



SAN DIEGO STATE  
UNIVERSITY  
Research Foundation  
REQUEST FOR PROPOSAL  
for  
~THE SAGE PROJECT~

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**PROPOSAL DATA**

Proposal Number: RFP #16305, DATE: November 01, 2016

Description: Local Community Projects

RFP Contact: Charla Mullen, Technical Buyer III.  
619-594-3413 FAX 619-594-4212 E-mail: [cmullen@foundation.sdsu.edu](mailto:cmullen@foundation.sdsu.edu)

Project Contact Jessica Barlow, Ph.D.  
619-594-3807 E-mail: [jbarlow@sdsu.edu](mailto:jbarlow@sdsu.edu)

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***ALL QUESTIONS AFTER MARCH 1, 2017: Shall be directed to Charla Mullen  
[cmullen@foundation.sdsu.edu](mailto:cmullen@foundation.sdsu.edu)***

***DEADLINE FOR QUESTIONS: Wednesday, March 8, 2017 at 3:00 p.m.***

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**PROPOSAL DUE DATE** *(One digital version to [cmullen@foundation.sdsu.edu](mailto:cmullen@foundation.sdsu.edu))*

Date: Wednesday, March 15, 2017

Time: 3:00 p.m.

Location: Purchasing Department, Gateway Bldg., 4<sup>th</sup> Floor, Room 4523A  
5250 Campanile Drive, San Diego, CA 92182-1941

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**PROPOSAL CONTENTS**

*Exhibit A: Request for Proposal "RFP", consisting of twelve (12) pages;*

*Exhibit B: Sample Application Review Form, consisting of four (4) pages;*

*Exhibit C: Sample Proposal, City of Santee, consisting of twenty-two (22) pages.*

*Sealed written responses must be received by the Purchasing Department no later than the date, time and location indicated above for RFP Due Date. SDSU assumes no responsibility for delay in delivery of the proposal to the designated delivery location by the United State Postal Service, by University Mail Services, or by any other means. Submittal of responses by electronic means is acceptable.*

**NOTE: This RFP does not constitute an order for the goods or services specified.**



Exhibit A

RFP #16305

Page 2 of 12



SAN DIEGO STATE  
UNIVERSITY

**RFP #16305**  
**~The Sage Project~**

**TABLE OF CONTENTS**

	<u>Page</u>
EXHIBIT A            REQUEST FOR PROPOSALS	
• SECTION I. INTRODUCTION.....	3-4
• SECTION II. SCHEDULE OF EVENTS.....	5
• SECTION III. SCOPE OF WORK.....	6 - 8
• SECTION IV. PROPOSAL FORMAT/SUBMITTALS.....	9 - 10
• SECTION V. RESPONSE REQUIREMENTS.....	11
• SECTION VI. EVALUATION AND AWARD CRITERIA.....	12
 EXHIBIT B            SAMPLE APPLICATION REVIEW FORM.....	 1-4



## SECTION I: INTRODUCTION

### **INTENT:**

San Diego State University Research Foundation (SDSURF) is requesting proposals from local governments to serve as the official community partner for the Sage Project starting Fall 2017. The selected partner will benefit from thousands of hours of work by SDSU students and faculty members from a wide range of disciplines to help the partner achieve their smart growth, quality of life, and sustainability goals. Our government partner must support the partnership effort through payment of a fee and dedicated staff time. We anticipate that the selection process will be competitive. Deadline for proposals: **Wednesday, March 15, 2017.**

### **OVERVIEW OF THE SAGE PROJECT:**

The Sage Project is a partnership between SDSURF, San Diego State University (SDSU) and a local government in the San Diego region that lasts for one year. Students, through their course work, engage in meaningful real-world projects and contribute to the quality of life of residents in the city partner's community. SDSU students and faculty connect with high-priority, high-need community projects identified by the city partner, thereby generating interest and fresh ideas that create momentum and provide real service to the community. The Sage Project is a member of the Educational Partnerships for Innovation in Communities (EPIC) Network of institutions that have similar campus-community partnership models. Like other EPIC Network programs, the Sage Project at SDSU engages hundreds of students who invest thousands of hours assisting communities in our region as they seek to build a more equitable and sustainable future.

