



CITY OF RICHMOND ECONOMIC DEVELOPMENT ACTION PLAN
REQUEST FOR QUALIFICATIONS (RFQ)

Today's Date: 06/29/2020

Closing Date and Time: 07/24/2020 by 3:00 pm

Submittal Location: City of Richmond City Manager's Office
450 Civic Center Plaza, 3rd Floor
Richmond, CA 94804

Submittal Must Include: Eight (8) Original Copies & One (1) USB Flash Drive (PDF)

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I. INTRODUCTION

The City of Richmond ("City") is requesting qualifications from qualified firms to provide professional services to assist the City in developing an Economic Development Action Plan, including: 1) Short Term Local Business Recovery Action Plan (STLBRAP) for the next 12-18 months with actionable steps and quarterly targets; and 2) Business and Investment Attraction Strategy (BIAS) with a defined process and timeline to help boost the local economy and ensure its resilience in the face of the COVID-19 pandemic. The consultant may choose to respond to one or both elements of this RFQ. The City is seeking a consultant to prepare an STLBRAP and/or BIAS that is reader friendly, easy to understand, and includes an electronic version that provides hyperlinks to related and referenced documents as well as infographics. The COVID-19 pandemic requires

approaching economic development in uncharted conditions, with new and innovative approaches to ensure the City of Richmond is supporting the retention and recruitment of businesses that will increase the City’s sales tax and property tax bases, and provide job opportunities for Richmond residents.

The City of Richmond is a charter city located in Contra Costa County, part of the San Francisco Bay Area with a population of 110,175 residents. Richmond is one of the region’s most diverse communities. The four largest demographic groups are Hispanic or Latino (39.7%), Asian (19.7%), non-Hispanic or Latino Caucasians (19.2%), and Black and African-American (16.1%). Richmond is home to a multi-modal transit hub that includes BART and Amtrak, marinas, shopping, recreational and cultural amenities, and 32 miles of shoreline. This all contributes to making Richmond among the most desirable up-and-coming communities in California. The total adopted City budget for FY2019-2020 is \$359.9 million, of which \$176.8 million comprises the General Fund.

Richmond is home to the [Rosie the Riveter/World War II Home Front National Historical Park](#), 36 miles of the [SF Bay Bicycle and Pedestrian Trail](#), and the 23-acre [Point Isabel Regional Shoreline Park](#). The City of Richmond Downtown neighborhood is supported by an actively managed Property Business Improvement District (PBID) and a state certified Main Street District, [Richmond Main Street Initiative](#) which supports businesses, including the newly opened [Co-Biz](#) co-working space. In downtown, there is also a [Kaiser Permanente Medical Center](#) with a hospital, including an emergency room, the [East Bay Center for Performing Arts](#), and more. Richmond is also home to the Port of Richmond, which includes public and private port uses, as well as the Chevron Richmond Refinery’s long wharf. [Priority Development Areas](#) in Richmond include Hilltop, 23rd Street, San Pablo Corridor, South Richmond and Central Richmond.

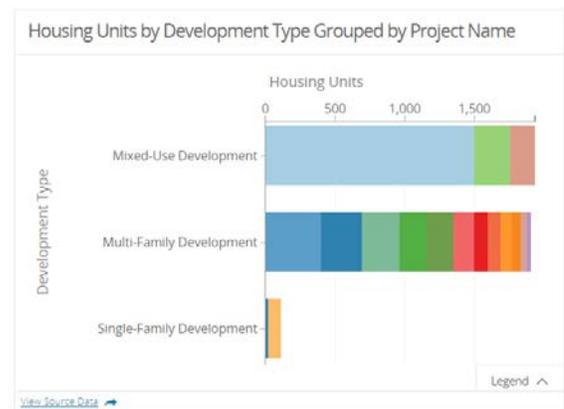


Figure 1: Housing Units Under Review, Approved, Under Construction, or Recently Completed (colored by development name) by Development Type as of November 2019

In addition, the Richmond Ferry Terminal opened in January 2019 for commuter service to/from San Francisco, Mondays through Fridays, and includes weekend service from August through October. There were 7,138 riders in December 2019. In addition, the opening of the pilot [Richmond-San Rafael Bridge Bike Path](#) allows residents to bike or walk between Contra Costa County and Marin County. Richmond’s central Bay Area location attracts many well-known, diverse businesses including [Blue Apron](#), [Amazon](#), [Mountain Hardwear](#), [Hello Fresh](#), [SunPower](#), and more.

