



REQUEST FOR PROPOSALS

CLIMATE ACTION PLAN UPDATE COMMUNITY OUTREACH AND TECHNICAL SUPPORT

CITY OF CUPERTINO

Date Issued: December 23, 2020

Proposal Due Date: February 1, 2021

Please e-mail Sustainability@cupertino.org with questions and/or your proposal.

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Introduction

The City of Cupertino (“the City,” “we”) is seeking proposals for engagement and technical services related to updating the City’s Climate Action Plan (CAP Update). The CAP Update project will update the City’s current CAP to align with state and regional targets, integrate current climate science and an equity framework.

Background

Cupertino’s current [Climate Action Plan \(CAP\)](#), adopted by the Cupertino City Council in 2015, outlines greenhouse gas (GHG) emission targets and goal areas of reducing energy use, encouraging alternative transportation, conserving potable water, reducing solid waste, and expanding green infrastructure (see [Cupertino.org/Climate Action](#)). [Progress reports](#) and the most [recent GHG inventories](#) can be viewed at our web site.

In November of 2020 the Sustainability Division staff and Sustainability Commission developed the following vision statement for the CAP Update process:

- a. **Equity:** Activate and celebrate the multiracial character of Cupertino. Take every effort to include traditionally under-represented voices and those who might be displaced by climate hazards in the planning and selection of strategies, as well as business, faith groups, neighborhoods, and schools. Create a plan that reflects the diversity of the city and sets us on a path towards a more welcoming and inclusive City.
- b. **Innovation:** Develop measures in short-term and long-term action plans that position Cupertino as a leader in climate innovation and technological development, new ways of working and studying, and commit to educating the City on innovative strategies at least once a year.
- c. **Urgency and Flexibility:** Establish a frequent cadence of updates to the near-term action plans, with the aim to both focus community resources and stay flexible in a fast-moving world. Work with haste commensurate with the Climate Emergency Declaration that Council adopted in 2018 and the unprecedented opportunity that climate and waste plans present to our community by taking bold steps in the early planning horizon.
- d. **Resilience and Adaptation:** Establish climate adaptation measures such as green infrastructure and protecting biodiversity that keeps Cupertino residents and businesses safe, productive, and happy while climate risks accelerate.

In addition to the vision statements above, the Sustainability Division staff, and the Sustainability Commission proposed the following draft goals. The City Council is supportive of these vision statements and draft goals and asked that staff develop an assessment of cost and feasibility for these goals before final adoption. It is recommended that bidders review the materials and discussion from the [December 1, 2020 City Council study session](#) on this topic.

- Achieve community-wide carbon neutrality no later than the year 2040
- Achieve negative net carbon emissions after the year 2045
- Achieve carbon neutrality in city-owned facilities and operations no later than the year 2030
- Establish a mid-term 2030 carbon emissions target of 50% below a 2010 baseline
- Establish a Zero Waste Community target date of 2035

Additional near-term opportunities exist to integrate climate action into the City foundational planning documents including:

- Fiscal year 2021/2022 budget proposals
- Updates to the housing element and the safety element of the General Plan, which will serve as the climate adaptation and resilience planning document for the City

Scope of Work

The project includes two key consultant roles:

- Community Engagement Consultant (within the scope of Task 1 of this RFP)
- Technical Consultant (within the scope of Tasks 2 through 9 of this RFP)

The City is seeking a consulting partner (“Consultant,” “you,” “your team”) to work with our project team to support portions of the CAP Update project. This work will involve reviewing and finalizing draft analyses currently underway, producing new analyses as needed to fill gaps in staff expertise and capacity, producing the technical appendices to the CAP, and expert review and final edit of the Public Review Draft of the CAP and final CAP document to ensure compliance with local, regional, and state requirements. Your team will work closely with our core project staff, the Sustainability Commission CAP Update Subcommittee, and other consultants as applicable.

The City is also seeking an experienced community engagement consultant or team that is excited to engage with the broader community, including residents and local businesses (large and small), at critical points of the CAP Update development process using equity as a driving factor.

