

# REQUEST FOR PROPOSALS



The Recreation and Community Services Department is requesting proposals for:

## PROGRAM MANAGEMENT SERVICES FOR OPEN STREETS FESTIVAL

RELEASE DATE: November 21, 2018

RESPONSE DUE: December 19, 2018

**REQUEST FOR PROPOSALS: PROGRAM MANAGEMENT SERVICES  
FOR OPEN STREETS FESTIVAL**

**GENERAL INFORMATION**

The City of San Fernando (“City”) is seeking proposals from qualified firms (“Proposer”) for Open Streets Program Management services (hereinafter referred to as “Services”) for the City’s 2019 Healthy San Fernando Open Streets Festival, in accordance with the terms and conditions prescribed in this Request for Proposals (RFP). Respondents are advised to read this information carefully prior to submitting a proposal.

**BACKGROUND**

The City of San Fernando was incorporated in 1911 and is currently organized according to the City Council/City Manager form of government with six departments, including Administration, Police Department, Public Works Department, Recreation and Community Services Department, Community Development Department, and Finance Department. The City employs approximately 100 full-time employees from a total Adopted Budget for fiscal year 2018-2019 of \$42.4 million, which includes a General Fund budget of \$19.3 million. The City is a cost conscious provider of outstanding public services to its citizens and local businesses.

The City believes that the open competition for services and products provides the City with the best results for its public dollars. The City is interested in receiving responsive and competitive proposals from experienced and qualified firms to provide program management services. What follows is a description of the technical environment, contractor staffing, qualifications, and performance expectations.

**INSTRUCTIONS TO SUBMITTING FIRMS**

**A. Examination of Proposal Documents**

By submitting a proposal, the prospective firm represents that it has thoroughly examined and become familiar with the services required under this Request for Proposal (RFP), and that it is capable of delivering quality services to the City in a creative, cost-effective & service-oriented manner.

**B. Questions/Clarifications**

Please direct any questions regarding this RFP to Julian Venegas, Recreation and Community Services Director, via e-mail at [jvenegas@sfcity.org](mailto:jvenegas@sfcity.org). Questions must be received by 5:00 p.m. on **Thursday, December 6, 2018**. All questions received prior to the deadline will be collected and responses will be emailed by **Thursday, December 13, 2018**.

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**C. Submission of Bid Proposals**

The Proposer must deliver three (3) proposals in a sealed envelope to the San Fernando City Clerk's Office, located at 117 Macneil Street, San Fernando, California, 91340. All bid proposals shall be addressed to Julian Venegas, Recreation and Community Services Director and marked "City of San Fernando RFP – Program Management Services for Open Streets Festival." Proposals must be received no later than **Wednesday, December 19, 2018 at 4:30 p.m.** All proposals received after that time will not be accepted.

**D. Withdrawal of Proposals**

The Proposer may withdraw its proposal at any time before the due date for submission of proposals as provided in the RFP by delivering a written request for withdrawal signed by, or on behalf of the prospective Proposer.

**E. Rights of City of San Fernando**

This RFP does not commit the City to enter into a Contract, nor does it obligate the City to pay for any costs incurred in preparation and submission of proposals or in anticipation of a contract.

The City reserves the right to:

- 1) Make the selection based on its sole discretion;
- 2) Reject any and all proposals without prejudice;
- 3) Issue subsequent Requests for Proposal;
- 4) Postpone opening for its own convenience;
- 5) Remedy technical errors in the Request for Proposal process;
- 6) Approve or disapprove the use of particular sub-contractors;
- 7) Negotiate with any, all, or none of the prospective firms;
- 8) Solicit best and final offers from all or some of the prospective firms;
- 9) Accept other than the lowest offer; and/or
- 10) Waive informalities and irregularities in the proposal process.

**F. Contract Type**

It is anticipated that a standard form professional services agreement contract will be signed subsequent to City Council review and approval of the recommended Proposer.

**G. Collusion**

By submitting a proposal, each prospective Proposer represents and warrants that; its proposal is genuine and not a sham or collusive or made in the interest of or on behalf of any

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person not named therein; that the prospective Proposer has not directly, induced or solicited any other person to submit a sham proposal or any other person to refrain from submitting a proposal; and, that the prospective Proposer has not in any manner sought collusion to secure any improper advantage over any other person submitting a proposal.

