



**PO Box 320  
MAPLE VALLEY, WA 98038**

**REQUEST FOR PROPOSAL**

**RFP # 20-001**

**DIVERSITY, EQUITY AND INCLUSION (DEI) PROGRAM AND  
DIVERSITY EQUITY & BELONGING AUDIT**

**ISSUE DATE: AUGUST 10, 2020**

**DUE DATE AND TIME: AUGUST 28, 2020 AT 3:00 PM**

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## REQUEST FOR PROPOSAL

Notice is hereby given that proposals will be received by the City of Maple Valley, Washington for:

**RFP #20-001**

### **Diversity, Equity & Inclusion Consultant**

by emailing the City of Maple Valley at [service@maplevalleywa.gov](mailto:service@maplevalleywa.gov), Attn: Diversity, Equity & Inclusion (DEI) Program and Diversity & Belonging Audit RFP until:

Date: **August 28, 2020**  
Time: **3:00 pm**

Upon the City's discretion, proposals submitted after the due date and time may not be considered.

Detailed Request for Proposal (RFP) information including general information, general terms and conditions, requested services, proposal requirements, and evaluation process is available from the City Clerk's Office located at the above address or by calling (425) 413-8800. The RFP is also available on the City's website at [www.maplevalleywa.gov](http://www.maplevalleywa.gov)

The City has complete discretion in the evaluation of the proposals. The City reserves the right to reject any and all proposals and to evaluate proposals even when the information provided is not complete. This RFP does not obligate the City to pay any costs incurred by respondents in the preparation and submission of a proposal. Furthermore, the RFP does not obligate the City to accept or contract for any expressed or implied services.

The successful Consultant must comply with the City of Maple Valley equal opportunity requirements. The City is an equal opportunity employer and requires all Proposers to comply with policies and regulations concerning equal opportunity. The Proposer, in the performance of the Contract, agrees not to discriminate in its employment because of the employee's or applicant's race, color, religion or creed, national origin, ancestry, sex, pregnancy, marital status, sexual orientation or gender identity, gender, age, disability - sensory, mental or physical, the use of a trained guide or service animal by a person with a disability, honorably discharged veteran or military status, or other protected status.

Dated this 10<sup>th</sup> day of August 2020.

Shaunna Lee-Rice  
City Clerk

Published: August 14, 2020  
August 21, 2020

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Form 1 - Proposer Information

Form 2 – References

## **Section 1 - General Information**

### **1.01 Eligibility**

Eligibility: This request is open to parties engaged in the lawful practice of their profession that satisfy the minimum qualifications set forth in this Request For Proposal (RFP). Minority-owned, Women-Owned, and Emerging Small Businesses are encouraged to apply for this opportunity.

### **1.02 Introduction**

The City of Maple Valley incorporated August 31, 1997. The City is 5.8 square miles, located east of Kent and Covington, and north of Black Diamond. Maple Valley is located about 30 minutes east of Seattle and Tacoma, equidistant from the water of Puget Sound and the landscapes of the Cascade Mountains. Maple Valley offers an extraordinary location to enjoy all that our region has to offer. The City is one of the fastest growing market areas in Washington State. From 2000 – 2010 the City grew nearly 63% - the 17th fastest growing city in the State during that period. The population (as of April 1, 2019) is 26,180, with an estimated trade area population of 65,000-94,000. Tahoma is the School District services Maple Valley. Its student body comprised of .03% American Indian, 5.8% Asian, 2.1% Black/African American, 10.9% Hispanic/Latino of any race(s), 1.0% Native Hawaiian/ Other Pacific Islander, 10.1% Two or More Races, 69.8% White. The City currently ranks #43 out of 281 municipalities in the State for population.

Maple Valley is known for its excellent school system, outdoor recreation opportunities and a generally high quality of life. The City of Maple Valley is known as a bedroom community as many residents commute out of Maple Valley for work.

The City wishes to conduct a diversity, equity & belonging audit along with a DEI plan to help as we move forward in creating internal, and external policies, plans, and procedures for establishing and maintaining an inclusive and welcoming environment for all.

