REQUEST FOR PROPOSAL

FOR THE PRODUCTION OF THE

PASADENA MARATHON

Pasadena Forward
PO Box 90693
Pasadena, CA 91109
(626) 797-7238
information@pasadenaforward.org
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**PASADENA MARATHON REQUEST FOR PROPOSAL**

L. **REQUIRED ATTACHMENTS**

<table>
<thead>
<tr>
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<th>Attachment Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attachment 1</td>
<td>Bidder Information</td>
</tr>
<tr>
<td>Attachment 2</td>
<td>Bidder References</td>
</tr>
</tbody>
</table>

M. **FACT SHEET AND ROUTE MAP**
A. PURPOSE, BACKGROUND AND DESCRIPTION OF SERVICES

1. Purpose

Pasadena Forward is soliciting proposals from firms that are able to render to Pasadena Forward, professional services in the area of event production as related to marathons and associated events. Proposals must address the services described in the section entitled “Scope of Work”.

Pasadena Forward intends to make a single contract award to the most responsive and responsible firm earning the highest score. This procurement is open to all eligible firms and/or individuals that meet the qualification requirements, including commercial businesses, nonprofit organizations, state or public universities (including auxiliary organizations) and other entities.

2. Background

Pasadena Forward was incorporated in November 2004 to assist all nonprofit and education-advancing organizations serving the Greater Pasadena Area. The cities of Pasadena, Altadena, and Sierra Madre share the same public school district, and are regularly tied politically, economically, and culturally. With hundreds of nonprofit organizations serving the area, most organizations compete with one another for donations, grants, and event revenues. The Pasadena Marathon is meant to alleviate some financial burden on organizations already doing good work in the community. Every year Pasadena Forward will select a number of organizations to be the official beneficiaries of the marathon. New beneficiaries will be selected each year, with the intent of making the greatest positive impact on the community. In addition to the yearly beneficiaries, Pasadena Forward will use a portion of the proceeds to provide other services which are regularly needed by nonprofit organizations, but are too costly for them.

B. TIME SCHEDULE

Below is the time schedule for this procurement:

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Time (if applicable)</th>
</tr>
</thead>
<tbody>
<tr>
<td>RFP Released</td>
<td>4 Aug 06</td>
<td>8:00 am</td>
</tr>
<tr>
<td>Voluntary letter of intent due</td>
<td>18 Aug 06</td>
<td>5:00 pm</td>
</tr>
<tr>
<td>Questions due from bidders</td>
<td>25 Aug 06</td>
<td>9:30 am</td>
</tr>
<tr>
<td>Information session</td>
<td>11 Sep 06</td>
<td>10:00 am</td>
</tr>
<tr>
<td>Proposal due date</td>
<td>29 Sep 06</td>
<td>3:00 pm</td>
</tr>
<tr>
<td>Interview week</td>
<td>2 Oct 06 – 6 Oct 06</td>
<td></td>
</tr>
<tr>
<td>Contract award date</td>
<td>13 Oct 06</td>
<td></td>
</tr>
</tbody>
</table>

C. CONTRACT TERM

The term of the resulting agreement is expected to be twenty-four to twenty-eight months with the possibility of one-year extensions and is anticipated to be effective from October 2006 though November 2008. The agreement term may change if Pasadena Forward makes an award earlier than expected or if Pasadena Forward cannot execute the agreement in a timely manner due to unforeseen delays.
D. BIDDER QUESTIONS

Please notify Pasadena Forward immediately if you need clarification about the services sought or have questions about the RFP instructions or requirements. Put your inquiry in writing and transmit it to Pasadena Forward as instructed below. At its discretion, Pasadena Forward reserves the right to contact an inquirer to seek clarification of any inquiry received.

Bidders that fail to report a known or suspected problem with the RFP or fail to seek clarification and/or correction of the RFP shall submit a proposal at their own risk.

1. **What to Include in an Inquiry**
   a. Your name, firm’s name, mailing address, area code and telephone number, and fax number.
   b. A description of the subject or issue in question or discrepancy found.
   c. RFP section, page number or other information useful in identifying the specific problem or issue in question.
   d. Remedy sought, if any.

2. **How to submit questions**

Submit inquiries using one of the following methods.

<table>
<thead>
<tr>
<th>U.S. Mail</th>
<th>Fax</th>
<th>Electronic Mail</th>
</tr>
</thead>
<tbody>
<tr>
<td>Questions, Pasadena Marathon RFP PO Box 90693 Pasadena, CA 91109</td>
<td>Attn: Questions, Pasadena Marathon RFP (626) 797-8881</td>
<td>Subj: Questions, Pasadena Marathon RFP <a href="mailto:information@pasadenamarathon.org">information@pasadenamarathon.org</a></td>
</tr>
</tbody>
</table>

Bidders submitting inquiries are responsible for confirming the receipt of all materials by the questions deadline.

