

**REQUEST FOR PROPOSAL (RFP)**  
**RICHMOND MUNICIPAL IDENTIFICATION/STORED VALUE CARD**

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## I. INTRODUCTION

The City of Richmond (the “City”) is soliciting proposals from qualified vendors and service providers who are able to utilize their own systems to produce and distribute customized and secured Richmond Municipal Identification (ID) Cards with the capacity to facilitate certain payment and banking functions and possibly interface with some of the existing City of Richmond systems.

The Richmond City Council approved Ordinance No. 16-11 N.S., amending chapter 2.64, Article II, of the Richmond Municipal Code (**Attachment A**) authorizing a Municipal Identification program to provide for the issuance of Municipal ID cards to residents of the City of Richmond for the purpose of improving public safety, increasing civic participating , and supporting local commerce. Vendors should review and refer to this ordinance during the development of a proposal.

The City believes that the Richmond Municipal ID Card will make it easier for all Richmond residents to participate in local and regional commerce and that it will fill a void by providing an official form of personal identification for many Richmond residents who currently lack one. It is the City’s intent that Municipal ID Cards will provide residents with a means of proving their residency in the City, for the purpose of accessing City programs, services and activities, as well as helping to substantiate their identity to law enforcement personnel.

The City desires and anticipates that the Municipal ID program will be operated by a Third Party Administrator at no net cost to the City.

Vendors or service providers must submit a professional services proposal that provides details and quotes on one or both of the following service proposal requests:

1. A detailed service proposal to perform intake, processing, verification and distribution of a secured municipal identification card with defined service capacity as specified in the Scope of Services section with or without a financial services (stored value card) component (*Offsite Production & Financial Service Proposals*).
2. A detailed proposal from financial services institutions and/or financial services providers for a stored value card component that provides additional functionality to the Municipal ID card as specified in the Scope of Services section (*Financial Services Component Proposals*).

Services, including legal documentation, customer disclosures and customer support, must be made available in English and Spanish. In addition, to English and Spanish, respondents should address any other language capabilities they may be able to offer.

The City encourages respondents to submit the most comprehensive proposal possible (for one or both of the proposed service components described above), offering the highest quality of service and card and system security to initiate the City Council approved Richmond Municipal ID Card program.

It is the City’s desire to maximize the Municipal ID card security features to discourage forgery, counterfeiting and other fraud related to the misuse of the Richmond Municipal ID card. Of equal

consideration is a service-oriented and responsive relationship with the selected contractor(s) and/or financial institution(s).

We encourage you to be creative and educational in your responses. While your format must be consistent with the requirements of this RFP, if you believe that alternative solutions would be beneficial to the City, we invite you to offer them. The City will accept proposals that do not fit within the two requests mentioned above if the vendor can meet all of the requirements listed within this RFP and can demonstrate that the Municipal ID Card program proposed is fully cost covered to the greatest extent possible with no subsidy from the City.

The City reserves the right to reject any and all proposals, cancel all or part of this RFP, waive any minor irregularities and request additional information from proposing contractor(s) and or financial institution(s). By requesting proposals, the City is in no way obligated to award a contract or pay expenses of the proposing contractor(s) and or financial institution(s) in connection with the preparation or submission of a proposal.

The City's decision to award a contract(s) will be based on many factors, including but not limited to, service, cost, security, financial strength and innovation. The City may award a single or multiple contracts to one or more parties. The City may determine to contract for the proposed services to be performed on a completely outsourced basis, or offer or perform all or part of the services itself with the service providers' help. The City reserves the right to modify the City's objectives and requirements at any point, including, but not limited to, during the period prior to submittal deadlines (by RFP Addendum) and during the period of negotiation, without liability, obligation, or commitment to any party, firm or organization for costs incurred in responding to this RFP, RFP Addendums or subsequent modifications of the City's objectives and requirements prior to execution of a contract.

## **II. PROJECT DESCRIPTION**

The City seeks a range of bids and proposals in order to secure the best system and desired financial services for the City of Richmond Municipal ID program and Municipal ID card holders.

## **III. SCOPE OF SERVICES**

The Richmond Municipal ID card must be unique to the City of Richmond and be produced with the highest integrated security measures to protect against counterfeit reproduction.