### **1.03 Organizational Overview**

The City of Maple Valley employs 52 full and part time staff. These employees work in the following city departments: City Administration, Community Development, Police, Public Works, Finance, Human Resources, Parks and Recreation, and Information Technology.

### **1.04 Need**

The City recognizes the importance of an educated and motivated workforce with regards to meeting the organization's objectives. DEI Awareness Training is one tool among many that will allow for employees to recognize, respect and value the differences that lead to innovative approaches and diverse thought.

The City requests proposals from consultant firms, non-profits, and other organizations with expertise in providing professional consulting services in the area of diversity, equity and inclusion. The City is seeking the development of a city-wide Diversity, Equity and Inclusion (DEI) program for our employees. This program would include policy development, employee training modules, conduct initial employee training, and provide the City with a framework to carry forward this work independently. Along with the DEI Awareness Training proposal, the City would also like a proposal to conduct an organization-wide racial equity & belonging audit of the organization's internal documents, data, policies, and external communications as they reflect and/or pertain to the City's goal to eliminate institutional bias

and build equitable policies and language to improve racial equity in the City. The City's Diversity Committee in consultation of City management and the City Council will oversee the audit process.

### **1.05 Project Overview**

The City is seeking to create and implement both internal and external policies for a comprehensive commitment to diversity, equity and inclusion in our organizational practices. We are seeking consultant services in developing and implementing these policies and practices. The City will look to the consultant for specific recommendations on the best way to determine development and implementation, including providing the initial training, leading to the completion of this program. In this RFP, the City has outlined the scope of services we anticipate will lead us to the creation of a viable program; however, we are open to proposals for alternative/additional scope of services, provided a detailed explanation is given for deviations from this RFP as written. The City is looking forward to the professional guidance and recommendations from the organization selected to help with this process.

### **1.06 RFP Coordinator/Communications**

Upon release of this RFP, all communications should be directed in writing to the RFP Coordinator listed below. Unauthorized contact regarding this RFP with other City employees may result in disqualification. Any oral communications will be considered unofficial and non-binding on the City. RFP Coordinator for this RFP will be:

Rachiah Whipple

[Rachiah.whipple@maplevalleywa.gov](mailto:Rachiah.whipple@maplevalleywa.gov)

### **1.07 Preliminary Schedule**

*These dates are estimates and are subject to change by the City.*

<b>Event</b>	<b>Date</b>
Release RFP	August 10, 2020
Proposer Questions Due	August 17, 2020
Proposal Responses Due	August 28, 2020
Proposal Evaluation Complete	September 7, 2020

### **1.08 Proposal Response Date and Location**

Proposals shall be submitted to the City of Maple Valley's City Clerk's Office at the email address below no later than **August 28, 2020 at 3:00 PM**. The City Clerk's Office will date stamp each proposal. All proposals and accompanying documentation will become the property of the City and will not be returned. Faxed proposals will not be accepted. Proposals shall be submitted to:

City of Maple Valley

Attn: Diversity, Equity & Inclusion (DEI) Program and Diversity & Belonging Audit RFP

[service@maplevalleywa.gov](mailto:service@maplevalleywa.gov)

### **1.9 Proposer's Cost to Develop Proposals**

The Proposer is solely responsible for all costs for developing proposals in response to the RFP and any and all such costs shall not be chargeable in any manner to the City.

## **Section 2 - Standard Terms and Conditions**

### **2.01 Questions/Clarifications Regarding the RFP**

No oral interpretation or clarification shall be made to any Proposer as to the meaning of RFP documents except as provided for in **Section 1.06** of this RFP. Written requests for interpretation/clarification shall be addressed to the RFP Coordinator.

### **2.02 Withdrawal of Proposal**

Proposals may be withdrawn at any time prior to the submission time specified in **Section 1.08**, provided notification is received in writing.

### **2.03 Rejection of Proposals**

The City reserves the right to reject any or all proposals, to waive any minor informalities or irregularities contained in any proposal, and to accept any proposal deemed to be in the best interest of the City.

### **2.04 Proposal Clarifications and Modification**

The City reserves the right to request that any Proposer clarify its proposal or supply any additional material deemed necessary to assist in the evaluation of the proposal, and may invite Proposer to an interview.

