

COUNCIL ACTION FORM

SUBJECT: CLIMATE ACTION PLAN REQUEST FOR PROPOSALS

BACKGROUND:

City staff is seeking the City Council's approval to issue a Request For Proposals (RFP) for a Climate Action Plan (CAP). Developing a CAP addresses the City Council value of "Environmental Sustainability," and specifically the goal of developing and adopting a CAP. For decades, the City of Ames has actively engaged in saving resources, reducing energy demand, and promoting diversified waste management and landfill diversion. There is a growing movement in the Ames community to promote conservation of finite natural resources to achieving a greater global good -- a more sustainable future.

Recently, the City completed a community greenhouse gas (GHG) inventory, which is a foundational piece for development of a CAP.

Through the RFP, the City expects to develop community GHG reduction goals and a CAP to achieve them. **More specifically, the City is seeking relevant, achievable, and cost-effective emission goals, milestones, and an execution timeline. This will be based on input gathered through the completion of a robust, multi-faceted, and inclusive community-input process that encourages feedback from all community sectors. The plan should engage and empower residents, businesses, and institutions toward ownership and responsibility in ensuring a resilient and sustainable future.**

The consultant services City staff has requested are:

Determine Community GHG Emission Reduction Goals – With assistance from City staff as well as input gathered through a robust, multi-faceted, and inclusive community-input process, the consultant is asked to develop GHG reduction goals for the Ames community. The consultant should consider the following sustainability standard resources when developing the alternatives:

- Global Covenant of Mayors for Climate & Energy
- STAR Community Rating System
- City of Ames Community Greenhouse Gas Inventory
- City of Ames Climate Vulnerability Assessment
- City of Ames Citywide Solar PV Energy Potentials Study

Develop Climate Action Plan - The plan will establish relevant, achievable, and cost-effective strategies to achieve reduction goals within a timeline, designate milestone reduction achievements along the timeline, and specify metrics to track

and measure progress. Strategies should be filtered through a cost-benefit analysis and address target emissions sectors, as reported in the City of Ames Greenhouse Gas Inventory, including:

- Energy (residential, commercial, industrial)
- Transportation (ground, airport)
- Solid Waste
- Water (water and wastewater)

Outreach and Engagement Process - Consultant will develop, oversee, and facilitate a plan to solicit input and achieve meaningful engagement with the Ames community. The City considers citizen input essential to developing a CAP.

The Consultant is encouraged to propose a creative and interactive for soliciting diverse and inclusive input from all community sectors including building/development, business, civic/non-profit, faith-based, non-city government, residential, schools, and Iowa State University. The preferred process will use a holistic approach to public participation to ensure open public dialogue throughout the development of the plan.

Because of the importance of this CAP and the impact it will have on the total community, under this RFP the Mayor and City Council members will serve as the Steering Committee for the consultants. In this capacity the Steering Committee will advise the consultants on interim proposals and policy considerations during goal setting and plan development, will provide direction and guidance to the consultants regarding key decision points, and will make final decisions related to the consultants' recommendations. This is the same role the Mayor and City Council are playing in regard to the development of the City's new 2040 Comprehensive Plan.

A cross-departmental project team of City staff will evaluate the proposals, interview finalists, and recommend an award of contract to the City Council for this study. Once the study is complete, a presentation of the results will be made to the City Council.

Funds totaling \$130,000 are available for a Climate Action Plan and have been identified from the FY 2019/20 General Fund ending fund balance.

ALTERNATIVES:

1. Authorize staff to issue the RFP for the Climate Action Plan based upon the attached draft Scope of Services.
2. Authorize staff to issue the RFP with modifications identified by the City Council.
3. Do not authorize staff to proceed with this project.

CITY MANAGER’S RECOMMENDED ACTION:

Moving forward on this RFP to produce a Climate Action Plan continues progress on the City Council value of “Environmental Sustainability,” and builds off the recently completed Community Greenhouse Gas Inventory.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1 as described above.

CLIMATE ACTION GOAL SETTING AND PLAN - DRAFT

PROJECT REQUIREMENTS

SECTION I: BACKGROUND

For decades, the City of Ames (COA) has actively engaged in saving resources, reducing energy demand, and promoting diversified waste management and landfill diversion. There is a growing movement in the Ames community to promote conservation of finite natural resources as a means to achieving a greater global good -- a more sustainable future.

Toward this vision, COA has adopted EcoSmart, a comprehensive strategy to reduce energy consumption and decrease our carbon footprint. COA joined other cities across the country in signing the U.S. Mayors' Climate Protection Agreement in 2007 and contracted services of a sustainability coordinator in 2010.

In 2020, Ames completed a community GHG inventory, climate vulnerability study, and solar PV energy potentials study and City Council directed the development of a climate action plan.

