

Honorable Mayor and Members
of the City Council
City Hall
Torrance, California

Members of the City Council:

SUBJECT: City Manager and Finance – Submit for voter consideration a local $\frac{3}{4}$ cent transactions and use (Sales) tax ballot measure on the June 7, 2022 election.

Expenditure: None.

RECOMMENDATION

Recommendation of the City Manager and Finance Director that City Council:

- 1) Submit for voter consideration a Torrance Pandemic Recovery and Public Safety Protection Measure proposal to institute a local $\frac{3}{4}$ cent transactions and use new revenue source dedicated exclusively for services and city operational enhancements benefiting Torrance residents and businesses; and
- 2) Approve Request for Proposal (RFP) for ballot measure consulting services.

FUNDING

Not applicable.

BACKGROUND

On March 4, 2020, State of California Governor Newsom proclaimed a State of Emergency related to the Coronavirus Disease 2019 (COVID-19) outbreak. The City Council approved a proclamation of the existence of a local emergency in the City of Torrance on March 12, 2020. For all of 2020 and through June 15th, 2021, businesses in Torrance have been required to operate under the restrictions set in place by the Los Angeles County Department of Public Health to mitigate the risk of COVID-19 transmission; including limited capacity, social distancing, mask requirements, and sanitation and ventilation requirements. Under the most restrictive orders, several business sectors were forced to close completely, including “non-essential” retail and restaurants. Shortly after the June 15th date, mask requirements were re-implemented effective July 18th, 2021 in Los Angeles County as a result of increased transmission rates.

The adverse impacts of COVID-19 significantly reduced the City’s revenue and required immediate action to ensure continuity of city operations while maintaining a balanced budget. Your Honorable Body met in April, June, and September of 2020 to review and approve budget revisions, including reductions of \$13.8 million, to re-balance the fiscal year 2020-21 budget. The \$13.8 million reductions also included delayed public safety budget reductions of \$7.6 million (\$5.2 million for Police Department (TPD) and \$2.4 million for the Fire Department (TFD)) in order to allow for completion of a formal organizational assessment of TPD, appoint a new Police Chief upon former Chief Eve Berg’s retirement in

December 2020, and allow the TFD time to assess the feasibility of an in-house emergency medical service (EMS) transport system.

Since adoption of the Fiscal Year 2021/22 city operating budget, the TPD organizational assessment has been completed, a new Police Chief has been appointed, and mitigations to address the TPD's budget will be included in the next budget cycle. With City Council's approval, the TFD's EMS transport system launched in April 2020 and is anticipated to meet their projected \$2.4 million in net revenue generation and close the planned budget action. The City has been able to balance fiscal years ending June 30, 2020 and 2021 mainly through the issuance of lease revenue bonds, refinancing existing debt, holding approximately 200 vacancies, and the use of reserves and other one-time sources. In addition to the aforementioned mitigations, the General Fund fiscal years 2021-23 adopted operating budgets include the use of federal funding from the American Rescue Plan Act to balance the budget.

Over the past 15 months, the City has endured a cyber-incident, civil unrest, and a global pandemic. Using an average revenue growth of 2.2%, the City experienced General Fund (GF) revenue reductions amounting to **\$15.0 million** in calendar year ending December 2020. Having to navigate through the significant strains placed upon its finances, the City was required to utilize \$18.5 million of the General Fund's fund balance during the fiscal year ending June 30, 2020, leaving a balance of only \$581,449 in unrestricted reserves – a balance that is unequipped to withstand any unbudgeted incidents, natural disasters, or large litigation settlements. As reported during the fiscal year (FY) 2021 Mid-Year Budget Review, projections included a planned transfer to reserves of \$7.5 million, made possible through federal assistance and the identification of **one-time** revenue sources. According to the Government Finance Officers Association (GFOA), the recommendation is to maintain at a minimum, **no less than a 17%** unrestricted reserve (2-months of regular operating expenditures), which for Torrance, equates to approximately \$37.5 million (a deficiency of almost \$30 million).

ANALYSIS

Based on staff's latest 10-year forecast, the City is projected to continue operating at a deficit throughout the entire 10-year period, at current expenditure and staffing levels. Note that this forecast **does not include** costs for addressing homelessness, risk and litigation threats, cyber threats, downtown revitalization, housing needs, or other unbudgeted City priorities/needs.

As a method to balance the budget and address the aforementioned risks and needs, staff is recommending that City Council direct the drafting of and approve for voter consideration a Torrance Pandemic Recovery and Public Safety Protection Measure to enact a local $\frac{3}{4}$ cent transactions and use (sales) tax (TUT). In the state of California, 328 of 482 cities have enacted a TUT, and 51 of 88 cities in Los Angeles County (County) have followed suit. Of those LA County cities, 41 had enacted their TUT in the last 3 years alone, including Torrance peers Burbank, Glendale, and Pasadena. (Attachment A) Staff is recommending a general sales tax measure which requires majority of affirmative votes cast at over 50% of votes gained.

Currently the base sales tax rate in Torrance is 9.50%. The maximum tax rate allowed for LA County under the law is 10.25%, which means the Torrance sales tax rate can potentially increase by another $\frac{3}{4}$ cent; either by the County (e.g. Measure M and Measure H, passed in November 2016 and March 2017, respectively), or the City. At the current rate of 9.50%, the State is allocated 6.0%, the County is allocated 2.5%, and the remaining 1.0%

is allocated to Torrance. According to an analysis performed by the city's sales tax consultants, HdL Companies (HdL), about **50%** of the City's sales tax is generated by **non-residents**. If approved, a $\frac{3}{4}$ cent TUT would potentially generate approximately \$26.7 million. Based on these analyses the impact to an individual Torrance resident would be approximately \$130 per year, or \$11 per month. Naturally, this figure can vary depending on a resident's lifestyle and consumer spending habits.