We welcome nonprofit organizations and smaller organizations to submit proposals for the engagement portion of this RFP as a standalone proposal. If your services are specialized in engagement and you do not wish to submit for the technical tasks in this RFP, please note this in your response, submit an Engagement Strategic Plan, and tailor your response and budget to Task 1.

Engagement Strategic Plan

We are seeking strategic plan proposals which show how you are going to facilitate conversations with internal and external stakeholders. In your submission, please include a strategic plan that includes:

- How your team will confront the current challenges of engaging frontline communities and disadvantaged populations during COVID-19 limitations
- Outreach strategies, including use of virtual spaces, communication approaches, and platforms that can work for our diverse community, along with traditional methods of engagement that creatively address CAP and sustainability topics
- Outline of specific activities, key stakeholder groups, and media outreach strategies to the larger public
- A draft engagement implementation timeline

The engagement strategic plan will be presented to the CAP Update Subcommittee for input and feedback. The City will have final approval of the strategic engagement plan before implementation. The City will review and approve all public event plans (digital or in-person) for compliance with the Brown Act as applicable.

Task 1: Community Outreach and Engagement

{Community Engagement Consultant: Proposals for work described in this task may be made separate from the work described in the other tasks or together with the work described in all other tasks. Task 1 will be evaluated separately from all other tasks in full proposals.}

Consultant will facilitate, lead, and manage engagement activities in support of the City staff and CAP Update Subcommittee.

Subtask 1.1: Targeted Stakeholder Engagement using an Equity Lens

Activities should actively engage vulnerable populations and frontline communities. Targeted stakeholder engagement could include attending organized group meetings. Consultant to use their Zoom / other online accounts for meetings. Consultant should be prepared to work with a translation service (translation services are outside of the scope of this RFP).

Subtask 1.2: Climate Action Plan Update Subcommittee Support

The Cupertino Sustainability Commission has formed a CAP Update Subcommittee to engage with stakeholders in the community to give input on topic areas related to the CAP Update project. You are encouraged to review [this staff report](#) outlining the purpose of the Subcommittee. Staff anticipates that roughly a quarter of the targeted stakeholder engagement can be conducted via the CAP Update Subcommittee, and the rest through attendance of stakeholder meetings or other targeted outreach led by the consultant. Your response should include creative ways that the staff and consulting team can support the Subcommittee.

Subtask 1.3: Broader Public Engagement using an Equity Lens

Traditional public engagement would be in person workshops. Given the state of the pandemic, applicant will propose creative and alternative forms of building awareness and conducting engagement online or in-person, if it is safe to do so. Activities should actively engage vulnerable

populations and frontline communities. City staff will promote any public activities on the City website, social media, and other means as appropriate.

Subtask 1.4: Results Analysis and Documentation

The results from the engagement should be presented in the form of a written and visual report to City staff. Staff will use the input collected from the engagement process to inform City Council and other decision makers on how to prioritize the City's climate action and adaptation efforts. Using an equity lens, consultant will collect, analyze, and filter results of engagement activities to inform development of the Pathways (Task 3) and CAP (Task 7).

Subtask 1.5: Relationship-Building for CAP Implementation

Consultant's plan should include description of how you will work with staff to set up an ongoing communication structure with key groups, frontline communities, and recommend actions for relationship building with the community during the CAP implementation phase.

Example deliverables could be a database of key contacts and an action plan.

Task 1 Deliverables:

1. Organize a kick-off meeting where consultant will provide:
 - a. Presentation of Strategic Engagement Plan and incorporate feedback
 - b. Direction for the Subcommittee's role in engagement activities
 - c. Guidance on how to facilitate conversations
 - d. List of key community stakeholders and proposed schedule for group or individual meetings
2. Ongoing meetings with Subcommittee and guidance in facilitating stakeholder engagement
3. Meeting materials for community workshops, surveys, and summary of results. Attendance at specified meetings
4. Written report describing the results of the community engagement
5. Memo recommending concrete steps for Staff to continue engagement into the CAP implementation phase

Task 2: CAP Update Technical Project Plan and Budget Integration

A CAP Update technical project plan with key benchmarks, deliverables, and timelines for completing the final CAP document and technical appendices (to be aligned with the engagement project timeline). In addition, you will submit a brief assessment of the draft goals, staff work completed to date, and feasibility of achieving the proposed goals with our existing efforts.

