REQUEST FOR PROPOSALS

CAPITAL CAMPAIGN FUNDRAISING CONSULTANT FOR THE CITY OF SOUTH SAN FRANCISCO'S NEW LIBRARY/COMMUNITY CENTER – PLANNING STUDY, CAMPAIGN PLAN AND FUNDRAISING

Introduction

The City of South San Francisco requests proposals from fundraising consultants interested in planning and managing a capital campaign project to raise funds in support of the building of a shared new Main Library/Community Center as part of the larger Community Civic Campus Project. The new Library/Community Center is a shared facility between the City of South San Francisco's Library Department and Parks and Recreation Department. Estimated Library/Community Center project costs are $84.2 million, with approximately $10 million needed from private donations to fulfill community goals of an engaging and flexible literacy, learning and wellness center. Fundraising activity will occur from April 2018 through December 2022. Design, construction, and project closing phases are expected to occur from 2018 – 2022.

The Community Civic Campus Project

On November 3, 2015, South San Francisco residents approved Measure W, a half-cent transactions and use tax. The transaction and use tax went into effect on April 1, 2016.

The City intends to use revenue from the transaction and use tax to fund the construction of a proposed Community Civic Campus Project (Project). Feedback on site plan options and programming was solicited from the community for a proposed community civic campus on June 14, 2016 as part of the State of the City and Measure W Town Hall. With support and agreement from the community, the Project will include a new Police Station, a new Fire Station, and a shared Library and Parks and Recreation Community Center on an 8-acre site along South San Francisco's El Camino Real at Chestnut Avenue. A Master Architect for the project was selected by City Council, City of South San Francisco, on November 20, 2017; the City is negotiating the final contract and will bring to City Council for approval at the January 24, 2018 City Council meeting: SmithGroupJJR.

The Project would construct three buildings. A joint 92,000 square foot Library and Community Center would potentially include performing arts spaces, dance studios, multimedia exhibition areas, innovative technology learning centers and makerspaces, collaborative work, study and meeting spaces, classrooms, multi-use City Council Chambers, library collections, children's library, licensed preschool, a banquet hall with commercial kitchen, a public rooftop area and outdoor programming and fitness spaces. The second building on the El Camino/Chestnut site would house South San Francisco's Police Department, and the Information Technology (IT) Department. This approximately 44,000 square foot building will include police administration, operations, investigation and support services, and emergency dispatch, IT services, and bike and vehicle parking. A new 7,250 square foot Fire Station located across El Camino at Arroyo and Camaritas would include a drive through bay for fire engines, a turnout and decontamination area, office space, living quarters, a small patio, and parking spaces. More

information on the project can be found on the project's website: http://www.measurewssfcivic.com.

PURPOSE AND SCOPE

The City of South San Francisco is interested in retaining a fundraising consultant to provide fundraising services to the City and manage a multiyear Capital Campaign to raise money needed to finance a new state-of-the-art new Library and Community Center.

The City is seeking proposals from interested Fundraising Consultants that will provide the following services as two separate components:

- Proposal I: A campaign planning study and capital campaign plan; and
- Proposal II: Implementation of a multi-year fundraising campaign.

Upon review of proposals, the City may elect to enter into an agreement for one component, both components, or none of the components.

Proposal I – Campaign Planning Study and Capital Campaign Plan

Phase 1 - Conduct a Capital Campaign Planning Study (90-120 days) that includes:

- Determine realistic fundraising goals
- Identify specific fundraising goals and costs (i.e. technology learning center and makerspace, creative arts and performance spaces, children's story time theater, literacy tutoring center, early childhood and licensed preschool areas, etc.) linked to the Library's and Parks and Recreation's Strategic Plans
- Identify prospective major individual, corporate and foundation donors as well as grant and naming rights opportunities
- Work with the Library Foundation Board, Library and Parks and Recreation Friends groups, community leaders and City staff to organize a Capital Campaign Steering Committee and identify campaign messages and key prospects
- Conduct confidential interviews with potential lead donors and community leaders
- Coordinate fundraising goals and messaging with the Architect's project costs, scope and community meetings