If approved by Torrance voters, a $\frac{3}{4}$ cent TUT would remain entirely in Torrance and support general City programs and services directly benefitting the Torrance community. City staff have identified 4 main categories in which additional funding could be prioritized, which if approved, would be confirmed through the annual public budget review and input process, including annual public hearings, and the City Council's input and approval. Details and identified projects by category can be found at Attachment B.

Quality of Life - \$18.5 Million: addresses priority items that the City currently does not have funding or budget for. They include major initiatives such as homelessness response efforts, maintaining public safety levels, park improvements, downtown revitalization, affordable housing incentives, and City beautification.

Fiscal Sustainability - \$6 Milion: intends to stabilize annual operating losses and rebuild the City's reserve balances to give the City the ability to respond to, and be ready for, any unforeseen emergencies, natural disasters, economic downturns, or unanticipated litigation settlements.

City Building Improvements/Maintenance \$1.5 Million: addresses aging facility infrastructure, Americans with Disabilities Act (ADA) facilities and restroom upgrades, and seismic retrofitting.

Emergency Responsiveness - Cyber Security - \$750 Thousand: intends to fund the acquisition and maintenance of cyber security software and related hardware upgrades.

Quality of Life	\$ 18,500,000
Fiscal Sustainability	\$ 6,000,000
City Building Improvements/Maintenance	\$ 1,500,000
Emergency Responsiveness - Cyber Security	\$ 750,000
Total	\$ 26,750,000

Staff is recommending that proceeds from the TUT be accounted for separately, and additional oversight designated by the City Council with the following elements:

- 1) Requirement of an annual audit to be performed by the City's financial auditors
- 2) Creation of an Oversight Committee whose members are appointed by Council
- 3) Quarterly reports to be presented to the Finance & Governmental Operations Committee and the public, which are then shared with the full City Council.

Should the City Council authorize staff to move forward with the proposed measure, City staff from all departments will participate in a robust outreach program to educate and engage the community. The program will include resident polling, written communication deliverables, social media and news outlets, and public presentations to be made at homeowners associations and other community-based organizations. Additionally, staff

recommends the creation of a Community Measure Committee, similar to the Strategic Plan Committee, to educate the community and gather community feedback regarding their priorities and concerns.

CONCLUSION

While the City has been able to successfully provide full services throughout the pandemic, the provision of those services under significant revenue restraints has essentially depleted the City's reserve balances. To mitigate the level of service reductions needed to balance the budget and support unmet community needs, City staff recommends that City Council authorize staff to move forward with a proposed local $\frac{3}{4}$ cent sales tax ballot measure for voter consideration on the June 7, 2022 election. Placing such a measure on the ballot does not constitute a vote by the Council on such a measure but rather **whether the voters should be given the opportunity** to decide if an additional TUT is an appropriate action to provide additional funding to meet the community's needs.

If approved, the following activities/actions will take place between approval and the June election:

August – September 2021	<ul style="list-style-type: none"> ○ Issuance of Request for Proposal for Strategy & Public Education Services and award of contract (Attachment C) ○ Begin preparation of contingency budget
October – November 2021	<ul style="list-style-type: none"> ○ Polling, creation of a Community Measure Committee, Community Feedback ○ Communication with California Department of Tax & Fee Administration
December – January 2022	<ul style="list-style-type: none"> ○ Determine fiscal impact, continued development of contingency budget, communicate to City Council during First Quarter Budget Review ○ City Clerk communication with California Department of Tax & Fee Administration (CDTFA) ○ City Council approval of Resolution to submit for voter consideration a local ballot measure and proposed ballot language and ordinance
February – March 2022	<ul style="list-style-type: none"> ○ City Clerk Filing, County of Registrar of Voters for Ballot
April – May 2022	<ul style="list-style-type: none"> ○ Public outreach campaign – communication with voters, community groups, employee groups, etc.
June 2022	<ul style="list-style-type: none"> ○ ELECTION

Total estimated costs for the above efforts and inclusion of the ballot measure in the June 2022 election is approximately \$420,000, broken down below:

Printing of media for public education	\$14,000
Polling & Survey Consultants	75,000
County Registrar Election Costs	256,000
Strategy & Public Education Services	<u>75,000</u>
Total	\$420,000

Understanding that a proposed ballot measure is subject to voter approval, City staff will concurrently be developing a contingency budget that addresses the forecasted annual budget deficits. These efforts will include consideration of the retention of core services, opportunities to contract/outsource certain services, the need to build reserves, employee recruitment and retention, and pending reductions in public safety. Staff will return to Council with proposed mitigations and reductions in the upcoming fiscal year.

