



REQUEST FOR PROPOSAL

Consultant for C/CAG Equity Assessment and Framework Development

Response to Questions Submitted: Posted December 3, 2021

Proposals are due **prior to 5:00 p.m., January 31, 2021 (updated)**

Questions and Responses:

Q1a: Would it be possible to extend the proposal deadline from December 17th, 2021 to January 14th, 2022?

R1a: In order to maintain the desired Equity Assessment Project timeline, C/CAG is extending the RFP due date, but only to January 31, 2021.

Q2a: Who is managing this contract? Are there particular staff or committee members leading, given that the select programs or departments mentioned in the RFP cover a range of disciplines (e.g. transportation, sustainability, etc.)?

R2a: The RFP and contract are being managed by Kim Springer, Transportation Systems Coordinator with C/CAG. The services requested are to assess C/CAG's programs, including a few that C/CAG coordinates with other agencies.

Q2b: What staff should we expect to coordinate with to develop a definition of equity?

R2b: Development of a definition of equity will involve all C/CAG staff and the definition will be vetted through C/CAG committees and the C/CAG Board.

Q3a: Please clarify desired outcome. Are you seeking a "global" approach for equity for the C/CAG to adopt and recommend to county departments and program managers?

R3a: The County of San Mateo has its own Equity Officer and programs. The services requested are more specific to C/CAG's programs. In other words, the requested services are not intended to provide guidance to the County or be a "global" approach, but rather to develop and equity platform for C/CAG's core programs.

Q3b: Should we consider county departments and programs mentioned as "stakeholders" who have a range of equity needs that would inform a "global" approach?

R3b: The following paragraph from Page 5 of the RFP is intended to differentiate C/CAG programs from the broader (including safety net) services the County of San Mateo agency, which has well over 5,000 employees, many departments, and hundreds of programs. C/CAG has 11 employees.

"C/CAG, as an organization, oversees programs addressing multiple aspects of transportation, land use, stormwater pollution and water, energy, and climate change. C/CAG's role in San Mateo County is both important and influential. However, C/CAG does not provide public services as broadly as the County

organization, which offers multiple welfare safety net services directly to communities.”

Q4: Has C/CAG previously engaged in staff DEI training, and if so, what were the successes and challenges of that learning experience?

R4: A few of C/CAG staff have previously engaged in staff Diversity, Equity, and Inclusion training, but not all. Those engagements were led by another agency and not specific to C/CAG’s programs.

Q5: The RFP outlines just two (2) CBOs. Are there two particular CBOs the C/CAG has in mind that they believe will yield a representative perspective?

R5: C/CAG does not have specific CBOs in mind at this time.

Q6a: To optimize time and budget, is the C/CAG prepared to share existing local data sources or analysis of national data sources currently used to guide programming?

R6a: C/CAG will share data sources it has access to from previous projects.

Q6b: To optimize time and budget, is C/CAG prepared to share Priority, commonly used policies, or some other ranking of policies or policy types (funding methodologies, planning, etc.) to review?

R6b: C/CAG will share its existing internal policy documents and those related to use of grant funds for programs or projects.

Q7: What were the successes or gaps of existing data and equity definitions developed for other initiatives (e.g. 101 express lanes equity programs)

R7: The 101 Express Lanes equity program is a very specific engagement. This equity study is C/CAG’s first comprehensive review of equity and its potential application across its programs. The different metrics include Cal Enviro, the MTC Equity priority areas, C/CAG’s Equity Focus Areas, and separate Samtrans equity priority areas.

Q8: What are the challenges you see with exploring and adopting equity, if any?

R8: The C/CAG Board is very supportive of this effort, as is C/CAG staff. San Mateo County has some distinctive communities: coastside vs. bayside, affluent vs. lower

income, rural vs. closer to downtown areas, service workers vs. office workers, and youth vs. elderly. These as well as other community factors will need to be considered and examined in the definition and development of an equity program for C/CAG. There are several additional nuances, including: the heightened focus and need for equity considerations, C/CAG's limited portfolio of services and programs, the possibility that some programs might have limited equity implications, and the need to make strategic transportation investments throughout the County.

Q9: What format are the DAC maps expected to be delivered in? I.e., Static or digital with interactive layers

R9: Digital with interactive layers building upon existing GIS maps and layers already developed.

Q10: Can the DBE goal be met, in part, by teaming with minority-owned/individual-owned businesses to achieve equitable access to work, who may not have a formal DBE certificate?

R10: The organizations with which a proposer teams should have a formal DBE certificate to be considered in meeting the DBE goal.