

City of Santa Cruz Economic Development Department Event Project Technical Lead

Date Issued: June 28, 2013
Submission Deadline: 12:00pm July 26, 2013

The City of Santa Cruz Economic Development Department is spearheading a countywide effort to simplify the process of posting and sharing event information in Santa Cruz County. This project will utilize existing open source technology to network and aggregate existing data and limit the need for event producers to post duplicate information.

The City seeks a consultant or consultant team to act as technical lead through the process of implementing the Elm City system, including setup, training key partners and development of interface and/or tools as needed for successful countywide use of the system.

Background

In Fall 2012 Santa Cruz-based firm Modern Tribe and City staff led the discovery phase, meeting with dozens of local event producer and calendar stakeholders.

The Good Times (weekly), Santa Cruz Sentinel (daily), Cruzio and the Arts Council of Santa Cruz County were identified as key partners in this endeavor. A memorandum of understanding amongst these entities has been executed.

A seven-person Advisory Group which includes software, server and event expertise has been formed to support this project moving forward.

In June 2013 the Advisory Group recommended deploying the open source solution Elm City which:

- Allows event producers to post in one location (Facebook, Meetup or iCalendar formatted online calendar)
- Captures and aggregates data
- Utilizes a tagging solution to syndicate easily to calendar managers, updates regularly, and deals with duplicates
- Is hosted in the Microsoft cloud and is free to use

Scope of Work

Scope of work as well as anticipated percent of time spent on each project element is outlined below.

- Work closely with three primary media partners to support integration and launch of the new system. This will likely include one-on-one technical support as well as some user interface design and/or tool development, depending on consultant skillset and partner needs and priorities. (50% of time)
- Consult with staff and Elm City lead developer <u>Jon Udell</u> on training materials development (video, etc.) that explain the iCalendar format and conversion process for the non-technical event producer. Participate in trainings as needed. (15% of time)

- Work with Elm City developer and calendar managers to help identify and grow a tagging system to categorize events which will be useful to multiple syndicators over time. (15% of time)
- Provide technical support as time permits to event producers and smaller calendar managers (e.g. Downtown Association, City Parks and Recreation, etc) (15% of time)
- Work closely with project team to set and successfully implement strategy for success, including development of a feasible maintenance plan. (5% of time)

Deliverable: Upon completion of work Santa Cruz will have a working linked event calendar network. Consultant will have worked with major partners and stakeholders to promote successful integration, and supported countywide training efforts. Consultant will report to the City Economic Development Department throughout the process, including working with staff to outline a feasible plan for maintenance and continuity of operations.

Budget: \$20,000 has been budgeted to complete the scope outlined in this RFP.

Timeline: We expect project implementation to occur August 2013 to July 2014. The exact schedule will be negotiated with the selected Consultant.

Communication / Coordination: The Consultant will communicate with City staff and others associated with the project to ensure successful project implementation.

Skills needed:

- Design, editorial and programming proficiency
- Passion for people-centered design
- Ability to work closely with non-tech partners
- Past work and glowing references

Individuals or teams are welcome to apply. Preference may be given to applicants who have an intimate knowledge of Santa Cruz, and /or have lived or worked locally.

Submission Guidelines: Please submit a proposal which provides the following:

- 1. Relevant experience with related projects, including local knowledge
- 2. Proposed approach and budget, including hourly rate
- 3. Availability to meet timeline
- **4.** Website/Portfolio of related projects
- **5.** Names and email addresses of three professional references, preferably individuals who have hired consultant for past projects.

Submissions should be emailed to Crystal Birns cbirns@cityofsantacruz.com, and titled "Santa Cruz Event Project: Consultant Name". Please provide links rather than attachments.

Deadline: Complete submissions must be received no later than 12:00pm Friday, July 26, 2013. Submissions received after the date and time indicated herein shall not be accepted and requests for extensions of closing date or time will not be granted.

Selection Process: A selection panel will review submissions, and award contract. Discussions may be conducted with the highest ranked respondents for the purpose of clarification to assure full

understanding of, and conformance to, the solicitation requirements. Revisions may be permitted after submissions, and prior to award, for the purpose of obtaining best and final offers. The panel will rank the semi-finalists and will be responsible for negotiating a firm contract price with the highest ranked respondent. If no agreement can be reached, negotiations may begin with the next ranked respondent.

The City reserves the right to reject any or all proposals and waive any informality or minor defects in proposals received.

Insurance: May be required if consultant will physically perform services onsite. If services are provided remotely insurance may not be required. More information on the City of Santa Cruz purchasing terms and conditions here.

Indemnification

Proposer agrees to indemnify, defend, and hold harmless the City, its officers, agents and employees, from and against any and all claims, demands, actions, damages, or judgments, including associated costs of investigation and defense arising in any manner from proposer's negligence, recklessness, or willful misconduct in the performance of this agreement.

Collusive or Sham Proposals

No person, firm, or corporation shall make or file or be interested in more than one proposal for the same work, except so far as alternate proposals may be called for. Nor shall any person, firm, or corporation submit a collusive or sham proposal, per se, directly or indirectly, to induce any other firm to submit such a proposal, or to refrain from responding, or seek in any way to fix the price, or any portion of the proposed price, in order to secure an advantage against the owner or any person interested in a proposed contract. However, a person, firm, or corporation submitting a sub-proposal to a bidder or quoting prices on materials for a bidder, is not hereby disqualified from submitting sub-proposals or quoting prices to other bidders.

Liquidated Damages

The parties agree that in litigation or arbitration resulting from either party's breach, the amount of loss would be extremely difficult or impracticable to prove. Accordingly, the parties wish to make a commercially reasonable estimate of the damages they would incur in the event of a breach by the other party and to establish that estimate as liquidated damages. In the event of a breach by the seller, the buyer will recover as liquidated damages and as the buyer's exclusive remedy for the seller's breach, the amount of \$50.00 per day for failure to deliver or perform within the specified time limit.

Satety

Consultant shall conform to the rules and regulations pertaining to safety established by the California Division of Industrial Safety. Furnished equipment, materials, and services shall comply with all OSHA standards and regulations, and all applicable governmental laws and orders. Consultant shall provide proof of compliance, if requested by the City.

Government Regulations

Consultant shall comply with all federal, state, and local regulations/ licenses/ permits related to consultant services. [This includes, but is not limited to, maintaining a current City of Santa Cruz Business Tax Certificate.]

Civil Rights Compliance/Equal Opportunity Assurance

Every consultant of materials and services and all firms doing business with the City of Santa Cruz shall be in compliance with the applicable provisions of the Americans with Disabilities Act of 1990, and shall be an equal opportunity employer as defined by Title VII of the Civil Rights Act of 1964 and including the California Fair Employment and Housing Act of 1980. As such, firm shall not discriminate against any person on the basis of race, religious creed, color, national origin, ancestry, disability, medical condition, marital status, age, or sex with respect to hiring, application for employment, tenure or terms and conditions of employment. In addition, the City of Santa Cruz, as defined in Resolution NS-20,137 and Ordinance 92-11, further prohibits discrimination on the basis of sexual orientation, height, weight and physical characteristics. Consultants agree to abide by all of the foregoing statutes, regulations, ordinances and resolutions.

MacBride Principles and the Peace Charter

The City Council of the City of Santa Cruz approved Resolution No. NS-19,378 on the 24th day of July 1990, endorsing the MacBride Principles and Peace Charter and encourages all companies doing business in Northern Ireland to abide by the MacBride Principles and Peace Charter.