Respectfully submitted,



Sheila Poisson
Finance Director

CONCUR:



Aram Chaparyan
City Manager

Attachments:

- A) Survey of Los Angeles County Cities with TUT (took effect years 2019-2021)
- B) Torrance Priorities / Major Initiatives
- C) RFP for Strategy & Public Education Services Consultant

Los Angeles County Cities with TUT
effective dates starting 2019 - 2021

ATTACHMENT A

2019			
CITY	TUT	TOTAL RATE	
Glendora	0.75%	10.25%	
Burbank	0.75%	10.25%	(A)
Covina	0.75%	10.25%	
Cudahy	0.75%	10.25%	
Culver City	0.25%	10.25%	
Glendale	0.75%	10.25%	(A)
La Puente	0.50%	10.00%	
Lawndale	0.75%	10.25%	(B)
Pasadena	0.75%	10.25%	(A)
Pomona	0.75%	10.25%	
Santa Fe Springs*	1.00%	10.50%	
Huntington Park	0.75%	10.25%	
Hawthorne	0.75%	10.25%	(B)
2020			
CITY	TUT	TOTAL RATE	
Hawaiian Gardens	0.75%	10.25%	
Vernon	0.75%	10.25%	
Alhambra	0.75%	10.25%	
Azusa	0.75%	10.25%	
Duarte	0.75%	10.25%	
Gardena	0.75%	10.25%	(B)
La Verne	0.75%	10.25%	
Lakewood	0.75%	10.25%	
Montebello	0.75%	10.25%	
Norwalk	0.75%	10.25%	
Paramount	0.75%	10.25%	
San Gabriel	0.75%	10.25%	
Whittier	0.75%	10.25%	
Irwindale	0.75%	10.25%	
Monrovia	0.75%	10.25%	
Sierra Madre	0.75%	10.25%	
South Pasadena	0.75%	10.25%	
Arcadia	0.75%	10.25%	
2021			
CITY	TUT	TOTAL RATE	
Bell Gardens	0.75%	10.25%	
Bellflower	0.75%	10.25%	
Beverly Hills	0.75%	10.25%	(A)
Carson	0.75%	10.25%	(B)
Commerce	0.25%	10.25%	
Diamond Bar	0.75%	10.25%	
Lancaster	0.75%	10.25%	
Lomita	0.75%	10.25%	(B)
Palmdale	0.75%	10.25%	
San Fernando	0.75%	10.25%	
Signal Hill	0.75%	10.25%	
South El Monte	0.25%	10.25%	
West Hollywood	0.75%	10.25%	

* Sought State legislation to exceed 10.25% cap.

(A) Comparable cities

(B) Local/South Bay cities

City of Torrance**Recommended Funding Strategy based on 3/4 sales tax revenue****As of July 2021**

Quality of Life	\$	18,500,000	
Fiscal Sustainability	\$	6,000,000	
City Building Improvements/Maintenance	\$	1,500,000	
Emergency Responsiveness - Cyber Security	\$	750,000	
Total	\$	26,750,000	

Fiscal Sustainability	\$	6,000,000	
1 Rebuild Reserves / Rainy Day Fund		5,000,000	(A)
2 Fleet Services Replacement		1,000,000	(B)

City Building Improvements/Maintenance	\$	1,500,000	
1 City Buildings - Replacement/Improvement Costs		1,000,000	(C)
2 City Buildings - Seismic Retrofitting		500,000	(D)

Emergency Responsiveness - Cyber Security	\$	750,000	
1 Cyber Security Software Maintenance		350,000	(E)
2 Cyber Security Upgrades		400,000	(F)

Quality of Life	\$	18,500,000	
1 Restore/Maintain Public Safety		4,000,000	
2 Homelessness Response Efforts		2,000,000	(G)
3 Parks and Community Services		1,000,000	(H)
4 Park Improvements - Buildings and Equipment		2,000,000	(I)
5 City Beautification Efforts		3,000,000	(J)
6 Expedited Road/Sidewalk Repairs		3,000,000	(K)
7 Downtown Revitalization/Façade Improvement		1,500,000	(L)
8 Affordable Housing Advancement/Incentives		2,000,000	(M)
Total Priorities Identified	\$	26,750,000	

Projects / Goals:

(A) Rebuild reserves to \$25M over 5 years (Economic Anomaly Reserve, Pension Rate Stability, Litigation Reserves)

(B) Stabilize annual operating losses, rebuild negative fund balance.

(C) The City faces aging facility infrastructure. With additional General Fund monies, the following facilities can be prioritized for modernization and/or replacement: park facilities modernization, Plunge modernization, Fire Station #1 and #4 modernization, Cultural Arts Center restroom and facility upgrades, ADA restroom and facility upgrades Citywide, plumbing and electrical infrastructure replacement, flooring/painting/roofing upgrades Citywide, air conditioning and boiler replacement Citywide.

(D) The City's building stock is large, varied in use, type and date of construction. Unfortunately, most structures pre-date current seismic codes and historical funding has not supported continuous improvement of said structures. As the seat of Government, it is important to ensure the City's ability to provide services from resilient structures and meet community needs in responding to a catastrophic incident, prolonged emergency activations or both, simultaneously.

(E) Costs to support network segmentation: Microsoft Office 365 subscriptions, increased ISP bandwidth, Barracuda SPAM cloud services, infrastructure costs, Identity Services Engine routing, router licensing, increased replacement costs, Intrusion Prevention System (IPS) for City Hall, IPS for Police Department.

(F) Continuous monitoring, logging, and managed response for breaches: Microsoft Azure Site Recovery Services, CrowdStrike Falcon Next-Generation Antivirus, Excess APIP Cyber insurance.

(G) Start-up and operating costs for temporary shelters, possible land acquisition to place shelters.

(H) Bartlett Center Air Conditioning \$75k
Columbia Park Pathways Rehab \$225k
Paradise Park Playground Equipment \$1.2M

(I) Park Restrooms Rehabilitation Program (replace fixtures & stalls, improve ventilation, add security, update ADA)

(J) Implementation of any tree, landscape or aesthetics in the public right-of-way.

(K) Sidewalk Repair for ADA Accessibility, I-135: Would increase the amount of repairs for sidewalk, curb ramps and curb/gutter Citywide in any given year. We have over 500 miles of sidewalk throughout the City to maintain and there is a backlog, due to funding availability.