The contractor(s) and/or financial institution(s) team's scope of services must include, but is not limited to the following:

**A. Offsite Service Provider Proposals**

1. Municipal ID card Specifications:

a) Security Specifications – Implement Department of Homeland Security standards for Level 1 security features for national and state identification cards. Per Department of Justice standard, security features shall include, but may not be limited to the following:

- Card stock inventory serialized by laser engraving
- Embedded watermark
- Fine line pattern
- Invisible Ink
- Microtext
- Foil City seal
- Holographic lamination at point of issuance
- Rainbow printing
- Optical character Reader-Type B
- Changeable Laser imaging
- Laser Etching
- Ability to view image through Ultra Violet lighting
- Biometrics features
- CLI image changes

b) Identification Card Specifications - card must be issued by a laser engraving printer bearing the following information:

- Full legal name
- Date of birth
- Eye Color
- Hair Color
- Weight
- Height
- Residential address
- Registration Number
- Issuance date
- Expiration date
- Application signature
- Photo
- Optional information, i.e., allergies, emergency contact

c) The Operational specifications:

- (i) Explain your ability to follow the requirements set forth in Section 2.64.030 of City of Richmond Ordinance No. 16-11 (Attachment A) regarding requirements for proof of identity and proof of residency.

- (ii) Richmond Municipal ID card must possess a recordable and readable magnetic stripe on the obverse that can facilitate select financial transactions for card holder and allow storage of information for the purpose of:
- Verifying that the information printed on the face of the card relating to the user's full legal name, date of birth, residential address, photo, Identification number, expiration date, and the user's signature coincides with the information provided at the time of registration.
  - Allowing use of the cards, at the applicant's option, as a standard pre-paid debit card.
  - Allowing use of the card, at the applicant's option, for storage of the user's medical history and information relating to special medical treatment requirements, if the Third Party Administrator can demonstrate to the satisfaction of the City Manager or his or her designee that such information can be stored in a manner that is secure and not-discoverable by persons other than first responders, medical care providers, and other individuals or entities entitled to receive confidential medical information.
- (iii) Explain your ability to ensure that all resident information required per the application (including, but not limited to the applicant's full legal name, date of birth, residential address, photo, Identification number, expiration date, and the applicant's signature) will be entered into a secure database maintained by your company. All information stored in this database shall be subject to all applicable state and federal laws relating to disclosure, privacy, national security, and financial crimes.
- (iv) Please explain your system's capacity to interface with POS (Point of Sales) systems. Please explain your system's interface capacity and specify any development work required for the POS interfaces including specific quotes for such development work.
- (v) Please explain your system's capacity to interface with internal and/or external systems and departments (i.e. City of Richmond libraries, West Contra County Unified School District, AC Transit). Please explain your system's interface capacity and specify any development work required for such interfaces including specific quotes for such development work.

## 2. Card Validation/Verification Requirements:

- a. Service must include processes and technologies for verifying the validity of the issued cards on a 24/7 basis under secure conditions. Service provider must be able to work with City departments and authorized personnel to establish a workable validation process, which may require access to a secure database for card verification purposes and/or the development of interfaces between the service provider and City systems; respondents should describe how their proposed validation/verification services would work and support City needs.
- b. Richmond Municipal ID card database must be available on a 24/7 basis to Richmond Police Department Dispatch Facilities for identity verification.

### **B. Financial Services Proposals / Stored Value Card Services**

#### 1. Reloadable / Account-based Stored Value Card Services:

- a. Describe your institution's experience and capabilities in providing reloadable / account-based stored value card services. Can your company or institution integrate reloadable/account-based stored value card features onto the Municipal ID Card? What technology and system processes would need to be deployed? What type of stored value or pre-paid cards does your company or institution currently offer? Does your company or institution agree to share a \$1.00 commission on reloading cards with the merchant or other agency that facilitates the reload?
- b. Please explain your system's capacity to interface with POS (Point of Sales) systems. Please explain your system's interface capacity and specify any development work required for the POS interfaces including specific quotes for such development work.
- c. Please explain your system's capacity to interface with internal and/or external systems and departments (i.e. City of Richmond libraries, West Contra County Unified School District, AC Transit). Please explain your system's interface capacity and specify any development work required for such interfaces including specific quotes for such development work.
- d. Explain your ability to follow the requirements set forth in Section 2.64.030 of City of Richmond Ordinance No. 16-11 (**Attachment A**) regarding requirements for proof of identity and proof of residency.
- e. What are the key features and terms associated with your reloadable / account-based stored value card (i.e., card acceptance, limitations, and restrictions, customer support, liability for card use, PayPass, etc.)?

- f. Describe any rewards, rebate or incentive programs for the cardholder (i.e., reward points, mileage rewards, etc.)?
- g. Please provide the costs to the cardholders including, but not limited to, the following features and services. Please refer to the “Allowable Transaction Fee” list below, in preparing your response. Describe your ability to adhere to the list of allowable transaction fees.
  - Enrollment / activation
  - Monthly account maintenance and/or other service charges
  - Monthly inactivity fee
  - Transaction fees
  - Minimum balance
  - Redemption rights
  - Additional cards/replacement of cards
  - PIN purchase
  - Processes and payment mechanisms for reloading card online, at ATMs, kiosks and merchant sites; ability to reload with cash, check, or Direct Deposit
  - Availability of printable electronic statement and receipts
  - Balance inquires (online, email, phone, etc.)
  - Internet account access: how established and accessed

