

REQUEST FOR PROPOSALS

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

STRATEGIC PLAN CONSULTING SERVICES

in strict accordance with the Specifications on file in the office of the SAN FERNANDO CITY MANAGER'S OFFICE, 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/.

An electronic copy of the proposal must be submitted in PDF format via email to the CITY CLERK DEPARTMENT at cityclerk@sfcity.org. The deadline for RFP submissions is **5:00** p.m. on **Thursday, November 13, 2025**. 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

Published in **The San Fernando Sun** on **October 23, 2025**.

REQUEST FOR PROPOSALS



The City Manager's Office is requesting proposals for:

STRATEGIC PLAN CONSULTING SERVICES

RELEASE DATE: October 23, 2025

RESPONSE DUE: November 13, 2025

RFP OVERVIEW & TIMELINE	
RFP Title:	Strategic Plan Consulting Services
Scope of Work:	See “ <i>Scope of Work</i> ” Section on Page 5
RFP Submittal Information:	Submit electronic copies of their proposal in PDF format via email to the CITY CLERK DEPARTMENT at cityclerk@sfcity.org , with the subject “City of San Fernando - Strategic Plan Consulting Services”
RFP Due Date:	Thursday, November 13, 2025 by 5:00 PM PST
RFP Submittal Requirements:	Submitted Proposals must include the information described in the “INFORMATION TO BE SUBMITTED” Section on Pages 8 & 9 of this RFP. Submitted Proposals will be considered non-responsive if the Proposal does not provide all requested information.
City Contact:	Will Pettener Assistant to the City Manager Phone: (818) 898-1226 Email: Wpettener@sfcity.org

GENERAL INFORMATION

The City is soliciting submittals of proposals from qualified Consultants for the facilitation and development of a City San Fernando Strategic Plan for Fiscal Years 2027 to 2031. A strategic plan is a vital tool for local jurisdictions to ensure that the vision and priorities set by the City Council are clearly conveyed to employees and the community, and that City strategies and projects are developed to meet Council priorities, and that overall city government is accountable to meeting community needs.

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 seven departments, including a Police Department, Public Works Department, and Recreation and Community Services Department. The City employs approximately 111 full-time employees from a total Adopted Budget for fiscal year 2025-2026 of \$56.2 million, which includes a General Fund budget of \$28.8 million. The City is a cost conscious provider of outstanding public services to its citizens and local businesses.

In 2021, the City adopted its Five-Year Strategic Goals to guide activities and objectives for Fiscal Years 2022–2026. With many of those goals accomplished and the plan nearing completion, the City is engaging consultant services to develop a new Strategic Plan for Fiscal Years 2027–2031.

Strategic planning defines where the City is headed and how it will get there. To establish a long-term vision supported by a five-year strategic plan, staff proposes releasing a Request for Proposals (RFP) seeking consultant recommendations, work plans, and deliverables that:

- Define what the City of San Fernando aspires to be in the future and position it for long-term success.
- Organize and prioritize City initiatives and resources to achieve identified goals.
- Align the City Council, staff, residents, businesses, and community partners around a shared vision and strategic direction.
- Translate visionary concepts into realistic, measurable, and achievable outcomes.
- Inspire ideas around economic growth, sustainability, fiscal stability, sense of place, and community identity.
- Chart an innovative and actionable path for San Fernando future that sets clear priorities and maximizes opportunities for growth and resilience.

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 the City Clerk Department at cityclerk@sfcity.org. Questions must be received by 5:00 p.m. PST on **Thursday, November 6, 2025**. All questions received prior to the deadline will be collected and responses will be emailed by **Friday, November 7, 2025**.