Arterial Street Improvement, I-139: Would increase the annual amount of arterial and collector streets repaired and/or re-paved. We have approximately 340 lane miles of streets in these classifications. We have a backlog due to funding availability. This would increase our Pavement Condition Index rating and reduce maintenance costs.

Residential Street Slurry Seal/Repairs, I-159: Would increase the annual amount of residential street repairs. We have approximately 490 lane miles of residential streets. Added funding would ensure we can keep a 7 year cycle for slurry sealing and other related repairs.

(L) The City will be finalizing the Downtown Revitalization plan that will identify initiatives that the City can pursue to successfully draw investment and customers to Downtown and surrounding Corridors. Initiatives may include Policy, such as rezoning and development standard revisions, Programming, such as year round event coordination/promotion and facade renovation grants, and Parking, such as construction of a Downtown parking structure. This will provide the needed funding to advance revitalization efforts that the General Fund would not be able to support.

(M) Focused funding toward advancing affordable senior and workforce housing can accelerate limited Low-Mod Housing Set Aside revenues and result in meaningful unit production not supported by the development community and not available in the General Fund.

**Request for Proposals (RFP)**City of Torrance | 3031 Torrance Blvd, Torrance CA 90503 | www.TorranceCA.Gov**ATTACHMENT C****RFP No. B2021-****RFP for Strategic Communication and Public Education Services****RFP Submittal Information**

Mail or hand deliver Proposals. No faxed proposals.

No Late proposals.

Location: Office of the City Clerk
3031 Torrance Blvd.
Torrance, CA 90503

Date: Wednesday, August 11, 2021

Time Deadline: 3:00 p.m. Local (Pacific) Time

Submittal Requirements

An original plus three (3) printed copies of your RFP submittal must be in a sealed envelope and marked with the RFP number and title by the deadline time listed above. Your submittal must include the following:

- Vendor's Response (Section III of this document pages 10 through 17) on the forms provided. If additional space is required, please attach additional sheets/pages.
- Proposer's Affidavit (Attachment 1)

Proposers will be disqualified if their proposal does not include the above items.

Prior to the award of a Contract

The successful vendor, must submit the following to the City of Torrance

- Proof of insurance and applicable bonds, as indicated in the terms and conditions of this RFP document.
- Proof of a City of Torrance Business License, please contact the City of Torrance Business License Office at (310) 618-5923.

Questions Regarding this RFP Must be Submitted in the Form of an E-Mail

- Your E-mail must include the RFP number and RFP title in the subject heading.
- The deadline to submit questions is 12:00 Noon Pacific Time on Wednesday, August 4, 2021
- Your questions should be directed to:

Valencia M. Mota
Management Assistant
VMota@TorranceCA.Gov

RFP No. B2021-	RFP for Strategic Communication and Public Education Services
SECTION I RFP INSTRUCTIONS AND INFORMATION	

Notice is hereby given that sealed proposals will be received in the office of the City Clerk, City Hall, 3031 Torrance Boulevard, Torrance, CA, until 3:00 p.m. on August 11, 2021. An original and three (3) printed copies of each proposal must be submitted in a sealed envelope and clearly marked: RFP Strategic Communication and Public Education Services, RFP No. B2021-XX

The City of Torrance:

The City of Torrance is on the western side of Los Angeles County. It is bordered by the Palos Verdes Peninsula on the south, the City of Gardena on the north, the City of Redondo Beach on the north and west boundaries, the City of Lomita on the east and the Pacific Ocean on the west. The City encompasses an area of approximately 21 square miles, 329 miles of Streets, 1870 intersections, 550 miles of sidewalks, 47,000 Street Trees, 6 Public Libraries, a Municipal Airport, Transit System, 46 Parks & Recreation Amenities, 6 Fire Stations, 1 Police Station and 1 Police Community Center, and has an estimated population of approximately 146,115, which makes Torrance one of the top 10 cities in Los Angeles County in regards to population.

Background:

The City of Torrance is considering a potential revenue measure to increase the current local sales tax rate of 9.5% by 0.75% ($\frac{3}{4}\%$), as permitted by the California Department of Tax and Fee Administration. The City of Torrance has identified four main categories in which additional funding could be prioritized including:

1. Preservation of Public Safety
2. Quality of Life and Community Beautification,
3. Fiscal Sustainability,
4. Maintenance/Improvements to City buildings and facilities, and
5. Emergency Responsiveness/Cyber Security.

The City of Torrance is interested in gaining a better understanding of the public's opinion, assessing the likelihood of success of different approaches, and ensuring voters are informed and understand the outcome of their vote(s) associated with a potential ballot measure for the **June 7, 2022** election.

The Finance Department will work in conjunction with the selected consultant to prepare the revenue measure for the 2022 ballot and effectively position the measure for success. Concurrently, the City will contract with a **separate** consultant to serve as the City's designated public opinion polling and public opinion consultant ("polling consultant"). The work completed under the polling consultant's contract will be utilized for the Strategic Communication and Public Education Services scope of this RFP.

The selected consultant for this RFP would provide advice, recommendations, and support in the following areas:

- Voter acceptance or antipathy toward prospective revenue measures
- Feasibility analysis and expenditure plan for a 2022 ballot measure
- Communication strategies (e.g. phone, online, and mail surveys) to support voter consideration of the revenue measure, including strategies to engage key stakeholders
- Formulation of ballot measure language

This project is being divided into two phases and proposers are expected to make a proposal on both phases. The City will award based on the overall project, including both phases, but may not execute Phase 2 depending on the outcome of Phase 1. This is explained in further detail in the Scope of Work section.