Allowable Transaction Fees

Pursuant to City of Richmond Ordinance No. 16-11, in no event shall any fee charged by the prospective Third Party Administrator exceed \$5.00. Any increase of these rates must be approved by the City Council. In the event a municipal ID user activates the pre-paid debit card function, the maximum allowable transaction fees shall be as follows:

- Account maintenance (monthly) - \$0.99
- Domestic ATM Withdrawal - \$1.50
- ATM Balance Inquiry - \$0.60
- ATM Denial Fee - \$0.60
- Point of Sale (POS) Purchase Denial or Return - \$0.50
- Inactive Account Fee Monthly *[for card not used for 4 months]* - \$1.00
- Funds Transfer To Replacement Card - \$1.00
- Domestic card-to-card Transfer - \$2.00
- International Signature card ATM withdrawal - \$3.50
- International Remittance - \$5.00
- Load at Merchant - \$2.95
- Mobile Maintenance (only if chosen) - \$1.00
- Statement issuance via U.S. mail or fax (only if requested) - \$4.95

2. Reloadable / Account-based Stored Value Card Components:
  - a. Describe in detail the technology and systems components of your stored value cards; what requirements and/or limitations or restrictions would be associated with integrating stored value card features onto the Municipal ID Card?
  - b. If the Municipal ID component is to be provided by a different service provider, describe the extent to which your company or institution would be able to work with the other service provider to provide the stored value components.
  - c. What options are available to the cardholder to load funds onto their card? Describe the online and offline options for reloading funds onto the cards; provide a list of all offsite locations where a cardholder can reload and any plans for expanding the available sites; identify the payment mechanisms accepted for reloading value.
  - d. Identify your company's or institution's management and their qualifications and experience with respect to stored value products. Describe your company's management oversight and risk management process. Provide information about the internal compliance function at your company or institution; identify responsible personnel and the reporting structure.
  - e. Describe the privacy protections and security measures for a reloadable/account-based stored value card program. Enclose a copy of your proposed Privacy Policy for the stored value accounts. Provide a copy of your information security plan. Include copies of information security and operational audits (independent or internal?) of your existing stored value card operations for the last three years.
  - f. Describe the roles of any intended sub-contractors, where they are located and where their services would be performed. Describe the due diligence and review process used to select sub-contractors.
  - g. Provide a copy of your disaster recovery and business continuity plan.
  - h. What anti-fraud and red flags for identity theft measures are deployed?
  - i. Describe how Office of Foreign Assets Control ("OFAC") checks are conducted on cardholders and cardholder activity.
  - j. Describe measures taken to comply with applicable anti-money laundering laws and/or anti-money laundering concerns.



- k. Describe your data breach security plan and explain how City and card holders funds and privacy are protected, including notification procedures and protection from financial loss by City and card holders.
- l. Describe all licenses required for provision of the stored value card products. Are you chartered as a bank, state licensed to provide money service businesses, registered with FinCEN, etc.? If no licenses are required, please explain why.
- m. Describe how your company or institution complies with applicable state escheat requirements.
- n. Describe cardholder services and benefits.
- o. Describe customer support services; describe the distribution channels for customer support (what mechanisms – toll-free phone, website and local in-person services); describe when customer support will be available (hours each day of the week per distribution channel).
- p. The City may require that its service providers maintain a local office (in Richmond and/or the greater San Francisco Bay area) to provide customer support. Describe your company's or institution's ability to establish or maintain a local office.
- q. The City may determine that customers need initial training on the use of the stored value card. Describe your company's or institution's ability to offer training for new card customers and/or work with local community groups in providing such training. Explain how you will train users in the use of the pre-paid debit card function and how the trainings will be adapted to the particular concerns of residents, law enforcement officers, city administrators, and merchants.
- r. Describe customer complaint and dispute mechanisms; provide specifics about the customer complaint investigation and resolution process.
- s. What is the liability protection for a cardholder? Please describe in detail. How does your company or institution comply with Regulation E of the Federal Reserve Board?
- t. Provide copies of proposed consumer disclosures (online, at point of sale, and provided with and on the card itself.)
- u. The City requires that information be provided in English and Spanish. What languages can you offer the services in, including for all legal terms and disclosures and customer support services?