The Sage Project has included courses from a wide variety of disciplines, including the following:

- anthropology
- audiology
- city planning
- communication
- computer science
- civil engineering
- economics
- environmental engineering
- exercise and nutrition science
- furniture design
- geography
- graphic design
- homeland security
- hospitality and event planning
- international security and conflict resolution
- marketing
- political science
- public administration
- public health
- real estate and finance
- recreation and tourism management
- speech, language, and hearing sciences

Of course, additional disciplines may be added per the needs of the city partner and availability and interest of the faculty. In addition, projects often involve collaboration across multiple courses and disciplines to address goals from multiple perspectives.

Projects with our National City, Santee, San Diego, and Lemon Grove partners over the past 3 years have been tied to goals and initiatives in their strategic plans and they were developed in consultation with city staff and city councilmembers. Such projects have included, for example, the following:



- Street improvements to slow traffic, enhance pedestrian safety, address stormwater runoff, and beautify the area with drought-tolerant landscaping;
- Land use analysis and designs for redevelopment of sites in a designated tourism district;
- Recommendations for enhancement of the city's Emergency Operations Plan using social media, technology, and funding;
- Improved gateways, wayfinding and signage throughout parks, tourist attractions, and high-density areas;
- Energy calculations, engineering design and cost/benefit analysis for building-integrate solar cell installation at the public library;
- Long-range property management plan, market analyses, and basic valuation estimates of redevelopment parcels;
- Policy recommendations for cost savings for the city's general fund;
- Examination of homeless outreach resources;
- Analysis of air quality and noise pollution due to industry and recommendations for mitigation of impact on the health and well-being of the city's residents;
- Needs assessment for community services related to health, safety, and social well-being of residents;
- Improve the management of the physical infrastructure by updating and expanding the current GIS asset inventory and mapping of assets; and
- Review inventory of undeveloped sites for opportunities to develop and implement water quality enhancement projects.

The Sage Project is supported by fees paid by the city partner.



## SECTION II: SCHEDULE OF EVENTS

Release of Request for Proposal	November 1, 2016
Project Idea Period	November 1, 2016 – March 1, 2017
Deadline for Receipt of Written Questions (3:00 p.m.)	March 8, 2017
<b>Deadline for Receipt of Proposal Packages (3:00 p.m.)</b>	<b>March 15, 2017</b>
Proposal Review Period	March 15, 2017 – March 25, 2017
Notice of Intent to Award	March 28, 2017
Contract Awarded	April 7, 2017

**NOTE: Schedule of Events dates may be adjusted upon advanced written notice.**



### **SECTION III: SCOPE OF WORK**

#### **BENEFITS TO THE LOCAL GOVERNMENT PARTNER:**

Over the course of an academic year, students together put in thousands of hours to generate hundreds of creative and implementable project-related ideas, solutions, analyses, and designs based on their training, their knowledge of the community, and their research on relevant projects around the world under the guidance of faculty experts with extensive knowledge of cutting-edge research and its practical application. The students are able to take risks and propose novel ideas to the public that allow for conversations and communication between the community, the city staff, and other stakeholders on a broad range of topics to move forward with sustainable community development. The work done by students is creative and reflects new and innovative perspectives for the city partner that may otherwise be absent due to limited time and resources, which in turn can get stagnant projects moving again by motivating staff and the community.

The partnership also provides greater publicity, energy, and enthusiasm for and by the city due to faculty and student engagement, which results in an improved reputation for the city as future-oriented and sustainability-focused.

Additionally, the partnership will involve education of highly engaged students with in-depth knowledge of the partner's community who may serve as prospective interns and/or staff members in the community. These students also serve as knowledgeable voices in the community who can in turn educate their fellow students, the residents, business owners, and future employers about their experiences and their contributions to the partnership.