Modification of a proposal already received will be considered only if the request is received prior to the submittal deadline. All modifications must be made in writing, executed and submitted in the same form and manner as the original proposal.

### **2.05 Proposal Validity Period**

Submission of a proposal will signify the Proposer's agreement that its proposal and the content thereof are valid for 180 days following the submission deadline unless otherwise agreed to in writing by both parties. The proposal will become part of the Contract that is negotiated between the City and the successful Proposer.

### **2.06 Proposal Signatures**

An authorized representative must sign the Proposal (see **Form #1**), with the Proposer's address, telephone, and e-mail information provided. Unsigned proposals will not be considered.

- A. If the Proposal is made by an individual, the name, mailing address, and signature of the individual must be shown.
- B. If the Proposal is made by a firm or partnership, the name and mailing address of the firm or partnership and the signature of at least one of the general partners must be shown.
- C. If the Proposal is made by a corporation, the name and mailing address of the corporation and the signature and title of the person who signs on behalf of the corporation must be shown.
- D. The City reserves the right to request documentation showing the authority of the individual signing the proposal to execute contracts on behalf of anyone, or any corporation, other than himself/herself. Refusal to provide such information upon request may cause the proposal to be rejected as non-responsive.

### **2.07 Public Records**

Once submitted, the proposals are public record. Should the City receive a request for any of the proposals, the City will fulfill its obligations under the Public Records Act, RCW Chapter 42.56.

### **2.08 Business Registration**

The Proposer awarded the Contract will be subject to City of Maple Valley Business Registration as presented in the Maple Valley Municipal Code.

### **2.09 Non-Endorsement**

As a result of the selection of a Proposer to supply products and/or services to the City, the Proposer agrees to make no reference to the City in any literature, promotional material, brochures, and sales presentation or like materials without the express written consent of the City.

### **2.10 Insurance Requirements**

The Contractor shall be required to maintain insurance that is sufficient to protect the Contractor's business against all applicable risks. The contractor will be required to provide copy of such insurance at time of contract. The Contractor will list the indemnified parties to be named as additional insured on the policy required under the Contract and shall cause its insurance to be primary to any insurance carried by the indemnified parties.

### **2.11 Equal Opportunity Requirements**

The City is an equal opportunity employer and requires all Contractors to comply with policies and regulations concerning equal opportunity. The Consultant, in the performance of the Contract, agrees not to discriminate in its employment because of the employee's or applicant's race, color, religion or creed, national origin, ancestry, sex, pregnancy, marital status, sexual orientation or gender identity, gender, age, disability - sensory, mental or physical, the use of a trained guide or service animal by a person with a disability, honorably discharged veteran or military status, or other protected status.

### **2.12 Compliance with Laws and Regulations**

In addition to nondiscrimination and affirmative action compliance requirements previously listed, the Proposer awarded the Contract shall comply with federal, state, and local laws, statutes and ordinances relative to the execution of the work.

### **2.13 Ownerships of Documents**

Any reports, studies, conclusions, and summaries prepared by the Proposer shall become the property of the City.

### **2.14 Other General Conditions**

The City reserves the right to award the contract to the next most qualified Proposer, if the successful Proposer does not execute a contract within thirty (30) days after notification of the award of the bid.

In order to provide a consistent approach to the project, achieve economies of scale, and minimize disruption to City staff, the City expects to award this proposal to one consultant firm or team.

## **Section 3 - Information Specific to this RFP**

### **3.01 Administration**

A Contract for Services will be established between the City and the successful Proposer who will be responsible for performing all work and/or services described herein. The City is not a party to defining the division of work between the Proposer and any of its subcontractors or business partners.

The Proposer represents that it has or will obtain all personnel, equipment and/or materials required to perform the services hereunder. Such personnel shall not be employees of the City and not be eligible for any City benefits.

The Consultant's performance under the Contract will be monitored and reviewed by a Contract Administrator appointed by the City Manager. Reports and data required to be provided by the Consultant shall be delivered to the Contract Administrator. Questions by the Consultant regarding interpretation of the terms, provisions, and requirements of the Contract shall be addressed to the Contract Administrator.

