

City of Rochester

Request for Proposals

City of Rochester and Monroe County Arts and Culture Plan

Proposals must be received by 11:59 pm EST on Tuesday, September 12, 2023

Submit Proposals electronically to:

Heather Anderson, AICP

Project Manager

Office of City Planning

Heather.Anderson@CityofRochester.Gov



City of Rochester, NY
Malik D. Evans, Mayor
Rochester City Council



ADAM J. BELLO
COUNTY EXECUTIVE

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ATTACHMENTS

Attachment A: The Arts + Culture Section of *Rochester 2034*

Attachment B: Meet on Main: The Five Cities Report

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REQUEST FOR PROPOSALS

The City of Rochester (“Rochester” or the “City”) and Monroe County, New York (“Monroe County” or the “County”) are seeking proposals from qualified Respondents (“Respondent(s)”) to create an arts and culture plan for Rochester and Monroe County (the “Project”). Upon award, the Consultant or team of Consultants (“Consultant(s)”) will conduct research, complete an arts and culture inventory, gather widespread community and stakeholder input, and develop a vision, goals, and an implementation plan to achieve the vision and goals for the City and County. Additionally, the Consultant(s) will create a Public Art Master Plan for the City. For purposes of this RFP, “the arts,” “creative sector,” and similar terms are intended to be inclusive terms referring to the broader arts and culture community.

Due to the unique and complex nature of an arts and culture plan, the ideal Consultant(s) would have a diverse staff and experience with:

- developing arts and culture plans, public art master plans, and/or other community plans;
- robust and creative community engagement, especially with artists;
- encouraging collaboration between municipalities and non-profit arts organizations;
- racially and ethnically diverse communities with significant challenges related to poverty;
- high quality graphic design for documents, websites, and other project materials; and
- best practices in other communities.

BACKGROUND

Rochester, New York is a mid-sized city of approximately 210,000 located on the southern shore of Lake Ontario in western New York. From a peak of about 332,000 residents in the late 1950s, the city has lost more than one-third of its population and experienced significant losses to its employment and commercial base in recent decades with the decline of former “Big 3” employers (Kodak, Xerox, Bausch & Lomb) and the suburbanization of commercial uses. These trends have had profound impacts on employment, opportunity, accessibility, and health for city residents. That population decline has recently turned a corner, as the 2020 Census revealed that the city grew in population for the first time since 1950. Today, Rochester is a community with significant challenges, yet also tremendous assets. City leadership and staff are working to support growth and revitalization as key goals, and to pursue them through equitable development and strategies that foster health, resilience, and shared prosperity.



Monroe County is a New York State county located along the southern shore of Lake Ontario and within the Finger Lakes Region. The County has a population of approximately 752,000 and is comprised of 19 towns, 10 villages and its hub is the City of Rochester. The County is home to nine colleges and universities and numerous regional, national and international businesses. Although several arts organizations and facilities are located in the towns, the vast majority of the County's cultural assets are located in the City of Rochester.

Rochester is home to a robust art and culture community and a blossoming network of creative professionals, which makes it the cultural and economic center for the Finger Lakes regional economy. Rochester's historic roots, early industrialists, and philanthropic community left the city a rich legacy of arts and cultural institutions like the Memorial Art Gallery (MAG), Eastman School of Music, Rochester Museum and Science Center/Planetarium, Rochester Philharmonic Orchestra (RPO), Strong Museum of Play, Rochester City Ballet, George Eastman Museum, Geva Theater, and Susan B. Anthony House. George Eastman, in particular, had an outsized role in creating a strong and vibrant local arts community starting in the early 20th century, because he saw the arts as key to establishing the high quality of life that would attract top employees to move to the city and work at Eastman Kodak.

Monroe County has a diverse array of arts and cultural institutions, with most of the largest institutions and the highest concentration of arts and cultural resources in the City of Rochester. Arts and culture have grown beyond the city's oldest and largest museums and performing arts institutions into a variety of arts and culture experiences, activities and industries. Today, the city is home to arts organizations spanning multiple genres that can be accessed at a range of venues that serve and engage diverse audiences and interests.

