



Public Notice

REQUEST FOR QUALIFICATIONS (RFQ)

**FOR DEVELOPMENT OF A GREEN PLANNING ACADEMY
CURRICULUM**

Release Date: October 28, 2009

Deadline for Submission: November 13, 2009

**Contact person: Mary Poole, Senior Management Analyst
General Services Department**

**City of Citrus Heights
Community Development Department
6237 Fountain Square Drive
Citrus Heights, CA 95621-5577**

REQUEST FOR QUALIFICATIONS
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RELEASE DATE: October 28, 2009

CLOSING DATE: Qualifications must be received by November 13, 2009 by 4:00 P.M. PST at the address listed below (hard copies only)
No late submittals will be accepted

CONTACT PERSON: Mary Poole, Senior Management Analyst
City of Citrus Heights, General Services Department
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THE CITY

The City of Citrus Heights (City) celebrated its 10-year anniversary of Cityhood on January 1, 2007. Although it may seem as if the City is relatively young after recently celebrating its first decade, the Citrus Heights area has a deep-rooted history dating back to the late 1800s and the Gold Rush days.

The City, with a population of 89,000 in 14 square miles, is a unique established community in Sacramento County. Conveniently located between downtown Sacramento and Roseville, Citrus Heights is an easy commute to nearly all major employment zones in greater Sacramento, including Rancho Cordova, Folsom, Natomas, and South Placer County.

The City has established itself as an important suburb in the Sacramento region with its solid base of small businesses, retail chains, and food service establishments. With an ongoing commitment to providing high-quality, economical, responsive services to the local community, the City of Citrus Heights is well-positioned for future commercial redevelopment, neighborhood enhancements, and positive changes.

The City's community is family friendly with good schools, beautiful parks, a wide offering of youth programs and many community events, in addition to lots of nearby shops and restaurants.

The City currently employs approximately 200 full-time employees providing services in the areas of general administration, planning and building, economic development, finance, code enforcement, engineering and police.

In June, 2006, the City established its own Police Department, after contracting with Sacramento County Sheriff's Department for public safety services for nine years. Since the launch of the new Police Department, crime rates have dramatically decreased throughout the City and service levels have increased. Also, vehicular accidents are steadily declining due to a recent reduction in the speed limits citywide.

A. BACKGROUND INFORMATION

a. Citrus Heights Healthy Cities Programs

The City has been active with the California Healthy Cities and Communities (CHCC) movement since 1999. Initiated by neighborhood leaders, the City first got involved with a series of Healthy Cities planning and community building activities that led to revitalization of the Citrus Heights Collaborative and extensive leadership development within REACH and the Neighborhood Associations.

Previous and current Healthy City activities in the City include clean up and beautification programs, leadership development, safety programs and providing "grants for blocks" that involved 2,200 residents in improving their neighborhoods. The latest Healthy City initiative included a survey and outreach effort. The City targeted the rapidly growing older adult population, as well as people with disabilities to develop a pedestrian planning approach that serves all its residents. The Neighborhood Associations helped to plan and hosted 8 community meetings that featured 20-50 attendees each. A total of 459 surveys were completed. These included 292 surveys that focused respondents' attention on the factors that influence their ability to get around, and access needed and desired services. In addition, 167 outdoor audits were completed during or after a walk / fieldtrip around the neighborhood. The City is building upon this work to partner with neighborhood groups to identify priorities to develop accessible routes to services and destinations serving the growing older adult population, people with disabilities and youth.

The Citrus Heights Collaborative. The Citrus Heights Collaborative (CHC) is an informal network of community members representing government agencies, non-profits, religious institutions, businesses, and neighborhood groups. Specifically, the CHC is comprised of the City of Citrus Heights, Citrus Heights Police Department, Kids First – Placer County, San Juan Unified School District, Mercy San Juan Medical Center, SMUD, Hillhouse Inc., Domestic Violence Intervention Center of Citrus Heights, Sylvan Oaks Library, Sunrise Recreation and Park District, Citrus Heights Career Center, social service providers from Sacramento County, Citrus Heights residents, religious leaders, and other non-profits that provide services within the Citrus Heights community.

The CHC works to improve human services by educating each other about the programs already in existence and trying to link organizations to work together versus creating duplicative programs. By leveraging the strengths of each other, the CHC has helped build relationships and knowledge which has led to partnerships being built with long term commitments. Through education, communication and partnering, the CHC has many roles and is active in the Citrus Heights and regional community.

REACH and the Citrus Heights Neighborhood Associations. The Residents' Empowerment Association of Citrus Heights (REACH) is an umbrella organization that consists of a board of directors and eleven member neighborhood associations. Each REACH member association appoints one representative from their group to serve on the board.

The REACH board acts as a coordinating body for 10 neighborhood groups representing 11 geographical areas in the City. Although REACH and its member organizations are independent from the city, the city works very closely with them and provides some support for administration, operations and neighborhood improvement projects.

Given all the demographic, economic and physical (built environment) issues described above, the City of Citrus Heights is interested in developing a Green Planning Academy curriculum with an emphasis on sustainable practices for older adults. This effort will be linked with the General Plan Update /Climate Action Plan development project currently underway.

