



---

---

**CITY OF GREELEY  
Purchasing**

**Request for Proposal  
RFP #F24-10-090**

**Professional Polling/ Public Opinion Research and Public  
Outreach Consultant Services RFP  
for**

**CITY MANAGER'S OFFICE**

---

---

**REQUEST FOR PROPOSALS (RFP)**  
**RFP #F24-10-090**

Procurement Contact: Shantelle Griego  
Email Address: Purchasing@greeleygov.com  
Telephone Number: 970-350-9333

**Proposals must be received no later than the date indicated in the Schedule of Events below.**

*Proposals received after this date and time will not be considered for award.*

**ONLY ELECTRONIC RFP RESPONSES WILL BE ACCEPTED.**

Email your RFP Response to [purchasing@greeleygov.com](mailto:purchasing@greeleygov.com). Only emails sent to purchasing@greeleygov.com will be considered as responsive to the request for proposals. **DO NOT** submit your RFP Response to multiple email addresses. Emails sent to other City emails may be considered as non-responsive and may not be reviewed.

Proposals shall be submitted in a single Microsoft Word or PDF file under 20MB. The Proposal must not exceed 20 total pages, excluding cover letter, index or table of contents, front and back covers, and title pages/separation tabs. Pages shall be 8 ½ x 11 inch except for up to four (4) pages of 11 x 17 inches. Eleven-point font or larger must be used for the proposal and appendices. Resumes included as an appendix are not considered part of the 20 pages.

The RFP number and Project name must be noted in the subject line, otherwise the proposal may be considered as non-responsive to the RFP.

Electronic submittals will be held, un-opened, until the time and date noted in the RFP documents or posted addenda.

<b>Schedule of Events (subject to change)</b>	<b>All times are MST</b>
RFP Issued	10/18/2024
Pre-Proposal Conference	No conference will be held
Inquiry Deadline	10/25/2024 by 2:00PM via email to Purchasing@Greeleygov.com
Final Addendum Issued	10/31/2024
Proposal Due Date	11/18/2024 by 2:00PM via email to Purchasing@Greeleygov.com
Interviews (tentative)	Week of 12/09/2024
Notice of Award (tentative)	Week of 12/23/2024

## TABLE OF CONTENTS

Section	Title
I	Background, Overview & Goals
II	Statement of Work
III	Administrative Information
IV	Proposal Submission
V	Response Format
VI	Evaluation and Award

## EXHIBITS

Exhibit	Title
1	Proposal Acknowledgement
2	Sample Contract
3	Insurance
4	Debarment Form

***“Public Viewing Copy:*** *The City is a governmental entity subject to the Colorado Open Records Act, C.R.S. §§ 24-72-200.1 et seq. (“CORA”). Any proposals submitted hereunder are subject to public disclosure by the City pursuant to CORA and City ordinances. Vendors may submit one (1) additional complete proposal clearly marked “FOR PUBLIC VIEWING.” In this version of the proposal, the Vendor may redact text and/or data that it deems confidential or proprietary pursuant to CORA. Such statement does not necessarily exempt such documentation from public disclosure if required by CORA, by order of a court of appropriate jurisdiction, or other applicable law. Generally, under CORA trade secrets, confidential commercial and financial data information is not required to be disclosed by the City. Proposals may not be marked “Confidential” or ‘Proprietary’ in their entirety. All provisions of any contract resulting from this request for proposal will be public information.”*

## SECTION I. BACKGROUND, OVERVIEW, AND GOALS

### A. Background

The City of Greeley is a home rule municipality in northern Colorado with a council-manager form of government and is the county seat and the most populous municipality of Weld County. Greeley is situated 52 miles north of Denver. According to the U.S. Census Bureau, the population of the city is roughly 108,000 which makes it the 12th-most populous city in Colorado. Greeley is a major city of the Front Range Urban Corridor and home to the University of Northern Colorado which is a public baccalaureate and graduate research university with approximately 12,000 students and six colleges as well as Aims Community College.