As of December 2019, Richmond had 524 residential units under construction, 1,173 residential units approved, and more than 2,245 multi-family and single-family units under review. In February

2020, the City of Richmond also launched its Open Data and Performance Reporting System, Transparent Richmond (www.transparentrichmond.org). This platform allows members of the public and city staff members to access important data about the city including Major Developments, Open Finance, Capital Projects, and more.

The City of Richmond, City Manager's Office, Economic Development Department will work with the selected consultant to support development of the Economic Development Action Plan, including the STLBRAP and BIAS. Within the City Manager's Office, the Economic Development Department provides staff support to Arts and Culture, Economic Development, Environment and Health Initiatives, Real Estate, and the Richmond Housing Authority.

The words "organization", "consultant", "respondent", "offeror" and "proposer" are used interchangeably throughout this Request for Qualifications (RFQ) to refer to the organization, firm, institution, team, or partnership that would act as the City's consultant throughout the development of the plans detailed above.

II. QUALIFICATIONS AND SCOPE OF SERVICES

The City is seeking a highly qualified firm with significant experience developing Economic Development Plans for local municipalities. As a result, the evaluation criteria will heavily weight a prospective consultant's recent experience in working on projects of similar scope, usage, and quality. The elements below are meant to broadly describe the minimum services and deliverables the City desires for development of the Economic Development Action Plan, including the 1) Short Term Local Business Recovery Action Plan (STLBRAP); and 2) Business and Investment Attraction Strategy (BIAS) and is not meant to be prescriptive. Respondent may choose to respond to one or both of the elements described above; however, the respondent should describe how they will coordinate with and consider the other plan that is being developed. Respondents are also highly encouraged to submit a scope of services with additional tasks as they deem appropriate to achieve the City's goals of local business recovery and business investment and attraction.

The consultant shall develop the Economic Development Action Plan, which is proposed to include the STLBRAP and/or the BIAS, in close collaboration with City staff, check-ins with the City Council, stakeholders, and via public meetings (likely via Zoom or WebEx). The consultant shall implement innovative forms of community and business outreach to ensure input is obtained from a broad cross-section of diverse stakeholders. Emphasis on efforts to engage and reach traditionally underrepresented or historically marginalized communities that face institutional barriers in participating in the development of these plans is desired.

Among other influences, the STLBRAP and BIAS should take into account plans and policies including, but not limited to the CARES Act, CA Local Workforce Development Board grants, CA Rapid Response Program, CA UI Work Sharing Program, CA Executive Order N-31-20, City of Richmond General Plan 2030, Richmond Bay Specific Plan, best practices from other jurisdictions,

and successful strategies and promising practices emerging in this field especially given the COVID-19 pandemic. The STLBRAP and BIAS shall incorporate monitoring capabilities including but not limited to specific trackable targets and sources of data collected for monitoring,

Task 1 – Short Term Local Business Recovery Action Plan (STLBRAP)

The STLBRAP may summarize the effects of the COVID-19 pandemic on local businesses and describe short-term actionable strategies for the City to support local businesses. It shall cover a term of approximately twelve (12) to eighteen (18) months. There should be clear quarterly steps and targets described in the Action Plan. The City desires the firm to engage economic development stakeholders including business resource organizations (e.g. [Co-Biz](#), [Richmond Chamber of Commerce](#), [Richmond Convention and Visitors Bureau](#), dba Visit Richmond, CA, [Richmond Main Street Initiative](#), the [Economic Development Commission](#), [Renaissance Center](#), etc.), local businesses, and Richmond residents in the development of this plan. The plan may include an analysis of the roles of City staff members and departments, the Mayor and City Council, and Business Resource Organizations to support short term local business recovery. Respondents are highly encouraged to prepare an outline of the STLBRAP for submission with their qualifications.

