08-T-RFP

Proposal Closing Date: August 20, 2007
@ 4:00 p.m.

Bids for furnishing the City of San Diego with **Community Outreach Services**.

The following changes to the specifications are hereby made effective as though they were originally shown and/or written:

1. Add two (2) pages "Questions and Answers". (The "Questions and Answers" are for informational purposes only and are not part of the contract.)

CITY OF SAN DIEGO PURCHASING & CONTRACTING DEPARTMENT

Thomas Roy, CPPB
Principal Procurement Specialist
(619) 236-6158

August 10, 2007

TR/cen

Please note that the questions and answers are for information purposes only and are not part of the contract.

Question 1

Does the Engineering and Capital Projects Department currently work with a consultant for similar services? If so, who?

Answer 1

No, the Department does not have an existing contract for similar services.

Question 2

Under References (page 18), may the proposers provide examples of more than three projects of similar size and scope to demonstrate they are properly equipped to perform the work?

Answer 2

Yes.

Question 3

Under Pricing for Optional Services (page 20), it says to provide pricing for two years from the date of award with options to renew for three additional one year periods. On page 21, it says to provide prices for the period of two years only. How many years should the cost proposal cover, two or five? What is the contract amount?

Answer 3

Pricing for the Core Requirements, Section IV Specifications shall be provided in accordance with Section VI Pricing Pages. Options to renew for three (3) additional one (1) year periods shall be in accordance with Section V Pricing Submittal, Paragraph B Option to Renew. The contract amount is not known.

Question 4

Who is the incumbent? How long has the incumbent been working under this contract? How many of these contracts have the incumbent been awarded successively?

Answer 4

There is no incumbent.

Question 5

How happy is the Department with the incumbent's work?

Answer 5

There is no incumbent.

Question 6

Has the incumbent been able to meet the City's SBE requirements?

Answer 6

There is no incumbent.

Question 7

It is next to impossible to provide a monthly retainer without knowing how many and what projects and are planned, how many are running concurrently, and the anticipated duration of each. Can you please provide more information about the number and types of projects expected to start up over the course of the first 12 months?

Answer 7

This information is not available at this phase of the process. The Department's goal is to have a valid Contract for the next two (2) years that can be utilized on an as needed basis. The Contract will be used for a variety of high profile CIP projects.

Question 8

Item B (page 21) asks for "...all fees and costs of operations, including but not limited to office rent, telephone, facsimile, postage, photocopying, support services and overtime, travel and any other expenses incurred in the course of representing the City, including subcontractors." Does this include all printings, mailings, other collateral, and labor hours for subcontractors and vendors engaged in Community Outreach efforts? Without knowing the specific projects, anticipated schedules and unforeseen issues that often occur during construction projects, it is difficult to cost out firm, fixed expenses. Since this section also states that "No other charges will be considered," it is ever more important to have additional information about the Department's anticipated projects.

Answer 8

Yes. This information is not available at this phase of the process. The Department's goal is to have a valid Contract for the next two (2) years that can be utilized on an as needed basis. The Contract will be used for a variety of high profile CIP projects. The pricing for the monthly retainer is optional.

Question 9

Do you expect the awardee to place staff on site at the Department office? If so, how many staff do you envision having on site and for how many hours per week?

Answer 9

No.

Question 10

On page 18, Section E, the rfp requests an implementation plan for the "work plan [singular] with specified deliverables as previously specified." However, the Core Requirements in Section IV A (page 17) states, "... developing and implementing work plans [plural] that will include the following work areas but not necessarily limited to..." This section lists very general details for "as needed," undefined work, and, as stated above, make it difficult to provide, not only costs, but an implementation plan as well. Please explain on what specific service, task, or project you would like bidders to base an implementation plan.

Answer 10

An implementation plan will be required after contract award, after the task(s) have been identified.

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Evaluation Criteria For
As-Needed Community Outreach Services Presentation

1. **Project Team's Education/Experience:** Identify your Project Team for this contract (including the person who will be overseeing the team and all members of the team). Describe each individual's education and/or experience as it relates to developing and delivering a variety of public and media relations programs in and/or outside of a government setting.
2. **Project Management:** Describe your agency's management plan, based on your current projects, so that we might better understand the scope of your work in public and media relations, in and outside of San Diego. What methods do you have in place to handle large and various projects in the City's Engineering Department?
3. **Cost Control:** Describe your past performance in cost control with government or similar work.
4. **Addressing Challenges:** Explain a past situation with a government or like agency where you were challenged in a financial, scheduling, or other way(s), and describe how you overcame the obstacles that came before you in order to successfully complete the task.

Also, describe your most challenging project to date and how you handled the pressures associated with that project.
5. **Knowledge of City Policies and Procedures:** Explain your understanding of City policies and procedures, including protocol, and provide an example of how you have demonstrated that knowledge in the past with a project, an event, or other.
6. **Insight and Overall Performance:** Describe how you would go about gaining insight into the City in order to better your performance.
7. **EOCP:** Describe the policies and/or programs your firm has in place that demonstrate your commitment to Equal Opportunity for hiring of employees and any consultants that you might use to complete your work.