You may call Pasadena Forward at (626) 298-0486 to confirm receipt of your communication.

3. **Questions Deadline**

Pasadena Forward will accept written, faxed or e-mail inquires received by 9:30 a.m. on Monday, September 11, 2006.

E. VOLUNTARY LETTER OF INTENT

1. **General information**

Prospective bidders are asked to voluntarily indicate their intention to submit a proposal. Failure to submit a Letter of Intent will not affect the acceptance of any proposal. The Letter of Intent is not binding and prospective bidders are not required to submit a proposal merely because a Letter of
Intent is submitted. Please be advised that while the Letter of Intent is voluntary, Pasadena Forward will provide automatic updates about the RFP only to prospective bidders who have provided a voluntary Letter of Intent.

2. Submitting a Letter of Intent

The voluntary Letter of Intent must be received by 5:00 p.m., August 18, 2006.

Submit your Letter of Intent using one of the following methods.

<table>
<thead>
<tr>
<th>U.S. Mail</th>
<th>Fax</th>
<th>Electronic Mail</th>
</tr>
</thead>
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<tr>
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<td>Attn: Questions, Pasadena Marathon RFP</td>
<td>Subj: Questions, Pasadena Marathon RFP</td>
</tr>
<tr>
<td>PO Box 90693, Pasadena, CA 91109</td>
<td>(626) 797-8881</td>
<td><a href="mailto:information@pasadenamarathon.org">information@pasadenamarathon.org</a></td>
</tr>
</tbody>
</table>

Bidders transmitting a Letter of Intent are responsible for confirming receipt by Pasadena Forward by the stated deadline.

F. SCOPE OF WORK

Pasadena Forward seeks to produce a yearly marathon. The Pasadena Marathon will be owned by Pasadena Forward, but the approval of the event from the City of Pasadena rests with the producer of the event demonstrating the capacity and experience in producing such an event.

In order to achieve final approval for this event, the bidder needs to plan out the production of this event in its entirety. The plan will then be presented to local business districts, the Chamber of Commerce, neighborhood associations, key organizations, and individuals for their consent and support. Once all stakeholder groups have endorsed the plan a presentation will be made to appropriate city commissions or/and committees. The commissions and committees will make recommendations or seek clarification on specific points, and will recommend approval or disapproval of the event. Provided that all commissions recommend approval, the topic will be brought before the city council for final approval. Upon receiving final approval from the city council, Pasadena Forward will present a contract to the producer, and planning for the event will commence immediately.

The planning of the event should reflect your ideas and thoughts as to how the event could be produced, and should include topics such as;

1. The inclusion of key community entities such as the Rose Bowl, Arroyo Seco tenants, local business districts, hotel associations, sponsors, colleges and universities, neighborhood associations, and the community at large, in the planning and execution of this event.

2. The demonstrated financial or/and social benefit to the community.

3. The extent to which you will work with volunteer organizations, beneficiaries, and individuals who will work to provide services or information to enhance the quality and appeal of this event.

G. QUALIFICATION REQUIREMENTS

Failure to meet the following requirements by the proposal submission deadline will be grounds for Pasadena Forward to deem a bidder non-responsive. Evaluators may choose not to thoroughly review or score proposals that fail to meet these requirements. In submitting a proposal, each bidder must certify and prove that it possesses the following qualification requirements.
1. **Qualifications**

At least five consecutive years of experience of the type(s) listed below. Bidders must have experience;

   a. Producing full-marathons, half-marathons, 5k races and bike rides.

   b. In the production of events, collaborating with community organizations and individuals such as; city council, police departments, fire departments, neighborhood associations, business district associations, chambers of commerce and other similar community stake-holder groups.

   c. In the production of events, collaborating with sponsors, celebrity guests of the event or host organization, volunteers, supporters, vendors, and participating groups.

   e. Oversee all work done by staff, volunteers, and city staff during the day of the event, to ensure a successful and safe event.

2. **Corporations**

Corporations must certify that they are in good standing and qualified to conduct business in California.

3. **Business Integrity**

Bidders must certify that they have a record of sound business integrity and a history of being responsive to past contractual obligations.

4. **Financial Stability**

Bidders must certify that they are financially stable and solvent and have adequate cash reserves to meet all financial obligations while awaiting reimbursement from Pasadena Forward.

H. **PROPOSAL FORMAT AND CONTENT REQUIREMENTS**

1. **General instructions**

   a. Each firm or individual may submit only one proposal.

   For the purposes of this paragraph, “firm” includes a parent corporation of a firm and any other subsidiary of that parent corporation. If a firm or individual submits more than one proposal, Pasadena Forward may reject all proposals submitted by that firm or individual.

