



REQUEST FOR PROPOSALS FOR

**REQUEST FOR PROPOSALS FOR THE PROVISION OF
PROGRAMS, SERVICES, AND ACTIVITIES THAT
PROMOTE ECONOMIC DEVELOPMENT IN THE CITY OF
GOLETA (FISCAL YEAR 2019/2020)**

June 7, 2019

Proposals due by July 5, 2019, 5:00 PM PST
(POSTMARKS WILL NOT BE ACCEPTED)

City of Goleta RFP for
Economic Development Programs, Services and Activities
(Fiscal Year 2019/2020)

CITY OF GOLETA

REQUEST FOR PROPOSALS FOR THE PROVISION OF PROGRAMS, SERVICES, AND ACTIVITIES THAT PROMOTE ECONOMIC DEVELOPMENT IN THE CITY OF GOLETA (FISCAL YEAR 2019/2020)

INTRODUCTION

The City of Goleta is requesting proposals from qualified organizations interested in providing programs, services, and/or activities that further the economic development goals of the City, as detailed in this advertisement.

The City is calling upon nonprofit organizations to submit proposals for programs, services, and/or activities that will support local business sustainability and growth, attract new businesses to the area, or otherwise improve the environment that businesses operate in, for the benefit of business owners and customers. Funding awarded to organizations as a result of this RFP will be for programs, services, and/or activities taking place during the 2019/2020 Fiscal Year (July 1, 2019 - June 30, 2020).

BACKGROUND

The City of Goleta is located on the Central Coast of California just north of Santa Barbara. Incorporated in 2002, the City has the warmth and charm of a small town. Beaches and well-maintained parks and open spaces add to its attraction. Contributing to this young community's outstanding quality of life are the City's low crime rate, mild coastal climate, and desirable location.

The current population is just over 30,000. Residents enjoy several distinct neighborhoods, each with its own character. Goleta elementary and secondary schools have a reputation for high academic achievement and excellent instruction. The University of California at Santa Barbara, located to the south of the City, is a world class public university.

The Economic Development Program (EDP) of the Neighborhood Services and Public Safety Department is responsible for planning and organizing citywide economic development and promotional activities. The EDP develops, implements, coordinates, and monitors economic development activities consistent with City policy, and develops strategies to improve the economic strength of the City through business attraction, retention and expansion, and job creation.

Support to Other Agencies Funding

Resulting from a workshop held on March 14, 2019, the City Council directed staff to seek proposals from nonprofit organizations in Goleta that address the prioritized budget category of "Economic Development/Marketing Promotions." Funding for this area is budgeted by the City Council under the Support to Other Agencies Program. To view Program Guidelines, refer to Attachment 1.

This upcoming fiscal year (July 1, 2019 - June 30, 2020) represents a change from the City's prior practice of awarding funds to agencies in this budget area, in that such funding has not historically been subject to a competitive process. The development of Program Guidelines and a new solicitation, evaluation, and funding process represents the City's efforts to create a more standardized and equitable opportunity for agencies to apply for, and receive City financial support.

This RFP may result in contracts with varying agencies that are able to provide the programming, services and/or activities called for in this solicitation. This available funding is made possible through the City's Support to Other Agencies program. The City's funding is intended to augment an organization's operations, services, and/or programming budget; City funding is not expected to fully fund any one operation, service, or program.

PURPOSE OF THE REQUEST

This Request for Proposals (RFP) is soliciting responses from nonprofit organizations interested in providing programs, services, and/or activities that promote community and economic development in the City of Goleta, and as informed by the Citywide Two-Year Strategic Plan. Proposers should note that the City is currently in the process of updating its Strategic Plan for the next two-year budget cycle; the updated Plan is expected to be adopted on June 18, 2019. Funding awarded to organizations as a result of this RFP will be for programs, services, and/or activities taking place during the 2019/2020 Fiscal Year (July 1, 2019 - June 30, 2020).

Resulting from this RFP, the City will enter into one or two-year agreements with selected agencies that meet the needs defined in this RFP.

DELIVERABLES

Please submit all of the below requested information in Sections A through J with your submittal. Proposals will be rated for completeness.