C. Submission of Bid Proposals

All bid proposals shall be submitted via email to the City Clerk Department at cityclerk@sfcity.org and the subject line of the email shall read, “City of San Fernando RFP – Strategic Plan Consulting Services.” Proposals must be received no later than Thursday,

November 13, 2025 at 5:00 PM PST. 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 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 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

The City of San Fernando is seeking a highly qualified consultant to assist in the facilitation and preparation of a Strategic Plan resulting in a comprehensive roadmap outlining the City's vision, goals, and planned projects to ensure measurable progress and successful achievement of the City's vision. The City envisions employing a variety of stakeholder engagement processes to assist the City Council in forming a long-term vision that serves as the foundation for a five-year Strategic Plan and priority setting process. Proposed RFP services would include:

1. Employee and Stakeholder Engagement

- Develop an engagement process for employee participation in reviewing and providing feedback on top priorities, strategies and projects.
- Include a community engagement strategy and framework that could be included in the development of the plan.

2. Goal Setting & Strategic Planning Workshop Facilitation

- Conduct planning meetings with City Council, City Manager and Executive staff.
- Develop a draft Vision statement and Strategic Priorities for the strategic plan; and
- Facilitate workshops for City Council and staff.

3. Strategic Plan Development

- Develop a method and timeline for plan updates and revisions.
- Identify the City's major strategic issue areas, including a defined goal for each area as well as outline of associated priorities for achieving those goals.
- Provide methods for implementing and measuring recommended goals and objectives.
- Based on feedback from the Executive staff and employees, draft Strategic Plan grounded in a realistic assessment of staff and funding capacities and/or make resource adjustment recommendations for successful implementation.

4. Implementation & Performance Monitoring Strategy

- Recommend final Strategic Plan document that includes an implementation plan with benchmarks or milestones that measure the City's progress.
- Develop methodologies for monitoring performance within the framework of the strategic plan, ensuring that priorities and goals are integrated within the budget decision-making process using financial and performance metrics reporting.

SCHEDULE FOR SELECTION

TASK	DATE
RFP Available Online	October 23, 2025
Deadline for Submittal of Questions	November 6, 2025
Staff Responses to Questions	November 7, 2025
Proposal Due	November 13, 2025
Proposal Review Period	November 17-25, 2025
Council Action for Approval of Professional Services Agreement	December 1, 2025

The schedule above is tentative and subject to change at the discretion of the City, with appropriate notice to prospective Proposers. Please check the City of San Fernando website for the latest updates at <https://ci.san-fernando.ca.us/rfps-rfqs-nibs-nois/>. All times noted throughout the

Proposer must be available on Monday, December 1, 2025, in-person or virtually, for a possible presentation to the City Council.

METHOD OF SELECTION AND NOTICES

The City Manager's Office 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; and
- Quality of proposed staff.

INFORMATION TO BE SUBMITTED

1. Prospective Firms must submit one digital copy of their proposal via email to cityclerk@sfcity.org in PDF format.

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, organizational structure of the division responsible, 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.

4. Include a *Qualifications of the Firm* Section

This section shall include a brief description of the Firm's qualifications and previous experience of similar or related services provided to other agencies. Provide a description of pertinent experience with other public municipalities (maximum of four) that includes a summary of the work performed, the total amount billed, the period over which your Firm represented the agencies, and the name, title, and phone number of clients to be contacted for references. Include at least two (2) sample reports for similar projects prepared for other local government agencies. Describe any attributes that distinguish the services provided by your firm/individual from others that would help the City in the selection process.

5. Include a *Work Plan* Section

In this section, present a well-conceived service plan. This section of the proposal shall establish the Firm's understanding of the City's Scope of Services in this RFP and the Firm's ability to satisfy the objectives and requirements outlined in the scope. Describe the proposed approach for addressing the scope of service, outlining the approach that would be undertaken in providing the requested services, and the tentative schedule for project completion. Additionally, 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).

6. Include a *Proposed Staffing* Section

In this section, discuss how the Firm would propose to staff the City's requested strategic plan consulting service needs. Firm's key team members shall be identified by name, specific responsibilities and their qualifications. An organizational chart for the attorney team and resumes for key Firm personnel shall be included. Key Firm personnel will be an important factor considered by the City Manager's Office. **There can be no change of key personnel once the proposal is submitted, without prior approval of the City.**

7. 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.