



REQUEST FOR QUALIFICATIONS

RFQ 112-12

Public Engagement Plan

**CITY OF HENDERSON, NEVADA
240 Water Street
P.O. Box 95050
Henderson, NV 89009-5050**

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ESTIMATED SCHEDULE:

The City of Henderson anticipates the following timeline for review and award of this project:

<u>APPROXIMATE DATE</u>	<u>EVENT</u>
JUNE 7, 2012	POST TO DEMANDSTAR
JUNE 10, 2012	ADVERTISE THE RFQ
JUNE 21, 2012	DEADLINE TO SUBMIT QUESTIONS
JUNE 21, 2012	ADDENDA ISSUED TO PROPOSERS
JUNE 27, 2012	DEADLINE TO SUBMIT SOQS
JULY 2, 2012	EVALUATION COMMITTEE REVIEW
JULY 16, 2012	SHORTLIST INTERVIEWS
AUGUST 7, 2012	RECOMMEND AWARD TO COUNCIL

The City will not be liable, nor will it reimburse costs associated with SOQs or associated interviews or correspondence that may or may not result in the award of a contract.

This schedule is an estimate only. Dates and events may be revised or eliminated if in the best interest of the City of Henderson.

INFORMATION ON OBTAINING RFQ INFORMATION:

In order to facilitate a greater distribution of its solicitations, the City of Henderson is a member of Onvia/DemandStar, the leading government purchasing network. Onvia/DemandStar maintains a database of member suppliers and service providers who are automatically notified of opportunities relevant to their business. Suppliers and service providers can view detailed solicitation information and order copies of solicitation documents online through Onvia/DemandStar. For more information on becoming an Onvia/DemandStar member, please visit <http://www.demandstar.com>.

QUESTIONS REGARDING THIS REQUEST FOR QUALIFICATIONS:

Any questions regarding this RFQ are to be directed to Brenda West, Senior Purchasing Specialist, in writing via mail at 240 Water Street, Henderson, Nevada 89015, Mail Stop 121, or via e-mail at Brenda.West@cityofhenderson.com **prior to 2:00pm, June 27, 2012. Questions and answers will be made available to all interested and posted at Demandstar.com.**

Correspondence with any other City employee, official or representative in regards to this SOQ may be grounds for disqualification.

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GENERAL CONDITIONS

1. TERM "CITY"

The term "City" as used throughout these documents shall mean the City of Henderson, Nevada.

2. TERMS "PROPOSER" and "RESPONDENT"

The terms "proposer" and "respondent" shall mean the individual or firm submitting a Statement of Qualifications in response to this Request for Qualifications.

3. TERM "SOQ"

The term "SOQ" as used throughout these documents shall mean "Statement of Qualifications."

4. ORDER OF PRECEDENCE

In the event there are inconsistencies in the RFQ between the General Conditions, Special Conditions, and the Scope of Work/Services contained herein, the following order of precedence shall apply:

- SOQ Content
- Scope of Work/Services
- Special Conditions
- General Conditions

5. PRE-SUBMITTAL CONFERENCE

The City will not conduct a Pre-Submittal Conference.

6. SUBMISSION OF SOQS

Please return **one (1) unbound original and seven (7) copies** of the completed SOQ along with any relevant attachments as directed in Statement of Qualifications Content. All SOQs must be submitted in a sealed envelope **plainly marked with the Request for Qualifications number and title with the name and address of the Proposer clearly marked.** Please use the label provided. SOQs are to be delivered to the **OFFICE OF THE CITY CLERK**, by **2:00pm on June 27, 2012**. The City's hours of operation are Monday through Thursday, 7:30 a.m. to 5:30 p.m. No responsibility will attach to the City or to any official or employee thereof, for the pre-opening of, post-opening of, or failure to open an SOQ not so properly addressed and identified. E-mailed and faxed SOQs will not be accepted.

7. COST OF SOQ

The City will not be liable, nor will it reimburse costs associated with SOQ preparation, interviews, presentations, site visits, and correspondence that may or may not result in the award of a contract as a result of this RFQ.

8. EXCEPTIONS TO SOQ

The proposer shall list any exception(s) to this Request for Qualifications in the appropriate area of Section 1 on this RFQ document. A separate sheet of paper may be used if additional space is

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required; this sheet shall be labeled “Exceptions to Request for Qualifications Conditions” and shall be attached to the SOQ. If no exceptions are stated, it will be understood that all general and specific conditions of the Request for Qualifications will be complied with, without exception.

