



Item No. 14 Town of Atherton

CITY COUNCIL STAFF REPORT – REGULAR AGENDA

TO: HONORABLE MAYOR AND CITY COUNCIL

THROUGH: GEORGE RODERICKS, CITY MANAGER

FROM: STEPHANIE B. DAVIS, AICP PRINCIPAL PLANNER

DATE: APRIL 21, 2021

**SUBJECT: REQUEST FOR PROPOSAL (RFP) FOR A SUSTAINABILITY
COORDINATOR CONSULTANT**

RECOMMENDATION

It is recommended that the City Council review and authorize release of the attached Request for Proposal (RFP) for a Sustainability Coordinator consultant and provide direction to staff.

BACKGROUND

Currently, the Town's contract Planning Department provides support staffing to Town sustainability efforts, including providing staffing support to the Town's Environmental Programs Committee (EPC).

Sustainability efforts currently managed by staff include working with local residents, governmental agencies and/or private organizations in order to build a more sustainable future for Atherton. Initiatives working towards this goal include such things as community education and outreach on sustainable practices, providing a category of programs aimed at reducing the Town's carbon footprint and resource reduction, implementation of the adopted Climate Action Plan (CAP), as well as responding to any sustainability related regional and/or state proposals and legislation. This may include such tasks as reporting local, regional and/or state efforts to the Council, as well as preparing any related Atherton Municipal Code (AMC) or policy document amendments. Staff also regularly attends regional sustainability meetings sponsored by the Regional Climate Action Planning Suite (RICAPS) program; a collaboration of all cities in San Mateo County to meet their climate action plan goals.

The EPC is established and governed under City Council Resolution 2018-11, which outlines the Committee's principles, rules of procedures, powers and duties. The EPC provides the City Council with recommendations, outreach programs, and education on environmental issues facing the Town's natural and built environment. Acting in an advisory capacity, the EPC has the following powers and duties:

a. Upon request, make recommendations (programmatic and legislative) to the City Council on all matters pertaining to the Town's natural and built environment and the Town's regional role and responsibilities as one of the communities on the San Francisco Bay Peninsula.

b. Pursuant to established City Council programs and policy, assist staff in the creation of pro-active community engagement programs for residents, commercial and public enterprises active within the Town's jurisdiction.

Historically, the Town's EPC has been the primary body in creating and supporting an Earth Day event for the Town, as approved by the Council. An Earth Day event is not outside of the Committee's advisory role. Further, as an advisory Committee, the EPC would only be allowed funds allocated directly by the Council on a programmatic basis, with those funds disbursed through staff. With respect to the Climate Action Plan, the EPC assists staff when needed as staff implements CAP programs. The EPC can assist through public engagement at Committee meetings and/or other programs or activities consistent with the policy goals of the CAP. The EPC does not actively operate or govern specific programs or policies implemented as part of the CAP. Those responsibilities fall to staff. As programs under the CAP are developed, they are discussed by the EPC prior to any recommendation for approval by the City Council. Implemented programs may be monitored by the EPC for their effectiveness via regular reports by staff managing the program.

On January 20, 2021 the City Council had discussion regarding a part-time (up to 1,040 hours / year) sustainability coordinator consultant and directed staff to prepare a Request for Proposal (RFP).

On March 18, 2021, the EPC reviewed a draft RFP and provided the following recommendations to the City Council:

- That the qualifications section of the RFP be drafted to state that a Bachelor's degree is preferred and not required.
- Any additional edits / enhancements to the RFP should strive to try and promote the position and make it read more user friendly.
- That once a final RFP is approved and authorized for release, that beyond the standard distribution efforts, it is specifically sent to Stanford University Environmental Engineering Department, Menlo College, and relevant private companies/ organizations including, but not limited to Acterra and Menlo Spark.

ANALYSIS

Staff is seeking Council feedback on the draft RFP (Attachment 1) and authorization to release a final RFP.

