



REQUEST FOR PROPOSAL
"RFx-FY1819-000933-KG Community Engagement Forums"
FOR
Community Engagement Forums to Inform the Aggie Square Project
February 1, 2019

UC Davis seeks a consultant to assist with its Aggie Square community engagement forums. The Aggie Square team will lead the efforts while the consultant provides engagement strategies, best practices, and support to achieve the deliverables.

A. Aggie Square Overview

Aggie Square is a new innovation district that will grow and thrive on a 25-acre section of the UC Davis Sacramento campus, which is the home to UC Davis Health, along Stockton Boulevard. Aggie Square will serve as a collaborative technology and innovation campus that leverages the university's strengths to become the catalyst for economic change, create jobs, and help spur economic vitality of the surrounding neighborhoods and the broader Sacramento region. It will serve as a model public-private partnership, increasing technology transfer and creating equitable opportunities for residents in the community and region. It will support new jobs at a variety of education levels.

Building on the strengths of UC Davis and economic leverage of the City of Sacramento, the potential for public-private partners includes the areas of life sciences, food systems, mobility, government and civic technology, and arts and communications. For more information about Aggie Square, please see <https://leadership.ucdavis.edu/aggie-square>.

B. UC Davis Background

Go-getters, change makers, problem solvers

Founded in 1905, UC Davis is the most academically comprehensive university on the West Coast. The University is known for working across disciplines to solve the world's most pressing problems and for its commitment to artistic and cultural expression. The two main campuses are the 5,300 acre campus in Davis and the 150 acre campus in Sacramento.

UC Davis is ranked first in the world in veterinary science and in agricultural economics and policy. It's ranked first in the nation in agriculture and in plant and animal programs, first among best-value colleges for women in STEM, and second among top producers of minority undergraduate degrees in biological and biomedical sciences. These are just a few of the top rankings that reflect UC Davis' commitment to fostering a culture of innovation, diversity and inclusion.

The university's four Colleges and six professional schools below offer more than 100 undergraduate majors and 96 graduate programs. For more information about UC Davis's colleges and schools, please see <https://www.ucdavis.edu/academics/colleges-schools/>.



- College of Agricultural and Environmental Sciences
- College of Biological Sciences
- College of Engineering
- College of Letters and Sciences
- Betty Irene Moore School of Nursing
- Graduate School of Management
- School of Education
- School of Law
- School of Medicine
- School of Veterinary Medicine

UC Davis graduates more California alumni than any other UC campus and contributes more than \$8.1 billion each year to the state's economy. In 2017–18, UC Davis filed 177 records of invention and 159 patent applications, negotiated 77 license agreements, and helped establish 16 startups.

UC Davis Health serves a 33-county area and includes the region's only Level I adult and pediatric trauma centers, National Cancer Institute-designated comprehensive cancer center, comprehensive full-service children's hospital, transplant services, heart and vascular centers, institute for neurodevelopmental disorders, and a world-renowned telemedicine network.

The university is home to the world-famous Robert and Margrit Mondavi Center for the Performing Arts, the Jan Shrem and Maria Manetti Shrem Museum of Art, the Tahoe Environmental Research Center, the UC Davis Bodega Marine Laboratory, the California Lighting Technology Center and the UC Davis Institute of Transportation Studies, among many other centers of innovation and culture across the institution.

C. Envisioned Scope of Services and Deliverables

The overarching goal in hiring a consultant is to assist the Aggie Square team with gathering input from stakeholders throughout the neighborhoods and businesses surrounding the Stockton-Broadway corridor in the development of this new community asset. The consultant will assist with conducting forums, which will feed into the larger Aggie Square vision related to the themes below.

- Lifelong Learning/ Workforce Development
- Public Spaces that Connect the University and Community
- Food and Health
- Mobility and Innovative Transportation



A successful respondent will provide the following services:

- Assist the Aggie Square team with developing a comprehensive plan that describe the approach for conducting the community engagement forums and gathering input
- Attend, coordinate, and help facilitate the Aggie Square forums with neighbors, businesses, and other stakeholders
- Take meeting notes and disseminate them to neighborhood groups, businesses, and the steering committee.
- Help the team identify and remove barriers to participation for culturally and economically diverse communities.
- Maintain accurate records and prepare, at minimum, a monthly report to the Aggie Square team

D. Project Scope and Deliverables

The consultant will assist UC Davis with conducting community forums for each theme above. The community forum attendees will include about twenty to thirty stakeholders representing the neighbors, businesses, government, and non-profit organizations. In response to this RFP, the Aggie Square team is interested in hearing feedback on the best approach to gather input from the stakeholders to achieve the deliverables below.

Deliverables	Due Date
Kickoff community engagement forums	April – July 2019
Obtain and prioritize partnership opportunities from the communities	August 2019
Share community engagement recommendations with stakeholders	By the end of 2019

The project dates are contingent upon the start date of the executed agreement. UC Davis reserves the right to modify the initial contract to include an extension for an additional period depending upon the availability of funds, the consultant’s performance, and the business needs of Aggie Square.

E. Submittal Requirements

Responses should include the following information:

1. **A cover letter describing qualifications below and similar experience:** Provide brief descriptions of similar contracts, work experience or projects currently in process or performed within the last five years.