**SCOPE OF SERVICE**

The City is located in the northeast San Fernando Valley and is surrounded by the City of Los Angeles. The City of San Fernando is approximately 2.4 square miles and has a population of approximately 24,000 residents. The Recreation and Community Services Department oversees nine park facilities, including a museum and Cesar E. Chavez Memorial. The Recreation and Community Services Department is comprised of four divisions, including Administration, Recreation, Community Services, and Special Events. There are 7 full-time staff, supported by approximately 50 seasonal staff, 20 volunteers and numerous community partners. The Recreation and Community Services Department park facilities include: Las Palmas Park, San Fernando Recreation Park, Pioneer Park, Rudy Ortega Sr. Park, Layne Park, Lopez Adobe Museum, and the Cesar E. Chavez Memorial.

The City of San Fernando is soliciting proposals from qualified and experienced proposers to assist the City with hosting the 2019 Healthy San Fernando Open Streets Festival (HSFOF). The HSFOF is a four mile Open Streets event along the San Fernando Downtown District, on San Fernando Road, Maclay Street, and linking to San Fernando Metrolink Station, via the Mission Bike Trail and the Pacoima Wash Bike Trail. Streets shall be closed to motor-vehicles while the public is given the opportunity to walk, bike, or take transit, possibly for the first time. The route will include but not be limited to walking fun-zones, farmers markets, historic architecture, regional parks, physical activity challenges, music and dance performances, and street art exhibitions. In addition the City's signature Dia de Los Muertos 5K Relay Run/Walk event will be incorporated into the festivities. Hubs at key points along the route will feature cultural activities, programming at Casa de Lopez Adobe, Recreation Park, and San Fernando Metrolink Station. Please refer to Exhibit "A" for details.

Prospective proposers should have significant and relevant experience and familiarity in hosting events that promote bicycle and pedestrian awareness, the safe use of bicycles, and pedestrian activity by connecting diverse portions of the region through temporary public spaces, free of cars and traffic, and open to non-motorized modes of mobility. The projected timeline for implementation of the program management services is nine (9) months from the date the agreement is signed by all parties.

The Scope of Work, may be modified through negotiation and/or by written addendum issued by the City, will be made a part of the Agreement. The successful proposer will be expected to furnish all personnel to provide the following services:

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**A. Administration**

The proposer shall assign a Project Manager (PM) to this event that will be the main point of contact with City staff. The PM must be available to:

1. Coordinate Project Kick-Off Meeting
2. Attend meetings and provide written reports to City staff after each meeting regarding progress in performing required tasks needed to host a successful event
3. Host monthly Technical Advisory Meetings to discuss and guide event implementation, key stakeholders will be invited to participate in the meetings.
4. Provide a list of partners and the roles they play in the event planning and production
5. Coordinate with City staff to implement the health activities as part of this Open Streets Event
6. Submit appropriate procurement forms

**B. Marketing and Community Outreach**

1. Establish a Community Advisory Committee
2. Targeted Market Identification and Event Branding
3. Communications, Public Relations and Marketing Plan
4. Multilingual Marketing Materials Development
5. Develop a Sponsorship Plan
6. Community Engagement – Website and Social Media Outreach
7. Conduct workshops prior to the event to educate residents - Bike Educational Workshops, alternative transportation, etc
8. Recruit, train and manage volunteers to work the day of the event
9. Presentation to City Council

**C. Management/Program Coordination for Event Day**

1. Consult with Public Works and Public Safety on the finalized route. Ensure that all soft and hard closures are feasible for the day of the event.
2. Establish and promote a Community Engagement platform to gather statistical data on day of event.
3. Identify a wide array of eateries, cafes, boutiques, entertainment, art galleries and other businesses to serve in the assigned activity zone/hub area.
4. Coordinate with Metro and municipal transit service operators to provide access to the event.
5. Provide an outline of the general elements/ideas/goals that will be represented in the activities along the route. Implement these elements/ideas/goals in the assigned activity zones/hub areas.
6. Promote and implement healthier environments, active living and sustainable communities.
7. Obtain event insurance (including applicable waivers/permits) and ensure compliance with all City/County permitting procedures and guidelines.

