



CITY OF MOUNTAIN VIEW

City Manager's Office
500 Castro Street, Third Floor
Mountain View, CA 94041

REQUEST FOR PROPOSAL

PROPOSAL CLOSING
DATE: August 10, 2018
at 5:00 p.m., Pacific
Time

Date: July 16, 2018

Proposal No. R190644

SUBJECT: Environmental Sustainability Program Assessment and Strategic Plan

Company: _____ Name: _____

Federal Tax I.D. No. _____ [PRINT OR TYPE]

Street Address: _____ Signature* _____

City: _____ Title _____

State: _____ Zip Code: _____ Date _____

Tel. No. _____ Fax No. _____

E-Mail _____

** 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.*

ONLY PROPOSALS WITH AN ORIGINAL SIGNATURE WILL BE ACCEPTED.

This cover page must be completed and submitted as part of your Proposal submittal.

FOR QUESTIONS REGARDING THIS REQUEST FOR PROPOSAL, CONTACT:

Kaitlyn Cyr

TELEPHONE: 650-903-6490

EMAIL: kaitlyn.cyr@mountainview.gov

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I. PURPOSE

The City of Mountain View, California (City) invites consulting firms with expertise in environmental sustainability, municipal operations, and organizational best practices to submit proposals to conduct an assessment of, and develop a strategic plan for, the City's Environmental Sustainability Program. This work is to be completed by early March 2019.

II. BACKGROUND

The City of Mountain View is a full-service charter city with a City Council (seven members)/City Manager form of government and approximately 600 employees. The City is approximately 12.2 square miles and has a population of approximately 81,500 and a total general operating fund budget of approximately \$125.7 million.

The current staffing of the City's Sustainability Program is a full-time Sustainability Coordinator, a full-time Analyst II, and a part-time, hourly, limited period Analyst I. In addition, there is budget approval for a half-time limited period Administrative Aide. In addition, various land use, building, solid waste, and transportation programs in the Community Development and Public Works Departments support the City's environmental sustainability goals.

Environmental Sustainability Initiatives

Since 2008, the City has undertaken numerous sustainability initiatives, such as: (1) adopting short- and long-term greenhouse gas (GHG) reduction targets (80% by 2050), (2) developing and implementing three Environmental Sustainability Action Plans (ESAPs), comprising 94 actions between 2008 and 2019, (3) producing three broader climate action plans (one for municipal operations, one for the community, and one for CEQA compliance), (4) adopting a green building code, (5) implementing a very successful residential energy conservation program called Energy Upgrade Mountain View, (6) developing and implementing several recycling and zero waste programs (including single-family residential and commercial composting, and polystyrene food container and reusable bag ordinances), (7) undertaking numerous studies and projects supporting multi-modal transportation and Transportation Demand Management (TDM) strategies to reduce single-occupant vehicle use, (8) completing initial planning for expanding and improving the City's recycled water system, (9) successfully encouraging the community to reduce water usage, and (10) developing Precise Plans to co-locate jobs and housing. More information about these sustainability initiatives can be found on the City's website at www.mountainview.gov/sustainability.

Greenhouse Gas Emissions

In 2015, Mountain View generated a total of 768,365 metric tons of carbon dioxide equivalent (MT CO₂e) emissions communitywide, with transportation accounting for 59.5 percent of total emissions (up from 53.1 percent in 2005) and building energy making up an additional 32.9 percent (down from 42.0 percent in 2005). Total 2015 emissions were 9.1 percent higher than in 2005 (the City's emissions baseline year), and 21.3 percent above the 2015 reduction target of 10 percent. With a 2020 reduction target of 15-20 percent, and emissions likely to have increased since 2015 due to residential and commercial growth, the 21.3 percent gap will likely increase.

Environmental Sustainability Task Force 2

Environmental Sustainability is currently one of the City Council's four Major Council Goals. As part of its goal-setting process in Spring 2017, the Council voted to establish a second Environmental Sustainability Task Force (ESTF-2). (The first Task Force was convened in 2008.) The purpose of ESTF-2 was to (1) evaluate and recommend whether and how current City sustainability plans and goals should be modified based on new technologies and processes for addressing climate change, and (2) support and extend the capacity of City sustainability staff to develop and implement strategies, programs, and projects to meet the City's climate goals. Comprised of 33 community members, ESTF-2 held its first meeting on September 28, 2017. Following 17 general meetings, dozens of working group meetings, and significant community outreach, ESTF-2 reported their [findings](#) to the City Council in June 2018. The ESTF-2 recommendation is to increase the Environmental Sustainability staffing and program budget to help achieve the City's sustainability goals.

As part of the current Fiscal Year (FY) 2018-19 work plan, sustainability staff will evaluate the ESTF-2 recommendations, including conducting outreach to City staff and the community, and ultimately propose a draft Environmental Sustainability Action Plan 4 (ESAP-4) in early 2019, covering FYs 2019-22. The sustainability program assessment and strategic plan produced by the consultant as described in this Request for Proposals (RFP) will help inform the actions included in ESAP-4 and funding needs to be considered as part of the FY 2019-20 budget process. Initial priorities arising from the ESTF-2 recommendations may be funded sooner during the FY 2018-19 midyear budget process.