- v. Describe any government investigation and enforcement actions taken with respect to your card services operations and any cited regulatory violations in the last five years. Summarize any material litigation pending or threatened; estimate the related financial exposure.
- w. In what ways do you expect the current technology and systems to change? Describe anticipated maintenance and upgrade requirements. How often do you anticipate that you will need to replace the cards, upgrade the card technology, and upgrade related systems? The City requires that the cards issued must have card lives of at least two years before needing to be replaced.
- x. In what ways may the current functionality offered through your stored value card products be expanded in the future? Would you anticipate offering an initial level of functionality and service which could be expanded or enhanced in future years and if so, under what conditions?
- y. In addition to stored value card capabilities, the City is interested in obtaining other financial services and financial products for Municipal ID Card holders. What other financial services and financial products can you offer? Please describe in detail these products and services, related terms and restrictions and proposed pricing.
- z. If applicable, demonstrate that the financial institution(s) that will provide the debit-card services is financially stable and a safe and secure entity for the placement of funds, and that the debit card users will have access to local banks and ATMs.
- aa. Can you assist the City in achieving a self-supporting Municipal ID Card program through revenue-sharing and other means? Please provide a proposed fee structure to cover all operating costs of the City's Municipal ID Card program (i.e., proposed revenue sharing/revenue split with City). Provide one or more fee structure alternatives; describe the benefits and drawbacks of the different fee and revenue arrangements. Please refer to the "Allowable Transaction Fees" referenced in Section B.1.g above.
- bb. The City is concerned that cardholders not pay high service costs. How could direct costs to the cardholders for the stored value card services be avoided or mitigated (e.g., through network fees on participating merchants, etc.)?

## IV. THE PROPOSAL

### A. GENERAL INFORMATION

1. Questions: To facilitate clear communication and to achieve equitable dissemination of information, all questions regarding this RFP are to be directed by email to the staff person listed below by **Monday, November 14, 2011 at 12:00pm**. All questions should be in writing and such contact shall be for clarification purposes only. Any questions, which in the opinion of the City warrant a reply, or material changes to the scope of services or proposal procedures will only be transmitted in writing to all parties receiving this RFP.

LaShonda Wilson, Management Analyst  
Office of the City Manager  
[lashonda\\_wilson@ci.richmond.ca.us](mailto:lashonda_wilson@ci.richmond.ca.us)

2. The successful proposer selected for this project shall provide proof of a current City of Richmond Business License.
3. The City Council reserves the right to reject any and all bids.
4. The City's Local and Small Local Business Enterprise Program

The City of Richmond's Local and Small Local Business Enterprise Program (L/SLBE) is waived on this project. The City's database of certified firms does not contain at least three firms listing Foreign document authentication system, Biometric (facial) identification capture and verification system, and reloadable stored value card services. Successful proposers may be asked to become certified under the City's L/SLBE program within a specified time period after contracts are executed.

For tracking purposes, the proposers are asked to show the percentage and dollar amount of Minority Business Enterprise (MBE) /Women's Business Enterprise (WBE) participation on all sub-contractor listings. Proposers are asked to provide data regarding the racial, ethnic, and gender make up of listed sub-contractors and sub Contractors and be prepared to provide documentation that demonstrates the methodology used to select all sub-contractors.

5. The City's Living Wage Ordinance - **Attachment B**

Any agreement awarded hereunder for the provision of services directly to the City of Richmond that are in excess of \$25,000.00, including but not limited to equipment or software support/maintenance agreements, are subject to the Richmond Living Wage Ordinance, Richmond Municipal Code, Article 2, Chapter 2.60. The Living Wage Ordinance requires that nothing less than a prescribed minimum level of

compensation (a living wage) be paid to employees of service Contractors (contractors) of the City. The Ordinance also requires submission of the Declaration of Compliance attached and incorporated herein as **Exhibit A** and made part of this Agreement, and, unless specific exemptions apply or a waiver is granted, the contractor must provide the following to its employees who perform services under or related to this Agreement:

- a. Minimum compensation – Said employees shall be paid an initial hourly wage rate of \$15.19 with health benefits or \$16.69 without health benefits. These initial rates shall be upwardly adjusted each year no later than April 1 in proportion to the increase at the immediately preceding December 31 over the year earlier level of the Bay Region Consumer Price Index as published by the Bureau of Labor Statistics, U.S. Department of Labor. **Effective July 1<sup>st</sup> of each year, Contractor shall pay adjusted wage rates.**
- b. Health benefits – Said full-time and part-time employees paid at the lower living wage rate shall be provided health benefits of at least \$1.50 per hour. Contractor shall provide proof that health benefits are in effect for those employees no later than 30 days after execution of the contract or receipt of City financial assistance.
- c. Compensated days off – Said employees shall be entitled to twelve compensated days off per year for sick leave, vacation or personal necessity at the employee's request, and ten uncompensated days off per year for sick leave. Employees shall accrue one compensated day off per month of full time employment. Part-time employees shall accrue compensated days off in increments proportional to that accrued by full-time employees. The employees shall be eligible to use accrued days off after the first six months of employment or consistent with company policy, whichever is sooner. Paid holidays, consistent with established employer policy, may be counted toward provision of the required 12 compensated days off. Ten uncompensated days off shall be made available, as needed, for personal or immediate family illness after the employee has exhausted his or her accrued compensated days off for that year.
- d. To inform employees that he or she may be eligible for Earned Income Credit (EIC) and shall provide forms to apply for advance EIC payments to eligible employees. There are several websites and other sources available to assist you. Web sites include but are not limited to: (1) <http://www.irs.gov> for current guidelines as prescribed by the Internal Revenue Service and (2) the 2008 Earned Income Tax Outreach Kit <http://www.cbpp.org/eic2008/>.
- e. Contractor shall provide to all employees and to the Contract Compliance Unit within the City's Employment and Training Department, written notice of its obligation to eligible employees under the City's Living Wage requirements. Said notice shall be posted prominently in communal areas of the work site(s) and shall include the above-referenced information.