   A firm or individual proposing to act as a prime contractor may be named as a subcontractor in another bidder’s proposal. Similarly, more than one bidder may use the same subcontractors and/or independent consultants.

   b. Develop proposals by following all RFP instructions and/or clarifications issued by Pasadena Forward in the form of question and answer notices, clarification notices, or administrative bulletins.

   c. Before submitting your proposal, seek timely written clarification of any requirements or instructions that you believe to be vague, unclear or that you do not fully understand.
d. In preparing your proposal response, all narrative portions should be straightforward, detailed and precise. Pasadena Forward will determine the responsiveness of a proposal by its quality, not its volume, packaging or colored displays.

e. Arrange for the timely delivery of your proposal package to the address specified in this RFP.

2. Format requirements

a. Assemble the proposal as follows:

1) Assembly of Proposal

   a) Submit one (1) original proposal, five (5) copies or sets, and (1) copy on CD-R in any Microsoft Office standard platform (i.e. Word, Excel, and Adobe).

   b) Assemble the original proposal and five (5) copies. Place the proposal set marked “Original” on top, followed by the five (5) extra copies. Place all proposal copies, the original and CD-R copy in a single envelope or package, if possible. Seal the envelope(s) or package(s) and clearly label the packages or envelopes as original or copies of the proposal.

   c) Each proposal set must be complete with a copy of all required attachments.

   d) If you submit more than one envelope or package, carefully label each one and mark on the outside of each envelope or package “1 of X”, “2 of X”, etc.

b. Format the narrative portions of the proposal as follows:

1) Use one-inch margins at the top, bottom, and both sides.

2) Use a font size of not less than 11 points.

3) Print pages single-sided on white bond paper.

4) Sequentially paginate the pages in each section.

c. Bind each proposal set in a way that enables easy page removal. Loose leaf or three ring binders are acceptable.

d. All RFP sections that require a signature must be signed in ink, preferably in a color other than black.

1) Have a person who is authorized to bind the proposing firm sign each RFP section that requires a signature. Signature stamps are not acceptable.

2) Place the originally signed sections in the proposal set marked “Original”.

3) The RFP proposal copies may reflect photocopied signatures.

e. Do not mark any portion of your proposal response, any RFP attachment or other item of required documentation as “Confidential” or “Proprietary”. Pasadena Forward will render all portions of a proposal confidential.
3. **Content requirements**

This section specifies the order and content of each proposal. Assemble the materials in each proposal set in the following order:

a. Proposal cover page

A person authorized to bind the bidder must sign the Proposal Cover Page. If the bidder is a corporation, a person authorized by the Board of Directors to sign on behalf of the Board must sign the Proposal Cover Page.

b. Table of Contents

Properly identify each section and the contents therein. Paginate all items in each section.

c. Executive Summary Section

In this section, clearly articulate your ideas, and goals for how this event could be produced. Articulate your end state with regards to the impact you intend to have in producing this event.

In preparing your Executive Summary, do not simply restate or paraphrase information in this RFP. Describe or demonstrate, in your own words, the following information;

1) Your understanding of Pasadena Forward's needs and the importance of this project.

2) The tangible results that you expect to achieve.

3) Your firm's sincere commitment to perform the scope of work in an efficient and timely manner.

4) How you will effectively integrate this project into your firms' current obligations and existing workload.

5) Why your firm should be chosen to undertake this work at this time.

d. Agency Capability Section

1) Include a brief history of your firm, including:

   a) Date of establishment. If applicable, explain any changes in your business history or organizational structure that will assist Pasadena Forward in determining your qualifications.

   b) A description of your firm’s goals and values that are relevant, closely related, or will complement this project.

2) Describe the experience that qualifies your firm to undertake this project. At a minimum, demonstrate your firm's possession of five consecutive years of experience of the types listed Scope of Work section of this RFP.

3) Briefly, describe the accounts or work projects begun and/or completed in the past five years that involved services similar in nature or closely related to the Scope of Work in this RFP. For each account or project listed, include the following information:
PASADENA MARATHON REQUEST FOR PROPOSAL

a) Name of agency or firm for whom services were performed,

b) Duration or length of the project,

c) Total cost or value of the project,

d) Indicate if the account or project is “active/open” or “closed/settled”

e) Describe briefly the type and nature of the services you performed.

4) Briefly describe any experience that demonstrates your firm’s ability to establish and maintain effective working relationships with government entities, local community based organizations, and private nonprofit organizations.

5) Identify three client references that your firm has serviced in the past five years that can confirm their satisfaction with your services and confirm if your firm provided timely and effective services or deliverables. Use the Bidder References form (Attachment 2) for this purpose.

e. Work Plan Section

1) Overview

a) Pasadena Forward is interested in proposals that provide well-organized, comprehensive and technically sound business solutions. Vague explanations will undermine your firm’s credibility and will result in reduced proposal scores.

b) The Work Plan must include an in-depth discussion and description of the methods, approaches and step-by-step actions that will be carried out to fulfill all services described in Scope of Work.

