

City Administrator's Office Solicitation: Smart City Community Engagement Facilitation

Contact:

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Background and Summary

The City and County of San Francisco's City Administrator's Office, in collaboration with City departments including the Public Utilities Commission, Municipal Transportation Agency, Department of Recreation and Parks, and Department of Technology, is seeking support from a qualified and experienced firm to conduct public workshops and other community engagement activities on the topics of privacy governance and smart city technology.

The City seeks to develop a governance model for the ongoing use and expansion of smart city technologies. The City wishes to engage in a community dialogue to solicit feedback on guiding values and specific uses of this technology. The goal of this project is to develop governance standards and recommendations for specific technology types that can be approved for use in the City.

The proposed project will support these goals through the planning and facilitation of community workshops, and analysis of community discussion

Solicitation Schedule

Solicitation Issued

Deadline for Questions [+1.5 weeks]

Deadline for Responses to Questions [+3 days]

Deadline for Proposals [+3 weeks total]

Questions and Communications

All questions should be sent by e-mail to Emma Fernandez at emma.fernandez@sfgov.org.

Questions must be received by the deadline. All questions and responses will be emailed to all candidates.

Project Summary and Services Requested

The City of San Francisco's [Acquisition of Surveillance Technology Ordinance](#) requires the City to develop policies to govern all technologies that collect data on the public to be reviewed and

approved by the Board of Supervisors. The City seeks to engage with the public on issues and concerns relating to privacy.

“Smart city” technology includes a variety of sensors and other data collection methods in the public right of way. As the City explores the potential benefits of these technologies, it seeks to engage the public from the beginning of the conversation. The City hopes to engage in a dialogue about the value and benefits of smart city technologies, and about protecting privacy while engaging with this technology.

The City & County of San Francisco is seeking support from a qualified and experienced firm to facilitate at least five workshops on smart city technologies and the risks and benefits of their deployment. The facilitator will act as an impartial mediator between the government and other participants. Workshop participants should be from the community, private industry, academics, and other subject matter experts in privacy and technology. The City intends to use the discussion at these community workshops to help inform future policy decisions on smart city technology deployment in San Francisco.

Through participatory design activities, the Selected Proposer will help us achieve the following deliverables:

- *SF Smart City Values*: Define the City’s values for smart city technologies and reasonable expectations for privacy.
- *Governance*: A sustainable model to continue to engage with the public, provide transparency, scale technologies, and establish standards of practice.
- *Policies*: Feedback on policies on Public Noticing, Retention, and Data Minimization.
- *SF Smart City Strategy*: Feedback on strategies to coordinate and scale smart city investments.

Services Requested

1. Develop and provide facilitation for public workshops on smart city technology
 - a. Plan the format, discussion questions, and activities for a series of workshops;
 - b. Develop a strategy for virtual community engagement during shelter in place, including selecting a technology platform for virtual meetings;
 - c. Create an invitation list for workshops, with City input;
 - d. Conduct outreach to community members with invitations to workshops;
 - e. Facilitate the discussion during workshops.
 - f. See Appendix A for our initial thoughts on workshop content and structure.
2. Consolidate notes from the public workshops and present a report back to City stakeholders after each meeting
 - a. Provide written reports on the discussion and any outcomes of public workshops;
 - b. Consolidate discussion into a user-friendly, readable format;

- c. Present summaries to the smart city steering group of leadership from related City departments.
3. Create a final report with recommendations for City stakeholders at the end of the final workshops
 - a. Summarize community feedback on privacy issues and deployment of smart city technology;
 - b. Recommend overall guiding values, governance model, and specific technology uses to pursue based on community engagement.
4. Other activities
 - a. You may propose other activities that will serve the overall goals of the project.

Minimum Qualifications

Each proposal will be reviewed for initial determination on whether the Proposer meets the qualifications (“Minimum Qualifications”) referenced in this section. This screening is a pass or fail determination as to whether the Proposer has met the minimum qualifications and provided all of the required documents. A proposal that fails to meet the minimum qualifications and provide all the required documents will not be eligible for further consideration in the evaluation process. The City reserves the right to request clarifications from Proposers prior to rejecting a Proposal for failure to meet the minimum qualifications.

1. Minimum Qualifications of Prime Proposer or Joint Venture Partners. The Prime Proposer demonstrates relevant expertise to successfully perform their role and responsibilities in the scope of services described in the solicitation.
At minimum, the Prime Proposer must possess the following qualifications:
 - a. A minimum of three years of current experience and expertise with community engagement design and facilitation.
 - b. Minimum of three relevant, verifiable projects in the last five years.
2. Key or Lead Personnel Qualifications: The following are required qualifications for key or lead personnel, such as Project Manager, to be provided as part of this solicitation.
 - a. At least three years of current experience and expertise with community engagement design and facilitation.
 - b. Experience and knowledge on a minimum of three relevant, verifiable projects in the last five years.

Proposal Evaluation

Each proposal will be evaluated in accordance with the criteria below out of a total possible 100 points.

I. Written Proposal (70 points)

In addition to meeting the Minimum Qualifications, Proposers shall also submit a complete Proposal consisting of each item set forth below. The content of all Proposals must consist of the information specified below, in the order outlined below, in order to be deemed responsive.

A. Profile on the Proposing Firm (10 points)

Provide a brief description of the Proposer's firm size and organization structure. Provide any supplementary materials that you feel will help us understand your qualifications for this contract.