- f. Contractor shall provide all written notices and forms required above in English, Spanish or other languages spoken by a significant number of employees within 30 days of employment under this Agreement.
- g. Reporting – Contractor shall maintain a listing of the name, address, hire date, occupation classification, rate of pay and benefits for each of its employees. Contractor shall provide a copy of said list to the Contract Compliance Unit, on a quarterly basis, by March 31, June 30, September 30 and December 31 for the applicable compliance period. Failure to provide said list within five days of the due date will result in liquidated damages of five hundred dollars (\$500.00) for each day that the list remains outstanding. Contractor shall maintain employee payroll and related records for a period of four (4) years after expiration of the compliance period.
- h. Contractor shall require sub Contractors that provide services under or related to this Agreement to comply with the above Living Wage provisions. Contractor shall include the above-referenced sections in its subcontracts. Copies of said subcontracts shall be submitted to the Employment and Training Department, Contract Compliance Unit.

6. Professional Service Contract - Attachment C

This Agreement is subject to the attached Professional Service Contract. Please note that the City will not consider changes to its standard contract.

7. Insurance Requirements - Attachment D

The Contractor will be required to provide proof of all insurance required for the work prior to execution of the contract, including copies of the Contractor's insurance policies when requested. Failure to provide proof of insurance upon request or failure to do so in a timely manner shall constitute grounds for rescission of the contract award.

The Contractor shall name the City of Richmond, its, officers, agents, employees and volunteers as additional insured in its Comprehensive Commercial General Liability policies. If Contractor submits the ACORD Insurance Certificate, the additional insured endorsement must be set forth on a CG20 10 11 85 form. **A statement of additional insured endorsement on the ACORD insurance certificate is insufficient and will be rejected as proof of the additional insured requirement.**

Unless a written waiver is obtained from the City's Risk Manager, Contractors must provide the insurance listed in **Attachment D**. **Attachment D** is attached and incorporated herein by reference as Attachment D. Liability insurance shall be required in accordance with **Attachment D**.

When providing the insurance, include the Project Name and Project Number on the ACORD form in the section marked Description of Operations/Locations.

When providing the insurance, the Certificate Holder should be listed as: City of Richmond, 450 Civic Center Plaza, Richmond, CA 94804.

8. City Contractor Performance Evaluation

At the end of the project, the Project Manager will evaluate the Contractor's performance in accordance with an evaluation process identified by the City.

9. Business Opportunity Ordinance – Attachment E

Vendors responding to the RFP are eligible for any applicable bid discounts or bonuses available under Richmond's Business Opportunity Ordinance, Richmond Municipal Code Chapter 2.50.

10. Non-Discrimination/Equal Employment Practices

The City of Richmond prohibits contractors from discriminating or permitting discrimination against any person or group of persons in any manner prohibited by federal, state or local laws. During the performance of this Agreement, Contractors will be required to agree as follows:

- a. Contractor and Contractor's sub Contractors, if any, shall not discriminate against any employee or applicant for employment because of age, marital status, religion, gender, sexual preference, race, creed, color, national origin, or disability. This nondiscrimination policy shall include, but not be limited to, the following: employment, upgrading, failure to promote, demotion or transfer, recruitment advertising, layoffs, termination, rates of pay or other forms of compensation, and selection for training, including apprenticeship.
- b. Contractor and Contractor's Sub-contractors shall state in all solicitations or advertisements for employees placed by or on behalf of Contractor that all qualified applicants will receive consideration for employment without regard to age, marital status, religion, gender, sexual preference, race, creed, color, national origin, or disability.
- c. Contractor shall make its goods, services, and facilities accessible to people with disabilities and shall verify compliance with the Americans with Disabilities Act.
- d. If applicable, Contractor will send to each labor union or representative of workers with whom Contractor has a collective bargaining agreement or contract or understanding, a notice advising the labor union or workers' representative of Contractor's commitments under this nondiscrimination clause and shall post copies of the notice in conspicuous places available to employees

and applicants for employment.