**D. Event Day- Safety Management**

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1. Fire, Police and Public Works Coordination
2. Map Guides
3. Set-up activity zones, activity signage for hub areas, booths, decorations, etc
4. Participant Safety – hydration zones, restrooms, bike dismount areas, pedestrian crossings, etc
5. Vendor and volunteer management
6. Coordinate with vendors and businesses along the route
7. Surveying all aspects of event
8. Clean-Up Crew

**E. Grant Compliance Project Close-Out**

1. Grant Reporting and Invoicing
2. Data Analysis & Event Evaluation
3. Complete all Federal procurement forms
4. Project Closeout

**INFORMATION TO BE SUBMITTED**

The content and sequence of the information contained in each copy of the proposal shall be as follows:

**A. Cover Letter**

Introduction of the firm submitting the proposal, including a general description of the firm's qualifications and experience relevant to the requested services, with emphasis on previous projects similar to the one proposed here. Along with introductory remarks, the proposal shall include the following information:

1. Complete name, address, principal place of business, telephone number, and fax number/e-mail address of legal entity with which contract would be written.
2. Complete name, title, address, e-mail address, and telephone number of each principal officer.
3. Identify the legal entity of the Proposer and state the number of years the entity has been organized and doing business under this legal structure.
4. Documentation on the financial status of the firm to ensure the firm will continue to be in business through the contract period and finance the costs of adequate personnel and other support requirements.

**B. Organizational Information**

Proposer will include an organizational chart and staffing plan for key personnel the Proposer plans to assign to the ongoing management of the services described in the Scope of Work. A section titled "Proposed City of San Fernando Team" shall be included

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and will include resumes, certifications, etc. for the proposed team that will be assigned to the City that clearly demonstrates their abilities, skill level, and experience to accomplish the required tasks.

**C. Qualifications and Experience**

The Proposer will demonstrate that the firm expresses a clear understanding of the Scope of Work and indicate features, skills and/or services that distinguish the firm as the better choice for the City. The Proposer will provide a minimum of three (3) examples of comparable work performed during the last three years which best demonstrates the qualifications and ability of the proposed team to accomplish the work as outlined in the Scope of Work section of this RFP. Include dates and description of the services that were provided.

Proposer shall provide a minimum of three (3) and maximum of five (5) references and should include any California governmental clients or similar public agencies for which contracts were performed. For each reference, information shall include the name of the client with current address, telephone number, e-mail address, and contact person of each client who would be most familiar with the services provided. The City reserves the right to contact any of the listed references at any time and make any other reasonable investigation into the consultant's background and experience.

1. **Procedures and Methodology** – Proposal shall provide a detailed description of the firm's proposed approach demonstrating how the goals and objectives will be accomplished as outlined in the Scope of Work.
2. **Quality Control** – The Proposer shall describe the firm's policies and procedures for assuring high quality work, including monitoring of any proposed sub-contracts.
3. **Schedule Detail/Schedule Control** – The Proposer shall provide a detailed schedule outlining the tasks, activities, deliverables, milestone and duration required for the completion and submission of each of the following deliverables.

**D. Cost Summary**

The cost summary shall be submitted in a separate sealed envelope. All costs should reflect "not to exceed" figures. Fee schedules, including hourly rates for the prime consultant and all sub-consultants, meetings and reproduction costs, should accompany the cost summary.

**E. Compensation Schedule**

In a separate sealed envelope labeled "Compensation Schedule" the Proposer shall include an appropriate compensation schedule to meet its workload and staffing needs. Include the hourly rate for all personnel assigned to the City, the number of hours each

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staff member will be assigned for each major task in the Scope of Work, as well as a list of all other reimbursable costs incurred in the performance of services required in the Scope of Work. A discussion on how the firm controls overall costs for Services to the City should be included as well.

**F. Conflict of Interest Statement**

Include a statement disclosing any involvement with plan/development projects in the City of San Fernando by the consultant (and sub-consultants) within the last year. The City of San Fernando reserves the right to reject any proposals having the potential for conflict of interest.

**G. Signature**

The proposal shall be signed by an official who is authorized to bind the consulting firm and shall contain a statement which guarantees that the proposal/cost estimate is valid for ninety (90) days.