The Sustainability Coordinator consultant is proposed as a part-time position approximately 1,040 hours per year and would work within the City Manager's Department. The initial contract term proposed in the draft RFP is one (1) year, renewable at the option of the Town for up to two additional two (2) year terms. The total term of the proposed contract is proposed to extend for five (5) years from award by the Town with the exercise of any additional extension of term to be at the sole discretion of the Town.

The draft RFP outlines specific tasks / duties with the Scope of Services which include all sustainability tasks currently supported by Planning Department staff, as well including flexibility to use the services of the consultant for other sustainability projects and responsibilities that current staff

resources may not have the staff time to address – which would be identified on an as-needed basis. Thus, in addition to the basic support for the environmental programs of the Town (support for projects and responsibilities of the EPC), the scope of services has been drafted so that any selected consultant would be able to address other sustainability issues, such as, but not limited to, public outreach, interface with Greenwaste Recovery/R3, public education, Green Infrastructure, Climate Action Plan, and support for green building resources.

The scoring criteria outlined in the draft RFP are as follows:

CRITERION	MAXIMUM NUMBER OF POINTS
Firm/Individual Information/Background	<i>10</i>
Key Personnel/Staff Qualifications	<i>10</i>
Experience/References	<i>10</i>
Quality of Work Plan Submitted	<i>30</i>
Cost Proposal	<i>40</i>
Total	<i>100</i>

The key milestones identified in the draft RFP are as follows:

- | | |
|-------------------------------------|---|
| April 23, 2021 | RFP available on Town of Atherton website and distributed to interested parties |
| May 7, 2021, 5:00 pm | Submission deadline for written questions |
| <i>May 21, 2021, 2:00 pm</i> | <i>Proposals due</i> |
| June 16, 2021 | Recommendation to City Council |

The goal would be to enter into a services agreement with the selected consultant so that they may begin work at beginning of the new Fiscal Year, July 1, 2021.

POLICY FOCUS

The Town Council discussion should focus on the desire to seek contractors for the proposed part-time Sustainability Coordinator consultant, identified scope of services as it relates to the Council’s vision for the Town’s actions and involvement in local and regional sustainability efforts and initiatives, the Town’s existing CAP and any future updates to the CAP, qualifications of preferred consultant, and/or any desired agreement terms.

FISCAL IMPACT

At the April 7, 2021 the City Council conducted a study session considering Fiscal Year 20 FY 2021/2022 General Fund and operations budget. This included a draft Administration budget which incorporates \$70,000 for a Sustainability Coordinator. The prior year Planning Department budget included an amount for sustainability support at \$52,500. The proposed Sustainability Coordinator contract represents a net increase of \$17,500.

PUBLIC NOTICE

Public notification was achieved by posting the agenda, with this agenda item being listed, at least 72 hours prior to the meeting in print and electronically. Notice was published in the Almanac on May 8, 2020. Information about the project is also disseminated via the Town’s electronic News Flash and Atherton Online. There are approximately 1,200 subscribers to the Town’s electronic News Flash publications. Subscribers include residents as well as stakeholders – to include, but be not limited to, media outlets, school districts, Menlo Park Fire District, service provides (water, power, and sewer), and regional elected officials.

COMMISSION/COMMITTEE FEEDBACK/REFERRAL

This item X has or has not been before a Town Committee or Commission.

- Audit/Finance Committee (meets every other month)
- Bicycle/Pedestrian Committee (meets as needed)
- Civic Center Advisory Committee (meets as needed)
- X Environmental Programs Committee – March 18, 2021
- Park and Recreation Committee (meets each month)
- Planning Commission (meets each month)
- Rail Committee (meets every other month)
- Transportation Committee (meets every other month)
- Tree Committee (meets each month)

ATTACHMENT

1. Draft Request for Proposal (RFP) Sustainability Coordinator Consultant

TOWN OF ATHERTON



REQUEST FOR PROPOSAL

**CONSULTANT POSITION
SUSTAINABILITY COORDINATOR
(Approximately 1,040 Hours/Year)**

**Site Address:
150 Watkins Avenue
Atherton, CA 94027**

Issued: April 23, 2021

Proposals Due by 2:00 pm on May 21, 2021

**Town of Atherton
Office of the City Clerk and City Manager
150 Watkins Avenue (Temporary Trailers)
Atherton, CA 94027**

Overview

The Town of Atherton (“Town”) is seeking proposals from qualified firms or individuals that have demonstrated expertise in the management, organization, oversight, and administration of sustainability programs and activities.