Task 1 Deliverables:

1. Short Term Local Business Recovery Action Plan - Administrative Draft
2. Short Term Local Business Recovery Action Plan - Public Draft
3. Short Term Local Business Recovery Action Plan - Final
4. Other deliverables as deemed appropriate and recommended by the consultant

Task 2 – Business Investment and Attraction Strategy (BIAS)

The BIAS shall include actionable, time-bound strategies to attract business investment to the City of Richmond. The BIAS may include a breakdown and alignment of business investment and attraction goals by sector with roles for City staff members and departments, the Mayor and City Council, and Business Resource Organizations (e.g. [Co-Biz](#), [Richmond Chamber of Commerce](#), [Richmond Convention and Visitors Bureau](#), dba Visit Richmond, CA, [Richmond Main Street Initiative](#), the [Economic Development Commission](#), [Renaissance Center](#), etc.). It shall identify strengths and gaps of current strategies to increase effectiveness of implementation strategies by the City and Business Resource Organizations and ensure the maximum leverage of existing capacity. This will allow any available or proposed additional resources to focus on filling key gaps that are outcome-driven and aligned with key performance indicators to maximize the return on investment to support economic development. The BIAS may include detailed accounting of strategies and their associated costs, timeline (short, medium and long term strategies), and potentially highest yield return on investment of the criteria for each goal.

The BIAS shall include evaluating the entitlement processes with regards to efficiency, time, cost, and incentive structure to reduce the barrier to entry. The BIAS shall also detail business attractions efforts, including the local and regional context for preparing a targeted approach and marketing plan to attract specific businesses and investors to Richmond. This analysis may include review of existing data and previous analyses and reports (e.g. Mayor Tom Butt’s Richmond Marketing and Branding Plan, SF Business Times-Richmond Supplements, etc.).

It may also include an analysis of the development cost of building or investing in Richmond. This includes cost of complying with local ordinances, taxes levied, and permitting fees, essentially the barriers to entry for investing in Richmond as well as any potential non-monetary barriers to entry. A preliminary effort has begun on this front, and it shall be updated by the consultant (Attachment 1). In addition, a comparison to nearby cities and their development cost may illustrate areas for Richmond to improve or to focus on competitive advantages.

The respondent is strongly encouraged to prepare an outline of the BIAS for submission with their qualifications. The selected consultant shall develop a comprehensive BIAS, which shall be informed by research and public outreach. The final BIAS will be presented for consideration and adoption by the City Council. The BIAS should be completed within six (6) to nine (9) months of the notice to proceed (earlier is better).

Task 2 Deliverables

1. Business Investment and Attraction Strategy Administrative - Draft
2. Business Investment and Attraction Strategy - Public Draft
3. Business Investment and Attraction Strategy - Final
4. Richmond Development Cost Analysis
5. Other deliverables as deemed appropriate and recommended by the consultant

III. QUALIFICATIONS FORMAT GUIDELINES

The Qualifications should be concise, well-organized, and demonstrate the proposer’s experience applicable to the program. The qualifications shall be limited to 20 double sided pages (8.5 inches X 11 inches). Inclusive of graphics, forms, pictures, photographs, dividers, etc., but not of resumes, required forms, certifications, front and back covers.