The tentative timeline to contract award is below:

- July 28 RFP Open/Release
- August 4 Deadline to Submit Questions at 12:00 PM Pacific Time
- August 5 Addenda/Responses to Questions Posted
- August 11 RFP Due/Closed at 3:00 PM Pacific Time
- August 23-25 Consultant Interviews
- September 3 Award of Contract

Definitions:

Word	Definition as applied to this RFP
City	The City of Torrance, California
Vendor, Contractor, Proposer, Firm or Consultant	The person, firm, company or corporation providing services to the City, or submitting a proposal in response to this RFP
Contract, Purchase Order, Agreement, Purchasing Agreement	The agreement between the awarded Vendor and the City as a result of this Request for Proposals

Proposal Submittal Form:

The proposal must be made on the form provided for that purpose, enclosed in a sealed envelope, and marked RFP for Strategic Communication and Public Education Services, RFP No. B2021-XX and addressed to the City Clerk, City of Torrance, 3031 Torrance Blvd., Torrance, CA 90503. If an individual makes the proposal, it must be signed by that individual, with an address and telephone number. If made by a business entity, it must be signed by an authorized person that executes binding agreements and contracts. A full business address and telephone are required.

Blank spaces in the proposal form must be completed using ink, indelible pencil, or typewriter. The text of the proposal form must not be changed and no additions. Any unauthorized conditions, limitations, or provisos attached to a proposal will render it informal and may cause its rejection. Alterations by erasure or interlineations must be explained or noted in the proposal form over the signature of the Proposer.

Questions:

Submit questions in writing via email to Valencia M. Mota, Management Assistant at vmota@torranceca.gov by 12:00 P.M Noon, local Pacific Time on August 4, 2021. No questions via telephone. No questions submitted after deadline. Written answers and any other changes to the RFP will be sent via email to all known prospective proposers as an addendum to the RFP.

To ensure fairness and avoid misunderstandings, all communications must be in written format and submitted via e-mail by the due date. Any communications whether written or verbal to any person other than the designated individual listed on page 1, prior to award of a contract/purchase order is strictly prohibited and may cause disqualification.

Errors and Omissions:

The proposer may not take advantage of any errors and/or omissions in these specifications or in the proposer's specifications submitted with its proposal. If there are errors or omissions, you will be notified.

Proposers Examination of Requirements:

The Proposer is required to examine carefully the site, the instructions, information and specifications of this document, investigate the conditions, the character, quality and quantity of work to be performed as required by this document. Submission of a proposal will be considered prima facie evidence that the Proposer has made such examination.

Reservation:

The City reserves the right to revise or amend these specifications prior to the date set for opening proposals. Revisions and amendments will be identified by an addendum to this RFP. If the revisions require additional time to enable vendors to respond, the City may postpone the opening date accordingly. In such case, the addendum will include an announcement of the new proposal submittal due date.

Attach all addenda to the proposal. Failure to attach any addendum may render the proposal non-responsive and cause for rejection.

The City reserves the right to award a contract to a company solely based on the initial proposal submitted. The City reserves the right to require more information and clarification on information submitted in the proposal to complete the evaluation.

The City Council reserves the right to reject any and all proposals received, to take all proposals under advisement for a period not to exceed ninety (90) days after the date of the opening, to waive any informality on any proposal, and to be the sole judge of the relative merits of the material and or service mentioned in the respective proposals received. The City reserves the right to reject any proposal not accompanied with all data or information required.

This Request for Proposals does not commit the City to award a contract or to pay any cost incurred in the preparation of a proposal. All responses to this RFP document become the property of the City of Torrance.

The City reserves the right to examine all factors bearing on a Proposer's ability to perform the services under the contract. The City reserves the right to reject any proposal not accompanied with all data or information required. The City reserves the right to cancel this solicitation, without penalty, at its sole discretion.

Affidavit:

An affidavit form is enclosed. It must be completed signifying that the proposal is genuine and not collusive or made in the interest or on behalf of any person not named in the proposal, that the proposer has not directly or indirectly induced or solicited any other proposer to put in a sham proposal or any other person, firm, or corporation to refrain from proposing, and that the proposer has not in any manner sought by collusion to secure for itself an advantage over any other proposer. Any proposal submitted without an affidavit or in violation of this requirement will be rejected. (Attachment 1)

License Requirements:

The successful proposer is required to show proof of a current Business License issued by the City of Torrance.

Evaluation of Proposals:

The City will be the sole determiner of suitability to the City's needs. Proposals are rated according to their completeness and understanding of the City's needs, conformance to the requirements of the technical specifications, compatibility with the City's current technology and operations, prior experience with similar scope of work, financial capabilities, delivery, and cost. Cost including any ongoing maintenance and support cost are reviewed to determine which proposal best meets the needs of the City.

The City's project evaluation team will evaluate proposals based on the evaluation criteria listed below. Points will be assigned to each criterion up to a maximum of 100 points. Proposals will be ranked and that ranking will be made public.

Subsequently, the City may interview a qualified Firm, prior to deciding whether to recommend the award of an Agreement.

Description of Evaluation Criteria	Possible Points
Project Team Qualifications and Experience	30
Example of Most Recent Work and References	25
Work Plan and Schedule	25
Cost	20
Maximum Total Points =	100

PART I – EVALUATION OF PROPOSALS: After receipt of proposals for this project, the City's project evaluation committee will evaluate proposals based on the criteria listed below (with exception of cost), and develop a short list of qualified Firms. The Firms on this short list will be invited to interview with the City.

