REQUEST FOR QUALIFICATIONS RFP #060
CONSULTANT(S) TO DEVELOP EDUCATION MASTER PLAN

Response due by October 23, 2013 at 3pm to
Purchasing Office
City College of San Francisco
33 Gough Street
San Francisco CA 94103

RFP #060

Company ____________________________
Street Address _________________________
Contact _____________________________
State ___________ Zip Code ___________
Tel. No._________ Fax No. _____________
E-Mail ________________________________
Federal Tax I.D. No. ____________________
City of San Francisco Business Tax License #: __________

Name ________________________________ [PRINT OR TYPE]
Signature* ____________________________
Title _________________________________
Date ________________________________

*Authorized Signature: The signer declares under penalty of perjury that she/he is authorized to sign this document and bind the company or organization to the terms of this agreement.

Submitted proposals must have an original signature.

For consideration as a responsive proposal, the following is required:

1) Proposal must be submitted on official College District proposal forms with required attachments.
2) All information on this Request for Proposal cover page must be completed and signed with an original signature.
3) Proposal must be submitted on or before the exact closing date and time. Proposal received after the exact closing date and time will NOT be considered.
4) All proposer(s) must complete the Vendor Data Form and provide 1099 information via a W-9 form. Forms available:

Version 2013-03-21 with updated Target Dates on p.2
City College of San Francisco is requesting proposals from highly qualified firms and individuals equipped to develop an Education Master Plan for the District through a recognized and systematic planning process.

**BACKGROUND, SCOPE OF WORK, AND TIMELINE**

The District maintains an annual assessment, planning, and budgeting system which requires all units to review trends (e.g., service area needs, student enrollment, student achievement, learning outcomes). Trends inform annual objectives, associated resource needs, and the identification of possible reductions or increases. The District wishes to draw upon this annual process in order to develop a longer-range Education Master Plan which supports its Mission statement. The development of a comprehensive Education Master Plan will require pre-planning activities; data collection and analysis; extensive interviews; development of scenarios and recommendations; facilitation of college-wide discussions; and draft writing.

The following is an overview of the desired timeline for the project:

<table>
<thead>
<tr>
<th>TASK</th>
<th>TARGET DATES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Build foundational understanding of Education Master Planning throughout the College and as directed by the Board of Trustees</td>
<td>Beginning December 2013 (ongoing)</td>
</tr>
<tr>
<td>Review available data and determine additional data needs (internal and external)</td>
<td>January 2014</td>
</tr>
<tr>
<td>Compile additional data (internal and external)</td>
<td>February 2014</td>
</tr>
<tr>
<td>Discuss data implications and develop scenarios in conjunction with program review and in concert with the Annual Assessment, Planning, &amp; Budgeting Timeline</td>
<td>February-April 2014</td>
</tr>
<tr>
<td>Conduct interviews and focus groups with all constituents including the Board of Trustees (see #12 and #13 below)</td>
<td>February-April 2014</td>
</tr>
<tr>
<td>Distribute draft document for review</td>
<td>April-May 2014</td>
</tr>
<tr>
<td>Refine and approve plan</td>
<td>May-June 2014</td>
</tr>
</tbody>
</table>
SPECIFICATIONS

A. CORE REQUIREMENTS

The principal responsibility of the Proposer shall be to provide services to facilitate the development of an Education Master Plan for the College District. Activities and services shall include, but are not necessarily limited to:

Pre-Planning and Ongoing Communication

1. Provide written materials for communicating internally about project intent and methods
2. Clearly delineate mechanisms for transparency and broad participation
3. Work with the Office of Research & Planning to provide regular (monthly) updates to the College community throughout the planning process
4. Meet with District leadership, internal groups, and appropriate external groups (business, industry, community leaders) as determined by District staff to explain process and work plan
5. Review current planning documents, program reviews, and other relevant information from the District
6. Identify additional data and information needs