**SCHEDULE FOR SELECTION**

RFP Available:	November 21, 2018
Deadline for Submittal of Proposal:	December 19, 2018
Deadline for Submittal of Questions:	December 6, 2018
Response to Questions:	December 13, 2018
Interviews/Contract Negotiations (if necessary):	January 8, 2019
Agreement Presented to Council for Review & Approval:	January 22, 2019

**METHOD OF SELECTION AND NOTICES**

The Recreation and Community Services Director and staff will evaluate the information provided in the submitted proposals using the following criteria as a guideline:

- Completeness and Comprehensiveness
- Responsiveness to City's issues
- Potential to benefit the City
- Experience of the firm providing similar services to other municipalities
- Cost effectiveness
- Quality of proposed staff



**Event Name:** Healthy San Fernando Open Streets Festival

**Event Date and Time:** Saturday, November 2, 2019 | 3pm to 8pm

**Event Description:**

The Healthy San Fernando Open Streets Festival will support the City of San Fernando Mayor’s priorities for 2019-2020 fiscal year and will capitalize on the City’s annual Providence Holy Cross Healthy San Fernando Dia de Los Muertos 5K Relay Run/Walk event, which typically attracts more than 2,000 participants from across the San Fernando Valley and Los Angeles County. The Relay is a collaborative effort with one of San Fernando Valley’s largest regional hospitals, Providence Holy Cross Medical Center, and is part of the City’s campaign to increase public awareness of obesity-related diseases while educating the community on the prevention of diseases through active living and healthy eating. The area hosting the 5K is called the Dia De Los Muertos Hub and in addition to the run will feature cultural activities, live entertainment, vendors and a health fair.



The Healthy San Fernando Open Streets event will run concurrently with the 5K Walk and Relay by effectively turning four miles of streets into a paved, urban playground, devoid of all motorized forms of transportation. It will incorporate the City of Los Angeles to include the Metrolink Station (a major transit hub) and the 5K race will be one of five hubs throughout the event course.

The Healthy San Fernando Open Streets event will run concurrently with the 5K Walk and Relay by effectively turning four miles of streets into a paved, urban playground, devoid of all motorized forms of transportation. It will incorporate the City of Los Angeles to include the Metrolink Station (a major transit hub) and the 5K race will be one of five hubs throughout the event course.

In keeping with the 5K Walk and Relay theme, the Healthy San Fernando Open Streets route will include four (4) additional destination “hubs,” or zoned areas with different family-friendly activities for all age groups at the end of each leg of the route. This will encourage participants to physically bike and walk up and down each leg of the route in order to reach a different activity and effectively create a longer route without the need to close additional streets.

The City has programming in place for each hubs. A description of the programming and activities for each hub/leg is provided below:

Hub 1. Active Transportation – With its close proximity (less than .5 miles) to the MetroLink Sylmar/San Fernando Station, this leg of the route will promote the use of active transportation.

- a) All age groups will get to learn the local San Fernando Valley and Los Angeles County transit system through an interactive workshop and booths.
- b) The leg will include route-wide games, such as a Healthy San Fernando “Passport” game, in which participants get prizes for successfully completing each leg.
- c) Bike feeders, organized through the City’s Open Streets event webpage, will also

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congregate in this area.

- d) Other Activities/Amenities:** Roving Bike Repair Support, Hydration Station, Selfie Station.

**Hub 2. Refuel Right! Fest** – This leg of the route will promote healthy eating and nutrition.

- a) Making smarter food choices** will be highlighted in this area with a “Guess those Macronutrients” pop up display, in which participants will get to guess macronutrients in various food displays. For example, a hamburger will be displayed in a glass case, with the question: “How much protein is in this hamburger?” People will get to cast a ballot with their guesses. An hour before the Open Streets event ends, winners will be announced and provided prizes. Similar food/beverage demos will also be incorporated.
- b) All age groups** will get to enjoy the flavors of San Fernando Valley’s local cuisines and restaurants, along with healthy food trucks.
- c) Other Activities/Amenities:** Music/DJ, Healthy Eating Contests.

**Hub 3. Downtown Art Walk** – The City of San Fernando is the oldest city in the San Fernando Valley and therefore has a rich, diverse and colorful history. This “leg” of the route will showcase and highlight the City’s historic Downtown district, mall, and businesses. It will be the central hub connecting the entire route.

- a) All age groups** will get to draw with chalk on the streets and watch live, local artists draw and paint. Local artists will also be able to display and sell their art, creating a true, art walk.
- b) A parade** will be organized consisting of local, cultural dance groups and performances representing multicultural communities in the San Fernando Valley, such as Bollywood, Folklorico, and Aztec Dance JAM session.
- c) The historically significant Lopez Adobe** will be included in this leg of the route, offering a dance floor where children can dance and move.
- d) A historic Downtown bike tour** will also lead participants through the route to learn about the history of the City and of the San Fernando Valley.
- e) Other Activities/Amenities:** Spin Art (art made using bikes/wheels), Hair Art and Braiding, Face Painting, Music/DJ, Selfie Station.

