

NOTICE INVITING BIDS

Notice is hereby given that sealed proposals will be received by the City of San Fernando, California, for furnishing the following:

RACE PRODUCTION AND MANAGEMENT SERVICES

in strict accordance with the Specifications on file in the office of the SAN FERNANDO FINANCE DEPARTMENT, 117 Macneil Street, San Fernando, California, 91340. Copies of specifications and proposal documents may be obtained from the City's website at SFCITY.ORG/rfps-rfqs-nibs-nois/.

One original and one electronic copy of the proposal must be submitted to the RECREATION AND COMMUNITY SERVICES DEPARTMENT in a sealed envelope at CITY HALL, 117 Macneil Street, San Fernando, California, 91340, not later than **5:00 p.m. on Monday, February 28, 2022**. In lieu of providing an original copy, proposals will also be accepted electronically via email and must be received prior to the deadline indicated above. Any bidder may withdraw their proposal, without obligation, at any time prior to the scheduled closing time for receipt of proposals. A withdrawal will not be effective unless made personally or by telephonic notification received prior to the closing date. Proposals may later be referred to the City Council for appropriate action. The City reserves the right to reject any or all proposals as the best interests of the City may dictate.

By: _____
Julia Fritz, City Clerk

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REQUEST FOR PROPOSALS



The Recreation and Community Services Department is requesting proposals

For:

Race Production and Management Service of

The San Fernando Valley Mile Run

RELEASE DATE: February 4, 2022

RESPONSE DUE: February 28, 2022

GENERAL INFORMATION

The City of San Fernando is interested in contracting with an experienced and specialized firm to provide Race Production and Management Service for the San Fernando Valley Mile Run. The required services and performance conditions are detailed in the Scope of Services.

BACKGROUND

The City of San Fernando hosts the 5K Relay Run in conjunction with the San Fernando Health Campaign. The campaign is a key component for promoting healthy eating and active living (HEAL) concepts. The goal of the 5K Relay run was to spark interest in physical activity. The hope was that the San Fernando residences would anticipate the annual event and begin training on their own.

The Recreation and Community Services Department (RCS) has promoted the 5K Relay Run to the local schools and has provided incentives to garner participation from the community. Unfortunately, the RCS Department does not have additional resources to support the 5K Relay Run other than on the day of the event. Over the years, the 5K event participation dwindled. In the first couple of years, the 5K event drew approximately 800 participants. Since 2018, the 5K event has had less than 300 participants.

The City is now pivoting towards a new running trend known as the One-Mile Run. The program would not be just a one-off activity held on the run event date, but rather a comprehensive program providing training, clinics, and workouts to support the runner before and after the run. Participants would register for the training sessions early in the year to build stamina and learn technics for running the race. The One-Mile run would culminate with the San Fernando Valley Mile Run.

The City is seeking to hire a race coordinator to produce and manage the San Fernando Valley Mile Run in an open and competitive bid process. Experienced and qualified firms interested in submitting a proposal should become familiar with the Scope of Service detailed in this Request for Proposal (RFP). The proposals are due on or before Monday, February 28, 5:00 PM.

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 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 questions must be received by 5:00 p.m. on **Friday, February 18, 2022**. All questions received prior to the deadline will be collected and responses will be emailed by **Tuesday, February 22, 2022**.

C. Submission of Bid Proposals

All bid proposals shall be submitted via email to Julian Venegas at jvenegas@sfcity.org and the subject line of the email shall read, "San Fernando Valley Mile Run RFP". Proposals must be received no later than **Monday, February 28, 2022, at 5:00 p.m.** All proposals received after that time will not be accepted.

D. Withdrawal of Proposals

A firm 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 firm.

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 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 of 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 firm.

G. Collusion

By submitting a proposal, each prospective firm 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 person not named therein; that the prospective firm 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 firm has not in any manner sought collusion to secure any improper advantage over any other person submitting a proposal.

SCOPE OF SERVICE

General Services Required

The San Fernando Valley Mile Run will be held on a Saturday, October 29, 2022, between the hours of 8:00 am and 12:00 pm. The race route is along Maclay Avenue between 8th Street and 4th street in and around the local business corridor. Enclosed is an overhead view of the route (Exhibit "A".)

The selected firm is expected to work hand in hand with the RCS Director and the Traffic Management consultant (if any) to produce and manage race operations, streamline processes, ensure a safe environment for runners and spectators, and implement best practices in the racing industry.

The selected firm is expected to handle most, if not all of the race planning, responsibilities, and tasks, reporting directly and frequently to the RCS Director. All expenditures to produce and manage the race shall be included in the proposal (staff, equipment, sub-contractors, etc.) and the RCS Director must approve all publicity of the event in advance.

The following is information to aid in the development of your proposal and cost estimate.