### **3.02 Scope of Work**

The Consultant who is ultimately selected will provide services including, but not necessarily limited to, the following:

#### **1. DEI Program Assessment:**

In conjunction with designated city staff, evaluate the City's culture using a combination of one on one interviews and or surveys to assess employee and management abilities in the areas of DEI. Evaluate opportunities and challenges using this assessment and use it as the basis to develop program and training recommendations.

#### **Data Analysis**

Provide aid in reviewing and interpreting available demographic data for the City in relation to our workforce and communities we serve. Review data on services provided by the City to understand whether the City appropriately serves and regulates our citizens, businesses and visitors. Recommend additional data that could be developed to inform City practices moving forward.

#### **Policy Review**

Review existing City-wide and Departmental-specific policies and procedures with a DEI lens and make recommendations for updates or creation of new ones. Review community and elected official involvement in and participation in City activities and make recommendations to ensure City activities align with community goals. Review City housing and employment data and City land use policies to recommend policy options to create a diverse, vibrant community.

#### **Recommendations**

Development of recommendation(s) for a comprehensive DEI program for the City, which we expect to include components of in-person and online training for all staff and elected officials. The City also seeks recommendations for training opportunities for the City's commissions.

Recommendations should address how to build stakeholder and community engagement processes into our work and ensure that each of our steps and actions include an element of capacity building. Other components to include:

- Conduct outreach to and communication with key community partners on issues related to diversity, equity and inclusion (DEI). Communicate findings both positive and negative, and need for adjustments to approach and operations, to citizens.
- Recommend any external citizen/community-oriented DEI activities needed to complement and enhance the City work.
- Advise on the potential of future formation of a Diversity Advisory Council (DAC), which would be appointed by City Council, and consist of community members, and city staff. The DAC would work to meet the diversity and human rights goals established by City Council and the needs of the City, both as a municipality and as a community.
- The Consultant would provide the first sessions of training for City staff with a goal of training internal employees to conduct future session.

### **Program Structure**

We expect the proposed program to address, at a minimum, the following elements:

- DEI lenses addressing socioeconomic status, implicit bias, micro-aggressions, ability, physical differences, gender, LGBTQIA, race, language, ethnicity, and religion;
- City-wide housing, transportation and economic issues/policies influencing community diversity and access to City services;
- Identification of internal systems to support integration and continued growth of DEI culture within the City post-training.
- Development and implementation of strategies to increase workforce and advisory committee diversity (e.g. recruitment and interviewing processes, retention strategies, professional development, etc.). Development of internal programs and external communication strategies to inform diverse populations of the City's activities and invite them to participate.

### **Integration**

Recommendations and/or suggestions on ways to integrate and expand the program into one that is outward facing and addressing the DEI needs of our patrons, community partners and the diverse populations we serve.

Aim to build stakeholder and community engagement processes into the work and ensure that each of our steps and actions include an element of capacity building.

### **Evaluation**

Recommendations and implementation of methods to evaluate program success, including post-training cultural survey and final report on project. Recommendations on steps needed to ensure the program is a part of City culture for the long term.

## **2. Equity Audit**

The DEI audit would include a review of existing documents regarding program information and evaluation, member surveys, human resource policies and procedures, marketing materials, the City website, and other pertinent documents in order to develop a more comprehensive picture of the organizational climate in relation to its goal of equity. Included in the audit will be a review of policies and activities of other cities and municipalities.

Once material is collected and analyzed, the consultants will prepare a detailed summary report, including but not limited to an analysis outlining key themes, recommendations for incorporating action steps into administrative and programmatic areas, and a compilation of equity programs of similar organizations.

This work may be completed before or during the DEI program development, as recommended by the consultant.

Audit elements are expected to include, at a minimum:

- Assessments of programs, policies, structures, practices, and culture resulting in qualitative and quantitative data regarding the current work and workplace of the City, as well as stakeholder perspectives and expectations for future organizational culture change in relation to equity programming and practice.
- A comprehensive written report of the audit detailing its process, key themes, analysis of the gaps and disconnects between the current and future/desired state of the organization, and opportunities to build upon. The report should include recommendations for embedding inclusive policies and practices into the organization's culture and into all function areas (as noted earlier) of the City, including achievable short-term action steps and sustainable, long-term goals.
- A field scan of complementary efforts done by other cities and municipalities.