- e. Contractor shall submit information concerning the ownership and workforce composition of Contractor's firm as well as its sub Contractors and suppliers, by completing **Exhibit B, Exit Report and Affidavit**, attached and incorporated herein and made a part of this Agreement.
- f. All affirmative action efforts of Contractors are subject to tracking by the City. This information or data shall be used for statistical purposes only. All Contractors are required to provide data regarding the make-up of their sub Contractors and agents who will perform City contracts, including the race and gender of each employee and/or Contractor and his or her job title or function and the methodology used by Contractor to hire and/or contract with the individual or entity in question.
- g. In the recruitment of sub Contractors, the City of Richmond requires all Contractors to undertake nondiscriminatory and equal outreach efforts, which include outreach to minorities and women-owned businesses as well as other segments of Richmond's business community. The Contract Compliance Specialist will track the City's MBE/WBE utilization to ensure the absence of unlawful discrimination on the basis of age, marital status, religion, gender, sexual preference, race, creed, color, national origin, or disability
- h. In the use of such recruitment, hiring and retention of employees or sub Contractors, the City of Richmond requires all Contractors to undertake nondiscriminatory and equal outreach efforts which include outreach to minorities and women as well as other segments of Richmond's business community.

11. Proposer's Qualifications

Proposer represents that it has the qualifications and skills necessary to perform the services described in this RFP in a competent and professional manner without the advice or direction of the City. Proposer will perform services in accordance with the generally accepted principles and practices applicable to Proposer's trade or profession. The Proposer warrants that it will provide properly licensed, registered, and/or certified employees, subcontractors and agents as may be required under any applicable federal, state and local laws, statutes, ordinances, rules and regulations relating to Proposer's performance of the services described in this RFP. Proposer will have complete and sole discretion for the manner in which the work described in this RFP is performed.

12. The following City staff are available to answer questions regarding this RFP. All inquiries should be made via e-mail for tracking purposes:

RFP and Project  
Related issues: Scott Dickey, City Attorney  
Office of the City Attorney  
scott\_dickey@ci.richmond.ca.us

LaShonda Wilson, Management Analyst  
Office of the City Manager  
lashonda\_wilson@ci.richmond.ca.us

LBE/SLBE: Gina M. Baker  
Contract Compliance Specialist  
gbaker@richmondworks.org

Insurance Requirements: Robyn Kain  
Risk Management  
robyn\_kain@ci.richmond.ca.us

13. All responses to the RFP become the property of the City.
14. The RFP does not commit the City to award a contract or to pay any cost incurred in the preparation of the proposal.
15. The City reserves the sole right to evaluate each proposal and to accept or reject any or all proposals received as a result of the RFP process.
16. The City reserves the unqualified right to modify, suspend, or terminate at its sole discretion any and all aspects of the RFP and/or RFP process, to obtain further information from any and all proposers and to waive any defects as to form or content of the RFP or any responses by any proposer.
17. The City may require a service provider to participate in negotiations and submit technical information or other revisions to the service provider's qualifications as may result from negotiations.
18. Once a final award is made, all RFP responses and all attachments, exhibits and addendums, etc., except confidential financial and proprietary information specifically designated as such by the proposer, become a matter of public record and shall be regarded by the City as public records. The City shall not in any way be liable or responsible for the disclosure of any such records or portions thereof if the disclosure is made pursuant to a request under the Public Records Act or the City of Richmond Public Information Ordinance.



19. The Fair Political Practices Act and/or California Government Code Section 1090, among other statutes and regulations may prohibit the City from contracting with a service provider if the service provider or an employee, officer or director of the service providers' firm, or any immediate family of the preceding, or any sub Contractor or contractor of the service provider, is serving as a public official, elected official, employee, board or commission member of the City who will award or influence the awarding of the contract or otherwise participate in the making of the contract. The making of a contract includes actions that are preliminary or preparatory to the selection of a Contractor such as, but not limited to, involvement in the reasoning, planning and/or drafting of solicitations for bids and RFPs, feasibility studies, master plans or preliminary discussions or negotiations.

## **B. SUBMITTAL REQUIREMENTS**

**Six (6) copies** of the proposal are due at the Office of the City Manager **no later than Wednesday, December 7, 2011 at 12:00pm.** Proposals shall be submitted in a sealed envelop clearly marked City of Richmond Municipal Identification Proposal and addressed to:

Ms. LaShonda Wilson  
Office of the City Manager  
City of Richmond, City Hall  
450 Civic Center Plaza  
Richmond, CA 94804

Your proposal may be hand delivered or sent via overnight mail, US Mail or Common Carrier. Postmarks do not apply for meeting this deadline. It is the responsibility of the proposer to ensure that the mailed package will be delivered by the deadline. Proposals will not be accepted by fax or email. All proposals submitted via US Mail or Common Carrier must be delivered in a sealed package. The package must reference the project name, as well as the submittal date, time and location of the proposal on the outside of the package or the documents **may not be** accepted.