  Assist in the development of a short promotional video to share with prospective donors

Phase 2 – Develop a Capital Campaign Plan (90-120 Days)

- In partnership with the Capital Campaign Steering Committee, develop a Capital Campaign plan, finalize fundraising goals and key fundraising messages for each year of the Project as part of a Capital Campaign calendar
- Work with the Director of Communications to develop collateral and promotional materials and utilization of social networking opportunities
- Train Foundation Board, volunteers (including Friends groups) and staff in campaign messaging and identifying potential donors
- Assist in development of a volunteer Campaign Group which may include members of the Capital Campaign Steering Committee

Proposal II – Implementation of a Multi-Year Fundraising Campaign

Phase 3 – Execute/Manage the Campaign

- Manage campaign prospect identification and evaluation; assist in the identification and securing of "lead gifts"
- Work with the Director of Communications in refinement of campaign materials
- Oversee prospect calls and follow-ups assisted by staff and volunteers
- Promote donor stewardship and cultivation
- Work with Library Foundation Board to identify potential campaign events
- Develop donor tracking and assist with donor recognition
- Work with the Director of Communications, Library Foundation Board and staff on the management of public information and a public relations plan

SCHEDULE

The City would like to conclude the fundraising study and plan by November 30, 2018, and, if the City elects to proceed with the implementation, conclude the fundraising campaign by December 2021. The preliminary schedule for the overall project is:

Consultant Selection:	March 15, 2018
Campaign Planning Study (Phase One):	Through June/July 2018
Campaign Plan (Phase Two):	Through September/October 2018
Campaign Launch and Execution (Phase Three):	Beginning October/November 2018 through December 2021

PROPOSAL FORMAT

The following information should be provided by all respondents. Each responding Consultant shall address the following items in their submittals in the order set forth. Please limit the total length of all proposals to 20 pages (not including staff resumes). Estimated price and terms for services should be provided separately, listing breakdown scope of services in a sealed envelope marked "Estimated Price & Terms for Services." Any cover letters, supporting materials, and required attachments will not be counted in this total. However, please limit additional materials to a reasonable amount. Please address the following areas in your response:

- Description of the firm: structure, areas of expertise, number of years in business, number of employees and other data that helps to characterize the firm, addresses of the main office and the office that will manage the project.
- Experience: Briefly describe a minimum of four, but no more than five projects for relevant public sector clients for whom you have performed similar work from 2008 - present to demonstrate experience relevant to the proposal. For each project listed, provide the name, address, and a contact name of the client's representative who can be contacted regarding your performance. Include the name of the lead firm in cases where you worked in partnership or in an auxiliary capacity. Please provide details on fundraising goals and success rates.

- Strategy: Describe your strategy for identifying and cultivating major donors for the Project. Submit a statement on why you believe your firm is best qualified to carry out the project. Explain how you support clients who do not have a large infrastructure in place for high level fundraising.
- Personnel: Provide professional resumes for the key people to be assigned. Include those of consultants and describe their relevant experience. Describe proposed responsibilities of key people. Identify the person who would be the primary contact point for the client. Provide an organizational chart of the project team.
- Volunteers: Provide a detailed explanation of how you would prepare volunteers for fundraising activities including pursuing donations on the local, neighborhood level, through connections with corporations and foundations.
- Progress reports: explain how and how often you will convey progress to City staff and the Library Foundation.
- Work Plan: Include a detailed work plan and timeline for all three identified phases. Provide a narrative description of how the firm proposes to execute the project.
- Costs: Please provide an itemized estimated price and terms for all of your services by Phase, separately listing a breakdown of the scope of services.

All responses should also address the following issues:

1. Describe your experience and success in grant writing and working with corporate foundations as part of capital campaign fundraising; be specific; provide suggestions for the SSF campaign.
2. Describe your experience and success using matching gift programs; be specific.
3. How familiar are you or your firm with the South San Francisco demographics? Describe any work you have done with an organization with similar demographics in the past.
4. Provide any vendor relationships you are proposing as part of this proposal.
5. What is your testing and support plan for campaign messaging and communications?
6. Identify possible alternatives for raising funds.
7. What role would staff, Library Foundation and the Friends groups need to take in the study and campaign?