2) Work Plan Content

a) Briefly explain or describe the overall approach and/or methods that you will use to accomplish the Scope of Work

b) Explain why you chose the particular approaches and/or methods that are proposed (e.g. proven success or past effectiveness, etc.). Include an explanation of the benefit of these approaches and/or methods over other methods or approaches considered.

c) If applicable, explain what is unique, creative, or innovative about your proposed approaches and/or methods.

d) If you envision any major complications or delays at any stage of performance, describe those complications or delays and include a proposed strategy for overcoming those issues. Likewise, indicate if you do not anticipate any major complications or delays and reason for your assumptions.

e) Identify the specific tasks/activities and functions that you will perform in the order you believe they will occur. Include the following in-depth information for each task/activity or function in the work plan:
i. Indicate who will have primary responsibility for performing each major task/activity or function. If known, identify the name and position title of all key personnel, subcontractors, and/or consultants that will perform the work.

If the responsible party is unknown or not yet identified, identify a staff position title or project name/title and indicate “TBD” which is the abbreviation for “to be determined”.

ii. Include a performance timeline for each major task/activity or function. Indicate the approximate beginning and ending month and year. If a task/activity or function will only occur in one fiscal period or year, indicate the beginning and ending month and year.

If desirable, in addition to start and end dates, you may use other terms such as start-up, ongoing, continuous, etc. to describe the performance timeline. In doing so, you must define the meaning of each unique term that you use.

iii. Explain/describe how you intend to measure or prove successful completion of each major task, function or activity.

If applicable, identify the key events or outcomes that will signify completion or identify tangible items (deliverables) that will result at the conclusion of the various tasks/activities or functions.

3) Rejection of Tasks, Activities or Functions

a) If full funding does not become available, is reduced, or Pasadena Forward determines that it does not need all of the services described in this RFP, Pasadena Forward reserves the right to offer an amended contract for reduced services.

f. Management Plan Section

1) Describe how you will effectively coordinate, manage and monitor the efforts of the assigned staff, including subcontractors and/or consultants, if any, to ensure that all tasks, activities and functions are completed effectively and in a timely manner.

2) Describe the fiscal accounting processes and budgetary controls you will used to ensure the responsible use and management of contract funds and accurate invoicing. Include at a minimum, a brief description of all of the following:

a) How the costs incurred under this project will be appropriately accounted for and only applicable project expenses will be billed to Pasadena Forward (e.g. use of unique account/project codes, etc.)

b) Your fiscal reporting and monitoring capabilities (e.g. spread sheets, automated fiscal reports, quality controls, checks and balances, etc.) to ensure contract funds are managed responsibly.

c) Proposed billing or invoicing frequency (not more frequently than once per month). Electronic billing is not possible.

d) Identify the documentation that you will maintain on file or submit to Pasadena Forward upon request to prove, support and/or substantiate the expenses that are invoiced to Pasadena Forward.
g. Project Personnel Section

1) In this section, describe your proposed staffing plan. In the staffing plan, include at a minimum:

The title and position of all Key Personnel who will work on this contract. Please note that Pasadena Forward reserves the right to approve or disapprove of changes in Key Personnel that occur after Pasadena Forward awards the contract.

a) Describe the staff positions required for this RFP. Also indicate the number of full time equivalent people that are projected to staff each position.

b) Identify by name and/or position title, each key staff person that will have primary responsibility for managing, directing, overseeing and/or coordinating the work of assigned staff, subcontractors and/or independent consultants. Clearly indicate who will maintain effective communications with Pasadena Forward (i.e. Vice President, Project Manager, etc.).

i. Briefly, describe each person’s expertise, capabilities and credentials.

ii. Emphasize any relevant past experience in directing, overseeing, coordinating or managing other sporting events such as a marathon, half-marathon, 5k/10k and/or cycling events.

c) Include a resume for each key staff person (professional, managerial or supervisory) who will exercise a major administrative, policy, or consulting role in carrying out the project work. To the extent possible, resumes should not include personal information such as a social security number, home address, home telephone number, marital status, gender, birth date, age, etc.

2) Briefly, describe the administrative policies or procedures you will use to ensure that you will recruit and select well-qualified, competent, and experienced in-house staff, subcontractors and/or independent consultants.

a) If employee recruitment/selection policies or procedures are present in an operations manual, you may cite excerpts from such manuals. Do not simply indicate that such policies exist and do not attach copies of any policies or manuals to your proposal. If deemed necessary, Pasadena Forward may request copies of your existing manuals or policies.

3) Briefly, describe the processes or procedures that you will use to ensure that vacancies are filled expeditiously and that services are continued despite the presence of vacancies.

