



Agency Rpt

26

SACRAMENTO HOUSING AND REDEVELOPMENT AGENCY

APPROVED
SACRAMENTO HOUSING AUTHORITY
CITY OF SACRAMENTO

March 23, 1983

Redevelopment Agency of the
City of Sacramento

APPROVED
SACRAMENTO REDEVELOPMENT AGENCY
CITY OF SACRAMENTO

CITY MANAGER'S OFFICE

RECEIVED
APR 12 1983

and

Housing Authority of the
City of Sacramento
Sacramento, California

APR 19 1983

Honorable Members in Session:

SUBJECT: Policy for Selection and Retention of Consultants for Agency Projects

SUMMARY

The attached resolution regards adoption of the "Sacramento Housing and Redevelopment Agency Selection and Retention Policy for Consultants". This policy will supersede all previous selection and/or retention policies.

BACKGROUND

In the past, the Agency has used the City Retention Policy adopted by the City Council on February 26, 1980, for Agency projects.

Agency staff has written a new policy for selection and retention of consultants, which is attached as Exhibit "A". To develop this policy, staff researched the procedure for selection by both the City of Sacramento, County of Sacramento, Sacramento Area Council of Governments, and Sacramento Employment and Training Agency.

The action proposed in this staff report approves and establishes a selection procedure for consultants required by the Agency.

The major changes incorporated in the proposed policy procedure, as compared to the current policy, are:

1. Inclusion of more detailed, specific procedures;
2. Utilization of the selection procedure to develop a ranked list from which will be drawn consultants on an as-is needed basis;

4-19-83

All Districts

SACRAMENTO HOUSING AND REDEVELOPMENT AGENCY

Redevelopment Agency of the
City of Sacramento

and

Housing Authority of the
City of Sacramento

Page two

- 3. This procedure was developed to accommodate the selection of all consultants, as opposed to specialized consultants, i.e., engineering consultant, architectural consultant, etc..

Therefore, based on the above, the proposed policy procedure is recommended for approval and establishment by SHRA.

FINANCIAL DATA

There is no financial implication with the approval and establishment of this selection policy and procedure.

VOTE AND RECOMMENDATION OF COMMISSION

At its regular meeting of April 4, 1983, the Sacramento Housing and Redevelopment Commission adopted a motion recommending adoption of the attached resolution. The votes were as follows:

AYES: Hall, Luevano, Miller, Ose, Pettit, Teramoto,
Vargas, Walton
NOES: None

ABSENT: Angelides

RECOMMENDATION

The staff recommends adoption of the attached resolution approving and establishing the new "Policy for Selection and Retention of Consultants for Agency Projects".

Respectfully submitted,

William H. Edgar
WILLIAM H. EDGAR
Executive Director

TRANSMITTAL TO COUNCIL:

Walter J. Slipe
WALTER J. SLIPE
City Manager

26

RESOLUTION NO. 83-020

ADOPTED BY THE HOUSING AUTHORITY OF THE CITY OF SACRAMENTO

ON DATE OF

April 19, 1983

APPROVING AND ESTABLISHING POLICY FOR SELECTION AND RETENTION OF CONSULTANTS

BE IT RESOLVED BY THE HOUSING AUTHORITY OF THE CITY OF SACRAMENTO:

Section 1. The Housing Authority hereby approves and establishes the policy for selection and retention of consultants for Authority projects, as outlined in Exhibit "A" attached hereto.

Section 2. This policy supersedes all previous selection and/or retention policies.

CHAIRMAN

ATTEST:

SECRETARY

APPROVED SACRAMENTO HOUSING AUTHORITY CITY OF SACRAMENTO

APR 19 1983

RESOLUTION NO. 83-034

ADOPTED BY THE REDEVELOPMENT AGENCY OF THE CITY OF SACRAMENTO
ON DATE OF

April 19, 1983

APPROVING AND ESTABLISHING POLICY
FOR SELECTION AND RETENTION OF CONSULTANTS

BE IT RESOLVED BY THE REDEVELOPMENT AGENCY OF THE CITY
OF SACRAMENTO:

Section 1. The Redevelopment Agency hereby approves
and establishes the policy for selection and retention of con-
sultants for Agency projects, as outlined in Exhibit "A"
attached hereto.