9. SOQ MODIFICATIONS

Any proposer may modify his SOQ in writing at any time prior to the scheduled closing time for receipt of SOQs. SOQ modifications must be submitted in the same manner required for the original SOQ.

10. WITHDRAWAL OF SOQ

Proposers may request the withdrawal of a submitted, sealed SOQ prior to the scheduled closing date and time provided the request for withdrawal is submitted to the Purchasing Division in writing. No SOQs may be withdrawn for a period of sixty (60) calendar days after the scheduled closing date and time.

11. LATE SOQS

Formal, advertised SOQs indicate a closing time by which the SOQs must be received by the City Clerk. These SOQs are time-stamped upon receipt. SOQs received after the closing time will be returned unopened to the Proposer.

12. MARKING OF PROPRIETARY INFORMATION

Because all SOQs become public record, bidders are required to **stamp in red or otherwise indicate** any and all page or pages that contain proprietary information as defined at NRS 332.025(5) or trade secrets as defined at NRS 600A.030, including a summary sheet on the cover of the bid indicating each and every page that contains proprietary information. The City takes no responsibility and assumes no liability for release of any such proprietary information not so marked and summarized.

13. ADDENDA AND INTERPRETATIONS

If it becomes necessary to revise any part of this Request for Qualifications, a written addendum will be provided via Demandstar.com. The City is not bound by any oral representation, clarifications, or changes made in the written RFQ by the City’s employees, unless such clarification or change is provided to proposers in written addendum form from the Purchasing Division.

- a) A proposer who discovers discrepancies in, or omissions in the Request for Qualifications document or finds sections unclear or confusing, should notify the City’s Purchasing Division at once in writing to COHPurchasing@cityofhenderson.com. If it should be found necessary, the City will issue a written addendum and post on DemandStar.com’s website. The City will not be responsible for oral instructions.
- b) Failure to so request clarification of any inadequacy, omission or conflict will not relieve the proposer of responsibility. The signing of the Statement of Qualifications Certificate will be considered as implicitly denoting that the proposer has a thorough comprehension of the full intent and scope of the Request for Qualifications.

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- c) All addenda issued by the City's Purchasing Division shall become a part of the working Request for Qualifications submitted to the proposer for the preparation of an SOQ, shall be covered in the SOQ, and will be made a part of the contract.
- d) Each proposer, upon receiving addenda, shall insert same in the RFQ package. Failure to acknowledge any addenda could result in disqualification and rejection of the SOQ.

14. COLLUSION CLAUSE

Any evidence of agreement or collusion among proposers or prospective proposers acting to illegally restrain freedom of competition by agreement to an SOQ fixed price, or otherwise, shall render the SOQs of such proposers void. Advance disclosure of any information to any particular proposer which gives that particular Proposer any advantage over any other interested proposer, in advance of the RFQ closing, made or permitted by a member of the governing body or an employee or representative thereof, shall operate to void all SOQs of that particular RFQ solicitation or request.

Proposers certify by submission of a signed SOQ, the accuracy and integrity of the following representations, including but not limited to:

- No proposer, proposer's principle, or related firm has presented anything of value to any City official, officer or employee involved with this RFQ process.
- The proposer had no influence in the creation of the RFQ, and had no prior knowledge of the specific contents of the RFQ prior to it being available to the general public.
- The proposer had no contribution or involvement of any City employee, officer or official, directly or indirectly, in the development of their proposal.

15. DISQUALIFICATION OF PROPOSER

Proposers may be disqualified and rejection of their SOQs may be recommended to the City Council for any of (but not limited to) the following causes:

- a) Failure to use the SOQ forms furnished by the City.
- b) Lack of signature by an authorized representative on the Statement of Qualifications Certificate.
- c) Failure to comply with the requirements of the RFQ Specifications.
- d) Evidence of collusion among proposers.
- e) Unauthorized alteration of Statement of Qualifications Certificate.
- f) Unauthorized communication with any City employee, officer or official regarding this project, other than the Purchasing Specialist designated herein.

16. REJECTION OF PROPOSAL

City reserves the right to reject any and all SOQs received in response to this request or cancel this RFQ in its entirety. Firms whose SOQs are rejected will be notified in writing.

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17. FEDERAL, STATE, LOCAL LAWS

All proposers shall comply with all Federal, State and local laws relative to conducting business in the City of Henderson including, but not limited to, licensing, labor and health laws, and including NRS 338.10 through 338.180, as amended, if applicable.

