



REQUEST FOR PROPOSALS FOR City of Golden Racial Equity Plan

INTRODUCTION

The City of Golden is accepting proposals from consultants to facilitate the development of a citywide equity plan. Such a plan reflects the City's desire to embed an equity, inclusion, and belonging foundation across city functions, services, programs, policies, and budgetary decisions. The consultant will engage city leaders, community members, and partner organizations, focusing particularly on listening to, identify action steps, and reflecting the needs of traditionally underrepresented populations. Please review the following pages for complete information on the request for the proposal process.

Overview of timeline and proposal format:

- **The City of Golden will receive proposals in response to this RFP in the format of a PDF until 2:00 pm, MST on April 2, 2021.** Proposals received after that time will not be reviewed. Proposals must be emailed to clorentz@cityofgolden.net or mailed to:
Carly Lorentz, Deputy City Manager
City of Golden
1000 10th Street
Golden, CO 80401
- **Submit questions** to clorentz@cityofgolden.net
- Applicants selected by the city may be interviewed beginning the week of April 2, 2021
- Anticipate final selection and contract approval April 20, 2021

REQUEST FOR PROPOSALS for Racial Equity Plan

Section 1. Overview of Request

Golden is a community of approximately 20,000 residents at the western edge of the Denver Metropolitan Area. Golden has long aimed to be a welcoming and inclusive place to live or visit. Almost 70 years ago, our community erected an iconic arch across Washington Avenue to welcome residents and travelers to Golden. Lu Holland, a civic leader and the owner of the Holland House (now the Table Mountain Inn), intended the

“Welcome to Golden” arch to “proclaim to one and all that they are valuable and precious to us and we’re glad that they are here.”

- In November 2006, City Council passed Resolution No. 1721 Promoting Equal Opportunity, Fairness, and Citizen Participation and Engagement.
- In March 2017, City Council Reaffirmed Golden’s Continued Commitment to Being a Welcoming and Inclusive Community.

In 2020, City Council has made a commitment to anti-racism work through the following significant City Council actions:

- On June 10, 2020, Council passed Resolution 2736, which declares that racism is a public health crisis. Racism affects more than health due to longstanding socioeconomic inequities. Members of our community have asked that we do more to promote diversity and anti-racism.
- On July 23, 2020, City Council created the Justice, Equity, Diversity, and Inclusion (JEDI) subcommittee to help focus on the work and to make recommendations and bring ideas as well as potential actions to City Council for wider discussion.
- On August 27, 2020, Council passed Resolution No. 2747 and Resolution No. 2748 affirmations that Council is committed to do the hard work of exploring and eradicating racial bias and inequity in city government, advancing community learning and conversations to address justice, equity and intolerance, and to educate our citizens and our visitors about the history of racism and injustice in Golden and Jefferson County. This included a public display of hanging a banner that reads, “Golden Stands with Black Lives” from the Welcome to Golden Arch.

In addition to these significant City Council actions, here are other actions that have been taken:

- The City of Golden joined the Government Alliance on Race and Equity (GARE)
- City Council met in a strategic Planning Session in August 2020 and established five “Success Factors”, which are the top five goals of the city. One of the Success Factors is: *Safe, Inclusive, and Engaged: Golden is a safe community that works to engage and include all people and provide them with an equal opportunity to thrive.* City Council also established the creation of a JEDI Action Plan (“Action Plan”) one of City Council’s top ten priority projects of the City. Both of these actions reflect a strong emphasis on racial equity work.
- Listening Sessions
 - The Police Department has held two listening sessions on October 29 and November 30 to hear community feedback and concerns on the topic of racial equity and policing. People shared great ideas, asked questions, and made requests for more information.
 - In January, the city hosted a Community Listening Session lead by Dr. Nita Mosby Tyler with The Equity Project.
- Trainings

- Through our GARE membership five city of Golden staff members completed their *Advancing Racial Equity: The Role of Government* course by the end of 2020. In February and March, five more staff members will have completed the training. We plan to have more staff participate in 2021 as spots become available.
- City staff has participated in a variety of trainings and conferences focused on Racial Equity, including:
 - Change Leadership for Racial Justice for Colorado Leaders.
 - Jefferson County’s One Community Summit on Equity, Diversity, and Inclusion.
 - Denver Public Library's Advancing Racial Equity & Inclusion in the Workplace Symposium.
 - Two-part series: Engaging Immigrants and Other Under-Served Communities in Public Engagement.
 - Foundations in Equity.

The City requests a firm who can assist in gathering information from city leaders, staff, the community, and partner organizations regarding potential racial equity issues, and to help identify how Golden can address those issues. The anticipated outcome is the “Action Plan” that will assist City Council and staff in prioritizing and funding racial equity efforts in Golden. The City is seeking expertise to develop, as part of the Action Plan, strategies that may include, but are not limited to, the following:

- Conducting surveys and assessments to identify the extent of equity disparities in Golden.
- Identify decision making framework that prioritizes equity in City policy, programming, and budgetary considerations.
- Lay out targets of success; although equity is a path, the Action Plan will identify milestones along that path.
- Establishing metrics to determine the baseline and to measure progress and successes toward achieving the strategies.
- Gathering relevant input and data and establishing appropriate benchmarks to reduce disparities and increasing the success rates of communities of color, women, immigrants & refugees, LGBTQIA+ (lesbian, gay, bisexual, transgender, queer, intersex, asexual, plus), and other marginalized communities.
- Making policy recommendations to advance equity in priority areas such as; affordable housing & homelessness, planning, economic development, police & criminal justice reform, education, health, transit & transportation services, and other critical community functions.
- Identifying ongoing training opportunities and best practices to ensure the City is a welcoming and inclusive, and empowering environment for our staff and community.