III. SCOPE OF SERVICES

A proposed list of major tasks and deliverables to be included in the scope of work is described below. In response to this RFP, proposers must provide a well-developed and

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specific scope of work for all project tasks; methods and/or analytical procedures to perform the tasks; and any proposed changes or additions to the RFP.

Each proposal must include an itemized task list, a list of proposed deliverables, costs broken out by task, a work schedule, and a progress reporting schedule.

- a. Complete a high-level assessment of the City's Environmental Sustainability Program and related cross-departmental initiatives by January 31, 2019, including the following:
 - i. Review the current structure and work of the City's Environmental Sustainability Program and relevant documents, including the Climate Protection Roadmap (CPR), Municipal Operations Climate Action Plan (MOCAP), Environmental Sustainability Action Plan 3 (ESAP-3), 2005-2015 GHG inventories, and the 2018 Final Report of the Environmental Sustainability Task Force.
 - ii. Benchmark the City's Environmental Sustainability Program against other city sustainability programs, looking at comparable and leading cities in terms of staffing levels, funding sources and levels, types of programs implemented, outcomes, and other relevant program features.
 - iii. Assess the effectiveness of the City's current core Environmental Sustainability programs.
 - iv. Identify other current City strategies across departments that relate to the achievement of environmental sustainability goals.
 - v. Identify any opportunities where greater cross-departmental coordination and/or consideration of GHG impacts would increase the effectiveness of the City's environmental sustainability efforts.
 - vi. Identify any opportunities or constraints in City departments related to the availability of staff and other resources to pursue environmental sustainability priorities.
 - vii. Identify any synergies or conflicts/trade-offs between environmental sustainability and other Council priorities or important City goals.

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- viii. Identify key regional environmental sustainability efforts and funding opportunities and assess the City's current effectiveness in collaborating with these potential partners and leveraging these funding sources.
 - ix. Provide recommendations regarding process improvements within the Environmental Sustainability Program, between the Program and other City Departments and between the Program and potential external environmental sustainability partners and funders.
 - x. Provide recommendations regarding tools to measure the effectiveness of different projects and programs toward achieving the City's GHG reduction targets (with a particular focus on the City's transportation programs).
- b. Develop a Strategic Plan for the City's Environmental Sustainability Program by early March 2019, including the following:
- i. Informed by the current scope of the City's Environmental Sustainability Program, the recommendations of ESTF-2, and the program assessment in section a (iii), including benchmark information regarding other agencies, provide a general outline of three different possible scopes for the City's program that would achieve different levels of response to climate change and progress toward the City's GHG reduction targets, ranging from "basic" to "industry leader." Suggest the most effective role and responsibilities of the City's Environmental Sustainability program relative to other agencies and funding sources.
 - ii. For each of these possible levels of response, provide options and recommendations related to the organizational structure, staffing levels, and funding levels for the City's Environmental Sustainability program.
- c. Be available on an hourly basis to help City staff validate select ESTF-2 recommendations by the end of 2018 or early 2019.

IV. RFP SCHEDULE (Subject to Change)

Issue Date:	July 16, 2018
Deadline for Questions Regarding RFP:	July 27, 2018
Clarification and Response/Addenda provided by City:	August 3, 2018

Proposals Due:	August 10, 2018
Interviews (if necessary)	August 20, 2018 (week of)
Selection and Intent to Award:	August 31, 2018
Finalize Scope of Services and Agreement	September 28, 2018
Award Contract (tentative):	October 2018

V. PROPOSAL SUBMITTAL

- a. Any questions related to this RFP shall be submitted in writing to the contact person listed on the cover page, no later than the date listed in the RFP Schedule.
- b. Proposals **MUST** be received no later than the date and time listed in the RFP Schedule; postmarks are not acceptable. One (1) signed original plus two (2) copies for a total of three (3) hard copies and one (1) electric copy of the entire proposal must be delivered to:

City of Mountain View
City Manager's Office
500 Castro Street
Mountain View, CA 94041
Attention: Kaitlyn Cyr

VI. PROPOSAL FORMAT AND CONTENT

The proposal shall consist of two parts submitted as separate packages/PDFs. Both parts shall be submitted at the same time.

Part One – NARRATIVE

Part One shall describe the consultant's understanding of the project, approach to accomplishing the project goals, relevant past experience and any litigation brought against the firm. Please label the sections of your proposal to match the numbers below.

The proposal shall, at a minimum, cover the following items. Please be concise.

Consultant Background and Proposed Study Design

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1. Explain the general background, qualifications and organizational structure of the firm and describe any of the firm's special knowledge or capabilities related to the project.
2. Describe the proposed approach to the Scope of Services, including:
 - a. Organization and scheduling of tasks to be performed.
 - b. Proposed deliverables.
 - c. The team's overall approach in fulfilling the stated objectives.
 - d. A brief summary of your team's key strengths in each task.
 - e. Approaches to working with City staff.
 - f. Other relevant factors pertaining to formulation and execution of a successful project.