18. MINORITY BUSINESS CLAUSE

Minority business enterprises will be afforded full opportunity to submit SOQs in response to this RFQ and will not be discriminated against on the grounds of race, color, creed, sex, or national origin in consideration for an award.

19. PROTESTS

Any person or company that submits a bid on a contract that is required to be advertised pursuant to N.R.S. 332.039(1) may, within seven (7) calendar days after the recommendation of award is posted online at DemandStar.com, file with the Purchasing Division a notice of protest. The notice of protest must be submitted in writing and include a statement setting forth specific reasons the protesting party believes the applicable provisions of N.R.S. Chapter 332 were violated. The Purchasing Division will review the substance of the notice of protest and issue a written decision within seven (7) calendar days to the protesting party and all other bidders of record. In the event the protesting party wishes to appeal the Purchasing Division's decision, such appeal must be made to the City Council through the Purchasing Division within seven (7) calendar days of the date the decision is rendered; otherwise, it is a final determination. The decision of the City Council is final. The City Council shall not consider any protest unless this procedure is followed.

A Notice of Protest filed in accordance with the provisions of this Section operates as a stay of action in relationship to the awarding of any contract until a determination is made by the governing body or its authorized representative on the protest.

20. SECURITY FOR PROTEST

Any notice of protest filed pursuant to Section 23 and the provisions of NRS 332.068 must be accompanied by a surety bond or cash bond in an amount equal to the lesser of (a) twenty-five percent (25%) of the total value of the proposal submitted by the protesting respondent or (b) Two Hundred Fifty Thousand Dollars (\$250,000.00).

If the protest is upheld, the bond posted or cash bond shall be returned to the person who posted the bond. If the protest is rejected, a claim shall be made against the bond or cash bond by the City of Henderson in an amount equal to the expenses incurred by the City including attorneys' fees and costs incurred because of the unsuccessful protest. Any money remaining after the claim has been satisfied shall be returned to the person who posted the bond or cash bond.

21. NOTICE OF AWARD

Notice of Award of this RFQ will be by "Recommendation of Award" issued to the proposer who submits the SOQ deemed to be most advantageous to the City in accordance with NRS 332.065.1. Recommendation of Award will be issued by the City's Purchasing Division and posted on Demandstar.com. Final approval to award will be made by the Henderson City Council, if required.

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In the event the successful proposer fails to perform in accordance with the General Conditions, Special Conditions, Scope of Work/Service and/or Technical Specifications set herein, the City reserves the right to terminate the contract, rescind award, and re-award as allowed by NRS 332.065.3.

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SPECIAL CONDITIONS

1. GOVERNING LAW

The law of the State of Nevada shall govern this RFQ and any contract awarded as a result of this RFQ.

2. SEVERABILITY

In the event that any provision of this proposal shall be held to be invalid or unenforceable, the remaining provisions of this RFQ and subsequent contract shall remain valid and binding on the parties hereto.

3. INDEMNITY

The selected proposer agrees, by entering into this contract, to defend and hold the City harmless from any and all causes of action or claims of damages arising out of or relating to proposer's performance under this contract.

4. PROPOSER REPRESENTATIONS

Proposer represents that it is financially solvent, able to pay its debts as they mature, possesses sufficient working capital, is able to furnish the tools, materials, supplies, equipment and labor, is qualified, licensed in, experienced in and competent to perform and complete the work required by this RFQ; and that it is authorized to do business in the State of Nevada, Clark County, and the City of Henderson.

5. PROHIBITION AGAINST CONTINGENT FEES

Proposer warrants that no person or entity has been employed or retained to solicit or secure this RFQ upon an agreement or understanding for a commission, percentage, brokerage, or contingent fee.

For breach or violation of this warrant, the City shall have the right to annul the contract without liability or, in its discretion, to deduct the contract price or consideration, and/or otherwise recover the full amount of such commission, percentage, brokerage or contingent fee.

6. NO THIRD-PARTY BENEFICIARIES

Nothing contained herein shall create a contractual relationship with, or any rights in favor of, any third party. The contract/agreement gives no rights or benefits to anyone other than the City and proposer and has no third-party beneficiaries. The agreement is only between these two parties, and no other rights or obligations flow to a subcontractor or other third party. A subcontractor must look to the proposer for any rights and obligations they may have.