4) If subcontractors (including independent consultants) will be used to perform contract services, bidders must do the following at the time of proposal submission:

a) Indicate if you have pre-identified any firms/persons to perform the work or if you will recruit them later.

i. For each pre-identified subcontractor and independent consultant include:

A. Full legal name.

B. A brief description of the major duties and functional responsibilities that you intend to assign to the subcontracted firm or independent consultant.
C. A brief explanation as to why you chose the subcontracted the firm or independent consultant. Stress things such as applicable skills, knowledge, capabilities, past experience or accomplishments, availability, reasonableness or rates, notoriety in a field or specialty, etc.

D. A resume for each pre-identified subcontractor and independent consultant. To the extent possible, resumes should not include personal information such as a social security number, home address, home telephone number, marital status, gender, birth date, age, etc.

ii. For subcontractors and/or independent consultants that cannot be identified when the proposal is submitted to Pasadena Forward or are to be determined (TBD) after the contract is executed, include:

A. An identification of the functions, activities and responsibilities that you intend to assign to each subcontractor and/or independent consultant.

B. A description of the process that you will use to obtain Pasadena Forward's approval of each subcontractor and/or independent consultant, along with approval of their budgeted costs and assigned responsibilities.

5) Include an organization chart. The organizational chart must show the lines of authority and reporting relationships within your organization including the relationship between management and subcontractors and/or independent consultants, if any.

h. Facilities and Resources Section

Describe the following as it relates to your capacity to perform the scope of work:

1) Current office facilities at your disposal including number of offices owned or leased, square footage, number of staff housed and physical location or address.

2) Current support services and office equipment capabilities immediately available and/or accessible for use in carrying out the proposed scope of work. Include such things as, but not limited to:

   a) A description of the range and/or type of support services available and number of staff.

   b) Messenger, delivery, shipping, distribution, or transport capabilities.

   c) Teleconferencing or telecommunications capabilities.

   d) Printing/reproduction or photocopying capabilities.

   e) Software applications in use (word processing, spread sheet, data base, graphics development, web page design, unique or other specialized software applications, etc.)

   f) Other support functions or capabilities that can be accessed and/or utilized.

3) Identify any facilities, support services or equipment that you must purchase, rent or lease on a long or short-term basis to perform the services described in this RFP.
i. Cost Section

1) Basic content

   a) The Cost Section will consist of a complete budget of expenses broken down in line item form, and divided in sections that detail the costs of city services such as police, or fire department support, which will be borne by Pasadena Forward in producing the event, and fees required by the bidder.

   b) The sections should be separated in order to be reviewed independently of one another, but should have a totals page, which details the total costs and expected revenues.

   c) Assumptions of expenses or revenues should be differentiated in some way from actual expenses or actual revenues.

2) General instructions

   a) The totals page should be placed at the front of the Cost Section, and should be signed by the appropriate individual(s), to affirm accuracy. The person(s) who sign should do so preferably in an ink of color other than black.

   b) Clearly label at the beginning of each page, which part of the budget that page belongs to (e.g., Pasadena Forward Expenses, City Services Expenses, etc.).

   c) With the totals page, include a narrative as to what factors in order of importance, will impact the expenses or revenues of this event. Describe actions which may allow for an increase in revenue and/or a decrease in expenses.

j. Attachment Section

Place the following documentation in the Attachment section of your proposal in the order shown below.

1) Proof of Corporate Status

   If the bidder is a corporation, submit a copy of your firm’s most current Certificate of Status issued by State of California, Office of the Secretary of State. Submit an explanation if you cannot submit this documentation. Do not submit copies of your firm’s Bylaws or Articles of Incorporation.

2) Bidder Information and Bidder References forms.

I. EVALUATION AND SELECTION

Evaluation and selection will consist of multiple states as detailed below. The evaluation process will be used to review and/or score proposals. Pasadena Forward will reject any proposal that is found to be non-responsive at any state of evaluation. An evaluation committee will be used for all stages during the evaluation and selection process. The evaluation committee is comprised from individuals representing various sectors of the community. These include business districts, city government, neighborhoods, the community at large, and Pasadena Forward.
1. **Stage 1** – Reviewing the Proposal

   a. Shortly after the proposal submission deadline, the committee will convene to review each proposal for timeliness, completeness and initial responsiveness to the RFP requirements. This is a pass/fail evaluation.

   b. In the review stage, the committee will compare the contents of each proposal to the claims made by the bidder on the required attachment/certification checklist to determine if the bidders claims are accurate.

   c. If deemed necessary, the committee may collect additional documentation (i.e., missing forms, missing data from RFP attachments, missing signatures, etc.) from a bidder to confirm the claims made on the checklist and to ensure that the proposal is initially responsive to the RFP requirements.

2. **Stage 2** – Scoring the Proposal

   a. Technical proposals that appear to meet the basic format requirements, initial qualification requirements and contain the required documentation, as evidenced by passing the Stage 1 review, will be further reviewed.

   b. The committee will individually and/or as a team review, evaluate, and numerically score technical proposals based on the proposal’s adequacy, thoroughness, and the degree to which it complies with the RFP requirements.

   c. Pasadena Forward will use the following scoring system to assign points. Following this chart is a list of the considerations that the committee may take into account when assigning individual points to a technical proposal.