City Commitment to the Arts

The City of Rochester is involved in a number of efforts related to arts and culture. From the beginning of 2016 through July 2022, the City funded over \$2.6M of public art and arts education. An additional \$2M of City funding has supported special events, including many annual festivals, since 2017. These investments are mapped at [Public Arts + Culture Investment Since 2016](#). However, the City does not have an office or staff dedicated to public art and has not historically taken an integrated, proactive, strategic approach to arts and culture across various departments and initiatives.

While the Neighborhood of the Arts and Downtown Rochester are centers of arts and culture, residents want to see a diversity of arts and cultural amenities in neighborhoods throughout the city. Artists and small arts organizations are similarly calling for more transparent and equitable distribution of public art funding, including for historically underrepresented artists and organizations. They also wish to see a healthier balance between public funding for large institutions and public funding for smaller organizations and individual artists. In particular, stakeholders called for the implementation of the City's Percent for the Arts program, which was adopted in 2007 but by 2021, still had not been fully implemented. Artists and small arts organizations are also grappling with the recent dissolution of the non-profit Arts & Cultural Council for Greater Rochester, which previously provided centralized advocacy and support for the creative sector.

In response to these stakeholder concerns, the City started working more collaboratively with local artists and arts organizations. In April 2021, the City created the Arts & Creative Community Committee (AC³) and the City Arts Team (CAT). The AC³ is a group of stakeholders that represents artists, genres,

venues, and institutions within this important sector of the Rochester community. They serve as an advisory panel to City government, by giving feedback and lending their expertise on proposed art projects. The AC³ also serves as a strong partner in advancing various initiatives through outreach, advocacy, research, and forging connections with other community partners.

The CAT is an interdepartmental committee established to advance various arts-related initiatives for the City and begin to work toward a unified, strategic vision for public art. CAT members are City staff that have experience and ongoing involvement in the selection, installation and maintenance of public art. Members include staff from the Office of Management and Budget, Law Department, Department of Recreation and Human Services, Department of Environmental Services, Department of Neighborhood and Business Development, Office of Special Events, Office of Violence Prevention, and the Office of City Planning (lead staff). The CAT meetings create internal channels for information sharing that support improved public art management. CAT members are present at all AC³ meetings to encourage further collaboration.

Both AC³ and CAT were established with the primary responsibilities to: develop the Percent for the Arts program; support the development of an arts and culture plan; and work toward creation of an organizational public art infrastructure, such as an arts commission.

The City is currently in the middle of its inaugural competitive round of Percent for the Arts funding, with an equity focus driving two goals: supporting individual artists and small organizations in Rochester who represent the diversity of the City; and expanding public art into neighborhoods throughout the city, ensuring that the arts are accessible to all Rochesterians. This additional source of funding is projected to provide approximately \$250,000 annually to public art, including non-capital art.

As the City is ramping up its investments in arts and culture, Monroe County is also making strides. The City and County aim to optimize these investments by improving their collaboration across funding programs, organizational capacity, and partnerships with key stakeholders in the community.

County Commitment to the Arts

Monroe County's contributions to the arts and cultural sector are primarily funding arts institutions. Prior to the current administration, the most significant funding supported larger arts and cultural entities. Before 2021 funding supported tourism and municipally owned events spaces (i.e. the Blue Cross Area and the Convention Center) at around \$5.1 million per year, larger arts and cultural entities received \$1.7 million a year, and mid-sized arts organizations (defined as organizations with annual operating budgets between \$100,000 and \$1,500,000) received \$45,000 a year.