The purpose of this Request for Proposal (RFP) is to identify and select an experienced firm or individual to serve as the Town’s Sustainability Coordinator. The successful proposer will oversee, direct, and participate in all activities related to Town sustainability efforts, including development and administration of division policies, procedures, and services; budget administration and reporting; contract administration and program evaluation. This position will work within, and report to, the City Manager’s office.

The Scope of Work section further details required service and performance conditions.

The Qualifications section provides prerequisites for the application.

Background

The Town of Atherton, incorporated in 1923, is a small residential community, with approximately 7,000 residents. The Town extends from slightly west of the Bayshore Freeway (US 101) up to I-280 and is approximately 4.5 miles long and 1.5 miles wide. Its municipal neighbors include Menlo Park to the south, Woodside to the west and Redwood City to the north. Atherton provides services to its residents either directly or by working with other agencies and/or consultant services. It is through these partnerships that Atherton is able to provide high quality services that are economically efficient. The Town provides administrative services, police, building permits/inspections, planning, engineering/public works, City Clerk/election services, and finance. Fire services are provided by the Menlo Park Fire Protection District. Water services are provided by Cal Water. Sewer services are generally provided by West Bay Sanitary Services. Waste collection and processing is currently provided by Greenwaste Recovery.

The Town’s [Climate Action Plan \(CAP\)](#) was approved by the City Council in October 2016. The Town’s CAP serves as a guiding document to identify methods that the Town and community can implement to significantly reduce greenhouse gas (GHG) emissions and reduce the community’s carbon footprint. The Plan provides a comprehensive roadmap of programs that can be implemented to reduce emissions and increase sustainability. In 2017, the Council subsequently approved a prioritized list of the GHG reduction measures in the adopted CAP.

The Town has an [Environmental Programs Committee \(EPC\)](#). The EPC provides the City Council with recommendations related to outreach programs and education on environmental issues facing the Town’s natural and built environment. The EPC is comprised of five Atherton residents appointed by the City Council generally serving

terms of four years. One member of the City Council is appointed to serve as a liaison to the EPC. Acting in an advisory capacity, the EPC has the following powers and duties:

- a. Upon request, make recommendations (programmatic and legislative) to the City Council on all matters pertaining to the Town's natural and built environment and the Town's regional role and responsibilities as one of the communities on the San Francisco Bay Peninsula.*
- b. Pursuant to established City Council programs and policy, assist staff in the creation of pro-active community engagement programs for residents, commercial and public enterprises active within the Town's jurisdiction.*

Service Requirements

I. Scope of Services

The successful proposer will enter into a professional services agreement with the Town to serve as the Town's Sustainability Coordinator. It is anticipated that the scope of work will encompass no more than 1,040 hours of work over the course of each year. The Sustainability Coordinator should be an experienced, professional capable of independently performing the full range of duties in one or more specialized areas and serving as a subject matter expert in the assigned areas of environmental topics. The Sustainability Coordinator may provide supervision and leadership on a project basis to other professional, technical, support, consultant/contract and volunteer staff.

The selected firm or individual must have the resources and abilities to successfully include the following job functions. Management reserves the right to add, modify, change, or rescind the work assignments as may be determined necessary.

