



Request for Proposal Revenue Measure Strategy & Communications Consulting

City of Chico
PO Box 3420
Chico, CA. 95927
(530) 896-7200

Proposals must be received by **5:00 p.m., Friday, November 5, 2021**, and shall be clearly marked **“Proposal for Revenue Measure Strategy & Communications Consulting”**.

PURPOSE AND BACKGROUND

The purpose of this Request for Proposal (“RFP”) is to obtain proposals from qualified firms to advise the City Council and City staff on developing appropriate ballot language for a proposed 1% general sales tax to appear on the 2022 November general election. Additionally, consultation will be necessary on how best to educate voters on the proposed 1% general sales tax measure and the development of materials and other outreach efforts to ensure citizens receive objective and accurate information related to the ballot measure. This includes, among other items, a need to increase awareness of unfunded needs in City operations and the capital infrastructure that would qualify for funding under this measure.

The City is currently at the lowest sales tax rate (7.25%) possible. Of the sales tax rate, cities receive a 1.00% increment for local use; however, the City of Chico entered into a tax sharing agreement many years ago with Butte County, and as a result, the City only receives a 0.95% increment. Current sales tax revenue generates approximately \$27 million annually.

The City of Chico is a full-service charter City that maintains seven departments including – Police, Fire, Administrative Services, Community Development, and Public Works-Operations, Public Works-Engineering, and Human Resources/Risk. The City also maintains a municipal airport and sewer utility operation, both which are divisions of Public Works-Operations.

The City has not placed a sales or property tax-based revenue measure on the ballot over the past ten years. In November 2012, the City did pursue a Telephone Users’ Tax which would have reduced the tax rate on telephones from 5% to 4.5% and allowed the tax to apply to all types of telephone communications, including mobile phones. The measure failed with a “no” vote of 53.62%. After considering placing a ballot measure on the 2020 ballot, the City hired EMC research to conduct a citizen’s survey to determine the public’s likelihood of supporting a tax measure. At that time, the survey results were strong that a general ad-on sales tax would gain approval by over 66%. City Council chose not to place a ballot initiative to the voters.

CONSULTANCY OBJECTIVES

Phase 1: Project Overview

Develop a process, including a specific timeline and key milestones, that results in a sales tax ballot measure for the General Election in November 2022.

Phase 2: Communication Strategy Development

Develop overall strategy and clear messaging to effectively educate and communicate with voters, stakeholders, and the community.

Phase 3: Implementation

Identify, create, and manage the production of materials and other outreach efforts needed to implement the strategy. This includes (but is not limited to) preparation of the ballot measure statement, argument, and rebuttal (if needed); and Phase 2 Community Outreach materials.

PROJECT TIMELINE

RFP Due to City	5:00 PM Friday, November 5, 2021
Review of Proposals & Recommendation	Week of November 8, 2021
Award Notification	Week of November 15, 2021

Note: This schedule is subject to change

SUBMITTAL REQUIREMENTS

The proposal shall include:

1. A description of the firm's approach, methodology, and high-level timeline proposed to meet the objectives outlined above.
2. A description of previous experience with funding measure strategies and the success of those measures that went to ballot.
3. A firm profile and background information for the project manager and key consultants on the project team. Include information on any key subcontractors that will be utilized.
4. A minimum of three current (none earlier than 2016) references with contact information.
5. Breakdown of pricing separately for each Phase, including a not to exceed amount. Fees shall be inclusive of all expenses such as travel, materials production and delivery, etc.

SELECTION PROCESS

Proposals will be evaluated based on (but not limited to) the following criteria:

- Quality of the proposal
- Understanding of the project objectives/outcomes and vision
- Relevant experience and qualifications of applicants
- Proposed budget and the ability to complete the work in accordance with the required schedule
- Discussion with references
- Follow-up interviews as required

SUBMITTAL INSTRUCTIONS

To reply to this RFP, please email the proposal to: angie.dilg@chicoca.gov.

Email proposals must be received by **5:00 p.m., Friday, November 5, 2021**, and shall be clearly marked **“Proposal for Revenue Measure Strategy & Communications Consulting”**.

MAIN CONTACT

Angie Dilg, Management Analyst
Email: angie.dilg@chicoca.gov
Phone: 530-896-7202

The City reserves the right to waive technicalities or irregularities, accept the proposals and award a contract, to postpone acceptance of the proposals and the award of the contract, to reject any and all proposals received and re-advertise the project, to negotiate for a partial work scope, or to negotiate separately with any source whatsoever in any manner necessary to serve the best interests of the City.

REFERENCE DOCUMENTS

The following reference documents are available to assist in the preparation of the proposal:

Attachment A [Council Staff Report – Voter Survey](#)

Attachment B [Measure J 2012](#)

City of Chico [General Plan](#)