The qualifications will adhere to the following order and content of sections. Qualifications should be straightforward and provide “layman” explanations of technical terms that are used. Qualifications, which appear unrealistic in the terms of technical commitments, lack of technical competence or are indicative of failure to comprehend the complexity and risk of this contract, may be rejected. The following qualifications sections are to be included in the Vendor’s response and shall include the following information, at a minimum:

A. Vendor Cover Letter

A cover letter, not to exceed 2 pages in length, should summarize key elements of the qualifications and shall:

- Confirm that all elements of this RFQ have been reviewed and understood;
- Include a statement of intent to perform the services as outlined (note whether the consultant is responding to one or both elements of the RFQ);
- Express company's willingness to enter into an agreement under the terms and conditions prescribed by this RFQ, insurance requirements (Attachment 2) and in the sample Service Agreement (Attachment 3);
- Submit a written description and brief history of the company's experience, qualifications, and successes.
- Confirm that vendor has a minimum of three (3) years verifiable experience
- Stipulate that the qualifications price will be valid for a period of at least 180 days.
- Identify a single person for contact during the RFQ review process; and
- Cover letter shall be signed by an authorized official of the company.

B. Background and Project Summary Section

The Background and Project Summary Section should describe your understanding of the City, the scope of services to be done, and the objectives to be accomplished. Refer to Qualifications and Scope of Services for this RFQ.

C. Implementation and Methodology

Provide a detailed description of the approach and methodology to be used to accomplish the qualifications and scope of services of this RFQ. The Implementation Section should include:

- An implementation plan that describes in detail (i) how the proposer plans to approach and complete each project task; (ii) listed deliverables that should be incorporated into the proposer's approach.; (iii) and any other project management or implementation strategies or techniques that the respondent intends to employ in carrying out the work. Please provide any additional services of benefit not specifically required herein, which the Offeror offers to provide.
- An outline of the Short Term Local Business Recovery Plan and/or the Business Investment and Attraction Strategy, depending on the component/s of the RFQ the consultant has chosen to respond to.
- Detailed description of efforts your firm will undertake to achieve client satisfaction and to satisfy the requirements of the "Qualifications and Scope of Services" section.

- Detailed project schedule, identifying all tasks and deliverables to be performed, durations for each task, and overall time of completion. The project is anticipated to start **in September 2020** and must be completed by **approximately April 2021**, at the latest.
- Detailed description of all specific tasks you will request from City staff members. Explain what the respective roles of City staff and your staff would be to complete the tasks specified in the “Qualifications and Scope of Services” section.
- Detail your strategy and vision for the final deliverables resulting from this effort.

D. Staffing

Describe proposed Project team organization, including identification and responsibilities of key personnel. Indicate role and responsibility of prime consultants and all sub-consultants. Indicate the extent of the commitment of key personnel for the duration of the Project and furnish resumes of key personnel. Provide an indication of the staffing level for the Project. The City of Richmond’s evaluation of the qualifications will consider the proposer’s entire team; therefore, no changes in the team composition will be allowed without prior written approval of the City of Richmond. Sub-consultant letters of commitment are required and must be submitted with the qualifications.

E. Experience and References

The information requested in this section should describe the experience of the firm, key staff and sub-contractors performing projects within the past ten years (preferably within the past 2-5 years) that are similar in size and scope to demonstrate competence to perform these services. Information shall include:

- Names of key staff that participated on named projects and their specific responsibilities with respect to these qualifications and scope of service.
- A summary of your firm’s demonstrated capability, including length of time that your firm has provided the services being requested in this Request for Qualifications.
- Provide at least three (3) references that received similar services from your firm. The City of Richmond reserves the right to contact any of the organizations or individuals listed. Information provided shall include:
 - Client Name and contact info
 - Telephone & e-mail address
 - Address
 - Description of services provided including contract amount
 - Project start and end dates

F. Cost Information

Provide the total direct and indirect costs to complete all tasks identified in the “Qualifications and Scope of Services” section. A detailed cost breakdown shall be provided identifying: (1) the number of staff hours and hourly rates for each professional and administrative staff person who will be committed to completing the tasks listed and any optional tasks included in this Project; (2) all other direct costs, such as materials and reproduction costs; and (3) additional tasks and sub-consultant services, if needed.