Section 2. This policy supersedes all previous selection
and/or retention policies.

CHAIRMAN

ATTEST:

SECRETARY

APPROVED
SACRAMENTO REDEVELOPMENT AGENCY
CITY OF SACRAMENTO

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APR 19 1983

SACRAMENTO HOUSING AND REDEVELOPMENT AGENCY

SELECTION AND RETENTION POLICY

FOR

CONSULTANTSPOLICY:

When services of architects, engineers, planners and other professional services are required, this Policy will serve as a guide in the selection and retention of consultants. The term "consultant" will be used in the same context as the terms "firm" and "individual". "Consultant" will apply to any person or firm selected by this procedure to provide a service to the Agency, except for exemptions specified in this report and services covered under the Agency's procurement policy and procedures.

PURPOSE:

The purpose of this Policy is to establish an open, fair, and competitive process for the selection of qualified, professional consultants to perform services for the Agency.

REQUIREMENTS:

Only fully qualified "consultants" will be considered for each project. The Agency will make every effort, insofar as practical, to give preferential considerations to qualified, Sacramento-based consultants; however, where unusual and/or highly specialized services are required, it may be necessary to go outside the local area. The Agency will attempt to distribute available work assignments among the local, qualified consultants.

SELECTION CRITERIA:

When professional consultant compensation is less than \$10,000, the selection of a consultant will be by the respective department head and recommended to the Executive Director for selection and direct retention of the professional consultant by a formal agreement.

When professional consultant compensation is more than \$10,000 the selection procedure will be utilized with the specific consultant being recommended by the respective department head and approved by the Executive Director.

In the case where a list is established, the selection of the professional consultant will be from that list. The selection recommendation will be forwarded for Commission action, for

approval of the selection and authorization for the Executive Director to enter into an agreement for the specific project.

TYPES OF SELECTION:

A) Established List

Once a year, in accordance to the approved Budget, a forecast will be made of the types and numbers of professional-consultant contracts likely to be required by the Agency. As a result of this assessment, a list of qualified consultants will be established through a one-time selection process in advance of actual need.

The list of qualified consultants will be ranked. As required, consultants will then be drawn from this list.

B) Individual Selection "As Needed"

From time to time there may be a need to hire a consultant that was not planned for in the budget. In this instance the selection procedure will be executed on an "as needed" basis.

SELECTION PROCEDURE - EXEMPTION:

Operational services, such as those listed below, will be exempt from the above selection process:

1. Engineering:

- a. Aerials
- b. Drafting
- c. Surveys
- d. Topography
- e. Noise Survey

2. Testing:

- a. Soils, foundation, geographical analysis
- b. Water
- c. Air
- d. Materials

3. Inspection:

- a. Welding
- b. Concrete
- c. Soils
- d. Construction
- e. Miscellaneous

4. Other:

- a. Reports, Administrative Services
- b. Investigations
- c. Photography
- d. Data Processing
- e. Appraisals
- f. Archeological Structures

Exempt services shall be obtained by staff through an informal proposal procedure from two or more firms.

EQUAL EMPLOYMENT OPPORTUNITY AND SECTION 3 REQUIREMENTS:

The Agency will adhere to the provisions of Federal Executive Order 11246 relating to Equal Employment Opportunity.

Consultants will not be hired by the Agency if it is determined that their hiring or business practices violate the provisions of Executive Order 11246.

The Agency will follow the Section 3 requirements of the Housing and Community Development Act of 1960 on Federally funded projects.

SELECTION PROCEDURE

for

CONSULTANT

Determination:

In cases where (1) the work is particularly complex, (2) when the project is of sufficient size, or (3) when the professional consultant compensation is estimated to be more than \$10,000, this selection procedure will be followed.

The type and scope of services and the budget item will be identified. It should also be determined if a list will be established or if it is a one-time project. If a list is to be established, the scope of services will be in a general format rather than a specific one.

If it is determined, with the consensus of the Executive Director, an RFP would not be cost effective or practical, the reasons for not using an RFP will be clearly documented.