SECTION II: OBJECTIVE

The COA seeks a qualified Consultant to facilitate the development of community greenhouse gas (GHG) reduction goals and a Climate Action Plan (CAP) to achieve them. The Consultant will develop recommendations for relevant, achievable, and cost-effective emission goals, milestones and an execution timeline. This will be based on input gathered through the completion of a robust, multi-faceted, and inclusive community-input process that encourages feedback from all community sectors.

The resulting plan should engage and empower residents, businesses, and institutions toward ownership and responsibility in ensuring a resilient and sustainable future. COA anticipates that the term of any resulting contract will not exceed 18 months.

The Consultant shall have experience with projects of similar scope and size. The Consultant must have strong facilitation and communication skills and working knowledge or subject matter expertise in relevant topic areas. Previous experience in facilitating community groups, knowledge around climate change, and creating community-wide climate mitigation and adaptation plans in similar-sized cities is necessary.

SECTION III: SCOPE OF SERVICES

Consultant is to provide the framework for establishing reduction goals for community GHG emissions and a timeline for completion, as well as develop a plan to guide the process. The Consultant shall perform the following tasks:

Task 1

Kick-Off and Progress Meetings - Consultant will lead an on-site or virtual project kick-off meeting (pending COVID-19 precautions and guidelines) and complete on-going progress meetings with the City CAP Project Team for the duration of the project. The CAP Project Team, headed by the

Assistant City Manager Deb Schildroth, includes a core group of City staff who serve as a liaison between the committees and consultant.

In addition to the CAP Project Team, three committees will assist the project:

- Steering Committee – made up of Ames Mayor and City Council members, the Steering Committee will act in three distinct roles during preparation: advising on interim proposals and policy considerations during goal setting and plan development, direction and guidance on key decision points, and final decision-making approval.
- Technical Advisory Committee – made up of cross departmental representation of City staff, the Technical Advisory Committee will provide technical information and analysis to assist in determining goals and finalizing plan development.
- Community Input Committee – made up of diverse and inclusive representation from all community sectors, including but not limited to building/development, business, civic/non-profit, faith-based, non-city government, residential, schools, and Iowa State University, the Community Input Committee will, in addition to the citizen input received in Task 4, serve as a focus group to provide input and feedback to assist in guiding goal setting and plan development.

Task 2

Determine Community GHG Emission Reduction Goals – Consultant will utilize input from project committees as well as input gathered through a robust, multi-faceted, and inclusive community-input process to develop GHG reduction goals for the Ames community. The goals should consider current GHG emissions levels and address all sectors, as outlined in the City of Ames Community Greenhouse Gas Inventory and include a timeline for completion. Consultant will offer to the Steering Committee goal alternatives for consideration and approval. This will be based on current emissions and community input. The consultant should consider the following resources when developing the alternatives:

- Global Covenant of Mayors for Climate & Energy
- STAR Community Rating System
- City of Ames Community Greenhouse Gas Inventory
- City of Ames Climate Vulnerability Assessment
- City of Ames Citywide Solar PV Energy Potentials Study

Resource Documents:

- [City of Ames Community Greenhouse Gas Inventory](#)
- [City of Ames Climate Vulnerability Assessment](#)
- [City of Ames Citywide Solar PV Energy Potentials Study](#)

Task 3

Develop Climate Action Plan - Consultant will be develop a Climate Action Plan to achieve GHG emission reduction goals. The plan will establish relevant, achievable, and cost-effective strategies to achieve reduction goals within timeline, designate milestone reduction achievements along the

timeline, and specify metrics to track and measure progress. Strategies should be filtered through a cost-benefit analyses and address target emissions sectors, as reported in the City of Ames Greenhouse Gas Inventory, including:

- Energy (residential, commercial, industrial)
- Transportation (ground, airport)
- Solid Waste
- Water (water and wastewater)

The CAP will be presented in a format that is visually appealing, easy to understand, and can be translated to a variety of media for different audiences. Provided with the CAP will be educational and marketing strategies, processes and product templates to assist the COA in increasing awareness, building support, and motivating commitment throughout all community sectors. Also, a template for annual reporting will be provided.

Task 4

Outreach and Engagement Process - Consultant will develop, oversee and facilitate a plan to solicit input and achieve meaningful engagement with the Ames community throughout Tasks 2 and 3. The COA considers citizen input essential to developing a CAP.

The Consultant is encouraged to propose a process that is both creative and interactive for soliciting diverse and inclusive input from all community sectors including building/development, business, civic/non-profit, faith-based, non-city government, residential, schools, and Iowa State University. The preferred process will use a holistic approach to public participation to ensure open public dialogue throughout the development of the plan. Strategies expected include an interactive project website, focus groups, town hall meetings, social media platforms, workshops, pop-up events, collaboration opportunities with community partners, publicly viewable events (and timeline) calendar, and public education displays.

Task 5

Presentation of Climate Action Plan - Consultant will present a final plan to the Steering Committee following project completion. Following final approval, a presentation of the plan will also be presented to the community through public forum, in digital format and two hard copies available for reference at Ames Public Library and City Hall.