- The expected event distance is 1-mile start to finish.
 - A 1-mile route is along Maclay Avenue between 8th St. and 4th St.
 - The time frame of the run is between 8:00 am to 12:00 pm
 - The desired 2022 participation is 800 to 1000
 - All-inclusive race management
 - Optional cost for a traffic management plan (must have engineered stamp)

Specific Service Requirements

The responsibilities of the selected firm will include, but not be limited to Management and coordination of all race processes, procedures, materials, equipment, supplies, and support. Some services or items will be procured by the RCS Department. The selected firm will be notified of such items. All plans shall be discussed with the RCS Director for approval prior to implementation. Examples of the management and coordination task include the following:

- Event planning timeline
- Course design and planning
- Procurement of all required permits
- Provide experienced support staff, as needed
- Promotion of the event, including email and social media marketing
- Potential administration of RunSignUp platform or equivalent platform
- Procurement of race swag
- Advice on procuring liability insurance
- All race day participant interface sites, including, but not limited to:
 - Parking
 - Race day registration and packet pickup
 - Bag check
 - Information tents
 - Merchandise tent
 - Water booth at end of the run
 - Medical/first aid tent
 - Sponsor tents
- All race day personnel, including, but not limited to:
 - Race announcer
 - Security
 - Photographer
 - Medical support
 - Timing staff
 - Volunteers
- All race day equipment and supplies, including, but not limited to:
 - Barriers or other fencing materials as needed
 - Start/finish arches and other markers
 - Traffic cones if needed
 - Power generators
 - Tables & chairs if need
 - Tents if need
 - Signage
 - Radios
 - Bibs and timing chips
 - Cups, water jugs, and/or water bottles

PROPOSED TERM OF CONTRACT

The proposed term of the contract is for eight (8) months starting on March 29, 2022, and ending on October 29, 2022. At the City's discretion, the agreement may be extended three months to finalize reporting requirements.

SCHEDULE FOR SELECTION

RFP Available:	February 4, 2022
Deadline for submittal of Questions:	February 18, 2022
Response to Questions:	February 22, 2022
Deadline for submittal of Proposal:	February 28, 2022
Interviews (if necessary)	March 9, 2022
Execution of Agreement:	March 29, 2022

METHOD OF SELECTION AND NOTICES

The RCS staff will evaluate the information provided in the submitted proposals using the following criteria as a guideline:

- Experience managing races (5K, 10K, etc.).
- Access to experienced event management team/staff to direct the event planning and race coordination.
- Ability to work effectively and in close collaboration with the RCS Department.
- Complete and Comprehensiveness RFP.
- 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.

INFORMATION TO BE SUBMITTED

1. Prospective Firms must submit one digital copy of their proposal via email.
2. Include a *Proposal Summary* Section

This section shall discuss the highlights, key features, and distinguishing points of the proposal. A separate sheet shall include all the contact people on the Proposal and how to communicate with them.

3. Include a *Profile of the Proposing Firm(s)* Section

This section shall include a brief description of the Firm, including size, location of office(s), number of years providing service, the organizational structure of the responsible division, etc.

Additionally, this section shall include a listing of any lawsuit and the result of that action resulting from (a) any public project undertaken by the Firm where litigation is still pending or has occurred within the last five years or (b) any type of project where claims or settlements were paid by the Firm or its insurers within the last five years.

2. Include a *Qualifications of the Firm* Section

This section shall include a brief description of the Firm's qualifications and previous experience on similar or related projects. Provide a description of pertinent project experience with other public municipalities (maximum of four) that includes a summary of the work performed, the total project cost, the period over which the work was completed, and the name, title, and phone number of clients to be contacted for references. Give a brief statement of the Firm's adherence to the schedule and budget for each project.

3. Include a *Work Plan* Section

This section, present a well-conceived service plan. This section of the proposal shall establish the Firm's understanding of the City's objectives and work requirements and the Firm's ability to satisfy those objectives and requirements. Describe the proposed approach for addressing the scope of service, outlining the approach that would be undertaken in providing the requested services. Include a timetable for providing the service. Describe related service experience by the Firm in similar work. Please describe the role, extent of services (number of people used, engagement duration, and contract value).

4. Include a *Project Staffing* Section

In this section, discuss how the Firm would propose to staff this project. The firm's key project team members shall be identified by name, specific responsibilities on the project, and their qualifications. An organizational chart for the project team and resumes for key Firm personnel shall be included. Key Firm personnel will be an important factor considered by the Finance Director. **There can be no change of key personnel once the proposal is submitted, without prior approval of the City.**

5. Include a *Proposal Costs Sheet and Rates* Section

In this section, include the proposed costs to provide the services desired. Include any other cost and price information that would be contained in a potential agreement with the City. In addition, include the costs for any other services that are considered optional additions.