- a. Assumes responsibility for all environmental programs and activities related to a number of environmental areas, including such topics as greenhouse gas (GHG) emissions reduction, water and energy conservation, waste reduction and hazardous waste disposal, recycling, climate protection, and working with Town departments and the overall community to become more "green" and environmentally conscious and sustainable as identified by Town programs, policies and/or direction.
- b. Serve as the staff liaison to the Town's EPC. This includes, but is not limited to, attendance and leadership at bi-monthly (or more) EPC meetings, including the preparation and distribution of all meeting agenda and meeting materials.
- c. Working with any identified EPC appointed Ad-Hoc Subcommittee on specifically identified sustainability matters.
- d. Working with the EPC, City Council, Town staff and/or the community on the development, and subsequent implementation of, programs and/or policies implementing the adopted GHG reduction measures as identified in the Town's CAP.
- e. Working with the EPC on any updates to the Town's CAP.

ATTACHMENT 1

- f. Attendance at City Council public meetings in reporting and presenting any sustainability topics as recommended by the EPC or as identified by the City Manager's office. This includes preparation of all meeting materials, presentation of topics at such meetings, and answering any questions in these public meetings.
- g. Community outreach, education and future ordinance development pertaining to possible restrictions on the use of leaf blowers in Town.
- h. Leading and managing any Town-sponsored annual Earth Day event.
- i. Oversees developing, planning, creation and distributing identified community environmental education materials both digitally and hard copy in appropriate print and on-line media.
- j. Working with local residents, governmental agencies and/or private organizations in order to build a more sustainable future for Atherton.
- k. Development of initiatives working towards identified sustainability goals include such things as community education and outreach on sustainable practices, providing a category of programs aimed at reducing the Town's carbon footprint and resource reduction, and implementation of the adopted CAP.
- l. Conduct a variety of studies, needs assessments, surveys and research; identifies future environmental project and program needs.
- m. Responding to any sustainability related regional and/or state proposals and legislation on behalf of the Town, including but not limited to such tasks as reporting local, regional and/or state efforts to the City Council, preparing any related Atherton Municipal Code (AMC) or policy document amendments.
- n. Regular attendance of regional sustainability meetings sponsored by the Regional Climate Action Planning Suite (RICAPS) program or other identified governmental organizations, and reporting back to City Manager's office on relevancy to the Town and required follow up actions necessary.
- o. Attends and participates in any other professional group meetings and committees; stays abreast of new trends and innovations in the field of environmental programs; researches emerging products and enhancements and their applicability to Town needs.
- p. Develops and submits any Federal, State, and local environmental compliance reports and presentations.
- q. Coordinating the activities of the Department with those of other departments and outside.
- r. Other related sustainability tasks as identified by the City Manager's office or other Town Departments, including, but not limited to, public education and outreach, interface with Greenwaste Recovery/R3, Green Infrastructure, Climate Action Plan, and support for green building resources.

II. Contract Term

The Town intends to award a professional services contract with an initial term of one (1) year, renewable at the option of the Town for up to two additional two (2) year terms. The

total term of the proposed contract may extend for five (5) years from award by the Town. The exercise of any additional extension of term shall be at the sole discretion of the Town.

III. Compensation

Consultant shall provide a Not-to-Exceed Fee to perform the Scope of Services identified above. Consultant will also submit a schedule of hourly rates that will be charged to provide these or other services as required. The Town anticipates that the scope of services encompasses no more than 1,040 per year; however, additional services may be added by mutual agreement.

Compensation may be proposed at a fixed monthly fee or hourly rate.

The Town reserves the right to negotiate with the selected firm or individual on the rates and fees as submitted in the proposal to be effective for each renewal period. The Town acknowledges that full-time compensation at 2,080 hours per year for the above Scope of Services averages approximately \$140,000 per year for regional agencies of similar size. The Town is seeking consultant support at an estimated 1,040 hours per year and will budget accordingly.

