

Request for Proposals
For
Consulting Services

Issued by



June 2011

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INTRODUCTION

The Southeastern Economic Development Corporation (SEDC) is a non-profit benefit corporation under contract to the Redevelopment Agency of the City of San Diego (Agency) for planning and implementing redevelopment activities in a 7.2 square mile area in Southeastern San Diego. SEDC's Area of Influence is bounded by the Martin Luther King Jr. Freeway (Highway 94) on the North, Interstate 5 on the south and west, and 69th Street to the east. (See Attachment No. 1).

The purpose of this Request for Proposal (RFP) is to encourage perspective consultants to submit information regarding areas of expertise, qualifications, references and service rating. This information will enable SEDC to select a consultant who will be eligible to enter into a contract agreement for consulting services for a period of one year, with optional renewal periods.

SCOPE OF SERVICES

The Scope of Services will include, monitoring developments located in the SEDC Area of Influence on a bi-weekly basis to identify issues, such as overgrown or unsightly landscaping, improper/illegal storage, graffiti, broken fences, illegal/unauthorized signage, vehicle violations, stray carts etc.

Central Imperial

- Imperial Marketplace (perimeter around the center and Las Chollas Creek)
- All Agency Property located at Hilltop Drive and Euclid Avenue
- Valencia Business Park (perimeter and Los Chollas Creek)
- Major Corridors including but not limited to:
 - Imperial Avenue Corridor (36th – 69th Street)
 - Market Street Corridor (SR 15 – Pitta)
 - 47th Street (Martin L. King Jr. Freeway – Logan Avenue)
 - Euclid Avenue

Gateway Center West

- Entire Business Park

Mount Hope

- Gateway Center East Business Park
- Market Street between State Route 15 and I-805
- Agency owned property located on the north and south side of Market Street between Toyne and Denby Street

Southcrest

- Southcrest Park Plaza
- 252 Corridor along Alpha Street between 43rd Street and 38th Street/38th Street to I-15
- 43rd Street between National Avenue and Delta
- National Avenue between 43rd Street and 35th Street
- All Agency-owned property located with the Project Area

Additional Services

- Report any additional needs for the Property that are not included in the Scope of Service. A cost proposal must be submitted prior to the performance of additional services.
- Obtain written approval from SEDC prior to performance of additional work.

SEDC AREA OF INFLUENCE

- “Hey Neighbor “ Campaign
 - The Consultant shall survey the SEDC Area of Influence and identify homes that display various activities notes on the “Hey Neighbor” cards and provide that data necessary for the corporation to mail the cards.
 - Consultant shall provide an inventory to determine what locations have continued to display the cards and if not determine why.
 - The Consultant shall monitor the use of the cards at various point of distribution (e.g. libraries and community centers, etc.) and replenish them as-needed.
- Meeting Attendance
 - The Consultant shall attend meeting held with the City of San Diego Code Enforcement representatives, business owners and/or residential property owners as requested by SEDC.

- Graffiti Removal
 - The Consultant shall notify SEDC of graffiti located on/or around public spaces. In addition the Consultant shall work with the Diamond BID to assist in identifying a process for getting property owners to participate in a graffiti rewards program.

Reimbursement for Cost of Materials

The Corporation shall reimburse the consultant for all cost for material in response to agency owned properties. All expenditures must be pre-approval by the Corporation and supported by receipts.

CRITERIA

Consultant shall on a as-needed basis perform Service for certain properties located within the Southeastern Economic Development Corporation's area of influence. The consultant shall submit an invoice to SEDC specifying the service performed and monthly summaries of all issues identified and the respective actions taken to solve each problem.

PUBLIC DISCLOSURE

As a general rule, all documents received by the Corporation are considered public records and will be made available for public inspection and copying upon request. If your company considers any documents submitted in this response to be propriety or otherwise confidential, please submit a written request for determination of whether the documents can be withheld from public disclosure **no later than ten (10) days prior to the due date of** the response. If the consultant does not obtain a determination of confidentiality prior to the submittal deadline, any document(s) submitted will be subject to public disclosure.

SUBMITTAL FORMAT AND CONTENT

All respondents are required to follow the format specified below. The content of the submittal must be clear, concise, and complete. Each section of the submittal shall be tabbed according to the numbering system shown below to aid in the retrieval of information. (NOTE: Respondents shall base the submittal on the "Scope of Services.").

Submittal Cover – Include RFP’s title and submittal due date, the name, address, telephone and fax number.

Table of Content – Include a complete and clear listing of heading and page numbers to allow easy reference to key information.