### **3.03 Project Duration**

The first phase of this project should be underway by October 1, 2020.

### **3.04 Budget**

This work is intended to be done in a phased approach. The estimated budget for this phase of the project is in the range of \$20,000 – \$30,000. We are currently working on our 2021/2022 budget. We anticipate the possibility of additional funds in the future to continue this body of work.

### **3.05 Payment Procedures**

The Consultant shall be required to submit monthly invoices in a format acceptable to the City for work and services performed to the date of invoice. A sample invoice should be included in the proposal.

The City shall pay the Consultant for authorized services satisfactorily delivered within thirty (30) days of receipt of properly prepared invoices as per the requirements of the City contract.

### **3.06 Performance Expectations**

If the Proposer has had a contract terminated for default during the past five (5) years, all such incidents must be described. "Termination for default" is defined as notice to stop performance due to the

Proposer's non-performance or poor performance, and the issue was either: (a) not litigated; or (b) litigated and such litigation determined the Proposer to be in default.

Proposers are required to submit full details of all terminations for default experienced by the Proposer during the past five (5) years, including the other party's name, address, and telephone number. Proposers are also required to provide their explanation on the matter. The City will evaluate the facts and may, at its sole discretion, reject the Proposer's proposal if the facts discovered indicate that completion of a contract resulting from this RFP may be jeopardized by selection of the Proposer.

If the Proposer has experienced no such termination for default in the past five (5) years, so declare.

If the Proposer has had a contract terminated for convenience, non-performance, non-allocation of funds, or any other reason, which termination occurred before completion of the contract, during the past five (5) years, describe fully all such terminations, including the name, address, and telephone number of the other contracting party.

### **3.07 Submittal Requirements**

Responses to this Request for Proposal should include the following (preferably in this order):

- A. **A cover letter** indicating the Proposer's interest in the opportunity and highlighting its unique experience to perform the requested services.
- B. **Table of Contents** outlining significant elements of the Submittal
- C. **Executive Summary** of the key elements, focusing on the City's outcomes as described in this RFP.
- D. **Proposer Qualifications** related to scope of work for this opportunity, including any partners or sub-contractors participating in this submittal, Company name, local/regional/national business address, year established, type of ownership, name of manager who will be responsible for implementation and oversight, and experience in the management, operation, and maintenance of golf course facilities. Please use **Form #1** and attach additional pages as necessary.
- E. **Organization and Management** - Provide a one-page staff organization chart indicating key staff who will work on this project. Provide (as an Appendix) one-page professional resumes for key staff that describe each person's educational background, work experience, registrations and certificates, client references and roles in projects similar to this one.
- F. **References** including providing three (3) examples involving similar types work within the past 6 years, including contact person and telephone number/email. **Form #2.**
- G. **Proposed Approach** – Describe your approach to the Scope of Services listed in **3.02**, including
  - Description of your experience with DEI plans and strategies you have used with other agencies in a similar project.
  - Your approach to the project, identifying specific tasks and any creative ideas or thoughts on how to structure the work to accomplish the Plan.
  - Your approach to the stakeholder involvement process.
  - Description of deliverables.
  - Estimated time involved to complete project.
- H. **Price Proposal** – Proposals shall include everything necessary for the complete implementation and performance of the Contract, including, but not limited to, furnishing all materials, equipment, tools, management, labor, and services. All prices are to be in U.S. dollars and include any and all applicable tax.

### **3.08 Proposal Format Requirements**

Each Proposer must submit the completed proposal to the City by the date and time listed in **Section 1.08**. The City, at its discretion, may make additional copies of the proposal for the purpose of evaluation only. The original proposal will include signatures by authorized personnel, on all documents that require an authorized signature.

Proposals should clearly and completely communicate the manner in which they will deliver the Scope of Services. Please be concise, respond directly to the RFP requirements, and address the objectives of the RFP process.

Proposals should not exceed twenty (20) pages in length, excluding required appendices. Tabs used to separate sections will not count against the page limit. Pages should be numbered consecutively from one (1) through twenty (20). Resumes of key staff should be placed in an Appendix, and will not count towards the page limit.