The current administration has looked to create more equity and expand its contributions to mid-sized arts organizations. In the 2022 Budget funding support for mid-sized arts organizations was expanded by more than 10-fold. Mid-sized arts organizations were given the opportunity to apply for a competitive arts grant providing \$500,000 to mid-sized arts organizations. In the 2023 Budget, funding was expanded for the second year in a row, including the addition of a separate application to support community festivals. Funding for community festivals and mid-sized arts organizations for 2023 will total \$1,200,000 and the threshold for organizations that qualify was expanded allowing organizations with annual operating budgets between \$50,000 and \$4,000,000

The Arts and Culture Plan

With this strong framework, Rochester and Monroe County have an opportunity to further grow and strengthen the arts. There is room and need for further collaboration between local arts organizations, the City, Monroe County, philanthropic organizations, private businesses, academia and individual artists and art supporters to infuse creativity into all that we do. There is also room and need to support promising grassroots efforts and start-ups that are looking to impact the community by expanding access to arts and cultural resources.

The City's Comprehensive Plan, *Rochester 2034*, adopted in 2019, identified the importance of arts and cultural assets in meeting the City's broader goals and envisioned Rochester as a "city of the arts and for the arts" - one in which the arts are accessible to all Rochesterians regardless of where they live or their ability, and where there is support for small organizations and individual artists representing the diversity of Rochester. The City is committed to solidifying this as a primary part of its identity, where arts and culture offerings and widespread support for the creative sector is significantly larger than would be expected of a city of our size. The Arts + Culture section of *Rochester 2034*, at [this link](#) and as Attachment A, provides a thorough description of the arts in Rochester. The action plan lays the foundation for the City's next step toward this vision, an arts and culture plan.

Plan Overview

An Arts and Culture Plan will provide a blueprint for investing in and improving the local creative ecosystem. It will be created by the community, for the community, with facilitation assistance provided by City and County staff and a team of planning and design consultants. The City already has an established advisory group of local artists – the AC³ – that has been working on the Plan's framework, as described below.

The Plan will have a particular focus on cultural equity. Americans for the Arts, a national arts advocacy organization, defines cultural equity as:

the values, policies, and practices that ensure that all people—including but not limited to those who have been historically underrepresented based on race/ethnicity, age, disability, sexual orientation, gender, gender identity, socioeconomic status, geography, citizenship status, or religion—are represented in the development of arts policy; the support of artists; the nurturing of accessible, thriving venues for expression; and the fair distribution of programmatic, financial, and informational resources.

The Plan will concentrate on recommendations for the City of Rochester, but will address the County and broader Rochester region as well.

Plan Framework

The Plan will be a graphically rich, user-friendly, and implementation-oriented document. It will include an arts and culture inventory and will establish a strategic framework with a set of goals, objectives, and actions, all under the umbrella of a vision and key values that guide decision-making. **The Plan will be**

designed so that successful implementation will be a shared effort between the City, the County, local governments, institutions, non-profits, businesses, and individuals.

At a minimum, the Plan must include the following goals:

1. **Enhance the City of Rochester's and Monroe County's capacity for investing in arts and culture**, including exploring sources of funding for the arts, options for dedicated City arts staff and the establishment of a formal City Arts Commission or similar model.

Note that a separate, parallel effort is underway to establish a non-profit arts-alliance organization to fill the void left by the former Arts and Cultural Council for Greater Rochester.

2. **Increase the economic impact of the arts and creative community** in Rochester and the County. This effort can build upon a separate study currently underway of the economic landscape and impact of the arts on major Upstate New York cities.
3. **Improve access to the arts** to all area residents, addressing equity, geography, infrastructure, accessibility, promotions, and coordination.
4. **Amplify the artistic expression of underrepresented populations**, including but not limited to people of color, the LGBTQ+ community, d/Deaf artists, artists with disabilities, etc.
5. **Provide a more robust pipeline for the development of artists**, nurturing not only their artistic skills, but promoting their business acumen, including the ability to successfully respond to public art commissions/RFPs.
6. **Nurture a culture of arts-filled spaces and experiences** throughout the community, filling our public spaces with creative expression – both large and small scale.