2. **Location:** While not required, a preferred qualification is a local consultant. Please indicate the work location of the consulting agency and the employees assigned to this project.
3. **Resume:** Provide a resume, which includes information about projects, for each of employee who will participate in assignment.
4. **References:** Provide the name, phone number and email address of two references familiar with a project similar to the Aggie Square Community Engagement.
5. **Work product:** Provide a work product (e.g., case study, portfolio) and the roles of the employees resulting from community forums similar to the Aggie Square Community Engagement.
6. **Project Approach/Management:** Prepare a one to two page document that outlines how you will approach this community engagement work, what are some strategies you may employ, and what types of activities you'd contemplate.
7. **Please include your hourly rates by function.**

F. Selection Process and Criteria

UC Davis will evaluate all submittals received in accordance with the provisions of this RFP. The selection committee will complete scoring of the RFP applications based on the information provided as part of the submittal requirements. The finalists will be invited to UC Davis on March 12, 2019 or March 15, 2019 to present their project approach and address any questions.

Selection will be based on the proposal information provided, similar experience, and/or reference checks. Criteria for selection will include but not be limited to the following (in no order):

- Relevant experience, expertise and qualifications
- Location of the consultant
- Similar experience in community engagement related to the themes
- Reference check and performance on similar projects
- Project management approach and process

UC Davis reserves the right to obtain clarification or additional information regarding any point in a qualification package. All consultants who submit a qualification package will be notified when a final selection has been determined.



UC Davis reserves the right to reject any or all responses to the RFP, to advertise for new RFP responses, or to take any action that is in the best interest of the organization. UC Davis reserves the right to waive technicalities or formalities and to base the selection solely on the organization's needs.

G. Anticipated Schedule

The anticipated schedule for selecting a consultant is presented below:

- Posting of RFP 10 a.m. (PST) on February 1, 2019
- Deadline for applicants to submit questions 7 p.m. (PST) on February 13, 2019
- Posting/distribution of RFP clarification (if any) 7 p.m. (PST) on February 15, 2019
- **PROPOSAL/BID RESPONSE DUE 7 p.m. (PST) on February 25, 2019**
- Our goal is to complete the selection and kickoff project no later than March 29, 2019

H. Instructions for Submitting the Proposal

1. **Bidder Certification Page:** Complete and sign the Bidder Certification Page located in the "Buyer Attachments" section of this bid. This signed page is required for a responsive bid.
2. **Proposals must follow the process specified in SUPPLIER BIDDING GUIDE and within this RFP with further detail provided below.** Bids must be signed by a company officer authorized to enter into agreements on behalf of the Bidder. The submission of a signed proposal will confirm understanding and acceptance of all requirements, terms and conditions of the RFP unless specific exceptions are taken and alternative language or provisions are offered and approved by the University. Bidders should proceed as follows.
3. **Best Value Evaluation:** The University will review each Proposal to determine if all the RFP requirements have been met. Proposals that meet all RFP requirements will be considered responsive. Proposals that do not meet all RFP requirements will be considered non-responsive and receive no further consideration.
4. **Responsive Proposals will be evaluated using a Best Value method.** Best Value means the most advantageous balance of price/cost, quality, service performance and other elements, as defined by the University. University evaluators will determine the Proposals' value by scoring the Proposals based on a uniform set of weighted evaluation criteria. Each Proposal's Best Value score will be the average of all evaluators' total scores awarded for the Proposal.

5. **Contract Term:** It is anticipated that the initial term of any contract awarded pursuant to this RFP will be for a period of six months. UC may, at its option, extend or renew the contract for up to 4 additional years on the same terms and conditions one year at a time.
6. **Validity Period:** "Validity Period" as used in this provision, means the number of calendar days available to UC for awarding a contract. All proposals will remain available for UC acceptance for a minimum of 120 days following the RFP closing date. **Right to Make No Award:** The University reserves the right to reject all Proposals and to make no award. Unless stated otherwise in this RFP, the University reserves the right to make multiple awards or to award items separately or in the aggregate as the interests of University may appear.
7. **Resources for Help – CalUSource System:** Bidder is strongly encouraged to complete and submit its Proposal at least 24 hours prior to the deadline to allow for technical difficulties. Any extensions of time, will be at the sole discretion of UC Davis. If a supplier is experiencing issues with the CalUSource System, they may acquire assistance by emailing support@ucprocure.zendesk.com
8. **Questions Received Prior to the Deadline for Receipt of Proposals:** All questions must be directed in writing using the CalUSource system to University RFP Administrator, Kay Gallinger as per the instructions, last day to enter questions is February 13, 2019 by 7pm PT. Any written responses conveying material information shall be provided to all recipients of the original solicitation and those answers will be posted to the CalUSource system. Bidders who seek or receive information regarding this solicitation from any University official other than that listed below, may be declared non-responsive and removed from further consideration for award. Bidders' questions and any University answers will become public records.
9. **University Right to Accept or Reject Proposals or Waive Ambiguities:** The University reserves the right to negotiate each and every aspect of any Proposal received in response to this RFP. In addition, the University may require additional cost and pricing data or documentation prior to award of any Contract in whole or in part which may result from this RFP. It also reserves the right to negotiate with the apparent Successful Bidder(s) (i.e., best value point score) all terms and conditionals of a final Contract whether or not such terms and conditions are specified by this RFP. Such terms and conditions may include the proposed financial structure, quality standards, delivery, invoicing/billing administration and other administrative business issues. The University reserves the right to negotiate any elements of cost before awarding a Contract in response to this RFP. If the University and the apparent Successful Bidder(s) are unable to reach an agreement, the University may go to the



bidder with the next highest next best value point score, but is not required to do so.

10. **All Proposals shall be rejected when, in the opinion of University, an award would not be in the best interest of University.** Any Proposal which, in the opinion of University, is determined to be non-responsive or is made by a Bidder who is non-responsive shall be rejected. University reserves, at its sole discretion, the right to accept or reject any Proposal, in whole or in part, without comment; providing, no Bidders have been notified of University's intent to negotiate for the purpose of establishing an agreement; or, no award has been made.