- A. Detail the program, service, and/or activity for which funding is being requested. If requesting funding for more than one program/service/activity, provide a description of each, and for *each* include these components.
- B. Please summarize your agency's past performance (as applicable) in relation to the program/service/activity for which funding is being requested. Are there any trends, best practices, or research related to the program/service/activity that can provide a background or rationale for your proposed scope of services?
- C. Attach your organization's Mission Statement and explain how the program/service/activity fits the mission.
- D. Describe the operational aspects of the program/service/activity, including:
 - 1. Days and hours of operation;
 - 2. Number (estimated) of service hours provided annually; and
 - 3. How the program/service/activity will be managed and monitored.
- E. Describe the priority population that will be served and the estimated number served.
- F. How does (or will) your organization measure the success or performance of your program/service/activity?
- G. Will the City's funding leverage other resources, such as supporting joint partnerships, matching funds, or cost sharing, or otherwise serve to catalyze other initiatives? If yes, please explain.
- H. Please describe the extent to which the requested funds vital or necessary to carrying out the program/service/activity. What other sources of funding is your organization pursuing or planning to utilize?
- I. Please explain whether the requested funding is needed on an ongoing basis, or if this is a one-year request. (Pilot programs or capital expenses are considered one-time requests.)

J. Using the budget tables on the following pages, please list all revenue and expenses for the program/service/activity that you are seeking City funding for, according to the sources and time periods listed. Duplicate this form as necessary. Note: This budget form must be completed for each separate program/service/activity you are requesting City funding for. *Any budgets submitted in separate format from the below tables will not be considered.*

Revenues

	FY 18/19 (Current Year)	FY 19/20 (Next Year - Projected)
City of Goleta Funds*		
Federal		
State		
County		
Municipal (Other Cities)		
School District		
Foundations/Trusts		
Donations/Fundraising		
Fees		
Other Sources/Revenues**		
TOTAL REVENUE		

*In the first column titled "FY 18/19 (Current Year)", please note the amount of City of Goleta Funds received by your agency for the current fiscal year, if any. In the second column titled "FY 19/20 (Next Year - Projected)", please include the amount of City of Goleta funds your agency is requesting under this solicitation.

**Please specify the Other Sources/Revenues:

Expenditures

	FY 18/19 (Current Year)	FY 19/20 (Next Year - Projected)	City of Goleta Funds Requested for FY 19/20 (Next Year - Projected)*
Salaries, Benefits, Payroll Taxes			
Consultants and Contracts			
Facility, Utilities, Maintenance			
Supplies			
Marketing (Printing, Advertising)			
Travel, Mileage, Training			
Equipment Rental/Maintenance			
Insurance			
Other Expenditures**			
TOTAL EXPENDITURES			

**In the far-right column titled "City of Goleta Funds Requested for FY 19/20 (Next Year - Projected)", please specify the proposed uses for the requested funds by including amounts in the associated rows. For example, if your agency is requesting that a portion of City of Goleta funds be dedicated to facility maintenance, specify the amount in the corresponding row (Facilities, Utilities, Maintenance).*

**Please specify Other Expenditures:

ADDITIONAL REQUIREMENTS/GUIDANCE FOR PROPOSERS

Only that information which is essential to an understanding and evaluation of the proposal should be submitted. Items not specifically and explicitly related to the RFP and proposal, e.g. brochures, marketing materials, etc. will not be considered in the evaluation.

Proposals must address all items in the order listed under the DELIVERABLES section of this solicitation. Proposals must reference each Section "A" through "J" in the submitted Proposal.

INSURANCE REQUIREMENTS

Without limiting Grantee's indemnification of Agency, and prior to commencement of Work, Grantee shall obtain, provide and maintain at its own expense during the term of this Agreement, policies of insurance of the type and amounts described below and in a form satisfactory to Agency.

General liability insurance. Grantee shall maintain commercial general liability insurance with coverage at least as broad as Insurance Services Office form CG 00 01, in an amount not less than \$1,000,000 per occurrence and \$2,000,000 general aggregate, for bodily injury, personal injury, and property damage. The policy must include contractual liability that has not been amended. Any endorsement restricting standard ISO "insured contract" language will not be accepted.

Automobile liability insurance. Grantee shall maintain automobile insurance at least as broad as Insurance Services Office form CA 00 01 covering bodily injury and property damage for all activities of the Grantee arising out of or in connection with Work to be performed under this Agreement, including coverage for any owned, hired, non-owned or rented vehicles, in an amount not less than \$1,000,000 combined single limit per accident.

Workers' compensation insurance. Grantee shall maintain Workers' Compensation Insurance (Statutory Limits) and Employer's Liability Insurance (with limits of at least \$1,000,000). Grantee shall submit to Agency, along with the certificate of insurance, a Waiver of Subrogation endorsement in favor of Agency, its officers, agents, employees and volunteers.