Upon completion of each project, or milestone of a given project, students present their designs, analyses, solutions, and recommendations to the city in a public format to the city and community. The Sage Project then consolidates their work into a professional report that the city partner can then use for decision-making.

#### **PROJECT PROPOSALS:**

The city partner should have the resources (staff and funding) to support between 10 and 20 projects that focus on smart growth, quality of life, and sustainability initiatives. It is recommended, however, that the proposal to be submitted to the Sage Project actually include 15 to 25 projects, as it is possible that not all projects in the proposal will be able to connect with SDSU courses.

City partners are encouraged to partner with other entities, such as other cities, counties, transit districts, school districts, nonprofit organizations, and businesses in the development of projects and sharing of costs.

Prospective city partners should contact the Sage Project Director while they prepare their proposals in order to discuss project ideas. This allows for 'matchmaking' to occur, whereby (1) the city partner proposes a list of projects, (2) Sage Project staff and the city officials discuss ways to adapt those projects to better fit the interest, expertise, and suitability to SDSU's faculty and courses, and then (3)



the city partner suggests modifications to original project ideas and/or additional projects based on SDSU's capacity that address the city's goals.

During the proposal review process, the Sage Project will match these proposed projects with faculty and their courses. The timeline for proposed projects should be 9 months or less, and should take into consideration SDSU's academic terms. SDSU is on a semester system: The Fall semester starts in late August and ends in early December; the Spring semester starts in mid-January and ends in mid-May. Note that few relevant courses are offered during the summer; however, during this time, students conducting independent study or thesis work may be working on Sage-related projects.

### **TIMELINE FOR LOCAL GOVERNMENT SELECTION PROCESS:**

November 1, 2016 - March 1, 2017: Sage Project accepts applications for the 2017-2018 partnership. The Sage Project Director will be available by phone and for face-to-face meetings in order to discuss possible projects. It is strongly recommended that potential partners contact Sage Project faculty and staff to discuss ideas. Sage Project staff can assist with making these connections. After March 1, 2017 all questions shall be directed to Charla Mullen [cmullen@foundation.sdsu.edu](mailto:cmullen@foundation.sdsu.edu).

March 15, 2017 by 3:00 p.m.: Proposals are due to the Sage Project.

March 15 – March 25, 2017: Sage Project Review Board will review, select, and notify its top choice for the 2016-2017 partnership.

April 7, 2017: Contract Awarded

April 8 – May 2017: Final draft of project list is completed. The Sage Project and the city partner will match the proposed projects with SDSU faculty and courses. Contract with the city partner will be prepared, negotiated, and finalized.

May 2017: Sage Project and the city partner will publicly announce the 2017-2018 partnership.

### **PARTNERSHIP YEARLY TIME LINE:**

May 2017: City partner is selected and proposed projects are matched with SDSU faculty and courses. Sage Project and city partner develop and sign memorandum of understanding.

Summer 2017: Sage Project and city partner develop Scopes of Work for each project and participating course. Sage Project and faculty meet with city partner liaisons, city staff, and community representatives. City partner staff provides background information and documents relevant to the projects.

Fall 2017: Semester begins late August. Fall classes begin work on projects.

Spring 2018: Spring classes work on projects. Fall semester reports delivered to city partner.

April 2018: End-of-year symposium and identification of new partnership for 2018-2019.

Summer 2018: Spring semester reports delivered to city partner.

### **ANTICIPATED COSTS AND RESOURCES:**

The city partner should have the resources (staff and funding) to support between 10 and 20 projects that focus on smart growth, quality of life, and sustainability initiatives. It is recommended that the city



identify around 15 to 25 projects, as it is possible that not all projects will be able to connect with SDSU courses.

The cost of the partnership depends on the number of projects proposed as well as the number of classes working on each project. The cost of each project averages \$25,000, but can range from \$15,000 to \$50,000, which, as stated, is dependent upon the number of classes connected to that project. The Sage Project can be funded through the city's general fund, state and federal grants, local agencies, and also through partnerships with other organizations, such as school districts, utilities, non-profit organizations, and private businesses.