B. PROGRAM OVERVIEW

Goal, Objectives and Key Activities

The Project will develop a Green Planning Academy curriculum and related materials geared for older adult residents. The curriculum will emphasize smart growth, sustainability and green environmental approaches to home, community and self-management/wellness that promote healthy aging allowing older adults to age in place (in their own homes) and/or in their community. Each of the three focus areas of individual, household and community sustainability should be addressed distinctly in the curriculum.

The City seeks to engage a consultant to develop the curriculum and related course materials, develop an outreach plan and materials, and design an evaluation process and appropriate tools. In addition, the scope of work will entail engaging prospective older adult participants, neighborhood leaders and stakeholders in curriculum development. At a minimum, representatives from the Citrus Heights Collaborative, REACH and individual Neighborhood Associations should be involved in development and review of the curriculum and materials.

This project will partially overlap the General Plan Update/ Climate Action Plan development process which is currently underway and expected to be complete by December 31, 2010. Climate Change/Sustainability, Circulation/Mobility, Water Quality and Flood Control are the primary focuses of the Update/Action Plan and should be kept in mind during the Green Planning Academy curriculum development process.

Healthy Cities and Communities Model

The City plans to recognize principles of the Healthy Cities and Communities model throughout the development of the Green Planning Academy curriculum in the following ways:

- **Broad definition of health:** The philosophy of defining of “health” as all parts of living environments, ranging from physical to emotional, financial to property values, safety and accessibility are continually interwoven into all Healthy Cities activities undertaken by the City.
- **Resident involvement in identifying needs, mobilizing assets, planning and implementing solutions:** Healthy Cities past projects have empowered neighborhood associations, the Citrus Heights Collaborative and staff to work together in needs assessment, asset mapping and mobilization as well as implementation of innovative, collaborative and interest-based strategies to address multi-faceted issues.
- **Broad stakeholder participation:** Healthy Cities efforts in Citrus Heights to date have focused on increasing active participation from a fully representative population of community leaders. This effort continues and will build on successes of relationships established through the neighborhoods and the Citrus Heights Collaborative.
- **Development of a shared vision, or utilization of key themes of the vision:** The Citrus Heights Healthy Cities Project promotes a shared vision of an accessible community for all citizenry (and others) throughout all its activities. Here, the focus is on universal accessibility with the understanding that planning for active aging is planning for everyone.
- **Development of programs, policies, and plans to promote and protect health and foster greater equity:** The City’s Capital Improvement Program (CIP) includes input from the Accessible Routes to Services and Destinations planning through the Neighborhood Associations, the Citrus Heights Collaborative and the Healthy Cities Project as part of the annual CIP update process.
- **Monitoring and feedback to ensure appropriateness and quality of programs.**

C. SCOPE OF WORK

Description of Planning Academy Model

Public officials desire to encourage residents to become more knowledgeable and engaged in civic affairs and, in particular, in local government planning processes. With most people having over-stretched schedules, the unfamiliar “territory”, i.e., terminology and jargon, as well as rapid societal change, many residents feel ill-prepared to enter the fray of government decision-making. In addition, all too often a small, vocal group can dominate the discourse. Yet, consensus is critically important to intra and inter-community harmony and for efficiency and cost-effectiveness. Political and government leaders want to identify community preferences and listen to stakeholders’ concerns earlier versus later to avoid bottlenecks and distrust. Resident academies have been organized around leadership, citizenship, planning and even police and community safety issues.

Planning academies are a fairly recent innovation in mobilizing the grass roots to 1) better understand local government planning processes and tools; 2) be more knowledgeable about smart growth principles; 3) advocate for their incorporation in land use and zoning; and 4) educate fellow residents about how they can become more engaged in planning and zoning processes.

Faculty often include local government department heads and professionals in the fields of development, architecture, land use, building, regional planning and public health. A multi-week course is designed and conducted with sessions that involve presentations, dialogue, interactive exercises and field trips. Participants apply and must commit to the time and activities involved. A graduation reception is often held at city hall. Class materials and PowerPoint presentations are made available on the sponsor’s website.

The City of Citrus Heights desires to take the traditional planning academy model a step further and develop a Green Planning Academy curriculum with an emphasis on sustainability. The curriculum will have a three-pronged structure, with focus areas leading to individual, household and community-based sustainable outcomes.

Specifically, the City of Citrus Heights has determined that it requires the following professional services from a consultant, including but not limited to:

- Research existing green/sustainable planning academy curriculums and materials and the application of green/sustainable practices to healthy aging and older adults;
- Develop a custom Green Planning Academy curriculum for the City of Citrus Heights that targets older adults and promotes healthy aging;
- Develop course materials for the Green Planning Academy to reinforce the goals and objectives of the Project;
- Develop an outreach plan and materials to engage older adults in the Green Planning Academy

- Design an evaluation process, including necessary tools, to measure the effectiveness of the Green Planning Academy and for ongoing quality improvement.
- Engage community stakeholders in the process of developing and refining the curriculum and related materials.