G. Contractor Assignment of Sub-Contract

The resulting contract shall not be assigned, transferred, or sublet, in whole or in part, without the prior written approval of the City of Richmond. If Offerors intend to subcontract any portion of the resulting contract, they must describe their process for selecting such subcontractor(s) and the quality control measures that the Offeror will employ to ensure that any subcontractor complies with the provisions of Offeror’s contract with the City.

H. Exceptions to this Request for Qualifications

The proposer shall state whether or not it takes any exception(s) to this RFQ, including but not limited to the City of Richmond’s Standard Services Agreement – RFQ (Attachment 3). If the proposer does take exception(s) to any portion of the RFQ or contract, the specific portion to which exception(s) is taken must be identified by section number and explained. Requests for changes or additions to sections of City of Richmond’s Standard Services Agreement must be shown by requesting deletion of specific words and/or by providing new requested contract language. Requests for complete replacement of the City of Richmond’s Standard Services Agreement for another contract will not be granted. Failure to make exceptions to the RFQ or Standard Services Agreement within the qualifications will be deemed a waiver of any objection. Exceptions will be considered during the qualifications evaluation process.

IV. PROCESS FOR SUBMITTING QUALIFICATIONS

Interested parties may download copies of the above mentioned qualifications by visiting the City's website, <http://www.ci.richmond.ca.us/bids>. To download the RFQ, new vendors will be required to register. Once the vendor downloads any documents relative to a solicitation, that vendor's name will appear on the Prospective Bidders list for that project and will receive any addenda or notifications relating to the RFQ.

All questions must be submitted via the electronic BidsOnline system on the Q&A tab by 5:00pm PST, on 07/10/2020. If the City finds it necessary to issue an addendum, prospective Offerors will receive e-mail notification of addendum. Otherwise, answers to questions received will be provided on the Q&A tab and notification will be sent by 07/17/2020. It is the proposer’s

responsibility to periodically check the BidsOnline website www.ci.richmond.ca.us/bids for any possible addenda to the RFQ that may have been posted.

Any party submitting a response to qualifications shall not lobby any City Council member, City official, employee (except those specified for contact) or agent regarding the RFQ. Any party attempting to influence or circumvent the RFQ, bid submittal, and review process may have their qualifications rejected for violating this provision of the RFQ.

Qualifications Due Date and Delivery

Eight (8) copies of the qualifications and an electronic copy on a USB Flash Drive (PDF file format) must be delivered to the City no later than 3:00 pm on 07/24/2020 to the address below. All complete qualifications received by then will be considered; postmarks and electronic submittals will not be accepted. Proposer is responsible for submitting its entire qualifications package with all required submittal documents and any modifications or revisions, so as to reach the City of Richmond’s office as designated in the RFQ by the time specified above. The qualifications and any required certifications shall be signed by an individual or individuals authorized to execute legal documents on behalf of the proposer. The City of Richmond reserves the right to waive what it deems, in its sole discretion, inconsequential mistakes/omissions..

Qualifications should be addressed to:
ATTN: Shasa Curl, Deputy City Manager, Economic Development
City of Richmond City Manager’s Office
450 Civic Center Plaza, 3rd Floor
Richmond, CA 94804

Qualifications are to be submitted in sealed packages with the following information clearly marked on the outside of each package:

- 1. Name of proposer
- 2. Project title

Tentative Selection and Project Schedule. The City reserves the right to alter this schedule as necessary.