- I. Cover Letter – Include in a brief, two page cover letter a description of the delivery of services to SEDC. In addition, describe those condition, constraints or problems that are unique to the Scope of Services that may adversely affect either the cost or the consultant’s ability to perform certain tasks; identify the team members (i.e. sub-consultants), if any, and include the title and signature of the contact person for this response.
- II. Method and Plan – include a description of the method and plan for carrying out the Scope of Services.
- III. Qualification and Experience – Include the consultant’s experience in the past five (5) years specifically related to the Scope of Services shall be listed consecutively with awarding and completion dates noted.
- IV. Other Information – Include all other pertinent information regarding this response in the following order:
 - A. Description of insurance coverage (types of coverage and policy limits deductible, exclusions, and outstanding claims);
 - B. Description of in-house resources (i.e., computer capabilities, software applications, modem protocol and modeling program, etc.)
 - C. Copy of valid MBE/WBE/DBE/DVBE, if applicable
- V. Schedule of Rates – Include a Schedule of Rates which identifies all personnel that may be assigned to this contract.

SUBMITTAL SCHEDULE

The solicitation, receipt and evaluation of proposals and the selection of the consultant to provide services as Corporate General Council will conform to the following schedule.

(Note: Dates are subject to change.)

Advertisement/Mailings	Week of June 17, 2011
Qualifications Submitted	June 24, 2011
Proposal Review	Week of July 8, 2011
Interviews	Week of July 8, 2011
Notice to Proceed	The awarding of this contract will occur in July 2011

One (1) unbound original for reproduction and three (3) copies of the proposal shall be delivered not later than 5:00 p.m., June 24, 2011 to:

Southeastern Economic Development Corporation
Attn: Ms. Tylisa D. Suseberry, Assistant Economic Development Manager
404 Euclid Avenue
San Diego, CA 92114

Copies sent by facsimile or electronically will not be accepted.

SUBMITTAL SELECTION PROCESS

SEDC will review submittals which meet the requirements stated herein and will “short-list” the most qualified respondents, utilizing the selection criteria listed below and conduct interviews of those consultants on the final list.

SUBMITTAL EVALUATION CRITERIA

Submittal received by SEDC will be evaluated according to the criteria listed below:

- Conformance to the specified RFP format;
- Organization, presentation, and content of the proposal;
- Specialized experience and technical competence of the consultant(s), including record of performance and the strength of the key personnel who will be dedicated to providing the lead service to the Corporation;
- Knowledge and understanding of redevelopment, community development planning, as well as the local governmental environment.
- Ability to meet the insurance requirements as stated in the Terms and Conditions section of this RFP (SEDC, at its sole discretion, decides to modify or waive the insurance requirements).

TERMS AND CONDITIONS

Issuance of this RFP does not commit SEDC to award a contract or to pay any costs incurred in the preparation of a response to this request. All Respondents should note that the execution of any contract pursuant to this RFP is dependent upon the approval of the SEDC Board of Directors.

SEDC retain the right to reject all submittals. Selection is dependent upon the negotiation of a mutually acceptable contract with the successful Respondent. Each proposal shall be valid for not less than ninety (90) days from the date of receipt.

The consultant selected to perform the work described in this RFP will be required to provide evidence of public liability and property damage insurance with limited of not less than One Million Dollars (1,000,000) for injury to, or death of, one or more persons and/or for property damage arising out of a single accident or occurrence, insuring against all liability of the City of San Diego, SEDC, Redevelopment Agency of the City of San Diego, the selected consultant, its subcontractor(s), and its authorized representatives, arising out of, or in connection with, the performance of work under the contract with SEDC. Professional liability insurance (errors and omissions) shall be required of said consultant company in the minimum amount of Five Hundred Thousand Dollars (\$500,000). Said insurance shall be provided at the sole costs and expense of the consultant company(s) selected, unless the requirement is modified or waived by the SEDC Board of Directors.

I. 306 EQUAL EMPLOYMENT OPPORTUNITY

During the performance of this Agreement, the Contractor agrees as follows:

- a. Contractor shall comply with all applicable provisions of the California Fair Employment Practices Act (California Government Code Section 12940-48), and/or the applicable Equal Employment Provision of the Civil Rights Act of 1964 (42 U.S.C. 200E – 217), whichever is more restrictive.
- b. The Contractor will not discriminate against any employee or applicant for employment because of race, gender, religion, sexual orientation, age, national origin or disability or on any basis prohibited by law. The Contractor will provide equal opportunity in all employment practices. The Contractor will ensure that its sub-contractor comply with the City of San Diego's Equal Employment Opportunity Outreach Program (San Diego Municipal Code Section 22.2701-22.2707). The Contractor will take affirmative action to insure that applicants are employed, and that employees are treated during employment, without

regard to their race, gender, religion, sexual orientation, age, national origin or disability. Such action shall include, but not be limited to, the following: employment, upgrading, demotion, or transfer; recruitment or recruitment advertising; layoff or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship.