The selected consultant will work with key staff identified by the City as part of the curriculum development process and will engage prospective participants, neighborhood leaders and stakeholders in the curriculum development. At a minimum, representatives from the Citrus Heights Collaborative, REACH and individual neighborhood associations should be involved in the development and review of the curriculum and materials.

Previous Healthy Cities programs have included community leadership development, neighborhood walkability education and audits, as well as a focus on development of “accessible routes to services and destinations”. Participants in these programs will be able to contribute input from “real time” experience as part of the curriculum development.

The City’s Green Planning Academy curriculum will have a three-pronged focus of individual, household, and community sustainability. The course content should be selected specifically with older adults in mind and around the three themes. Specific topics to consider including in the curriculum are: home rehabilitation for aging in place, green strategies for home improvements, familiarization with the community garden, pesticide free gardening, “advanced” recycling and how to stay active using accessible routes for daily errands, exercise and enjoyment.

D. Program Development/Refinement

The City anticipates further development/refinement of the Project in conjunction with the selected consultant. The consultant should include an estimate of hours and costs required to develop/refine this program in conjunction with City staff.

E. SCHEDULE

The selected qualified firms must have the resources and ability to work within the following program development schedule:

Action Item	Dates
RFP/RFQ Release date	October 28, 2009
RFP/RFQ due date	November 13, 2009
Consultant Interviews	Week of November 16, 2009
City chooses Consultant	Week of November 16, 2009
City/Consultant finalize/refine Scope of Work	November 16-30, 2009
Notice To Proceed	December 1, 2009
Completion Date	January 31, 2010

F. RESPONSE FORMAT

All submittals shall provide the following Information for consideration:

1. **Statement of Qualifications:** Provide a description of your qualifications, indicating the relevant background and work experience related to this Project. Describe other projects you have completed that are similar or relevant to this Project in Citrus Heights.
2. **Curriculum Development Strategy:** Provide a description of the intended approach to the Project that demonstrates your understanding of the issues relevant to development of a Green Planning Academy targeting older adults and healthy aging; and your ability to address them.
3. **Description of Firm, Management and Team Members or Individual Consultant:** Provide a brief (no more than 1/2 page) description of your organization and the team member(s) who will work on this project. The organizational description should identify the project manager and the day-to-day contact person for the job.
4. **Description of Subcontractors:** Identify any portion of the scope of work that will be subcontracted. Include firm qualifications (brief) and key personnel, telephone number and contact person for all subcontractors. The City reserves the right to approve or reject all consultants or internal staff performing consulting services.
5. **Scope of Work:** Provide an explanation of how each work task, as described in Section C - Scope of Work would be approached and identify any deliverables that may be pertinent in addition to the ones that have been listed in this RFQ.
6. **Proposed Budget:** Submit in sealed envelope under separate cover. The total program project budget shall not exceed \$12,500. The budget submitted can be itemized by deliverables
7. **References:** Provide at least three client references relevant to this type of project.

G. GENERAL TERMS AND CONDITIONS

Limitation: The Request for Qualifications (RFQ) does not commit the City of Citrus Heights (City) to award a contract, to pay any cost incurred in the preparation of the firm's RFQ response or to procure or contract for services or supplies. The City reserves the right to accept or reject any or all RFQ responses received as a result of this request, to negotiate with any/all qualified sources or to cancel all or part of this RFQ.

Award: The firm/entity chosen may be required to participate in negotiations and to submit such revisions of its proposals as may result from negotiations. The City reserves the right to award a contract/select a service provider without discussion based upon the initial proposals.

Signature: The consultant's RFQ response shall provide the following information: name, title, address and telephone number of individuals with authority to bind the service provider and also who may be contacted during the period of proposal evaluation. The consultant's RFQ response shall be signed by an official authorized to bind the consultant.

Service Agreement: Attachment A is the City's standard service agreement for professional services. Consultant will be required to meet the requirements (including insurance) of this agreement.

H. PROPOSAL SUBMISSION

One (1) unbound original and three (3) bound, sealed copies of the proposal must be received no later than **4:00 P.M. PST, November 13, 2009**, at the City of Citrus Heights.

Or mailed to:

City of Citrus Heights
6237 Fountain Square Drive
Citrus Heights, CA 95621-5577

Attention: Mary Poole, Senior Management Analyst – General Services Department

****Late, emailed or faxed proposals will not be accepted.**

I. SELECTION CRITERIA

A review panel will rate the initial submittals based upon standardized selection criteria, and will select the top three consultants to attend interviews (see selection process and time frame below). All other consultants will be notified by mail according to the schedule provided below.

a. SELECTION PROCESS AND TIME FRAME

Wednesday, October 28, 2009	RFQ release date
Friday, November 13, 2009	RFQ responses due no later than 4:00P.M./PST
Friday, November 13, 2009	RFQ responses distributed to selection team
Week of November 16, 2009	Letters mailed to firms/individuals not selected
November 16-23, 2009	Staff interviews top firms/individuals
November 23-30, 2009	Scope of Work Refinement / Contract Execution
December 1, 2009	Scope of services begin
January 31, 2010	Work Completed