The Fiscal Year 2020-2021 budget proposals and narratives will be developed in March 2021. This is a strategic time to request funding for any high priority GHG mitigation, adaptation, or to request budget for further CAP Update needs. The consultant will be requested to develop budgetary implementation costs for any high priority CAP implementation or development costs

associated with the CAP Update that are not currently in our budget. The consultant’s role in this task would be advisory in nature and is not expected to take significant time. This is not a guarantee that the consultant would be awarded any additional scope.

Task 2 Deliverables:

1. CAP Update technical project plan
2. Memo outlining the initial feasibility of achieving the proposed goals and identifying any major gaps in the existing staff work and proposed approach
3. Memo with a budget request and narrative for any high priority GHG mitigation measures and/or further CAP development support needed in the next fiscal year

Task 3: Carbon Neutral and Zero Waste Pathways

The core technical work required is to develop strategic pathways for the major sectors in the community and municipal operations to meet the proposed goals. These pathways will be presented to the public. The technical consultant will be expected to coordinate with the outreach team in order to develop broad community awareness and engagement around a public draft plan. Sectors to address:

Community Sectors	Municipal Sectors
Transportation	Vehicle fleet
Natural gas (used in buildings and stationary fuel cells)	Facilities (building energy including natural gas and refrigerants)
Electricity	Public lighting
Off-road sources	Solid waste
Wastewater	Water services
Solid waste	Employee commute/telecommute
Potable water	
Negative emissions sources (new for CAP Update)	

The technical team will perform all the needed analysis and present a viable route for carbon neutrality in each of the major sectors. Each path should include realistic, equitable, and cost-effective measures that will create public value such as green jobs, promoting private capital investments, better air quality, cost savings, and improved quality of life. All measures are open for consideration including developing local ordinances, deploying certain technologies, providing certain services, making specific updates to land use plans, or community-based capacity building.

The pathways should align with the vision statements especially **b. Innovation** and **c. Urgency and Flexibility**. We intend to create a CAP that gives the City staff clear and specific actions for

the short term and also institutionalizes a regular set of updates so that there is a continual evaluation of technological and policy innovations approaching the long-term target dates.

In addition to GHG mitigation and adaptation measures typically included in CAP updates, the City is looking for consultant support for developing a zero waste pathway. This pathway will cover a wide range of resources, including but not limited to food systems, construction and demolition debris, hazardous waste, extended producer responsibility, and lifestyle change. The zero waste pathway will follow a highest and best use concept and the Zero Waste International Alliance's definitions and hierarchy for prioritizing measures and goals.

Each pathway should include the following elements:

- A specific short-term work plan for City staff and the Sustainability Commission, including rough-order-of-magnitude budget and a brief narrative for each proposed action. We are considering short-term to be 2 years from the CAP Update adoption.
- Mid-term strategic approach, with a package of measures organized by GHG impact, relative cost to implement, and clearly describing other co-benefits. The intent of the mid-term strategy is to have a list of potential actions or strategies that will be evaluated and budgeted for three to five years from CAP Update adoption and on a regular basis thereafter.
- Long-term strategic approach, with considerations for policy options and technologies that may be on the horizon. The intent of the long-term strategy is to guide City staff and the general public in awareness and capacity development as we gear up towards a carbon-neutral and zero waste economy.
- Each pathway should also include a consideration of equity, for example, noting potential for unfair distribution of benefits or risks from a particular action.