Proposals arriving after the specified date and time will not be considered, nor will late proposals be opened. Proposers assume responsibility for timely submission of its proposal.

## **C. REQUIRED PROPOSAL ELEMENTS AND FORMAT**

### **1. Transmittal Letter**

- a. Addressed to **Ms. LaShonda Wilson**, signed by an officer of the proposer. In case of joint venture or other joint-prime relationship, an officer of each venture partner shall sign.

2. Proposer

- a. In response to this RFP, the proposer shall be a(n):
- ID cards technology and system provider
  - Stored value or prepaid card system provider
  - Bank/Financial institution
- b. Sub Contractors: list addresses, telephone numbers and areas of expertise of each. Briefly describe the project responsibility of each team member. Identify which contractors are MBE, WBE, Local Business Enterprises (LBE) and Small Local Business Enterprise (SLBE). Additionally, for LBEs/SLBEs, submit a copy of current business license and date established in Richmond.

3. Project Personnel

- a. Prime(s): Provide a detailed resume of the proposed principal-in-charge, lead Artist, and the project manager(s). The Project Manager(s) shall be a full-time employee of the prime(s). Clearly identify experience. The Proposer shall be a professional currently licensed in the State of California. DO NOT SUBMIT OTHER RESUMES.
- b. Sub-Contractors: Provide a detailed resume of the proposed project manager, who shall be a full-time employee of each sub-contractor for this project. Clearly identify relevant experience. He/she shall be a professional currently licensed in the State of California, if applicable. DO NOT SUBMIT OTHER RESUMES.

4. Scope of Service

- a. Include the Scope of Service per directions in Section III of this RFP.

5. Relevant Experience

Please address the items below with examples if applicable. If the proposer has worked together collaboratively, please include a description of this work.

- a. Describe experience in providing the necessary services and project management of at least three (3) projects similar in size and scope to this project.
- b. Describe experience and qualifications for proposed services include, but are not limited to the following:

- (i) Providing a service for perform intake processing, verification, and distribution of a secured municipal identification card with required service capacity as listed in the Scope of Services section with or without the stored value/prepaid card component
- (ii) Providing the stored value/prepaid card component to the Municipal ID card holders as listed in the Scope of Services section
- c. Describe experience and ability to work effectively with City staff, community groups, and other stakeholders, and addressing the various interests in developing a successful project.

5. Project Approach, Organization and Implementation

- a. Present your concept of the approach and organization required for this project. Indicate your understanding of the critical project elements, and what special approaches your team will feature to control these elements.
- b. Describe how you intend to interface with City staff and the community.
- c. Describe your experience and approach to training law enforcement officers and any other City or County department with a need to verify the authenticity of the Municipal Identification Cards, regarding all security features of the card, so that cards may be authenticated easily, and department members may access the database information regarding the user.
- d. Demonstrate how you will provide access to cardholder information in a way that allows law enforcement dispatchers to substantiate the identity of the cardholder when requested by police officers in the field.
- e. Explain how you will train users in the use of the pre-paid debit card function and how the trainings will be adapted to the particular concerns of residents, law enforcement officers, city administrators, and merchants.
- f. Describe your ability to comply, at a minimum, with the requirements of Section 326 of the USA PATRIOT Act (Pub. L. 107-56), and the federal regulations promulgated pursuant to that section, and pursuant to the Bank Protection Act of 1968 (12 Code Fed. Regs. 326).

6. References

- a. Primes(s): Three business related references, giving name, company, address, telephone number and business relationship.
- b. Proposed Project Manager(s): Two business related references, giving name, company, address, telephone number and business relationship to project manager.

7. Hourly Billing Rates
  - a. Provide a complete list of all staff hourly rates by category, i.e., Principal, Project Manager, Project Professional, Technician, Clerical, etc. Hourly rates shall be all-inclusive, i.e., base salary, fringe benefits, overhead, profit, etc.
8. Required Exhibits - Please see listing of required documents under Section VIII of the Table of Contents. Submit all of the required documents with your proposal.

Exhibit A - Declaration of Compliance Living Wage Ordinance

Exhibit B - Local & Small Local Business Enterprise Exit Report & Affidavit

Exhibit C - Compliance Commitment Agreement

Exhibit D - Affidavit of Non-Disciplinary or Investigatory Action

#### **D. REJECTION OF PROPOSAL ELEMENTS**

The City reserves the right to reject any or all proposals, whether or not minimum qualifications are met, and to at any point modify RFP and project requirements, and to postpone, or cancel the RFP without liability, obligation, or commitment to any party, firm, or organization. In addition, the City reserves the right to request and obtain additional information from any candidate submitting a proposal. **Furthermore, there is a RISK OF PROPOSALS BEING REJECTED for any of the following reasons:**

1. Proposal received after designated time and date.
2. Proposal not in compliance with the City of Richmond Local/Small Local Business Enterprise Program.
3. Proposal not containing the required elements, exhibits, nor organized in the required format.
4. Proposal considered not fully responsive to this RFP.
5. Proposal contains excess or extraneous material not called for in the RFP.