Qualifications

The *Ideal Firm or Individual* will have the following qualifying skills/abilities:

- Experience in the field and/or a college degree in Public Administration, Business Administration, Public Policy, Environmental Science or a related field. A Bachelor's degree and/or Master's degree is preferred.
- Experience in the principles, practices, and techniques of conservation, source reduction, pollution prevention, energy efficiency, climate protection, recycling and other environmental issues in a public agency setting.
- Principles and practices of employee supervision, including work planning, assignment, review and evaluation, discipline, and the training of staff in work procedures.
- Interpret, apply, explain, and ensure compliance with applicable Federal, State and local policies, procedures, laws, regulations, and codes, relevant to assigned area of responsibility, including the California Environmental Quality Act (CEQA).
- Practices of researching environmental issues, evaluating alternatives, formulating findings, making sound recommendations, and preparing and presenting effective, technical staff reports, letters, and other written materials that are clear and concise.
- Make accurate mathematical and statistical computations.
- Principles and procedures of record-keeping, technical report writing, and preparation of correspondence and presentations.
- Understand, interpret, and successfully communicate both orally and in writing, pertinent department policies and procedures.

ATTACHMENT 1

- Supervise permanent, temporary, contract and volunteer staff on a project basis (as needed).
- Serve as a subject matter expert in assigned areas.
- Work with and represent the Town on a wide variety of people at all levels including those from government, business, private and non-profit agencies, community groups and the public; establish and maintain effective working relationships with these groups.
- Identify problems and resolve them.
- Track and monitor compliance with pertinent mandates, laws, codes, rules, regulations and agreements.
- Develop and conduct outreach, public education, training and media activities.
- Effectively administer a number of environmental programs, projects and activities.
- Serve as representative of the Town to various boards, committees and community groups.
- Understand the principles and practices of strategic planning and process improvement.
- Principles and procedures of record-keeping, technical report writing, and preparation of correspondence and presentations.
- Modern office practices and methods, including computer equipment and software programs relevant to work performed.
- English usage, spelling, vocabulary, grammar and punctuation.
- Clear communication – both verbally and in writing.
- Strong analytical skills – experienced in conducting research and analyzing data.
- Independence – can “hit the ground running” and work with minimal supervision.
- Flexibility – able to change course quickly and effectively.
- A desire to learn more about a career in local government if there is no prior direct experience.

Proposal Submission Requirements

The proposal should specifically identify how the proposer meets the listed qualifications and describe the methodology to be used to accomplish each of the tasks and services expected as defined in the Scope of Services above. The proposal should also describe the work that shall be necessary to satisfactorily complete the tasks and service requirements.

Please note that this RFP cannot identify each specific, individual task required to successfully and completely implement the role of Sustainability Coordinator. The Town relies on the professionalism and competence of the bidder to be knowledgeable of the general areas identified in the Scope of Work and of adequate competence to include in its proposal all required tasks and subtasks, personnel commitments, and indirect costs,

etc. The Town will not approve addenda to the selected contractor's agreement which do not involve a substantial change from the general Scope of Work identified in this RFP.

The proposal should include the following:

1. **TRANSMITTAL LETTER AND EXPERIENCE:** Introduce your organization, its size, background and provide information to demonstrate your organization's skill and experience in the performance of sustainability management and implementation in either a governmental or private organization. Proposer must currently operate or have a minimum of 3+ years of experience or education providing relevant services and management. The cover letter shall be signed by an officer of the organization who is authorized to negotiate a contract with the Town.
 - a. Ownership; if incorporated, the state in which the selected firm is incorporated and the date of incorporation;
 - b. Location of contractor's office.
 - c. Name, address, email address, and telephone number of the contractor's point of contact.
 - d. Detailed contractor background/history in meeting the Ideal Candidate skills and abilities as listed in this RFP.
 - e. Contractor qualifications to provide the scope of services described in this RFP.
 - f. Length of time the contractor has been providing services described in this RFP.
 - g. A complete disclosure of any alleged significant prior or on-going contract failure, any civil or criminal litigation or investigation pending which involves the contractor and/or contractor employees proposed or assigned to this contract or in which the contractor has been judged guilty or liable within the last 5 years. If there is no negative history to disclose, state that in the Bid.
2. **KEY PERSONNEL AND QUALIFICATIONS:** Identify (any) Principal-in-Charge, the name of the project manager employed for this position, provide a brief resume. Substitution of the project manager by the selected contractor will not be allowed without prior approval by the Town of Atherton.
3. **PAST EXPERIENCE/REFERENCES:** As feasible, provide at least three references from other government agencies or private parties including the following information:
 - a. Client name, client Manager, address, telephone number, and email address;
 - b. Contract Term (starting date and ending date);
 - c. Contract value;
 - d. Staff assigned to that project.