7. INSURANCE

The successful proposer shall procure and maintain for the duration of the agreement, insurance against claims for injuries to persons or damages to property, which may arise from or in connection with the performance of the agreement:

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- A. Commercial General Liability and Automotive Liability: (Primary) \$1,000,000 per occurrence for bodily injury, personal injury and property damage. If aggregating, the aggregate shall apply separately to this project or be twice the required limit. Insurance is to be placed with insurers with a current A.M. Best's rating of not less than A: VII.
- B. Workers' Compensation: In a form acceptable to the Insurance Commissioner, State of Nevada, statutory limits and Employer's Liability of \$1,000,000 per occurrence, per accident for bodily injury or disease. Insurance is to be placed with insurers with a current A.M. Best's rating of not less than A: VII.
- C. Professional Liability: Professional Liability Insurance (Errors and Omissions): \$1,000,000 per occurrence and \$2,000,000 in the aggregate.

The general and automotive liability policies are to contain, or be endorsed to contain, the following:

- A. The City, its officers, employees, agents, and volunteers are to be covered as respects: liability arising out of activities performed by or on behalf of the Successful Proposer; products and completed operations of the Successful Proposer, premises occupied or used by the Successful Proposer (its officers, employees, agents, subcontractors). The coverage shall contain no special limitations on the scope of protection afforded to the City.
- B. For any claims related to the agreement, the Successful Proposer's coverage shall be primary as respects the City, its officers, employees, agents, and volunteers.
- C. Any failure to comply with reporting or other provisions of the policies including breaches of warranties shall not affect coverage provided to the City.
- D. Successful Proposer's insurance shall apply separately to each insured against whom a claim is made or suit is brought, except with respect to the limits of the insurer's liability.
- E. Each insurance policy required by this clause shall be endorsed to state that coverage shall not be suspended, voided, canceled by either party, reduced in coverage or limits except after thirty (30) days prior written notice by certified mail, returned receipt requested, has been given to the City.

The successful proposer shall furnish the City with original endorsements affecting the coverage required by this clause. The endorsements are to be signed by a person authorized by that insurer to bind coverage on its behalf.

The successful proposer shall include all subcontractors as insured under its policies or shall furnish separate certificates or endorsements for each subcontractor. All coverages for subcontractors shall be subject to all above requirements.

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The insurance coverage required herein must be written by a company which is licensed to do business in the State of Nevada with a current A.M. Best's rating of not less than A. The Certificates of Insurance sent to the City must contain a clause to the effect that cancellations, reductions or restrictions shall not become effective until thirty (30) days after written notice to the City. In the event that any of the insurance coverage required hereunder is canceled, reduced or restricted, the City reserves the right to terminate the contract.

8. SAFETY ISSUES

Employees of the successful proposer must comply with all OSHA, State and City safety regulations, ordinances, and procedures. Employees must be trained in safety practices/tasks that they may be called upon to perform. Unsafe behavior or conditions will be brought to the attention of the successful proposer and it will be up to them to correct the condition or behavior immediately. If the behavior or condition continues, the violator will be asked to leave and the successful proposer will be required to immediately replace that employee.

9. NONPERFORMANCE OF CONTRACT – CONDITIONS FOR

The selected proposer shall be excused from performance hereunder during the time and to the extent that he is prevented from obtaining, delivering, or performing in the customary manner, by acts of God, fire, war, strike, loss or shortage of transportation facilities, lockout or commandeering of raw materials, products, plants or facilities by the government. The selected Proposer shall provide, in a timely manner, the City with satisfactory evidence that nonperformance is due to one or more of the above circumstances.

If the successful proposer fails to perform in accordance to the terms of the award for any reason other than an excusable cause listed above, the City may re-award the to the next responsive, responsible respondent without requiring that new SOQs be submitted (as allowed per NRS 332.065.3). Re-award of the contract is not a waiver of any liability of the initial successful proposer.

10. ACCEPTANCE OF WORK

Failure on the part of any party hereto to complain of any act or failure to act on the other party or to declare that other party in default hereunder, irrespective of how long such failure continues, shall not constitute a waiver of the rights of such party hereunder. Inspection by, payment by, or tentative approval or acceptance by the City or the failure of the City to perform any inspection hereunder, shall not constitute a final acceptance of the work or any part thereof and shall not release proposer of any of its obligations hereunder.

