



CITY OF ALEXANDRIA, LOUISIANA  
MAYOR JACQUES M. ROY

**FOR IMMEDIATE PUBLIC DISTRIBUTION**

May 3, 2017  
Office of the Alexandria Mayor  
Alexandria, Louisiana

## **REQUEST FOR QUALIFICATIONS/INFORMATION AND PROPOSALS FOR ALEXANDRIA, LA CIVIL RIGHTS MOVEMENT HISTORY CONSULTANT**

### **SECTION 1. PURPOSE**

#### **1.1 Scope.**

The City of Alexandria (COA) is accepting qualifications, information and proposals for an Alexandria, LA Civil Rights History Consultant (RFQ) to conduct specialized assistance, research, documentation, and oral history interviews of the Civil Rights Movement in Alexandria, Louisiana, and to advise, consult with, and to work with the COA and the Alexandria Human Relations Commission (AHRC) of the potential for the development of a local Alexandria Civil Rights Memorial Park (ACRMP).

The AHRC has developed an initial concept for the Alexandria Civil Rights Park and, in August 2013, issued a written Project Update report to the COA. This Project Update report is attached to this RFQ and provides a broad framework for the (ACRMP). Additional work by the AHRC since the issuance of this Project Update report has highlighted the need for a more formal documentation and preservation of the history of the Civil Rights Movement and a central repository and analysis of said history, particularly as it occurred in Alexandria, Louisiana.

The objectives of this project are to 1) identify and document the Civil Rights Movement in Alexandria, Louisiana, during the period from the

establishment of Alexandria in the early 1800s through the Civil War, but concentrating most heavily on the period from 1945 through the present day; 2) include the local community in the research process and encourage active participation in this project; 3) conduct between 15-20 oral history interviews of individuals with first-hand experiences of the Civil Rights Movement in Alexandria, as identified by the COA, AHRC, community members and public input; 4) gather primary source information; 5) use information collected from historical research and oral history interviews to draft a report; 5) construct a timeline of locally and nationally significant events that impacted the Civil Rights Movement in the region.

### 1.2 Questions and Disqualification Activity.

Questions regarding this qualification shall be submitted to the City of Alexandria through the Executive Director of the Alexandria Human Relations Commission, not the Office of the Mayor or City Council. Any attempts at contact with the Office of the Mayor or City Council during the Qualifications Acceptance Period and thereafter until the process is declared completed shall disqualify the respondent from further consideration. It should be noted that all applicants are held to a high standard of ethical behavior and requirement of candor to the potential client and process.

### 1.3 Addenda, Rejection and Cancellation

The COA reserves the right to revise any part of the RFQ by issuing an addendum to the RFQ at any time prior to the submission deadline. Issuance of this RFQ in no way constitutes a commitment by the COA to award a contract at any time even after the completion of the process. The COA reserves the right to accept or reject, in whole or part, all Qualification Statements submitted and/or cancel this announcement if it is determined to be in the COA's best interest. All materials submitted in this response become the property of the COA and selection or rejection of a submittal does not affect this right. The COA also reserves the right, at its sole discretion, to waive administrative formalities contained in any future RFQ, RFI, or RFP.

#### 1.4 Preparation Costs.

The COA shall not be responsible for costs associated with preparing the RFQ or for any other costs. The COA shall not be responsible for costs associated with preparing the RFQ or for costs including attorney fees associated with any challenge (administrative, judicial or otherwise) to the determination of the highest-ranked Applicant and/or awarded contract and/or rejection of qualification. By submitting a RFQ/RFI or RFP each Applicant agrees to be bound in this respect and waives all claims to such costs and fees.