4. **UNDERSTANDING OF SCOPE OF WORK AND WORK PLAN:** In this section, proposers are requested to demonstrate and describe their understanding of the tasks and services requested in the Scope of Services and provide their Work Proposal/Approach to accomplish the services described in this RFP.
5. **DISCLOSURE:** of any past, ongoing, or potential conflicts of interest that the firm or person may have as a result of performing the anticipated work.

NOTE: It is unlawful for any person engaged in business within this state to sell or use any article or product as a "loss leader" as defined in Section 17030 of the Business and Professions Code.

Submittal Process

1. **Submittal Deadline:** May 21, 2021, at 2:00 p.m. Late submittals will not be accepted. Format and Delivery: Submit three (3) letter-sized copies of the proposal to:

Anthony Suber
City Clerk
Town of Atherton
150 Watkins Avenue (Temporary Trailers)
Atherton, CA 94027

and e-mail a PDF copy to Anthony Suber at asuber@ci.atherton.ca.us.

Submittals will not be returned.

Proposals submitted after the deadline will not be accepted for consideration.

Note that the Proposal, including all fees and compensation shall remain firm for a minimum of 90 days from the proposal submission deadline.

The Town reserves the right to accept or reject any or all proposals, or to alter the selection process in any lawful way, to postpone the selection process for its own convenience at any time, and to waive any non-substantive defects in this RFP or the proposals.

The Town is seeking to engage the most qualified person or firm. The Town reserves the right to negotiate with other qualified persons or firms, or to solicit additional statements of qualifications at any point in the project should it fail to negotiate a reasonable rate with the initially selected person or firm.

2. **Questions:** Interested parties, their representatives, agents or anyone else acting on their behalf, are specifically directed NOT to contact any Town employee, commission member, committee member, council member, or other Town employee or associate for any purpose related to this RFP other than as directed below. Contact with anyone other than as directed below may be cause for rejection of a bid.

ATTACHMENT 1

ANY questions, technical or otherwise, pertaining to this Request for Proposals must be submitted IN WRITING and directed ONLY to:

Anthony Suber
City Clerk
Town of Atherton
150 Watkins Avenue (Temporary Trailers)
Atherton, CA 94027
asuber@ci.atherton.ca.us

Interpretations or clarifications considered necessary in response to such questions will be resolved by the issuance of formal Addenda to the RFP. Questions received after the date and time in the schedule will not be answered. Only questions that have been resolved by formal written Addenda via the City Clerk will be binding. Oral and other interpretations or clarifications will be without legal or contractual effect.

Selection Process

At the time proposals are opened, each proposal will be checked for the presence or absence of the required proposal contents.

The Town will evaluate the proposals on a 100-point scale using criteria set forth in the table below. Award if made, will be to the highest scored proposal.

CRITERION	MAXIMUM NUMBER OF POINTS
Firm/Individual Information/Background	10
Key Personnel/Staff Qualifications	10
Experience/References	10
Quality of Work Plan Submitted	30
Cost Proposal	40
Total	100

Proposed Timeline

April 23, 2021 RFP available on Town of Atherton website and distributed to interested parties

May 7, 2021, 5:00 pm Submission deadline for written questions

2021 Sustainability Coordinator RFP

May 21, 2021, 2:00 pm

Proposals due

June 16, 2021

Recommendation to City Council

Contract Terms and Conditions

The selected contractor will be required to sign a Professional Services Agreement with the Town and will be required to provide to the Town the appropriate certificates of general liability insurance, vehicle insurance and workers compensation insurance. The contract may contain service performance requirements and penalties for non-compliance.

For additional information, contact Anthony Suber, City Clerk, at (650) 752-0529.

DRAFT