

California Association for Local Economic Development
Economic Development Resiliency and Recovery Playbook
Economic Recovery & Resiliency Professionals RFQ

REQUEST FOR QUALIFICATIONS

Issue date: April 5, 2021

Closing date and time: April 23, 2021 by 5:00 pm

Contact person: Michelle Stephens, michelle@caled.org

A: OVERVIEW

The California Association for Local Economic Development, (CALED) serves the entire state of California and has a 18 month grant, culminating June 30, 2022, from the Department of Commerce, Economic Development Administration (EDA) to create an Economic Development Resiliency and Recovery Playbook (the Playbook) – a comprehensive, strategic tool communities can use to prepare for and recover from disasters that impact their economy, including situations where a community experiences economic injury even though they are not experiencing the actual disaster.

CALED will work with two groups of volunteers, the Economic Recovery & Resiliency Professionals, of whom will respond to this RFQ, and a Resource Group consisting of resource providers at the Federal and State level to create the Playbook.

CALED will print the Playbook and distribute it to every jurisdiction in California. The Playbook will also be online with key video components as community leaders explain critical concepts in recovery and resiliency.

The playbook will include sections addressing at minimum these issues:

- Introduction to Economic Development and Its Role in Resiliency and Recovery
- Clearly Define Your Economic Goals
- Accurately Assessing Your Community and Key Sectors Impacting the Economy
 - Infrastructure – What You Have & its Condition, What You Need
 - Cluster Analysis – Understanding Your Current Business Mix
 - Supply Chain Inventory
 - Labor Supply
 - Regional, State, and Other Assets
 - Community Culture
- Analyzing, Mitigating, and Planning for a Resilient Local Economy
- Resiliency and Recovery – One Business at a Time

- Strategies to Engage Business
 - Engaging Businesses in Resiliency Planning, Preparation, and Mitigation
 - Engaging Businesses During a Disaster
 - Engaging Businesses During Recovery
- Tools for Implementation

General information regarding CALED can be found at www.caled.org.

THE NEED:

With over 39 million people, California boasts a diverse population with varied industries made up of a high proportion of small businesses. California has 4 million small businesses, which employ 7.1 million people, or 48.8% of the private workforce. The communities in California also enjoy a diversity of size, industry, and geographical spread. The state has both internationally recognized cities and small rural areas that lack fresh drinking water and broadband connectivity. As a result, the challenges and opportunities of San Francisco can be quite different from those of Imperial County.

Because of this diversity, statewide economic numbers show an overall positive arc but lack the nuance that is needed to understand 58 counties and their respective economies.

CALED is familiar with these differences and understands that California can show overall growth that leaves smaller, struggling communities out of the narrative. With this knowledge in hand, we want to help all of the communities within the state chart a path toward recovery and resilience from a number of impacts, whether they are natural disasters or economic shocks and recessions.

RESPONDENTS:

This RFQ is to select qualified volunteers (individuals or firms) to serve as advisors on content for the Playbook. When CALED starts the writing of the playbook, those that are selected for the volunteer pool will have the opportunity to bid on writing sections of the playbook.

Volunteers will work with the CALED staff and the Resource Group to create a comprehensive Economic Recovery & Resiliency Playbook that communities can use to prepare for and weather disasters in their area. More information in Section E.

The successful respondent will have extensive experience working with communities that have faced local and regional disasters that impacted the economy. Public Sector experts are encouraged to respond in addition to consultants with this experience.

The respondent should understand that throughout the duration of this project, he/she is working on a project that will have a statewide audience and should be able to reflect a statewide perspective on economic recovery and resiliency.

B: SUBMISSION REQUIREMENTS

Confidentiality

A respondent receiving this RFQ may not use, disclose, or duplicate it for any purpose other than to prepare a response. The respondent shall keep the CALED's data confidential and shall not disclose its content to any other party, other than to those internal employees or agents responsible for preparing a submission, without the prior written approval of the CALED. Receipt of this RFQ does not entitle the respondent to associate its services with CALED in any way, nor represents in any way that CALED has employed or endorsed the respondent's services. Any such association or endorsement being contemplated by the respondent must receive the prior written approval of CALED. CALED will not disclose or share one respondent's response to this RFQ with other respondents or organizations.

The submission of qualifications indicates acceptance by the respondent of all of the conditions contained in this RFQ unless clearly and specifically noted in the responses submitted and confirmed in the formal contract between CALED and the respondent. CALED reserves the right to negotiate the terms and conditions of the contract.

All documents submitted by respondents shall become the property of CALED.

Request for Qualifications Schedule

Volunteers are required to submit their submissions via email clearly identified as **Qualifications for Economic Recovery & Resiliency Professionals** to Michelle Stephens, Program Director, CALED at:

michelle@caled.org

RFQs must be received at the above address by 5:00 p.m. **Friday, April 23, 2021** and must not be more than **5 pages**. Submissions must not be directed to other CALED employees. Clarification requests will be accepted by email at michelle@caled.org.