City Issuance of the RFQ	June 29, 2020
RFQ Closing Date (due date)	3:00 PM, July 24, 2020
Interview of Top Proposers	August 2020
City Council Consultant Approval	September 2020
Project Kick-off	September 2020
Project Completion (STLBRAP)	January 2020
Project Completion (BIAS)	April 2021

V. GENERAL GUIDELINES

This RFQ does not commit the City of Richmond to award a contract, to defray any costs incurred in the preparation of qualifications pursuant to this RFQ, or to procure or contract for work. A failure to award a contract to the proposer with the lowest cost qualifications shall not constitute a valid cause of action against the City of Richmond. The City shall not be responsible for work done, even in good faith, prior to final approval of the proposed contract. The City may investigate the experience of any respondent under consideration, require confirmation of information furnished by the respondent, and require additional evidence or experience to perform the Services described in this RFQ.

The City reserves the right to:

1. Reject any or all qualifications, or to make no award without providing the reason(s) underlying the declination.
2. Issue subsequent Requests for Qualifications.
3. Postpone opening for its own convenience.
4. Remedy technical errors in the Request for Qualifications process.
5. Negotiate with any, all, or none of the Respondents.
6. Solicit best and final offers from all or some of the Respondents.
7. Select one or more Respondents.
8. Accept other than the lowest proposed fees.
9. Waive informalities and irregularities in qualifications.
10. Request additional information, including, but not limited to, follow-up interviews.

Public Records

All qualifications submitted in response to this RFQ become the property of the City of Richmond and public records and, as such, may be subject to public review. Documents protected by law from public disclosure will not be disclosed by the City of Richmond if clearly marked with the word "confidential" on each applicable page. Trade secrets may be marked as confidential only to the extent they meet the requirements of California Government Code section 6254.7. Only information claimed to be a trade secret at the time of submittal to the City of Richmond and marked as "confidential" will be treated as a trade secret.

Insurance Requirements

The City of Richmond requires consultants doing business with it to obtain insurance, as shown in RFQ **Attachment 2**. The required insurance certificates must comply with all requirements of the standards as shown and must be provided within fifteen (15) days of issuance of the Notice of Intent to Award and prior to the commencement of any work on the Project.

Permits and Licenses

Proposer, and all of proposer's sub-consultants, at its and/or their sole expense, shall obtain and maintain during the term of any agreement, all appropriate permits, certificates and licenses including, but not limited to, a City of Richmond Business License, which will be required in connection with the performance of services hereunder.

Compliance with City Ordinances

The contractor and all subcontractors shall comply with the City of Richmond Nondiscrimination Clauses in City Contracts Ordinance ([Richmond Municipal Code \(RMC\) Chapter 2.28](#)), Business Opportunity Ordinance ([RMC Chapter 2.50](#)), Local Employment Program Ordinance ([RMC Chapter 2.56](#)), Living Wage Ordinance ([RMC Chapter 2.60](#)) and Ordinance Banning the Requirement to Provide Information of Prior Criminal Convictions on all Employment Applications (“Ban the Box”) ([RMC Chapter 2.65](#)), which are incorporated into the Contract Documents by this reference.

Collusion

By submitting their qualifications, each respondent represents and warrants that its qualifications are genuine and not false or collusive or made in the interest of, or on behalf of any person not named therein; that the respondent has not directly or indirectly induced or solicited any other person to submit false qualifications, or any other person to refrain from submitting qualifications; and that the respondent has not, in any manner, sought collusion to secure any improper advantage over any other person submitting qualifications.

Withdrawal of Qualifications

A respondent may withdraw their qualifications before the expiration of the time for submission of qualifications by delivering to the City Manager’s Office a written request for withdrawal signed by, or on behalf of, the respondent.

Ownership of Documents

All reports, studies, information, data, statistics, forms, designs, plans, procedures, systems and any other materials produced for the Project shall be the sole and exclusive property of the City. No such materials or properties produced in whole or in part for the Project shall be subject to private use, copyrights or patent rights by Respondent in the United States or in any other country without the express written consent of the City. The City shall have unrestricted authority to publish, disclose (except as may be limited by the provisions of the Public Records Act), distribute, and otherwise use, copyright or patent, in whole or in part, any such reports, studies, data, statistics, forms or other materials or properties produced for this project.