### B. Overview

The City of Greeley (City) seeks proposals from qualified firms to (a) conduct qualitative and quantitative research and test the public opinion of potential ballot issues that the City Council may consider for inclusion on regular or special elections and/or (b) provide communications, public outreach and education relative to any potential ballot initiative(s). Proposals from firms who can complete one or both tasks will be considered.

Currently, there are two pending ballot issues going before Greeley voters in November 2024. The first is a permanent extension of the 3% sales tax on food, the second is a debt authorization question which would allow the city to enter into a federal loan for transportation infrastructure improvements. Beyond these two issues, Greeley's 0.65% "Keep Greeley Moving" street improvement sales tax will be up for renewal in 2027 (expires 2029) and the City Council has been presented with information regarding a potential natural areas, trails and open space tax as well as an increase to the existing 0.16% public safety tax. Decisions on which funding measures to pursue depend on strategic planning and analysis efforts aimed at developing a long-term approach to funding the community's comprehensive needs. Public opinion research and outreach are an integral part of this process.

### C. Goals

The intention of this Request for Proposals is to award one or more vendors who will provide professional polling/public opinion research and public outreach services through a multi-year effort.

## SECTION II. STATEMENT OF WORK

### A. Scope of Services

#### *Polling / Survey*

This aspect of the scope focuses on utilizing both qualitative and quantitative methods to gauge public opinion, evaluating the probability of voter approval of ballot measures under City Council consideration and presenting data to provide guidance on strategies to potentially place said measure(s) on the ballot. The tentative timeline based on past tax renewals is as follows. It is important to note that this is tentative and fully dependent upon what and if any initiatives are moved through the City Council for ballot placement.

	TIMEFRAME
Presentation of financial ballot item to Citizen Budget Advisory Committee for its consideration and recommendation to City Council	By December 31 of year preceding regular election
Presentation of financial ballot item with Citizen Budget Advisory Committee recommendation to City Council for direction	February of year of regular election
Proceed forward based on City Council direction	February – June of year of regular election
If direction is to conduct Poll/ Survey, then conduct such.	May of year of regular election
Present Poll/ Survey results to City Council for consideration	June of year of regular election
Conduct Subsequent Poll/ Survey in advance of City Council finalizing ballot language	August of year of regular election
Present Subsequent Poll/ Survey results to City Council	August of year of regular election

City Council finalizes November Ballot Language	Late August of year of regular election
---	---

\*It is important to note that a ballot item considered may not be financially related and may not be a year of a regular election.

**Communications, Public Outreach and Education**

This aspect of the scope focuses on providing communications, public outreach and education support and guidance relative to any potential ballot initiative(s). Such assistance is expected to be on call and based on the staff implementation of City Council direction regarding potential ballot items. The selected consultant will provide strategic communications, marketing, public outreach, and educational support to engage diverse audiences across Greeley in relation to potential ballot initiatives. This work includes, but is not limited to, providing subject matter expertise, drafting messages and presentations, and creating key messages that will positively influence and inform residents about all proposed ballot items. While not every initiative polled or surveyed will require communication support, when requested, the consultant must collaborate closely with the City’s communication and engagement departments. Their role will be to ensure key messages are aligned, branding is consistent, and complex information is effectively communicated to varied community groups. The period in which such support would be requested will vary depending on the initiative and timing of City Council direction.

**B. Period of Award**

This Contract shall be in force and effect for a period of three (3) years commencing upon full contract execution, unless terminated sooner. In addition, at the option of the City, the Contract may be renewed for two (2) consecutive one (1) year periods. Renewals and pricing changes shall be negotiated by and agreed to by both parties.

If the City desires to extend the contract, no later than thirty (30) days prior to expiration, the City’s Purchasing Contact may send a notice in writing to the vendor requesting firm pricing for the next twelve-month period. After the City evaluates the firm pricing proposal from the vendor, it will determine whether to extend the contract. All awards and extensions are subject to annual appropriation of funds. The provisions of the foregoing paragraphs with respect to extensions of the terms of the contract shall be null and void if the contract has been terminated or revoked during the initial term or any extension thereof. All decisions to extend the contract are at the option of the City.