Task 3 Deliverables:

1. Administrative draft of the pathways reports for internal review
2. Public draft of the pathways report and collaboration with the outreach team to seek public feedback on the plan
3. Final draft report and all supporting materials ready for publication and incorporating community feedback
4. Supporting materials must be in an open format such as unlocked Excel workbooks
5. Supporting calculations and references as requested in Task 6

Task 4: Updated GHG emissions forecast to 2050

Updated GHG emissions forecast to 2050 based on staff-provided GHG inventories. Staff are in the process of updating a consultant-provided forecast for process / GPC BASIC emissions based on 2018 data. Your team will review and complete this forecast to incorporate new State and Federal policies, updated emissions reduction goals, new local policies such as our all-electric

reach code, and carbon sequestration estimates and projections. Based on this forecast and the pathways produced in Task 3, you will demonstrate a feasible path towards the carbon neutral and zero waste target dates.

Task 4 Deliverables:

1. Review of the staff draft emissions forecast
2. Input the results of Task 3 into the ICLEI ClearPath tools
3. Create a public draft visual of the forecast
4. Create a final emissions forecast incorporating community feedback for publication

Task 5: Adaptation Planning Foundations

The City's Local Hazard Mitigation Plan (LHMP) expires in 2022. Updates to the Housing Element and Safety Element are also planned as required by SB1035 and SB379. The County of Santa Clara is also updating its Silicon Valley 2.0 Climate Risk Decision Tool. These timelines present an opportunity to incorporate climate adaptation into the City's long-range planning. The current CAP Update budget will not accommodate a full Climate Adaptation Plan. However, Cupertino has made a commitment to GCoM to report on climate adaptation elements.

You will provide recommendations for the Sustainability Division and Planning Division to consider as they budget for and plan to engage in updating the long-range planning elements in future years. We are especially interested to align these General Plan updates with the CAP vision statements listed above.

Staff is preparing a draft risk and vulnerability assessment using GCoM's Climate Risk and Adaptation Framework and Taxonomy ([CRAFT](#) tool). You will review this draft assessment as well as other key documents and provide recommendations to staff on GCoM reporting and developing a scope of work for future updates to the General Plan.

You will have these key documents and plans to review in developing foundational climate adaptation work:

- Cupertino's Tree Canopy Assessment
- County of Santa Clara Silicon Valley 2.0 tool (underway with an update currently)
- County of Santa Clara Hazard Mitigation Plan (Cupertino Annex, Section 11, Vol. 2)
- Safety Element of the General Plan
- Green Stormwater Infrastructure Plan
- Plan Bay Area 2050
- Silicon Valley Clean Energy Resilience program

Task 5 Deliverables:

1. Technical memo outlining findings from the review of the staff work and documents, recommendations for the Planning Division and Sustainability Division staff as they seek

to include climate adaptation elements into the long-range planning process. Focus on incorporating the CAP vision statement d. **Resilience and Adaptation** as stated above.

2. Provide a peer review of the draft vulnerability assessment
3. Create a template for reporting to CDP and GCoM on the adaptation and resiliency requirements

Task 6: Technical Appendices

Technical appendices suitable for publication. All supporting documents, original data, graphics, and calculations gathered or created during this effort should be made available in an unprotected data format such as Excel workbooks or Word documents. The technical appendices should be of sufficient quality to support the ability of the CAP to support tiering under CEQA. The technical appendices include either a full quantitative analysis justifying the emission reduction estimates for each GHG reduction measure, or a hyperlink or specific page reference to where the analysis can be found in other City plans and documents.

Task 7: Public Draft and Final Climate Action Plan documents

Public Draft and Final CAP documents including a summary narrative and supporting visuals for each of the pathways from Task 3. The various sections of the CAP will be co-authored by the consultant, staff, and other project partners. Graphic design work for the CAP will be handled by staff or consultant outside of this RFP process. The technical consultant will be responsible for the final edit and production of the Public Review draft and the Final CAP documents for City Council adoption. We intend that the CAP document itself be brief, can be readily translated to different languages, and will ultimately be incorporated into a website.

Your team will ensure the Public Review draft and Final CAP documents meet all applicable state and local requirements for a qualified climate action plan.