11. WAIVER

No consent or waiver, express or implied, by either party to this RFQ to or of any breach or default by the other in the performance of any obligations hereunder shall be deemed or construed to be a consent or waiver to or of any other breach or default by such party hereunder.

12. MEDIATION/ARBITRATION AND DISPUTES

Notwithstanding the requirement that disputes arising out of this RFQ shall be subject to arbitration, all claims, disputes, and other matters in question between the parties to this RFQ,

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arising out of or relating to this Agreement or the breach thereof, shall be first submitted to non-binding mediation prior to initiation of any arbitration unless the parties mutually agree otherwise. The cost of said mediation shall be split equally between the parties. This Agreement to mediate shall be specifically enforceable under the prevailing law of the State of Nevada.

The parties agree that any disputes concerning the terms and conditions of the Agreement that cannot be resolved after consultation and discussion between the parties or mediation shall be submitted and finally settled by arbitration of the American Arbitration Association.

13. ASSIGNMENT OF CONTRACTUAL RIGHTS

It is agreed that the selected proposer shall not assign, transfer, convey or otherwise dispose of the contract or its right, title, or interest in or to the same, or any part thereof, without the prior written consent of City and any sureties.

14. USE BY OTHER ENTITIES

Nevada Revised Statute 332.195 allows that state and local governments may use the contracts of other government entities upon approval from the proposer. The City of Henderson is in no way liable for the obligations of any other entity utilizing the contract.

15. PUBLICITY

The City shall approve all publicity concerning the services of proposer with respect to the performance of the Agreement.

16. RECORDS AND AUDITING

The successful proposer shall maintain all books, documents, accounting records and other evidence pertaining to the goods and/or services provided in accordance with this contract. Such materials shall be made available at its offices at all reasonable times during the contract period and for three years (and as required by Federal law and/or regulations) from the date of the final payment under this agreement. The City of Henderson or its representative reserves the right to audit, examine, or reproduce any and all records related to the performance of this contract. This right also applies to any other governmental entity or agency participating in the funding of this agreement, or any authorized agents thereof. Copies of said records will be furnished by the Respondent if requested, within seven (7) business days of request. Such records shall include those books, documents and accounting records that represent the respondent's costs of manufacturing, acquiring or delivering the products and services governed by this agreement.

17. FISCAL FUNDING

Funding of this Agreement is dependent on budget appropriations set each fiscal year. If necessary funds to continue with the specified equipment and services are not allocated by the City, this contract shall be terminated at the expiration of the appropriated funds.

18. INDEPENDENT CONTRACTOR

The selected respondent and any person employed by said respondent shall be deemed to be an independent contractor and not an agent or employee of the City.

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SCOPE OF WORK

PROJECT OVERVIEW AND GOAL

The City of Henderson, Nevada is soliciting requests for qualifications to assist the Community Development Department in the development, implementation, and management of a Public Engagement Plan.

The City of Henderson Community Development Department, on behalf of the Southern Nevada Regional Planning Coalition, has received a Regional Planning Grant from the U.S. Department of Housing and Urban Development (HUD) to create a Regional Plan for Sustainable Development. Using the Regional Transportation Commission's Bus Rapid Transit (BRT) infrastructure and the partner entities' existing planning documents as a foundation, this integrated regional plan will address at least nine critical areas of community living: housing, transportation, community/neighborhood development, economic development, public health, education and human development, environment, water infrastructure, and energy. A successful planning effort will result in an integrated platform from which to work with local jurisdictions, citizens' groups, and the community at-large needed to implement the recommendations.

The success of this project is dependent on the development of a comprehensive Public Engagement Plan. To help build capacity, develop a regional vision for sustainable development, identify a preferred scenario, and champion a Regional Plan, input from our diverse community is a necessity, as community buy-in will help to implement strategies to meet intended goals of this plan.

TERM OF CONTRACT

Upon completion of the City's approval process, the contract will proceed through February 1, 2015, the end of the grant period.

The City reserves the right to cancel the contract upon thirty days' written notice for good cause. The City reserves the right to cancel the contract upon ninety days' written notice for any reason.

The City reserves the option to extend the term of the contract or any renewal term for an additional 180 calendar days from its expiration to facilitate completion of work under an open Task Order.

PROPRIETARY RIGHTS

Any work product resulting from services performed in accordance with the award of this RFQ, including any writings, discoveries, inventions and innovations or data shall be promptly communicated to and become the property of the City unless an acceptable licensing arrangement can be negotiated and approved by the City's Legal Counsel.