Consultant shall maintain complete and accurate records with respect to services performed under this Agreement.

A cost not to exceed budget for all services requested in this RFP is \$130,000.

SECTION IV: PROPOSED SCHEDULE

Proposed Timeline: Work to start upon award, with a final Climate Action Plan by October 1, 2022.

SECTION V: PROPOSAL REQUIREMENTS

To be considered, each proposal will contain the following information:

A. Qualifications including organization, experience and personnel.

1. Organization: Provide the full name, address and telephone number of the person in your organization who had primary responsibility for developing this proposal and to whom technical questions may be addressed.
2. Experience: The City seeks a Consultant that has experience with successful Climate Action Planning for similar-sized cities. Proposals shall include a description of the Consultant's specific experience in handling projects similar in character or scope to this project. A list of no fewer than three different references listing the entity name, address, phone number and contact person for each reference shall be provided.
3. Personnel: The proposal shall identify each member of the Consultant's staff who would work on the project and the role they will be performing. A resume stating the background and qualifications of each individual will be provided. Particular attention will be given to the individual named as the Project Manager. Changes to the Consultant's staff named in the response must be agreed to by the City.
4. Describe the qualifications, services or other information that distinguishes the Consultant from other similar Consultants.

B. Approach

Based on the information contained in the Request for Proposal, Consultants will prepare a preliminary work plan identifying the specific tasks they believe will be necessary to accomplish the objectives of the City. The plan shall detail in a simple and straightforward manner the step-by-step approach the Consultant proposes and the rationale for selecting a particular methodology. The Consultant will note any exclusions or elective tasks that can be identified at the onset.

C. Schedule

The proposal shall include a timeframe for completion of Tasks 1 through 5. It is expected to be an onsite kick-off meeting with project team members. It is expected there are regular meetings scheduled for updates with project team members.

D. Reports/Presentations

The proposal shall contain a chronology of the presentations and reports to be provided. Details of the contents of the reports or presentations will be provided.

- E. **Owner Support**
Detail the level of assistance, support and involvement that is expected of the City and its agencies, and any space or facility requirements, necessary to perform the work.
- F. **Cost of Services**
The proposal shall include a fixed price for performing the tasks outlined in the Scope of Services section above. The fixed price will be an all-inclusive fee including travel, incidentals and all other costs associated with the project.
- G. **Statement of Objectivity**
Proposals will be accepted only from qualified independent Consultants. Responses must clearly state the independence and objectivity of the Consultant. The Consultant must disclose any relationships with entities that might have an interest in the Climate Action Plan project.
- H. **Meetings**
Consultant will provide a list of meetings required to complete the tasks. Consultants should indicate the purpose, format, and attendees for each meeting.

SECTION VI: EVALUATION CRITERIA & SELECTION

An evaluation team made up of members of the City Administration, Sustainability Coordinator, Utility Customer Service, Planning, and Electric Services departments and one or more subject matter experts may review submittals. Evaluation factors shall be applied to all eligible, responsive Consultants in comparing proposals and selecting the Successful Consultant.

Criteria for evaluation of the responses and selection of a Consultant will include, but not be limited to:

- A. The Consultant's ability to provide the type and quality of services that best meets the needs of the City.
- B. The Consultant's proposed plan to solicit input and achieve meaningful citizen engagement with the total Ames community.
- C. The Consultant's ability to provide educational materials and marketing strategies to assist in increasing awareness, building support, and motivating commitment to the plan. In addition, the Consultant will provide a template to communicate ongoing progress of the plan.
- D. The organization, suitability, consistency and clarity of the response.
- E. The experience, past performance, customer satisfaction and references of the Consultant and the qualifications of the personnel assigned to this project.
- F. The proposed timeline for completion of the work.

G. Cost will be a factor considered in the proposal evaluation but will not be the sole determining factor in the selection of a Consultant.

H. If interviews and formal presentations are scheduled; they will be also evaluated and scored.

The City reserves the right to award this contract not necessarily to the Consultant with the lowest cost but to the Consultant which provides the necessary expertise for the project and provides the City the best value in meeting the requirements of this Request for Proposal. By submitting a proposal, the Consultant authorizes the City to contact references and make such further investigations as may be in the best interest of the City.

SECTION VII: AWARD

Based on the responses submitted to this Request for Proposal, the City may select a single Consultant for further negotiations with, or may select a group of finalists who may be required to partake in an interview process that would include the key personnel designated in the response to provide a formal presentation regarding their qualifications and their ability to furnish the required services. The City may enter into negotiations and ultimately reach an agreement with a Consultant who demonstrates expertise in Climate Action Plan for the City and do so at a fair and reasonable cost.

The City reserves the right to negotiate all elements that comprise the apparent successful proposal to ensure that the best possible consideration is afforded to all concerned. The City and the finalist will review in detail, all aspects of the requirements and the proposal. During the review of the successful proposal, the Consultant may offer and the City may accept revisions.

END OF SECTION