Primary/noncontributing. Coverage provided by Grantee shall be primary and any insurance or self-insurance procured or maintained by Agency shall not be required to contribute with it. The limits of insurance required herein may be satisfied by a combination of primary and umbrella or excess insurance. Any umbrella or excess insurance shall contain or be endorsed to contain a provision that such coverage shall also apply on a primary and non-contributory basis for the benefit of Agency before the Agency's own insurance or self-insurance shall be called upon to protect it as a named insured.

PROJECT SCHEDULE

Economic Development/Marketing and Promotions is a priority funding area for the City. Below is a tentative schedule for the RFP, rating process, and award of funds for FY 2019/2020; however, dates may be subject to change and adjusted as necessary.

Proposals Submittal Deadline	July 5, 2019, 5:00 PM PST
City Evaluation of Proposals	July 8-17, 2019
Award Contract(s)	August 6, 2019

SELECTION CRITERIA

Proposers must meet eligibility requirements to be considered for funding under this RFP. Eligibility requirements are detailed in the Program Guidelines (Attachment 2):

In addition to basic eligibility considerations, City staff evaluation of proposals will consider the following criteria:

- Extent to which the Goleta community is served (e.g. target population served, numbers of people served, program/service hours)
- Extent to which the proposed program/service/activity aligns with EDSP goals
- Extent to which the proposed program/service/activity aligns with the 2019-2021 Strategic Plan
- Completeness of Proposal
- Effectiveness of services to be provided by the Proposer
- Cost (Proposal price will not be the sole determining criteria)
- Percentage of City funds directed at direct programmatic costs (vs. indirect costs such as facility maintenance, office supplies, rent, etc.)
- Extent to which the requested City funds are necessary or vital to carrying out the program/service/activity
- Extent to which the requested City funds will leverage other funding or resources
- Proposer's ability to perform the work within the 2019/2020 Fiscal Year (July 1, 2019 - June 30, 2020)
- Proposer's compliance with applicable laws, regulations, policies (including City Council policies), guidelines, and orders governing prior or existing contracts performed by the Proposer

Requirements not limiting. Requirements of specific coverage features or limits contained in this Section are not intended as a limitation on coverage, limits or other requirements, or a waiver of any coverage normally provided by any insurance. If the Grantee maintains higher limits than the minimums shown above, the Agency requires and shall be entitled to coverage for the higher limits maintained by the Grantee. Any available insurance proceeds in excess of the specified minimum limits of insurance and coverage shall be available to the Agency.

All insurance policies shall be issued by a financially responsible company or companies authorized to do business in the State of California. City, its officers and employees, shall be named as additional insured. Grantee shall provide City with copies of certificates for all policies, in a format acceptable to City, with the appropriate named additional insured coverage and an endorsement that they are not subject to cancellation without 30 days prior written notice to City. Insurance certificates must be submitted by Grantee and approved by City before grant work commences.

General Information

1. The City reserves the right to cancel or reissue the RFP or extend the timeline at any time.
2. The City reserves the right to reject any and all proposals. The City may accept any proposal if such action is determined to be in the best interest of the City in the sole and exclusive discretion of the City Council.
3. The City is not liable for any costs incurred by the proposer prior to issuance of a written contract (fully executed) to the successful organization(s).
4. The program/service/activity is subject to the approval of the City of Goleta. The City will have the right to review and approve any changes in the program/service/activity.

Questions during Proposal Period

All questions should be directed in writing to: Dana Grossi, Management Analyst, dgrossi@cityofgoleta.org.

DEADLINE FOR PROPOSAL SUBMITTALS

Submittals are due by 5:00 PM PST on July 5, 2019.

Proposals be received emailed to Dana Grossi at dgrossi@cityofgoleta.org by the above deadline.

Proposals not received by the due date and time requested in the Project Schedule herein may be rejected without consideration.

NOTE: FAXED, E-MAILED, LATE OR “BY-POSTMARK DATE” PROPOSALS WILL NOT BE ACCEPTED.

Attachment 1 – Support to Other Agencies Program Guidelines

III. PROCESS AND GUIDELINES

Generally, the services provided by nonprofit and governmental agencies fall into four categories. The Category and type of service needed may necessitate a competitive process if the service can be provided by another nonprofit agency at the same or similar service level, or if the service type is one that requires a multi-agency coordinated effort (such as addressing homelessness in Goleta which requires a multi-service approach).