Information Gathering and Scenario-Building

7. Conduct internal scan including student achievement outcomes; service outcomes; productivity data; and enrollment projections by Center and by discipline, as well as for the District as a whole
8. Conduct external scan including population projections by various demographics; economic, employment, and education trends; and employment needs
9. Summarize key data in tabular and graphic formats
10. Conduct policy scan regarding state and federal policies and trends which may constrain options or provide opportunities (e.g., repeatability, adult education)
11. Delineate observations about challenges and opportunities revealed by data and identify potential goals and strategies
12. Collect perspectives from the San Francisco service area including business and community partners, K-12 and other education partners (via focus groups, listening sessions, and/or surveys) with additional meetings scheduled as needed and as opportunities arise
13. Interview and/or survey representatives from all areas of the College (instructional, student development, and administrative); in particular, conduct interviews at the departmental / unit level using findings from the data analysis and evidence from program reviews as a basis for discussion
14. Develop recommendations based upon data and interviews, including narratives and tables describing staffing, space, and location needs based upon enrollment predictions per #7
15. Conduct additional interviews, focus groups, listening sessions, and/or surveys as needed

Further Discussions and Final Draft

16. Facilitate college-wide discussions about observations and recommendations

17. Draft and compile a comprehensive Education Master Plan (EMP) including relevant tables and graphs with clear and detailed data definitions and appropriate citations and references

18. The comprehensive EMP should describe the degree to which recommendations align with previously existing planning documents, particularly the Strategic Plan 2012-2016

19. The comprehensive EMP should include implications for space, staff, and location needs, as well as implications for future planning processes

Subject to the disclosure requirements of the Public Records Act, California Government Code Section 6250 et. seq. (i), the College District shall have the unrestricted authority to publish, disclose, distribute and otherwise use, in whole or in part, any reports, data or other materials prepared by Proposer under this Agreement.

B. QUALIFICATIONS AND EXPERIENCE

To enable the College District to evaluate the qualifications and experience of the Proposer(s) please provide the following information with your submittal:

Organization Structure/Key Staff:
Describe your organizational structure as it relates to the provision of the specified professional services to the College. List dedicated staff and describe their reporting relationships.

Resumes/Experience:
For all persons to be assigned to College project, provide detailed resumes. The resumes shall include: name, current duties, years of relevant experience, years of education and extra qualifications/licensing, and previous clients if different from reference list, at a minimum.

References:
Client list from last five years including names, titles and phone numbers. The ability to perform comparable work for a College District or public agency of similar size is desirable. Previous experience will be an important consideration.

PROCESS

1. Proposals must be submitted to the Purchasing Office, 33 Gough Street, by 3:00 PM on October 23, 2013. Requests submitted after that time shall not be accepted.

2. Proposals must clearly address A. Core Requirements and B. Qualifications and Experience.

3. When addressing Core Requirements, proposals should contain (a) descriptions of how each activity or group of activities would be approached, (b) estimates for hours of work performed by consultants, and (c) estimates for hours of work and/or scope of activities to be performed by the District’s Office of Research and Planning or other District personnel.
4. Total cost should be based upon and consistent with estimated hours of work. It is appropriate and desirable for the Proposer to provide ranges (e.g., cost for 50 interviews versus cost for 100 interviews). See pricing grid.

5. In addition, proposals should (a) address the feasibility of the desired timeline, (b) include a list of the components to be included in a final draft plan, and (c) briefly discuss how the Proposer’s approach would strengthen the District’s practices with regard to integrated planning.

6. As per the CCSF Agreement for Professional Services item #5, functioning as an Independent Contractor, Contractor shall supply, at Contractor's sole expense, all equipment, tools, materials, and/or supplies to accomplish the work agreed to be performed. There will be no reimbursement for additional expenses related to the project (travel, printing, etc).

7. All proposals shall become public record as of the closing date for submission of applications.

8. A committee may be established to review and evaluate responsive, complete proposals. Finalists may be interviewed by a selection committee who will make a recommendation to the Chancellor and the Board of Trustees for their consideration.

9. Proposals will be evaluated on the basis of cost vis-à-vis comprehensiveness, the consultants’ experience, and the appropriateness of the proposed planning approach for this District. Because we are seeking professional services, price will be a consideration but not alone determinative.