### **SECTION 2. RULES GOVERNING EVALUATION**

#### 2.1 Examination of Qualifications.

Applicants should carefully examine the entire Request, any addenda thereto, and all related materials and data referenced in the Request. Applicants should become fully aware of the nature of the work and the conditions likely to be encountered in performing the work. There are many special considerations in the undertaking of this project, chief among them being who the client actually is for management, directive, and ultimate purposes. These minimal expectations and understandings are required, and any deviation shall result in termination. Generally speaking, the Consultant must strive to avoid entanglement with local political issues in an effort to minimize conflicts, perceived conflicts, or politicization of issues. You will be evaluated regarding four general areas, weighted accordingly:

- **Verified Commitment to Ethical/Professional Conduct—25%**  
Identify key staff highlighting this commitment, along with their availability to advise and provide direct services on behalf of you. Resumes should be included for each of the individuals, which detail their relevant experience. If you plan to partner for other purposes herein with an institution of higher education, other firm or individual to meet other goals, they shall be clearly identified in the qualification. Your prior good service is weighted heavily here.

- **Experience in Projects of a Similar Nature and Relevant Issues—35%**  
Detail your individual or firm experience in conducting projects of a similar nature, including your experience in conducting pre-inventory research and documentation, planning for and conducting oral history interviews, gathering primary source information, organizing and facilitating public meetings, public engagement, and using information collected to develop a comprehensive report. Your prior good service is weighted heavily here.
  - Detail your experience in the same or similar areas of expertise and your adaptability to provide the required services for this project.
  - Provide at least three professional references. Include a point of contact, current telephone number, and a brief description of the services provided.
  - Identify your performance with similar institutional clients, or why you are a good fit for this client on a particular issue or in an area.
- **Commitment to Mentorship/Diversity Partnering—10%** The general aims are set forth by the following enabling directives, which detail the *public purpose* of this solicitation:
  - In order to prevent unfair institutional practices from restricting professional service contracting, the Mayor’s Office, in particular the Office of Economic Development, Workforce Development section, wishes to aid small, emerging, and minority-owned businesses, ensuring such interests are given an equal opportunity to conduct business with the City of Alexandria. In addition, the COA wishes to promote opportunity for private business and entrepreneurship in the metropolitan statistical area and beyond.
  - Several interrelated programs have been created to promote:
    - (i) The competitive viability of small business, minority, and

women business enterprise by providing contract, technical, educational, and management assistance; (ii) business ownership by small business persons, minority persons, and women; and (iii) the procurement by the City of articles, equipment, supplies, and materials from business concerns owned by small business persons, minority persons, and women.

- The Administration has developed a “Diversity in Action” plan, composed of the “Small and Emerging Business Development Program” for the City of Alexandria and a “Close the Gap” mentoring program. These programs shall encompass several components, including: (i) the “Alexandria Fairness, Equality, Accessibility and Teamwork” Program (“A.F.E.A.T.”); (ii) the “Alexandria Bonding Assistance” Program (“A.B.A.”); (iii) and the “Alexandria Financial Intermediary Initiative” Program (“A.F.I.I.”).
- The COA encourages your address of your approach to diversity in the workplace, on your team, and how you might bring expertise to some of the areas provided in the commitment to mentor and partner.
- **Cost Reduction/Technology Advancement—30%** Let the COA know of available resources you bring to bear that may lessen costs and/or control escalating costs. How would you design the project so that it provides the most relevant historical data in a cost-effective manner? In addition to this consideration, you also wish to address:
  - Business History: Provide information on size, resources, and business history.
  - Provide information on personnel resources available to you, which indicates that you have access to the services necessary to perform the work in the time available and within the required standard.

- Describe the location where the primary services are to be provided and the ability to meet in person with personnel when required during the performance of the Contract.
- Do you have a specialized reporting method to eliminate large blocks of administrative time spent on preparing bills and on reports?

## 2.2 Qualification Acceptance Period.

The qualification acceptance period shall be rolling in nature but weighted in favor of the RFQ suggested deadline contained herein. For purposes of prohibited contacts, the qualification acceptance period shall correspond to the suggested deadline contained herein and any extensions plus the date at which the process is declared completed.

## 2.3 Confidentiality.

The content of all qualifications is ultimately a public record. Please Note: Louisiana has a very broad public records law. Most written communications to or from the City of Alexandria or its officials are public records available to the public and media upon request. Your e-mail address, submitted materials, and communications may therefore be subject to public disclosure. Please consider this in your messages to the COA and in your submissions. If you are expecting confidentiality, please call the City Attorney before forwarding information for an advisory opinion. This office will be liberal in its interpretation in favor of disclosure.