PART II – INTERVIEW: At the time of the interview, invited Firms must submit a detailed fee proposal that includes a cost for each task of the project using the tasks outlined in the Scope of Work section of the RFP. Firms may list any additional services and associated costs that are not covered in the City's scope of work. These items should be listed separately from those specifically requested so they may be considered.

The Contract:

The awarded vendor will be required to enter into a written contract with the City of Torrance. Attached is a copy of the standardized contract (Attachment A), which will be modified to reflect the awarded RFP. A copy of this RFP and the accepted proposal will be attached to and become a part of the contract.

Contract Term:

The initial contract will be for a period of one (1) year, from September 3, 2021 to September 2, 2022.

Fiscal Year Funding:

Each payment obligation of the City is conditioned upon the availability of state or local government funds, which are apportioned or allocated for the payment of such an obligation. If the funds are not allocated and available for the continuance of the function performed by the Vendor, the product or service directly or indirectly involved in the performance of that function may be terminated by the City at the end of the period for which funds are available.

Independent Contractor:

The successful proposer will at all times remain to the City, a wholly independent contractor. Neither the City nor any of its agents will have control over the conduct of the Contractor or any of the Contractor's employees, except as otherwise set forth in the awarded Agreement. The Contractor's agents and employees are not and will not be considered employees of the City for any purpose. The Contractor may not, at any time or in any manner, represent that it or any of its agents or employees are in any manner agents or employees of the City. The City has no duty, obligation, or responsibility to the Contractor's agents or employees under the Affordable Care Act. The Contractor is solely responsible for any tax penalties associated with the failure to offer affordable coverage to its agents and employees under the Affordable Care Act and any other liabilities, claims and obligations regarding compliance with the Affordable Care Act with respect to the Contractor's agents and employees. The City is not responsible or liable for the Contractor's failure to comply with the Contractor's duties, obligations, and responsibilities under the Affordable Care Act. The Contractor agrees to defend, indemnify and hold the City harmless for all taxes and penalties that may be assessed against the City because of the Contractor's obligations under the Affordable Care Act relating to the Contractor's agents and employees.

Payments:

Complete payment on the contract price will be made in approximately thirty (30) days from date of delivery, or completion and acceptance, unless otherwise provided for in Proposer's proposal or in these specifications. Payments will be made upon verification and acceptance by the City of contract services performed and upon the City's receipt of a correct invoice.

Suspension of Procurement:

The City may suspend, in writing all or a portion of the procurement of materials or services pursuant to this RFP and subsequent contract agreement, in the event unforeseen circumstances make such procurement impossible or infeasible, or in the event, City should determine it to be in the best interest of City to cancel such procurement of services or materials.

In the event of termination, selected Proposer will perform such additional work as is necessary for the orderly filing of documents, and closing of project.

The selected Proposer will be compensated for the terminated procurement based on materials or services actually furnished or performed prior to the effective date of termination, plus the work reasonably required for filing and closing.

Notice:

Whenever it will be necessary for either party to serve notice on the other respecting the Agreement, such notice will be served by personal delivery or by certified mail to the following addresses, unless and until different addresses may be furnished in writing by either party or the other, and such notice will be deemed to have been served within seventy-two (72) hours after the same has been deposited in a United States Post Office by certified mail or has been delivered personally, and will be valid and sufficient service of notice for all purposes:

CITY: City Clerk
City of Torrance
3031 Torrance Boulevard
Torrance, CA 90503

VENDOR: Will be determined upon award of contract.

City of Torrance Bid/RFP Protest Procedures:

The City of Torrance Bid/RFP Protest Procedures are found on the City of Torrance Web site:
<http://www.torranceca.gov>

Insurance:

See attached Consulting Services agreement for insurance requirements.

NOTE: Document in the RFP proof of insurance and a Torrance business license is not required for the RFP submittal. Upon award, the vendor will be required to provide this documentation.

RFP No. B2021-

RFP for Strategic Communication and Public Education Services

SECTION II TECHNICAL REQUIREMENTS**Overview/Introduction:**

The City of Torrance is requesting proposals from qualified vendors for Strategic Communication and Public Education Services. The purpose of this Request for Proposals (RFP) is to evaluate qualified firms for providing all services necessary to conduct a strategic communication and public education effort to increase voter awareness for the City's identified need for a new sales tax revenue source.

Qualified firms are asked to prepare a proposal that addresses all tasks as outlined below.

This RFP is intended to be as descriptive as possible. However, Proposers may not take advantage of omissions or oversights in this document. Proposers must supply products and services that meet or exceed the requirements of this RFP. In the event of a dispute over installation or performance, the needs of the City of Torrance will govern.

General Requirements:

Successful Proposer must work with City staff, review results of public opinions surveys (e.g. phone, online, and mail), conduct public outreach and education efforts including facilitating community meetings, and coordinate with the City's Community Relations team on messaging through various avenues including the City's website and social media platforms.

Successful Proposer must provide a clear description of the Project Manager and the proposed team with names, resumes, project responsibilities and proposed staffing numbers. Provide a list and summary of the three most relevant projects most closely related to the services requested through this RFP; include examples of outreach/education materials. Each listed experience shall have a Project Manager listed as a reference with name(s) and current telephone number(s). The listed experience should distinguish between the experience and projects of the firm and the individuals.

Scope of Work:

The City of Torrance is seeking proposals to assess the viability of a potential ballot measure. Depending on the outcome of Phase 1, the consultant may be utilized to complete Phase 2 of the project as outlined below. The RFP will be awarded to one consultant based on the overall project proposal, but the City reserves the right to utilize Phase 1 services only or Phase 1 and Phase 2 services, depending on the outcome of Phase 1.