ROLES OF CITY COLLEGE OF SAN FRANCISCO CHANCELLOR, VICE CHANCELLOR

The Chancellor and Vice Chancellor of Finance and Administration are CITY COLLEGE OF SAN FRANCISCO’s authorized representatives for all pre-contract matters related to this contract. Throughout the duration of the contract, the Vice Chancellor or his designee shall have the authority to modify any provisions of this contract including the statement of work, pricing, or any other sections in accordance with the applicable General Provisions for Proposals.

A. INSURANCE REQUIREMENTS

All required insurance shall be submitted to Purchasing within ten (10) days of provisional award. Failure to provide the insurance certificates within the time frame specified shall be cause for the Proposal to be rejected as non-responsive and not acceptable. The Proposer shall maintain insurance in full force and effect during the entire period of performance under contract. Failure to do so shall be cause for termination of the contract.

All policies must have a thirty (30) day non-cancellation clause giving the College District thirty (30) days prior written notice in the event a policy is canceled. Insurance coverage must be from insurers licensed in the State of California, rated at least “A-, VI” or better by the current A.M. Best Key Rating Guide and approved by the College District. Non-admitted surplus lines insurers may be accepted provided they appear on the current California List of Eligible Surplus Lines Insurers (LESLI list) and otherwise meet College District requirements. The following coverage shall be required:

1. Commercial General Liability with coverage for bodily injury, including death, and property damage with limits of at least one million dollars ($1,000,000.00) per
occurrence and one million dollars ($1,000,000.00) aggregate. Coverage shall be written on an occurrence form which shall be endorsed to provide that it is primary and non-contributory to any insurance carried by the College District. In addition, the College, its elected officials, officers, employees, agents and representatives shall be named as additional insureds pursuant to a separate endorsement, CG2010 (11/85) or equivalent.

2. Automobile Liability coverage with limits of at least one million dollars per occurrence combined single limit ($1,000,000.00 CSL) for owned, non-owned and hired vehicles ("any auto"). The College, its elected officials, officers, employees, agents and representatives shall be named as additional insureds pursuant to a separate endorsement unless the coverage is written on a standard ISO CA 00-01 policy in which case, no separate endorsement is required although the additional insured status must be noted on the certificate.

3. Worker’s Compensation insurance in an amount to satisfy statutory requirements for all employees subject to the California Labor Code provisions; in addition, Employer’s Liability coverage with limits of at least one million dollars ($1,000,000.00) per employee shall be provided. The policy shall be endorsed to include a waiver of subrogation in favor of the College District.

4. Professional Liability insurance is required. The successful Proposer shall obtain, at its sole cost and expense, Professional Liability coverage with limits of at least one million dollars ($1,000,000.00) per occurrence and four million dollars ($1,000,000.00) aggregate, covering the risk of errors and omissions, negligent acts and costs of claims/litigation, including investigation and court costs. If the coverage is written on a "claims-made" form, the successful Proposer must ensure that the policy retro date is on or before the date of the award of this RFP and that coverage is maintained or the policy has a reporting period of at least three (3) years following completion or termination of the performance of professional services under this RFP.

B. GENERAL PROVISIONS

Except as otherwise specified herein, the CITY COLLEGE OF SAN FRANCISCO Agreement for Professional Services, dated 5/27/09, (on file in the Administrative Services Office) are incorporated as part of this Proposal and any resulting contract by reference. The Agreement is available online at http://www.ccsf.edu/Forms/contractPS.html or via request from Purchasing by calling (415) 487-2413.

By signing and/or authorizing the Proposal submittal, the Proposer acknowledges that they have read and understood the meaning, intent, and requirements of said Agreement; and acknowledge said Agreement for Professional Services is included as part of this Proposal.