MINIMUM QUALIFICATIONS

The successful respondent shall have the following minimum qualifications:

- Experience dealing with regional planning focused on land use, transportation, economic development, environment and natural resources, or housing.

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- Experience leading complex and multi-faceted public engagement initiatives, and developing techniques to translate interested stakeholder core issues and values into efforts that can be included as part of a project's vision, goals, and/or strategies.
- Experience in fostering relationships with interested stakeholders to develop region-wide cooperation for a project, and developing methods to educate and build capacity with diverse and various socio-economic demographics, community leaders, and elected/appointed officials.
- Experience working in a team atmosphere as a member of a larger consortium, and understanding opportunities to take the lead or supportive roles during a process.
- Experience working in our region or demonstrate an understanding of our current economic, social, and environmental conditions.
- Understanding of the demographics of the region (i.e., ethnic diversity, employment demographics, estimated household income, estimated age, etc.).

PUBLIC ENGAGEMENT PLAN CREATION SCOPE

The primary duties of the selected consultant will include research of best practices and innovative techniques, refinement/development of the following tasks, development of the engagement methodology, and management/implementation support to develop a Public Engagement Plan for City of Henderson consideration. The Public Engagement Plan must include, but is not limited to, the information and tasks outlined herein. The Plan should be a robust, educational, action-based, inclusive, adaptable, and multi-platform communication strategy suitable for a regional plan of this scope and magnitude. The development of the Public Engagement Plan must be completed by October 1, 2012.

All tasks shall be completed by the consultant in direct consultation with City of Henderson staff and its partners to ensure the Public Engagement Plan appropriately aligns with the goals, objectives and activities of the grant. In addition to the tasks outlined below, the consultant will meet regularly with grant staff and participate in Planning Committee meetings as appropriate to stay engaged with the project and to provide consultation where appropriate to ensure alignment and fidelity to the project. This will also ensure the consultant is kept abreast of any changes/developments to the plan in a timely manner.

RFQ ATTACHMENTS

Attachments to aid the consultant in the development of responses and their work plan for this RFQ include: (i) the Southern Nevada Regional Planning Grant Application, (ii) the Work Plan and associated materials, (iii) the Public Engagement Framework, and (iv) the Draft Stakeholder Identification List.

TASKS

1. Goal Development and Measurement Tools

The consultant will refine the following engagement goals and develop appropriate measurements to ensure progress of successful engagement with the public. The consultant may also propose other goals:

- o Develop a plan that reaches as many regional participants through various outreach methods.

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- o Develop a plan that reaches as many of our participants from underserved/underrepresented communities, our minority populations, or our diverse socio-economic demographics.
- o Receive as many genuine comments and responses to help develop a unified vision within the region.
- o Develop “Community Buy-In” for the regional plan at every stage of the regional planning process.

2. Analyze Community Engagement Objectives

The consultant will analyze, refine, or confirm the following objectives, and outline how the methods listed in Task No. 5 and other metrics will ensure successful completion of the regional plan. The consultant may also propose objectives in addition to those listed:

- o Identify a process to educate the community about sustainability.
- o Create and communicate to stakeholders a base understanding of why the regional planning process is necessary. The objective is to foster participation from the public in developing a regional vision and plan, and taking action to implement the plan.
- o Identify opportunities to create a “Speaker’s Bureau” and/or “Stakeholder Advisory Group” as a toolkit to help empower and nurture leadership with our community groups and other interested stakeholders. The objective of the toolkit is to utilize project champions to develop a community profile, share and receive information, translate core issues/values, and refine agendas to increase participation.
- o Identify methods to share information with stakeholders and the general public in a manner that is easily accessible, understood, and unbiased.
- o Identify methods that will be used to inform the stakeholders and the general public about how they have shaped plan development and implementation outcomes.
- o Identify a process for pre-engagement, engagement during the process, and post-engagement as a component of the communication strategy.
- o Identify opportunities to realize what the public wants for their community in the future.

3. Interested Stakeholder Identification for Engagement

The consultant will refine the following list of potential stakeholders to identify organizations critical to the support and/or those who will champion the regional plan (i.e., Professional Organizations: Nevada Development Authority, Nevada Hotel and Lodging Association, Southern Nevada Homebuilders Association, etc.). The consultant will outline the appropriate use of outreach methods to actively engage that audience (see Task No 4). The consultant may also propose other potential stakeholders.