Phase 1 – Outreach Survey and Ballot Measure Viability

1. The consultant should review current City staff reports and other documents related to the City's budget, infrastructure, and service needs as well as media clippings, recent election nuances, and other pertinent issues in the public arena and ensure this is considered in the overall strategy.
2. Analyze results of the public opinion poll (to be conducted by City's designated public opinion polling and public opinion consultant) and discuss implications, related issues, and alternatives with the City.
3. Issue a final written report and presentation of results. The final report shall include, at a minimum, the framework and methodology used, the tabulations of all calls and contacts made as part of the survey, including refusals, disconnected numbers, busy lines, unanswered calls, number of attempts, communication barriers and age issues. Information may be obtained from the City's designated public opinion polling consultant. The report shall also include the tabulation of survey results, key findings, detailed findings, conclusions, and recommendations.

Phase 2 – Ballot Measure Information Services

1. Development of an organized strategy including publicizing factual information about the City's needs and challenges related to revenue tax measures.
2. Provide viewpoints on the City's education efforts based on strategic considerations.
3. Develop written communication deliverables for use in various public information related outlets, including press releases, social media postings, mailers, web site copy, and Op-eds.
4. Organize City-Consultant planning sessions to assist with the efforts of other professionals on the team as well as city staff, provide ongoing strategic advice.
5. Draft ballot language and argument/rebuttal as appropriate.
6. As needed, oversee additional opinion research.

Work Plan and Schedule:

Prior to the beginning of the work, the Successful Proposer must provide the City a schedule and work plan for approval.

The Successful Proposer shall provide a work plan identifying the major tasks anticipated by the consultant(s) associated with the completion of work requested through this RFP. Include a schedule showing the timeline and description of the individual or firm's resources that allow a timely delivery of service.

Proposal Submittals:

Each proposal must contain the following items listed below. Vendors who do not provide these items in their proposal will be disqualified and their proposal will not be evaluated.

- Cover Letter including the name and address of the firm, the telephone number to be used for contact, along with the name of the person(s) who will be authorized to make presentations for the firm, and a statement regarding your firm's or individual capability to perform the specific tasks outlined in this RFP, and summary of background information on the firm/company. (Not to exceed three (3) pages)
- Background information on the firm/company.
- List your firm's experience with Ballot Measure and Civic Engagement Strategies.
- Describe your firm's approach and ability to deliver the tasks as outlined in the RFP.
- Schedule of the firm's monthly billable rates for one year, including multi-year scenarios and/or a not-to-exceed amount. Provide the hourly rates of individual or firm's staff. Provide a breakdown of cost by task categories.
- A list of at least three (3) references for whom you or your firm have performed similar projects. Include the prior project name and description, contact name, company name, address and telephone number for each reference.

RFP No. B2021-

RFP for Strategic Communication and Public Education Services

SECTION III PROPOSAL SUBMITTAL

FAILURE TO COMPLETE ALL ITEMS IN THIS SECTION MAY INVALIDATE PROPOSAL.

In accordance with your "Request for Proposals (RFP)", the following proposal is submitted to the City of Torrance.

RFP Submitted By:

 Name of Company

 Street Address

 City

 Zip Code

 Telephone Number

 Fax Number

 Printed Name/Title

 E-Mail Address

 Signature

 Date

Form of Business Organization: Please indicate the following (check one).

☐ Corporation ☐ Partnership ☐ Sole Proprietorship ☐ Other: _____

Do you have a Parent Company? ☐ No ☐ Yes, _____
 (Name of Parent Company)

Do you have any Subsidiaries? ☐ No ☐ Yes, _____
 (Name of Subsidiary Company)

Business History:

Years in business under your current name and form of business organization? _____ Years
 If less than three (3) years and your company was in business under a different name, what was that name?

Contact for Additional Information:

Please provide the name of the individual at your company to contact for any additional information:

 Printed Name

 Title

 Telephone

 E-Mail Address

Proposal Submittal (continued):

Vendor Name: _____

Addenda Received: (It is mandatory to complete this section)

Please indicate addenda information you have received regarding this RFP. If addenda is not attached to your bid submittal (per instructions), you are still held accountable to its contents.

Addendum No.	Date Received

Addendum No.	Date Received

☐ No Addenda received regarding this RFP.

Payment Terms:

The City of Torrance Payment terms are Net 30. The City does not make pre-payments, or pay upon receipt.

Do you offer any discounted invoice terms? _____

Project Start and Completion:

The City requires the project to start as soon as possible from the award of a contract.

Project Manager:

Please provide the name of the individual at your company who will serve as Project Manager for this contract.

_____		_____
Name		Title
_____	_____	_____
Telephone Number	Fax Number	Email Address

Contract Representative:

Please provide the name of the individual at your company who will be responsible for administering this contract.

_____		_____
Name		Title
_____	_____	_____
Telephone Number	Fax Number	Email Address

Proposal Submittal (continued):

Vendor Name: _____

Background and Recent Experience with Similar Projects:

In the space below, please provide a narrative explaining your background and recent experience with similar projects as the scope of work identified in this RFP. (Please attach additional sheet if needed.)

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Proposal Submittal (continued):

Vendor Name: _____

Work Plan for Each Required Task:

In the space below, please describe in detail the methodology you will be utilizing to conduct for each task. (Please attach additional sheets if needed.)