While some e-mails, documents or materials may contain confidential and privileged material regarding ongoing litigation, proprietary plans of a business entity seeking to locate in Alexandria, Louisiana, or security measures of a municipality, and are therefore for the sole use of the intended recipients, the submission for purposes of employment by you of information while touching upon any of these, e.g., in submitting a representative client, will render that material public information in all likelihood; accordingly, use professional discretion and assume any

information you forward is public. Please be aware the safest approach is to submit directly and with the understanding your submittal is public.

Short-listed firms or individuals may go through an interview process that does not produce public records. While the notice of the process and identities of these applicants will be disclosed, including the general questions, the dynamic Q & A in such interviews and responses will not be recorded or disclosed as no public record will be created.

#### 2.4 Qualification Format.

Qualifications are to be prepared in such a way as to provide a straightforward, concise delineation of the Applicant's capabilities to satisfy the requirements of this request. The initial response, or letter of interest (LOI), shall include for public disclosure: (i) a short statement of intent, purpose, and attestation of understanding of Sections 1.3 and Section 2; and (ii) a curriculum vitae. Emphasis should be placed on:

- **Conformance to the RFQ instructions**
- **Responsiveness to the RFQ requirements, particularly at Section 2.1.**
- **Overall completeness and clarity of content**
- **Conformance to the following special considerations:**
  - The COA requires that **all consultants to the executive, divisional, and senior staff shall, at a minimum, exemplify** knowledge of principles and practices of public administration and the special nature contracting with a public body embodies.
  - You must affirm understanding that most work produced and conducted (outside of legal, security, personnel assessments, financial, and proprietary information) shall be considered a public record.
  - Consultants must exhibit qualities commensurate with best practices and management skills, not minimal ones.

## 2.5 Signature Requirements.

All qualifications (RFQs) must be signed and sealed. An officer or other agent of a corporate firm may sign for the firm, if authorized to sign Contracts on its behalf; a member of a partnership; the owner of a privately-owned firm; or other agent if properly authorized by a Power of Attorney or equivalent document, may sign a qualification. The name and title of the individual(s) signing the qualification must be clearly shown immediately below the signature.

## 2.6 Qualification Submission.

One (1) original and three (3) duplicates of the qualification (RFQ) should be provided. All originals and copies of the qualification must be plainly identified as "Alexandria, LA Civil Rights Movement History Consultant Submission," and delivered or mailed to:

**Ann Lowrey**  
**Executive Director, Alexandria Human Relations Commission**  
**Office of the City Attorney**  
**915 Third Street**  
**Alexandria, Louisiana 71301**

## 2.7 News Releases.

News releases pertaining to any award are not permitted without prior written approval of the COA and adherence to rules of the profession.

## 2.8 Disposition of Qualifications.

All materials submitted in response to this RFQ shall become the property of the COA.

## 2.9 Modification/Submission and Withdrawal of Qualifications.

No oral change or interpretation of any qualification contained in this RFQ is valid whether issued at a pre-qualification conference or otherwise. Written addenda will be issued when changes, clarification, or amendments to qualification documents are deemed necessary by the COA. A respondent may withdraw a qualification at any time prior to the final submission date by sending written notification of its withdrawal, signed by an agent authorized to represent the agency. The respondent may thereafter submit a new or modified qualification prior to the final submission date.

Modifications offered in any other manner, oral or written, will not be considered. A final qualification cannot be changed or withdrawn after the time designated for receipt, except for modifications requested by the COA after the date of receipt and following oral presentations.