Listing of Consultants:

The Administration Division of the Community Development Department (CDD) will maintain an Agency-wide master file of names and brochures of professional consultants that have expressed interest in doing work for the Agency. The files are to be divided into local and out-of-town by general firms by general category and are to be updated for the selection procedure.

For unusual and/or highly specialized services, additional firms may be solicited via a communique to professional associations and organizations in California asking each to communicate with its membership that the Agency intends to utilize private professionals for a select project.

In addition, qualification statements from consultants may be solicited by advertisements in newspapers and/or technical publications for future RFP's, if the need arises.

Pre-Selection List:

A Pre-Selection List will be developed from the files for each project and RFP process utilizing some of the following considerations:

1. The nature of the specific project under consideration;

2. The qualifications of the consultant. Determine if professional registration is required;
3. The experience of the consultant in general or in similar types of projects. The adequacy of work successfully completed; and/or
4. The past relationship of the Agency with the consultant under consideration.

Selection Committee:

A Selection Committee will be established consisting of a minimum of four (4) members, and tailored to the specific project needs. The Project Coordinator in charge of the project will brief the Committee on the criteria and nature of the project. The Committee will review the proposal, attend the pre-proposal meeting, evaluate the proposals submitted, and attend the interviews. For consistency, the initial Committee Members will participate through the entire selection process.

The Committee will be composed of:

1. Project Coordinator --the person in charge of the project;
2. Sacramento Housing and Redevelopment Commission Member;
3. Division Chief -- if the Division Chief is in charge of the project, his assistant should also be included; and,
4. A member(s) outside or within the Agency, defined as one or more of the following as appropriate:
 - a. A member of an advisory committee to the Commission, such as the Project Area Committee (PAC);
 - b. A member from the public agency jointly developing or funding the project;
 - c. A member of a specifically aligned interest committee, profession or group such as art, history, etc,;
 - d. A member from a Public Agency with experience similar to the project(s);
 - e. A professional member from the Agency, i.e., Engineer, Architect or other; and,
 - f. Any other person designated by the Agency.

Each member will be invited verbally and confirmed in writing to serve in the selection process.

Form and Content of RFP:

The preparation of the RFP is the most important step in the selection procedure. The purpose of an RFP is to elicit

proposals from suitable candidates. Therefore, the proposal will be detailed to engage the interest of the consultant and to determine qualifications to perform the service.

In general terms, the RFP will describe the tasks, schedules, and intermediate products which are expected. The description of work will be as unambiguous as possible so that comparison of proposals based upon it, is possible. The focus will usually be on types of activities and results expected so as to allow some creativity in design of an approach.

The following item should be considered as a guide in the development of an RFP, not all of the aims need to be in every RFP, e.g. an RFP for a planning firm will be different in some ways from that of a community based organization.

1. Introduction: This section describes the (a) Agency, (b) the responsibilities of the department/division issuing the RFP, and (c) the purpose of the RFP. Describe the project or program for which the consultant is required. Give the current status of the project. State briefly the nature of the consulting assistance being sought. The introduction will state the amount budgeted (unless undesirable to do so), and it will include the date the proposal is due.
2. Background: The RFP will explain the events which have taken place that have made the project acceptable.
3. Problem Statement: Include the problem to be resolved or issue to be addressed.
4. Objectives: The objectives will be clearly set forth in quantifiable terms in order to facilitate evaluation of the contractual effort. Further, the consultants will be advised whether this RFP is to establish a list for future projects or for a specific project.
5. Statement of Work: This is the most crucial section of the RFP. The proposal which is selected will provide the foundation for the contract. The proposal will set forth in detail and specifically that which is to be accomplished (e.g. plans and specifications, Redevelopment plan, manual, seminar, etc.). The statement of work is crucial to the RFP because it provides the respondents with the important starting point for preparing their proposal.
6. Schedule and Other Information: The proposal will indicate the final date and time of acceptance of the RFP, the required number of copies, the location where RFP is to be turned in and the contact person, telephone number, for additional information.
7. Other Information:
 - a. Consultants capacity and availability to deliver the professional service requested above.
 - b. Consultant's management and personnel structure indicating to whom project responsibility will be assigned and what staff is available and their role.
 - c. Consultant's experience in similar type projects

stating location, work performed, estimated cost and actual cost and the length of time for completion of the work.

d. List references including addresses and telephone numbers, name of owners and/or owner's representative, and contractors involved in the project.

e. List consultant's and projected percentage of his project involvement, his experience and expertise with similar projects and his capacity and availability to deliver consultant services.

f. Affirmative action plan.

g. Form of proposal. If it is determined to receive proposals in a consistent manner and/or format, the outline of the proposal will be included in the RFP.