Task 7 Deliverables:

1. Internal draft CAP
2. Public review CAP
3. Final draft CAP
4. Provide expert guidance in supporting staff on approach to CEQA streamlining of the CAP and make recommendations for undertaking this process if applicable

Task 8: Presentation to Sustainability Commission and City Council (as needed)

Availability as needed to present updates to the Sustainability Commission and/or City Council. As a part of the CAP Update project team, we may ask you to present (or support staff in presenting) portions of your project, technical work, or to give a final report as part of our public input and Council adoption process. **Please provide pricing for one Sustainability Commission**

presentation and one City Council presentation in your response to budget for this possibility. You can assume these will be remote public meetings according to the Public Health directives and recent modifications to the Brown Act.

Task 9: Project Management and Reporting

Biweekly email updates, monthly reports, and a final report. Final report to be suitable for publication and should include guidance and recommended next steps, i.e. recommended updates or alignment with concurrent or upcoming planning efforts. Monthly reports should include an estimate of hours remaining for each task and the recommended next steps for staff.

Additional Optional Services

Potential additional consulting services may include, but are not limited to, the list below. Although these additional services are not currently in our budget, any of them could be added to the professional services agreement should additional funding be identified. If applicable, please provide pricing and a brief narrative any of these potential services:

Optional Service A: Public Engagement Online Portal

Develop and deploy a public facing, online platform for residents and other stakeholders to engage with the CAP Update planning process and provide their input. Develop a special-purpose website for crowdsourcing ideas, receiving feedback, hosting surveys, etc. for public input throughout the CAP update process. Monitoring the content for inappropriate or offensive language will be required. Collect and work with City staff to filter results of feedback.

Optional Service B: Report Design Support

Provide graphic design support for the branding, style, and visualizations in the final CAP Update, including graphics that provide a high degree of accessibility for a variety of audiences and are readily adopted for digital presentation. Review and polish the visual presentation of the final CAP Update.

Optional Service C: Facilitate Racial Equity Training for Staff and Commission

If including this optional task, consultant should have experience in racial equity train-the-trainer sessions and training groups using a standard framework, i.e. Urban Sustainability Director's Network (USDN) Equity Foundations training or similar program. Conduct a train-the-trainer session with the core CAP staff team. Conduct a racial equity foundational training for the Sustainability Commission and members of the public.

Optional Service D: CEQA Streamlining

The City has not predetermined the outcome of the environmental analysis and will exercise its independent judgment when making any final determination as to the appropriate level of environmental review. For purposes of submitting a proposal, respondents should assume that

the project will qualify for a categorical exemption provided under CEQA Guidelines. Should the consultant believe an alternative approach to CEQA is warranted, you are welcome to submit an additional task in the proposed scope of work and budget.

Please provide pricing for CEQA streamlining services if you have expertise in this area. We desire the CAP to be qualified and provide a range of tools for developers to help meet climate goals, such as tiering.

If providing pricing for this Optional Task, please also provide your qualifications for completing the following tasks:

- Prepare appropriate environmental documents for the updated CAP under CEQA. Consultant will be responsible for developing an addendum to the Environmental Impact Report prepared for the current General Plan, assisting the circulation of report for public review, and finalizing the report per public comments and City staff feedback.
- Support City staff in preparing reports, presenting, and obtaining approval of the General Plan Amendment from the Planning Commission and the City Council. Attendance at a minimum of two public hearings should be budgeted.

Optional Service E: Consumption-based Emissions Inventory

Consumption-based emissions inventories (CBEI) are becoming more integrated in best practice for climate action planning. We're looking for ways to expand on the work of UC Berkeley's CBEI for the San Francisco Bay area with a focus on our unique community. The City conducted local Waste Characterization Studies in 2018 and 2019. We are interested in exploring how to use this valuable data in CBEI emissions accounting. We welcome creative solutions and your proposals on how your team could help us push the envelope in this new emissions accounting practice.