**SECTION III. ADMINISTRATIVE INFORMATION**

**A. Issuing Office**

The City’s contact name listed herein is to be the sole point of contact concerning this RFP. Offerors shall not directly contact other personnel regarding matters concerning this RFP or to arrange meetings related to such.

**B. Official Means of Communication**

All official communication from the City to offerors will be via postings on an electronic solicitation notification system, the Rocky Mountain Bid System ([www.rockymountainbidsystem.com](http://www.rockymountainbidsystem.com)). The Purchasing Contact will post notices that will include, but not be limited to, proposal document, addenda, award announcement, etc. It is incumbent upon offerors to carefully and regularly monitor the Rocky Mountain Bid System for any such postings.

**C. Inquiries**

Prospective offerors may make written inquiries by e-mail before the written inquiry deadline concerning this RFP to obtain clarification of requirements. There will be opportunity to make inquiries during the pre-proposal conference, if any. No inquiries will be accepted after the deadline. Inquiries regarding this RFP (be sure to reference RFP number) should be referred to:

E-Mail: Purchasing@greeleygov.com  
Subject Line: Inquiries RFP #F24-10-090

Response to offerors' inquiries will be published as addenda on the Rocky Mountain Bid System in a timely manner. Offerors cannot rely on any other statements that clarify or alter any specification or other term or condition of the RFP.

Should any interested offeror, sales representative, or manufacturer find any part of the listed specifications, terms and conditions to be discrepant, incomplete, or otherwise questionable in any respect, it shall be the responsibility of the concerned party to notify the Purchasing Contact of such matters immediately upon discovery.

#### **D. Insurance**

The successful contractor will be required to provide a Certificate of Insurance (Exhibit 3) or other proof of insurance naming the City of Greeley as "additional insured". Coverage must include COMMERCIAL GENERAL LIABILITY coverage with minimum limits of \$2,000,000, and WORKER'S COMPENSATION coverage with limits in accordance with State of Colorado requirements.

COMPREHENSIVE AUTOMOBILE LIABILITY with minimum limits for bodily injury and property damage coverage of at least \$1,000,000, plus an additional amount adequate to pay related attorneys' fees and defense costs, for each of Consultant's owned, hired or non-owned vehicles assigned to or used in performance of this Agreement.

The City shall be named as additional Insured for General and Auto Liability Insurance.

#### **E. Modification or Withdrawal of Proposals**

Proposals may be modified or withdrawn by the offeror prior to the established due date and time.

#### **F. Minor Informalities**

Minor informalities are matters of form rather than substance evident from the response or insignificant mistakes that can be waived or corrected without prejudice to other vendors. The Purchasing Manager may waive such informalities or allow the vendor to correct them depending on which is in the best interest of the City.

#### **G. Responsibility Determination**

The City will make awards only to responsible vendors. The City reserves the right to assess offeror responsibility at any time in this RFP process and may not make a responsibility determination for every offeror.

#### **H. Acceptance of RFP Terms**

A proposal submitted in response to this RFP shall constitute a binding offer. The autographic signature of a person who is legally authorized to execute contractual obligations on behalf of the offeror shall indicate acknowledgment of this condition. A submission in response to this RFP acknowledges acceptance by the offeror of all terms and conditions as set forth herein. An offeror shall identify clearly and thoroughly any variations between its proposal and the RFP in the cover letter. Failure to do so shall be deemed a waiver of any rights to subsequently modify the terms of performance, except as outlined or specified in the RFP.

#### **I. Protested Solicitations and Awards**

Right to protest. Any actual or prospective bidder, offeror or contractor who is aggrieved in connection with the solicitation or award of a contract must protest in writing to the City Manager as a prerequisite to seeking judicial relief. Protestors are urged to seek informal resolution of their complaints initially with the Purchasing Manager.

A protest shall be submitted within ten (10) calendar days after such aggrieved person knows or should have known of the facts giving rise thereto. A protest with respect to an invitation for bids or request for proposals shall be submitted in writing prior to the opening of bids or the closing date of proposals, unless the aggrieved person did not know and should not have known of the facts giving rise to such protests prior to bid opening or the closing date for proposals.