**QUALIFICATIONS MAY BE FORWARDED AT ANY TIME BUT PRIORITY WILL BE GIVEN ONLY TO THOSE RECEIVED BEFORE 4:00 P.M. ON JUNE 30, 2017.**

**YOU MUST SUBMIT AN LOI TO BE CONSIDERED FOR PURPOSES OF THIS QUALIFICATIONS ACCEPTANCE PERIOD. THE LOI MUST BE RECEIVED BEFORE 4:00 P.M. ON MAY 16, 2017.**

**RESPONSE TO THE ATTACHED SURVEY WHILE NOT REQUIRED IS ENCOURAGED AND YOUR CERTIFICATION REGARDING THAT RESPONSE MAY BE CONSIDERED IN ANY AWARD.**

**Evaluation and Selection Milestones**

Distribution of RFP	5/01/17
Consultant-vendor initial responses due (LOIs)	5/16/17
Formal Question Solicitation	5/30/17
Qualifications (optional) responses due	6/30/17
Notify vendor finalists, have follow-up discussions & site visits (optional)	7/1/2017 – 7/15/2017
Reference Checks	7/16/2017 – 8/16/2017

### **SECTION 3. ANTICIPATED CONTRACT SCOPE OF WORK**

Consultants must possess a thorough knowledge of applicable federal, state, and local laws, as well as rules and regulations pertaining to local government operations, all of which are paramount for this role and thus experience unique to the serviced entity is optimal, though not necessarily required in all cases.

The COA wishes to build capacity—through its A.F.E.A.T. programming—a collegial atmosphere within which younger and start-up college, graduate, and post-graduate students may find meaningful work.

Consultants must be able to properly interpret and make decisions in accordance with laws, regulations and policies; demonstrate the ability to analyze a variety of administrative problems and to make sound policy and operational recommendations, communicate clearly and concisely, verbally and in writing; and recommend, when appropriate, supervision, training, and evaluation of assigned staff.

Any consultant must agree, and be able to certify, that he or she has no conflict of interest in representing the City as an organizational client, which may be different from conflicts analysis as to any individual public official, and will adhere to the following requirements:

Refrain from political activity that might compromise representation of any of the constituent components of government within the City. Be able to distinguish the line between this requirement and organizational components who may request services violative of the Alexandria City Charter, ordinances thereunder, or other state, local, or federal law; and then, be able to act appropriately, with discretion, and professionally to navigate such ethical quandaries.

Any approved contract shall cover professional services and costs as negotiated between the consultant and the COA. The maximum amount which can be billed to the City under this Contract may be set per month, which may be rolled forward to the succeeding month; provided, however, that in no case shall billed services exceed any caps established by the COA if a cap is established as may be the case in certain circumstances.

The Consultant shall submit itemized invoices for services rendered on or before the 5th day of each month.

It is specifically understood that the City will not monitor the limits on annual service, and it is the obligation of the Consultant to do so and obtain in writing a waiver if it appears the limit will be exceeded in a year's time. No promise by any person, not made in writing and properly approved, shall be sufficient to waive this requirement, and reliance thereon is at the risk and peril of the Consultant.

The Consultant will be reimbursed all reasonable out of pocket expenses, including the costs of other professionals such as videographers (retained only after approval by the COA), copies, telephone charges, and any other expenses necessary, including travel approved in advance by the COA.

Consultants may not assign any interest in this contract, and shall not transfer any interest without prior written consent of the City of Alexandria, including to any person, partnership, limited liability company, or any other juridical entity which may be the successor of any contracted professional.

Consultant will expressly agree and acknowledge that the Professional is an Independent Contractor as defined in R.S. 23:1020(5) and, as such, it is expressly agreed and understood between the parties that the City of Alexandria shall not be liable to any Professional or Professional's employees for any benefits or coverage provided by the Workman's Compensation Laws of the State of Louisiana.

It shall be expressly agreed and understood between the parties entering into any agreement that Consultant and any employees, acting as an

independent contractor, shall not receive sick, annual leave, or disability benefits from the City of Alexandria.

Consultant acknowledges that the City of Alexandria has authorized a specific budget for these services, which is administered by the Executive Director of the Alexandria Human Relations Commission. You will agree not to accept an assignment from the City of Alexandria without the knowledge of the Executive Director of the Alexandria Human Relations Commission and receipt of a notice to proceed from the Executive Director of the Alexandria Human Relations Commission. You must acknowledge that failure to obtain said notice to proceed may result in non-payment of invoices for the services provided and expenses incurred by you.