- o Underserved Communities
- o Underrepresented Communities
- o Professional Organizations
- o Chambers of Commerce
- o Citizen Focus Groups
- o Minority-Based Organizations
- o Youth Organizations
- o Non-Profit Organizations
- o Religious Community
- o Community-Based Organizations

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- o College Students (UNLV)
- o Clark County School District Students
- o General Public
- o For-Profit Organizations
- o Local Agencies/Local Governments
- o Other (i.e., Networking Organizations, etc.)

4. Analyze, Refine, and Identify Best Practices and Innovative Techniques for Engagement with Various Audiences

The consultant will further define the use of the outreach methods listed, and analyze which of these methods should be integrated into a multi-platform strategy to accomplish our goals and objectives in engaging our stakeholders. The consultant is not limited to the following list of outreach methods. The consultant should propose additional best practices and techniques, and outline the implementation methods of those additional best practices in the Public Engagement Plan.

- o Website and/or Web Presence Development
- o Social Media
- o Public Workshops
- o Community Group Presentations
- o Marketing Collateral
- o Media Buys
- o Crowd Sourcing and Other Online Engagement Opportunities
- o Community Events

5. Timeline and Process Model Development for Multi-Platform Communication Strategy Implementation

The consultant will develop a detailed schedule and process model that identifies the use of various outreach methods to accomplish the following key milestones . It is also anticipated the consultant would establish additional key milestones to be included within the Public Engagement Plan's schedule and process model(as indicated in the attached Work Plan). The consultant should also identify an outreach methodology for successful engagement during those periods. It is also anticipated the consultant would incorporate opportunities to re-evaluate the schedule and implementation methods of the various outreach tactics in the Public Engagement Plan.

Key Milestones:

- Regional Planning Kick-Off Event
- Share Regional Vision
- Identifying and Sharing Preferred Regional Scenario
- Share Regional Planning Goals
- Share Regional Planning Strategies

6. Public Engagement Plan Management and Implementation

The consultant shall serve in a supportive role assisting the City of Henderson to effectively implement the outreach methods. In addition to the following identified functions, the consultant should outline and propose other opportunities for supporting staff in the Public Engagement Plan.

- o Public Workshop and Community Group Presentation support.

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- o Create and administer training with staff on meeting facilitation.
 - o Assist staff with the design and development of template and/or messaging points for marketing collateral, social media platforms, websites, etc.
 - o Assist in the coordination of agendas and engagement methodologies (i.e., visualization techniques) with the City of Henderson for public workshops, community group presentations, or community events to gather comments and to foster idea-sharing.
 - o Foster and assist in relationship-building with various community, business, and citizen group leaders.
 - o Develop evaluation and measurement tools to ensure implementation methods are effectively reaching our community.
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STATEMENT OF QUALIFICATIONS CONTENT
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STATEMENT OF QUALIFICATIONS CONTENT

In submitting your SOQ, the following information must be included in the following order and with tabbed dividers:

1. Executive Summary

Please provide an overall executive summary, not to exceed four (4) pages, outlining the major points of the SOQ and distinguishing your services from competitors. Please include the firm's size, age and organizational structure.

2. References and Project Details

List the names and addresses of at least three (3) customers, preferably public entities, for whom the proposer has performed similar services within the past five (5) years. **Include dates of service, contact persons, addresses, telephone numbers and email information.** Projects listed as references should be specific to regional planning focused on land use, transportation, economic development, environment and natural resources, or housing. If applicable, the firm should list projects performed in the Las Vegas area..

Attached to each reference the Proposer should include:

- The scope of services provided for each project contracted by specified references
- The proposer shall identify
 - o The members of the firm that were responsible for the referenced project
 - o The capacity and extent of their involvement
 - o Any firms involved outside of the proposer's firm including what capacity the outside firm was involved.

In the event any reference is found to be unsatisfactory, the City of Henderson reserves the right to reject the proposer's offer.

3. Current Projects

Present a list of projects that the firm is currently contracted for including the name, type, location, owner (including all contact information), percent completed and proposed date of completion..

4. Future Projects

Present a list of projects that the firm has been contracted for, but has not commenced, including the name, type, location, owner (including all contact information) and proposed date of completion.

5. Resumes

Provide the name, function and qualifications of personnel that would be involved in this project, including resumes.