1. Stay of procurement during protests. In the event of a timely protest under Subsection (A) of this Section, the Purchasing Manager shall not proceed further with the solicitation or award of the contract until all administrative and judicial remedies have been exhausted or until the City Manager makes a written determination on the record that the award of a contract without delay is necessary to protect substantial interest of the City. (Ord. 75, 1984 §2 (part))

#### **J. Confidential/Proprietary Information**

All proposals will be confidential until a contract is awarded and fully executed. At that time, all proposals and documents pertaining to the proposals will be open for public inspection, except for the material that is proprietary or confidential. However, requests for confidentiality can be submitted to the Purchasing Contact provided that the submission is in accordance with the following procedures. This remains the *sole responsibility* of the offeror. The Purchasing Contact will make no attempt to cure any information that is found to be at a variance with this procedure. The offeror may not be given an opportunity to cure any variances after proposal opening. **Neither a proposal in its entirety, nor proposal price information will be considered confidential/proprietary.** Questions regarding the application of this procedure must be directed to the Purchasing Contact listed in this RFP.

#### **K. Acceptance of Proposal Content**

The contents of the proposal (including persons specified to implement the project) of the successful contractor shall become contractual obligations into the contract award. Failure of the successful offeror to perform in accordance with these obligations may result in cancellation of the award and such offeror may be removed from future solicitations.

#### **L. RFP Cancellation**

The City reserves the right to cancel this RFP at any time, without penalty.

#### **M. Negotiation of Award**

In the event only one (1) responsive proposal is received by the City, the City reserves the right to negotiate the award for the services with the offeror submitting the proposal in lieu of accepting the proposal as is.

#### **N. Contract**

A sample copy of the contract award the City will use to contract for the services specified in this RFP is attached as Exhibit 2. The attached contract is only a sample and is not to be completed at this time.

#### **O. RFP Response/Material Ownership**

All material submitted regarding this RFP becomes the property of the City of Greeley, unless otherwise noted in the RFP.

#### **P. Incurring Costs**

The City is not liable for any cost incurred prior to issuance of a legally executed contract and/or a purchase order.

#### **Q. Utilization of Award by Other Agencies**

The City of Greeley reserves the right to allow other State and local governmental agencies, political subdivisions, and/or school districts to utilize the resulting award under all terms and conditions specified and upon agreement by all parties. Usage by any other entity shall not have a negative impact on the City of Greeley in the current term or in any future terms.

**R. Non-Discrimination**

The offeror shall comply with all applicable state and federal laws, rules and regulations involving non-discrimination on the basis of race, color, religion, national origin, age or sex.

**S. News Releases**

Neither the City, nor the offeror, shall make news releases pertaining to this RFP prior to execution of the contract without prior written approval of the other party. Written consent on the City's behalf is provided by the Public Information Office.

**T. Certification of Independent Price Determination**

1. By submission of this proposal each offeror certifies, and in the case of a joint proposal each party, thereto certifies as to its own organization, that in connection with this procurement:
  - a) The prices in this proposal have been arrived at independently, without consultation, communication, or agreement, for the purpose of restricting competition, as to any matter relating to such prices with any other offeror or with any competitor;
  - b) Unless otherwise required by law, the prices which have been quoted in this proposal have not been knowingly disclosed by the offeror and will not knowingly be disclosed by the offeror prior to opening, directly or indirectly to any other offeror or to any competitor; and
  - c) No attempt has been made or will be made by the offeror to induce any other person or firm to submit or not to submit a proposal for the purpose of restricting competition.
2. Each person signing the Request for Proposal form of this proposal certifies that:
  - a) He/she is the person in the offeror's organization responsible within that organization for the decision as to the prices being offered herein and that he/she has not participated, and will not participate, in any action contrary to (1.a) through (1.c) above; or
  - b) He/she is not the person in the offeror's organization responsible within that organization for the decision as to the prices being offered herein but that he/she has been authorized in writing to act as agent for the persons responsible for such decision in certifying that such persons have not participated, and will not participate, in any action contrary to (1.a) through (1.c) above, and as their agent does hereby so certify; and he/she has not participated, and will not participate, in any action contrary to (1.a) through (1.c) above.
3. A proposal will not be considered for award where (1.a), (1.c), or (2.) above has been deleted or modified. Where (1.b) above has been deleted or modified, the proposal will not be considered for award unless the offeror furnishes with the proposal a signed statement which sets forth in detail the circumstances of the disclosure and the City's Purchasing Manager, or designee, determines that such disclosure was not made for the purpose of restricting competition.
4. The Contract Documents may be executed in two or more counterparts, each of which shall be deemed an original but all of which together shall constitute one and the same document. The Contract Documents, including all component parts set forth above, may be executed and delivered by electronic signature by any of the parties and all parties consent to the use of electronic signatures.