The funding covers the following: coordination and communication support from Sage Project staff; site visits to the partner city by Sage Project staff, faculty, and students; development, printing, and distribution of compiled reports; end-of-year symposium and other events; coordination with media and public relations for publicity and networking for the partnership.

The Sage Project partnership only works if there is a high level of engagement between the program and the partner city. The Sage Project Director is responsible for coordinating the faculty and students and serves as the liaison for the city partner. Partnerships are most successful if the city partner can also appoint one lead person at .25 to .5 FTE to serve as the coordinator on the city side and to liaise with the Sage Project Director. This lead must be knowledgeable about each project and the city staff and SDSU faculty member(s) involved. The time commitment is dependent upon the number of projects and the number classes connected to that project and the liaison's level of involvement.

In addition, we connect individual faculty members to their specific city contact so as to maximize project success. This requires city staff to dedicate an average of a few hours each week towards the project during the particular semester. During the summer prior to the start of the partnership, the Sage Project and the city partner will develop Scopes of Work for each project and participating course, which will detail the specific project and associated goals, activities, deliverables, and estimated costs. Also during that time, the city partner staff will need to provide SDSU with background information and documents relevant to the projects, such as GIS maps, photographs, concept plans, and relevant data.



## SECTION IV: PROPOSAL FORMAT/SUBMITTALS

### **SAGE PROJECT PROPOSAL GUIDELINES:**

The Sage Project partnership proposal should include the following:

#### Information about the City:

- City name
- City manager's name
- Name and contact information of primary city staff liaison (phone, e-mail, postal address, department, and staff role)
- List of partner organizations and their roles in the partnership

#### Summary: List of Proposed Projects:

- A one- to two-paragraph summary of the proposed projects
- Sustainability and quality of life impacts of proposed projects
- Designated staff contacts and leads for each proposed project

*Note: Prospective city partners are strongly encouraged to contact the Sage Project Director, Jessica Barlow, while developing their proposed projects.*

#### Specific Project Details: For each individual project, provide a detailed description to include:

- A map of project site (as relevant)
- Staff involved
- Funding sources anticipated or sought
- Partner organizations and their role
- Project goals
- Sustainability and quality of life impact
- Specific issues, problems, or concerns that students may be able to address

#### Letters of Support: Provide letters of support from the following:

- City manager
- City elected governing body
- Selected or proposed partner organizations (as relevant)
- Funding entities (as relevant)

Also provide reference to the city's sustainability action plan, climate action plan, strategic plan, and/or other documents that attest to the city's commitment to sustainability.



**PROJECT CONTACT:**

For more information about the Sage Project and to start potential projects, please visit the website: <http://sage.sdsu.edu>. The Sage Project Director, Jessica Barlow, is also available to answer your questions about the Sage Project until March 1, 2017.

Jessica Barlow  
Sage Project Director  
San Diego State University  
[jbarlow@sdsu.edu](mailto:jbarlow@sdsu.edu)  
619-594-3807

**NATIONAL CITY CONTACTS:**

City partner representatives from the Sage Project's partnership with the City of National City are also available to answer your questions about their experiences with the partnership.

Brad Raulston  
Executive Director of Development  
City of National City  
[braulston@nationalcityca.gov](mailto:braulston@nationalcityca.gov)  
619-818-8500

Leslie Deese  
City Manager  
City of National City  
[lideese@nationalcityca.gov](mailto:lideese@nationalcityca.gov)  
619-336-4242

**RFP CONTACT:**

Charla Mullen, Technical Buyer III  
619-594-3413  
[cmullen@foundation.sdsu.edu](mailto:cmullen@foundation.sdsu.edu)

SDSURF Purchasing Department, Gateway Bldg., 4<sup>th</sup> Floor, Room 4523A  
5250 Campanile Dr. San Diego CA 92182-1941



## SECTION V: RESPONSE REQUIREMENTS

### **RECEIPT OF PROPOSAL PACKAGES (Hard Copy):**

Packages (**1 Original burned to CD or USB**) shall be received at the SDSURF Procurement Department, until **Monday, March 15, 2017 at 3:00 P.M.**