Consultant/Subconsultant Qualifications

3. Describe your firm's prior experience designing, implementing and managing the preparation of similar studies, and other related experience that shows your ability to deliver the Scope of Services. Provide a list of recent projects for which the firm has provided services of a similar nature, including all pertinent information such as project description, contact person, phone number, e-mail address, location, duration and current project status. Indicate which projects are your references.
4. Submit a list of subconsultants, if any, to be utilized on the project and describe how each subconsultant is qualified to perform the services and will be utilized. Provide a list of their similar past projects with all pertinent information, including project description, contact person, phone number, e-mail address, location, duration and current project status. Identify principal staff assigned to this project from each subconsultant firm and their responsibilities on this project.

Team Qualifications

5. Identify the name and title of the lead contact person and principal staff who will be assigned to this project. Provide curriculum vitae for key consultant team personnel and brief bios for all other team members. Provide a description of their responsibilities and the percentage of time expected to be spent on this project.

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Legal Information

6. As applicable, submit a list of lawsuits filed within the past two (2) years against the firm or its principals alleging misconduct and/or negligence. Submit a list of claims within the past two (2) years against the firm's professional liability insurance policy (errors and omissions), if any. Accompanying each (or either) list shall be a declaration by a principal of the firm indicating careful review of such lists and adding appropriate information concerning the current status or other disposition of the lawsuits or claims. This information may be submitted separately and confidentially, if so desired.

Conflict of Interest Issues

7. As applicable, submit a list of all projects (completed within the past three (3) years or currently under way) located within Santa Clara County.

Accompanying such a list shall be a declaration by a principal of the firm indicating knowledge of and careful review of the subject matter and asserting freedom from conflicts of interest that might arise from relationships with parties that are involved in disputes with the City of Mountain View.

Additionally for firms that are currently working on projects within the City of Mountain View for other private or public sector clients, please submit a list of the project(s), including a broad description of the work being performed and the efforts that will be undertaken to separate this Study from the other projects to avoid the potential for any conflict of interest.

Project Schedule

8. Submit a project schedule (subject to adjustment by mutual consent of consultant and City).

Insurance Requirements

9. Submit evidence of the required insurance as set forth in the sample consultant agreement (attached).

Part Two – BUDGET

[PLEASE SUBMIT THIS SECTION AS A SEPARATE PACKAGE/PDF]

Anticipated Budget

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The anticipated consultant budget for the Environmental Sustainability Program Assessment/Strategic Plan, including all contingencies and expenses, should not exceed \$150,000.

Submittal Requirements

Provide a detailed cost schedule for each program element described in the Scope of Services. For purposes of estimating, elements may be combined as appropriate, but both subtotals and totals must be shown.

The elements of the fee proposal shall include the following:

1. A schedule of hourly rates valid for the entire length of the project, and years of experience, for all consultant staff working on the project. Hourly rates and itemized costs may be used to negotiate changes in the Scope of Services, if necessary. Please also provide cost for attendance at optional additional meetings.
2. A detailed budget (showing section subtotals) for all items described in the Scope of Services.

VII. SELECTION PROCESS AND CRITERIA

A selection committee will evaluate the proposals submitted and assign each a rating. Following are the criteria for evaluation of the proposals, with the assumption that all minimum requirements have been met.

- A. Effectiveness, clarity, and conciseness of the project approach.
- B. Experience of the firm and project team in performing similar work for other public agencies.
- C. Practical experience and technical qualifications of key staff and subconsultants.
- D. Demonstrated success on previous projects, especially of similar scope, including quality of work, meeting project schedule, and budget.
- E. Adherence to the requirements of this Request for Proposals.
- F. Any litigation brought against the firm.
- G. Total cost to the City.

H. Proposed timeline for completion of services.

Oral Interview

The City may evaluate proposals solely on the basis of each proposer's written submittal, or it may invite those consulting firms it deems to have submitted the best proposals to an interview with the selection team. The consultant's key staff members should be in attendance.

Selection Process

Per City policy, the determination of the most qualified consultant shall be on the basis of demonstrated competence and qualifications for the type of services required.

The City will check the references of the top-ranked consultants for such things as: record in accomplishing work in a timely manner for similar projects within budget; quality of work completed for the City or other public agencies; ability to work with City staff and the public; and outstanding litigation.

The City of Mountain View reserves the right to select, approve, recommend or disapprove subconsultants at its discretion. Further, all work (e.g., data, documents and other products) performed by the consultant and any subconsultants shall be considered the property of the City to do with as it wishes.

The City shall negotiate an agreement with the most qualified consultant. If negotiations with such consultant are unsuccessful, the City will negotiate with the second most qualified firm. The selection process will be complete once a contract is executed. When the City has reached an agreement with a consultant, all firms submitting a proposal will be notified of the results in writing.

VIII. TERM OF AGREEMENT

The program assessment and strategic plan are to be completed by early March 2019.

IX. GENERAL TERMS AND CONDITIONS

The general terms and conditions are set forth in the attached sample consultant agreement. Confirming the project scope within this agreement will be part of the final selection process.