Community Engagement

The City, County, and stakeholders are prioritizing community outreach, and in particular, valuing people's time and expertise. Stakeholders have shared with City staff that past studies and/or research efforts have left them feeling that they gave a lot of time and energy for an outcome that did not reflect community needs or vision. To ground this plan in the community, the Project will use, at a minimum, the following outreach strategies:

- **Artist Engagement Teams**
Minneapolis piloted and has continued to use an outreach model that employs teams of two artists to shape and lead community engagement. The City and the County intend to utilize this or a similar model for the Arts and Culture Plan development. Local artists will be paid to help design outreach opportunities and carry out some engagement strategies with communities.
- **Stipends for committed public participation**
While the engagement efforts will focus on trying to hear from as many people as possible, some participants will be engaged in a recurring or more in-depth fashion. For example,

stakeholder focus groups may meet to discuss specific topics in-depth, and a general steering committee and subcommittees dedicated to one component of the Plan may meet multiple times. Stipends paid to private participants of these groups will better enable them to attend and will appropriately value their knowledge and contributions.

Project Budget

The Project budget is \$200,000. This is a combination of City funding (\$125,000), County funding (\$25,000), a grant from Farash Foundation (\$30,000), and a grant from Rochester Area Community Foundation (\$20,000). The majority of the total Project amount, not to exceed \$180,000, may be used for Consultant's(s') administration fees. The remainder, a minimum of \$20,000, shall be used by the Consultant(s) to fund the community engagement strategies detailed above.

Other Considerations for Respondents

Respondents should familiarize themselves with the following resources and be prepared to use this background to inform their proposed approach to the project:

- The Arts + Culture section of *Rochester 2034* (linked [here](#) and as Attachment A), and in particular, the overview of arts organizations in Rochester listed therein.
- The City of Rochester's [arts webpage](#)
- "Meet on Main: The Five Cities Report" (Attachment B, or at [this link](#))

ANTICIPATED TIMELINE

Activity	Date
RFP Release	Friday, July 14, 2023
Virtual Information Session	11:00 am EST Wednesday, August 2, 2023
Deadline for questions	11:59 pm EST Friday, August 25, 2023
Response for questions circulated	Tuesday, August 29, 2023
Proposals due	11:59 pm EST Tuesday, September 12, 2023
Interviews	Week of October 2, 2023
Selected consultant notified	Week of October 9, 2023
City Council approval of agreement with consultant	December 19, 2023
Agreement start date	Early January

The dates shown above may be subject to change within the City of Rochester's sole discretion and upon written notification as set forth herein.

COMMUNICATIONS

All communications by parties who have indicated an intent to submit or have submitted a proposal in response to this RFP ("Respondents"), including any questions or requests for clarifications, submission of the proposal, requests for status updates about the proposal selection process and any other inquiries whatsoever concerning this RFP shall be sent by e-mail only to the following City staff person ("City Contact"):

Heather Anderson, AICP
Project Manager
Office of City Planning
Heather.Anderson@CityofRochester.Gov

No contact is permitted with any other City or County staff member with regard to this RFP during the RFP process unless specifically authorized in writing. Prohibited contact may be grounds for disqualification.

To ensure that all Respondents have a clear understanding of the scope and requirements of this RFP, the City and, if applicable, the County will respond to all timely questions submitted via e-mail to the City Contact by the question deadline stated above. Questions and the responding answers will be sent via e-mail to all Respondents who have provided an e-mail address to the City Contact and will be posted on the City's web page for this RFP. The City's failure to timely respond or provide responses to any questions shall not delay or invalidate the City's right to make a decision to award an agreement pursuant to this RFP.

The City will make every reasonable effort to keep Respondents informed about the RFP process. Notifications about Timeline date changes, amendments to the RFP and other information about the RFP will be sent by e-mail to Respondents who have provided an e-mail address to the City Contact and will be posted on the City's website for this RFP. The City's or the County's failure to provide such information shall not delay or invalidate the City's right to make a decision to award an agreement pursuant to this RFP.

VIRTUAL PRE-PROPOSAL CONFERENCE

In order to provide the City with an opportunity to discuss the RFP and Respondents with an opportunity to ask questions and clarify the RFP, a virtual pre-proposal conference will be held at **11:00 am EST Wednesday, August 2, 2023**. There is no requirement to attend the virtual pre-proposal conference and no obligation by the City to provide information from the conference to parties who fail to attend.