CONSULTANT SELECTION

The following criteria will be used in evaluating responses:

- Relevant experience and quality of four – five similar projects, with references.
- Demonstrated experience and qualifications of individual(s) to be assigned to the campaign.
- Consultant's design approach to the project, including ability to meet a tight fundraising schedule.
- Firm's or individual's understanding of socio-economic communities and business sectors similar to South San Francisco.
- Campaign strategy's fit with South San Francisco's values and operations.

The City may or may not choose to conduct telephone, online or in person interviews.

Following proposal scoring, the top ranked firms or individuals, including the staff to be assigned to this campaign, will be expected to travel to South San Francisco at their own expense for an interview.

The City will negotiate with the top firm. The firm will be selected based on professional qualifications necessary for the satisfactory performance of the services required and demonstrated competence that includes a proven track record of performing similar work. The skill and ability of the entity performing the services is a key component of the selection criteria. Cost will be only one factor in determining the selection, and as such, the contract might not be awarded to the lowest responsible firm.

If successful negotiations cannot be achieved with the top firm, the City will review the applicants and may negotiate with additional top ranked firms. Once a consultant is selected, staff will make a recommendation to the City Council. Final selection of a Consultant shall be at the sole discretion of the City Council.

A copy of the City's Standard Consulting Agreement is attached. Consultants interested in proposing on this RFP should be prepared to enter into the agreement under the standard terms and should be able to provide the required insurance.

RFP RESPONSES AND DUE DATE

Proposals are due by 3:00 p.m. on Friday, February 16th. Proposals can be emailed to Deborah Gill at deborah.gill@ssf.net or via mail (without bindings, on 8 1/2 x11 paper) to:

Deborah Gill, Special Projects Manager
City Manager's Office
City of South San Francisco
400 Grand Avenue
South San Francisco, CA 94080

Submissions received by the City of South San Francisco after the above stated time will not be considered. For questions regarding this RFP, please contact Deborah Gill at (650) 829-6604, or via e-mail at deborah.gill@ssf.net. Tentative dates for consultant interviews are the week of February 26th, 2017.

GENERAL REQUIREMENTS

Consultants are advised to become familiar with all conditions, instructions, and specifications of this RFP. By submitting a proposal, Consultant represents and warrants that it has thoroughly examined and is familiar with work required under this RFP, that Consultant has conducted such additional investigation as it deems necessary and convenient, that Consultant is capable of providing the services requested by the City in a manner that meets the City's objectives and specifications as outlined in this RFP, and that Consultant has reviewed and inspected all materials submitted in response to this RFP. Once the consultant has been selected, a failure to

have read the conditions, instructions, and specifications herein shall not be cause to alter the contract or for Consultant to request additional compensation.

NON-DISCRIMINATION REQUIREMENT

By submitting a proposal, the Consultant represents that it and its subsidiaries do not and will not discriminate against any employee or applicant for employment on the basis of race, religion, sex, color, national origin, sexual orientation, ancestry, marital status, physical condition, pregnancy or pregnancy-related conditions, political affiliations or opinion, age, or medical condition.

CONDITIONS OF PROPOSAL ACCEPTANCE

This RFP does not commit the City to award a contract, to pay any costs incurred in the preparation of a proposal for this RFP, or to procure or contract for any services. The City reserves the right to: waive any minor irregularities or informalities contained within an RFP, and/or reject any or all proposals received as a result of this request, and negotiate with any qualified consultant, or to cancel the RFP in part or whole. All proposals and material submitted will become the property of the City of South San Francisco and will not be deemed confidential or proprietary. The City of South San Francisco reserves the right to award in whole or in part, by item or group of items, by section or geographic area, when such action serves the best interests of the City. The City and Consultant may agree to add additional areas to the contract by mutual agreement at a later date. The City may elect to stop work at any time in the contract and will pay for work completed to that point on a time and material basis.