**U. Taxes**

The City of Greeley is exempt from all federal excise taxes and all Colorado State and local government sales and use taxes. Where applicable, contractor will be responsible for payment of use taxes.

**V. Assignment and Delegation**

Neither party to any resulting contract may assign or delegate any portion of the agreement without the prior written consent of the other party.

**W. Availability of Funds**

Financial obligations of the City of Greeley payable after the current fiscal year are contingent upon funds for that purpose being appropriated, budgeted and otherwise made available. In the event funds are not appropriated, any resulting contract will become null and void without penalty to the City.

**X. Standard of Conduct**

The successful firm shall be responsible for maintaining satisfactory standards of employees' competency, conduct, courtesy, appearance, honesty, and integrity, and shall be responsible for taking such disciplinary action with respect to any employee as may be necessary.

The City may request the successful firm to immediately remove from this assignment any employee found unfit to perform duties due to one or more of the following reasons:

1. Neglect of duty.
2. Disorderly conduct, use of abusive or offensive language, quarreling, intimidation by words or actions or fighting.
3. Theft, vandalism, immoral conduct or any other criminal action.
4. Selling, consuming, possessing, or being under the influence of intoxicants, including alcohol, or illegal substances while on assignment for the City.

Agents and employees of Contractor or Consultant working in City facilities shall present a clean and neat appearance. Prior to performing any work for the City, the Contractor or Consultant shall require each of their employees to wear ID badges or uniforms identifying: the Contractor or Consultant by name, the first name of their employee and a photograph of their employee if using an ID badge. Their employee shall wear or attach the ID badge to the outer garments at all times.

**Y. Damages for Breach of Contract**

In addition to any other legal or equitable remedy the City may be entitled to for a breach of this Contract, if the City terminates this Contract, in whole or in part, due to Contractor's breach of any provision of this Contract, Contractor shall be liable for actual and consequential damages to the City.

**Z. Other Statutes**

1. The signatory hereto avers that he/she is familiar with Colorado Revised Statutes, 18-8-301, et seq. (Bribery and Corrupt Influence) and 18-8-401, et seq. (Abuse of Public Office) as amended, and that no violation such provisions is present.
2. The signatory hereto avers that to his/her knowledge, no City of Greeley employee has any personal or beneficial interest whatsoever in the service or property described herein. See CRS 24-18-201 and CRS 24-50-507.

## SECTION IV. PROPOSAL SUBMISSION

Following are the response requirements for this RFP. All specific response items represent the minimum information to be submitted. Deletions or incomplete responses in terms of content or aberrations in form may, at the City's discretion, render the proposal non-responsive.

RFP responses must be emailed to [purchasing@greeleygov.com](mailto:purchasing@greeleygov.com). Only emails sent to [purchasing@greeleygov.com](mailto:purchasing@greeleygov.com) will be considered as responsive to the request for proposals. **DO NOT** submit your RFP Response to multiple email addresses. Emails sent to other City emails will be considered as non-responsive and will not be reviewed.

Proposals shall be submitted in a single Microsoft Word or PDF file under 20MB. The Proposal must not exceed 20 total pages, excluding cover letter, index or table of contents, front and back covers, and title pages/separation tabs. Pages shall be 8 ½ x 11 inches except for up to four (4) pages of 11 x 17 inches. Eleven-point font or larger must be used for the proposal and appendices. Resumes included as an appendix are not considered part of the 20 pages.