<table>
<thead>
<tr>
<th>Points</th>
<th>Interpretation</th>
<th>General Basis for Points Assignment</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>Inadequate</td>
<td>Proposal response (i.e., content and/or explanation offered) is inadequate or does not meet Pasadena Forward’s needs/requirements or expectations. The omission(s), flaw(s), or defect(s) are significant and unacceptable.</td>
</tr>
<tr>
<td>1</td>
<td>Barely Adequate</td>
<td>Proposal response (i.e., content and/or explanation offered) is barely adequate or barely meets Pasadena Forward’s needs/requirements or expectations. The omission(s), flaw(s), or defect(s) are inconsequential and acceptable.</td>
</tr>
<tr>
<td>2</td>
<td>Fully Adequate</td>
<td>Proposal response (i.e., content and/or explanation offered) is fully adequate or fully meets Pasadena Forward’s needs/requirements or expectations. The omission(s), flaw(s), or defect(s), if any, are inconsequential and acceptable.</td>
</tr>
<tr>
<td>3</td>
<td>Excellent or Outstanding</td>
<td>Proposal response (i.e., content and/or explanation offered) is above average or exceeds Pasadena Forward’s needs/requirements or expectations. Minimal weaknesses are acceptable. Bidder offers excellent or more enhancing features, methods or approaches that will enable performance to exceed our basic expectations.</td>
</tr>
</tbody>
</table>

   d. In assigning points for individual rating factors, the reviewing committee may consider issues including, but not limited to, the extent to which a technical proposal:

   1) Is lacking information, lacking depth or breadth or lacking significant facts and/or details, and/or
2) Is fully developed, comprehensive and has few if any weaknesses, defects or deficiencies, and/or

3) Demonstrates that the bidder understands Pasadena Forward’s needs, the services sought, and/or

4) Illustrates the bidder’s capability to perform all services and meet all scope of work requirements, and/or

5) If implemented, will contribute to the achievement of Pasadena Forward’s goals and objectives, and/or

6) Demonstrates the bidder’s capacity, capability and/or commitment to exceed regular service needs (i.e., enhanced features, approaches, or methods; creative or innovative business solutions).

e. Below are the point values and weight values for each rating category that will be scored.

1) Proposals will be scored on a scale of 0 to 102 points, as follows:

<table>
<thead>
<tr>
<th>Rating Category</th>
<th>Total Possible Points</th>
<th>X</th>
<th>Weight=</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Executive Summary</td>
<td>15</td>
<td>X</td>
<td>1</td>
<td>15</td>
</tr>
<tr>
<td>Agency Capability</td>
<td>12</td>
<td>X</td>
<td>1</td>
<td>12</td>
</tr>
<tr>
<td>Work Plan</td>
<td>12</td>
<td>X</td>
<td>2</td>
<td>24</td>
</tr>
<tr>
<td>Management Plan</td>
<td>9</td>
<td>X</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td>Project Personnel</td>
<td>18</td>
<td>X</td>
<td>2</td>
<td>18</td>
</tr>
<tr>
<td>Facilities and Resources</td>
<td>6</td>
<td>X</td>
<td>1</td>
<td>6</td>
</tr>
<tr>
<td>Cost</td>
<td>9</td>
<td>X</td>
<td>2</td>
<td>18</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Grand Total 102</td>
</tr>
</tbody>
</table>

J. Proposal rating factors

The committee will use the following criteria to score the technical proposal.

1. Executive Summary

<table>
<thead>
<tr>
<th>Executive Summary Rating Factors</th>
<th>Points Possible</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td>To what extent did the bidder express, in its own words, its understanding of Pasadena Forward’s needs and the importance of this project?</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>To what extent did the bidder demonstrate the tangible results that it expects to achieve?</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>To what extent did the bidder express a sincere commitment to perform this work in an efficient and timely manner?</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>To what extent did the bidder demonstrate that it can effectively integrate this project into its current obligations and existing workload?</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>To what extent did the bidder adequately explain why it should be chosen to undertake this project at this time?</td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>

Executive Summary Score 15
2. **Agency Capability**

<table>
<thead>
<tr>
<th>Agency Capability Rating Factors</th>
<th>Points Possible</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Upon reviewing the bidder’s description of its business history, to what extent are the bidder’s firm’s goals relevant, closely related, or will their goals complement this project?</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>From the experience described in its proposal, to what extent does the bidder possess sufficient experience in producing sporting events and to serve as the foundation of an evidentiary base to support these statements, arguments, and proposals in meetings, public hearings, and trial proceedings?</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>From the experience described in its proposal, to what extent does the bidder possess sufficient experience in analyzing and presenting rate, payment and utilization information, and relating such information to cost information?</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>To what extent did the bidder demonstrate that it has had experience establishing and maintaining effective working relationships with government entities, local community based organizations, and/or private nonprofit organizations</td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>