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As-Needed Community Outreach Services
Selection/Interview Panel

1. Rania Amen, Senior Civil Engineer, Right of Way Design Division, Engineering & Capital Projects Department (E&CP)
2. Carol Drummond, Senior Public Information & Media Relations Officer, E&CP
3. Racquel Vasquez, Public Information Officer, Water Department

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SUBCONSULTANT LIST FOR KATZ & ASSOCIATES

NAME AND ADDRESS SUBCONSULTANTS	SCOPE OF WORK	PERCENT OF CONTRACT	MBE/WBE/DBE /DVBE/OBE	Where Certified
None				



001975

CITY OF SAN DIEGO

PURCHASING & CONTRACTING DEPT.
1200 Third Avenue, Suite 200
San Diego, CA 92101-4195

Proposal No. 8993-08-T

REQUEST FOR PROPOSAL

Closing Date: August 20, 2007
@ 4:00 pm P.S.T.

Subject: Furnish the City of San Diego with Community Outreach Services

Timeline: As may be required for a period of two (2) years from date of award, with options to renew for three (3) additional one (1) year periods, in accordance with the attached specifications.

Company Katz & Associates, Inc.

Name Sara M. Katz

Federal Tax I.D. No. 88-0285918

[PRINT OR TYPE]

Signature* *Sara M Katz*

Street Address 4250 Executive, Suite 670

Title President

City San Diego

Date August 20, 2007

State CA Zip Code 92037

Tel. No. (858) 452-0031 Fax No. (858) 552-8437

**Authorized Signature: The signer declares under penalty of perjury that she/he is authorized to sign this document and bind the company or organization to the terms of this agreement.*

E-Mail www.katzandassociates.com

SUBMITTED PROPOSALS MUST HAVE AN ORIGINAL SIGNATURE.

If your firm is not located in California, are you authorized to collect California sales tax? N/A Yes N/A No

Cash discount terms 0 % days. [Terms of less than 20 days will be considered as Net 30 for proposal evaluation purposes.]

If Yes, under what Permit # N/A

State delivery time required: N/A days after receipt of order.

City of San Diego Business Tax License #: N/A

FOR CONSIDERATION AS A RESPONSIVE PROPOSAL, THE FOLLOWING IS REQUIRED:

- 1) Proposal must be submitted on official City proposal forms.
- 2) All information on this Request for Proposal cover page must be completed.
- 3) This cover page must be signed with an original signature.
- 4) Proposal must be submitted on or before the exact closing date and time. Proposal received after the exact closing date and time will NOT be considered. If hand delivering, please allow enough time for travel and parking to submit by the closing date and time.

FOR FURTHER INFORMATION CONCERNING THIS PROPOSAL, PLEASE CONTACT:

THOMAS ROY, CPPB/bl9, Principal Procurement Specialist

Phone: (619) 236-6158

Fax: (619) 533-3227

E-mail: TRoy@sandiego.gov

001577

PROPOSER'S REFERENCES

The Proposer is **required** to provide a minimum of three (3) references where work of a similar size and nature was performed within the past three (3) years. This will enable the City of San Diego to judge the responsibility, experience, skill, and business standing of the Proposer.

REFERENCES

Company Name: Family Health Centers of San Diego **Contact Name:** Jennette Lawrence, Director

Address: 823 Gateway Center Way **Phone Number:** (619) 237-1856

San Diego, CA 92102 **Fax Number:** (619) 237-1856

Dollar Value of Contract: \$ 40,000 Annually **Contract Dates:** 2004-Ongoing

Requirements of Contract: The Port's Marine Terminal Community Committee is a forum for Port Maritime staff to discuss and develop mutually beneficial solutions to issues facing the Barrio Logan community.

(Ms. Lawrence is a member of the MTCC and is not associated with management aspects of the project).

Company Name: City of San Diego **Contact Name:** Councilmember Ben Hueso

Address: 202 "C" Street, 10th Floor **Phone Number:** (619) 236-6688

San Diego, CA 92101 **Fax Number:** (619) 231-7918

Dollar Value of Contract: \$ N/A **Contract Dates:** 12/2005 through present

Requirements of Contract: Elsa Saxod advised councilmember Ben Hueso throughout his term, briefing him on bi-national projects including those affecting the Barrio Logan and San Ysidro communities.

Company Name: California Department of Transportation **Contact Name:** Mark Baza, Project Manager

Address: 4050 Taylor Street **Phone Number:** (619) 688-2545

San Diego, CA 92110 **Fax Number:** _____

Dollar Value of Contract: \$ 35,000 **Contract Dates:** 6/2006 through 3/2007

Requirements of Contract: Subcontract with Boyle Engineering to assist the Port of San Diego with an extensive study to identify how to improve freeway access from the terminals and the working waterfront.