

**Request for Proposal  
Economic Development Work Plan Update**



**CITY OF OAKLEY, CA**

**Release Date: July 13, 2022**

**Deadline for Submissions: August 12, 2022**

## **INTRODUCTION**

The City of Oakley (City) is seeking proposals from qualified individuals or firms to provide professional services to the City to facilitate a comprehensive public process and prepare a 5-year Economic Development Work Plan Update. This work plan is expected to update the previous Work Plan, and identify and recommend specific implementation actions that the City should take to achieve and boost long-term economic growth, promote economic diversification within the community, and leverage the strengths of the tourism industry. The successful bidder will work closely with Economic Development staff and community partners to develop goals and objectives with achievable strategies.

## **PROJECT OVERVIEW**

The City of Oakley has experienced steady growth since its incorporation in 1999, and many steps have been taken to help with the community's overall economic development. Along with the numerous capital projects and other programs to foster economic development over the last 20 years, there have been specific policy documents developed: In 2002, the City adopted an Economic Development General Plan Element; in 2009, the City completed an Economic Development Assessment. The most recent Economic Development Work Plan (2016-2017) was re-adopted in 2016 which originates from the 2014-2015 Economic Development Work Plan.

The Work Plan outlines the key goals and elements of the Economic Development effort moving forward in the next fiscal year. It is anticipated that the plan will be annually reviewed and adapted to meet the evolving needs of the community as carried out.

The Work Plan Goals are shown as follows:

1. Prepare the City of Oakley to be a competitive location for the attraction of new business opportunities and investment in the community
2. Create a comprehensive marketing program
3. Provide tools and resources to help existing Oakley businesses grow and succeed
4. Facilitate new business opportunities and new investments in the community
5. Improve the look and feel of the City while maintaining its small-town character

The major objective of this project is to update the City's Work Plan from 2016 to reflect current and long-term economic development strategies, opportunities, and challenges. The updated Economic Development Strategic Plan will provide the City and community stakeholders with a framework to budget resources and utilize staff capacity to achieve the recommendations of the strategy, with an emphasis on programs and policies that facilitate head-of-household job creation.

The City seeks to attract new industries and create jobs in order to boost revenue, remarking competitiveness, attract new residents and provide opportunities for existing ones.

Prospective consultant(s) should recognize the City's vision of establishing a Tech Corridor and related Spaceport elements within the overall analysis/plan and will be expected to evaluate resources and identify implementation measures that are effective and achievable in the context of the overall strategy.

## **PROPOSAL SUBMITTAL REQUIREMENTS**

Consultants shall submit a proposal with a cover letter, resumes, and references. The proposal shall be organized in the following format and shall include the information in the below outline:

### I. Cover Letter

The cover letter must be signed by an officer of the firm authorized to execute a contract with the City. The primary contact should be identified and phone number, email, and mailing addresses should be provided.

### II. General Qualifications

The consultant shall provide a summary of the consultant's qualifications, general information about the firm, location of office(s), years in business, and areas of expertise. The consultant shall provide a brief description of projects that involve a similar scope of services.

### III. Key Staff

The consultant shall identify key staff and include a description of their abilities, qualifications, and experience. Attach resumes of key staff that will be assigned to this project. Include a proposed project management structure and organizational chart. Identify any portion of the scope of work that would be subcontracted. Include firm qualifications (brief) and key personnel, telephone number, email address, and contact person for all subcontractors.

The City reserves the right to approve or reject all consultants, internal staff performing consulting services, or sub-consultants proposed by the consultant.

### IV. Project Workplan

Consultant shall describe its understanding of the project, detailed work approach, and methodology. Consultant shall expand on the scope of work if appropriate to accomplish the overall objective of the project, and provide suggestions that might enhance the results or usefulness of the study.

Include assumptions about the number of meetings needed with City staff and other stakeholders to complete the Scope of Work. Consultant shall provide an example of a similar study prepared by the firm or proposed team. Consultant shall also include a schedule of work.

### V. References

Consultant shall provide a list of references for the firm and any sub-consultants, including the names, addresses, email addresses, and telephone numbers of recent clients, preferably other public agencies for which consultant has done similar work. Include a list of specific projects associated with each reference, date work was performed, cost, and key personnel involved.

## VI. Budget

The cost proposal shall include all labor costs, overhead costs, sub-consultant costs, and an itemized list for direct expenses. Costs must be shown in a City of Oakley RFP for Economic Development Work Plan Update matrix format by task grouping, and show hours per staff member, base labor rates, overhead, and profit rates.

## VII. Disadvantaged Business Enterprises (DBE's)

Consultant shall make a good-faith effort to include certified DBE firms as sub-consultants. If no DBE firm is utilized, the consultant's proposal shall describe the good-faith efforts that were taken in an attempt to include a certified DBE for the completion of one or more tasks associated with the scope of work.

## **CONSULTANT SELECTION PROCESS**

The basic elements of the Consultant selection process are as follows:

### **A. Evaluation of Submittals**

The proposals will be evaluated and ranked by the City. The selection will be made directly from the qualified list. Proposals will be evaluated on various qualifications, including but not necessarily limited to the following:

- Knowledge and experience of key staff
- Availability of key staff personnel and resources
- Experience and demonstrated competence on similar projects
- Understanding of project scope
- Cost

The City will notify all consultants that submit proposals of the evaluation results upon award of the contract. Top ranked firms will be invited to an interview with City staff.

## **PROPOSAL SUBMISSION**

Consultant shall submit their proposal to the City. Proposals shall be received no later than 3:00p.m. on Friday, August 12, 2022, at the following address:

City of Oakley  
Attn: Harumi Murata  
3231 Main Street, Oakley, CA 94561  
Email: [murata@ci.oakley.ca.us](mailto:murata@ci.oakley.ca.us)

## **QUESTIONS AND INFORMATION**

Questions must be submitted by email to [murata@ci.oakley.ca.us](mailto:murata@ci.oakley.ca.us) by August 11, 2022.