The RFP number and Project name must be noted in the subject line, otherwise the proposal may be considered as non-responsive to the RFP.

Electronic submittals will be held, un-opened, until the time and date noted in the RFP documents or Posted addenda.

To facilitate the evaluation, offeror shall submit and organize all responses in the same order as listed in Section V. Proposals that are determined to be at a variance with this requirement may not be accepted.

Late proposals will not be accepted. It is the responsibility of the offeror to ensure that the proposal is received at the City of Greeley's Purchasing Division on or before the proposal due date and time.

## SECTION V. RESPONSE FORMAT

All submittals shall be from a Consultant that has demonstrated experience in (a) qualitative and quantitative methods in gauging public support for potential ballot measures (such as tax revenue measures) including but not limited to focus groups, other engagement efforts, and producing and conducting statistically reliable polling surveys for Colorado ballot measures; and/or (b) public education and outreach campaigns for ballot measures in Colorado (including but not limited to tax revenue measures).

All submittals shall be organized in the format shown below.

**A. Submittal Cover** – Include the Request for Proposal title and submittal due date, the name, address, fax number, and the telephone number of the principal firm and contact.

**B. Table of Contents** – Include a complete and clear listing of headings and pages to allow easy reference to key information.

**C. Transmittal Letter** – The letter must convey a basic understanding of the prospective project and its key objectives and an overview of the Project team. The letter must state why the candidate is interested in pursuing the project, how the project relates to other work the candidate has successfully performed, consultant philosophy as it pertains to public opinion polls and/or outreach, and why the candidate should be selected. The letter should be signed both by the principal contact for a potential award and the letter's signatory must be the person authorized to bind the firm to any subsequent contract with the City.

**D. Scope of Work** – The Scope of Work will encompass working with City staff, attending various public meetings and a) for the polling/survey task - utilizing qualitative and quantitative methods to test public opinion (such as focus groups, statistically valid surveys, etc.) measuring survey results, assessing data with City staff and preparing reports and/or b) for the public outreach task – preparing and implementing a comprehensive communications and marketing strategy. The selected consultant(s) proposed Work Plan and Schedule will form

the basis for negotiations of a final Scope of Work for the Professional Services Agreement. The Scope of Work shall be more specifically defined by addressing the following items:

### **Polling / Survey**

1. Development of the qualitative and quantitative methods proposed to gauge voter opinions and the methodology to be employed for statistically valid sampling(s) of the registered voters.
2. Process of conducting and interpreting public opinion (including but not limited to poll(s), including the sample size based on the City of Greeley demographics). Include discussion of the use of bilingual materials (e.g., in Spanish), as well as other methods to mitigate any language barriers.
3. Coordination with City to assess the results of the public opinion measures (including but not limited to poll(s)); discuss implications, related issues and alternatives.
4. Written report(s) and presentation(s) of results to the City Council. The final report shall include at a minimum the framework and methodology used; the tabulation of all calls and/or contacts made as part of the survey (e.g., refusals, disconnected numbers, busy lines, unanswered calls, number of attempts, language barriers and age issues); the tabulation of survey results, key findings, and detailed findings; and conclusions and recommendations.
5. An additive alternative to the written report may be a formal public presentation of the results.

### **Communications, Public Outreach and Education**

6. Develop and fully execute a communications, marketing and public relations plan focused on public education, civic engagement and garnering public support. Outline strategic timelines for communication and marketing milestones to increase public awareness and buy-in of the ballot issues. This work should include developing key messages, cross-content message development, creating graphics for all tactics and translating materials. Vendor should adhere to the city's brand guidelines and design materials intended to reach diverse audiences. All deliverables should be created and delivered to the Communications and Engagement department in a digitally accessible format.
7. Provide outreach support including identifying outreach groups and individuals including non-profit organizations, community-based organizations, community leaders, and media. Identify strategies to ensure community representation, especially underserved community members, non-English speaking community members, and community members of color and youth. Create an engagement calendar, with meeting dates, times, best city spokespersons and contact information.
8. Create materials to support public awareness and civic engagement, including presentation materials for the public, for city leadership and City Council. Assist city leadership by anticipating questions from elected officials, media and/or the public, and preparing talking points to address potential issues, drive messaging related to ballot measures and general storytelling support to help frame the problem-solution statement(s).