#### **V. EVALUATION PROCESS (Suggested format only)**

##### **A. EVALUATION OF PROPOSALS**

The City has allocated approximately fifteen (15) working days for review of the proposals. The following specific criteria and the points for each criterion, for a total of 100 points, may be used in evaluating and rating the proposals:

1. RELEVANT EXPERIENCE (25 points)
  - a. Past, recently completed, or on-going projects that will substantiate experience.

- b. Experience on at least three (3) projects providing services similar to those described in this RFP.
- c. Prior experience and ability to work with City staff, community groups, and other stakeholders, and addressing the various interests in developing a successful project.
- d. Respondents must provide sufficient information for City to conduct due diligence/background checks on the proposed provider.

2. QUALIFICATIONS (10 points)

- a. Professional background and qualifications of team members and firms comprising the team.

3. ORGANIZATION (20 points)

- a. Current workload.
- b. Available staff.
- c. Resources.
- d. Capacity and flexibility to meet schedules, including any unexpected work.
- e. Ability to perform on short notice and under time constraints.
- f. Cost control procedures in design and construction.
- g. Ability to perform numerous projects at the same time.

4. APPROACH & SCOPE OF SERVICES (30 points)

- a. Understanding of the nature and extent of the services required.
- b. A specific outline of how the work will be performed.
- c. Awareness of potential problems and providing possible solutions.
- d. Special resources the team offers that are relevant to the successful completion of the project.

5. LOCAL AND SMALL LOCAL CERTIFIED BUSINESS PARTICIPATION (5 Points)

6. OTHER FACTORS (10 points)

- a. Presentation, completeness, clarity, organization, and responsiveness of proposal.

**B. INTERVIEW OF SHORT-LISTED PROPOSER**

1. The City may select proposers to participate in an interview. The selected proposer will be notified in writing, and will be required to submit a detailed work scope, work schedule, and labor distribution spreadsheet (estimated hours by task by staff) before the interview. The City hopes to schedule and conduct interviews within five (5) working days of notification.

2. The interviews may last approximately 60 minutes, with the time allocated equally between the team's presentation and a question-and-answer period. The proposer should be prepared to discuss at the interview their specific experience providing services similar to those described in the RFP, project approach, estimated work effort, available resources, and other pertinent areas that would distinguish them. Interviews will be held at a City of Richmond office (exact location to be determined).

3. Overall Rating Criteria: The following specific criteria and the points for each criterion, for a total of 100 points, may be used in evaluating and rating the short-listed firms:

- a. Presentation: 40 points

Scoring criteria is similar to that of the proposal criteria.

- Relevant Experience
- Qualifications.
- Organization.
- Approach.
- Other Factors

- b. Request for Proposal Submittal: 25 points

Total points from the initial review of the Proposals will be allocated proportionally based on a maximum allowance of 25 points.

- c. Interview / Questions: 35 points

## **V I. SELECTION PROCESS**

### **A. CONTRACT NEGOTIATIONS**

1. The completion of the interview process will result in the proposers being numerically ranked. City staff will utilize the scores/rankings to determine which team will be invited to participate in contract negotiations. Should the City and the team selected not be able to reach an agreement as to contract terms within a reasonable timeframe, the City may terminate the negotiations and begin negotiations with the team that is next in line, and proceed down the list as necessary until an agreement is reached or the list is exhausted.
2. If applicable, the contract amount (including reimbursables) shall be a not-to-exceed amount, to be established based upon a mutually agreeable Scope of Services and if applicable, fee schedule.
3. If applicable, the City will withhold the final 10% of contract amount pending successful completion of work.

### **B. CONTRACT AWARD**

1. Upon successful completion of the negotiations, a request by City staff to the City Council will be made to authorize the award of the contract to the selected team.
2. A City of Richmond professional services contract is included in this RFP as **Attachment C**. The selected team will be required to enter into a contract with the same terms and conditions. The City will not make any modifications to its standard contract terms and provisions.
3. Upon authorization to award the contract by the City Council and execution of the contract and completion and submission of required schedules and other documents, the City will issue a Notice to Proceed.
4. The selected team and its other members will be required to maintain auditable records, documents, and papers for inspection by authorized local, state and federal representatives. Therefore, the team and its other members may be required to undergo an evaluation to demonstrate that the team uses recognized accounting and financial procedures.

**END OF RFP**