Register for the pre-proposal conference at:

<https://cityofrochester.zoom.us/meeting/register/tZEqfuGpqD0tGtUbHrT5xU1US2iEW7Eg5kby>

SCOPE OF SERVICES

The City is seeking the services of a Consultant or team of Consultants to complete an Arts and Culture Plan for the City of Rochester and Monroe County. Respondents shall develop their approach and propose a detailed scope of work that lays out their recommended tasks, along with data, methods, timeline and deliverables associated with each. The proposed scope of work shall be based on the information in this RFP, including the documents and initiatives referenced in the Background section above, specifically the Arts + Culture section of Rochester 2034. Respondent shall demonstrate an understanding and articulation of best practices in art and culture planning, and Respondent's experience and expertise leading similar projects in other communities.

Respondents should include the following in their proposals *as a minimum*, though suggestions of additional elements should be considered:

- A. An arts and culture plan, which shall include at a minimum, the following items:

1. **Landscape analysis** of the arts in the County, including venues, institutions, businesses and organizations, and the funding and organizational context within which these resources work.
 2. **Vision and goals** that balance the interest of all stakeholders. This work will be an expansion of the vision and goals established in the Arts + Culture Section of the Rochester 2034 comprehensive plan as well as the goals listed in *Plan Framework* (pg. 7 -8) above.
 3. **Cultural equity policy** with specific strategies to ensure that historically underrepresented people have access to art experiences and opportunities.
 4. **Public Art Master Plan** for the City, which will:
 - a. Identify the City's role in the arts, how the City supports the arts, how the City serves residents through the arts, and recommendations for the structure within City government to advance these efforts and to become a better curator and steward of public art. This should include exploration of options, such as for staff dedicated to the arts and the establishment of a formal arts commission or similar model.
 - b. Create a consistent, transparent, and streamlined process for public art funding, including standards for project eligibility, and eligible and ineligible costs.
 - c. An inventory of public art and publicly accessible private art installations in Rochester. The City has the foundation for this in a public arts and culture investment (2016 – 2022) list and [map](#).
 - d. Assess the inventory of City-owned property for arts and culture opportunities and create a prioritized plan to advance those opportunities, ensuring public art is established throughout the City, with special focus on under resourced communities.
 - e. Identify recommended best practices for long-term maintenance of City public art, such as a dedicated maintenance fund and a public art manager.
 - f. Identify non-City funding sources for public art and recommendations and strategies for acquiring such alternative funding.
 - g. Develop processes and criteria for acquisition of donated art, display of existing art and for deaccessioning public art, including best practices for removal, restoration, relocation or destruction of public art, and ensuring protection of artist moral rights.
 5. **Implementation plan** to achieve the goals and vision, with cost estimates (a “cultural budget”) and identification of stakeholders responsible for each action, where applicable. Actions in the implementation plan should include descriptions of successful application in similar cities/counties where appropriate.
- B. A clear development process for the Project, including:

- a. Development and facilitation of a Steering Committee with broad representation, including non-artists and leaders that can reach whole communities, like faith leaders, directors of youth clubs and educators, as well as philanthropists, elected officials, and corporate leaders.
- b. Organization of the work around topics. Consider using relevant topics from Rochester 2034 and breaking the Steering Committee into Subcommittees by topic, and/or discussing the topics at community/stakeholder meetings, focus groups, etc.
- c. Strategies to ensure inclusive outreach, including administration of funding (\$20,000) designated for artist engagement teams and stipends for committed public participation.
- d. Regular meetings with City and County staff.
- e. Submission of Plan drafts for City and County review, with proposed schedule.
- f. Prompt response and revisions to City and County feedback on Plan drafts.

Respondents are encouraged to offer other ideas of specific elements that they believe should be incorporated into the Project, and describe how they would do so in their proposed approach/scope.

Term: It is anticipated that the selected Consultant work will begin in January 2024, with a contract term of 12-18 months.