**E. Team Qualifications and Experience** – Provide a clear description of the principal firm's Project Manager and the proposed team with names, resumes, project responsibilities and proposed staffing numbers. Provide a list of all successful ballot measures that have been performed. Experience listed should be from the last three to five years with projects relevant to the Scope of Work in this Project. Each listed experience shall have a Project Manager listed as a reference with name(s) and current telephone number(s). The listed experience should distinguish between the experience and projects of the firm and the individuals. Firms and personnel listed in this section will be considered committed to the Project. Commitment letters shall be included from all partnering firms.

**F. Cost Proposal** – Provide an all-inclusive cost proposal for all proposed services, including total cost of partnering firms and/or sub-consultant(s) and incidental expenses. Provide a breakdown of cost by task categories. Include a rate sheet for all firms that will serve as an exhibit to possible subsequent Professional Services Agreement for the awarded firm.

**G. Organizational Chart** – Provide an organizational chart containing the names of all key personnel, joint venture partners and sub-consultants with titles and their specific task assignment for this Project.

**H. Example of Most Recent Work** – Provide three examples of the most recently completed quantitative and qualitative methods to gauge public opinion and/or community outreach (including but not limited to focus groups, other engagement methods, polling surveys, reports and education campaign/materials) from other cities along with contact information for public agency references.

**I. Proposal Acknowledgement**

Include this form as provided in Exhibit 1.

**J. Certificate of Insurance**

A sample Certificate of Insurance is provided in Exhibit 3.

**K. Debarment Form**

Include this form as provided in Exhibit 4.

**REQUEST FOR PROPOSAL RESPONSES THAT DO NOT INCLUDE THE ABOVE REQUIRED ITEMS WILL BE DEEMED NON-RESPONSIVE AND WILL NOT BE CONSIDERED.**

**SECTION VI. EVALUATION AND AWARD**

**A. Proposal Evaluation**

All proposals submitted in response to this RFP will be evaluated by a committee in accordance with the criteria described below. Total scores will be tabulated, and the highest ranked firm will enter into negotiations.

If the City requests presentations by short-listed offerors, committee members may revise their initial scores based upon additional information and clarification received in this phase. Please note that presentations have been tentatively scheduled per the Schedule of Events on the first page of this RFP. If your company is invited to give a presentation to the committee, these dates may not be flexible.

In preparing responses, offerors should describe in great detail how they propose to meet the specifications as detailed in the previous sections. Specific factors will be applied to proposal information to assist the City in selecting the most qualified offeror for this contract. Following is the evaluation criteria that will be used. Criteria will be assigned a points value.

- |    |  |           |
|----|--|-----------|
| 1. | Overview   | 30 Points |
|    | a. Description of firm’s understanding of project      |           |
|    | b. Consultant philosophy as a fit to Greeley           |           |
|    | c. Relevancy of similar work                           |           |
| 2. | Qualifications   | 35 Points |
|    | a. Prior experience as it relates to the scope of work |           |
|    | b. Specialized expertise of team members               |           |
|    | c. Relevant experience of project manager              |           |
| 3. | Proposed Scope of Work                                 | 35 Points |
|    | a. Addresses all project objectives                    |           |
|    | b. Proposed approach or methodology                    |           |
|    | c. Variety of offered services                         |           |

- d. Ability to complete project on schedule
- e. Cost

A presentation and/or demonstration may be requested by short-listed offerors prior to award. However, a presentation/demonstration may not be required, and therefore, complete information should be submitted with your proposal.

**B. Determination of Responsibility of the Offeror**

The City of Greeley awards contracts to responsible vendors only. The City reserves the right to make its offeror responsibility determination at any time in this RFP process and may not make a responsibility determination for every offeror.

The City of Greeley's Municipal Code defines a "Responsible Offeror" as one who has "the capability in all respects to perform fully the contract requirements, and the tenacity, perseverance, experience, integrity, reliability, capacity, facilities, equipment, and credit which will assure good faith performance." The City reserves the right to request information as it deems necessary to determine an offeror's responsibility. If the offeror fails to supply the requested information, the City shall base the determination of responsibility upon any available information or may find the offeror non-responsible if such failure is unreasonable.