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Proposal Submittal (continued):

Vendor Name: _____

References:

Please supply the names of companies/agencies for which you recently supplied comparable goods/services as requested in this RFP. A minimum of three (3) references is required; additional references are optional. References from public agencies are preferred. **Do not include the City of Torrance as a reference for this RFP.**

1	Name of Company/Agency:	
	Street Address:	
	City: State, Zip Code:	
	What Product/Service did you provide to this Company/Agency?	
	Name of Person to Contact:	
	Phone Number of Contact:	
	Email Address of Contact:	
2	Name of Company/Agency:	
	Street Address:	
	City, State Zip Code:	
	What Product/Service did you provide to this Company/Agency?	
	Name of Person to Contact:	
	Phone Number of Contact:	
	Email Address of Contact:	
3	Name of Company/Agency:	
	Street Address:	
	City, State Zip Code:	
	What Product/Service did you provide to this Company/Agency?	
	Name of Person to Contact:	
	Phone Number of Contact:	
	Email Address of Contact:	

Proposal Submittal (continued):

Vendor Name: _____

Price Proposal Cost Breakdown To Provide the Services Required in this RFP			
Description	No. of Hours	Labor Cost/hr (\$)	Cost
		\$	\$
		\$	\$
		\$	\$
		\$	\$
		\$	\$
		\$	\$
		\$	\$
		\$	\$
		\$	\$
		\$	\$
		\$	\$
		\$	\$
		\$	\$
		\$	\$
		\$	\$
Total Price Proposal			\$

Price Proposal	
In accordance with your "Request for Proposal", the following price proposal is submitted to the City of Torrance. We understand that our price submittal is a not to exceed amount and that if we are selected to enter into negotiations with the City the pricing may be adjusted down unless additional services are requested and pricing will be negotiated and adjusted accordingly.	
Category Description (Vendor must attached a full description for each category explaining what they are proposing) All services must be itemized. Do not bundle.	Proposal Not to Exceed Amount by Category Description
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
	\$
Total Amount for Project	\$

Proposal Submittal (continued):

Vendor Name: _____

RFP Submittal Requirement and Acknowledgement	
Vendors are required to answer each of the questions listed below. You must indicate below that you have provided this information in your proposal submittal. You must attach additional sheets to your RFP submittal describing in detail the service you are proposing.	
RFP Scope of Work Questions	Indicate what page in your proposal you have answered this question.
Did you include original and 3 copies of your RFP Submittal?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Did you include a signed Affidavit Form with your RFP Submittal?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Did you attach additional sheets to answer the Background and Recent Experience with Similar Projects information on page ____ of this RFP?	<input type="checkbox"/> Yes <input type="checkbox"/> No Page ____ of our submittal.
Did you attach additional sheets to answer the Work Plan for Each Required Task information on page ____ of this RFP?	<input type="checkbox"/> Yes <input type="checkbox"/> No Page ____ of our submittal.
Did you complete a project proposal as described in the Technical Requirements?	<input type="checkbox"/> Yes <input type="checkbox"/> No Page ____ of our submittal.
Did you include all addenda if any issued by the City?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Did you include a list of at least (3) references?	<input type="checkbox"/> Yes <input type="checkbox"/> No Page ____ of our submittal
Are your Wage Rates (Non-Prevailing) Included?	<input type="checkbox"/> Yes <input type="checkbox"/> No Page ____ of our submittal.
Did you describe your project team qualifications and experience?	<input type="checkbox"/> Yes <input type="checkbox"/> No Page ____ of our submittal.
Did you provide an example of your most recent work?	<input type="checkbox"/> Yes <input type="checkbox"/> No Page ____ of our submittal.
Did you submit a Price Proposal and/or Price Proposal Cost Breakdown to provide the services required in this RFP for each Phase?	<input type="checkbox"/> Yes <input type="checkbox"/> No Page ____ of our submittal.

ATTACHMENT 1

STATE OF CALIFORNIA

PROPOSER'S AFFIDAVIT

COUNTY OF LOS ANGELES

_____ being first duly sworn deposes and says:

1. That he/she is the _____ of _____
(Title of Office) (Name of Company)

Hereinafter called "proposer", who has submitted to the City of Torrance a proposal for

(Title of RFP)

2. That the proposal is genuine; that all statements of fact in the proposal are true;
3. That the proposal was not made in the interest or behalf of any person, partnership, company, association, organization or corporation not named or disclosed;
4. That the Proposer did not, directly or indirectly, induce solicit or agree with anyone else to submit a false or sham proposal, to refrain from proposing, or to withdraw his proposal, to raise or fix the proposal price of the Proposer or of anyone else, or to raise or fix any overhead, profit or cost element of the Proposer's price or the price of anyone else; and did not attempt to induce action prejudicial to the interest of the City of Torrance, or of any other Proposer, or anyone else interested in the proposed contract;
5. That the Proposer has not in any other manner sought by collusion to secure for itself an advantage over the other Proposer or to induce action prejudicial to the interests of the City of Torrance, or of any other Proposer or of anyone else interested in the proposed contract;
6. That the Proposer has not accepted any proposal from any subcontractor or materialman through any proposal depository, the bylaws, rules or regulations of which prohibit or prevent the Proposer from considering any proposal from any subcontractor or material man, which is not processed through that proposal depository, or which prevent any subcontractor or materialman from proposing to any contractor who does not use the facilities of or accept proposals from or through such proposal depository;
7. That the Proposer did not, directly or indirectly, submit the Proposer's proposal price or any breakdown thereof, or the contents thereof, or divulge information or data relative thereto, to any corporation, partnership, company, association, organization, proposal depository, or to any member or agent thereof, or to any individual or group of individuals, except to the City of Torrance, or to any person or persons who have a partnership or other financial interest with said Proposer in its business.
8. That the Proposer has not been debarred from participation in any State or Federal works project.

Dated this day of , 20 .

(Proposer Signature)

(Title)