**Agency Capability Score** 12

3. **Work Plan**

<table>
<thead>
<tr>
<th>Work Plan Rating Factors</th>
<th>Points Possible</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td>To what extent are the bidder’s overall approaches and/or methods comprehensive and/or technically sound?</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>To what extent did the bidder offer a rational basis for choosing its particular approaches and methods (i.e. proven success or past effectiveness)?</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>To what extent are the proposed procedures, methods and approaches appropriate and reasonable (i.e. if implemented are they likely to produce the desired results)?</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>To what extent does the bidder describe, in detail, the specific actions (i.e. tasks/activities and functions) that the bidder will perform to complete the full scope of work requirements?</td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>

**Work Plan Score** 12

4. **Management Plan**

<table>
<thead>
<tr>
<th>Management Plan Rating Factors</th>
<th>Points Possible</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td>To what extent has the bidder demonstrated its capability to effectively coordinate, manage and monitor the efforts of assigned staff (including subcontractors and consultants) to ensure that work is effectively completed and timely?</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Upon reviewing the bidders description of its fiscal accounting processes and budgetary controls, to what extent are the fiscal processes and controls adequate to ensure the responsible use and management of contract funds and accurate invoicing?</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Upon reviewing the bidder’s organization chart in the Appendix Section, to what extent is the bidder's organizational structure sound with distinct lines of authority and reporting relationships between management and all staff including subcontractors and independent consultants?</td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>

**Management Plan Score** 9
5. **Project Personnel**

<table>
<thead>
<tr>
<th>Project Personnel Rating Factors</th>
<th>Points Possible</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Upon reviewing the bidder’s staffing plan, to what extent has the bidder allocated a sufficient number of staff in the appropriate position levels or classifications to perform the full range of services?</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Upon reviewing the bidder’s staffing plan, to what extent has the bidder allocated ample full-time employees or percentages of staff time for each position?</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Upon reviewing the proposed job descriptions or duty statements for the proposed personnel, to what extent has the bidder reasonably assigned the job responsibilities and tasks among the different personnel?</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Upon reviewing the proposed job descriptions or duty statements for the proposed personnel (including subcontractors and independent consultants), to what extent has the bidder reasonably divided the work between its in-house resources and proposed subcontractors (including independent consultants)?</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Upon reviewing the job descriptions and resumes of the proposed staff, to what extent do the proposed personnel possess the qualifications and expertise needed to perform the assigned duties?</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Upon reviewing the bidder's administrative policies and procedures, to what extent will the policies/procedures lead to the recruitment and selection of qualified, competent and experienced staff, subcontractors and/or independent consultants for this project?</td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>

**Project Personnel Score**

18

6. **Facilities and Resources**

<table>
<thead>
<tr>
<th>Facilities and Resources Rating Factors</th>
<th>Points Possible</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td>To what extent does the bidder have access to office facilities that are sufficient to enable performance of the scope of work?</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>To what extent does the bidder have access to adequate support services and other resources that are needed to ensure successful performance?</td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>

**Facilities and Resources Score**

6

7. **Cost**

<table>
<thead>
<tr>
<th>Cost Rating Factors</th>
<th>Points Possible</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td>To what extent has the bidder adequately anticipated the types of services and expenses associated with the production of this event?</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>To what extent has the bidder appropriately priced all services and expenses associated with the production of this event?</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>To what extent has the bidder made the cost section easy for review and understanding, and prepared it into the appropriate sections.</td>
<td>3</td>
<td></td>
</tr>
</tbody>
</table>

**Facilities and Resources Score**

9
K. CONTRACT AWARD

1. Contract award

a. The award of the contract will be to the responsive and responsible bidder, who earns the highest total score. The highest scored proposal will be determined after Pasadena Forward has had an opportunity to interview the finalists.

b. Pasadena Forward will mail a written notification and/or a copy of the Notice of Intent to Award to all firms that submitted a proposal.

c. Pasadena Forward will confirm the contract award to the winning bidder after the City of Pasadena has approved the production of the event.

2. Pasadena Forward's Rights

Pasadena Forward reserves the following rights.

a. RFP Corrections

1) Pasadena Forward reserves the right to do any of the following up to the proposal submission deadline:

   a) Modify any date or deadline appearing in the RFP or the RFP Time Schedule.

   b) Issue clarification notices, alternate RFP instructions, forms, etc.

   c) Allow bidders to submit questions about any RFP change, or correction. If Pasadena Forward allows such questions, specific instructions will appear in the cover letter accompanying the document.

2) If this RFP is clarified, corrected, or modified, Pasadena Forward will mail, fax or e-mail a clarification notice to all persons/firms that have submitted a Letter of Intent.