Advertise RFP. The Agency will send a letter for Request for Proposal to all consultants from the pre-selection list. In addition, Agency will advertize the RFP in local newspapers of general circulation, including minority newspapers, as well as technical publications, as needed.

Pre-Proposal Conference. If a pre-proposal conference is deemed justified by the department head, it will be announced in the RFP including time, place and date. All Committee Members will be invited and encouraged to attend. This is an information meeting giving consultants a chance to ask additional questions and clarification of the process, product needed, etc. The pre-proposal conference should be held in advance of the due date to allow for changes in proposals as needed.

Evaluation of Proposals. The Selection Committee will evaluate proposal individually for its responsiveness to the RFP and the evaluation criteria established for Consultant Selection. Portion A of the attached evaluation form shall be used for evaluation of proposals. After individual review, the Committee will meet to arrive at a recommendation of consultants to be interviewed. The evaluation panel's analysis of proposals will be documented and filed.

Evaluation by Interviews. Based upon the recommendation of the Committee's proposal evaluation, consultants will be notified of the time of interview. The Committee will use the evaluation criteria established in the RFP (see Section B of the attached evaluation form).

The Consultant will be advised of the type of presentation expected, i.e., oral, visual, or in any format of his choosing. Each consultant will be evaluated immediately on conclusion of his interview.

The Project Coordinator will use the evaluation criteria and ranking by committee members for both the proposal and interviews to rank the consultants and certify the selection.

Evaluation Criteria. The Consultants will be rated and judged on the "Consultant Evaluation Form", attached hereto as Attachment "A" as it relates to the proposal project. In general, consideration will be given to materials submitted only insofar as it applies to the project. Proposals containing excessive materials will be reviewed for applicable data only. Consideration will be given to the proposal that recognizes the Agency's needs and addresses itself towards providing services to accomplish Agency's stated goals.

Following are the category headings which appear upon the evaluation sheet, along with some of the factors to consider under each heading:

- A. Proposal Evaluation
 - 1. Expertise and Capability of Principal Consultant
 - a. Design Approach (if stated and applicable)
 - b. Prior Research and Study
 - c. Innovative Concepts
 - 2. Qualification of Personnel/Other Team Members
 - a. Background
 - b. Relevant Experience
 - c. Demonstrated or Expressed Interest
 - 3. Prior Similar Projects
 - a. Quantity and Scope (verify similarity)
 - b. Success of Prior Projects
 - 4. Product or Services Rendered
 - a. Unique Characteristics or Approaches
 - b. Within Budget or Provides Satisfactory Evidence and Justification Why Over Budget
 - c. Overall Cost Effectiveness of Proposal
 - d. Cost per Unit and Administrative Reasonable Cost
 - 5. Affirmative Action
 - 6. Other
To be used and detailed by staff to fit particular situation.
- B. Interview Evaluation
 - 1. Ability to Communicate
 - a. Directness of Response to RFP
 - b. Oral Presentation, clarity and logical thought process
 - 2. Design Ability (if applicable)
 - a. Established Style
 - b. Recognition, Awards, Publications
 - 3. Response to Problem and Local Needs
 - 4. Sensitivity to Community
 - 5. Other (specify as needed)

The attached evaluation sheet assumes that all the criteria are of equal weight. If there is a need to give additional weight to a particular criteria because of special program requirements, then the weighing system will be clearly spelled out in the RFP and adhered to during the evaluation process.