Resources Provided

Your team will be a valuable and critical addition to an already strong organization. The Cupertino Sustainability Division is organized within the City Manager's Office with access to the City government's key department heads. The City has demonstrated leadership in climate action through the following commitments and resolutions:

- Diesel Free by 2033 (2018)
- Climate Emergency Declaration (2018)
- U.S. Conference of Mayors Climate Protection Agreement
- Global Covenant of Mayors for Climate and Energy
- Bay Area Climate Collaborative / Bay Area Climate Compact

The City Council has demonstrated a continued commitment to sustainability by approving an update to the Climate Action Plan even among the many uncertainties that local governments

face during the COVID-19 pandemic. Cupertino is a founding member of Silicon Valley Clean Energy, a community choice energy JPA. This year, the City was honored with a Platinum Beacon Vanguard Award from Institute for Local Government. Cupertino.org/green has an outline of recent sustainability achievements.

City staff will supply the following related to the CAP Update project:

- Sustainability Manager (Office of the City Manager), 1 FTE Management Analyst, 0.5 FTE Outreach Coordinator, and 1 FTE CivicSpark AmeriCorps Fellow
- Previous inventories:
 - 2010 Community and Municipal GHG baseline inventories
 - 2015 and 2018 Community GHG inventory updates compliant with GCoM protocol, developed by a previous consultant
 - 2015 and 2018 Municipal GHG inventories compliant with Local Government Operations Protocol, developed by a previous consultant
- Draft emissions forecast to 2050 incorporating business as usual, business as usual with state reduction measures, and target reduction path scenarios, developed by a previous consultant and being updated by staff
- Draft carbon sequestration section to the 2018 Community inventory using ICLEI ClearPath forestry module
- A draft local climate hazards and risk analysis, drawing from the County of Santa Clara's current climate vulnerability assessment, [Silicon Valley 2.0](#)
- A Zero Waste Policy, local Waste Characterization Studies for all sectors, and list of potential strategies for waste reduction
- A draft Climate Vulnerability Index, based on equity tools such as Cal EnviroScreen, CA Healthy Places Index, and UC Davis's ROI

The following resources are provided by the City and available for the consultant's use throughout the project:

- The City's [Information Technology Office](#) which supports all digital engagement strategies, online platforms, and any custom web-based applications. The IT team [has recently been recognized](#) for best-in-class digital services during shelter-in-place.
- The [Environmental Open Data Portal](#) including CAP metrics live dashboard
- [Lucid BuildingOS](#) portal with municipal energy and water utility usage and cost data
- Tree Canopy assessment report for 2018 and [TreePlotter](#) urban forest inventory tool
- [Sustainability Commission](#) and Ad-hoc Sustainability Commission CAP Update Subcommittee
- The City's [Office of Communications](#) and associated channels
- Biennial Citywide [Community Survey](#)
- [Open City Hall](#) online forum for civic engagement
- The City website and Cupertino.org/green

- Membership and associated resources from the following organizations:
 - ICLEI
 - Urban Sustainability Directors Network (USDN)
 - Global Covenant of Mayors / CDP Cities
 - Green Cities California

Project Deliverables and Timeline Overview

Key dates are shown below for a subset of tasks and should be incorporated into the winning bidder’s proposed milestone schedule. Dates are subject to change based on bidder feedback and the public health situation.

Tasks	Timeline
Engagement Strategic Plan	Submit with RFP
Task 1: Kickoff meeting	March 2021
Task 1: Targeted engagement begins w/ subcommittee	April 2021
Task 2: Budget proposals for next fiscal year	March 2021
Task 3: Public review drafts of pathways Task 1: Broad public engagement begins	May 2021
Task 4: Emissions forecast	June 2021
Task 7: Public review drafts of CAP document Task 8: Presentations to Commission and Council as needed	August 2021
Task 5: Adaptation planning foundations Task 1: Outreach results analysis	October 2021
Task 7: Final drafts of CAP document Task 8: Presentations to Commission and Council as needed	November 2021

Budget

The City has a budget of \$100,000 for 16 months of support, with option to negotiate additional scope and timeline as needs and funds are identified. If you have other services related to CAP development outside of the scope described in this RFP, we encourage you to include these services under the header “Optional Services” as separate line items from the core budget, or to submit an alternative proposal.