PROPOSAL PREPARATION AND SUBMISSION PROCESS

Proposals must be received in PDF format by the City no later than **11:59 pm EST on Tuesday, September 12, 2023**. Respondents may attach their Proposal file/s to the email submission or include a link to a file sharing platform if files are too large for email attachments. Email submittals should be directed to:

Heather Anderson, AICP
Project Manager
Office of City Planning
Heather.Anderson@CityofRochester.Gov

This RFP is designed to facilitate the evaluation and selection of a Consultant that is best able to achieve the City's and the County's objectives. The proposal shall contain a table of contents. All pages shall be numbered and major sections and all attachments shall be referenced in the table of contents. In order to enable the City and the County to effectively review the information contained in the proposals, proposals shall reference the numbered and lettered sections of the RFP. The response to each section shall be clearly indicated and addressed or an explanation provided for why the Respondent is not submitting a proposal for a specific section or requirement of the RFP. If desired, the proposal may include an executive summary of no more than two pages.

Each proposal shall be signed by an individual authorized to enter into and execute contracts on the Respondent's behalf. Unless otherwise specified in its proposal, Respondent represents that it is capable of meeting or exceeding all requirements specified in this RFP.

Submission of a proposal shall be deemed authorization for the City to contact Respondent's references. Evaluation of proposals will be conducted by the City based on information provided in the Respondent's proposals and on such other available information that the City determines to be relevant. The evaluation of proposals may include an on-site assessment, meetings with authorized personnel, and may involve the use of a third-party consultant.

The Respondent selected by the City will be required to enter into a Professional Services Agreement (PSA) with the City (see Attachment C, the City's standard PSA form). The establishment of a PSA is contingent upon approval by City Council for all Agreements in excess of \$20,000 or for a period of more than one year and upon the availability of funds for such an agreement, together with approval by the Monroe County Legislature to enter into an intermunicipal agreement with the City for this project. Unless otherwise stated in the proposal, the Respondent's response to this RFP shall be deemed its acceptance of the terms of this PSA. (Note: Attention is directed to the City's Living Wage requirements and M/WBE and Workforce Utilization Goals)

Respondents shall provide sufficient information in their written proposals to enable the City review team, which shall include County staff, to make a recommendation to the Mayor. The City reserves the right to invite any or all Respondents to an interview to discuss their proposal. Any expenses resulting from such an interview will be the sole responsibility of the Respondent. The City is under no obligation to select any of the responding Respondents or to conduct the Project described herein. The City may amend or withdraw the RFP at any time, within its sole discretion. The City shall have no liability for any costs incurred in preparing a proposal or responding to the City's requests with respect to the proposal.

PROPOSAL CONTENT

The proposal should include the following information in the order specified:

- A. **Table of Contents:** All major sections and attachments shall be referenced in a table of contents and all pages shall be numbered.
- B. **Project Statement:** A brief narrative with:
 - Description of the Respondent's understanding of the City's and the County's needs
 - The unique value the Respondent will bring to the Project
 - Persuasive statement that expresses the value of investing in arts and culture at a time when the City is facing other significant challenges such as violence and multigenerational poverty
 - Explanation of the importance of an arts and culture plan for cities
- C. **Respondent Organization Overview:** Summary description of Respondent's overall organization, experience, services, and operations, including:
 - Founding date, major milestones, and current size.
 - Current office location/s, including any within the City of Rochester.

- Organizational Chart and summary of current services provided.

D. Project Team, Interview Availability:

- Summarize the proposed Project Team, including:
 - Respondent's staff who would be involved in the Project, and their proposed role(s).
 - Subcontractor(s), including organization name(s), list of staff from subcontractor organization(s) who would be involved in the Project, and their proposed role(s).
- Name, title, contact information, and signature of an individual authorized to enter into and execute contracts on Respondent's behalf.
- Times between 9 a.m. – 5 p.m. EST during the week of October 2, 2023 that the proposed Project team is available to participate in a virtual interview, should the City and County decide to invite Respondent for an interview.