Packages shall be submitted in a sealed envelope(s) marked with:

- The Name of Proposer
- Buyer~ Charla Mullen, Technical Buyer III
- RFP #16305 - Proposal Due Date –3/15/17 @ 3:00pm

Proposals submitted by mail should be submitted sufficiently in advance to ensure delivery to SDSURF Purchasing Department prior to the specified time. SDSURF assumes no responsibility for delay in delivery of the proposal either by the United States Post Office or after it is delivered to a central location on campus. If submission time is a factor, SDSURF encourages hand delivery or Federal Express delivery of your proposal **directly to the Purchasing Department, Gateway Bldg., 4<sup>th</sup> Floor, Room 4523A**. All proposals received after scheduled closing time for receipt of proposals will not be considered.

### **RECEIPT OF PROPOSAL PACKAGES (email):**

Send your proposals to [cmullen@foundation.sdsu.edu](mailto:cmullen@foundation.sdsu.edu) by **Monday, March 15, 2017 at 3:00 P.M.**

1. To facilitate the evaluation process, Proposers are encouraged to organize their proposal into distinctive sections that correspond with the individual evaluation categories described herein.
  - Criteria 1 ~ High Level Support
  - Criteria 2 ~ Sustainability
  - Criteria 3 ~ Financial Support
  - Criteria 4 ~ Impact
  - Criteria 5 ~ Logistics & Suitability
  - Criteria 6 ~ External Organization Support
2. **ADDITIONAL INFORMATION/QUESTIONS.** Requests for additional information or clarification about the RFP process must be submitted in writing to Charla Mullen @ [cmullen@foundation.sdsu.edu](mailto:cmullen@foundation.sdsu.edu), **no later than, Monday, March 8, 2017 at 3:00 p.m.** If you have non-technical questions you may call Charla Mullen @ 619/594-3413 or email [cmullen@foundation.sdsu.edu](mailto:cmullen@foundation.sdsu.edu).
3. Proposers shall not to contact other employees of SDSU after March 1, 2017.



## SECTION VI: PROPOSAL REVIEW AND AWARD CRITERIA

### **SAGE PROJECT PROPOSAL REVIEW PROCESS**

The Sage Project will review all proposals based on the following:

**High-Level Support:** The proposal shows evidence that the city manager and elected officials are willing to direct city staff to provide the necessary time, resources, and participation in the Sage Project partnership.

**Sustainability:** Proposed projects address sustainability goals, such as (but are not limited to) the following: reduction of greenhouse gas emissions, reduction of energy and water usage, increase in social equity, cost-savings, increase in walkability/bikeability and/or public transportation, and redevelopment of existing sites.

**Financial Support:** The city partner's fee will be \$15,000-\$50,000 per project for 10-15 projects, which will include 20-30 courses, 500-1000 students, and thousands of hours of effort. A formal commitment of funds is not required at the time of proposal submission; however, a statement regarding the expected funding sources should be included in the proposal.

**Impact:** The proposed projects are directly tied to the city partner's goals and will have an identifiable positive impact on the community. Indicate how this positive impact will be measured following the completion of the partnership.

**Logistics:** The proposed projects are compatible with the SDSU Academic Calendar of two 15-week semesters, and can be completed within the timeline provided above.

**Suitability:** The proposed projects are suitable to the knowledge and skills of the Sage Project faculty and their students. The Sage Project staff will determine those faculty members who are able and interested in carrying out the proposed projects based on their own course needs as well as their research focus. Discussion of proposed projects with the Sage Project Director as they develop will better ensure the suitability of those projects to the Sage Project faculty.

**External Support:** Description of the nature of involvement by other organizations (e.g., nonprofit organizations, transportation districts, school districts) that will serve as partners in the proposed projects.

**AWARD CRITERIA.** Award shall be made to the most responsive, responsible proposer(s) scoring the highest points as evaluated by the SDSU Evaluation Committee using the evaluation criteria as stated on Exhibit A, Section VI, Page 12.