**COOPERATIVE PURCHASING STATEMENT**

The City of Greeley encourages and participates in cooperative purchasing endeavors undertaken by or on behalf of other governmental jurisdictions. To the extent, other governmental jurisdictions are legally able to participate in cooperative purchasing endeavors; the City of Greeley supports such cooperative activities. Further, it is a specific requirement of this proposal or Request for Proposal that pricing offered herein to the City of Greeley may be offered by the vendor to any other governmental jurisdiction purchasing the same products. The vendor(s) must deal directly with any governmental agency concerning the placement of purchase orders, contractual disputes, invoicing, and payment. The City of Greeley shall not be liable for any costs or damages incurred by any other entity.

**EXHIBIT 1  
PROPOSAL ACKNOWLEDGEMENT**

The offeror hereby acknowledges receipt of addenda numbers \_\_\_\_\_ through \_\_\_\_\_.

Falsifying this information is cause to deem your proposal nonresponsive and therefore ineligible for consideration. In addition, falsification of this information is cause to cancel a contract awarded based on one or both of the above preferences.

By signing below, you agree to all terms & conditions in this RFP.

\_\_\_\_\_  
Original Signature by Authorized Officer/Agent

\_\_\_\_\_  
Type or printed name of person signing

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Phone Number

\_\_\_\_\_  
Vendor Mailing Address

\_\_\_\_\_  
Fax Number

\_\_\_\_\_  
City, State, Zip

\_\_\_\_\_  
Proposal Valid Until (at least for 90 days)

\_\_\_\_\_  
E-Mail Address

\_\_\_\_\_  
Website Address

**Project Manager:**

\_\_\_\_\_  
Name (Printed)

\_\_\_\_\_  
Phone Number

\_\_\_\_\_  
Vendor Mailing Address

\_\_\_\_\_  
Fax Number

\_\_\_\_\_  
City, State, Zip

\_\_\_\_\_  
Email Address

**EXHIBIT 2  
SAMPLE CONTRACT**

(Incorporated by Reference, See Link Below)

[Sample COG Professional Services Contract RFP #F24-10-090.doc.pdf](#)

CERTIFICATE OF LIABILITY INSURANCE

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER: ABC Insurance Company, P. O. Box 1234, Anywhere, USA. CONTACT NAME, PHONE, FAX, E-MAIL, ADDRESS, PRODUCER CUSTOMER ID #. INSURED: Sample Certificate. INSURER(S) AFFORDING COVERAGE: INSURER A: Financial Rating of A, INSURER B, C, D, E, F.

COVERAGES CERTIFICATE NUMBER: REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

Table with columns: INSR LTR, TYPE OF INSURANCE, ADDL INSR, SUBR INSR, WVD, POLICY NUMBER, POLICY EFF (MM/DD/YYYY), POLICY EXP (MM/DD/YYYY), LIMITS. Rows include General Liability, Automobile Liability, Umbrella Liab, Excess Liab, Workers Compensation and Employers' Liability.

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101, Additional Remarks Schedule, if more space is required) City of Greeley is named as Additional Insured on General Liability. Waiver of subrogation is included on Work Compensation. This insurance is primary and noncontributory to insurance policies held by the City.

CERTIFICATE HOLDER: City of Greeley, 1000 10th St, Greeley, CO 80631-3808. CANCELLATION: SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE.



**EXHIBIT 4**  
**DEBARMENT/SUSPENSION CERTIFICATION STATEMENT**

The proposer certifies that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible or voluntarily excluded from participation in this transaction by any Federal, State, County, Municipal or any other department or agency thereof. The proposer certifies that it will provide immediate written notice to the City if at any time the proposer learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstance.

DUNS # (Optional) \_\_\_\_\_

Name of Organization \_\_\_\_\_

Address \_\_\_\_\_

Authorized Signature \_\_\_\_\_

Title \_\_\_\_\_

Date \_\_\_\_\_