**Hub 4. In Motion: Bike/Ped Safety** – This leg of the route will promote bicycle and pedestrian safety awareness, which is in line with the City’s current endeavor to create an Active Transportation and Safe Routes to School Plan.

- a) Children** will get to enjoy various activity challenge booths. Once each is completed, children will be able to dash, pedal and move through a larger obstacle course to obtain a health-related prize.
- b) Teens and young adults** will get to watch a BMX biking stunt show while also learning safety tips. They will also have chances to win helmets and other safety gear through raffles and contests.
- c) In addition to biking the area,** adults will get to “Map Your Ride,” which will be an

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interactive experience, allowing adults to map their ride to work using existing multimodal modes of transportation. This will effectively allow them to learn new ways of getting to work that they may not have considered previously. They will also be able to visually compare active modes of transportation vs. automobile against their personal health and financial benefits.

**d) Other Activities/Amenities:** Roving Bike Repair Support, Spa Water, Selfie Station.

**Hub 5: Dia de Los Muertos 5K Relay Run/Walk:** – This leg of the route is a self-challenging Physical Fitness zone meant to increase awareness of participant’s own personal fitness.

- a)** Children, adults and seniors will have an opportunity to participate in the Relay Run, Individual Run and the Kid’s Fun Tot Run in addition to various activity challenge booths.
- b)** Participants will take advantage of the health fair and learn the benefits of physical activity, proper nutrition, disease prevention through interactive experience and screenings testing strength, cardio, aerobics and other measures of physical fitness.
- c)** Other Activities/Amenities: Live entertainment, community altars, cultural performances and vendors. Pop Up Arcade, Selfie Station.

Booths will be spread throughout the route to include local merchants, non-profit/faith-based organizations, and private corporations.

**Day of Event Agenda**

**(1) 5K Walk or Run**

- 3:00 p.m. Kid’s Fun Run
- 3:30 p.m. 5K individual run
- 4:30 p.m. 5K relay run

**(2) Healthy San Fernando Open Streets 4:00 p.m. to 8:00 p.m.**

**Event Location:** City of San Fernando, specifically San Fernando Road from Hubbard to Fox (from Hubbard to Metrolink Station), Macly Street (from Pico Street to 8th Street), Portions of San Fernando Mission Boulevard and Pico Street, Park Avenue (Recreation Park) and the Pacoima Wash Bike Trail. (from 8th Street to 4<sup>th</sup> Street).