- c. The Contractor will, in all solicitations or advertisements for employees placed by or behalf of the Contractor, state that all qualified applicants will receive consideration for employment without regard to race, gender, religion, sexual origination, age national origination, age, national origin or disability.
- d. The Contractor will cause the foregoing provision to be inserted in all subcontracts for any services covered by this Agreement so that such provisions will be binding upon each Subcontractor, provided that the forgoing provision shall not apply to contracts or Subcontractors for standard commercial supplies or raw materials.
- e. The Contractor shall comply with the City of San Diego Nondiscrimination in Contracting Ordinance, (San Diego Municipal Code Section 22.23501-22.3517) and are required to provide a completed Work Force Report (WFR).
- f. The Contractor shall comply with Council Policy 100-4, adopted by Resolution No. R-282153, relating to the federally mandated Americans with Disabilities Act.

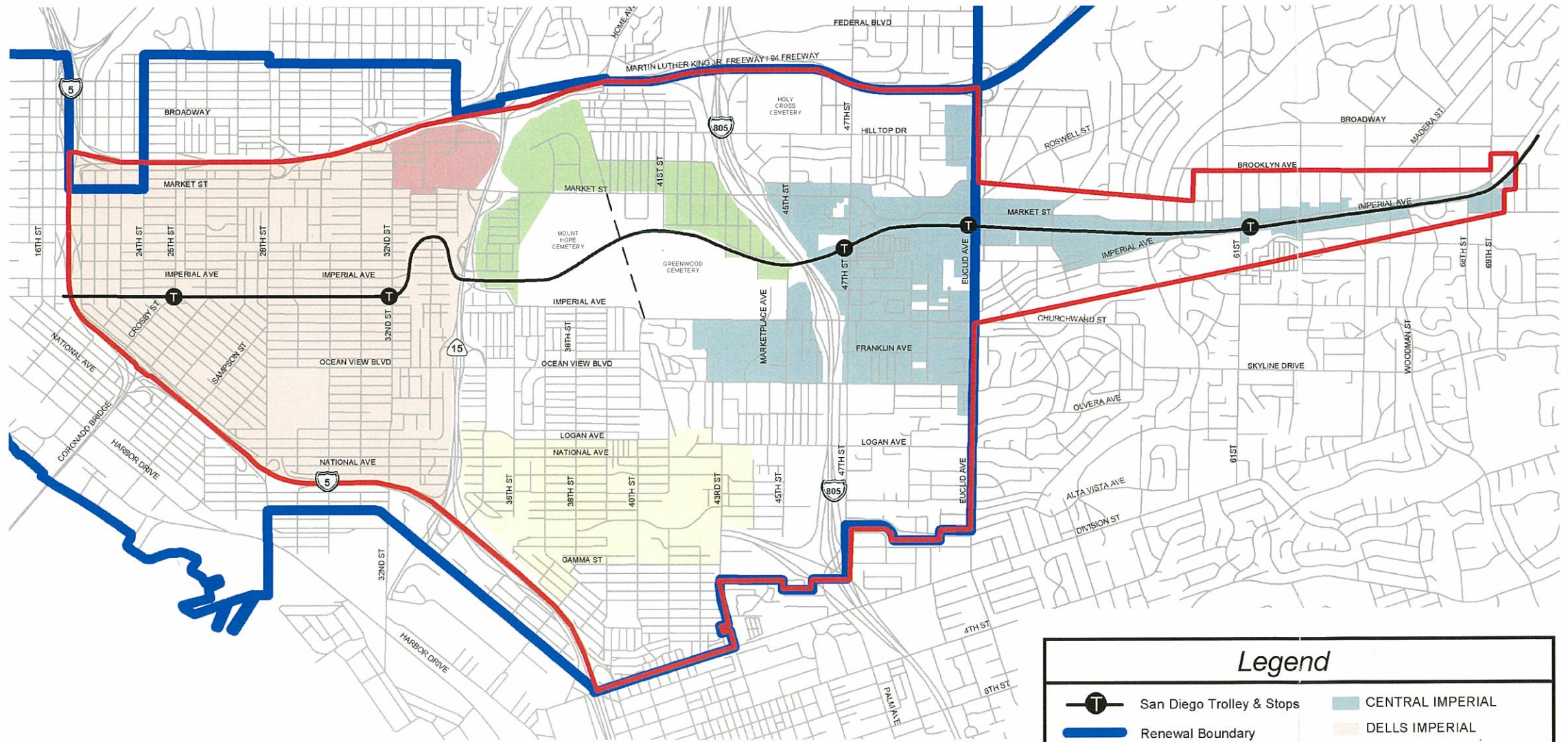
CORPORATION CONTACT

Any questions about this RFP may be directed to:

Ms. Tylisa D. Suseberry, Assistant Economic Development Manager
Southeastern Economic Development Corporation
404 Euclid Avenue, Suite 221
San Diego, CA 92114
(619) 527-7345

Note: Incomplete or incorrect information shall be cause for immediate disqualification.

SEDC Area of Influence within San Diego Renewal Community



Legend

- San Diego Trolley & Stops
- Renewal Boundary
- SEDC Area of Influence
- CENTRAL IMPERIAL
- DELLS IMPERIAL
- GATEWAY CENTER WEST
- MOUNT HOPE
- SOUTHCREST

Scale: 1" = 1/2 mile



04/14/03

EXHIBIT B

EMPLOYMENT AND TRAINING REQUIREMENTS

Grantee is committed to creating jobs by the construction and operation of the Grantee's project on the Property available to the residents of the Southeastern San Diego community to the greatest extent feasible.

In order to accomplish this objective, Grantee covenants and agrees for itself and its successors and assigns to the Property or any portion thereof and all persons claiming under or through them including, without limitation, tenants, lessees, subtenants, subleases and any other operator of a business on the Property, subject to the performance of Grantor of the assistance hereinafter described, to provide the following services for the benefit of Grantor and the community:

1. Grantor, upon receipt of written request from Grantee as developer (on behalf of itself or its contractors and subcontractors) and/or from any operator of a business on the Property, shall initiate appropriate employment training assistance, including On-the-Job Training. Such training shall be tailored to the needs of the employer and be provided by the Regional Employment Training Consortium (R.E.T.C.) and/or other appropriate agencies mutually acceptable to the parties.

2. Grantee as developer, its contractors and subcontractors, and any operator of a business on the Property, as the case may be, shall assist Grantor and training providers by specifically identifying their training needs and participating in the design, development, monitoring and implementation of training programs which meet the employer's standards.

3. Grantee as developer, its contractors and subcontractors, and any operator of a business on the Property shall actively and directly recruit employment candidates from Southeastern San Diego, as they are defined herein, for any facility construction positions to the greatest extent possible.

On an on-going basis, all operators of a business on the Property shall actively and directly recruit employment candidates from Southeastern San Diego, as defined herein, for employment positions that become available at the facility.

Recruitment for construction and employment positions shall include, but need not be limited to, advertisement in community newspapers and written notification to the Employment Development Department of the State of California, State Service Center, 1551 Fourth Avenue, Suite 600, San Diego, California 92101, and the

Southeastern Economic Development Corporation, 995 Gateway Center Way, Suite 300, San Diego, CA 92102.

4. SEDC and Grantee will work jointly to achieve the maximum level of participation by area residents in the employment opportunities offered by this project. Both parties will seek to utilize all available resources to identify, train and present for employment consideration residents from the area served by SEDC who are qualified to perform jobs that will be available during construction of the project and for those permanent jobs resulting from in the business operations conducted after the completion of construction. Coordination may include resources of agencies and organizations such as the City of San Diego Enterprise Zone, the State of California Employment Development Department, the San Diego Consortium/Private Industry Council and the San Diego College of Retailing.

5. For purposes of these employment training services and employment requirements, Grantee as developer, agrees to give written notice to every operator of a business on the Property of the obligations and requirements of that operator to use its best efforts to employ, to the greatest extent feasible, at least 20% of its initial workforce for the first year of operation, 30% in the second year and 40% in each successive year of operation, with Southeastern San Diego residents, as defined herein, who meet the employment standards and requirements of such operator.

6. For purposes of these Employment and Training Requirements, Southeastern San Diego residents shall be defined as those persons who reside in Census Tracts No. 30.01, 30.02, 31.01, 31.02, 31.03, 33, 34.01, 34.02, 35, 36, 38, 39, 40, 41, 45, 46, 47, 48, 49, 50 and 51 at the time a training or employment opportunity arises. Census Tract Boundaries are delineated on the map which is incorporated herein and attached hereto as Attachment No. 1.