Consultant agrees to maintain sufficient professional and general liability insurance and provide continuing proof of same to the City. Consultant further agrees to defend, indemnify, and hold harmless the City of Alexandria, its officers, agents, employees, and assigns from and against any and all claims, actions or causes of action, damages and liabilities arising out of Professional's negligent acts, errors, or omissions in performing the contract services.

#### **SECTION 4. QUALIFICATION AND SUBMISSION REQUIREMENTS and INSTRUCTIONS**

##### **4.1 Minimum Personnel Requirements.**

Respondents should have strong professional qualifications related to 1) the Civil Rights Movement, particularly in Louisiana; 2) historical research methodology and archeology; 3) experience working in a collaborative environment, including but not limited to municipalities, various non-profit entities, and the general public; and 4) familiarity with reporting standards appropriate to the project.

Appropriate general liability insurance must be maintained with proof of same to the COA. Although negotiable, a minimum of \$500,000 is preferred, with at least \$1,000,000 optimal.

#### 4.2 Qualification Format.

To achieve a uniform review process and obtain the maximum degree of comparability, the qualification shall be organized in the manner specified below.

Qualifications shall not exceed ten (10) pages in length (excluding resumes, title page(s), index/table of contents, attachments, or dividers). Information in excess of that allowed will not be evaluated. One page shall be interpreted as one side of single-spaced, typed (minimum 12-point font size) 8 ½" X 11" sheet of paper.

#### 4.3 Title Page (1 Page).

Show the RFQ title, the name of your firm, address, telephone number(s), name of contact person, and date.

#### 4.4 Letter of Interest (Limited to 1 page).

A. Identify the RFQ project for which qualification has been prepared. Affirm your compliance with Section 4.1.

B. Briefly state your understanding of the services to be performed and make a positive commitment to provide the services as specified. You may include representative clients, but, if so, please ensure they are aware and will answer general questions about your engagements.

C. Provide the name(s) of the person(s) authorized to make representations for you, their title(s), address, and telephone number(s).

D. The letter of each qualification must be signed by a corporate officer or their individual who has the authority to bind you. The name and title of the individual(s) signing the qualification must be clearly shown immediately below the signature. The initial response, or letter of interest

(LOI), shall contain a statement of intent, purpose, and attestation of understanding of Sections 1.3 and Section 2.

4.5 Curriculum Vitae (No Page Limit)

Please provide with the LOI your current resume/C.V.

4.6 Qualifications Submission (Five Pages)

Applicants wishing to provide additional information to Sections 4.4 and 4.5 may do so as provided for in this RFQ. Although not required, the additional submission of a full Qualifications statement will enable the COA to make value judgments beyond the LOI and your C.V. All applicants should organize the Qualifications (and LOI) in a manner maximizing address of the four key areas in Section 2.1.

Proprietary information must be noted as such, clearly marked in ALL CAPS and segregated from the rest of the material. You may wish to note this in your application for easier reference. A full Qualification response (or LOI) might include additional address of:

- Municipal history and representation experience
- Statements from representative clients
- Firm capacity and personnel highlights
- Various forms of electronic media familiarity and expertise
- Board certified expertise
- Other local contributions
- Civic and charitable work
- Special fee commitments and incentives to gain commitment of public employer/cost containment and reduction methods
- Initial reduced rate for trial period
- Statement of Competitive Advantages



**Ann E. Lowrey**  
**Executive Director, Alexandria Human Relations Commission**  
**Deputy City Attorney, City of Alexandria**  
Post Office Box 71  
Alexandria, Louisiana 71309-0071

**CERTIFICATION #1**  
**(Policy for Consulting)**

**There exists a declared need for professional services outside the scope of what the city can provide regarding these services as currently on staff with the City.**

**There is a need for professional services for a highly specialized and particular need within the City, that of a historian consultant services.**