B. Project Team (10 points)

Provide a detailed description of each team member who would work on this project, including their qualifications and relevant experience. Descriptions should demonstrate the project team members' ability to provide the services requested in this Solicitation and other projects they will be working on during the proposed timeline along with the percentage of time committed.

C. Past Projects (20 points)

Clearly describe at least three similar or relevant projects your firm has worked on that have been completed in the last five years. In this description, provide the name of the client, the total budget, period of performance, and general project summaries. The clients should be able to verify your firm's past experience and outcomes. A higher score will be awarded to Proposers with past experience working with municipal governments or similar bureaucracies.

D. Description of Services Requested (30 points)

Proposer must submit a Scope of Work that addresses their approach to providing the Services Requested.

II. Price Proposal (30 points)

Proposer shall provide a fee proposal in a separate document that includes the following:

A. A cost estimate for each task listed in the Scope of Work;

B. Hourly rates for all team members. Hourly rates and itemized costs may be used to negotiate changes in the Scope of Work, if necessary.

C. A contract awarded pursuant to this Solicitation shall have a not to exceed ("NTE") amount of \$129,000 for the total allowable maximum term

III. Interviews (Optional) (20 additional points)

The City may interview the top three candidates if needed. Scores for interviews will be awarded on:

A. Presentation of examples of community engagement

- B. Participatory design methods
- C. Understanding of privacy concepts and governance

LBE Rating Bonus and Bid Discounts

Pursuant to Chapter 14B Local Business Enterprise (LBE) Program, rating bonuses or bid discounts, as the case may be, shall apply to the procurement of the goods or services, as applicable, being procured through this Solicitation in the manner described below. The rating bonus or bid discount, as the case may be, apply at each phase of the selection process.

1. Rating Bonus/ Bid Discount for General and Professional Services

Estimated Contract Value	Small/ Micro LBEs Rating Bonus	SBA LBEs Rating Bonus
Great than \$10,000 but less than or equal to \$400,000	10%	0%
Greater than \$400,000 but less than or equal to \$10,000,000	10%	5% <i>So long as it does not adversely affect a Small or Micro-LBE Proposer or a JV with LBE participation.</i>
Greater than \$10,000,000 but less than or equal to \$20,000,000	2%	2%

2. Rating Bonus/ Bid Discount for General and Professional Services by Joint Ventures

Estimated Contract Value	Small/ Micro LBE Participation Level	SBA LBEs Rating Bonus
Great than \$10,000 but less than or equal to \$10,000,000	Equals or exceeds 35%, but less than 40%	5%
	Equals or exceeds 40%, but less than 100%	7.5%
	100%	10%
<p>If applying for an LBE rating discount as a Joint Venture (JV), the Micro and / or Small-LBE must be an active partner in the JV and perform work, manage the job and take financial risks in proportion to the required level of participation stated in the Proposal, and must be</p>		

responsible for a clearly defined portion of the work to be performed and share in the ownership, control, management responsibilities, risks, and profits of the JV. The portion of the Micro and/ or Small-LBE JV's work shall be set forth in detail separately from the work to be performed by the non-LBE JV. The Micro and/ or Small-LBE JV's portion of the contract must be assigned a commercially useful function.

Appendix A

Phase 1 - Problem Definition

Objective: Define scope of project and establish norms of conduct for participants. Listen.

City Presentation: Each workshop should begin with a very short (5-10 min) presentation from the City to frame the discussion. The initial frame will focus on PUC Smart City controller's and the clear business purpose. However before widespread deployment, the City needs to establish governance to protect privacy. We are starting to shape the vision here.

Community Questions: Participants should be from the community, private industry, academics, and other subject matter experts in privacy and technology. Small groups w/ post-its.

- When you are in public, what is a reasonable expectation of privacy?
 - What is reasonable? What is creepy?
- What is a smart city to you? Name a technology
- What are the benefits?
- What are your concerns?
- How can we achieve the benefits and reduce the concerns?

Phase 2 - Defining San Francisco Privacy Values

Objective: Consolidate feedback from Phase 1 into themes & values, and then validate.

City Presentation: Comparative analysis on what other cities are doing, and demonstration on where SF is a leader in privacy, cybersecurity, digital services. Present vision statement.

Community Questions: Small groups with post-its.

- Feedback & What's Missing from themes & values
- As a resident, how would you know the City had incorporated...
 - Privacy
 - Security
 - Equity
 - Accessibility
 - Community Input

Phase 3 - Creating a Smart City

Objective: Explore issues with specific use cases & technologies

City Presentation: Define boundaries of pilot, clear definition of benefits promised.

Community Questions: Small groups carousel activity, post-its at each technology.

- What other benefits?
- What other risks?
- Using the data lifecycle, identify specific actions
 - Collection / Processing / Sharing / Retention / Disposal

Phase 4 - A Sustainable Governance Model

Objective: Consolidate feedback and present

City Presentation: Present a model for governance and corresponding policies

Community Questions: Small groups carousel activity, post-its at each technology.

- At each stage of the data lifecycle, get feedback on governance practices for:
 - Awareness & Consent
 - Collection
 - Processing
 - Sharing
 - Retention
 - Disposal

Phase 5 - Final Recommendations

Objective: Retrieve feedback on sustainable governance model

City Presentation: Present governance and strategy to scale pilots. CivicBridge presentation.

Community Questions: Small groups post-its feedback on each recommendation.