VI. QUALIFICATIONS EVALUATION AND SELECTION PROCESS

All qualifications shall be reviewed to verify that the Respondent has met the minimum requirements. Qualifications that have not complied with requirements, do not meet minimum content and quality standards, or take unacceptable exceptions to the General Terms and Conditions of the Service Agreement, will be eliminated from further consideration. Qualifications will be reviewed and evaluated by an evaluation committee comprised of City of Richmond personnel.

The City may request best and final offers based upon improved understanding of the offers or changed Qualifications and Scope of Service. The City will negotiate with that vendor to determine final pricing, and contract form. Because this RFQ is negotiable, all pricing data will remain confidential until after award is made, and there will be no public opening and reading of submittals. Overall responsiveness to the RFQ is an important factor in the evaluation process. The criteria upon which the evaluation of the qualifications may be based include, but are not limited to, the following:

Category	Description	Points
The Qualifications and Approach to Work	<ul style="list-style-type: none"> • All required information provided in the format specified for one or both tasks of the RFQ the consultant is responding to • Overall quality of the qualifications, including responsiveness and completeness • Highly encouraged - Quality and completeness of the STLBRAP and/or BIAS outline • Ability to provide services as outlined in the RFQ • Approach and proposed methodology to project scope • Demonstrated understanding and knowledge of the work required • Explanation of the Project or services required • Innovative approaches and internal measures for timely completion of Project • Strength of virtual equitable community engagement strategy for economic development stakeholders and residents 	30
Experience/References	<ul style="list-style-type: none"> • Firm’s recent experience in performing similar working years in business, past and current client references, and technical expertise and professional competence in areas directly related to this RFQ. • Experience working with communities 	30

	<ul style="list-style-type: none"> with similar demographics to the City of Richmond Satisfactory evidence the Respondent has the requisite experience and ability to execute the work successfully and properly, and to complete services in a timely manner. 	
Project Team	<ul style="list-style-type: none"> Unique experience of key personnel and successful involvement with projects of similar scope and magnitude Staff availability / time commitment of key members Organization chart 	20
Cost	<ul style="list-style-type: none"> Pricing for staff, direct costs, and sub-consultants (if-needed) 	20
TOTAL		100

Interview/Presentations

Upon request of the City of Richmond, short-listed vendors may be requested to give an oral presentation/demonstration on vendor’s proposal, which would include a detailed analysis of how each of the RFP requirements would be addressed should Offeror receive the award. A virtual presentation shall be conducted via Zoom. The presentation shall be conducted at no cost to the City. Offerors will be given at least 2 weeks advance notice if required to make a presentation. Vendors may be eliminated from consideration based solely on inability to meet minimal requirements and/or review of written proposals.

Pre-Award Negotiations

After the qualifications are opened, but prior to award, the City may elect to conduct negotiations with the highest ranked respondent for purposes of:

- Resolving minor differences and information
- Clarifying necessary details and responsibilities
- Emphasizing important issues and points
- Receiving assurances from respondents
- Cost/budget clarifications

If the City cannot successfully negotiate a contract with the highest ranked respondent, the City may begin negotiations with the second highest ranked respondent. Selection may be made without further discussion, negotiations or Offeror’s presentations; therefore, Offeror shall offer the most favorable terms in response to this RFQ. Offeror must demonstrate an understanding of the qualifications and scope of service to be provided and the ability to accomplish the tasks set

forth. Offeror shall include information that will enable the City to determine the Offeror's overall experience. The City reserves the right to request additional information or clarification on any matter included in the qualifications response, to enable the City to arrive at the final award decision.

Award

When the Review Panel has completed their work, City staff members will then recommend a consultant to the City Council for consideration and approval. The services provided by the successful respondent shall be governed by a Standard Services Agreement and final agreed upon Scope of Work (Attachment 3).

ATTACHMENT 1: Richmond Development Cost Analysis

ATTACHMENT 2: Insurance Requirements

ATTACHMENT 3: Standard Contract