1. Categories

Support to Other Agencies funding generally addresses four overall categories:

- a. **Category 1. Governmental/Interagency Agreements** - An agreement with another governmental agency or a collaboration among multiple jurisdictions and a nonprofit agency to provide services, economies of scale, and/ or leverage other grant funding for the targeted service.
- b. **Category 2. Homelessness Initiatives** - An agreement with a nonprofit or governmental agency to provide assistance and services to the Goleta homeless population, or that aid in the in the prevention or elimination of homelessness in Goleta.
- c. **Category 3. Economic Development/Marketing and Promotions** - An agreement with a nonprofit agency that furthers the economic development goals of the City of Goleta, which may include attracting and retaining new business, promoting business, providing community events and marketing efforts that draw and sustain new businesses, and providing jobs and services in the City of Goleta, and other priorities as directed by the City Council.
- d. **Category 4. City Facilities/Recreation Facilities** – An agreement with a nonprofit agency that operates at a City-owned facility that is open to the public and benefits the overall community in its operations and offerings, or an agreement with a nonprofit agency operates a facility that provides an essential service to the community at-large that the City is unable to provide directly

2. General Process

Available funding may change depending on the strategic goals and objectives of City Council, the needs of the community, and the City's fiscal health. It is the intent of the City Council to provide nonprofit and governmental agencies an opportunity to submit proposals for funding, or negotiate for funding outside of a competitive process as appropriate. The City Manager will assign staff to manage the contracts and the funding will be managed within the appropriate department budget.

- a. Around January/February of each year, staff will evaluate active agreements to ensure that accountability and reporting requirements are being met, and determine if any agreements will expire at the end of the fiscal year.
- b. In March/ April of each year, City staff will provide a status report to the City Council that includes a recommendation for the continuation or extension of funding agreements, recommendations for a Request for Proposals (RFP) process for any new or refined service categories in the next fiscal year, and any recommendations for further refinements to the Support to Other Agencies process.
- c. At minimum for all interested agencies, regardless of the service category they fall under, a scope of services and other service level and program budget information will be required. The scope will provide a detailed budget specifying how the funds will be utilized for the Goleta community. The service or program budget will identify all sources and uses of funding pertaining to the program or service. The agency will identify which City Council Strategic Plan goal and/or objective is met. City staff may request additional information as part of the RFP process.
- d. Staff will evaluate all proposals and utilize the scope of services to develop proposed contract provisions and specific reporting and accountability requirements for selected agencies. At minimum, accountability and reporting requirements will be submitted annually to City staff and to the City Council. City staff will utilize this information for recommendations to the City Council of funding amounts in future years, along with any service level or programmatic changes recommended for consistency with the City's changing needs and priorities.
- e. Staff's recommendations may be presented to the Grant Funding Review Committee as needed for input and recommendations.
- f. The City Council will evaluate staff's (and the Committee's) recommendations and approve or provide direction on proposed agreements and their amounts.
- g. When a contract is approved, funding will be allocated in the budget from year to year to the respective department budget responsible for managing the contract and funds, for the term of the agreement. The City Council may desire to amend or terminate a contract early as allowable under the provisions of the contract for various reasons including non-performance,

unsatisfactory performance, any other violation of the terms, or for budgetary and priority reasons.

- h. During the budget process, the City Council may evaluate the City's funding priorities and will exercise its authority to adjust overall and categorical line item funding caps, as well as funding provided to individual agencies
- i. City staff will provide recommendations to City Council for adjustment of overall, categorical, and agency-level funding as appropriate.
- j. The City Council may approve additional funding requests at any time, to meet new and evolving community needs. New requests received outside of the RFP process and supported by the City Council (two or more in support) for further consideration, will be evaluated by staff and a recommendation for possible funding will be presented at a City Council meeting. Approved requests will be part of the following year's funding process, unless otherwise indicated in the terms of the agreement.

IV. RESTRICTIONS AND LIMITATIONS

- 1. Agencies (and affiliates) receiving funding under these guidelines may not endorse, fundraise, campaign or otherwise support or oppose a candidate for a City of Goleta elected office.
- 2. Agencies receiving funding under these guidelines may not use funds towards religious activities and will have to demonstrate that all City funds were used for a non-religious service to the community.
- 3. Compliance, performance measurements, and reporting requirements will be provisions within the contract.

V. COMPLIANCE

- 1. The recipient is expected to maintain documentation to demonstrate how the funds benefited the Goleta community. The recipient may be requested to make a presentation before a Committee or at a City Council meeting or workshop.
- 2. If funds are not expended in accordance with the approved purposes, the agency will be required to refund the amount of funds. Failure to provide proper documentation may jeopardize any future funding. City of Goleta reserves the right to conduct an audit and/or require additional back-up information to substantiate how funds received from the City were expended.

VI. REVISIONS AND MODIFICATIONS

Revisions and modifications to the policy must be approved by the City Council.