E. Qualifications and References:

- Description of prior experience helping other communities develop an arts and culture plan, and/or perform work directly related to work areas described in the Scope of Services section above, and/or comparable experience to the bullet points on page 3.
- Three references for successfully completed projects relevant to this Project. Reference information shall include the reference's name, title, organization, phone, and email; the name of the project that Respondent performed for the reference; and the name(s) and role(s) of any of the Respondent's proposed Project Team staff for this Project who worked on the reference's project.
- If subcontractors are included on the Respondent's proposed Project team, two relevant references should be provided for them as well.

F. Proposed Approach, Scope of Services: Detailed scope of work that lays out Respondent's proposed Project including at a minimum, the Scope of Services detailed above, and how to best perform the work requested in (referencing the numbered and letter items from the Scope of Services section where relevant). This should include recommended tasks, activities, data, methods, timelines, and deliverables where applicable.

G. Project Budget: An itemized budget demonstrating how funds will be spent to accomplish the Project broken down by major tasks or work areas and including specific expenses as well as staff names, Project roles, hours, and billing rates, including any sub-contractors. Reminder: a minimum of \$20,000 of the budget shall be paid to artist engagement teams and committed participants.

H. M/WBE and Workforce Diversity – Provide information about and documentation, where applicable, of the following:

- Is the Respondent a NYS certified M/WBE firm?
- Are any of the proposed sub-contractors NYS certified M/WBE firms?
- State the total cost and total full-time equivalent labor hours in the proposed budget and summarize the number and percent of each that would be performed by NYS certified

M/WBE firms (listed by individual firms). Be sure that this information can also be verified in the proposed Project Budget above.

- Using the list of proposed Project Team members, including the workforce of any proposed subcontractors, show the number and percent of total proposed staff hours needed to complete the Project that will be worked by Minority workers and by Women workers.

EVALUATION CRITERIA

The following is a summary of the proposal evaluation criteria. It is within the City's sole discretion to determine the value assigned to each of these criteria.

A. Proposal Quality (70%):

- The overall quality and clarity of Respondent's Proposal, including its completeness with respect to the Proposal Content requirements listed above, the quality of Project understanding, and the Proposed Approach, Scope of Services section.
- The value and effectiveness of the Proposal, as evidenced by the unique value the Respondent embodies, the quality of proposed services, the feasibility of the proposed budget, and the selection of and capabilities of Project Team members.

B. Experience (15%) : The proposed Project Team's relevant experience in providing the same or similar services, including the experience of individual staff assigned to this project.

C. References (15%): Evaluation of the relevance and overall feedback of reference statements about services rendered by the Project Team.

D. City of Rochester location preference (bonus weighting): The City favors contracting with firms located in the City of Rochester and a preference will be given to Consultants located in the City, through **an additional weighting of 10%**. Non-local firms may wish to consider partnerships or other collaborative arrangements with local firms as a strategy to address this criterion.

E. M/WBE and Workforce Goals (bonus weighting): The City of Rochester desires to encourage minority and women owned (M/WBE) businesses to participate in opportunities to enter into PSAs with the City and to encourage minorities and women in the workforce. Pursuant to Ordinance No. 2018-54, the City has a goal that 30% of the aggregate annual contract awards for professional service contracts over \$10,000 be awarded to minorities (M) (15%) and women (W) (15%). The City has also established minority workforce goals of 20% M and 6.9% W for professional services consulting contracts. For more information please see <http://www.cityofrochester.gov/mwbe>.

Respondents shall be awarded M/WBE bonus weighting as follows:

1. The City will give preference to Consultants who are New York State certified M/WBEs. Consultants who meet this requirement shall receive **an additional weighting of 10%**.
2. The City will give preference to Consultants who utilize state certified M/WBE subcontractors with bona fide offices and operations in the Empire State Development

Finger Lakes Region, which includes the following counties: Genesee, Livingston, Monroe, Ontario, Orleans, Seneca, Wayne, Wyoming and Yates. State-certified M/WBEs from outside the Region may be counted if there are insufficient businesses in the Region to perform the specialized work or consulting services required. If one or more M/WBE subcontractors will perform 10% to 20% of the work of the contract – measured as either a percent of the total contract amount or as a percent of the total full-time-equivalent labor hours budgeted for this project, the consultant shall receive an **additional weighting of 5%**. If M/WBE subcontractors will perform more than 20% of the work of the contract, the Consultant shall receive an **additional weighting of 10%**.