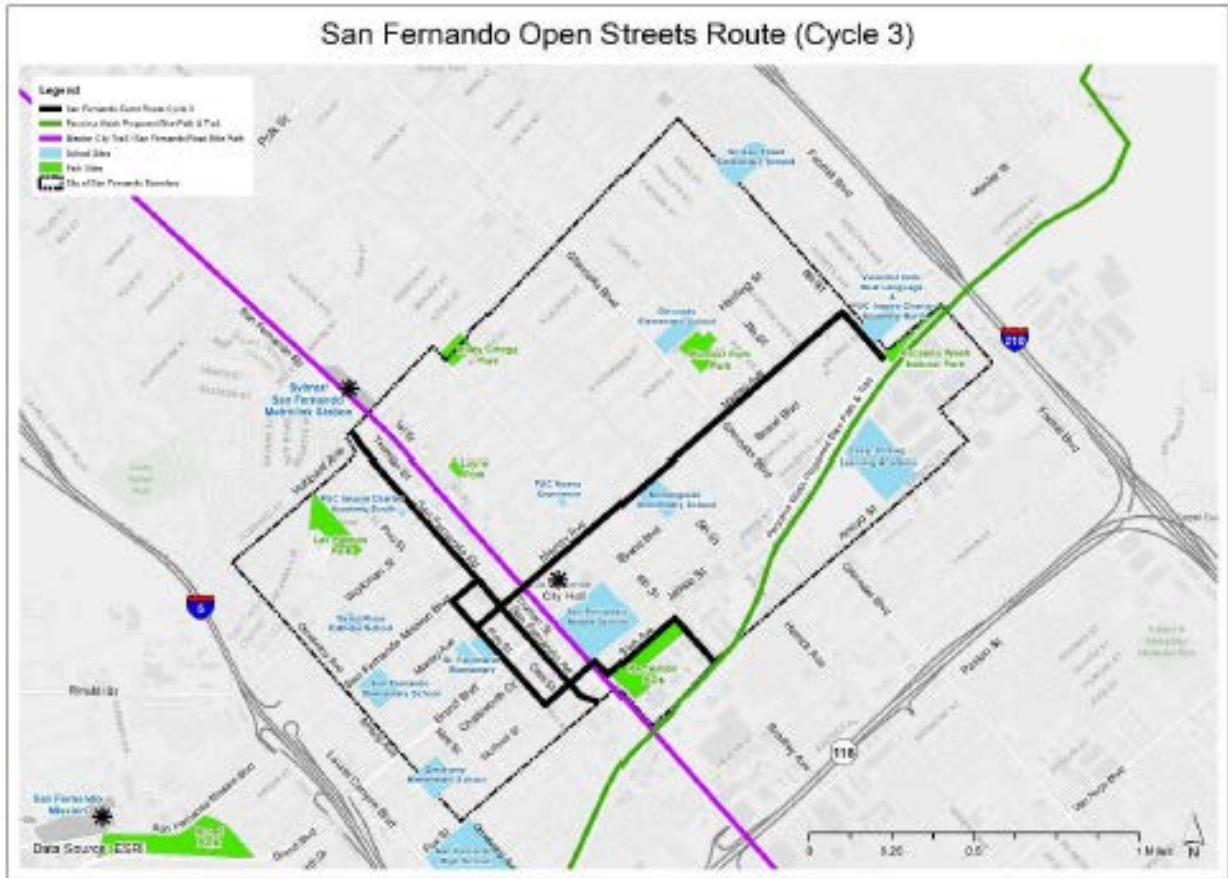
**Roles and Responsibilities:** The City of San Fernando will be the lead agency, with support from the City of Los Angeles, and oversee all work related to this event, as follows:

- 1)** The City will work with non-profits and other organizations in order to ensure a successful event.
- 2)** The City will select, through a formal RFP process, a consultant to manage, promote and implement the event, including communications through print, news, radio and social media. The consultant will also brand the project, including website, flyers and other marketing strategies.

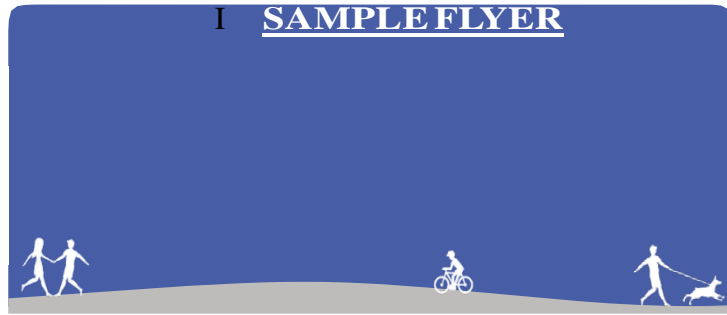
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Contact Information: Julian Venegas, Recreation and Community Services Director Phone: (818) 898-1290, Email: [jvenegas@sfcity.org](mailto:jvenegas@sfcity.org)

Event Map



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**Event Name:** Healthy San Fernando Open Streets Event

**Date & Time:** Saturday, November 2, 2019 3pm-8pm

**Event Description**

Walk, run and bike roughly **4** miles of open streets and experience the City of San Fernando like never before!

The Healthy San Fernando Open Streets Festival will begin immediately after the 5K Walk and Relay by effectively transforming miles of streets into a paved, urban playground, devoid of all motorized forms of transportation.

Enjoy the 5 Hubs of the route and follow us on Twitter, Facebook and our website for event day updates!

## The 5 “Hubs” of the Route

### 1 Active Transportation

- Roving Bike Repair Support
- Hydration Station
- Selfie Station
- Interactive workshop and booths

### 2

### Refuel Right! Fest

- Music/DJ
- Healthy Eating Contests
- Food Trucks
- Games

### 3 Downtown Art Walk

- Spin Art
- Hair Art and Braiding
- Face Painting
- Parade and Cultural Dances

### 4

### In Motion: Bike/Ped Safety

- Bike Rodeo
- BMX Bike Stunt Show
- Spa Water
- “MapYourRide” Interactive Work

### 5

### Dia de Los Muertos 5K

- 5K Relay Run/Walk
- Live Entertainment
- Health Fair
- Community Altars