6. Proposed Services

Provide a work plan, not exceeding ten (10) pages, that outlines the development of the tasks, deliverables, and other considerations to be included in the Public Engagement Plan. The firm's

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SOQ shall include the manner in which the consultant proposes to work with the City of Henderson, including the ability, capacity and skill of the firm to complete the project within the required timeline. The SOQ shall describe the firm's unique approach to public engagement, and how it would capitalize on what it sees as its strengths. Include a description of the measures and evaluation tools the consultant would use to ensure successful implementation of the Public Engagement Plan. If a multi-firm team approach (i.e., outside consultants, sub-contractors, etc.) will be utilized, explain what role these third-party consultants would play in the development, implementation and management of the Public Engagement Plan. Please describe the firm's ability to be adaptive in engaging stakeholders during a process, providing specific examples showing adaptability.

EVALUATION PROCEDURES

An evaluation panel will review and score SOQs based on a point system. Each member of the panel will score the SOQs separately. SOQs will be evaluated based on the thoroughness of responses, including the quality of past work. This includes, but is not limited to:

- The demonstrated ability of the firm to meet deadlines
- The firm's reputation and references
- The demonstrated applicable knowledge and prior experience of the respondent
- The quality of the firm's SOQ as it applies to meeting the city's specific needs and stated desired outcomes in accordance with the tasks listed

The evaluation criteria will not be ranked or weighted in the order listed. Upon completion of the reviews by the evaluation panel, the scores will be combined to arrive at a composite score. The top three firms (as ranked by the evaluation panel) will be invited back for interviews, where the top firm will then be selected and invited to enter into negotiations for a contract to perform said services. In the event negotiations are unsuccessful, the City will then proceed to enter into contract negotiations with the next highest ranked firm.

The City reserves the right to award to the firm best suited to the City's needs, or reject all SOQs.

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SEALED SOQ LABEL – CUT OUT

Cut along the border and attach this label to your sealed SOQ.

**SEALED PROPOSAL – DO NOT OPEN UNTIL
SCHEDULED**

REQUEST FOR QUALIFICATIONS (RFQ) 112-12
OPENING SCHEDULED FOR JUNE 27, 2012 AT 2:00PM
IN THE OFFICE OF THE CITY CLERK

FROM:

DELIVER TO:

CITY OF HENDERSON
OFFICE OF THE CITY CLERK
240 WATER STREET, MSC 114
HENDERSON, NV 89015

City of Henderson
RFQ 112-12
Public Engagement Plan

PLEASE MAKE THIS SECTION 1 OF YOUR SOQ

STATEMENT OF QUALIFICATION CERTIFICATE

Acknowledgement of Addenda: ☐ Addendum No. 1 ☐ Addendum No. 2
 ☐ Addendum No. 3 ☐ Addendum No. 4

The individual or firm submitting this SOQ certifies the following:

1. The SOQ is complete and accurate.
2. The SOQ meets all of the City's stated requirements, except as clearly noted in the Proposer's exceptions and none other.

Exceptions: (If additional space is needed, use a separate page)

Signature of Respondent

Name/ Title

Name of Firm

Email Address

Address of Firm

City, State, Zip

Phone Number

Fax Number

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FOR INFORMATION PURPOSES ONLY

RESPONDENT'S NAME (Please Print or Type)

CITY OF HENDERSON MINORITY BUSINESS ENTERPRISE IDENTIFICATION FORM

IS THIS BUSINESS 51% OWNED, OPERATED AND CONTROLLED ON A DAILY BASIS BY ONE OR MORE MINORITIES?

_____ YES _____ NO

ARE YOU CURRENTLY CERTIFIED AS A MINORITY BUSINESS ENTERPRISE FIRM?

_____ YES _____ NO Certifying Agency: _____
Date Certified: _____

Please check all of the following blanks which apply to your company:

Ownership of firm (51% or more):

___ Non-minority ___ Hispanic ___ African-American
___ Other Minority (specify): _____
___ Female Owned ___ Disabled Owned ___ Veteran Owned
___ Small Business (less than \$1 million annual receipts or 100 employees)

Indicate Status:

___ Partnership ___ Corporation ___ Sole Proprietorship
___ Other (specify): _____

Tax Identification Number: _____

Business Name or Legal Name as identified with this Tax ID#:

How did you hear about this opportunity?

___ City Personnel ___ Newspaper ___ DemandStar ___ City Website
___ Chamber of Commerce (specify which Chamber: _____)
___ Other (please specify: _____)