   If Pasadena Forward decides, just before or on the proposal due date, to extend the submission deadline, Pasadena Forward may choose to notify potential bidders of the extension by fax or by telephone. Pasadena Forward will follow-up any verbal notice in writing, by fax, or by mail.

b. Collecting Information from Bidders

1) If deemed necessary, Pasadena Forward may request a bidder to submit additional documentation during or after the proposal review and evaluation process. Pasadena Forward will advise the bidders orally, by fax, or in writing of the documentation that is required and the timeline for submitting the documentation. Pasadena Forward will follow-up oral instructions in writing, by fax, or mail. Failure to submit the required documentation by the date and time indicated may cause Pasadena Forward to deem a proposal non-responsive.

2) Pasadena Forward, at its sole discretion, reserves the right to collect, by mail, fax or other method the following omitted documentation and/or additional information.

   a) Signed copies of any form submitted without a signature.

   b) Data or documentation omitted from any submitted RFP attachment/form.
c) Information/material needed to clarify or confirm certifications or claims made by a bidder.

d) Information/material needed to correct or remedy an immaterial defect in a proposal.

3) The collection of bidder documentation may cause Pasadena Forward to extend the date for posting the Notice of Intent to Award. If Pasadena Forward changes the posting date, Pasadena Forward will advise the bidders, orally or in writing of the alternate posting date.

c. Immaterial Proposal Defects

1) Pasadena Forward may waive any immaterial deviation or defect in any proposal. Pasadena Forward reserves the right to use its best judgment to determine what constitutes an immaterial deviation or defect. Pasadena Forward may, in its sole discretion, either allow the bidder to remedy immaterial deviations or defects, or waive the need to remedy them.

2) Pasadena Forward’s waiver of an immaterial deviation or defect in a proposal shall in no way modify this RFP or excuse a bidder from full compliance with all bid requirements.

d. Correction of Clerical or Mathematical Errors

1) Pasadena Forward reserves the right, at its sole discretion, to overlook, correct, or require a bidder to remedy any obvious clerical or mathematical errors occurring in the narrative portion of a proposal or, on the Cost Section.

2) If the correction of an error results in an increase or decrease in the total price, Pasadena Forward shall give the bidder the option to accept the corrected price or withdraw their proposal.

3) Bidders may be required to initial corrections to costs and dollar figures on the Cost Section if the correction results in an alteration of the annual costs or total cost offered.

e. Right to Remedy Errors

1) Pasadena Forward reserves the right, at any time, to waive any RFP requirement or instruction for all bidders if Pasadena Forward determines that the requirement or instruction was unnecessary, erroneous or unreasonable.

f. No Contract Award or RFP Cancellation

The issuance of this RFP does not constitute a commitment by Pasadena Forward to award a contract. Pasadena Forward reserves the right to reject all proposals and to cancel this RFP if it is in the best interest of Pasadena Forward to do so.

g. Proposed Use of Subcontractors and/or Independent Consultants

Specific subcontract relationships proposed in response to this RFP (i.e., identification of pre-identified subcontractors and independent consultants) shall not be changed during the procurement process or prior to contract execution. The pre-identification of subcontractor or independent consultant does not affect Pasadena Forward’s right to approve personnel or staffing selections or changes made after the contract award.
h. Staffing Changes after Contract Award

Pasadena Forward Reserves the right to approve or disapprove changes in key personnel that occur after Pasadena Forward awards the contract.

L. REQUIRED ATTACHMENTS

1. The following pages are required attachments which must be submitted with the completed proposal

M. FACT SHEET AND ROUTE MAP

1. This information is not for distribution, and may change as planning proceeds.
<table>
<thead>
<tr>
<th>Name of Firm:</th>
<th>California Corp. Number</th>
<th>Federal I D Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name of Principal</td>
<td>Title</td>
<td>Telephone Number</td>
</tr>
<tr>
<td>Street Address/ PO Box</td>
<td>City</td>
<td>State</td>
</tr>
</tbody>
</table>

Website

Years performing similar services or producing similar events

Other events produced or related experience

Other information you would like to highlight regarding your firm which may be applicable to this proposal.
### Bidder References

**Reference 1**
- **Name of firm**
- **Street Address**
- **City**
- **State**
- **Zip Code**
- **Contact Person**
- **Telephone Number**
- **Dates of Service**
- **Value or cost of service**
- **Brief description of service provided**

**Reference 2**
- **Name of firm**
- **Street Address**
- **City**
- **State**
- **Zip Code**
- **Contact Person**
- **Telephone Number**
- **Dates of Service**
- **Value or cost of service**
- **Brief description of service provided**

**Reference 3**
- **Name of firm**
- **Street Address**
- **City**
- **State**
- **Zip Code**
- **Contact Person**
- **Telephone Number**
- **Dates of Service**
- **Value or cost of service**
- **Brief description of service provided**