Rights Reserved by CALED

CALED is not liable for any costs incurred by interested parties in the preparation of their response to this RFQ. Furthermore, CALED shall not be responsible for any liabilities, cost, loss or damage incurred, sustained or suffered by any interested party, prior or subsequent to, or by reason of the acceptance or non-

acceptance by CALED of any response, or by reason of any delay in the acceptance of the response.

CALED reserves the right to request respondents to provide additional information and address specific requirements not accurately or adequately covered in their initial submissions.

Conflict of Interest

The respondent agrees to be bound by the following requirements. Except as identified in the Submittals or as specified in the contract, the respondent must certify in its submittal:

- That no person either natural or body corporate, other than the respondent, has or will have any interest or share in this submittal or in the proposed contract.
- Respondents chosen to participate in this RFQ process shall disclose prior to entering into an agreement any potential conflict of interest. If such conflict does exist, CALED may at its discretion withhold the award of a contract from the respondent until the matter is resolved.
- Neither the respondent, nor any employee of the respondent, shall offer or receive any entertainment, gifts, gratuities, donations, discounts, fees, payment, commission, reward, special service, incentive, or other remuneration or compensation of any kind (“inducement”), regardless of value, related to this RFQ. The respondent agrees to inform CALED immediately upon being offered any such inducement.

The successful respondents shall continue to be bound by the foregoing prohibitions after the execution of a contract agreement.

The intent of this requirement is to ensure that each party is able to perform its duties and responsibilities free and clear of any actual or potential conflict of interest brought about by business or personal interest that might be in conflict with the best interest of CALED.

Future Agreement

Selection into the volunteer pool does not guarantee respondent a contract for writing/contributing content to the Playbook. CALED shall be free to accept proposals, if a submittal is accepted, that it deems to be in the overall best interest of CALED and shall also be free to negotiate with any or all respondent’s amendments to the prescribed work for any reason whatsoever, including, but not limited to, seeking cost savings or improvements to the final product as required or requested by CALED.

Respondents agree to be bound by the terms and conditions of this RFQ and to the activities listed. If a contract is issued, the successful respondents will be bound by and comply with the terms and conditions contained in the contract and the RFQ and any other terms or conditions negotiated by the parties which will constitute the full and complete agreement between the parties.

Writing Budget

CALED has a budget of up to \$55,000 for writing assistance for the Playbook. When we begin writing the playbook, those that are selected for this volunteer pool will have the opportunity to bid on writing sections of the playbook. This budget will be dispersed to Playbook writers based on the agreed upon content provided through a contract with CALED.

C: SUBMISSION FORMAT

CALED is seeking responses from those who are both interested in and capable of undertaking the project. The onus is on the respondent to show their knowledge, understanding, and capacity to conduct the work outlined in this Request for Qualifications.

The responses will be assessed according to how well they assure CALED of success in relation to the submission requirements. The detail and clarity of the written submission will be considered indicative of the respondent's expertise and competence.

Section 1: Overview

A narrative demonstrating the firm's or individual's understanding of the full Scope of Project and services required by this RFQ.

Section 2: Experience & Capability to Deliver

Demonstrate that the respondent has the qualifications, capability, capacity, and experience to provide the services required of this RFQ. Describe the respondent's experience as it relates to this project.

The successful respondent should have experience in economic development, working in communities to achieve balanced and resilient economies, and engaging and working with community and stakeholder groups.

D: TIMELINE

April 23, 2021—Submissions Due

May 6, 2021— Economic Recovery & Resiliency Professionals Volunteer Group Chosen

May 2021—**First Meeting**—Finalize Table of Contents

Late-May/early-June 2021—Volunteers Can Submit Chapter Proposals

June 2021—Finalize Chapter Authors (CALED staff will make these decisions)

*July 2021—**Second Meeting**—Discuss Chapter Content*

August 2021—Submit Chapters

*September 2021—**Third Meeting**—Discuss Editing Expectations and Process*

October-December 2021—Edit Chapters & Playbook

January 2022—Final Playbook to Designer

E. SCOPE OF WORK

Respondents to this RFQ will be responsible for the following:

- Attend three meetings with full Economic Recovery & Resiliency Professionals Volunteer Group & Resource Group during the Playbook writing process
- Work with the Resource Group to Identify Key Elements and Chapters
- Volunteers will have the opportunity to bid on writing sections of the playbook
 - If selected to contribute to the Playbook, submit an estimate for a chapter with topic detail & cost
 - If selected to contribute to the Playbook, write and submit chapter(s)
 - If selected to contribute to the Playbook, enter into a contract with CALED to deliver Chapter(s)
- Critically Review & Proof all sections of the Playbook