Proposals should be in an 8 ½" x 11" format with standard text no smaller than 11 point. The margins on each page should not be less than 1 inch and the line spacing should not be less than 1, excluding charts and graphics. The five (5) hardcopies of the proposal should be bound separately.

Please clearly address proposal to "Diversity, Equity & Inclusion (DEI) Program & Diversity, Equity & Belonging Audit RFP".

No faxed or telephone submittals will be accepted.

## **Section 4 - Proposal Evaluation**

### **4.01 Evaluation Procedures**

Proposals will be evaluated by the Selection Committee based on the following criteria:

- Experience and qualifications of the consultant team, and ability to perform the scope of services.
- Experience and expertise of the firm's project team in successful completion of a Diversity, Equity & Inclusion (DEI) Program and Diversity, Equity & Belonging Audit. Maple Valley's evaluation of the project teams' qualifications may include checking with references.
- Proven experience in effective stakeholder involvement and incorporating diverse stakeholder input.
- Demonstrated knowledge/experience with actual implementation of possible strategies.
- Thoroughness and responsiveness to the call for proposal.
- Creativity and thoughtfulness in approach.
- Proposed fee structure and timeline.

The City reserves the right to interview consultant(s).

### **4.02 Presentation, Interview and/or Additional Information or Reviews**

After the proposals are evaluated, the Selection Committee may choose to invite top Proposer(s) to interview/formal presentation. The City may choose to contact officials from other jurisdictions regarding the Proposer, their prior work experience, and their ability to successfully complete the scope of services. The City may request clarification or additional information from a specific Proposer in order to assist in the City's evaluation of a proposal. The City may also require changes in the scope of services and/or contract terms as deemed necessary by the City, before execution of the Contract.

### **4.03 Final Selection**

The Selection Committee will formulate their recommendation for award of the project, which must be approved by the City Council before execution of the contract can be completed.

### **4.04 Contract Award and Execution**

The City reserves the right to make an award without further discussion of the proposal submitted. Therefore, the proposal should be initially submitted on the most favorable terms the Proposer can offer.

The City shall not be bound or in any way obligated until both parties have executed the Contract.

**Form #1 - Proposer Information**

To: City of Maple Valley

From: Proposer Name \_\_\_\_\_

Address \_\_\_\_\_

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

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

Name, Title, Address, Telephone Number, FAX Number and Email Address of the person to be contacted concerning the proposal:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Parent Company (if applicable)

\_\_\_\_\_

Home Office Address, Telephone Number and Website Address of the Parent Company:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Describe the parent company's relationship with the vendor:

If applicable, does the person signing the proposal have the authority to sign on behalf of the Proposer?

\_\_\_\_ Yes

\_\_\_\_ No

**Request For Proposal #20-001**

**DIVERSITY, EQUITY & INCLUSION (DEI) PROGRAM AND DIVERSITY, EQUITY & BELONGING AUDIT**

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Names of companies that will share significant and substantive responsibilities with the vendor in performing the scope of services under the Contract:

Attach to this form, and label appropriately, documentation showing that the consultant is duly organized and validly existing as a corporation or partnership in good standing, and licensed to do business in the City. If the vendor is not licensed to do business in the City, then the vendor must provide a sworn statement that it will take all necessary actions to become so licensed if selected as the selected Vendor.

**Signed:** \_\_\_\_\_

**Dated:** \_\_\_\_\_

**Title:** \_\_\_\_\_

## Form #2 - References

**Client References #1**

Client Name	
Contact Name	
Title	
Phone Number	
Email Address	
Type of Services Provided	
Services Provided Similar to the City's Scope of Services?	<input type="checkbox"/> Yes – Explain similarities: <input type="checkbox"/> No

**Client References #2**

Client Name	
Contact Name	
Title	
Phone Number	
Email Address	
Type of Services Provided	
Services Provided Similar to the City's Scope of Services?	<input type="checkbox"/> Yes – Explain similarities: <input type="checkbox"/> No

**Client References #3**

Client Name	
Contact Name	
Title	
Phone Number	
Email Address	
Type of Services Provided	
Services Provided Similar to the City's Scope of Services?	<input type="checkbox"/> Yes – Explain similarities: <input type="checkbox"/> No