3. Respondents shall provide sufficient documentation with their proposal to support the additional preference weighting as an M/WBE Consultant or for use of M/WBE subcontractors. If one or more M/WBE subcontractors are proposed, they must be named and the size of the subcontract identified. If selected, the Respondent shall submit an M/WBE Utilization Plan on the City's form for approval by the M/WBE Officer. Once approved, the Utilization Plan shall be incorporated into the PSA.
 - a. If the total amount of a PSA is increased by 5% or more at any time during the term of the PSA, the Consultant shall submit a revised M/WBE Utilization Plan for approval by the M/WBE Officer. The M/WBE Officer may also issue a revised M/WBE Utilization Plan for unforeseen changes in the availability of M/WBE subcontractors during the term of the PSA.
4. The City will give preference to Consultants who meet or exceed the City's workforce goals, which are: 20% M and 6.9% W. Consultants who demonstrate that their and/or their subcontractors' workforce on this Project meets or exceeds these goals shall receive an **additional weighting of 10%**. If selected, the Respondent shall submit a Workforce Staffing Plan on the City's Form for review by the M/WBE Officer. Once reviewed, the Workforce Staffing Plan shall be incorporated into the PSA. The calculated percentages of workforce utilization shall be based on actual hours worked and billed over the term of the project. The final determination of a workforce goals accomplished during the contract shall be based on hours reported in the workforce utilization reports.
5. If selected, the Respondent shall provide M/WBE utilization and subcontractor/supplier payment certification and/or workforce utilization reports on the City's forms. These reports shall be submitted with each invoice or as otherwise requested by the M/WBE Officer.
6. A failure to submit the required subcontractor/supplier payment certification and/or workforce utilization reports shall constitute a default in the performance of the Agreement subject to potential termination for default by the City. In addition, if the selected Respondent fails to meet the most recent M/WBE Utilization Plan and/or Workforce Staffing Plan, for which additional weight was awarded by the end of the PSA, such failure may result in disqualification from award of future contracts with the City.

7. Summary of additional evaluation weighting points for M/WBE and Workforce Goals:

Category of Additional Evaluation Points	Additional Weight Awarded
Respondent is New York State Certified M/WBE	10%
Utilize M/WBE Subcontractors for 10-20% of work	5%
Utilize M/WBE Subcontractors for more than 20% of work	10%
Meet or exceed workforce goals of 20% M and 6.9% W	10%

- F. Other Criteria: Other criteria may be considered and evaluated by the City if it is determined to be in the best interest of the City and the success of the Project to do so.

The selection of a Consultant is within the City's sole discretion and no reasons for rejection or acceptance of a proposal are required to be given. Although costs are an important consideration, the decision will be based on qualifications and compliance with the requirements of this RFP and not solely on cost. The City reserves the right to reject any or all proposals or to accept a proposal that does not conform to the terms set forth herein. The City further reserves the right to waive or modify minor irregularities in the proposals and negotiate with Consultants to serve the City's best interest.

MISCELLANEOUS

The City reserves the right to amend or withdraw this RFP in the City's sole discretion, including any timeframes herein, upon notification of all Respondents as set forth above, and in such case, the City shall have no liability for any costs incurred by any Respondent.

The City may request additional information from any Respondent to assist the City in making its evaluation.

The proposal and all materials submitted with the proposal shall become property of the City and will be subject to NYS Freedom of Information Law. If any proprietary information is submitted with the proposal, it must be clearly identified and a request to keep such information confidential must be submitted.

Submission of a proposal shall constitute a binding offer by Respondent to provide the services at the prices described therein until such time as the parties enter into a PSA.