The City is seeking expertise to assist staff in addressing issues that may include, but are not limited to, the following:

- **Assessment:** Do City services, City documents, City organizational/community culture, and City practices accurately reflect the City's commitment to racial equality and equity?
- **Education and Training:** What kinds of training and education are recommended to further increase multicultural competency in staff, City representatives, and the community?
- **Community Commitment:** What methods can Golden undertake to support and promote the value of diversity and recognize the history of racism?
- **Engagement Opportunities:** What methods can Golden undertake to increase engagement opportunities for Black, Indigenous, and People of Color (BIPOC), value lived experience, and identify access barriers (language, cultural, etc.) in Golden?
- **Representation:** How can the City work to address, and eliminate, barriers, and otherwise create opportunities, to build a more diverse workforce including City staff, elected officials, boards, commissions and working groups?

Timeline – The City hopes to complete a draft plan within an approximately 6-8-month period, with work beginning in May of 2021. The proposals should include a detailed timeline from the initial contract date to completion of the project.

Budget –The proposal should include an outline of expected expenditures by function/task.

Section 1. Proposal Content

1. Cover letter

- Include a certification that the information and data submitted are true and complete to the best knowledge of the individual signing the letter. The City of Golden requires an original signature signed in ink, by the individual applicant or representative of the firm fully authorized to submit proposals and sign contracts on the firm's behalf. The letter shall contain a statement to that effect.
- Include the name, email address, and telephone number of the individual to contact regarding the proposal.

2. Project Team and Scope of Services

- Identify your project principal or lead, project manager, other key staff and sub- contractors or consultants.
- Provide a brief discussion of the firm's size, the team's qualifications, staff duration with the firm and firm's experience as it relates to the project, including any specific experience of consulting with workplace or governmental employers and individual governing body members.
- Provide a brief description of how your team would complete the

required tasks.

- Provide a scope of work including how the project will be completed and a timeline of completion. If you have alternative recommendations to the proposed process included in this RFP, you may include that as “alternative process” and include it in your scope of work. Please include this as a separate element in your scope of work.
- Create a description of the deliverables the City can expect.
- Outline how the firm addresses confidentiality in terms of stakeholder input and work product.
- Discuss if there is a potential opportunity for continued work between the firm and the city during the implementation phase of the Equity Plan.
- Include the level of involvement and availability of key staff members within existing project workload.

3. Project Qualifications

- Share a description of any previous, similar work completed within the past five years. Include a name, telephone number, and email address of the agencies’ project manager for each project listed and describe your role with the projects listed. Demonstrate your firm’s ability to control costs, meet schedules and deadlines, and provide quality work based on these past projects.
- Share any unique or special knowledge or experience as it relates to the project.

4. Fee Proposal

- Provide a breakdown of costs including all insurances, labor, and incidentals required to complete the work.

Section 2. Evaluation Criteria

The following criteria will be used to evaluate all proposals:

- The contractor’s interest in the services which are the subject of this RFP, as well as the proposed project process and recommendations for the project based on creating an equity plan specifically for the City of Golden.
- The applicant’s experience with completing similar projects.
- The reputation, experience, and efficiency of the contractor.
- The ability of the contractor to provide quality services within time and funding constraints.
- The general organization of the proposal: Special consideration will be given to submittals which are appropriate, address the goals, and provide in a clear and concise format the requested information.
- Any other factors the City determines are relevant to consideration.

Section 3. Contracting Requirements and Miscellaneous

The project will be subject to standard City of Golden contracting requirements, including City Council approval. The City reserves the right to reject any or all proposals or to waive or accept any deviation or irregularity in format, provided sufficient information is provided. Thank you, we look forward to reviewing your proposal.

DISCLOSURE STATEMENT

Vendor must disclose any possible conflict of interest with the City of Golden including, but not limited to, any relationship with any City of Golden elected official or employee. Your response must disclose if a known relationship exists between any principal of your firm and any City of Golden elected official or employee. If, to your knowledge, no relationship exists, this should also be stated in your response. Failure to disclose such a relationship may result in cancellation of a contract as a result of your response. This form must be completed and returned in order for your proposal to be eligible for consideration.

NO KNOWN RELATIONSHIPS EXIST _____

RELATIONSHIP EXISTS (Please explain relationship)

I CERTIFY THAT:

1. I, as an officer of this organization, or per the attached letter of authorization, am duly authorized to certify the information provided herein are accurate and true as of the date; and

2. My organization shall comply with all State and Federal Equal Opportunity and Non-Discrimination requirements and conditions of employment.

Printed or Typed Name

Title

Signature