Scoring System: All Selection Committees will use the following scoring system. All Committee Members will use the values "1" to "5". When the total weighted evaluation is determined, the consultants on the list will be ranked in the order from one (1), for the consultant with the most points, followed numerically (2, 3, 4, etc.) for the consultants with lesser points. Then, the Project Coordinator will add up all ranked points from the Committee Members and the consultant with the least total ranked points from the interview and proposal will be ranked number one (1) followed numerically to the following consultants with increasing total ranked points.

Selection: Based upon the evaluation criteria and certification process, the consultants will be advised by letter of their ranked standing.

The Division Chief and Project Coordinator will choose the top ranked consultant for finalization of work scope, fees and time schedule. If applicable, the references of the consultant will be checked.

If the selection procedure is for a one-time project, and if the negotiations fail with the first ranked consultant, the following consultant on the list shall be invited for negotiations.

If the selection procedure has established a list of consultants, and if negotiations fail with the first ranked consultant, the first ranked consultant will remain in that position on a waiver and the next ranked consultant will be invited for negotiations. This same procedure will be repeated until an agreement is concluded. After a consultant has received two waivers, the firm will be placed on the bottom of the list.

Attached as Attachment "B" is a time schedule of the selection procedure for consultants.

SACRAMENTO HOUSING AND REDEVELOPMENT AGENCY

CONSULTANT EVALUATION FORM

Scoring System:

- 1 = Poor
- 2 = Fair
- 3 = Average
- 4 = Very Good
- 5 = Excellent

Date: _____

CONSULTANT

A. PROPOSAL EVALUATION																				
1.	Expertise & Capability of Principal Consultant																			
2.	Qualifications of Personnel																			
3.	Prior Similar Projects																			
4.	Cost Effect/Uniqueness of Product/Service																			
5.	Affirmative Action																			
6.	Other:																			
7.																				
8.																				
9.																				
10.	TOTAL SCORE																			
11.	INITIAL RANKING (Highest Score = No. 1 ranking)																			
B. INTERVIEW EVALUATION																				
1.	Ability to Communicate																			
2.	Design Ability (if applicable)																			
3.	Response to Problem & Needs																			
4.	Sensitivity to Community																			
5.	Other:																			
6.																				
7.	TOTAL SCORE																			
8.	RANKING (Highest Scores = No. 1 Ranking)																			
TOTAL RANKED SCORES (Add Col. A.11 & B.8)																				
FINAL RANKING (Lowest Number = No. 1)																				

SCHEDULE - SELECTION PROCEDURE FOR CONSULTANTS

WEEKS ➔	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
A DETERMINE SERVICES	█															
B ESTABLISH PRE-SELECTION LIST	█	█														
1 Community Development Masterfile	█															
2 Inquires to Professional Associations & Organizations	█															
3 Telephone Book	█															
4 SOLICIT qualification Statements (note if this step is required entire procedure that follows may be extended two weeks)	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
C SELECTION COMMITTEE																
1 Commissioner and others invited		█	█													
2 Send Invitation Letter			█													
3 Brief Selection Committee				█	█											
D PREPARE RFP					█	█	█	█	█	█	█	█	█	█	█	█
E MAIL, ADVERTISE & RETURN RFP																
1 Mail RFP					█	█										
2 Advertise in Newspaper					█	█										
F PROPOSAL MEETING																
G EVALUATION OF RFP BY SELECTION COMMITTEE																
1 RFP Collected and Mailed to each Committee Meeting								█	█							
2 Evaluation by Committee								█	█							
3 Meeting to Choose Consultants for Interview									█	█						
4 Establish Set of Questions for Interview									█	█						
H INTERVIEW PROCESS																
1 Schedule Interviews																
2 Send Letters to Firms																
3 Send Letter to Committee																
4 Send Letters to Firms Not Selected																
5 Select Consultant																
I SELECTION PROCESS																
1 Send Letters to Consultant of Selection																
2 Send Thank-you Letter to Committee																
3 Negotiate Contract with Top Ranked Firm: Fee, Time Schedule, Work Scope																
4 Finalize Contract																
J AUTHORIZATION																
1 Proposal Fee Over \$10,000																
2 Write Staff Report to Commission																
3 Approval of Consultant Selected & Authorization to Execute Contract																