Selection Criteria

RFP responses may be made as a proposal that includes all tasks (1 through 9) or only Task 1 (Community Outreach and Engagement). All RFP responses will be evaluated and ranked according to the criteria below. The City reserves the right to reject any or all submittals, waive

any irregularities, and select firms or individuals which, in its opinion, best serve the City's interests.

1. Contractor understanding of the project and proposed deliverables (25 points)
2. Demonstrated understanding of equity principles in climate action planning (25 points)
3. Creative and flexible approach to the project and collaboration with staff (20 points)
4. Contractor's (and sub-contractors) qualifications, experience, and references (15 points)
5. Public value created for proposed cost (10 points)
6. Overall quality of the proposal package (5 points)

Submission Response Requirements

Please provide the following sections identified as listed below. The Consultant is responsible for all costs associated with the proposal submission. *

- Engagement Strategic Plan. Proposals should outline how your team will confront the current challenges of engaging frontline communities during COVID-19 limitations. Engagement plans should include outreach strategies that can work for our diverse community, and creatively address sustainability topics. The strategic plan should outline specific activities, key stakeholder groups, media outreach strategies to the larger public, and a draft engagement implementation timeline.
- Project Summary. Provide a narrative description of the project that includes a brief overview of the project's principal elements and challenges, demonstrates an understanding of the project's objective and describes the approach to accomplish the required scope of services.
- Detailed Project Approach. Proposer's approach to the attached Scope of Work, including procedures, methodologies, measures of effectiveness, organization and scheduling of tasks to be performed as well as clearly explaining your expectations of City staff.
- Experience and References. Describe prior experience with established connections with key groups in or operating in Cupertino or ability to swiftly create these connections through your established network. Applicants should substantiate their experience with using equity frameworks. Describe your experience working with organizations in developing similar projects. Provide no more than three references from staff that you have worked with on a CAP update or similar project.
- Project Timeliness. Include a milestone schedule, including at a minimum the tasks outlined above.
- Project Budget. Using Attachment A as a template, submit a proposed budget for each task. Please include titles of staff members, hourly rates, and any proposed optional services.

- Non-Discrimination Workforce Composition Form. Please complete and attach this form (Attachment E). If your organization or company has fewer than 5 employees, this form is encouraged but optional.
- Alternative Proposals (optional). If the consultant believes that an alternative project approach will also meet Cupertino’s project objectives in a different way, please submit an alternative proposal. In this case, the bidder must provide a well-reasoned analysis of the advantages and disadvantages of the alternative. Alternative proposals should be bound by the budget considerations above.

**If submitting only for the Engagement Tasks portion of this RFP, please tailor your response to these sections to engagement and outreach elements and experience.*

The entire submission should not exceed 20 pages.

The City’s professional services contract template, Shelter in Place, and insurance requirements are attached and must be accepted by the Contractor. See attachments B, C, and D.

Timeline & Process for Submission

Listed below is the RFP timeline. These dates are subject to change.

Timeline for Submission

12/23/2020	The RFP will be made available
1/18/2020	Deadline for Questions on the RFP. Must be submitted to Sustainability@cupertino.org
1/22/2021	The City will post a consolidated Q&A, if needed
2/1/2021	Submissions due by electronic submission via email to Sustainability@cupertino.org

Timeline for Follow Up

2/1/2021	The City may request for you to interview via video call this week
2/10/2021	Scope negotiations with finalists
3/1/2021	Contract execution and beginning of services

Attachments

Attachment A - Budget Submission Template

Attachment B - Professional Services Contract Template

Attachment C - Shelter in Place and Social Distancing Requirements

Attachment D - Insurance Requirements

Attachment E - Non-Discrimination Workforce Composition Form