C. INDEPENDENT CONTRACTOR

It is understood and agreed that the Proposer is an independent Contractor of the College District and not an employee. The College District shall not withhold income taxes, social security, or any other sums from the payments made to the successful Proposer. If the successful Proposer employs persons in the performance of this contract, those persons shall in no way be considered employees of the College, and the successful Proposer bears full responsibility for compensating those persons.
D. **SUBCONTRACTING**

The successful Proposer shall not subcontract all or any part of the work to be performed pursuant to this request for proposal without the prior written approval of Purchasing.

E. **NON-DISCRIMINATORY EMPLOYMENT PRACTICES**

It is the policy of the District to provide equal employment and educational opportunity without regard to race, color, national origin, ethnic group identification, religion, age, sex, marital status, sexual orientation or physical or mental disability. These matters are reflective of the San Francisco Community College District Policy Manual Sections 3.02 and 5.07. The Contractor agrees that in connection with all work performed under contract, there be no discrimination against any employee or prospective employee engaged in work under this Agreement because of race, color, national origin, ethnic group identification, religion, age, sex, marital status, sexual orientation, physical or mental disability, or status as a Vietnam-era veteran. To violate this Agreement would constitute cause for immediate termination of this Agreement by the District.

F. **INDEMNIFICATION**

Contractor shall defend, indemnify, and hold harmless CCSF, its Board of Trustees, officers, employees and agents from any and all claims, loss, damage, injury, and liability of every kind and nature including those from or on behalf of employees of the Contractor, arising directly or indirectly from Contractor's performance of this Contract, including but not limited to, the use of facilities or equipment provided by CCSF or others, regardless of the active or passive negligence of whether liability without fault is imposed or sought to be imposed on CCSF, its Board of Trustees, officers, employees and/or agents except to the extent that such claim, loss, damage, injury or liability is the result of the sole negligence or sole willful misconduct of CCSF, its Board of Trustees, officers, employees and/or agents. Contractor specifically acknowledges and agrees that it has an independent obligation to defend CCSF, its Board of Trustees, officers, employees and agents from any claim, which actually or potentially falls within this indemnification provision even if such claim is or may be groundless, fraudulent or false.

City College reserves the right to modify any of the terms or conditions of this RFP at any time prior to the closure date. Proposers are responsible for keeping up-to-date with any modifications or changes made by registering with Purchasing @ khennig@ccsf.edu. City College further reserves the right to reject any Proposal deemed non-responsive to the RFP, and to reject all Proposals. City College also reserves the right to waive immaterial errors or omissions in any Proposal

Any agreement or contract between CCSF and Contractor shall be construed in accordance with and governed by the laws of the State of California. Venue for all litigation relative to the formation, interpretation, and performance of said agreement or contract shall be in San Francisco.

Debriefings are available by request through the Purchasing Office for unsuccessful respondents as per Board Resolution No. 050526-S2.
City College is legally precluded from engaging in campaign activities. No contribution to a ballot measure or Board election is requested or required, and any contribution to a campaign, if known, will not be considered in awarding the contract or the City College’s continued or future relationship with the vendor. Should your firm be contacted about such activities, please notify Purchasing at 415 487 2413.
**PRICING GRID**

To address Core Requirements, proposals should contain (a) descriptions of how each activity or group of activities would be approached, (b) estimates for hours of work performed by consultants, and (c) estimates for hours of work and/or scope of activities to be performed by the District’s Office of Research and Planning or other District personnel. Costs should be based upon and consistent with estimated hours of work. It is appropriate and desirable for the Proposer to provide ranges (e.g., cost for 50 interviews versus cost for 100 interviews). Contractor shall supply, at Contractor's sole expense, all equipment, tools, materials, and/or supplies to accomplish the work agreed to be performed.

In addition, proposals should (a) address the feasibility of the desired timeline, (b) include a list of the components to be included in a final draft plan, and (c) briefly discuss how the Proposer’s approach would strengthen the District’s culture with regard to integrated planning.

<table>
<thead>
<tr>
<th>Activity or Group of Activities</th>
<th>Description of Approach</th>
<th>Consultant Time</th>
<th>Consultant Cost</th>
<th>District Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>… et cetera …</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>